



Investor Factbook

March 2025

zalando

Welcome to Zalando

Zalando keeps the pace high. Only 16 years after founding the company in 2008, we today serve around 52m active customers in 25 European countries and have become Europe's leading multi-brand online fashion destination. Building on this, more than 15.000 employees work hard every day to build a pan-European ecosystem for fashion and lifestyle e-commerce on Zalando and beyond.

This factbook is designed to give you easy access to the most relevant capital markets information about Zalando.

Enjoy the read!

**Astrid, David, Robert, David,
and the IR team**



Zalando Management Board

Robert Gentz, David Schröder, Astrid Arndt, David Schneider



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Zalando in a nutshell

Unrivalled scale



25
European markets



~52M
active
customers



~5x
average order
frequency



~300 EUR
yearly spending
per customer

Strong localization



>6,000
(local) Brands



>20+
payment methods



>160
delivery & return
solutions



20
languages

Industry-leading platform business model

Customer choice



34%
Partner business
share¹

Direct-to Consumer

Best-in-class logistics & tech capabilities



13
fulfillment centers in 7 markets



~2800
employees in technology department



We are expanding our strategy towards building a pan-European ecosystem for fashion & lifestyle e-commerce

2009 GMV

€6m

2025 GMV

€>15bn

+ 2024

2008 /
2009

2010 / 2011

2011 / 2012

2013 / 2014

2015

2019

Market Entry

- Focus on shoes
- Defined value proposition
- Leadership in Germany

Category Expansion

- Apparel
- Sports
- Accessories
- Private label

Geographic Expansion

- 15 European markets
- 425m population
- Highly localized approach

Operational Excellence

- Building proprietary technology and logistics infrastructure
- Creating scalable and efficient processes
- Successful IPO October 2014

Platform Transition

- Opening our platform for partners (e.g. Partner Program, Connected Retail)
- Leveraging capabilities beyond retail (e.g. ZFS, ZMS)
- Focusing on customer loyalty (e.g. Zalando Plus)

Starting Point Vision

- Pursuing our vision to be the Starting Point for Fashion
- Become a sustainable fashion platform with the “Do More” strategy as core part of our business strategy

Ecosystem for Fashion and Lifestyle

- Building a pan-European fashion and lifestyle e-commerce ecosystem around its two key growth vectors: Business-to-Consumer (B2C) and Business-to-Business (B2B).
- Allows Zalando to cover an even larger share of fashion and lifestyle e-commerce in Europe
- Achieving Net-Zero for whole value chain & empowering workers through Decent Work

We are a truly European fashion platform and...

We are **active in 25 European markets and will expand our presence to Portugal, Greece, and Bulgaria.**

We serve around **52m active customers¹**, more than 10% of the European population

And we serve our customers in a more meaningful way as active customers spending over 500 euros make up **around 60% of our GMV²**



6 ¹ FY/2024, each customer that has placed at least one order within the last twelve months

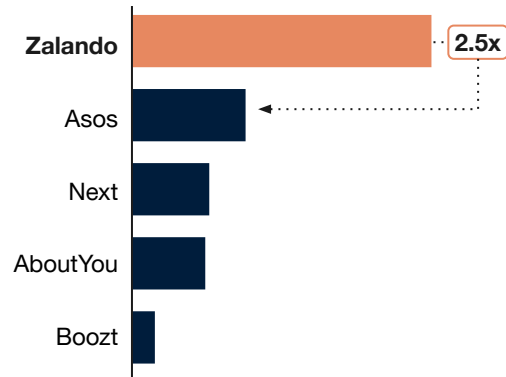
² Gross Merchandise Volume (GMV) incl. VAT, data from 2024



... the leading multi-brand fashion destination in Europe

Most visited multi-brand fashion destination

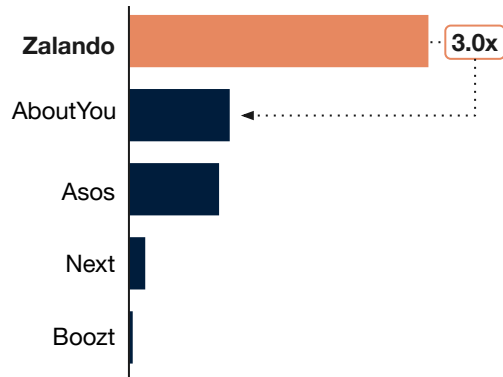
Total unique visitors 2023¹



56% of customers visit us 5+ times per month⁴

Most downloaded multi-brand fashion app

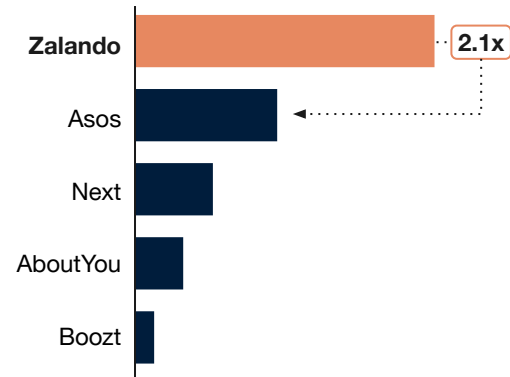
Total app downloads 2023²



61% of orders done via App

Unmatched scale in Europe

Active customers in #m³



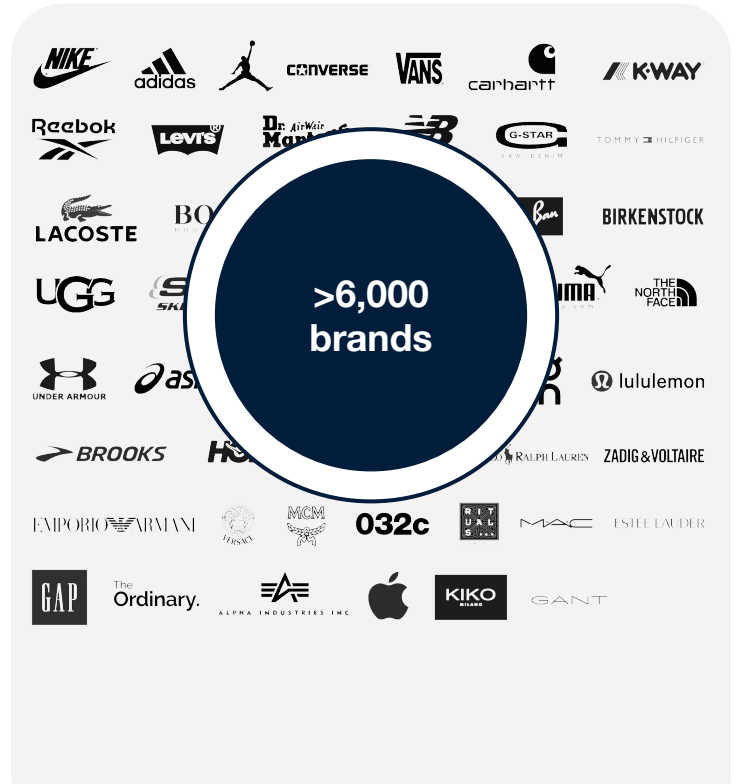
~300 EUR spend per customer⁵

We have become THE European meeting point of customers and lifestyle brands



61%
of consumers prefer to shop fashion at multi-brand retailers¹

15
different brands ordered by average Zalando customer²



8 ¹ Source: BCG consumer research (2023) "At which type of shop / retailer did you make your last purchase", February 202; ² average during customer lifetime

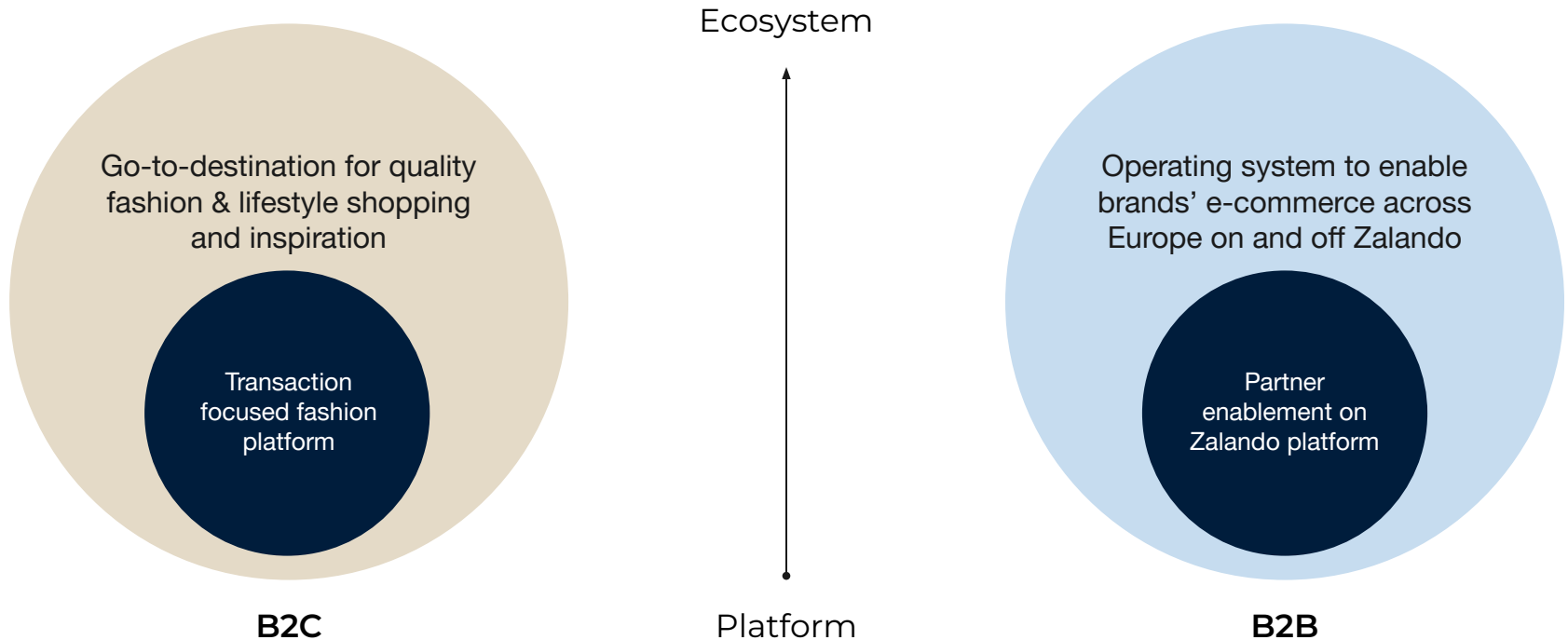


We expand our strategy towards building a pan-European ecosystem for fashion & lifestyle e-commerce





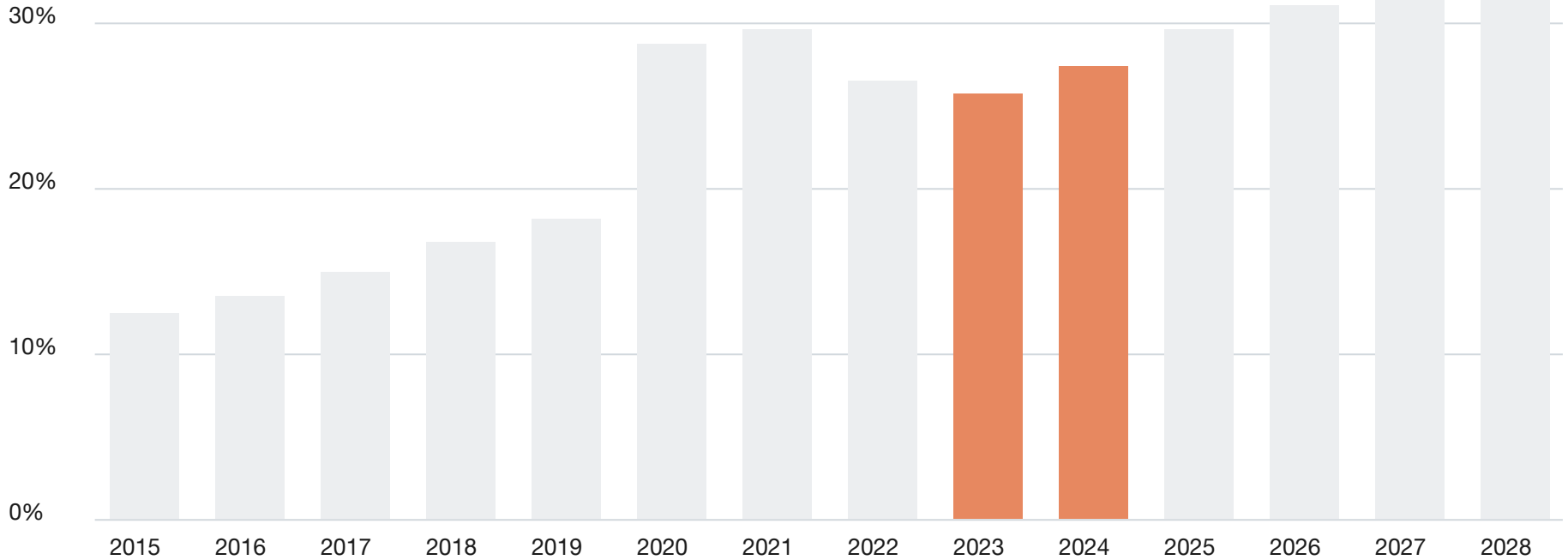
Our ecosystem strategy serves customers beyond transactions and enables partners beyond our platform across Europe





European e-commerce penetration returned to its long term trend line and increased again for the first time post Covid

Online Penetration Fashion in Europe¹
(in percent)



11 ¹ Euromonitor online penetration as of February 2025, international forecasts, values based on actuals and estimates; fixed exchange rates. Fashion data incl. apparel and footwear, bags and luggage, jewelry and watches. Data for Europe (excl. Russia)

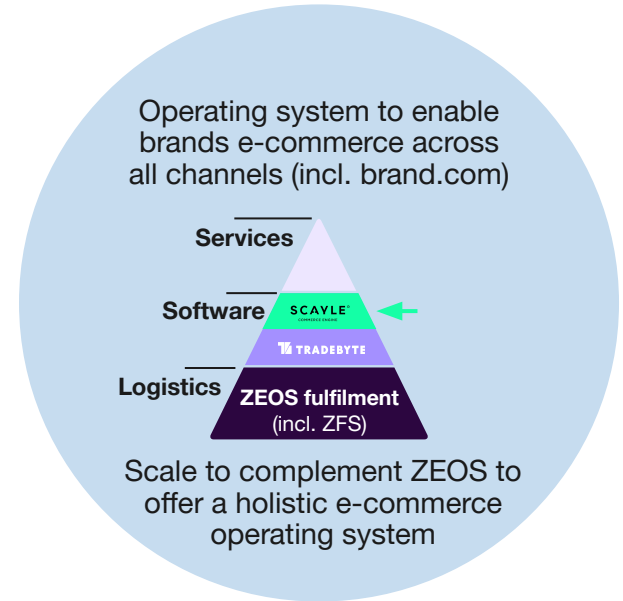
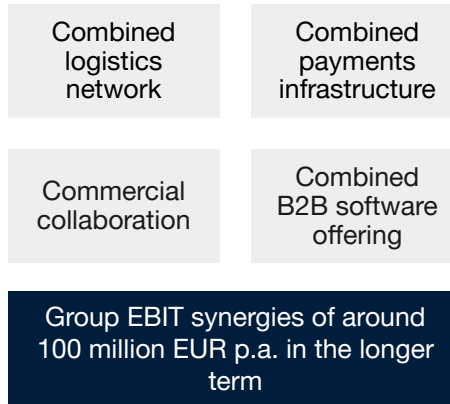


Acquisition of ABOUT YOU plays into our ecosystem strategy and unlocks significant value creation opportunities



B2C

Significant value creation opportunities



B2B

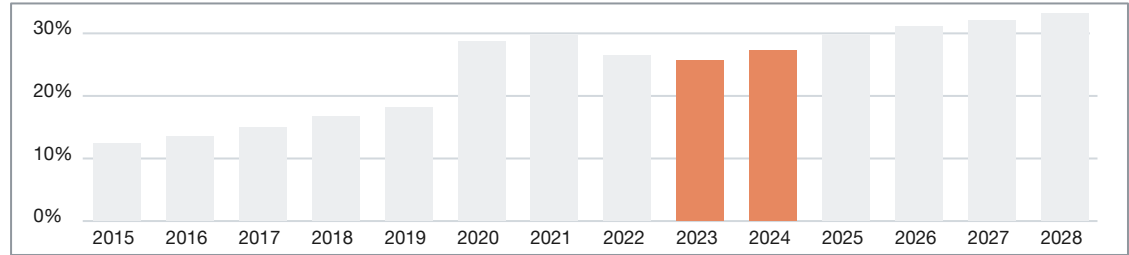


Transaction adds further scale to an already huge opportunity contributing to Zalando's attractive long term financial profile

Expanded ecosystem opportunity



Online fashion segment continues to grow¹



Combined group offers highly attractive financial profile at scale

	B2C	B2B
Long-term target margin (adj. ² EBIT margin in % revenue)	10% – 13%	10% – 13%

13 ¹ Euromonitor online penetration as of February 2025, international forecasts, values based on actuals and estimates; fixed exchange rates. Fashion data incl. apparel and footwear, bags and luggage, jewelry and watches. Data for Europe (excl. Russia)
² Excludes equity-settled share-based payment expense ("SBC"), restructuring costs, significant non-operating one-time effects and acquisition-related expenses



Our mid-term guidance for the combined group until 2028 reflects our ambition to return to strong growth and to continue margin expansion

5-year CAGR¹ (2023 – 2028)

Adjusted EBIT margin in % of revenue

Zalando combined group (incl. ABOUT YOU)

		Zalando combined group (incl. ABOUT YOU)
Growth	GMV	5% – 10% CAGR
	Revenue	5% – 10% CAGR
Profitability	Adj. ² EBIT margin	6% – 8% in 2028
Cash generation	Free cash flow	Strong free cash flow

14 ¹ For the combined group including pro-forma ABOUT YOU numbers

² Excludes equity-settled share-based payment expense ("SBC"), restructuring costs, significant non-operating one-time effects and acquisition-related expenses



Zalando is still managed by its founders, supported by high-profile experts that secure a well-rounded view of the business



Robert Gentz
Co-founder &
co-CEO



David Schröder
Co-CEO¹



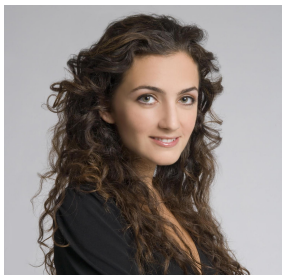
Astrid Arndt
Chief People
Officer



David Schneider
Co-founder



All supervisory board members have the relevant track record from various businesses to support Zalando



Jennifer Hyman¹
CEO and Co-Founder at
Rent the Runway, Inc.



**Anders Hoch
Povlsen**¹
CEO of Bestseller A/S



**Anika
Mangelmann**²
Zalando SE



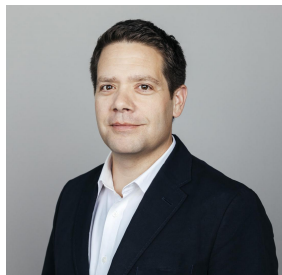
Niklas Östberg¹
CEO and Co-Founder of
Delivery Hero SE



**Susanne
Schröter-Crossan**¹
CFO at sender
Technologies GmbH



Matti Ahtainen²
Zalando Finland Oy



Kelly Bennett¹
Executive Advisor to
Microsoft/Xbox, Nubank and
Spotify leadership teams



**Mariella
Röhms-Kottmann**¹
CFO at Sunlight Group Energy
Storage Systems Industrial and
Commercial SA



Jade Buddenberg²
Zalando SE



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We set the standard of fashion e-commerce in Europe addressing important needs

Trusted European brand



Tailored & innovative digital experience

Sustainable & inclusive choices

Highly relevant assortment & content

Localized & personalized convenience



Our quality differentiation drives a flywheel for customers, partners and Zalando with substantial benefits

Customer benefits

- **Access** to more than **6,000 brands**
- **11,000 exclusive** products¹
- **300 hot drops**¹



Partner benefits

- Unparalleled access to about **52m active customers** in **25 markets** via Partner Program
- Ability to **authenticate** in a **quality multi-brand environment**

Zalando benefits

- **Higher scalability and flexibility** with a **50% Partner Program CAGR**²
- **Margin accretive** platform business



Our offering allowed us build a ~52m customer base and strong partnerships with >6,000 brands

Last twelve month figures, FY/24

~300EUR

GMV per customer

~52m

active customers

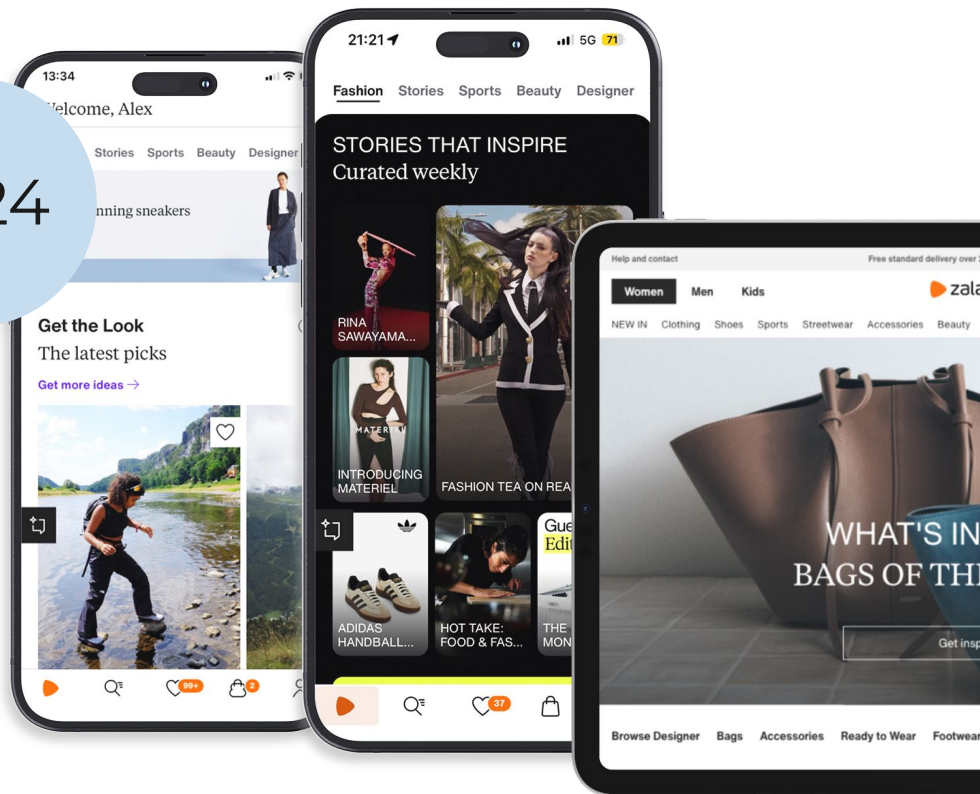
~61EUR

average basket size per customer

~5x

average order per active customers

2024





Evolving needs of customers create new opportunities

Growing expectations

59% of Zalando customers are willing to pay more for good **quality**.¹

Increased lifestyle expenditure

>50% of consumer expenditure in Europe is on **lifestyle** categories.² Fashion represents less than a quarter of that.

Inspiration as entry point to shopping

86% of consumers look for **inspiration** within their shopping journey. For GenZ this increases to 96% and social media is the predominant source.³

Access, convenience, personalization & more sustainable choices



Our B2C growth vector is built on three strategic growth pillars

MULTI-BRAND PLATFORM



Differentiation through quality



Lifestyle expansion



Inspiration & entertainment





We continue to raise the bar on quality in everything we do

Trusted European brand

89%
customer satisfaction with 'product quality'

Highly relevant assortment & content

Tailored & innovative digital experience

60%
of all items sold on Zalando use size advice

More sustainable & inclusive choices

>600
adaptive fashion styles launched

92%
customer satisfaction with 'ease of payment process'

Localised & personalised convenience

Loyalty programme
zalando **Plus**



Our loyalty programme rewards all customers of our platform for their engagement

Zalando Plus is points-based tiered loyalty programme

Plus ** Superstar

Level 3

Priority access to new releases

Free premium delivery Unlimited

Premium customer care

Free delivery for orders under MOV 5 per year

Plus * Star

Level 2

Free premium delivery 4 per year

Premium customer care

Free delivery for orders under MOV 3 per year

Plus * Shine

Level 1

Free delivery for orders under MOV 1 per year

Untapped opportunity



Engaged and happy customers translate into increased order frequency and more loyalty

>90%

of Zalando customers are not yet part of Zalando Plus

>60%

of Zalando customers state they seek rewards for their loyalty



We offer high equity brands that have a rich heritage, exciting products and unique stories to tell

The **brand is a major factor when buying** for >60% of customers.¹

✓ We are a preferred partner for many brands.

30% of Gen Z consumers rank quality as **the most important factor**, ahead of price, fast delivery, or free returns.²

✓ We have access to the most demanded products, many of which are exclusive to us.

Product quality is a top 3 reason when choosing where to shop. 59% are willing to **pay more for quality items.**³

✓ We have a proven capability to tell the story behind a brand and a product.

Lacoste x Zalando

An **exclusive** capsule collection only available on Zalando





We brought the collection to where customers are in France, in a locally tailored way

Driving awareness



Driving engagement



+65%
traffic at campaign start

+37%
conversion rate increase
after go-live

+9%
YoY GMV increase¹

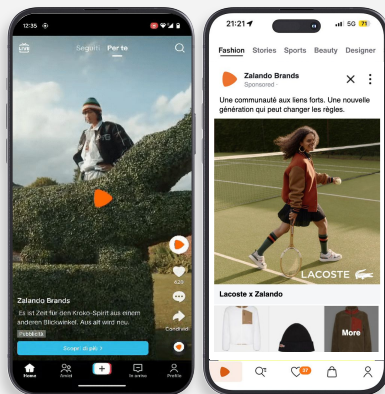
ZMS brought it across Europe and created a lasting impact

Awareness

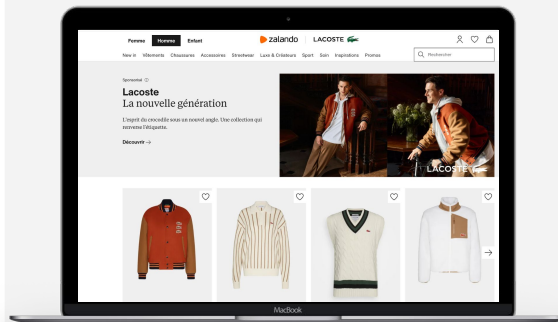
Consideration

Conversion

Offsite digital-first campaign



Onsite activation



>2.8m
PDP views¹

+27%
brand followership increase
during campaign

60%
of acquired customers are
new to the brand

Size & Fit steps up quality of service

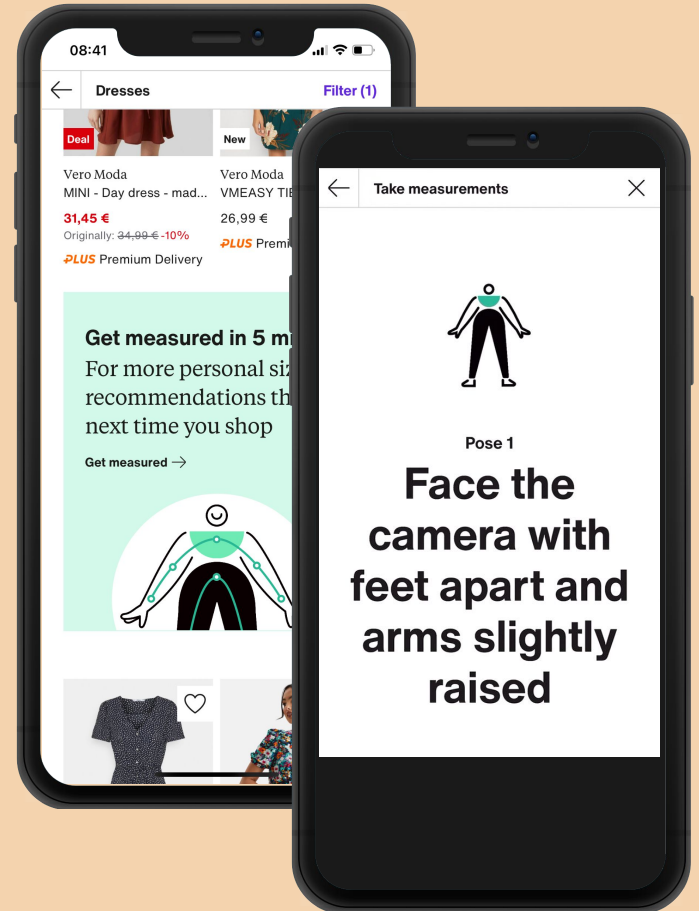
We continue to break ground and reduce the need for a physical changing room, **using computer vision, generative AI and mixed reality.**

60%

of all items sold on Zalando use size advice

>14%

reduction of size-related returns enabled by new technologies and experiences





Our B2C growth vector is built on three strategic growth pillars

MULTI-BRAND PLATFORM



Differentiation through quality



Lifestyle expansion

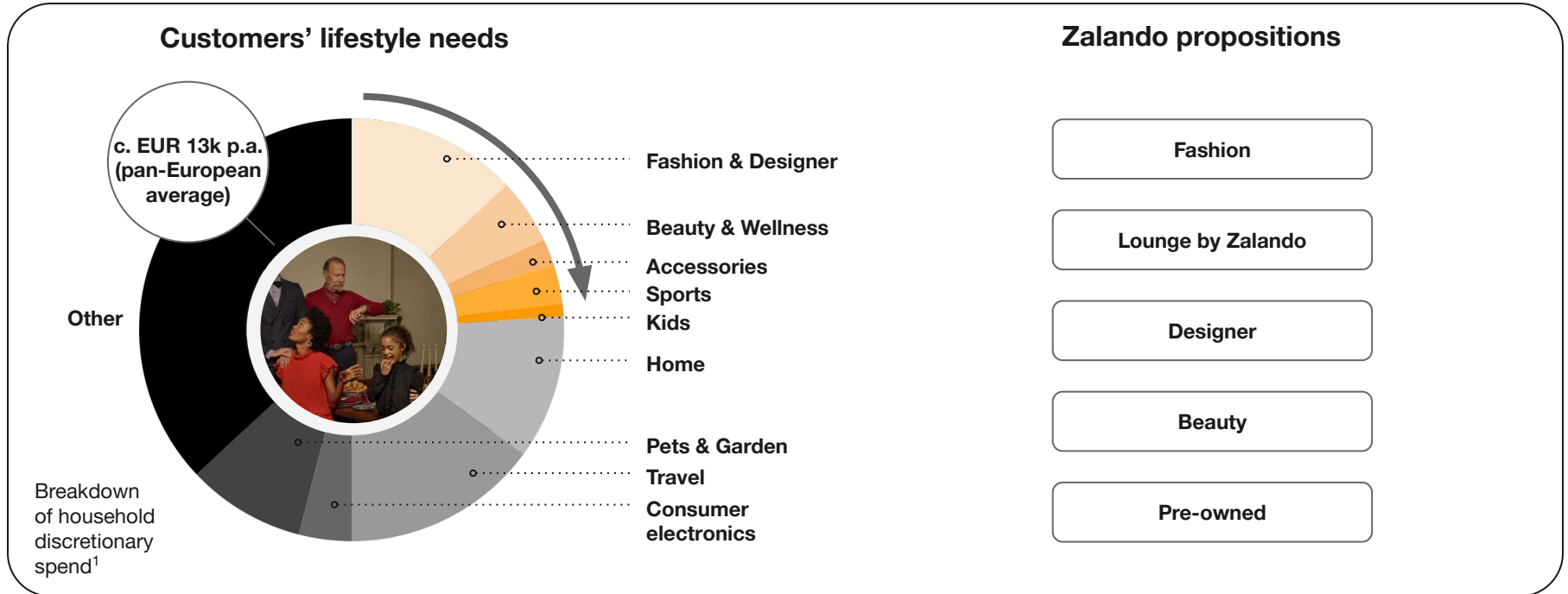


Inspiration & entertainment





We serve more of our customers' lifestyle needs with growing and powerful propositions



Our beauty proposition is experiencing strong growth as we are continuously strengthening our assortment

SOL
DE
JANEIRO

ARMANI
beauty

Still to come

Kiehl's
SINCE 1851

ghd
good hair day

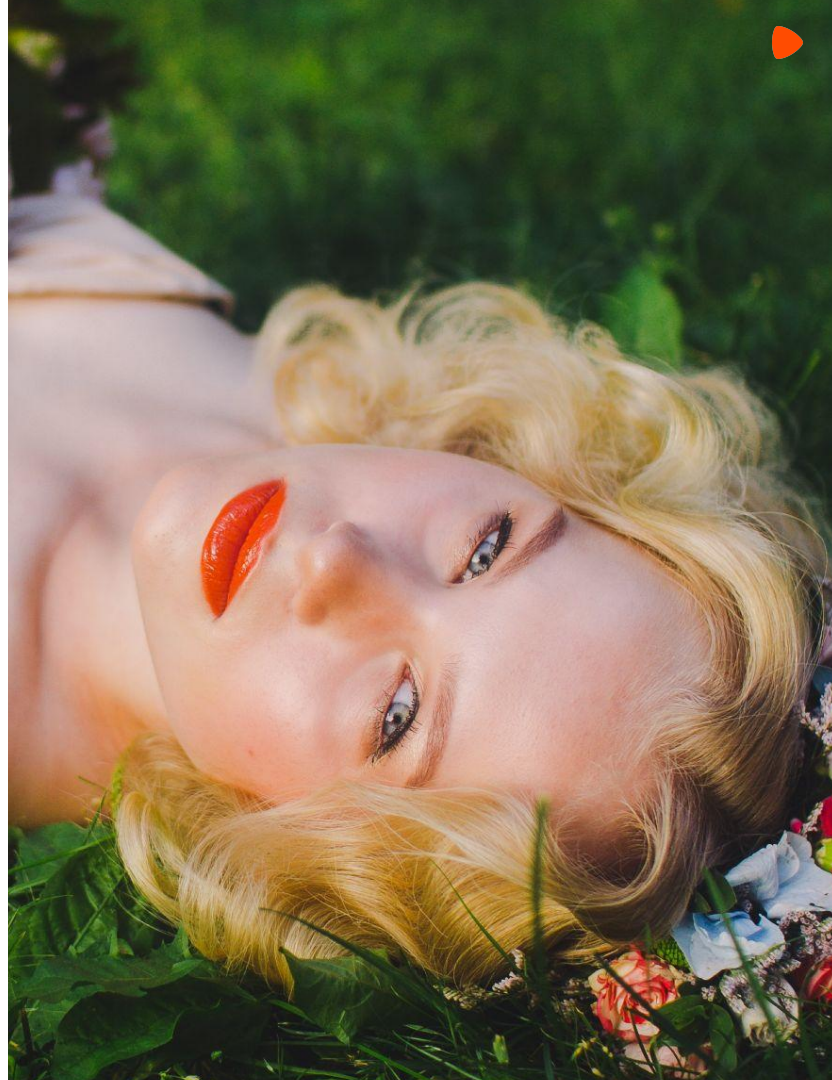
dyson

Milk
MAKEUP

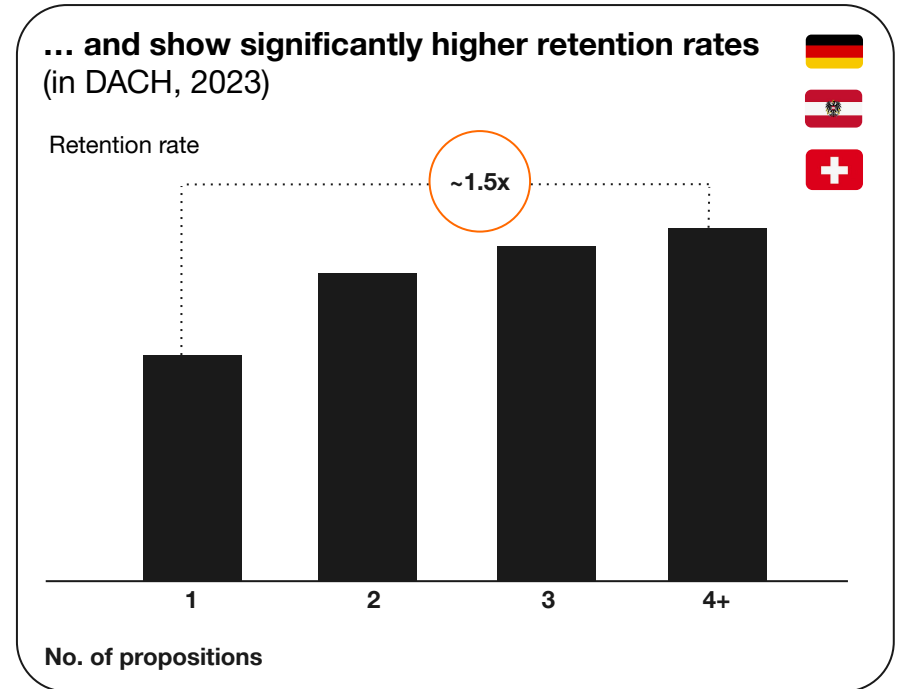
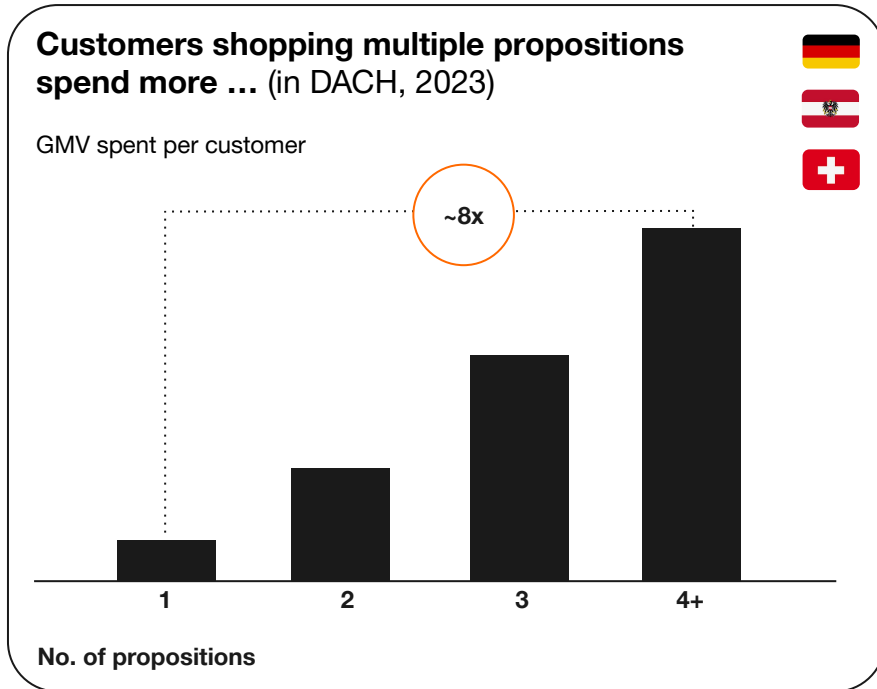
Abib

TIRTIR

SUNDAY
RILEY



Our multi-proposition machine has been delivering results – even in a challenging environment

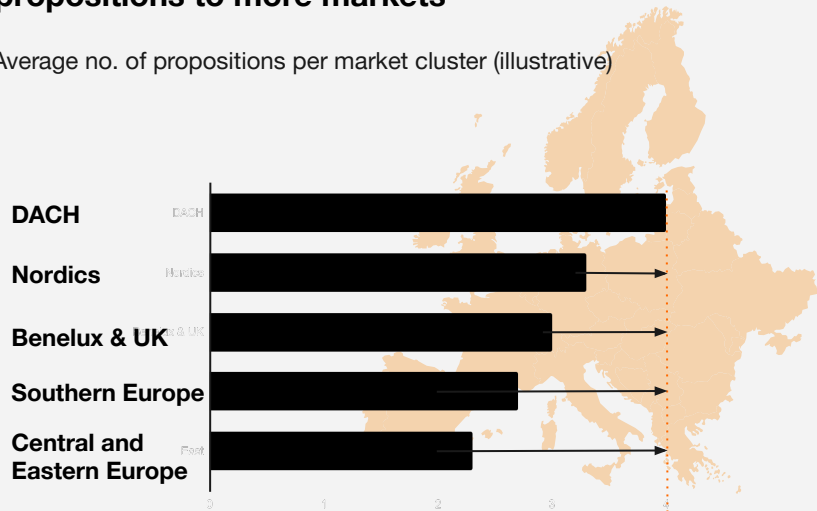




Our multi-proposition machine has tremendous room for growth

We will drive growth by rolling out existing **propositions to more markets**

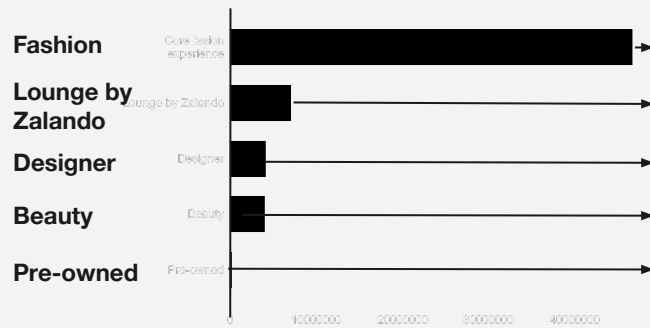
Average no. of propositions per market cluster (illustrative)



All propositions live in all markets

And we see a massive opportunity for driving **multi-proposition adoption**

Customers per proposition (in #m)¹ (illustrative)

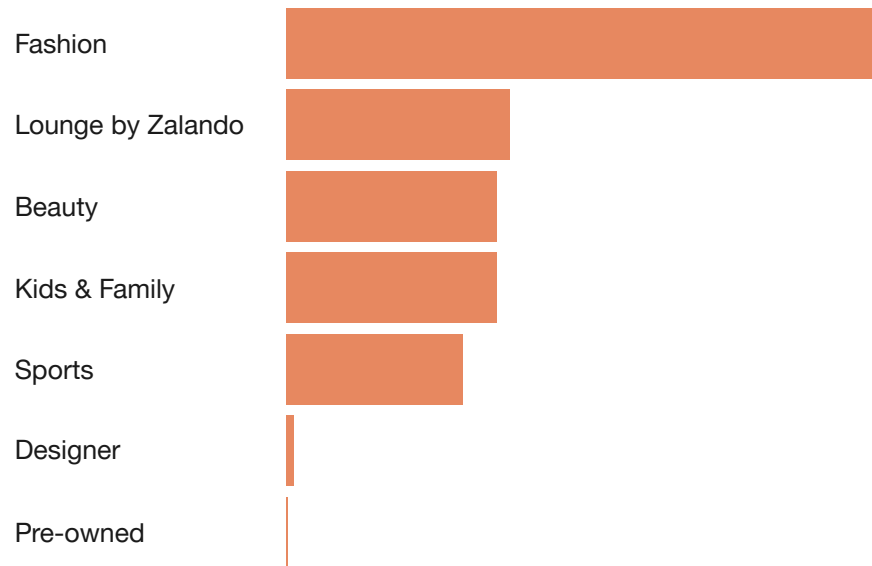


All customers buying all propositions

2024, we serve more of our customers' lifestyle needs by growing distinct propositions

Increase in customers per proposition¹

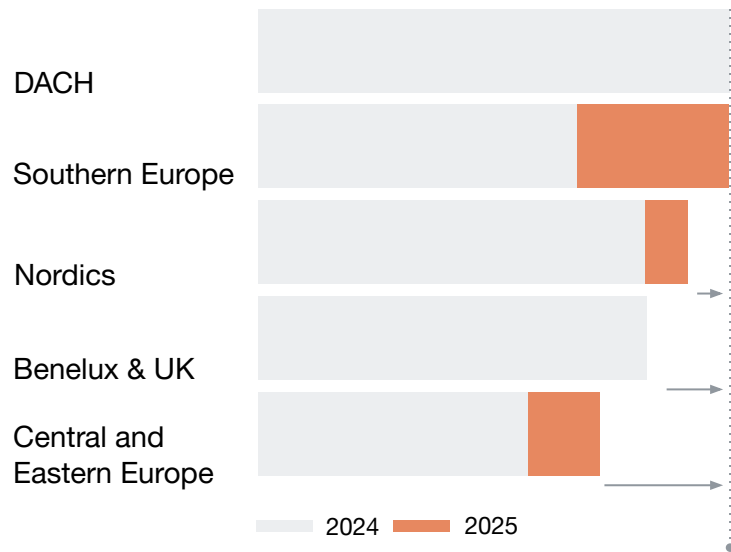
(in m) (illustrative)



35 ¹ Year on year increase in active customers per proposition. Data for 2024

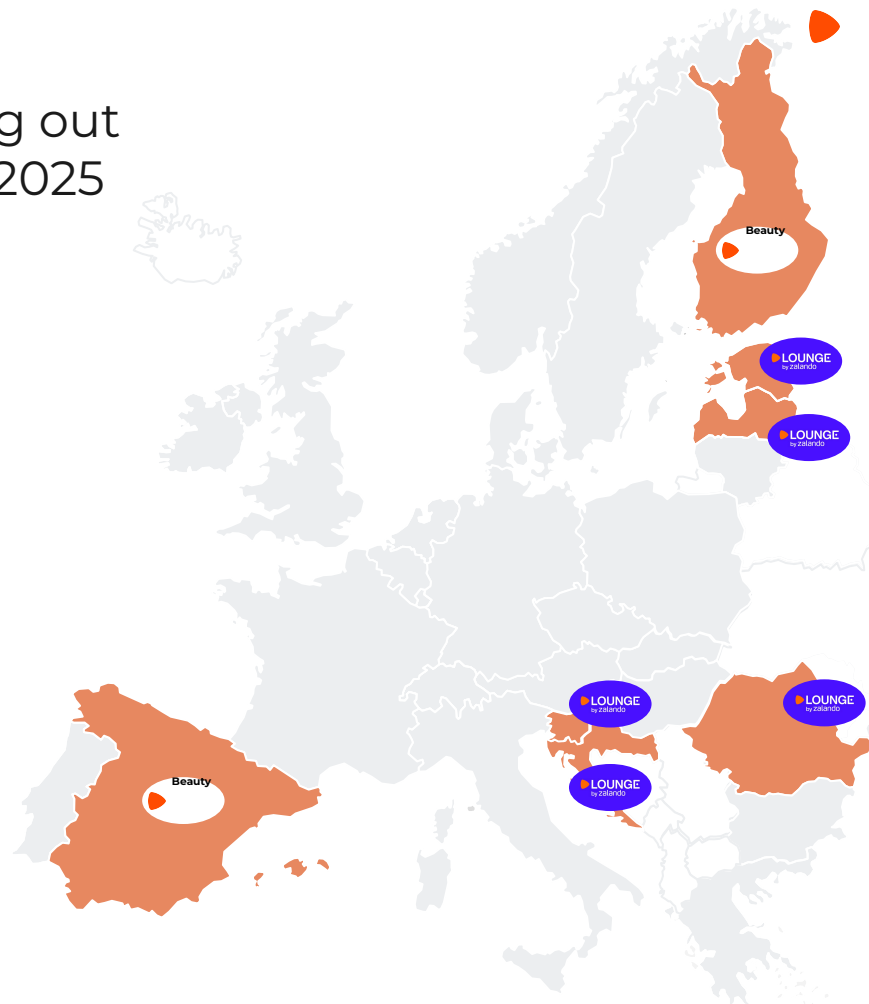
We will continue to drive growth by rolling out existing propositions to more markets in 2025

Average no. of propositions per market cluster
(illustrative)



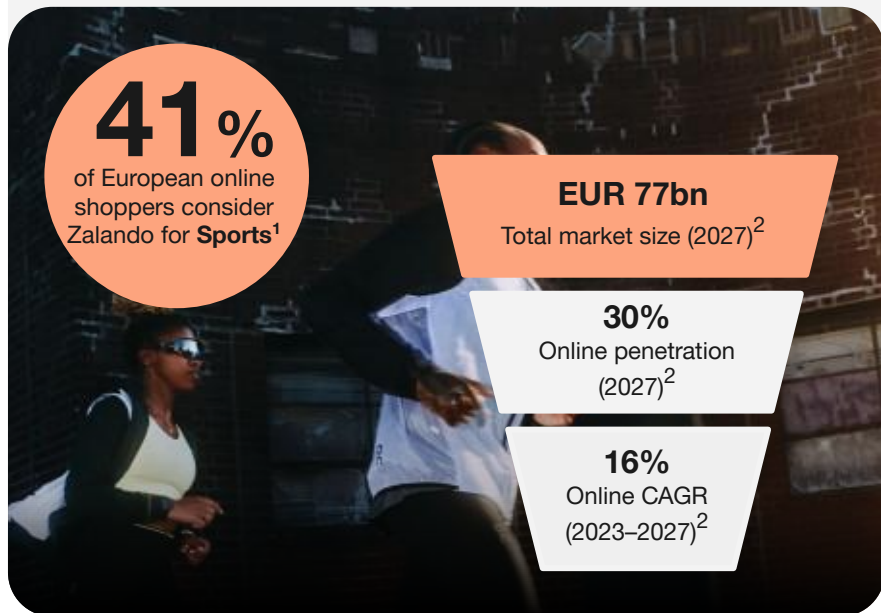
2024 2025

All propositions live in all markets

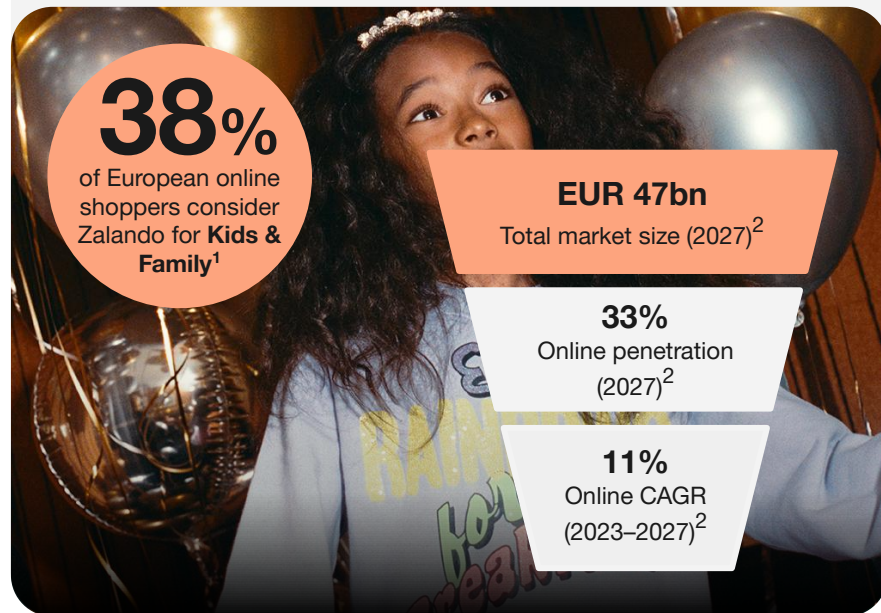


We build powerful new propositions in Sports and Kids & Family

Sports

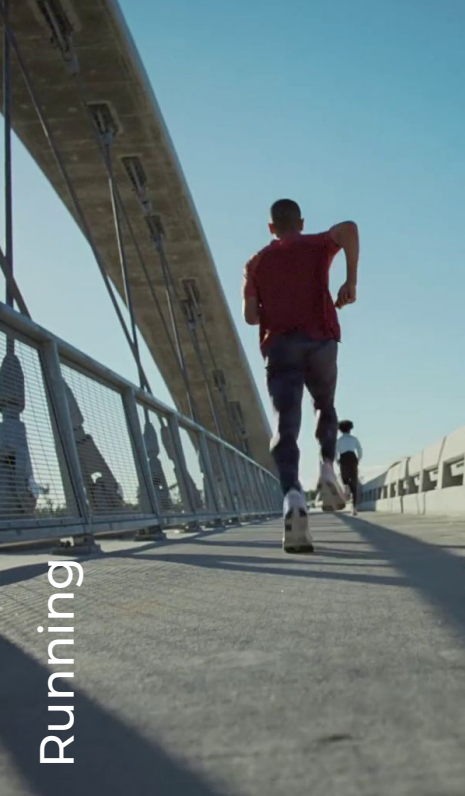


Kids & Family

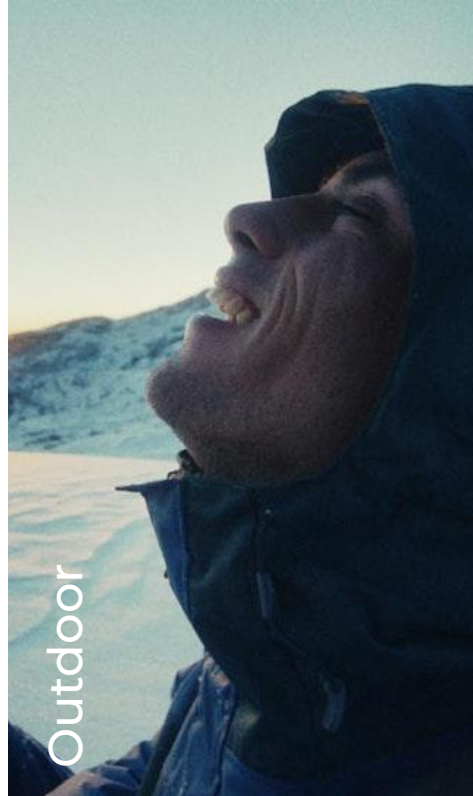




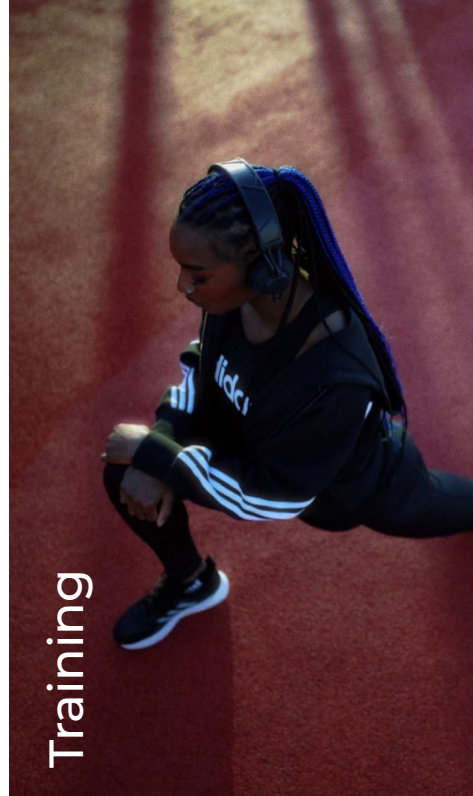
We are doubling down on our sports opportunity by creating bespoke customer experiences for our biggest sports categories ...



Running



Outdoor



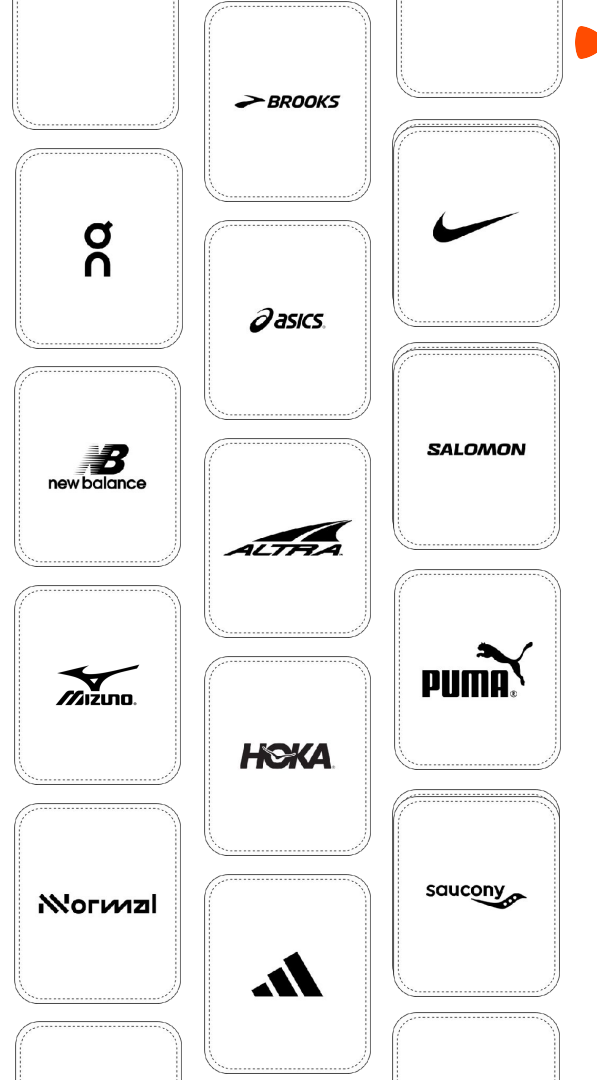
Training



Football

... and boosting our running assortment competency through high quality partnerships

Share of running shoes business in %





Our B2C growth vector is built on three strategic growth pillars

MULTI-BRAND PLATFORM



Differentiation through quality



Lifestyle expansion



Inspiration & entertainment





Inspiration is becoming a key driver of the shopping journey

31%

of fashion shoppers know the brand and product they want to buy when they start their fashion journey¹

>70%

GenZ shoppers make their decision to purchase while seeking inspiration²

72%

of inspiration happens online¹

Business to consumer

We are engaging and entertaining our customers by telling more compelling stories

Since launch in August 2023

>500

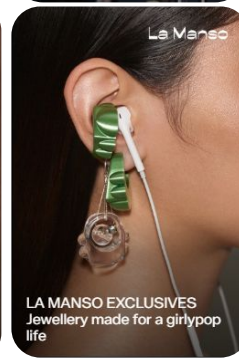
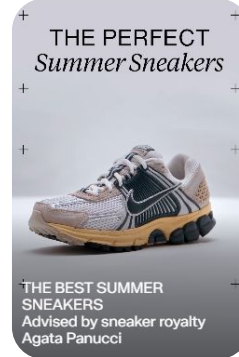
Stories published

>700

Featured brands

>7000

Featured products





We are constantly experimenting and iterating new ways to engage our customers with exciting content and AI-driven experiences

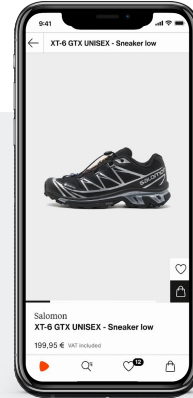
New content sources:
Talent Profiles



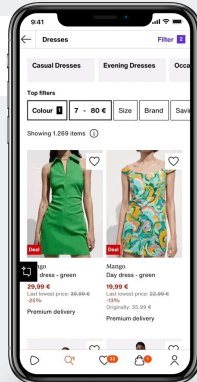
New content types:
Live Shopping



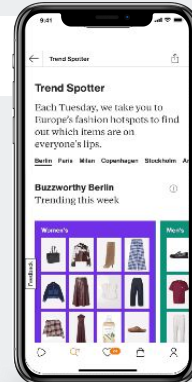
New content formats:
User Boards



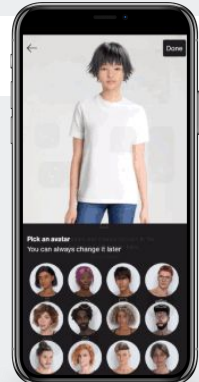
Zalando Assistant



Trendspotter



Outfit Builder

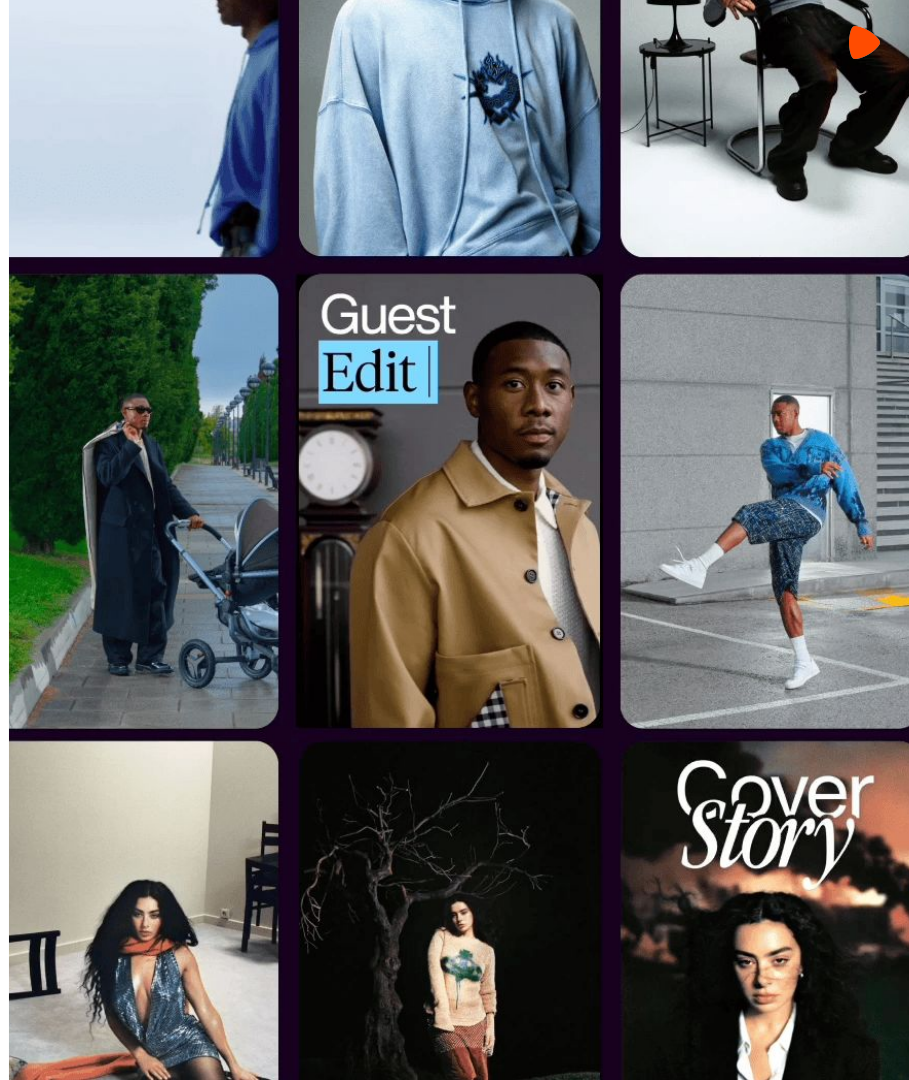


Business to consumer

We leverage creators to expand into more content sources

43%

of consumers prioritize **fashion creators** that are relatable and authentic¹



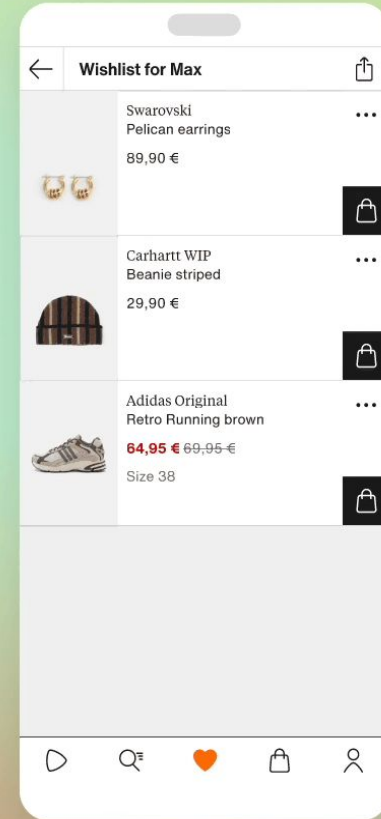
We turn our customers into contributors by enriching the experience with social elements

8%

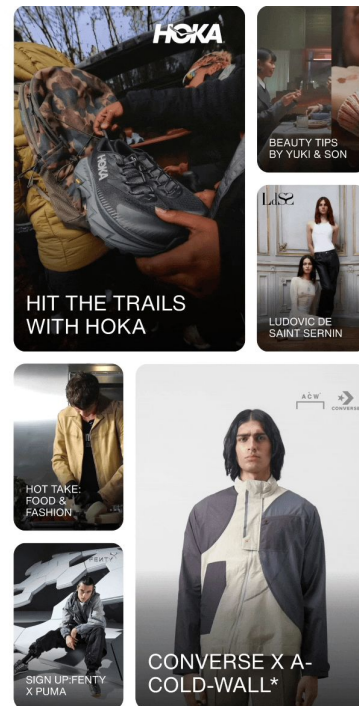
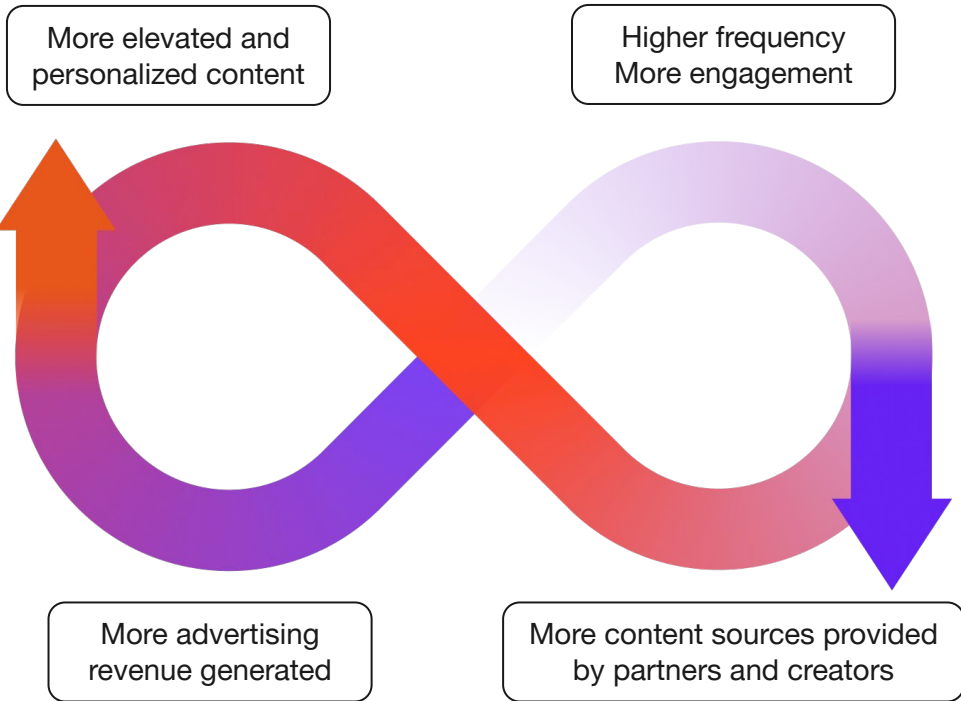
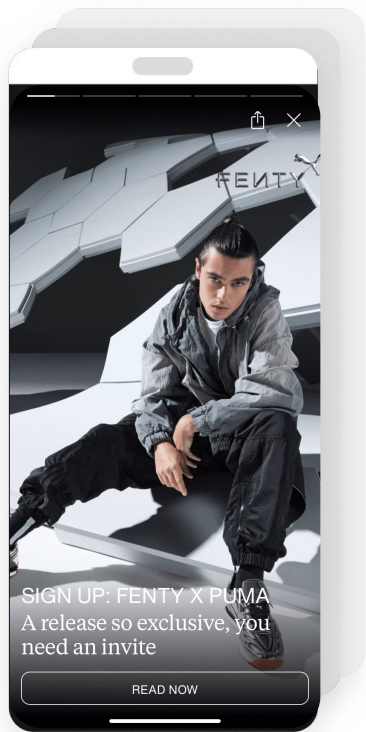
share of customers visiting a product detail page that clicked the **share button** at least once

29%

share of GenZ customers that **talk to others about the product** after they bought it¹

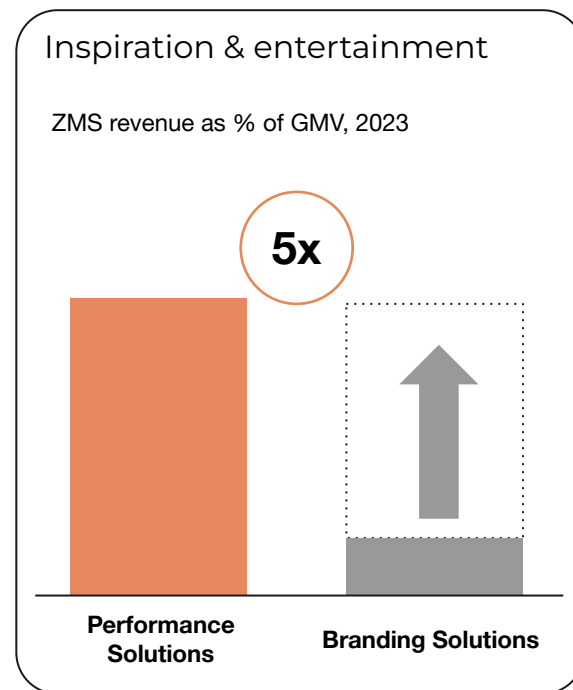
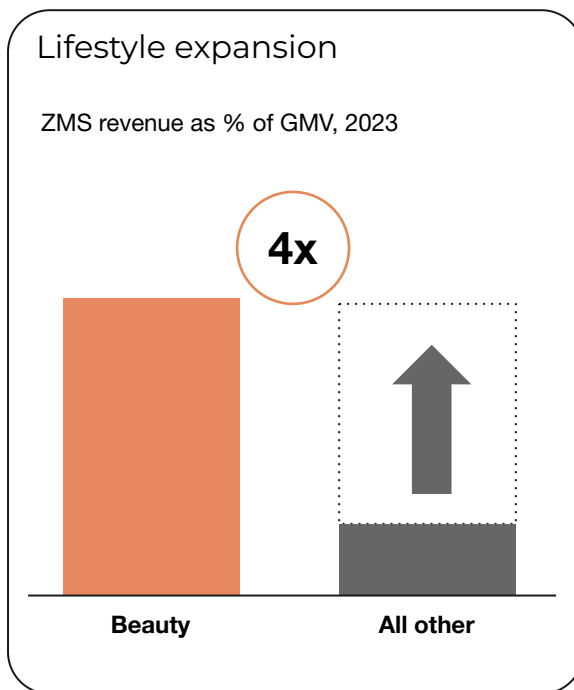
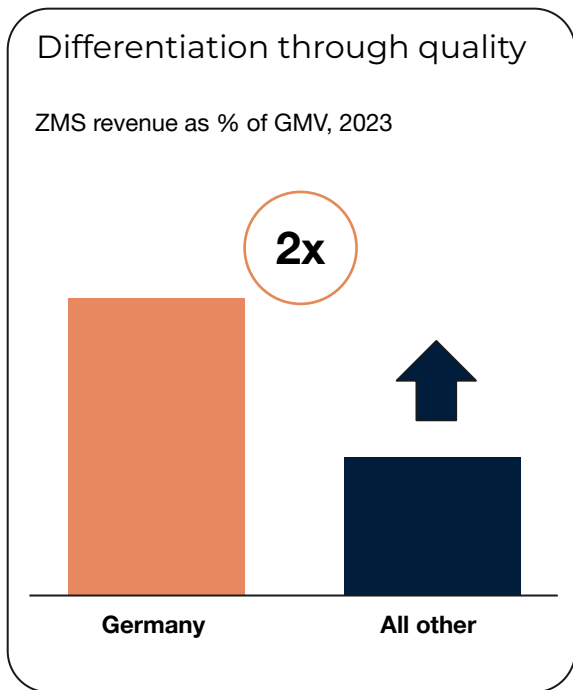


Personalised content at scale will drive user engagement, time spent and advertising





Progressing on our strategic growth pillars in B2C will create an even more attractive advertising environment for brands



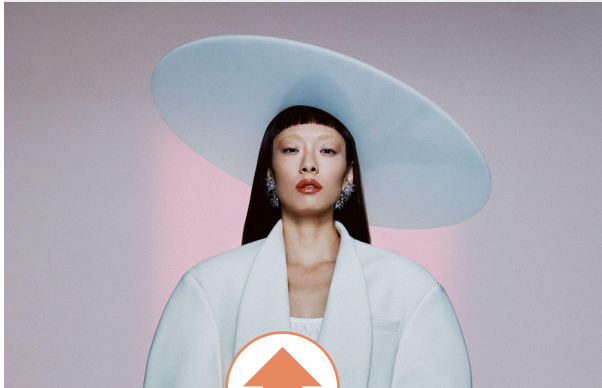


Three strategic growth pillars for our B2C business present a clear path to strong growth again

MULTI-BRAND PLATFORM



Differentiation through quality



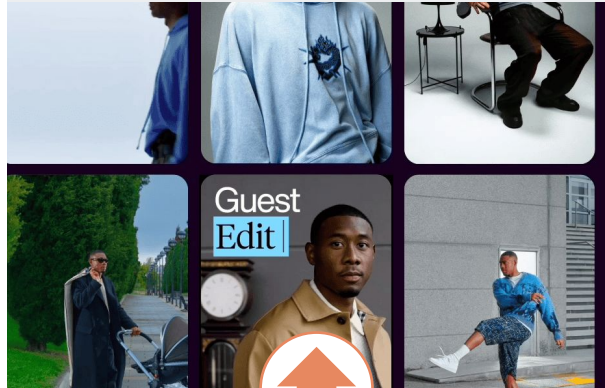
Active customers

Lifestyle expansion



Share of wallet

Inspiration & entertainment



User engagement

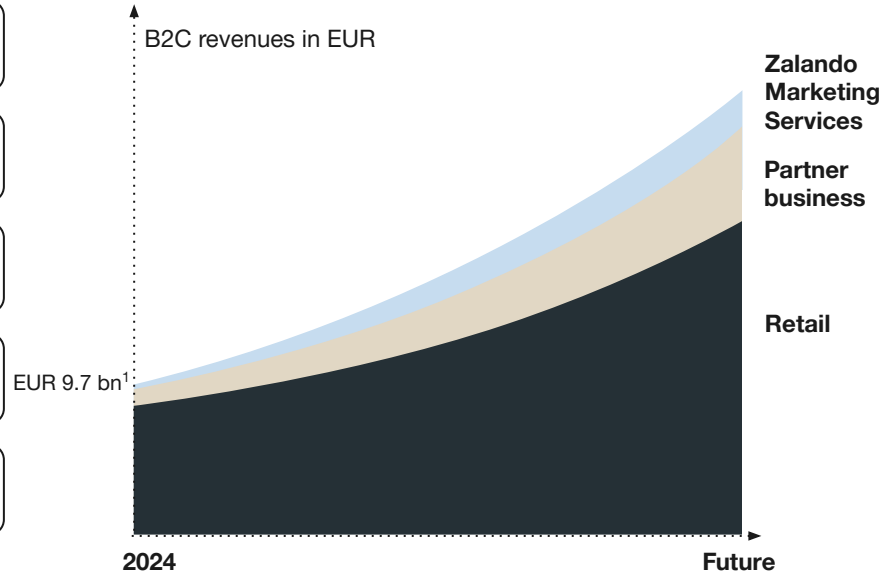


Leveraging the group's unique capabilities, B2C supports Zalando's long-term value creation

Unique Zalando capabilities enabling B2C long-term growth trajectory ...

... by capitalizing on three key strategic growth pillars

- 1 Customer reach & brand engagement
- 2 Strong brand partnerships
- 3 Sustainability
- 4 Logistics infrastructure
- 5 Technology & data



Differentiate through quality

+

Lifestyle expansion

+

Inspiration & engagement

49 ¹ B2C also includes other B2C service revenues like shipping fees



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- 7. Share, convertible bond & contact**

We continuously introduce our customers to adjacent and new propositions to drive deeper engagement and long-term loyalty

Differentiating through quality across the customer journey



Highly relevant assortment & content



Tailored & innovative digital experience



More sustainable & inclusive choices



Localized & personalized convenience

Elevating distinct customer propositions within Fashion

Beauty

Designer

Zalando Loyalty Programme

Pre-Owned

And more. (e.g. Sports, Kids & Family)



Our multi-year vision to build an industry-leading Beauty proposition

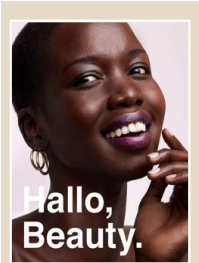
March 2018
Beauty
Launches in
Germany



2020
Salon opened in
Beauty station in order
to launch Professional
haircare brands



2023
Launch of prestige
luxury brands to
Retail; Lancome,
Mugler, Maison
Margiela, Shiseido &
Zadig & Voltaire.



2018-2019
Beauty rolled
out to nine new
markets



2020
Launch of Derma
Cosmetics Brands
inc. Vichy, La
Roche Posay
and CeraVe



Today
~800 brands and ~25k
Beauty products
online across
Skincare, Makeup,
Hair Care and
Fragrance, available in
11 markets

From Transaction to Experience: The Designer proposition

Designer is maturing as an **elevated destination** within the world of Zalando, where our Designer audience can engage with luxury brands through a new lens with an emphasis on authentic brand DNA with partners controlling the narrative.

Through our **New Designer** destination, we empower brands to connect with the **next generation of luxury customers** who crave engagement and the convenience of cross shopping and value based decision making.

Selected brands:

- GUCCI¹
- PRADA¹
- VERSACE¹
- BURBERRY¹
- CHLOÉ¹
- VICTORIA BECKHAM
- LONGCHAMP
- PAUL SMITH
- HELMUT LANG
- ROBERTO CAVALLI
- MARNI
- MISSONI
- MCM
- MM6
- Diane von Fürstenberg



Zalando launched the most effortless Pre-owned fashion experience in Europe in 2020

Buying Pre-owned¹

Discover pre-owned items in a dedicated Category (separate section onsite) with the same seamless Zalando experience



Curated assortment of **quality-checked** Women's and Men's wear items.



All items **processed and sold** by Zalando: no customer-to-customer sales.



Same Zalando **convenience proposition** (100 day return, payment, etc.) plus **carbon neutral** shipping in **plastic-free** packaging.

Trade-in*

Effortlessly trade in those fashion items you no longer wear to Zalando in exchange for credit or a donation



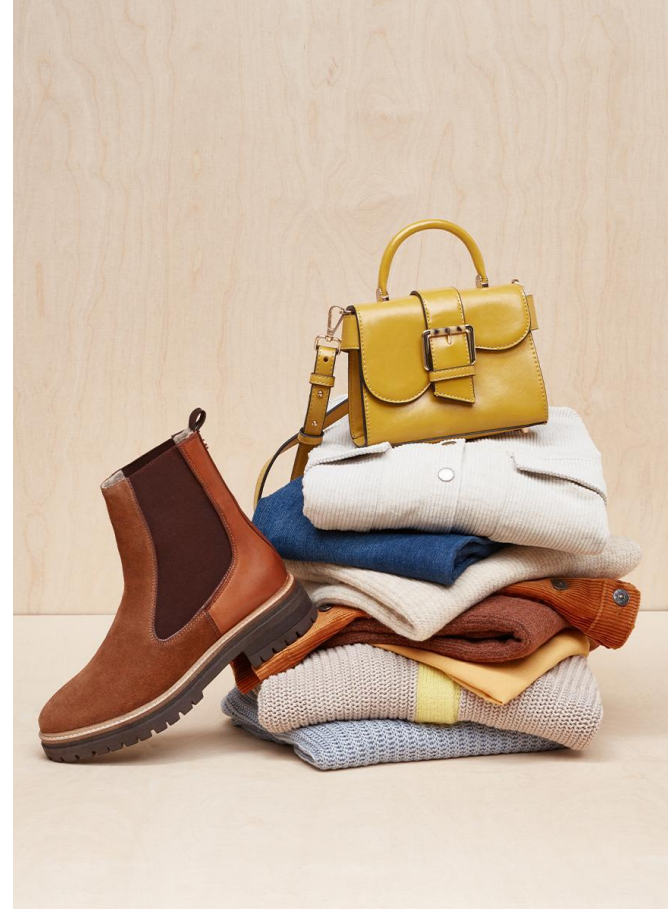
Easy upload with just one photo and seamless trade-in of items bought on Zalando or elsewhere



Fast and direct offer from Zalando: no C2C bargaining, no waiting time



Free shipping: Zalando pays all delivery & returns of trade-in items for our customers



Lounge by Zalando - one of Europe's leading online outlets

PARTNER BENEFITS

01

Connect brands to a new and **distinct customer demographic**

02

Offers an **outlet sales channel** in a protected and known environment

03

Recapitalise **unsold stock** from a brand's ecosystem

04

Help brands to mitigate insecurities in supply production planning



Items that were previously offered in the Zalando online shop or in our online shopping club Lounge by Zalando can get a second chance at Zalando Outlets



In our 15 outlet (brick-and mortar) stores, customers can find an assortment of designer and brand-name products on sale by up to 70%. These items become available for Outlet customers as soon as they are not part of the newest seasonal collection anymore, are only available in single sizes or come with minor defects such as a missing button. Beauty products in mint condition complement the selection of textiles, accessories, shoes, and homeware articles.

Zalando Outlets are located in city centers and have an individual store concept adapted to the local target group and community culture. Customers find a modern and pleasant shopping atmosphere: Zalando Outlets offer wide aisles, free wifi, and a relaxed atmosphere thanks to the interior design with local features.



Zalando customers want to make value-driven choices

Trusted European brand

Tailored & innovative
digital experience

Sustainable & inclusive
choices

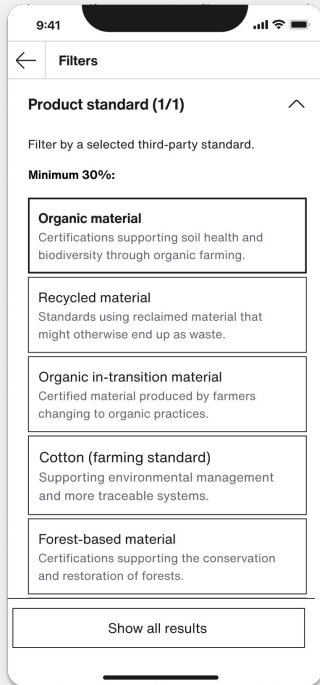
Highly relevant
assortment & content

Localized & personalized
convenience





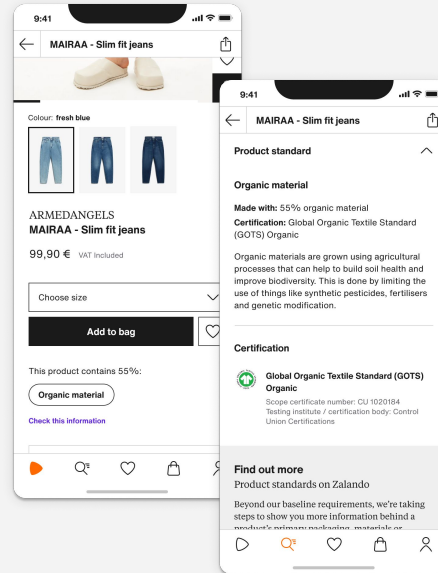
We highlight Sustainability-related product information throughout the customer experience



'Product standard' Filter

1 The **'Product standard' filter** enables our customers to search for products with sustainability related third party standards. Only products with a **minimum of 30%** certified materials are included

Glanceable preview and detailed Information on the Product Detail Page



2 The top of the Product Detail Page gives customers a **preview of an item's product standard**.

3 Sustainability related information on the **Product Detail Page** offers customers additional information



Our product standards: Fashion, footwear & accessories

Customers can filter the catalog using these product standards and find further information about them on the Product Detail Page.

Organic material

Certifications supporting soil health and biodiversity through organic farming

Organic in-transition material

Certified material produced by farmers changing to organic practices.

Certified wool

Standards supporting animal welfare and land management.

Regeneratively grown material

Farming standards supporting ecosystems and soil health.

Recycled material

Standards using reclaimed material that might otherwise end up as waste.

Cotton (farming standard)

Supporting environmental management and more traceable systems.

Certified down

Standards supporting animal welfare and farming practices.

Leather (production standard)

Supporting environmental practices across production.

Forest-based material

Certifications supporting the conservation and restoration of forests.

Designed for circularity

Full lifecycle design that uses recycled or renewable materials, and prioritises durability and recyclability.

Wood-based material

Regenerated cellulose material made in a way that minimises resource use.

Leather alternative

Plant-based leather or synthetic leather manufactured without chemical solvents.

Bio-based material

Renewable materials like corn, algae, orange peels, coffee grounds or fish skin.

bluesign® approved material

Production standard for limited chemical use, environmental management, health, and safety.



Our product standards: Beauty & personal care

Customers can filter the catalog using these product standards and find further information about them on the Product Detail Page.

Forest-based material

Certifications supporting the conservation and restoration of forests.

Recycled packaging

Product packaging (like bottles, bags or containers) made from reclaimed materials.

Natural ingredients

Certified ingredients from plants, animals, micro-organisms or minerals.

Refillable

Packaging that can be used again to decrease waste.

Cruelty free

Ensuring no animal testing globally for ingredients or manufacturing.

Organic ingredients

Certifications supporting soil health and biodiversity through organic farming.



Our Commitment: To offer an inclusive assortment with products in every category across price, size and style



Adaptive Fashion

Over 600 styles for adults & kids from with Tommy Hilfiger, Nike Friedly Shoes, Adidas, Sketchers and within Zalando's own private labels



Genderless

Inspiring customers with a dedicated **fashion hub** and **exclusive collections**



Beauty

Inclusive beauty assortment including e.g. make up for dark skin tones



Black Owned Brands

Assortment from black-owned brands across beauty, jewelry and fashion



Modest Fashion

New Styles and assortment



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Strong retail partnerships represent a key success criterion in establishing Zalando as Europe's leading online retailer and lay the foundation of our platform transformation

Retail

Partners can leverage Europe's most powerful sales channel for their products while we take care of all operations and inventory (price is set by Zalando)

Partner benefits:

- Profound expertise of Zalando buyers
- Data-driven insights into customers' online shopping behavior
- We take care of all operations
- Inventory risk is on Zalando



We offer our brand and retail partners three different partnership models that determines the way how we source fashion supply for our platform



Retail

Zalando buys from suppliers, stores in warehouses and sells to customers.
Zalando does pricing and merchandising.
Zalando carries inventory risk.

Direct-to-Consumer



Partner Program

Partners connect to the Zalando platform and sell directly to consumers.
Partner does pricing and merchandising.
Partner carries inventory risk.

For Backfill + additional assortment.



Connected Retail

Physical stores connect to the Zalando platform and sell directly to consumers.
Store does pricing and merchandising. Store carries inventory risk.

For Backfill + additional assortment

Partner business

Opening our infrastructure for partners was a logical next step and our strategic response to the emerging trend of direct-to-consumer among our partners...

Partner Program

Partners can directly integrate stock with Zalando and manage their growth, while retaining control over products, prices and brand representation.

Partner benefits:

- Increase profitability, leverage overall business processes and cut costs
- Get direct access to millions of customers
- Partner sets prices
- Curated assortment integrated in catalogue
- Partners can manage growth (not limited by budget)



...and with Connected Retail we expanded the platform model to the offline world

Connected Retail

Partners can integrate physical stores with Zalando and start selling online to millions of Zalando customers - without the need of having an own ecom channel!

Partner benefits:

- More than 60% increase in store revenue per sqm
- More than 100% increase in stock turnover
- No upfront investments, all costs are variable
- Be in full control of article prices at all times
- Increase in sales per square meter is independent of foot traffic





Our logistic services make customers benefit from increased choice and the ability to shop multiple brands at one single destination with maximum convenience

	One order = one parcel			
	Retail	Partner Program with ZFS ¹	Partner Program Drop-ship	Connected Retail
Product ownership & control	Zalando buys product and has full control	Direct integration of stock and brand has full control over products, prices and product representation.		
Customer check-out (point of sale)	Zalando shops / App (e.g. Zalando.de)			
Warehousing & Packaging	Zalando warehouse; one Zalando-branded parcel		Partner warehouse; separate partner-branded parcel	Brick & Mortar store; separate partner-branded parcel
Shipping	Zalando transportation network (middle and last mile)		Partner transportation network (middle and last mile)	Partner transportation network (middle and last mile)
Returns	Customer returns products in one parcel to Zalando network		Customer returns products in separate parcel to partner network	Customer returns products in separate parcel to store

Our Partner business is a highly flexible model tailored to our partners...

Partner Program offers growth opportunities and advantages to all parties

ZMS Zalando Marketing Services

ZFS Zalando Fulfillment Solutions¹



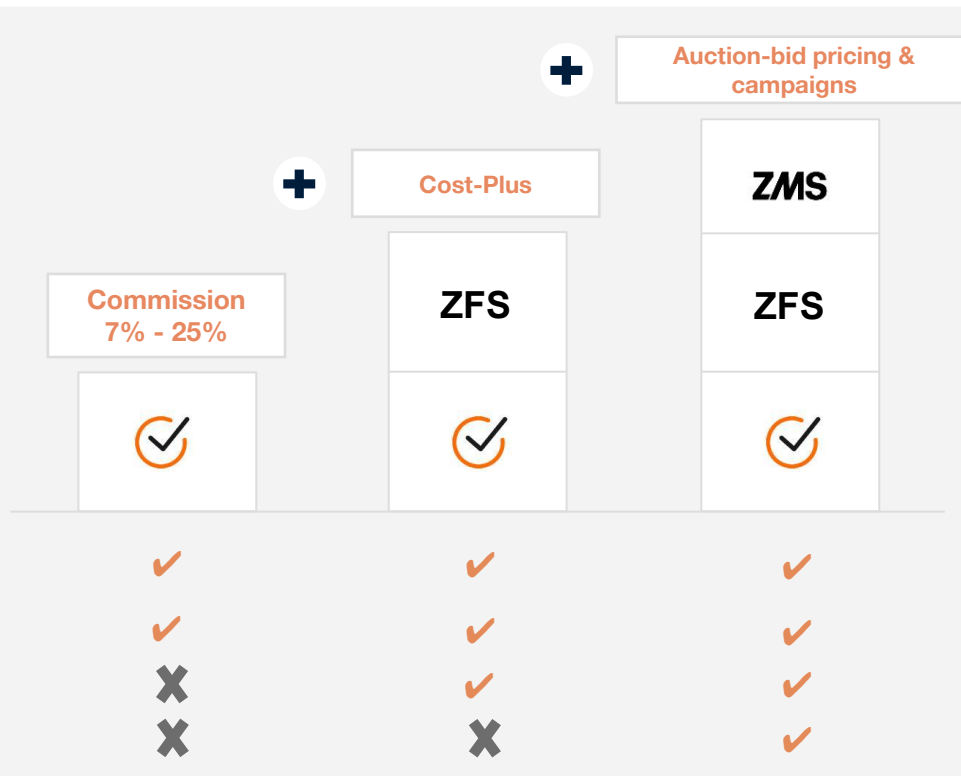
Partner Program & Connected Retail

Direct-to-Consumer

Control of Product, Content & Pricing

Physical Access to Consumer, Superior Order Economics & Convenience

High Sell-Through & Brand Building (retail media)





...and an integral part of our B2C segment

		B2C business models <i>as of 2024¹</i>		
		Retail	Partner business	ZMS
B2C <i>as of 2024¹</i>	Fashion	X	X	X
	Lounge by Zalando	X	-	-
	Outlets	X	-	-

Our retail media business unit ZMS enables partners to connect their brands to Europe's largest fashion audience at the point of sale and beyond

Zalando Marketing Services (ZMS)

ZMS connects our partners to ~50m customers, boosts their sales and positions their brand.

Partner benefits:

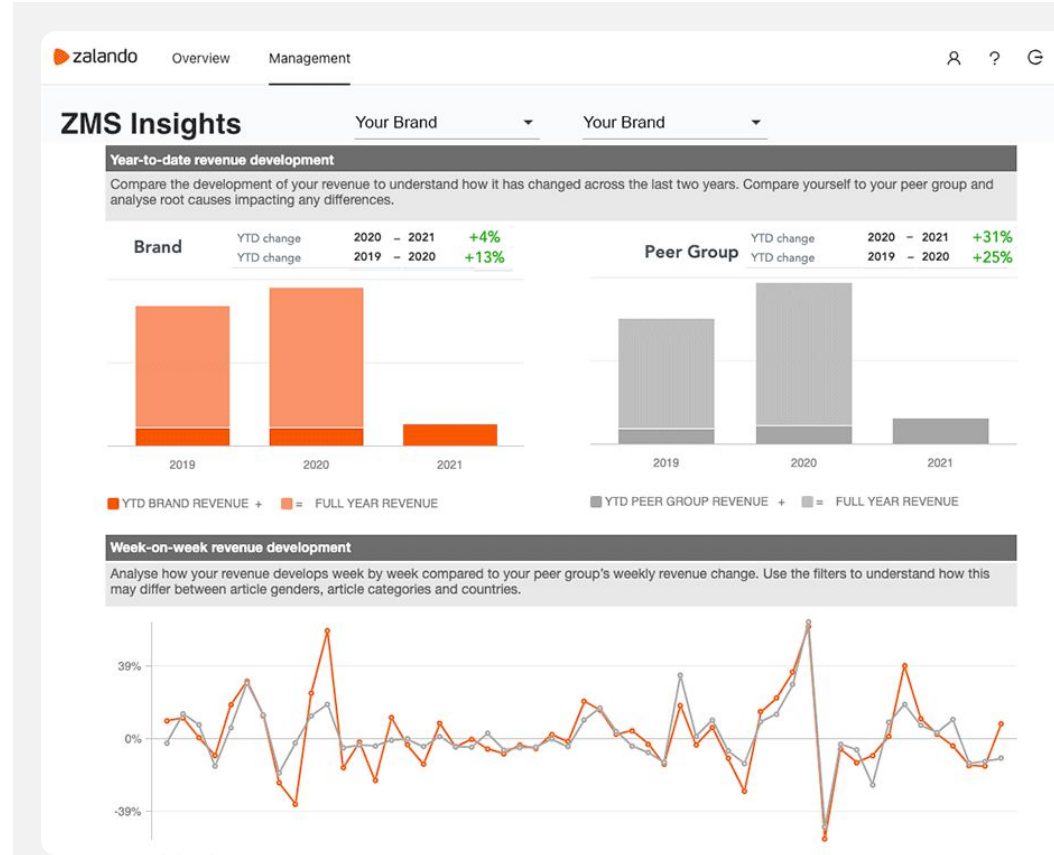
- Partners drive sales by tailor-made campaigns
- Strengthen brand positioning and tell brand stories
- Celebrate product drops across many different channels and all Zalando markets
- Source and distribute authentic content produced by the most inspiring influencers



Through ZMS we offer our partners actionable insights to understand customers...

Insights to understand the customer:

- Via brand health metrics in the Zalando app
- Via purchase behaviour by demographic and target group
- Via SKU performance insights
- Via benchmarks of your brands and sales to your peers
- Via survey based perception analyses



...and tailor engaging and inspiring content to them

Tailor content to customers



Influencer Marketing

- Address new audiences
- Produce creative campaigns
- Inspire through authentic stylings



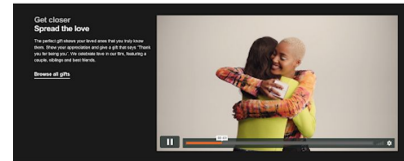
Creative Campaigns

- Creative Strategy
- Ideation
- Execution



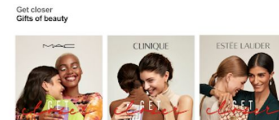
Product-Focused Content

- Engaging video and lifestyle images for PDPs
- e-Com content production



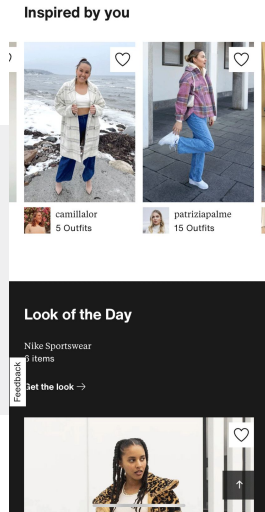
Digital Experiences

- Landing pages
- Style guides
- Interactive Fit Finder

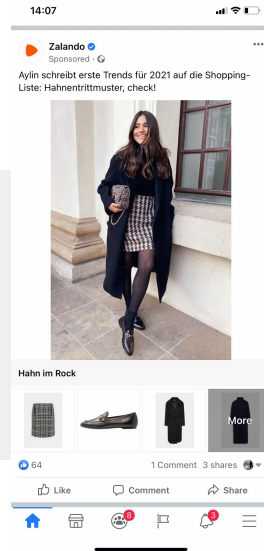


Partner can use these valuable insights and engaging contents to either drive direct sales or to build their brand across all relevant touchpoints

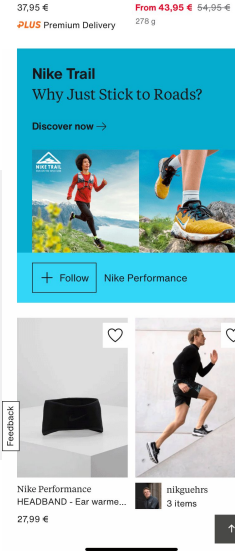
Growth & branding across all relevant touchpoints:



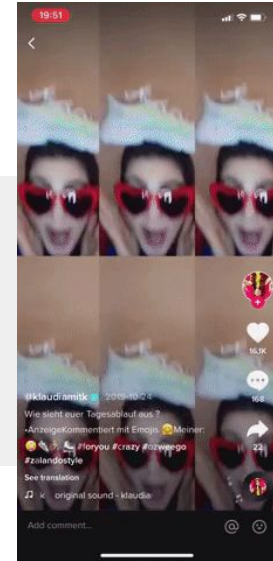
Through **awareness** formats in Zalando's inspiring and content-focused environment



Through all **digital channels**

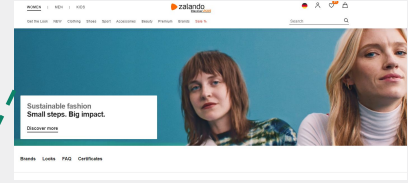
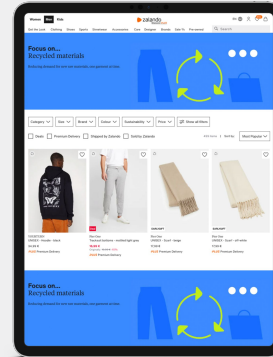


Through category and **product-focused** ad slots within the multi-brand shopping funnel



Through **influencer** generated content

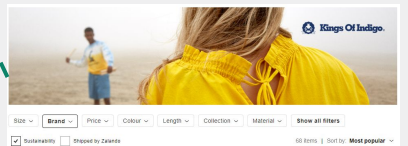
We help customers discover your products through inspiring and educational stories online



Sustainability Hub page



Weekly onsite teasers



Brand Homes



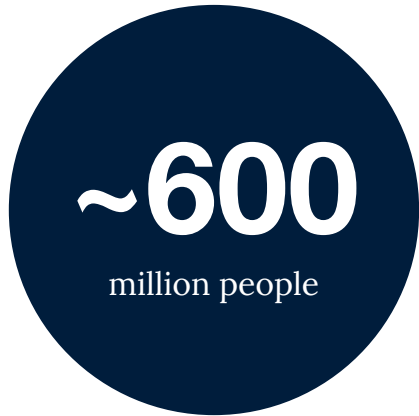
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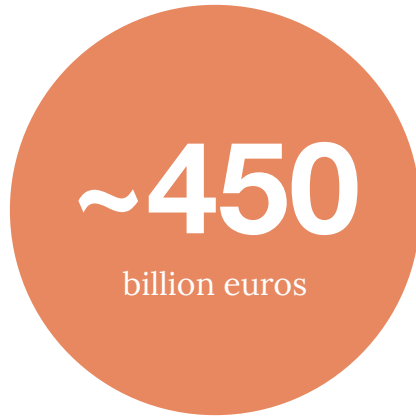
Europe holds huge (untapped) potential

Population of Europe



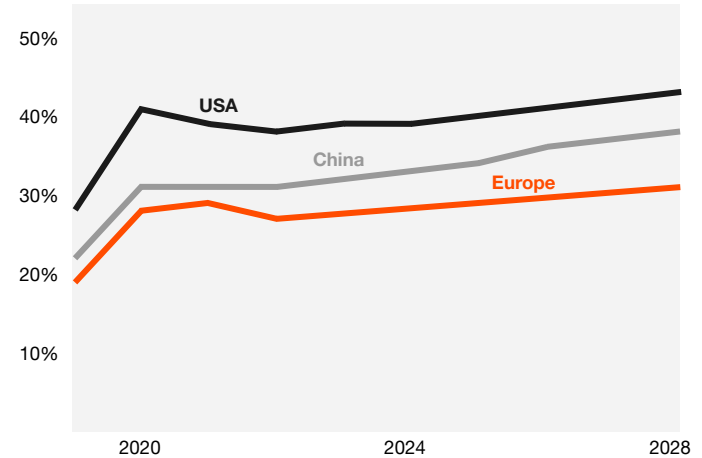
Source: Statista, February 2024, Data for Europe (excluding Russia)

Fashion and lifestyle in Europe



Source: Euromonitor market size 2023 as of February 2024, International forecasts, values based on actuals and estimates; fixed exchange rates. Fashion data incl. apparel and footwear, bags and luggage, jewelry and watches. Data for Europe (excluding Russia) inclusive of sales tax

Share of online fashion sales in Europe, China and the US



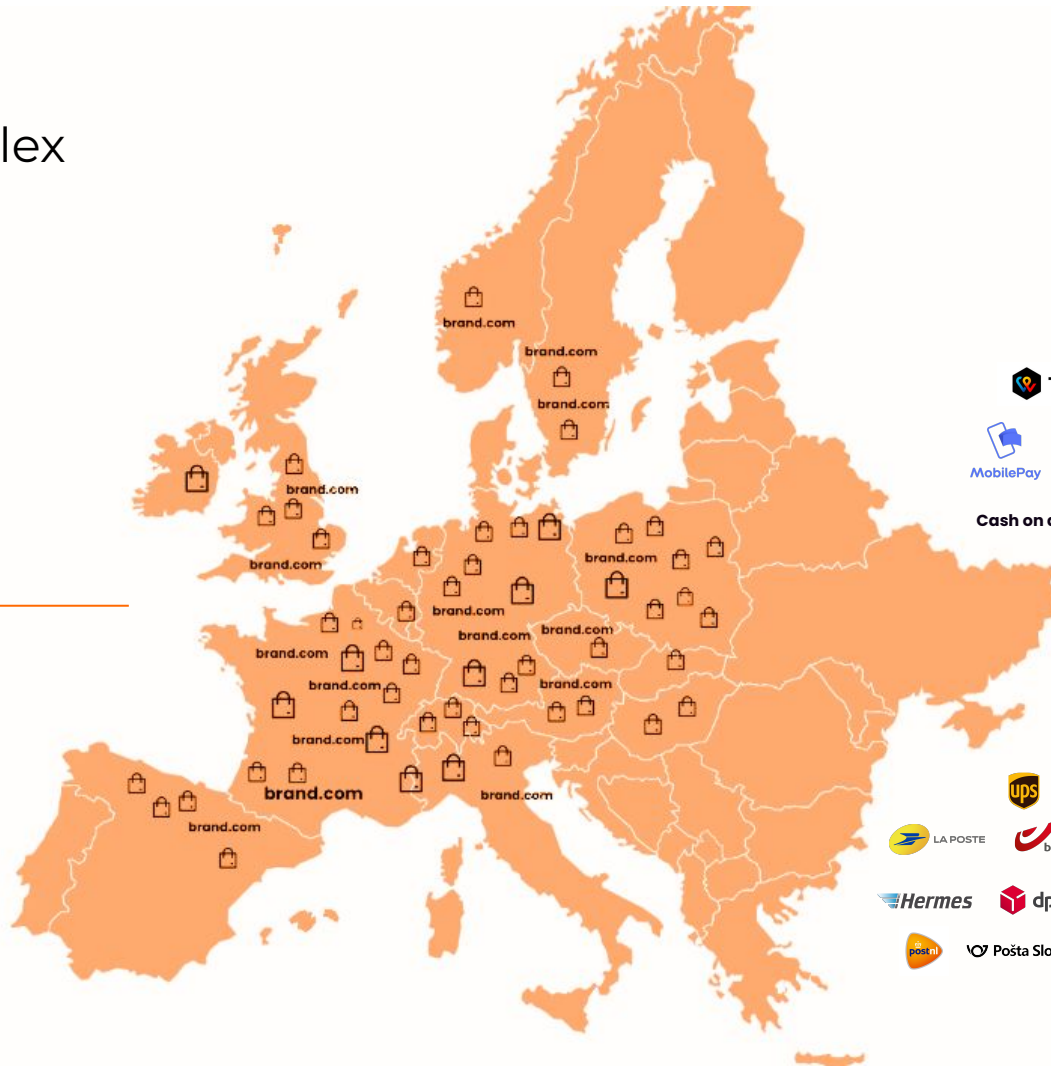
Source: Boston Consulting Group, proprietary model, February 2024

Europe is complex

40+ countries
30+ languages



30 currencies



Over 20
payment methods



40+ local
logistic providers





As a result, brands and retailers face significant challenges when serving customers across markets and channels in Europe

1. Dozens of integrations

2. Split inventory

3. Lack of visibility & control

4. Unnecessary parcels

Lost opportunities:

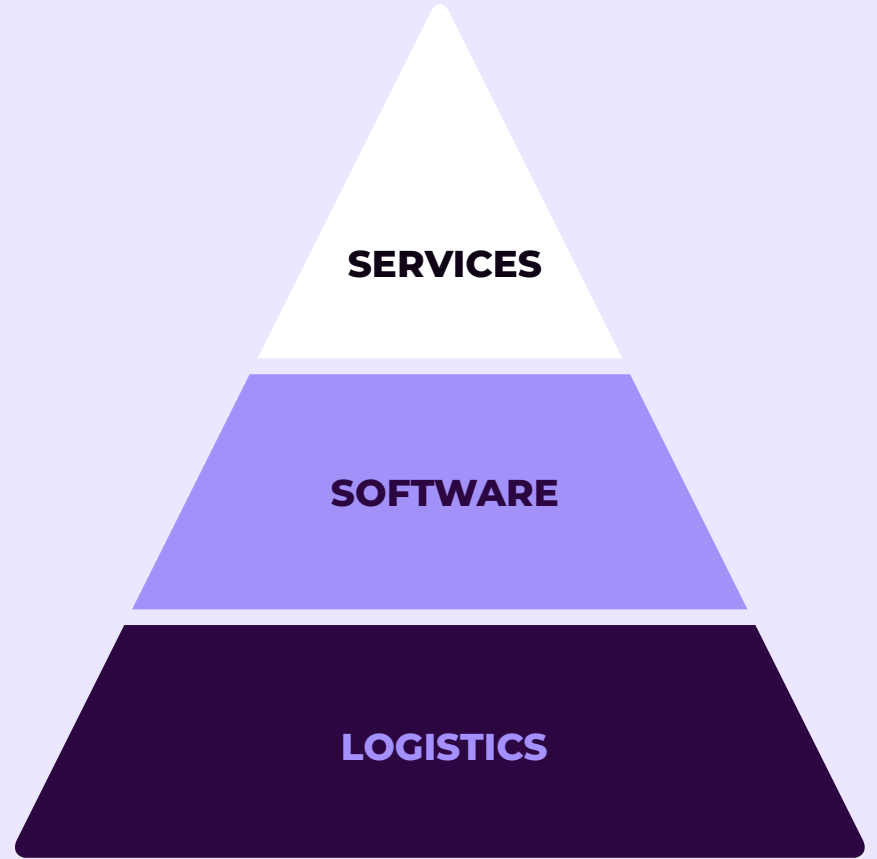
growth

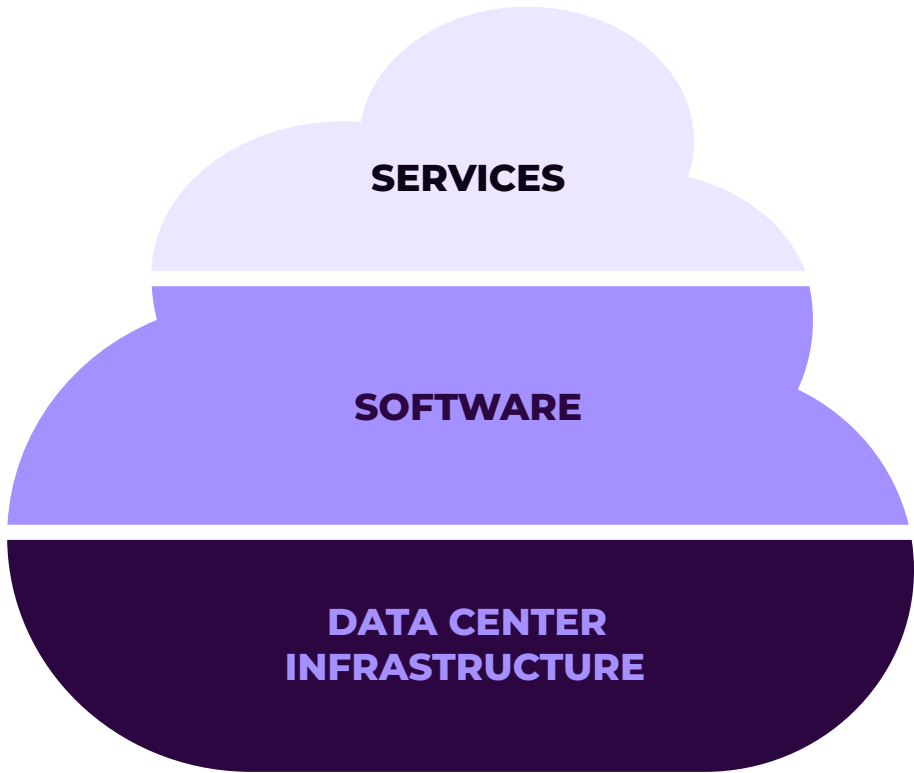
profitability

sustainability

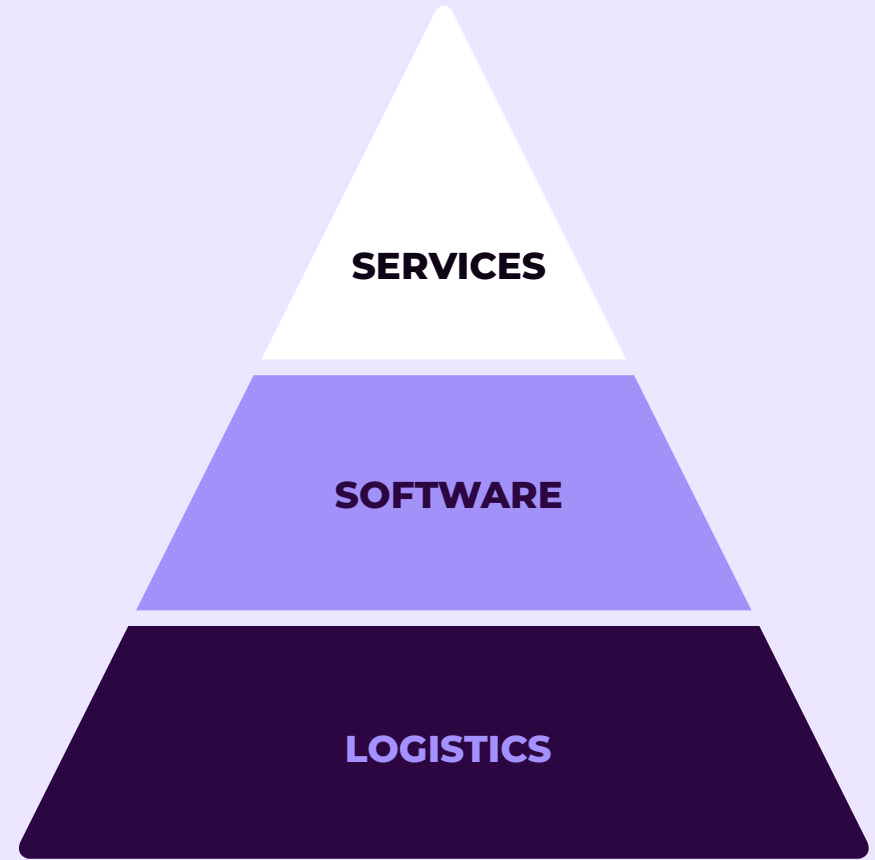
ZEOS

Three layers.
One
operating
system.





Transforming technology



Transforming e-commerce

One integration

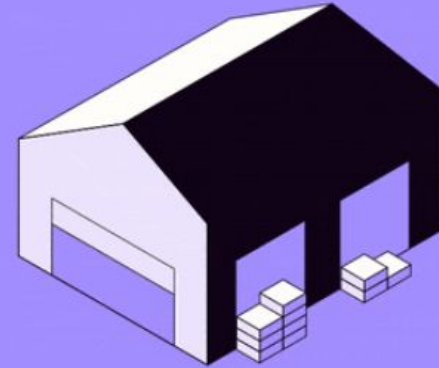
Making products available on marketplaces, and connecting to dozens of local carriers across Europe. All in one go.





One stock pool

Connecting multi-channel inventory – for optimal stock levels and availability in each sales channel and market - less stock outs, less overstock and less overproduction.





One control panel

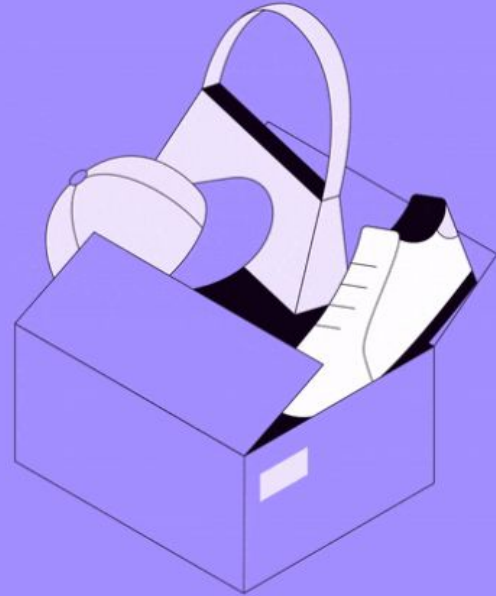
Connecting multi-channel data in one place. Uncovering insights to maximize growth and profitability. Giving merchants the tools to manage their entire e-commerce out of one place.





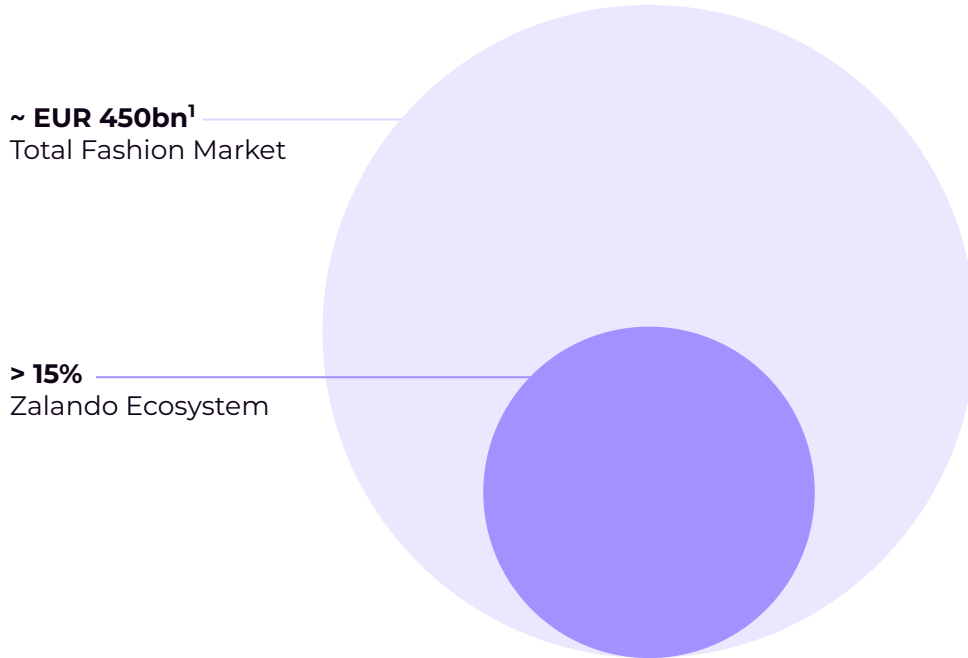
One parcel

One order. One box. One shipment. One return. Saving unnecessary parcels and creating a win-win-win for consumers, brands and the planet.





ZEOS taps into a huge opportunity by enabling e-commerce on and off Zalando



- **Fragmentation and complexity on the consumer side** prevent brands and retailers from capitalizing on massive opportunities in Europe.
 - **Infrastructure and technology consolidation** present a clear path to overcome industry inefficiencies and increase the value pool.
- **ZEOS is distinctly positioned to capitalize on this value creation opportunity.**

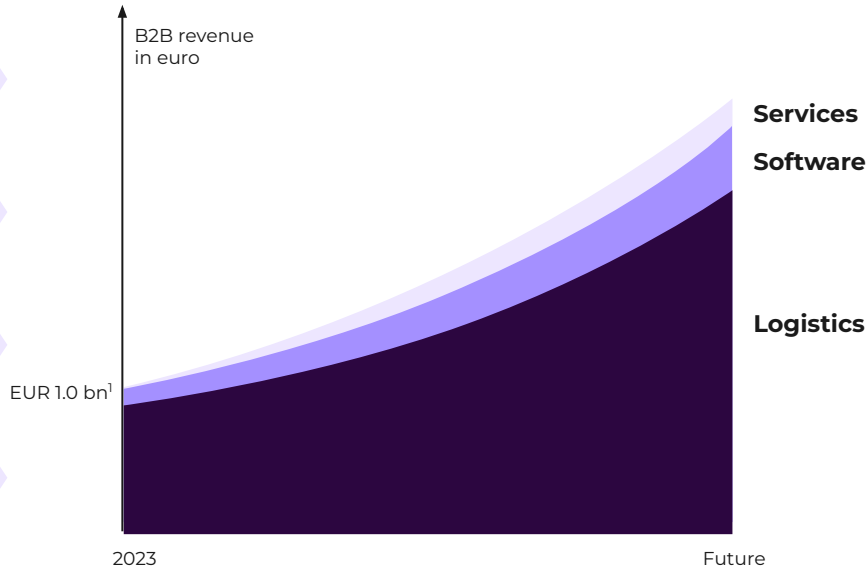


Leveraging the group's unique capabilities, ZEOS enlarges Zalando's long-term value creation

Unique Zalando capabilities ...

- 1 Strong brand partnerships**
- 2 Technology & data**
- 3 Logistics infrastructure**
- 4 Sustainability**

... enabling ZEOS long-term growth trajectory ...



... by capitalizing on three key growth dimensions

Industry Verticals:

- Fashion
- Lifestyle
- ...



Geographies:

- Existing Zalando markets
- Rest of Europe
- ...



Product Domains:

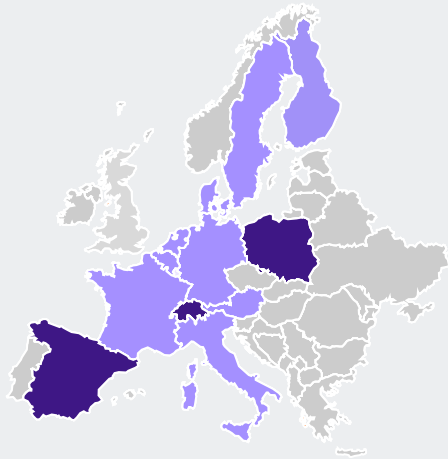
- Logistics
- Software
- Services



We made significant progress in advancing ZEOS Logistics in 2024

We launched more markets ...

12
markets
(+3)



... connected more channels ...

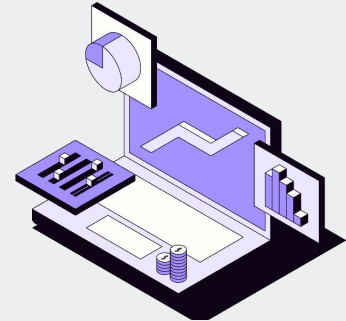
10
channels
(+3)



... and gave merchants more control

1
control panel

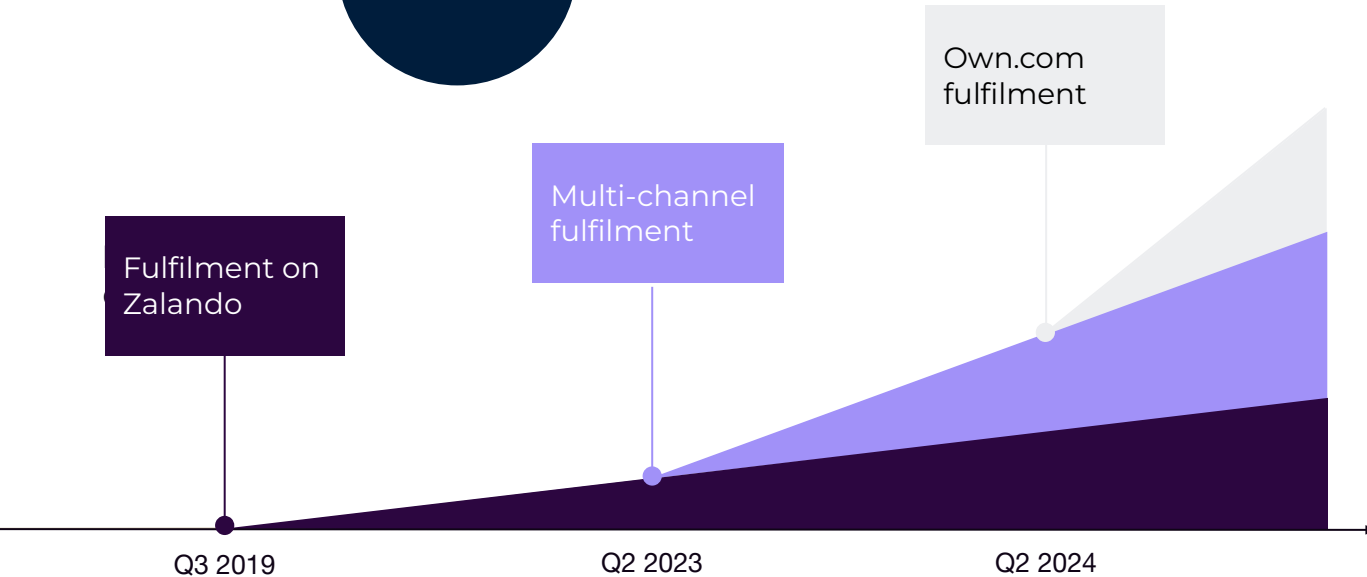
ZEOS One



Pepe Jeans' journey demonstrates the growth potential ZEOS Logistics can unlock

Items sold (illustrative)

>9x¹



Pepe Jeans

LONDON

About Pepe Jeans:

- Founded in 1973, Pepe Jeans is known for its **high-quality denim jeans**, offering a range for men, women, and children
- They are a global brand with a presence **in over 60 countries worldwide**



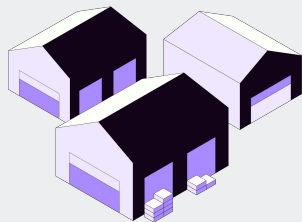
Our new partnership with NEXT will add scale and enable further logistics innovations for all merchants

NEXT

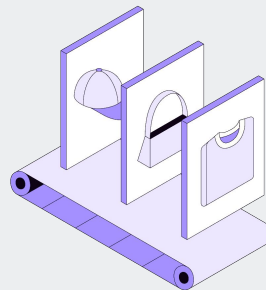
About NEXT:

- NEXT is a UK-based omnichannel retailer offering **fashion, home, and beauty**
- With **5.8bn GBP in 2024** total sales, NEXT is a **leading retailer in the UK**, growing their international business significantly

Advanced fulfilment capabilities



Onboarding & inventory management

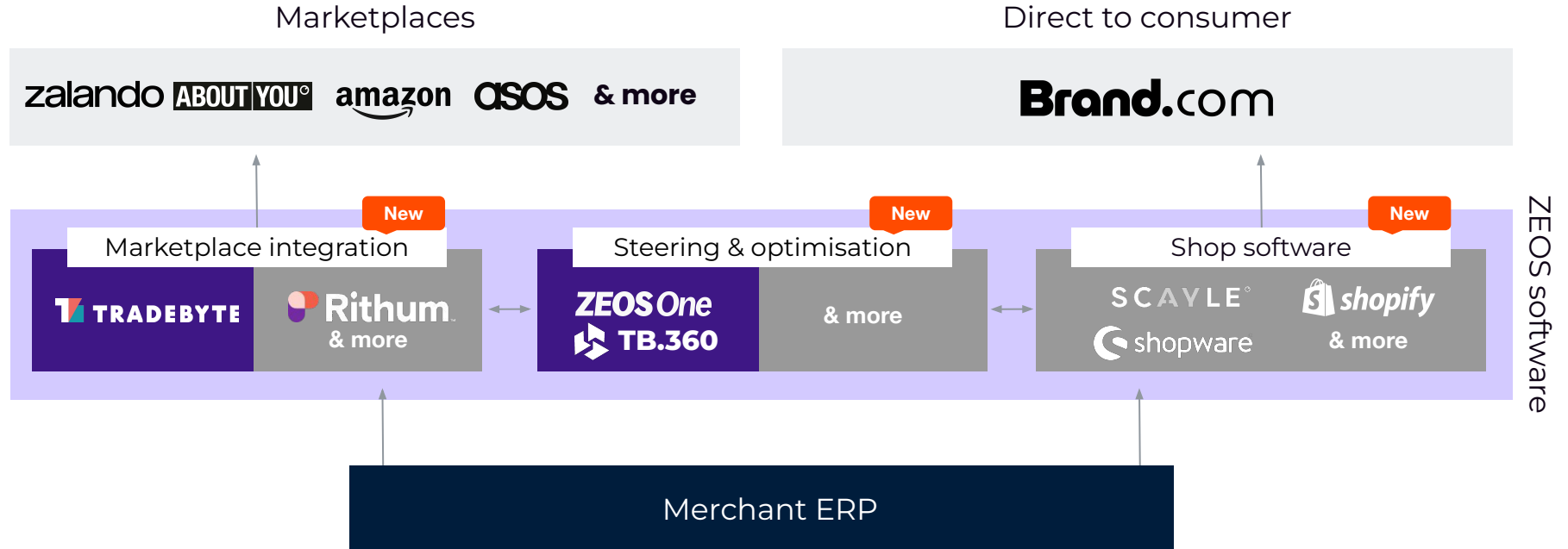


Market expansion & enhanced services





Our fully composable ZEOS software ecosystem offers merchants a holistic solution to drive their digital business





In 2025, we will further expand our software ecosystem and provide merchants with enhanced capabilities

Build out ecosystem partnerships



Enhance steering & optimisation tooling





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Since fulfillment is challenging for partners at times they can make use of our fulfillment capabilities via Zalando Fulfillment Solutions

Zalando Fulfillment Solutions (ZFS)

ZFS drives Partner Program success by giving you access to Europe's most efficient fashion fulfillment network - We take over the entire customer-facing fulfillment chain.

Partner benefits:

- Quicker reach throughout Europe
- Lower shipping costs
- Ensuring your customers' receive a single parcel when ordering on Zalando



ZFS offers partners a cost efficient fulfilment solution to internationalise in Partner Program while meeting the high convenience expectations of our customers

Enables internationalisation

Fast and easy internationalisation in just one contract

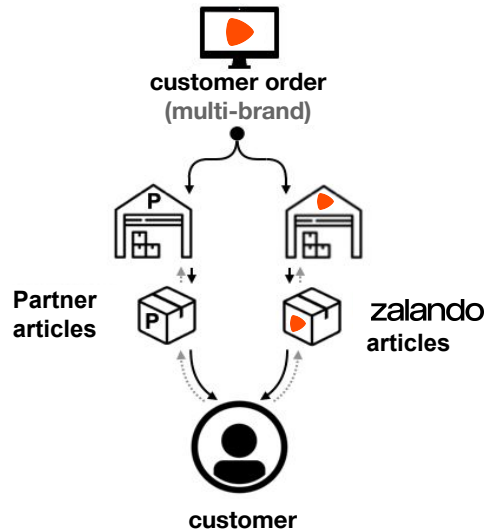
Superior Order Economics

Significant savings through bundling multi-brand orders in a single parcel

Unmatched convenience experience

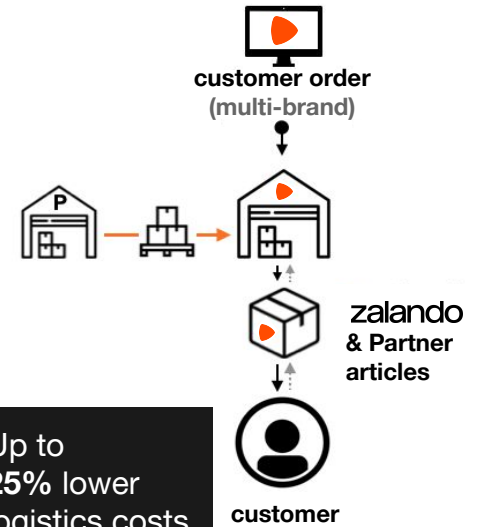
Convenience proposition on par with Zalando Retail

Drop ship model



- No parcel sharing
- High fulfilment cost
- Less compelling convenience proposition

ZFS model



Up to 25% lower logistics costs

- Multi-Brand orders in one parcel
- Parcel sharing cuts fulfilment cost
- ZFS orders are enabled for Zalando Plus



With Zalando Shipping Solutions we offer procedural simplicity with one integration and attractive transport conditions for its partners

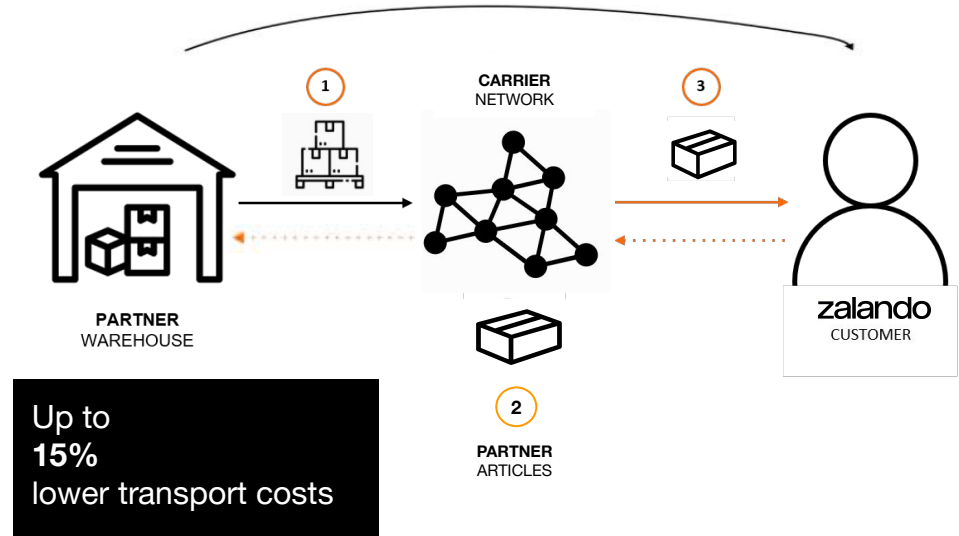
One Integration = Multiple Countries

Zalando Shipping Solutions (ZSS)

ZSS enables our partners to grow internationally and deliver on customer promises cross-border from partner warehouse to end consumer by leveraging the Zalando transportation network and contracts with last-mile carriers.

Partner benefits:

- Grow business in new markets with cross-border shipping from your warehouse to end consumer
- Only one contract partner and single integration
- Attractive pricing without integration costs



Multi-channel fulfillment - the single thread from end-to-end

1. Dozens of integrations

ONE integration

2. Split inventory

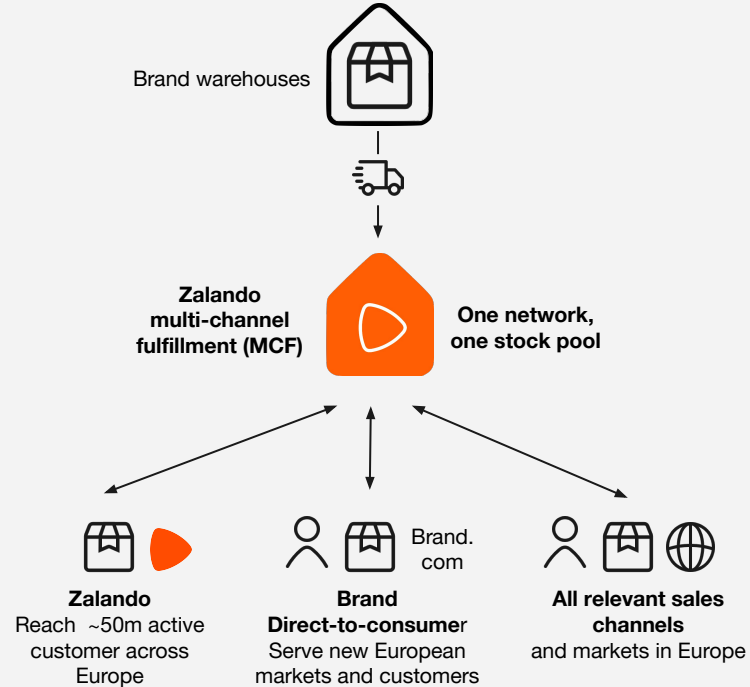
ONE stock pool

3. Lack of visibility & control

ONE control panel

4. Unnecessary parcels

ONE parcel



Tradebyte, acquired by Zalando in 2016, offers all-in-one solutions to enable merchants to grow their business with seamless integrations into marketplaces and solution providers

90+ MARKETPLACES & 1000+ BRANDS



- **First choice of fashion and lifestyle brands:** 1000+ brands in total have chosen to work with Tradebyte - the leading and most trusted SaaS solution to connect European fashion and lifestyle brands to consumer marketplaces.
- **Seamless Direct To Consumer (DTC) experience:** Tradebyte enables clients to seamlessly manage and merchandise your DTC strategy across all relevant e-commerce channels throughout Europe.
- **Reach to your full potential with Tradebyte's multichannel solutions:** Steering digital multichannel business from one central place: once connected to Tradebyte, clients have access to 80+ marketplaces across Europe:
- **Simplifying DTC complexities:** Expansion has never been easier. Tradebyte simplifies and automates your DTC and marketplace operations so clients can focus on its core competencies e.g. assortment strategy and pricing

In 2022, Zalando acquires majority stake in Highsnobiety, bringing together content and commerce

- Zalando acquired a majority stake in Highsnobiety, the influential global fashion and lifestyle media brand
- Highsnobiety will act as a strategic and creative consultant to Zalando, bolstering its inspirational storytelling and assortment curation capabilities
- Highsnobiety to retain its editorial independence, with creative agency work remaining fully autonomous and management structure unchanged
- “Stories on Zalando”, Zalando’s state of the art immersive visual-first fashion experience, was created in collaboration with Highsnobiety

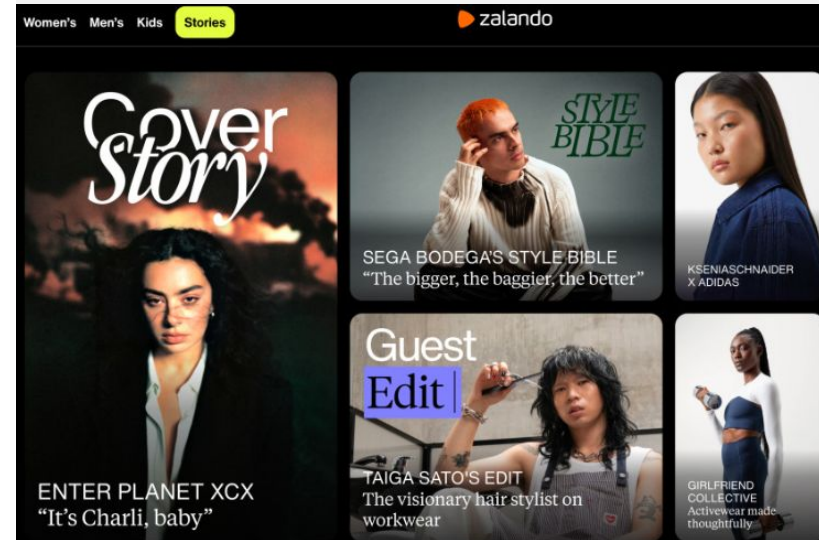




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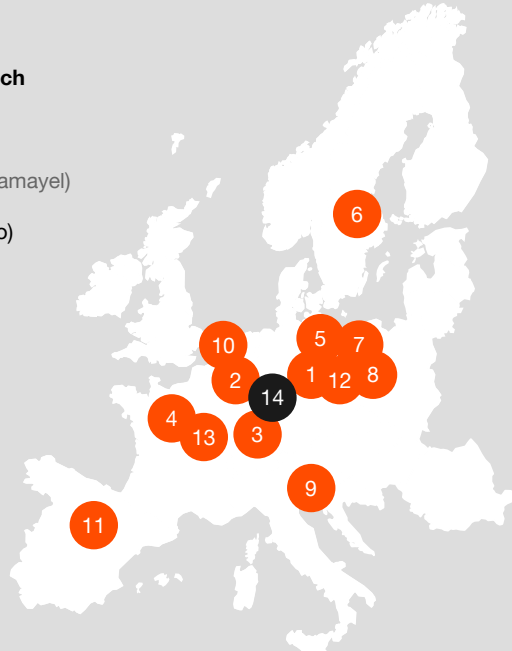
1. Investment highlights
2. Business to consumer (B2C)
3. Business to business (B2B)
4. **Logistics network**
5. Business segments & financials
6. Sustainability and Diversity & Inclusion
7. Share, convertible bond & contact



To ensure a fast and convenient delivery and return handling to our customers we are heavily investing into our fulfillment network

Zalando's fulfillment network and start of operations

- 1. Erfurt**
Start in 2012
- 2. Mönchengladbach**
Start in 2013
- 3. Lahr**
Start in 2016
- 4. Paris** (Moissy-Cramayel)
Start in 2016
- 5. Szczecin** (Gryfino)
Start in 2017
- 6. Stockholm**
Start in 2018
- 7. Olsztynek** (PL)
Start in 2019



- 8. Lodz** (Gluchow)
Start in 2019
- 9. Verona** (Nogarole Rocca)
Start in 2020
- 10. Rotterdam** (Bleiswijk)
Start in 2021
- 11. Madrid**
Start in 2021
- 12. Bydgoszcz**
Start in 2023
- 13. Paris** (Mont. Sur-Le-Jard)
Start in 2024
- 14. Frankfurt** (Giessen)
Start in 2026

		Type	Capex (€m)	Size (k sqm)
1	Erfurt (GER)	Hub	~100	~130
2	Mönchengladbach (GER)	Hub	~100	~130
3	Lahr (GER)	Hub	~150	~130
4	Paris (FR)	Spoke	<50	<50
5	Szczecin (PL)	Hub	<50	<50
6	Stockholm (SWE)	Spoke	<50	<50
7	Olsztynek (PL) (for Lounge)	Hub	~100	~130
8	Lodz (PL)	Hub	~100	~130
9	Verona (IT)	Hub	~150	~80
10	Rotterdam (NL)	Hub	~200	~150
11	Madrid (ES)	Spoke	<50	<50
12	Bydgoszcz (PL) (for Lounge)	Hub	~100	~140
13	Paris (FR)	Hub	>250	~150
14	Frankfurt (GER) (under construction)	Hub	>250	~150



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To be the ecosystem for Fashion, we need to become part of the solution on the sustainability challenges we face

Our planet has a problem ...

1°C

increase in global temperature since 1880¹

Up to 4.8°C

expected increase in global temperature by 2100 if we don't take action²

... fashion is part of the problem ...

only 1%

of fashion is recycled into new clothing³

2x

increase in global clothing production since 2002³

... and customers want to see change

85%

of Gen Z customers say that value-based brand drivers have become more important to them⁵

43%

of customers bought at least one product carrying the sustainability flag

¹ The Intergovernmental Panel on Climate Change (IPCC), SR15 Headline Statements, 2019

102 ² Climate Action Tracker, Global Temperatures, December 2020

³ Ellen MacArthur Foundation, "A New Textiles Economy: Redesigning Fashion's Future," Ellen MacArthur Foundation, 2017

⁴ The influence of woke consumers on fashion, McKinsey, February 2019



Sustainability, diversity and inclusion are core elements of our strategy & embedded across our operations to create competitive advantage

Our ambition is to be a key enabler of a more sustainable and inclusive fashion industry at scale

1

Enable our customers to make informed choices with an assortment and brands that align with their values

2

Enable partners in working towards their sustainability ambitions and adapting to evolving regulatory environment.

3

Foster innovation to reduce negative environmental and social impacts at an industry level.



Our aim is underpinned by three key long-term sustainability ambitions


Reach net-zero emissions by 2040 in our own operations and private labels, and by 2050 for the remaining company value chain emissions. including fashion brand partners, packaging and transportation emissions

Further **empower workers through decent work** by deepening human rights due diligence in our own operations and those of our partners, as well as further evolving our purchasing practices and wage management systems in our private labels by 2028.

Be inclusive by design, bringing to life the diversity of our talent, leaders, customers and partners



Governance: To maximise impact, sustainability is integrated into all business units

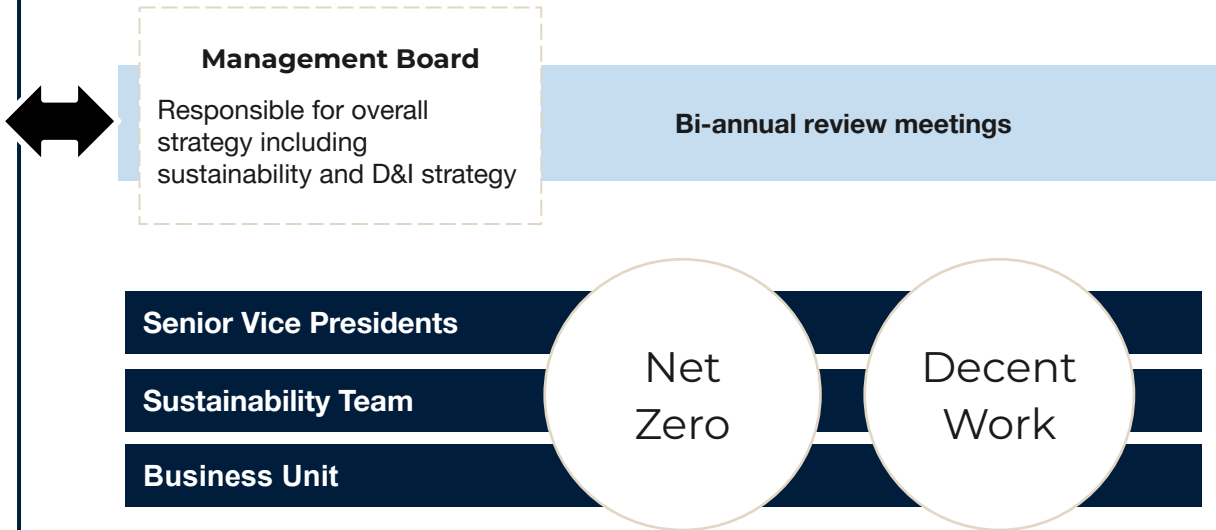


Management Board
Provides **guidance** on Sustainability and Diversity & Inclusion topics + receives **regular updates** about the progress regarding our sustainability targets.

MB **remuneration** linked to D&I and **Sustainability targets**

Supported by **D&I & Sustainability Committee** of the **Supervisory Board**

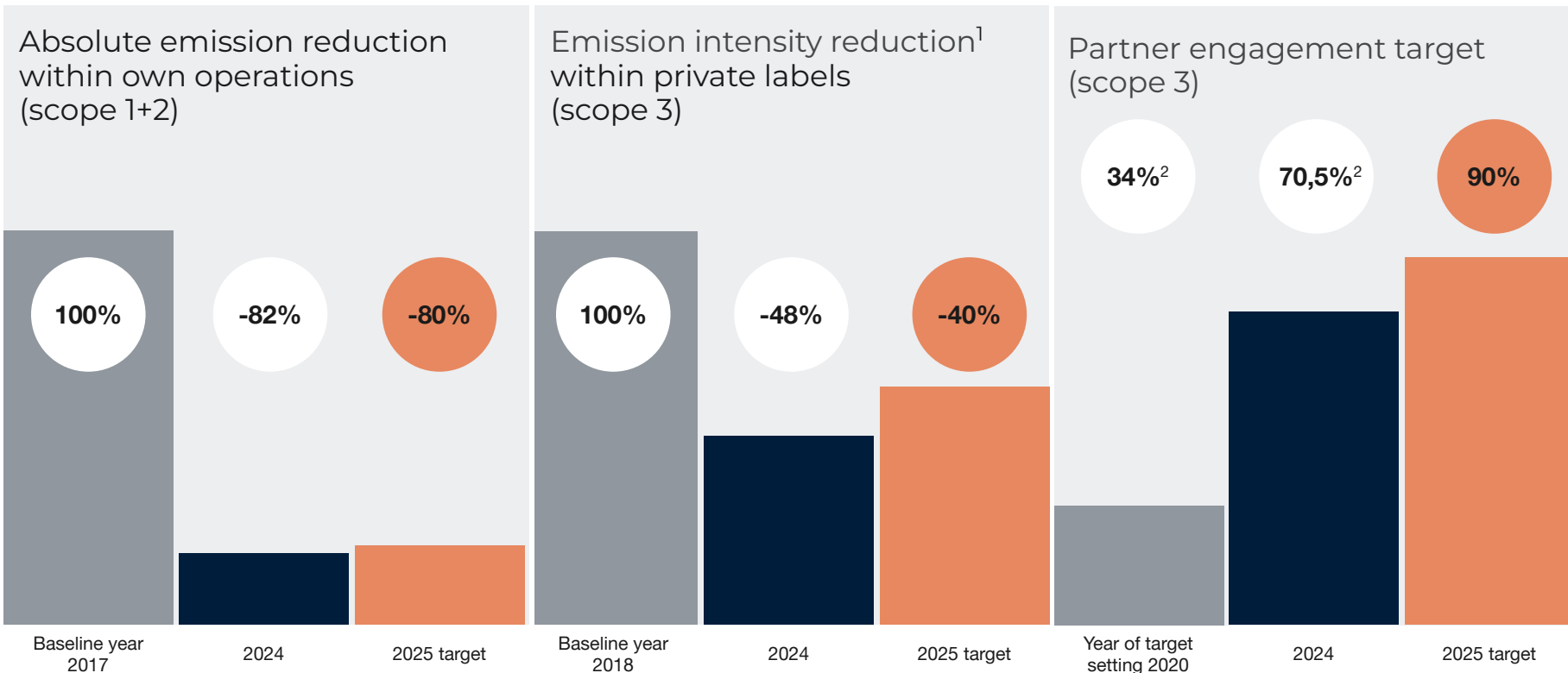
Sustainability Forum



Monthly goal and project reporting + Monthly Senior Vice President scorecard updates



We have made progress on our path towards net zero



106 ¹ Per million euros in gross profit
² By emissions



We work towards Net Zero by acting on three decarbonization levers with partners, Private Labels and in our own operations

	Levers		Measures
Materials	From conventional to preferred materials to address land use change, fertilizers, etc	Private Labels & Partner Brands	Increase of organic, recycled, regenerative and responsibly sourced materials for private labels & support the partners to do the same
Energy	From fossil fuels to renewable energy & energy efficiencies	Own operations LEAP & FIP	Optimisation of energy use, increase use of renewable energy Support partners to do the same e.g. by scaling private label Facility Improvement Programme & LEAP Initiative
Business efficiency & circular models	Reducing resource use per revenue gain via circular business models	Operational Excellence Recommerce Packaging waste reduction	Inventory management, returns minimization, route optimization Pre-owned fashion category Recyclable + recycled packaging & reusable system for intralogistic boxes

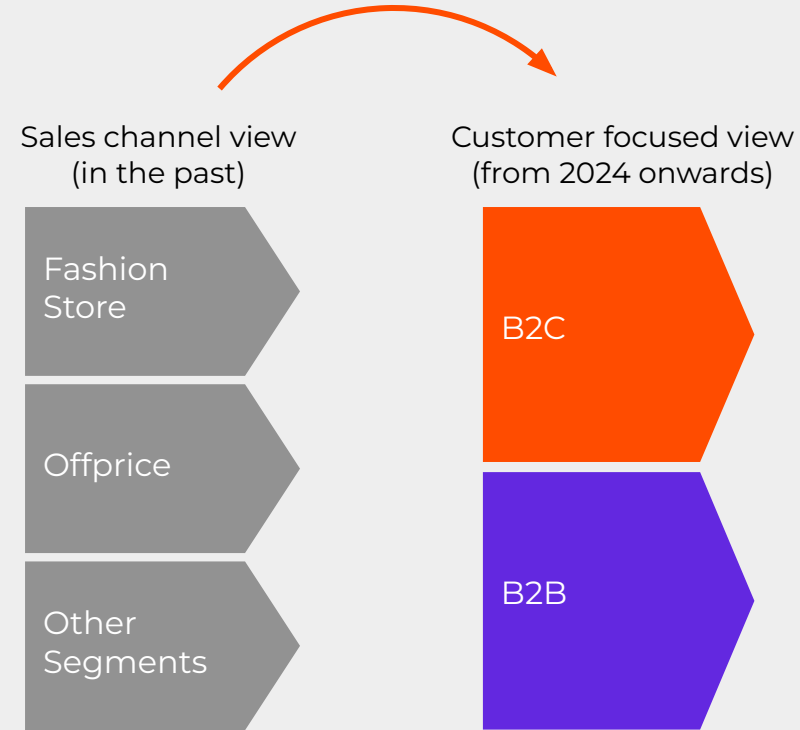


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Our new segment reporting from 2024 onwards

- Our steering and decision-making starts from a customer point of view, now we are shifting from a sales channel view to a customer-focused distinction between B2C and B2B.
- Our external reporting will be adjusted to reflect these two operating segments.
- The majority of our business revenue is located in our B2C business and its supporting services, including our partner business and Zalando Marketing Services (ZMS).
- The B2B segment will comprise services that provide B2B products we offer to our partners on and off our Zalando Platform to meet their business needs (i.e. ZEOS including Zalando Fulfillment Solutions and Tradebyte as well as Highsnobity as another brand-facing business of the Zalando group).



Group Key Figures

Zalando group key figures as of Q4 2024

	Year FY/20	Year FY/21	Year FY/22	Year FY/23	Quarter Q1/24	Quarter Q2/24	Half-Year H1/24	Quarter Q3/24	Quarter Q4/24	Year FY/24
Results of operations										
Average GMV per active customer (LTM) (in EUR)	276.4	295.6	288.6	295.2	296.8	297.6	297.6	299.6	295.4	295.4
Active customers LTM (m)	38.7	48.5	51.2	49.6	49.5	49.8	49.8	50.3	51.8	51.8
Number of orders (m)	185.5	252.2	261.1	244.8	55.2	63.4	118.6	57.9	74.5	251.0
Average order per active customer (LTM)	4.8x	5.2x	5.1x	4.9 x	4.9 x	4.9 x	4.9 x	4.9 x	4.8 x	4.8 x
Average basket size (LTM) (in EUR)	57.7	56.8	56.6	59.8	60.4	60.9	60.9	61.1	60.9	60.9
Gross merchandise volume (GMV) (in m EUR)	10,696.0	14,332.7	14,788.7	14,631.0	3,284.5	3,867.9	7,152.3	3,469.5	4,674.4	15,296.2
Revenue (in m EUR)	7,982.0	10,354.0	10,344.8	10,143.1	2,241.4	2,643.2	4,884.6	2,388.5	3,299.5	10,572.5
Adjusted EBIT (in m EUR)	420.8	468.4	184.6	349.9	28.3	171.6	199.9	92.7	218.5	511.1
Adjusted EBIT margin	5.3%	4.5%	1.8%	3.5%	1.3%	6.5%	4.1%	3.9%	6.6%	4.8%
EBIT (in m EUR)	367.0	424.7	81.0	190.9	0.7	154.7	155.5	69.5	166.9	391.9
EBIT margin	4.6%	4.1%	0.8%	1.9%	0.0%	5.9%	3.2%	2.9%	5.1%	3.7%
Other key figures (in m EUR)										
Net working capital	(87.4)	(162.1)	(211.6)	(441.8)	(328.6)	(488.2)	(488.2)	(246.4)	(269.3)	(269.3)
Cash flow from operating activities	527.4	616.2	459.9	949.5	(102.0)	481.7	379.7	(91.9)	366.3	654.1
Cash flow from investing activities	(217.8)	(335.9)	(476.2)	(320.7)	(82.5)	(12.6)	(95.2)	(40.1)	(134.6)	(269.8)
Free cash flow	284.5	283.2	(18.8)	683.8	(161.5)	441.1	279.6	(132.0)	231.8	379.4
Capex	(250.0)	(332.9)	(351.7)	(263.2)	(59.5)	(40.6)	(100.1)	(40.1)	(66.7)	(206.9)
Cash and cash equivalents at the end of the period	2,644.0	2,287.9	2,024.8	2,533.2	2,301.6	2,566.2	2,566.2	2,389.4	2,587.8	2,587.8
Number of employees as of reporting date*	14,194	17,043	16,999*	15,793 *	15,497 *	15,269 *	15,269 *	15,206 *	15,309 *	15,309 *
Basic earnings per share (in EUR)	0.90	0.91	0.07	0.32	(0.03)	0.37	0.33	0.17	0.46	0.97

*Average number of employees

Income Statement

Zalando group income statement (in m EUR) as of Q4 2024

	Year FY/20	Year FY/21	Year FY/22	Year FY/23	Quarter Q1/24	Quarter Q2/24	Half-Year H1/24	Quarter Q3/24	Quarter Q4/24	Year FY/24
Revenue	7,982.0	10,354.0	10,344.8	10,143.1	2,241.4	2,643.2	4,884.6	2,388.5	3,299.5	10,572.5
% growth	23.1%	29.7%	(0.1%)	(1.9%)	(0.6%)	3.4%	1.5%	5.0%	8.0%	4.2%
Cost of sales	(4,587.8)	(6,027.7)	(6,289.3)	(6,212.7)	(1,384.6)	(1,544.0)	(2,928.6)	(1,416.7)	(1,925.2)	(6,270.5)
Gross profit	3,394.2	4,326.2	4,055.5	3,930.4	856.8	1,099.1	1,956.0	971.7	1,374.3	4,302.0
% margin	42.5%	41.8%	39.2%	38.7%	38.2%	41.6%	40.0%	40.7%	41.7%	40.7%
Selling and distribution costs	(2,716.0)	(3,529.6)	(3,507.1)	(3,210.8)	(733.5)	(820.8)	(1,554.3)	(784.0)	(1,059.2)	(3,397.6)
Administrative expenses	(319.2)	(393.2)	(480.4)	(490.8)	(122.8)	(126.8)	(249.6)	(116.0)	(147.8)	(513.3)
Other operating income	26.7	32.8	28.1	20.6	5.3	2.4	7.7	6.1	7.1	20.9
Other operating expenses	(18.7)	(11.5)	(15.1)	(58.5)	(5.1)	0.8	(4.3)	(8.4)	(7.5)	(20.1)
EBIT	367.0	424.7	81.0	190.9	0.7	154.7	155.5	69.5	166.9	391.9
% margin	4.6%	4.1%	0.8%	1.9%	0.0%	5.9%	3.2%	2.9%	5.1%	3.7%
Financial result	(48.6)	(70.4)	(42.2)	(38.0)	(13.0)	(6.7)	(19.7)	(12.8)	8.6	(23.9)
EBT	318.5	354.3	38.8	152.9	(12.3)	148.0	135.8	56.8	175.5	368.0
% margin	4.0%	3.4%	0.4%	1.5%	(0.5%)	5.6%	2.8%	2.4%	5.3%	3.5%
Income taxes	(92.4)	(119.7)	(22.0)	(69.9)	3.4	(52.3)	(48.9)	(12.5)	(55.5)	(116.9)
Net income	226.1	234.5	16.8	83.0	(8.9)	95.7	86.9	44.3	119.9	251.1
% margin	2.8%	2.3%	0.2%	0.8%	(0.4%)	3.6%	1.8%	1.9%	3.6%	2.4%
Depreciation & amortisation	214.5	235.4	312.4	334.0	82.7	77.8	160.5	84.2	105.2	349.9
EBITDA	581.5	660.1	393.4	524.8	83.4	232.5	316.0	153.7	272.1	741.8
% margin	7.3%	6.4%	3.8%	5.2%	3.7%	8.8%	6.5%	6.4%	8.2%	7.0%
Share-based payments	53.8	57.3	72.5	83.0	22.3	22.4	44.7	17.5	20.2	82.4
Acquisition-related expenses	0.0	0.0	11.5	19.4	5.2	5.0	10.3	4.8	15.5	30.5
Restructuring costs	0.0	0.0	0.0	32.4	0.0	0.0	0.0	0.0	0.0	0.0
One-time effects	0.0	13.6	19.6	24.2	0.0	(10.6)	(10.6)	1.0	15.9	6.3
Adjusted EBIT	420.8	468.4	184.6	349.9	28.3	171.6	199.9	92.7	218.5	511.1
% margin	5.3%	4.5%	1.8%	3.5%	1.3%	6.5%	4.1%	3.9%	6.9%	4.8%
Adjusted EBITDA	635.3	703.8	473.3	654.1	108.3	254.0	362.3	173.7	303.3	840.3
% margin	8.0%	6.8%	4.6%	6.5%	4.8%	9.6%	7.4%	7.3%	9.2%	7.9%

Segments

Segment performance as of Q4 2024

	Year FY/23	Quarter Q1/24	Quarter Q2/24	Half-Year H1/24	Quarter Q3/24	Quarter Q4/24	Year FY/24
Gross merchandise volume (GMV) (in m EUR)*	14,631.0	3,284.5	3,867.9	7,152.3	3,469.5	4,674.4	15,296.2
Revenue (in m EUR)	10,143.1	2,241.4	2,643.2	4,884.6	2,388.5	3,299.5	10,572.5
B2C	9,301.8	2,028.0	2,413.1	4,441.1	2,151.5	3,065.1	9,657.7
B2B	854.4	215.1	233.8	448.9	239.7	264.0	952.6
Reconciliation	(13.1)	(1.7)	(3.7)	(5.4)	(2.8)	(29.7)	(37.8)
Adjusted EBIT (in m EUR)	349.9	28.3	171.6	199.9	92.7	218.5	511.1
B2C	310.8	22.9	165.2	188.1	86.7	213.9	488.7
B2B	39.2	5.5	7.1	12.6	6.7	3.5	22.8
Reconciliation	0.0	(0.1)	(0.8)	(0.9)	(0.7)	1.1	(0.4)
Adjusted EBIT margin (in %)	3.5%	1.3%	6.5%	4.1%	3.9%	6.6%	4.8%
B2C	3.3%	1.1%	6.8%	4.2%	4.0%	7.0%	5.1%
B2B	4.6%	2.5%	3.1%	2.8%	2.8%	1.3%	2.4%
EBIT (in m EUR)	190.9	0.7	154.7	155.5	69.5	166.9	391.9
B2C	176.5	1.8	154.8	156.6	69.3	168.3	394.2
B2B	14.4	(0.9)	0.7	(0.3)	0.9	(2.5)	(1.9)
Reconciliation	0.0	(0.1)	(0.8)	(0.9)	(0.7)	1.1	(0.4)
EBIT margin (in %)	1.9%	0.0%	5.9%	3.2%	2.9%	5.1%	3.7%
B2C	1.9%	0.1%	6.4%	3.5%	3.2%	5.5%	4.1%
B2B	1.7%	(0.4%)	0.3%	(0.1%)	0.4%	(1.0%)	(0.2%)

*Gross merchandise volume (GMV) figures consists of B2C only

Balance Sheet (total assets)

Zalando group balance sheet (in m EUR) as of Q4 2024

	Year FY/20	Year FY/21	Year FY/22	Year FY/23	Quarter Q1/24	Quarter Q2/24	Half-Year H1/24	Quarter Q3/24	Quarter Q4/24	Year FY/24
Non-current assets	1,560.0	1,901.4	2,342.3	2,540.5	2,548.1	2,510.4	2,510.4	2,467.2	2,532.3	2,532.3
Intangible assets	236.0	263.0	414.1	399.2	400.4	400.5	400.5	400.6	402.2	402.2
Property, plant and equipment	810.1	959.4	1,145.5	1,254.1	1,237.1	1,226.1	1,226.1	1,212.6	1,229.5	1,229.5
Right-of-use assets	479.8	584.2	679.3	785.5	807.0	786.7	786.7	765.4	742.3	742.3
Financial assets	11.9	78.1	85.2	85.2	84.9	79.2	79.2	77.4	143.4	143.4
Non-financial assets	5.1	3.9	4.2	3.2	4.8	4.1	4.1	4.8	4.4	4.4
Investments accounted for using the equity method	1.7	1.7	8.3	6.9	6.9	6.9	6.9	0.0	1.4	1.4
Deferred tax assets	15.4	11.2	5.7	6.4	7.0	6.9	6.9	6.4	9.0	9.0
Current assets	4,934.8	4,995.6	5,283.8	5,249.2	5,156.5	5,340.4	5,340.4	5,575.7	5,451.6	5,451.6
Inventories	1,361.2	1,547.4	1,809.5	1,440.9	1,584.0	1,443.9	1,443.9	1,893.5	1,549.7	1,549.7
Prepayments*	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trade and other receivables	602.5	727.4	913.0	899.3	761.6	948.2	948.2	934.4	926.1	926.1
Other financial assets	32.0	49.8	78.6	110.5	183.0	116.6	116.6	92.9	120.3	120.3
Other non-financial assets	295.1	383.0	457.9	265.4	326.3	265.5	265.5	265.4	267.7	267.7
Cash and cash equivalents	2,644.0	2,287.9	2,024.8	2,533.2	2,301.6	2,566.2	2,566.2	2,389.4	2,587.8	2,587.8
Assets held for sale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total assets	6,494.8	6,897.0	7,626.1	7,789.7	7,704.6	7,850.9	7,850.9	8,042.8	7,983.9	7,983.9

Balance Sheet (total equity and liabilities)

Zalando group balance sheet (in m EUR) as of Q4 2024

	Year FY/20	Year FY/21	Year FY/22	Year FY/23	Quarter Q1/24	Quarter Q2/24	Half-Year H1/24	Quarter Q3/24	Quarter Q4/24	Year FY/24
Equity	2,151.1	2,218.8	2,199.2	2,373.1	2,418.5	2,442.0	2,442.0	2,505.7	2,665.3	2,665.3
Issued capital	253.1	258.7	259.0	260.5	260.7	257.6	257.6	258.1	259.2	259.2
Capital reserves	1,428.9	1,285.9	1,237.8	1,323.7	1,339.7	1,274.7	1,274.7	1,295.9	1,319.7	1,319.7
Other reserves	(7.3)	(36.8)	(25.4)	(21.9)	16.1	12.0	12.0	9.7	24.4	24.4
Retained earnings	476.6	711.1	727.8	810.9	802.0	897.7	897.7	942.0	1,062.0	1,062.0
Non-controlling interest	(0.2)	(0.2)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Non-current liabilities	1,404.2	1,580.7	1,760.0	1,890.4	1,913.4	1,794.7	1,794.7	1,334.5	1,328.5	1,328.5
Provisions	47.7	54.3	85.3	108.8	111.2	103.1	103.1	89.8	104.0	104.0
Lease liabilities	443.0	579.0	670.1	780.0	792.1	758.2	758.2	728.9	712.8	712.8
Borrowings	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Convertible bonds	873.7	895.0	916.9	939.4	945.1	865.0	865.0	467.1	469.8	469.8
Other financial liabilities	15.6	14.2	12.1	6.7	6.4	4.8	4.8	4.6	0.3	0.3
Other non-financial liabilities	5.1	4.6	4.6	0.4	0.3	0.2	0.2	0.1	0.1	0.1
Deferred tax liabilities	19.1	33.5	71.0	55.1	58.3	63.4	63.4	44.0	41.4	41.4
Current liabilities	2,939.5	3,097.5	3,666.9	3,526.2	3,372.7	3,614.2	3,614.2	4,202.7	3,990.2	3,990.2
Provisions	0.5	0.0	0.0	5.0	2.2	5.4	5.4	21.5	23.0	23.0
Lease liabilities	73.7	101.0	129.7	132.2	139.0	144.6	144.6	149.1	148.8	148.8
Borrowings	377.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Convertible bonds	0.0	0.0	0.0	0.0	0.0	0.0	0.0	391.6	394.1	394.1
Trade payables and similar liabilities	2,050.5	2,437.0	2,934.1	2,782.0	2,674.3	2,880.3	2,880.3	3,074.3	2,745.1	2,745.1
Prepayments received	47.1	40.6	49.2	48.0	52.1	50.3	50.3	61.4	38.9	38.9
Income tax liabilities	9.6	25.2	24.8	20.6	0.0	0.0	0.0	0.0	60.7	60.7
Other financial liabilities	145.6	214.9	253.1	233.7	169.6	162.6	162.6	152.1	202.2	202.2
Other non-financial liabilities	234.8	278.9	276.0	304.6	309.2	336.3	336.3	312.6	377.4	377.4
Liabilities associated with assets held for sale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total equity and liabilities	6,494.8	6,897.0	7,626.1	7,789.7	7,704.6	7,850.9	7,850.9	8,042.8	7,983.9	7,983.9

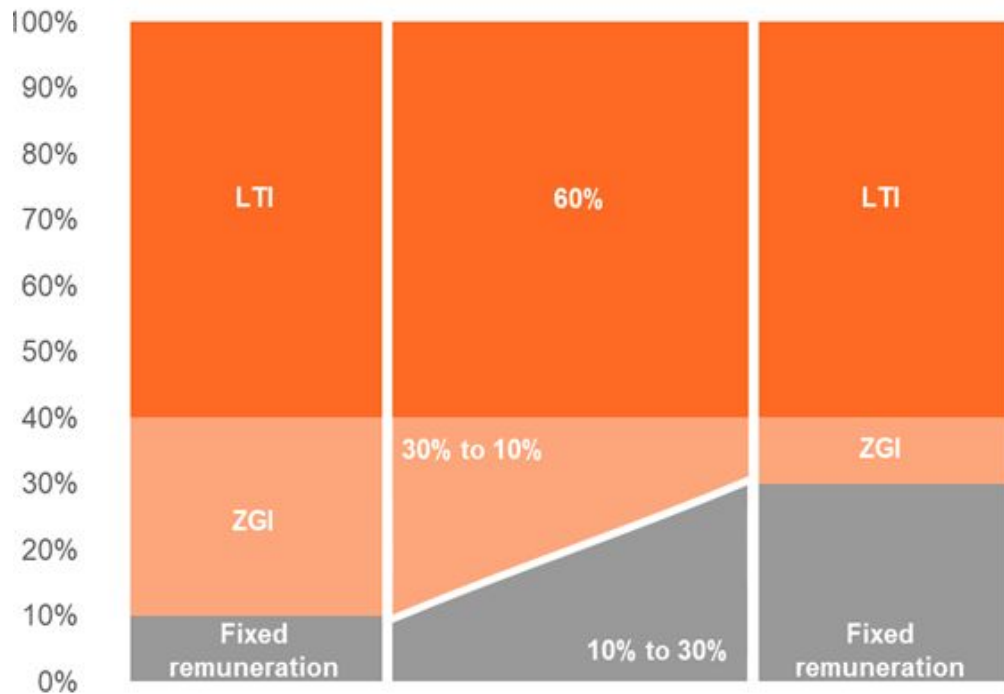
Cash Flow Statement

Zalando group cash flow statement (in m EUR) as of Q4 2024

	Year FY/20	Year FY/21	Year FY/22	Year FY/23	Quarter Q1/24	Quarter Q2/24	Half-Year H1/24	Quarter Q3/24	Quarter Q4/24	Year FY/24
Net income/loss for the period	226.1	234.5	16.8	83.0	(8.9)	95.7	86.9	44.3	119.9	251.1
Non-cash expenses from share-based payments	53.8	57.3	72.5	83.0	22.3	22.4	44.7	17.5	20.2	82.4
Cash paid for settlement of claims from share-based payments	(3.5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Depreciation of property, plant and equipment, right-of-use assets and amortisation of intangible assets	214.5	235.4	312.4	334.0	82.7	77.8	160.5	84.2	105.2	349.9
Income taxes	92.4	119.7	22.0	69.9	(3.4)	52.3	48.9	12.5	55.5	116.9
Incomes taxes paid, less refunds	(116.7)	(106.3)	(64.1)	(39.0)	6.1	(30.0)	(23.9)	(22.0)	(29.5)	(75.4)
Increase/decrease in provisions	(2.1)	(0.5)	7.2	17.6	(0.4)	(4.0)	(4.4)	2.6	9.3	7.5
Other non-cash income/expenses	4.3	(2.7)	13.8	7.9	5.0	6.3	11.3	9.9	(2.1)	19.1
Decrease/increase in inventories	(262.9)	(186.3)	(260.1)	368.6	(143.1)	140.2	(3.0)	(449.7)	343.8	(108.8)
Decrease/increase in trade and other receivables	(139.6)	(125.5)	(169.5)	13.7	137.7	(186.6)	(49.0)	13.8	8.4	(26.8)
Increase/decrease in trade payables and similar liabilities	329.2	391.7	489.9	(168.9)	(87.2)	203.9	116.8	194.5	(329.4)	(18.1)
Increase/decrease in other assets/liabilities	132.1	(1.1)	19.1	179.7	(112.8)	103.7	(9.1)	0.4	65.0	56.3
Cash flow from operating activities	527.4	616.2	459.9	949.5	(102.0)	481.7	379.7	(91.9)	366.3	654.1
Proceeds from disposal of non-current assets	32.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Payments received from the sale of shares in associated and other companies	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash received from sales of property, plant and equipment, intangibles and other long-term assets	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0
Cash paid for investments in property, plant and equipment	(177.6)	(240.4)	(274.5)	(190.5)	(37.6)	(19.2)	(56.8)	(17.5)	(46.3)	(120.6)
Cash paid for investments in intangible assets	(72.5)	(92.5)	(77.1)	(72.7)	(21.9)	(21.4)	(43.3)	(22.6)	(20.4)	(86.2)
Cash paid for acquisition of shares in associated companies and subsidiaries less cash acquired and other equity investments	(31.5)	0.0	(127.0)	(6.1)	0.0	0.0	0.0	0.0	(67.9)	(67.9)
Cash received from/paid for short-term investments in other financial assets	25.0	(3.0)	0.0	(50.0)	(28.0)	28.0	0.0	0.0	0.0	0.0
Change in restricted cash	0.0	0.0	2.5	(4.9)	4.9	0.0	4.9	0.0	0.0	4.9
Cash flow from investing activities	(217.8)	(335.9)	(476.2)	(320.7)	(82.5)	(12.6)	(95.2)	(40.1)	(134.6)	(269.8)
Cash received from capital increases by the shareholders and stock option exercises less transaction costs	55.1	22.5	4.4	4.5	0.5	2.0	2.5	0.4	1.0	4.0
Cash paid for the repurchase of treasury shares	0.0	(200.0)	(136.2)	0.0	(7.9)	(92.1)	(100.0)	0.5	0.0	(99.5)
Cash repayment of loans and similar payments	(2.8)	(377.7)	(3.3)	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash received from increases in borrowings	375.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cash payments for the principal portion of lease liabilities	(67.2)	(84.5)	(110.8)	(128.1)	(33.3)	(31.0)	(64.3)	(34.7)	(35.5)	(134.5)
Cash received from the issue of convertible bonds less transaction costs/Cash paid for the repurchase of convertible bonds including transaction costs	994.0	0.0	0.0	0.0	0.0	(84.2)	(84.2)	(11.3)	0.0	(95.5)
Cash flow from financing activities	1,354.1	(639.8)	(245.9)	(123.6)	(40.7)	(205.3)	(246.0)	(45.1)	(34.5)	(325.6)
Net change in cash and cash equivalents from cash relevant transactions	1,663.6	(359.6)	(262.2)	505.2	(225.2)	263.8	38.6	(177.0)	197.2	58.8
Change in cash and cash equivalents due to exchange rate movements	3.9	3.5	(0.9)	3.2	(6.4)	0.8	(5.6)	0.3	1.1	(4.2)
Cash and cash equivalents at the beginning of the period	976.5	2,644.0	2,287.9	2,024.8	2,533.2	2,301.6	2,533.2	2,566.2	2,389.4	2,533.2
Cash and cash equivalents at the end of the period	2,644.0	2,287.9	2,024.8	2,533.2	2,301.6	2,566.2	2,566.2	2,389.4	2,587.8	2,587.8
Free cash flow	284.5	283.2	(18.8)	683.8	(161.5)	441.1	279.6	(132.0)	231.8	379.4

Management Board Remuneration System - Overview¹

Composition as % of target total remuneration



- **Rolling annual grant** of LTI 2024 Options (PO) and Shares (PS)
- **Fixed mix between PO and PS** with flexibility for Supervisory Board to deviate if appropriate
- Both instruments **linked to growth and ESG targets**, strike price for LTI Options (see next slide)
- **Three-year performance** and one year-holding period
- **Payout caps** and **malus & clawback provisions**

- **ZGI**: market-standard cash settled short-term incentive that depends upon the achievement of annual financial targets
- Management Board obliged to **reinvest 50%** of the net payouts under the **ZGI** in Zalando shares with a holding period of one year. **Long-Term Incentive (LTI)** grant will be changed to an **annual grant structure**

116 ¹ The management board remuneration system has been introduced on 1st September 2024.

Management Board Remuneration Scheme - Performance criteria of the LTI and determination of Overall Target Achievement

The **Overall Target Achievement** defines the total number of exercisable **LTI Shares** and **LTI Options**.

It is measured:

- i. on the basis of the **development of Zalando Group's GMV and Zalando Group's adj. EBIT during the Performance Period** as the currently most relevant performance parameters under the company's long-term strategy and;
- ii. by taking into account the **achievement of pre-defined ESG-targets** by way of a modifier with a **factor of between 0.8-1.2**.

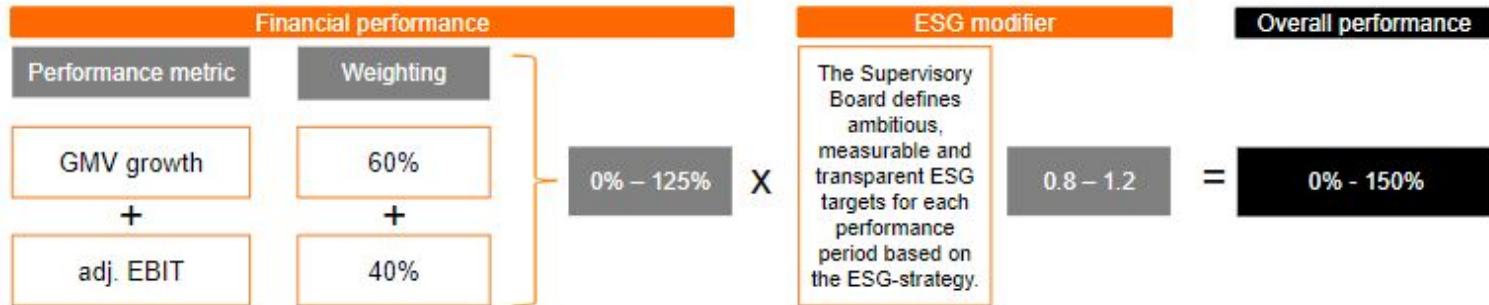




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Zalando Share and overview stock options programmms

(as of 31 December 2024)	Stock exchange	Frankfurt Stock Exchange
	Market segment	Regulated Market (Prime Standard)
	Index listings	DAX
	Total number of shares outstanding	263,937,633
	Issued capital	263,937,633 EUR

Stock options programmes management board (as of 31 December 2024)		
Programm	# Options outstanding	Weighted average exercise price (EUR)
LTI 2018 ¹	4,296,949	47.44
LTI 2019	296,442	24.38
LTI 2021	849,280	29.90
LTI 2024	125,389	23.22
ZOP 2021	322,616	16.48
Total	5,890,675	41.54

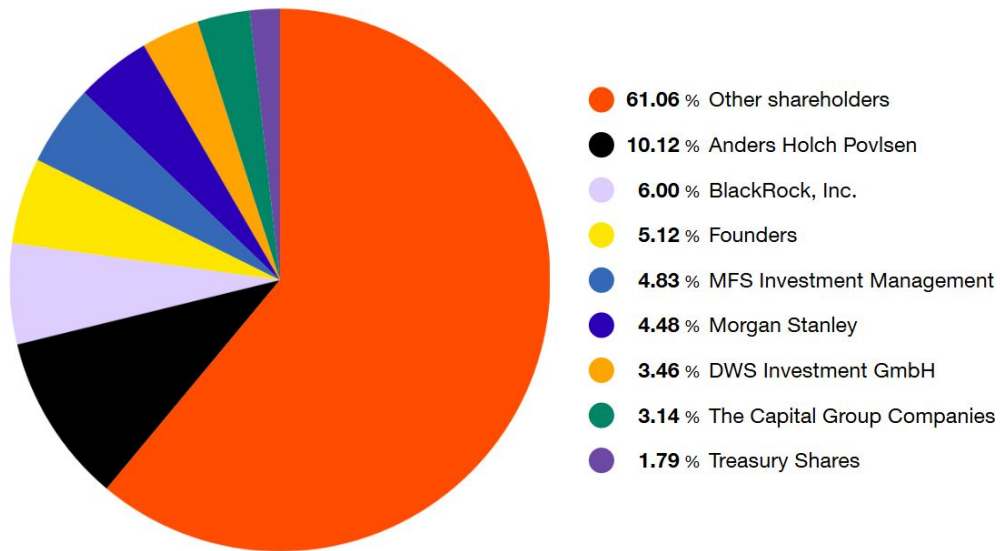
Stock options programmes senior management (as of 31 December 2024)		
Programm	# Options outstanding	Weighted average exercise price (EUR)
SOP 2014 ²	164,051	31.60
EIP ²	2,222,038	41.28
ZOP 2019	7,177,420	26.00
Total	9,563,509	29.65

119 ¹ Only to 35% to be settled with new shares, remaining backed by treasury shares

² Settled with new shares



Shareholder structure

























Convertible Bond 2020

	Pricing Terms	
	5-year	7-year
Issue size	1,000m EUR	
Tranche size¹	500m EUR	500m EUR
Status	Senior, unsecured	Senior, unsecured
Maturity	5 years (2025)	7 years (2027)
Issuer call	After year 3 at 130% trigger	After year 5 at 150% trigger
Reference share price	61.50 EUR	61.50 EUR
Issue price	100.88%	100.0%
Redemption price	100.0%	100.0%
Yield to maturity	-0.125%	0.625%
Coupon	0.05%	0.625%
Conversion premium	42.5%	50.0%
Conversion price	87.6375 EUR	92.2500 EUR
Underlying shares (m)	5.7m	5.4m
Underlying shares (% ISC)	2.2%	2.1%

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Certain statements in this communication may constitute forward looking statements. These statements are based on assumptions that are believed to be reasonable at the time they are made, and are subject to significant risks and uncertainties.

You should not rely on these forward-looking statements as predictions of future events and we undertake no obligation to update or revise these statements.

Our actual results may differ materially and adversely from any forward-looking statements discussed on this call due to a number of factors, including without limitation, risks from macroeconomic developments, external fraud, inefficient processes at fulfilment centers, inaccurate personnel and capacity forecasts for fulfilment centers, hazardous material / conditions in production with regard to private labels, lack of innovation capabilities, inadequate data security, lack of market knowledge, risk of strike and changes in competition levels.