



# THE STARTING POINT FOR FASHION



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**Q2 / 2019  
MEDIA CALL**



August 1, 2019



# Zalando raises profit outlook following strong Q2 performance

## Fastest traffic growth since 2013

986m site visits (↑ 34.3%)

36.1m orders (↑ 24.7%)

28.3m active customers (↑ 15.2%)

## Strong and profitable growth continued

EUR 2.0bn GMV (↑ 23.7%)

EUR 1.6bn revenue (↑ 20.1%)

EUR 102m adj. EBIT (↑ 8m)

## Full-year guidance updated

Adjusted EBIT in upper half of €175-225m range

GMV expected in the 20-25% range, revenue around the lower end

# We continue to invest into our convenience proposition and logistics network to meet and exceed local customer expectations

## IMPROVED CUSTOMER CONVENIENCE

### Germany

Doubled number of parcels delivered by our local delivery networks same or next day from Q1 to Q2

### Switzerland

Testing same-day evening delivery in Zurich region



## BUILDING CAPACITY FOR FUTURE GROWTH

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1. Erfurt  
2. Brieselang  
3. Mönchengladbach  
4. Lahr  
5. Paris (FR)  
6. Stockholm (SE)  
7. Szczecin (PL)  
8. Olsztynek (PL)  
9. Lodz (PL)  
10. Verona (IT)  
11. Milano (IT)  
12. Rotterdam (NL, Bleiswijk)
- EUR 200m investment
  - First parcel in summer 2021
  - Fully automated by summer 2022

# We continue to broaden our assortment to offer our customers even more choice

## ADDING MORE PARTNERS

German textile association KATAG joined our Connected Retail program with their digital unit, adding 50 offline retailers in Q3



15 new high profile beauty brands through beauty retailer FeelUnique which joined the Partner Program

F E E L U N I Q U E

## FOCUS ON SUSTAINABLE FASHION

Onboarded new brands including Ecoalf, Mud Jeans, and Swe-s

Sustainable fashion assortment of more than 15,000 items from over 240 brands





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