



B E S T S E C R E T

6M 2021 Earnings Presentation

August 27, 2021

PUBLIC INFORMATION



Disclaimer

IMPORTANT

The financial information included in this Presentation has been prepared in accordance with IFRS and is based on that of PrestigeBidCo GmbH as the Issuer of the Senior Secured Notes due 2023. This Presentation should be read with reference to the Bond Report of PrestigeBidCo GmbH for the period ended June 30, 2021.

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Forward-Looking Statements

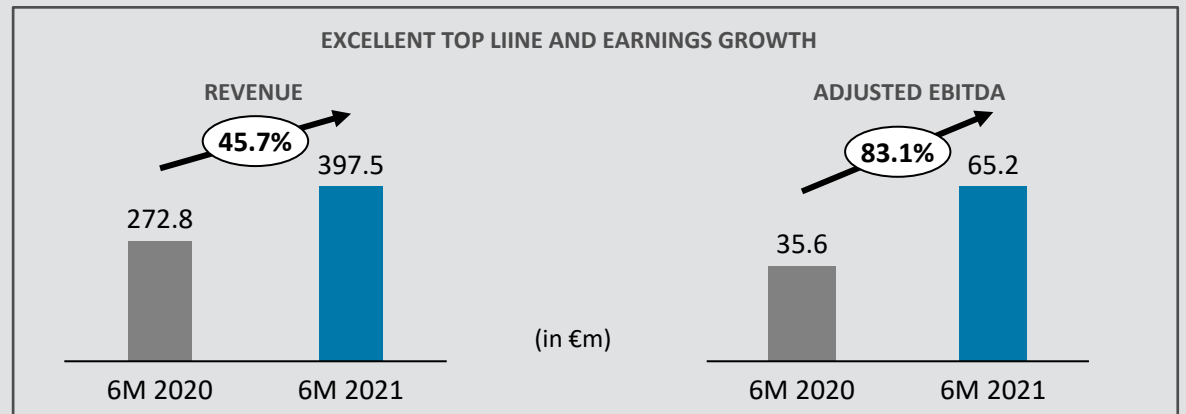
This Presentation includes statements that are, or may be deemed to be, forward-looking statements within the meaning of the securities laws of certain jurisdictions. Forward-looking statements include, but are not limited to, statements regarding the Group's future financial position and results of operations, its strategy, plans, objectives, goals and targets, future developments in the markets in which it participates or is seeking to participate or anticipated regulatory changes in the markets in which it operates or intends to operate. In some cases, you can identify forward looking statements by terminology such as "aim," "anticipate," "believe," "continue," "could," "estimate," "expect," "forecast," "guidance," "intend," "may," "plan," "potential," "predict," "projected," "should," or "will" or the negative of such terms or other comparable terminology. When considering these forward-looking statements, you should keep in mind that a number of factors that are beyond the Group's control could cause actual results to differ materially from the results contemplated by any such forward-looking statements. These forward-looking statements include all matters that are not historical facts. We believe that the expectations reflected in these forward-looking statements are reasonable, but no assurance can be given that these expectations will prove to be correct and such forward-looking statements included in this Presentation should not be unduly relied upon. These statements speak only as of the date made. Other than as required by applicable laws, we do not intend, and do not assume any obligation, to update these forward-looking statements.

Non-GAAP Measures

This Presentation contains non-GAAP measures and ratios, including EBITDA and Adjusted EBITDA that are not required by, or presented in accordance with, IFRS. We present non-GAAP measures because we believe that they are widely used by certain investors, securities analysts and other interested parties as supplemental measures of performance and liquidity. The non-GAAP measures may not be comparable to other similarly titled measures of other companies and should not be considered in isolation or be used as a substitute for an analysis of our earnings after taxes as reported under IFRS. Non-GAAP measures and ratios are not measurements of our performance or liquidity under IFRS and should not be considered as alternatives to net profit/loss for the period or any other performance measures derived in accordance with IFRS or any other generally accepted accounting principles or as alternatives to cash flow from operating, investing or financing activities.



Key Highlights 6M 2021



Substantial and profitable growth in 6M 2021

€m	6M 2020	6M 2021	Change
Revenue	272.8	397.5	45.7%
Gross profit	123.4	183.5	48.7%
<i>Margin</i>	45.2%	46.2%	1.0%pt
Adjusted EBITDA	35.6	65.2	83.2%
<i>Margin</i>	13.0%	16.4%	3.4%pt
CAPEX ⁽¹⁾	18.4	7.3	-60.2%
Free cash flow	29.9	-1.3	n.a.
Operating net working capital ⁽²⁾	95.8	149.8	56.4%
Cash and cash equivalents	117.4	87.7	-25.3%
Net leverage ratio IFRS	2.8x	2.0x	-0.8pt

COMMENTS

Revenue growth driven by outstanding online business.

Gross margin improvement vs. PY. 2020 margin was impacted by deliberate investment to support top line performance during CV-19.

Substantial Adjusted EBITDA increase due to strong top line growth, good order economics and operating leverage.

6M 2021 less CAPEX intensive due to absence of warehouse expansion investments of PY period.

Only slightly negative free cash flow, reflecting ability to finance seasonal increase in purchase volume from strong operations.

Undrawn RCF.

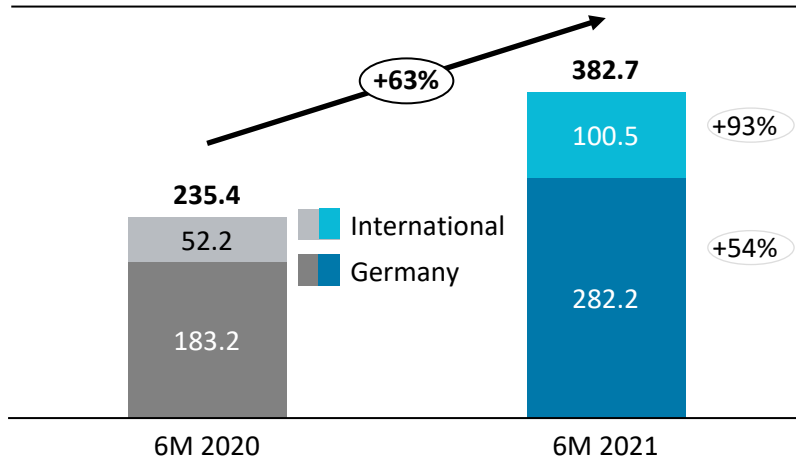
Leverage ratio further improved.

(1) Amounts may differ from cash flow statement due to payments that were not yet cash effective on cut-off date.

(2) Operating net working capital is the sum of the line items (i) inventory, (ii) prepayments for inventory, (iii) trade accounts receivable, (iv) trade accounts payable, (v) accruals for outstanding invoices (inventories), (vi) refund liabilities and assets for the right to recover possession for expected returns.

Dynamic development of online business

Online revenue 6M 2021 vs. 6M 2020 (in €m)



COMMENTS

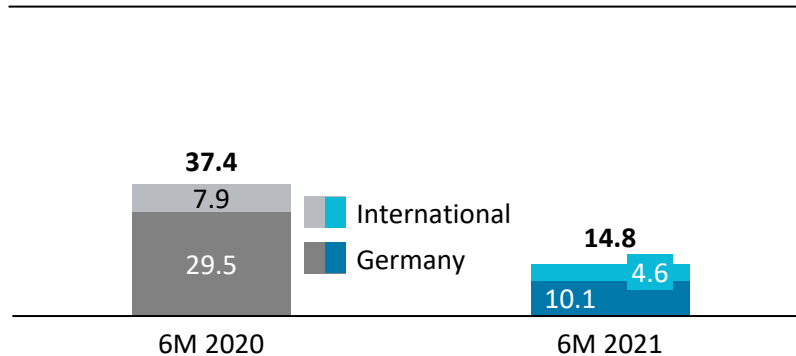
Continued strong online business growth with 63% increase in 6M 2021 due to sizeable new customer growth, good customer economics, outstanding international business development and a lower return rate.

German online retail market (fashion & shoes) up 22% in 6M 2021⁽¹⁾. BestSecret Group's German online business +54%, clearly outperforming market development.

Online revenue 96% of total Group revenue in 6M 2021 (6M 2020: 86%).

International growth rate of 93%. 26% of 6M 2021 online revenue generated in international markets (6M 2020: 22%).

Stationary retail revenue 6M 2021 vs. 6M 2020 (in €m)



COMMENTS

BestSecret retail with €14.8m revenue in 6M 2021 due to prolonged store closures.

2 Munich stores were closed in January and February; partial reopening of Second Season and F&F stores (c50%) from March 8 to April 21 and again from May 11 onwards.

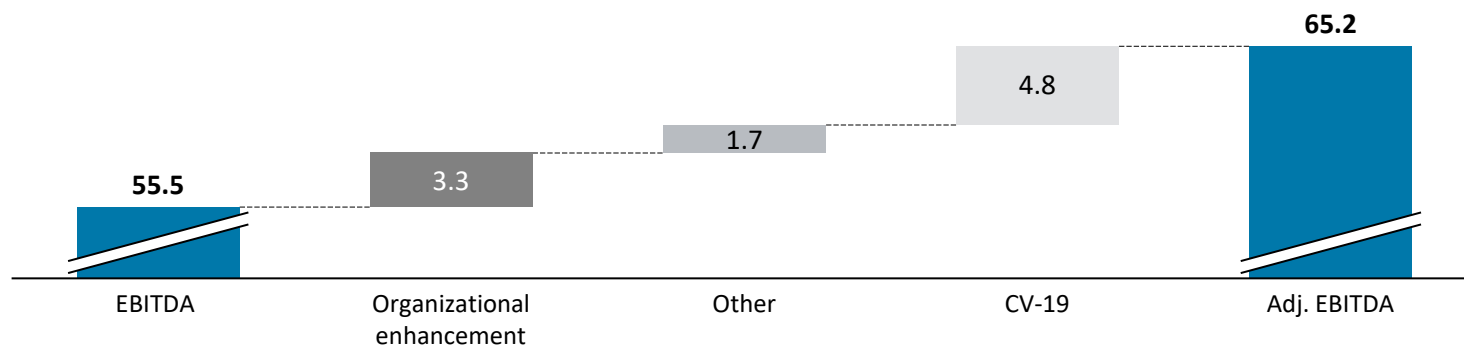
Frankfurt store remained closed in 6M 2021. Decision reached on permanent closure due to lasting Covid-19 pandemic impact on the location.

Vienna store reopened on May 3.

(1) Source: Bundesverband E-Commerce und Versandhandel Deutschland e.V. (Bevh)

Adjusted EBITDA bridge

EBITDA to Adjusted EBITDA 6M 2021 (in €m)



COMMENTS

Total Adjustments amounted to €9.7m in €6M 2021 (6M 2020: 2.3m).

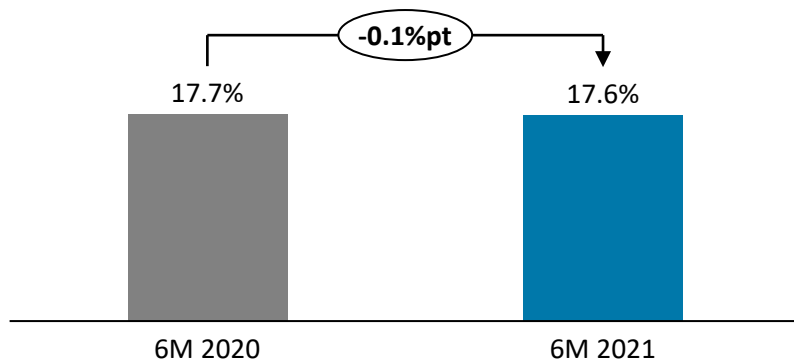
Largest position were costs relating to COVID-19, including bonus payment, hazard pay, increased health and safety measures, regular tests, as well as other costs for our stationary retail business during closing periods.

Costs for organizational enhancement / changes were mainly for payments in relation to C-Level changes and consulting fees for strategy and governance projects.

“Other” mainly for optimizations to the IT system backbone.

Cost ratios 6M 2021

Fulfilment costs (as % of revenue)

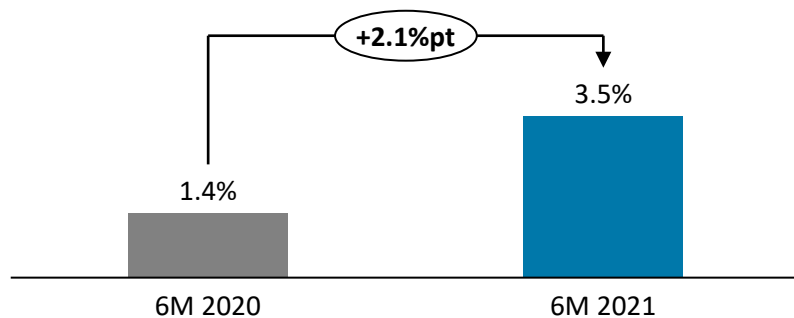


COMMENTS

Logistics cost ratio almost on PY level.

Significantly improved online fulfilment cost ratio offset by low stationary retail revenue share.

Marketing costs (as % of revenue)



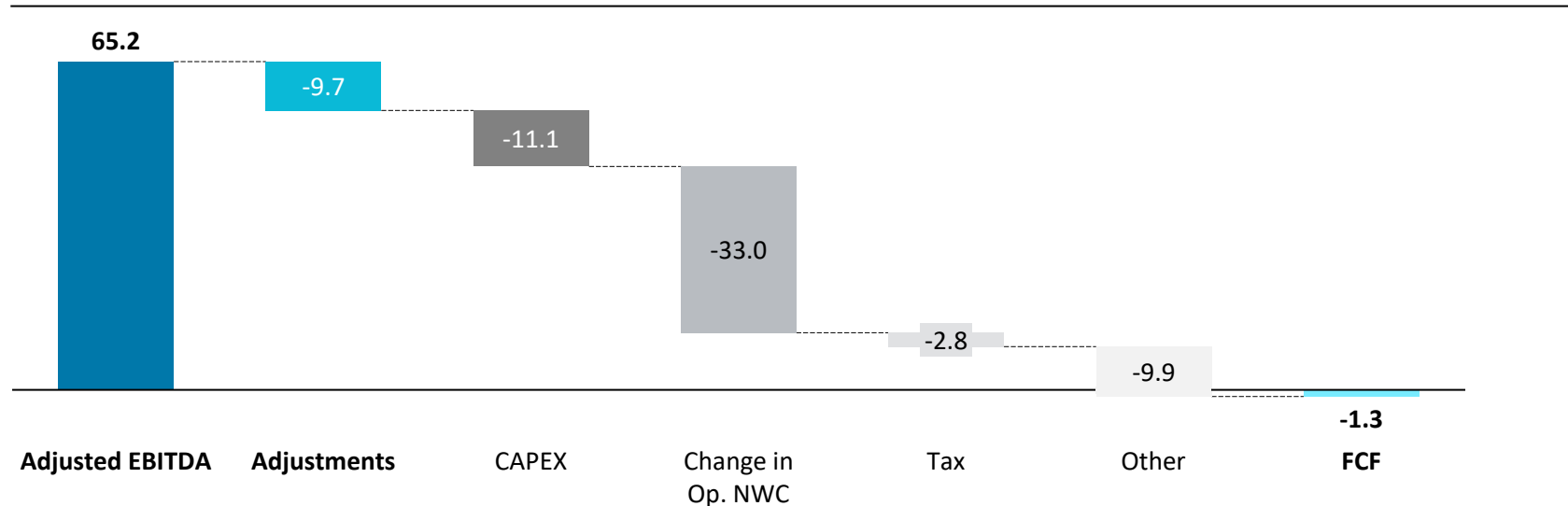
COMMENTS

Continued low marketing cost ratio thanks to strong viral customer growth.

Low baseline in 2020 due to CV-19. Increase of marketing activities in 6M 2021 successfully boosting non-viral customer growth.

Free cash flow 6M 2021

Free cash flow bridge (in €m)



COMMENTS

Only slightly negative free cash flow of €-1.3m, reflecting ability to finance seasonal increase in purchase volume from strong operations (6M 2020: €29.9m due to highly prudent merchandise purchasing during 1st CV-19 wave).

Majority of CAPEX for tech investments.

Positive cash flow from operating activities due to strong business performance offset by seasonal increase in purchasing volume resulting in a change in NWC of €-33.0m.

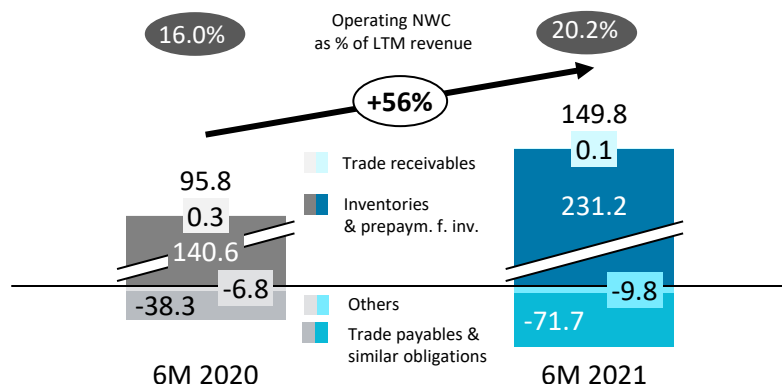
“Other” mainly consists of VAT paid for Q4 2020 business.

Cash on balance amounted to €87.7m on June 30, 2021 (June30, 2020: €117.4m). Undrawn RCF on June 30, 2021 (PY €24.5m drawdown).



Operating net working capital and capital expenditure

Operating NWC Expenditure 6M 2021 vs. 6M 2020 (in €m)



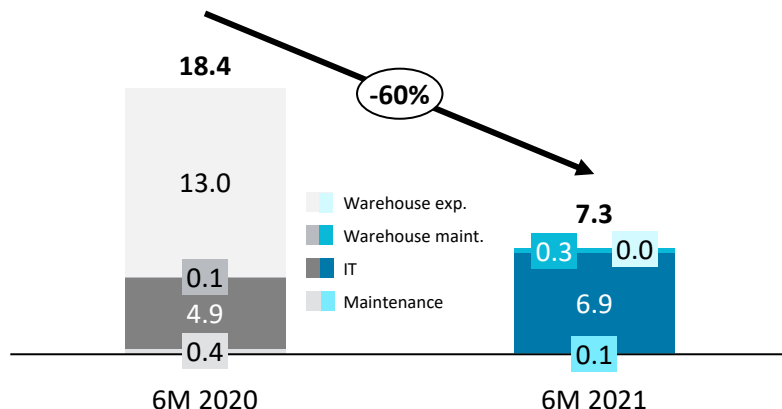
COMMENTS

Significantly increased inventory level due to growing business volume and lower baseline in 6M 2020 when a prudent purchasing policy was in place.

Increase in "Other" mainly due to higher obligations for returns because of business volume growth.

Increase in trade payables due to increased business volume and lower baseline in 6M 2020.

Capital Expenditure 6M 2021 vs. 6M 2020 (in €m)⁽¹⁾



COMMENTS

6M 2021 less CAPEX intensive due to absence of warehouse expansion investments of PY period.

IT CAPEX for enhancement of user experience and improvement of system backbone.

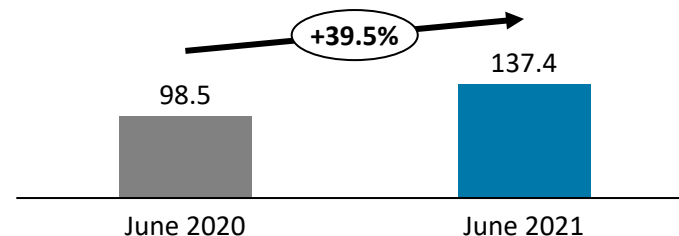
(1) Amounts different from cash flow statement are due to investments that were not yet cash-effective on the cut-off date.

Healthy capital structure with clear deleveraging

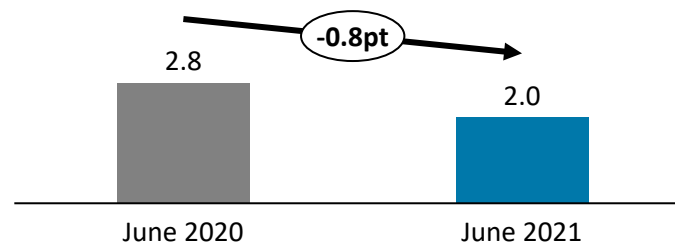
	30.06.2020	30.06.2021
Cash and equivalents	117.4	87.7
Senior Secured Notes ⁽¹⁾	256.0	257.0
RCF incl. accrued interest (total size €50m)	24.6	0.1
Lease liabilities ⁽²⁾	114.3	111.0
Total net financial debt ⁽³⁾	277.5	280.4
LTM Adjusted EBITDA ⁽⁴⁾	98.5	137.4
Ratio of net debt to LTM Adj. EBITDA ⁽⁵⁾	2.8x	2.0x

- (1) Including interest.
 (2) According to IFRS 16.
 (3) Net financial debt according to OM definition (German GAAP) is €173.2m on June 30, 2021.
 (4) LTM Adjusted EBITDA according to OM definition (German GAAP) is €131.9m on June 30, 2021.
 (5) Ratio of net debt to LTM Adjusted EBITDA acc. to OM definition (German GAAP) is 1.3x on June 30, 2021.

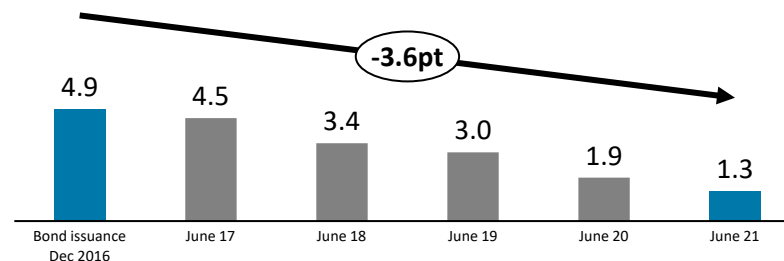
LTM Adjusted EBITDA




Net leverage ratio (IFRS)



Development of net leverage ratio Dec 2016 – June 2021
(German GAAP / OM definition)



Confirmation of outlook 2021



FOR FY 2021, WE CURRENTLY EXPECT SOLID DOUBLE-DIGIT GROWTH IN REVENUE (c.+30%) AND ADJUSTED EBITDA (c.+20%). CAPEX IS ANTICIPATED TO STAY ON PY LEVEL (c.35m€) DUE TO GROWTH INVESTMENTS MAINLY INTO TECH AND DATA.

GIVEN THE HIGH DEPENDENCY OF THE GENERAL ECONOMIC AND MARKET DEVELOPMENT ON THE FUTURE COURSE OF THE COVID-19 PANDEMIC, OUR OUTLOOK ENTAILS ELEMENTS OF UNCERTAINTY.

Q&A and contact

Q&A:

For questions during the call: Please dial 01

Technical problems: Please dial *0 for the operator



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Investor Relations calendar 2021

Date	Event
September 14	Goldman Sachs EMEA Credit and Leveraged Finance Conference
November 12	Press release on key financial figures 9M 2021
November 26	Publication of 9M 2021 bond report with conference call for analysts and investors

