



# THE PLATFORM GROUP

**Deutsches Eigenkapitalforum**

Frankfurt am Main - 28 November 2023



# THE PLATFORM GROUP

## Key Facts



# OUR MANAGEMENT STRUCTURE

## Supervisory Board



Stefan Schütze  
(Chairman)

- Rolf Sigmund
- Dominik Barton
- Jens Wasel
- Florian Müller

## Management Board



Dr. Dominik Benner  
CEO

- TPG since 2012
- 5th generation family business
- >15 years eCommerce



Laura Vogelsang  
Mgmt. Board

- fashionette since 2018
- >10 years eCommerce & payment
- Responsibilities: Risk, Payment, HR

## CFO fashionette AG



Reinhard Hetkamp  
CFO

- >20 years experience in various finance roles inc. various CFO positions

## Segments

Consumer Goods

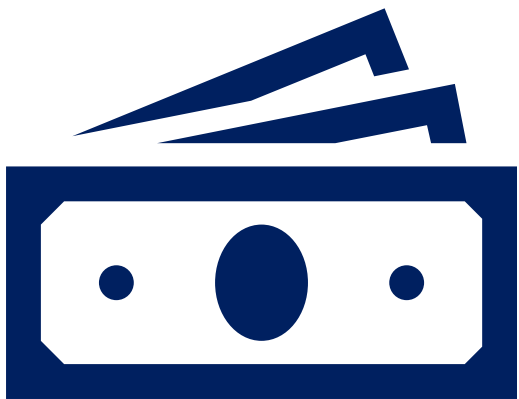




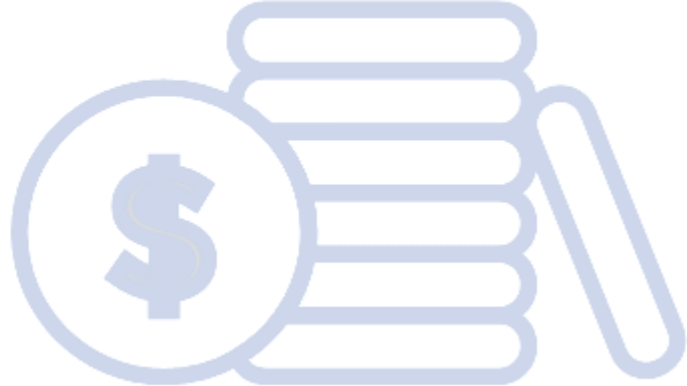
Freight Goods

Industrial Goods

Service and Retail Goods



# TPG PRO-FORMA CONSOLIDATED GUIDANCE

2023 FY			Mid-term		
<b>Revenue</b> €440m	<b>Adj. EBITDA</b> €20m	<b>GMV</b> €700m	<b>Leverage</b> 1.5 – 2.3x	<b>Adj. EBITDA Margin</b> 7-10%	<b>GMV</b> €1bn
					

**We are highly confident of achieving our targets**

# WHAT WE DO



**SPRINT 42 LINEAR**  
GILDEMEISTER - LATHE  
ITALY | 2006

61,000 €

## Overview

BRAND: GILDEMEISTER

YEAR: 2006

MODEL: SPRINT 42 LINEAR

APPLICATION TYPE: TURNING

LOCATION: ITALY

MACHINE TYPE: LATHE

AVAILABILITY: IMMEDIATELY

CONTROL UNIT BRAND: FANUC

GINDUMAC ID: IT-TUR-GIL-2006-00001

1

We check and produce content at products place

2

We check quality and optimize pricing

3

We use our software and take it on our platform → Selling it worldwide

4

We make the full logistic, tax, customs and installation



# WHAT WE DO

**DentaTec**  
Dein Praxisportal   
Ultraschallscaler UDS-E LED

-11%



€ 398,00 ▼ 11% gespart ▼

Preise zzgl. MwSt. und Versandkosten

1

We check and produce content at products place

2

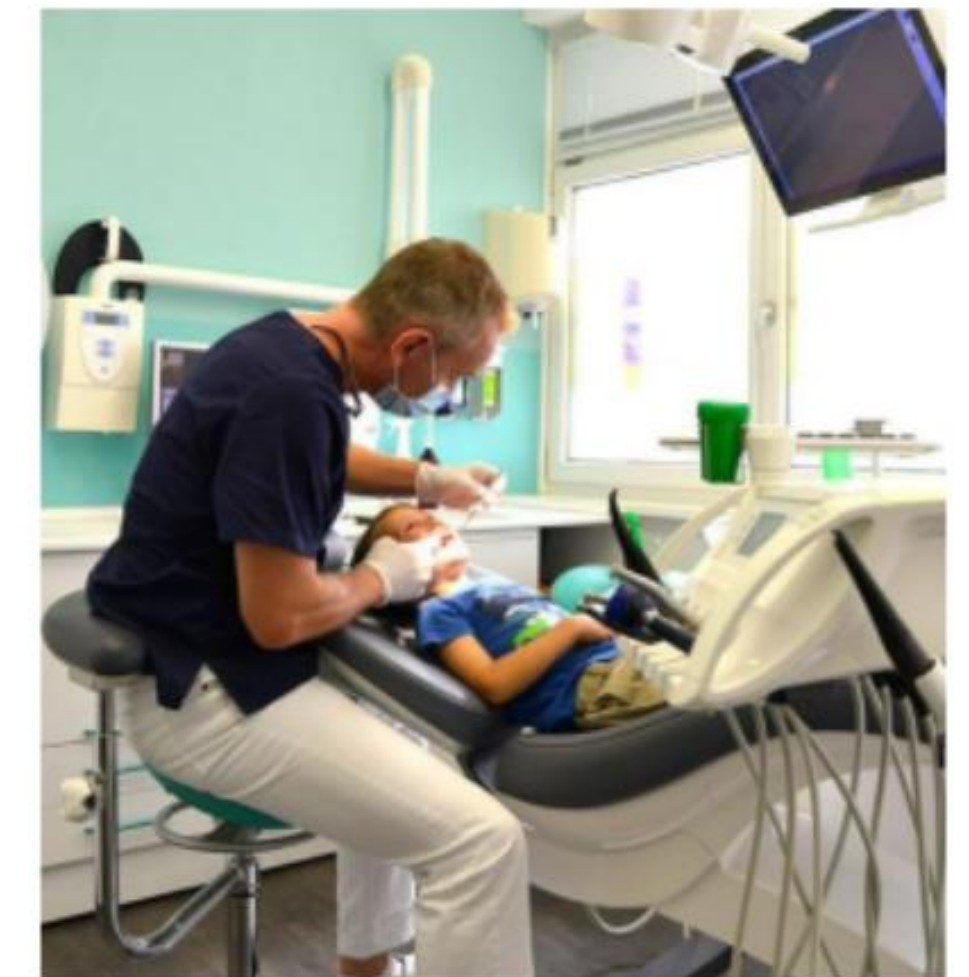
We make pricing (margin-based)

3

We use our software and take it on our platform → Selling EU-wide to local dentists

4

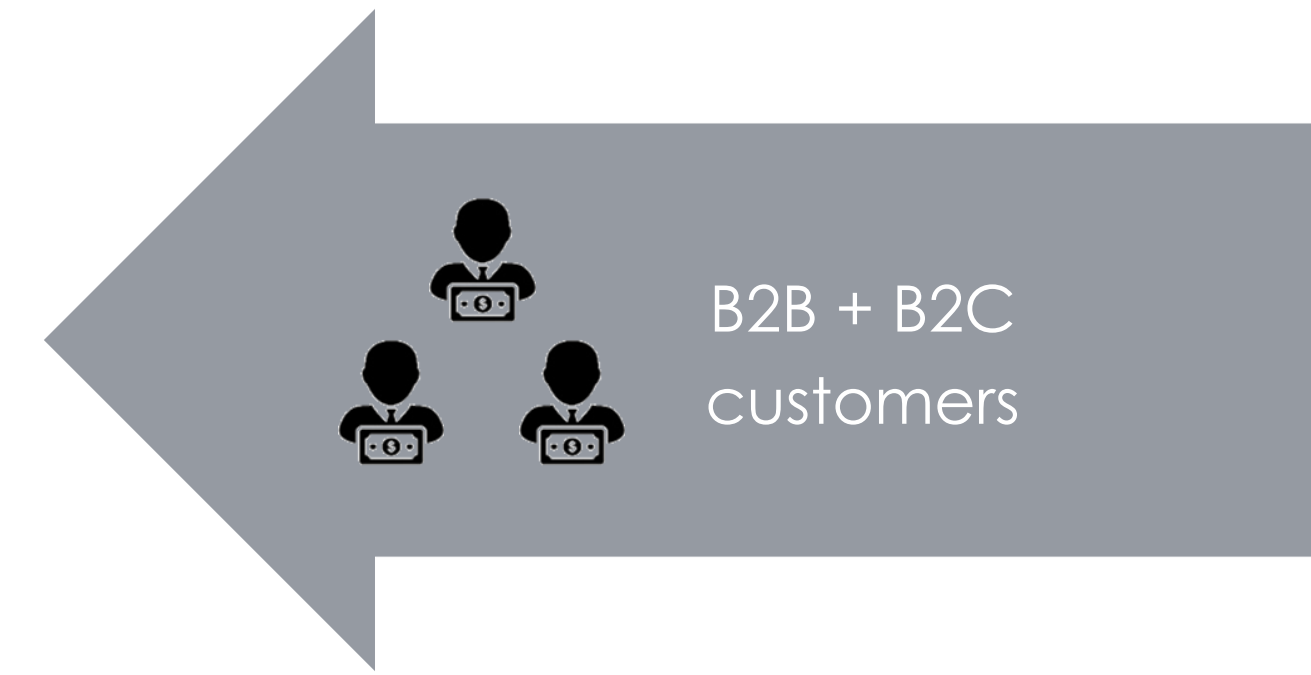
We make the full logistic, tax, customs and installation



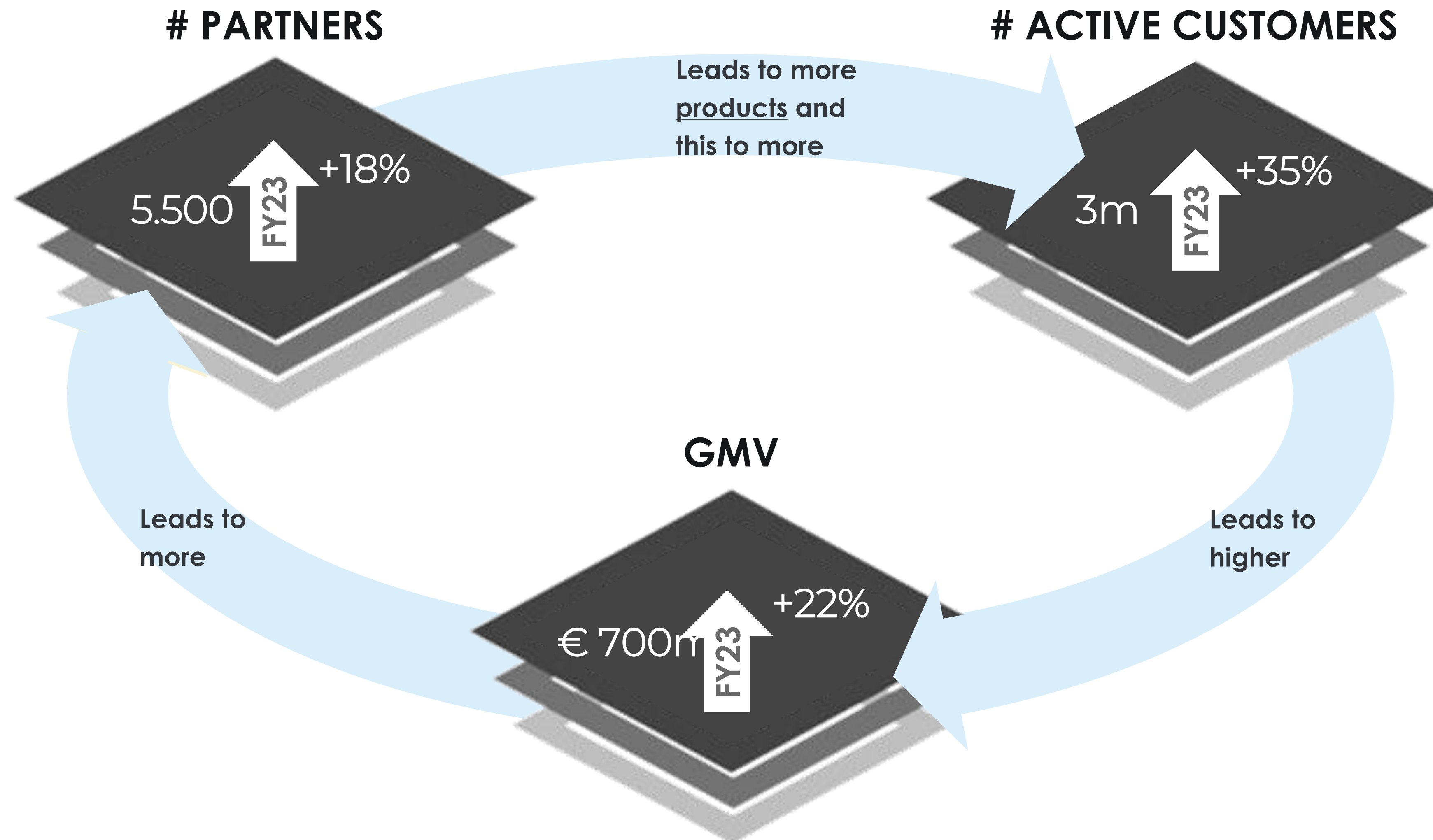
# WITH TPG SOFTWARE OUR PARTNERS GET ACCESS TO GLOBAL ECOMMERCE – 18 INDUSTRIES COVERED



<b>CONSUMER GOODS</b>	 fashionette®  OUTFITS24  DEIN JUWELIER  SCHUHE24  ENVOGUE  TASCHEN24  MYSTATIONARY
<b>FREIGHT GOODS</b>	 MÖBELFIRST  GEM-S  emco elektroroller  CLUNO  ViveLaCar  bike-angebot  Profi-Technik SIMON  Stylefy
<b>INDUSTRIAL GOODS</b>	 FLOTT AUTOTEILE  BEVMAQ  MPF  DentaTec  THE CUBE CLUB  GINDUMAC Global Industrial Machinery Cluster
<b>SERVICE &amp; RETAIL GOODS</b>	 apow  teech  Doc.Green  KlickA  Value Property Platform  10 local Stores



# SCALABILITY: INTERACTION OF GROWTH DRIVERS



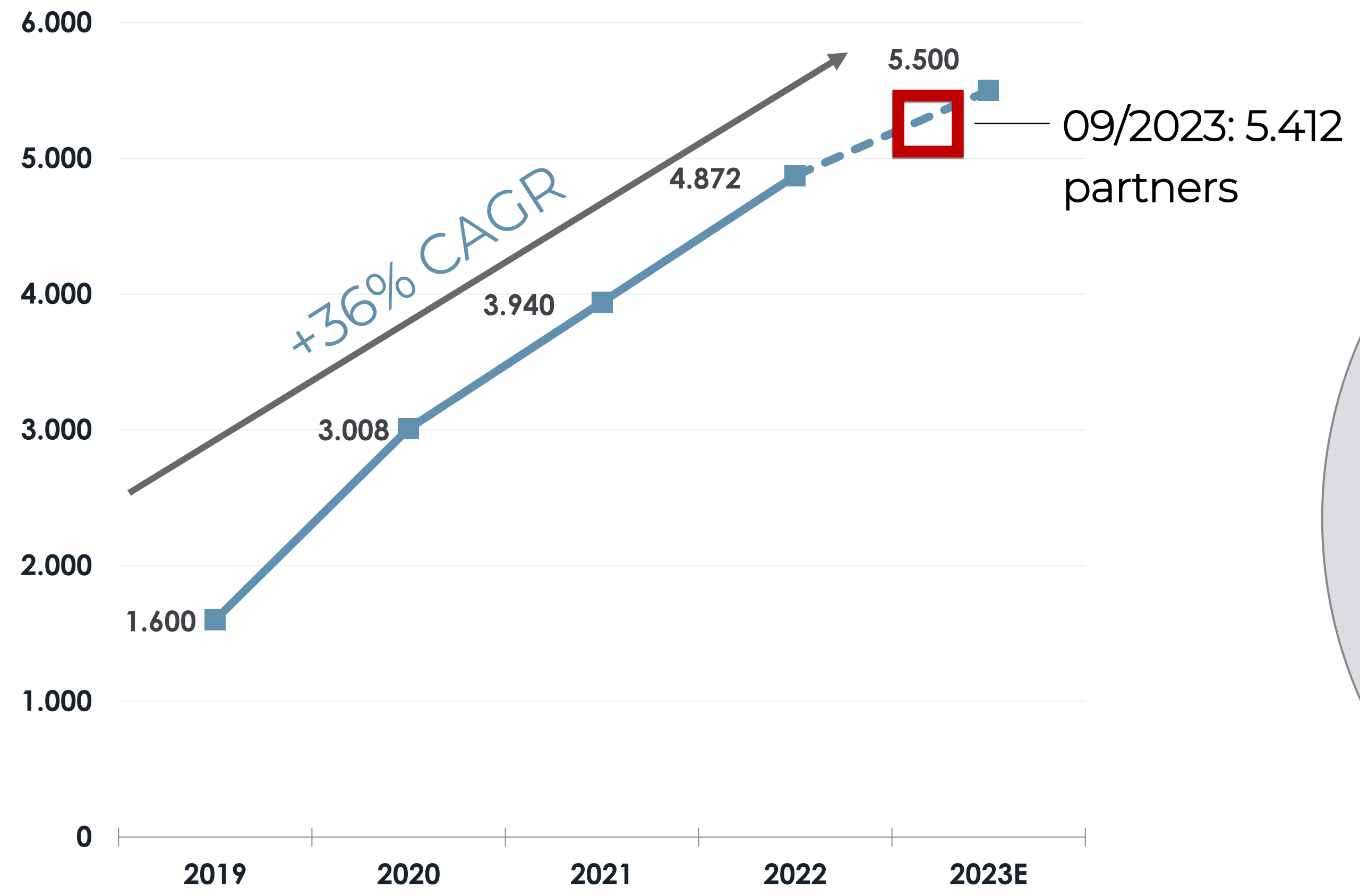


# WHY NOT ONLY SAAS-REVENUES WITH TPG

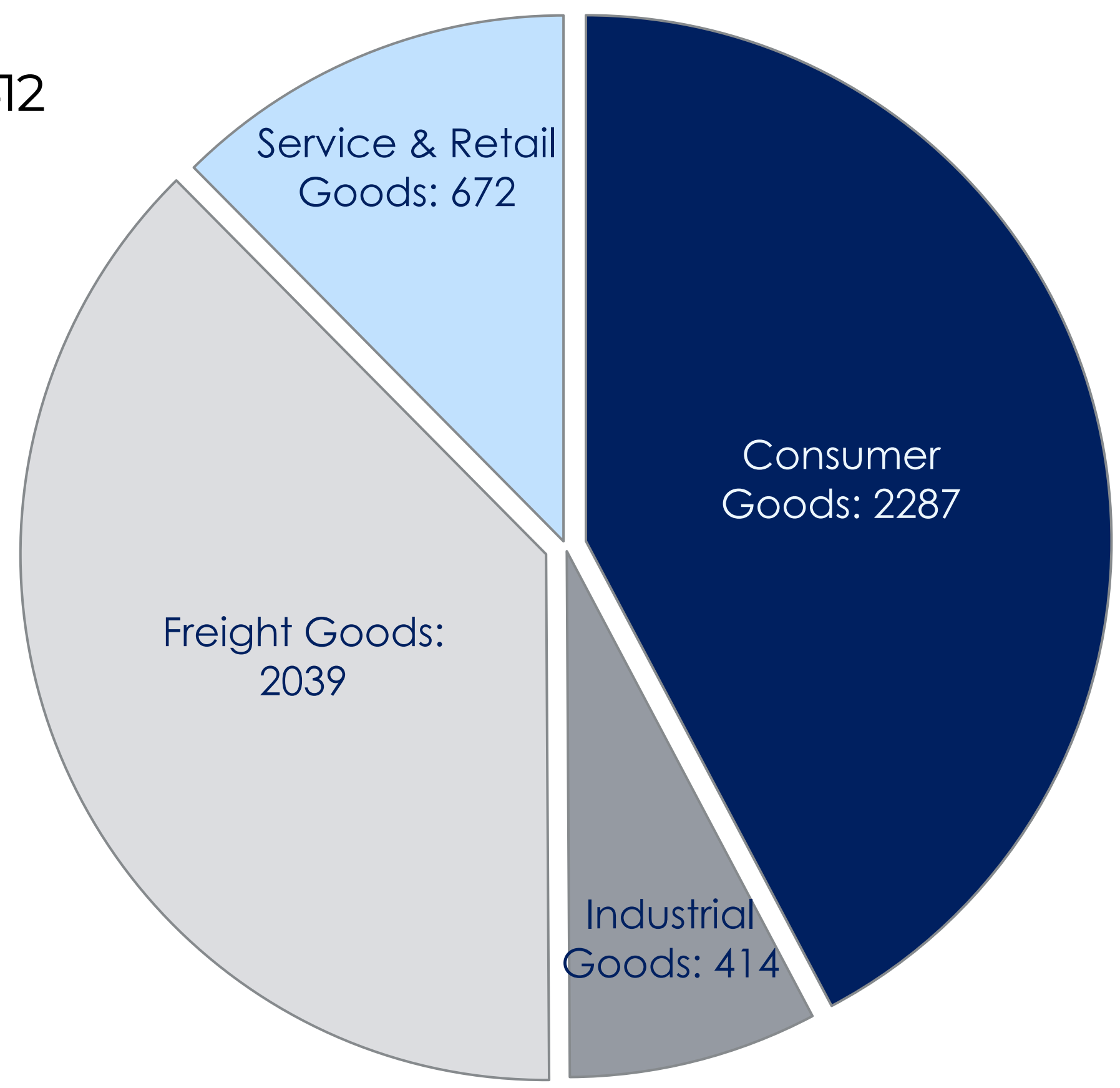


# OUR PARTNERS HAVE CONSISTENTLY GROWN

Number of Partners



Partners by Segment 09/2023





## Segment Overview



# THE PLATFORM GROUP: SEGMENT OVERVIEW

## Consumer Goods

Products with simple logistics and focus on consumer goods

- 📦 Shoes
- 📦 Fashion / Luxury
- 📦 Accessories
- 📦 Jewelry and Watches

## Freight Goods

Products with complex transport, logistics and delivery processes in the area of freight logistics

- 📦 Furniture
- 📦 Forest Equipment
- 📦 Bicycles
- 📦 E-Scooters
- 📦 Cars

## Industrial Goods

B2B focus on industrial goods and industrial solutions

- 📦 Trading with used machines / B2B
- 📦 Dental equipment B2B
- 📦 Hairdressing B2B platform
- 📦 Car/truck parts trade
- 📦 Industrial supplies

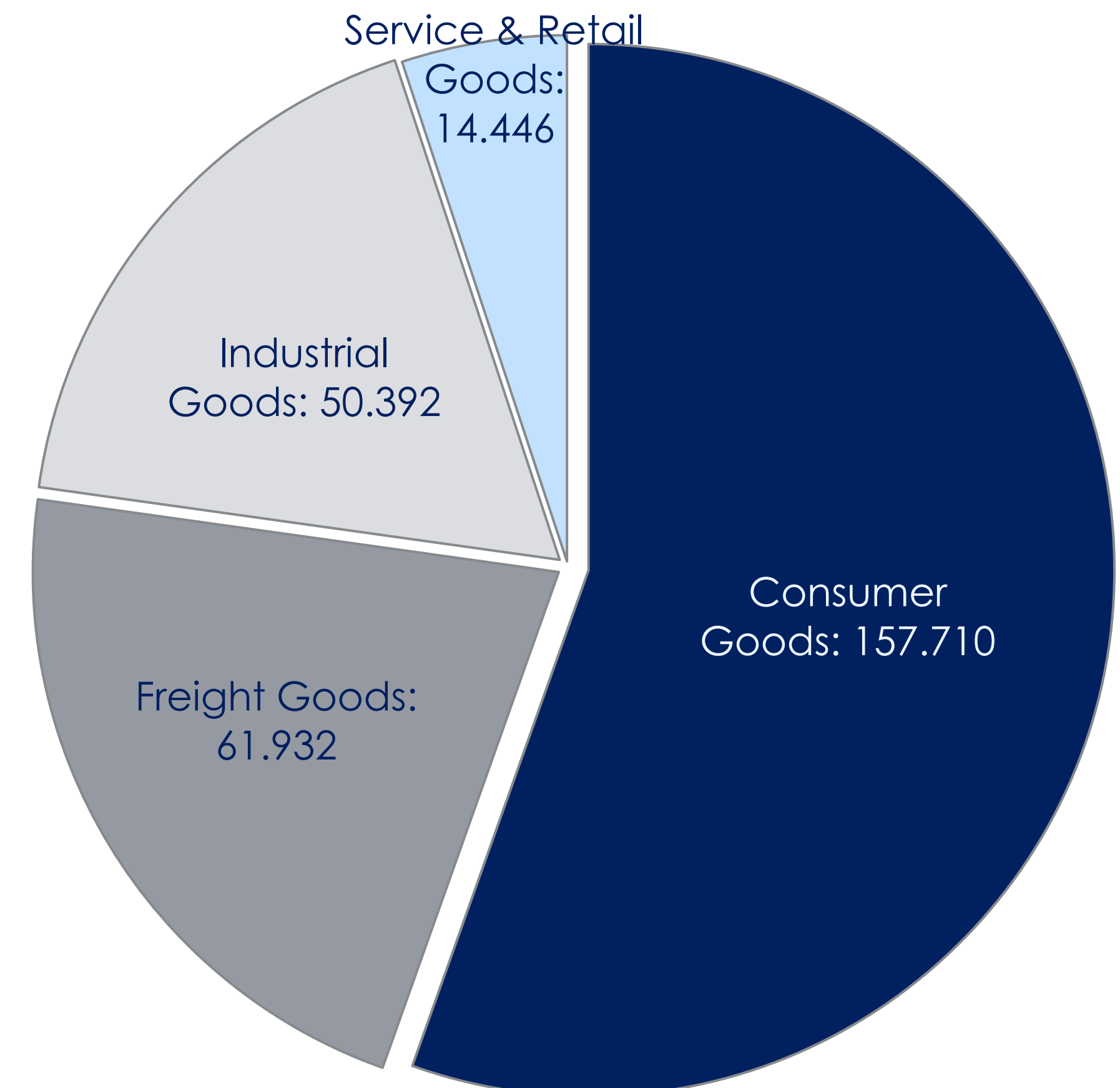
## Service & Retail

Products and services that are remunerated on the basis of performances

- 📦 Platform for local pharmacies
- 📦 Platform for pharmaceutical manufacturers
- 📦 Online learning platforms
- 📦 Factoring and real estate platform
- 📦 Local Stores

## Revenues by Segment (09/2023)

(in m€, pro-forma, continuing operations)



# SEGMENT HIGHLIGHTS

Segment **Freight Goods** with strongest **growth of +189% YoY**

**Acquisition of Simon-Profi-Technik GmbH** (forest equipment) in the Freight Good segment (by Sept. 2023)

**Positive development** of **Consumer Good** segment (revenue, EBITDA and number of partners)

Positive, profitable **sell-off development for cars** by ViveLaCar/Cluno to reduce debt-level and achieve positive contribution margin

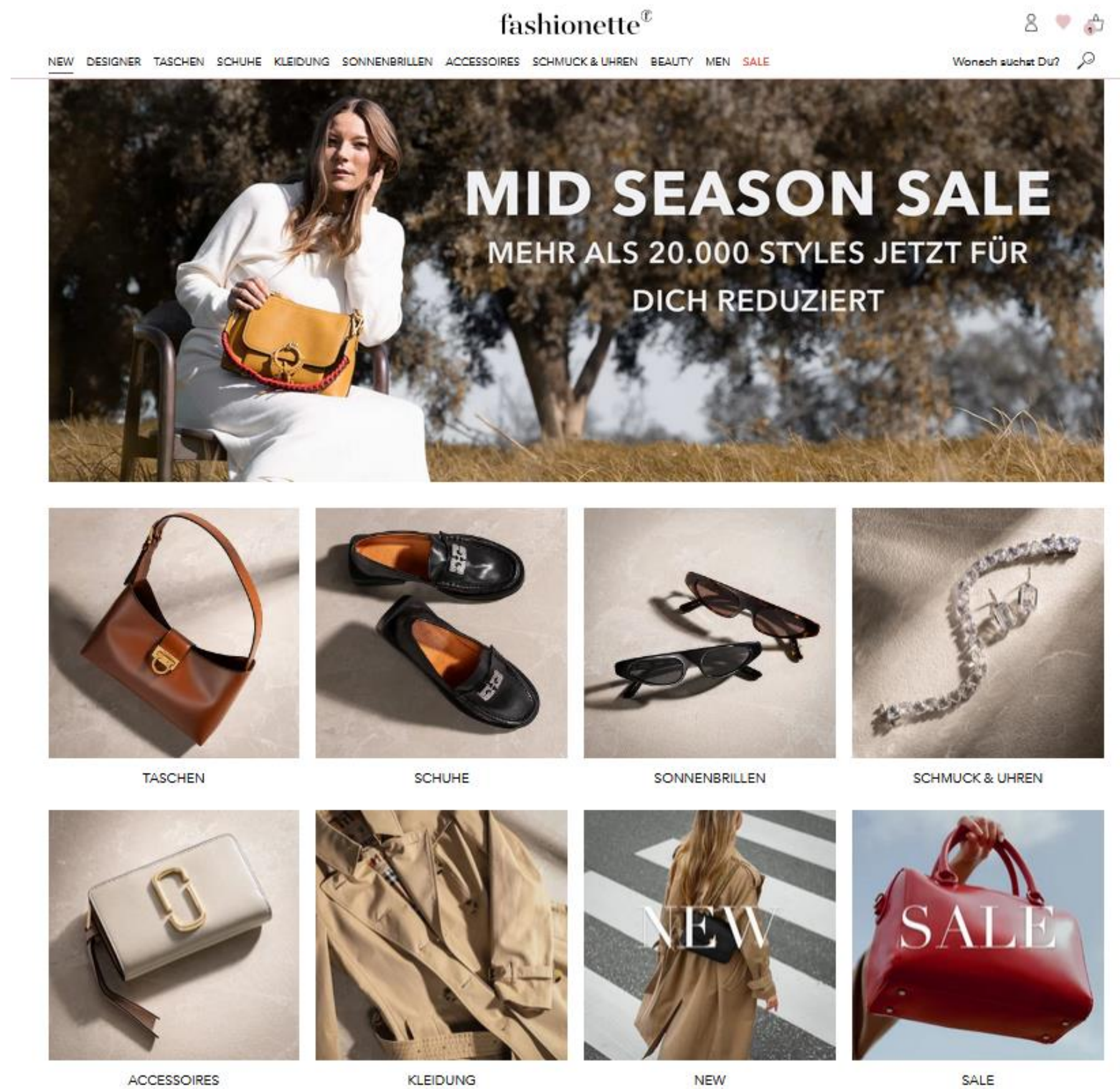
**Growing** number of **active customers** in all segments

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With our growing B2B-focus we (1) are more independent from customer's spending, can (2) expand our diversified industry portfolio and (3) boost profitability



# FASHIONETTE (CONSUMER GOODS SEGMENT)



## FACTS & FIGURES\*

- > 350 Brands
- > 1 Mio. active customers
- 14 European Countries
- Successful launch of luxury fashion platform by 09/2023





# Financials



# AT A GLANCE – KEY PRO-FORMA NUMBERS 01-09/2023

## CONTINUING OPERATIONS

TPG HAS STRONG GROWTH IN GMV, REVENUE AND EBITDA

REVENUE

€ 284m  
9/2023

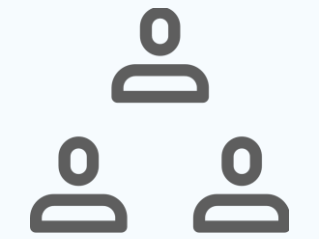
**+22%** vs 09/2022

GMV

€ 469m  
9/2023

**+22%** vs 2022

EMPLOYEES



**671** 9/2023

ADJ. EBITDA

€ 14.5m  
9/2023

**+37%** vs 09/2022

PARTNERS



**5.412** 9/2023

CUSTOMERS

3.3m  
9/2023

**+18%** vs 09/2022

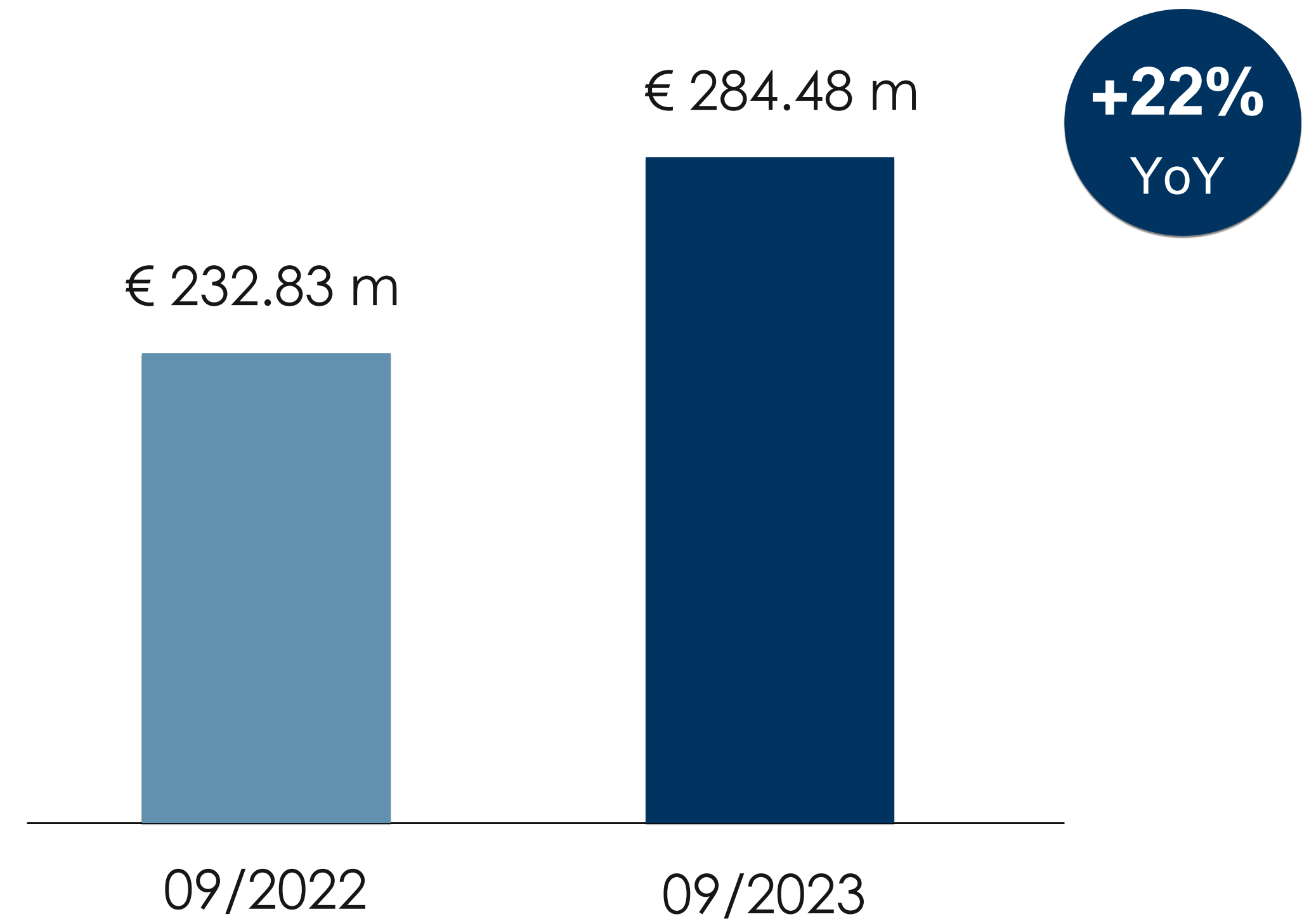
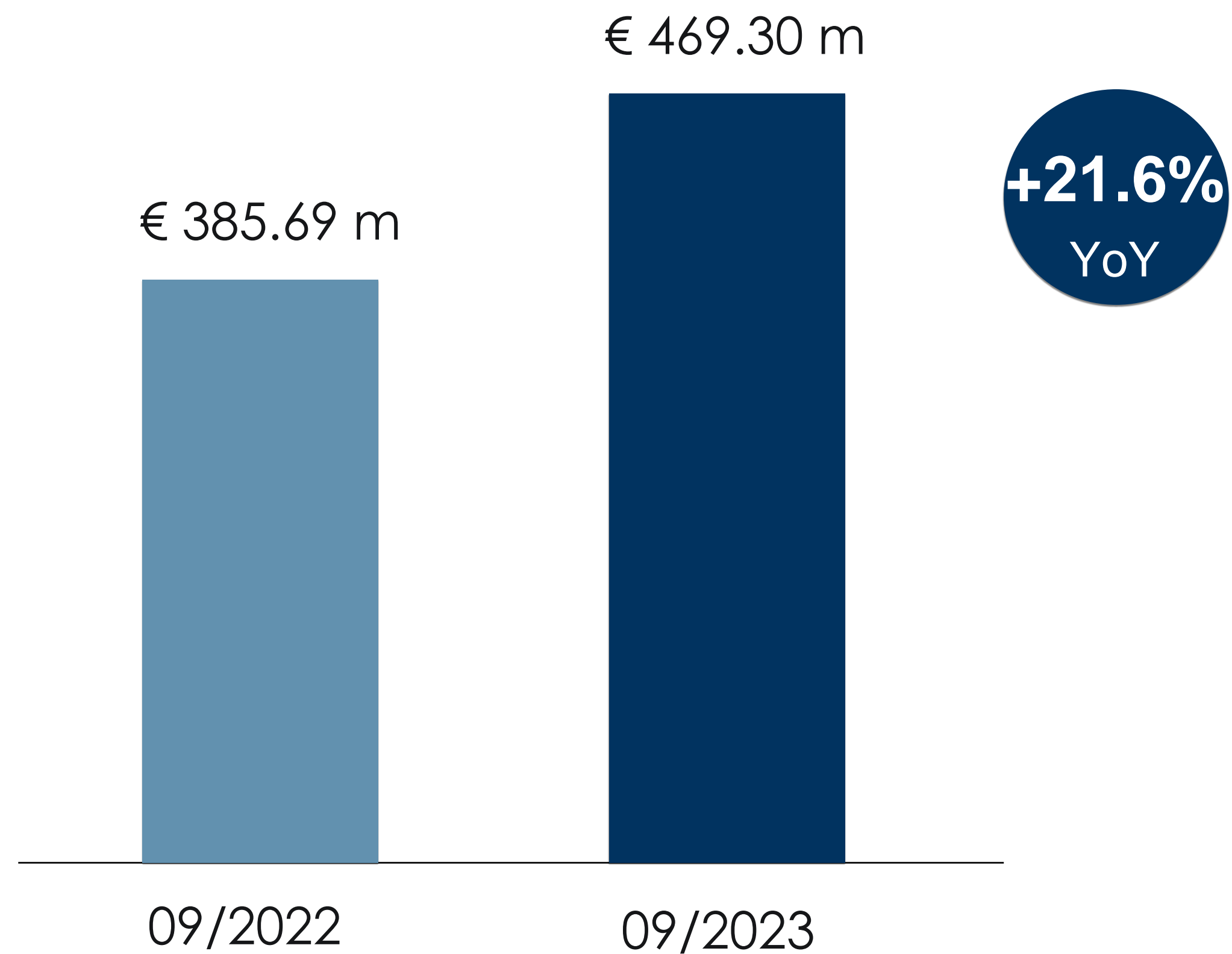


# STRONG GMV AND REVENUE GROWTH

## CONTINUING OPERATIONS

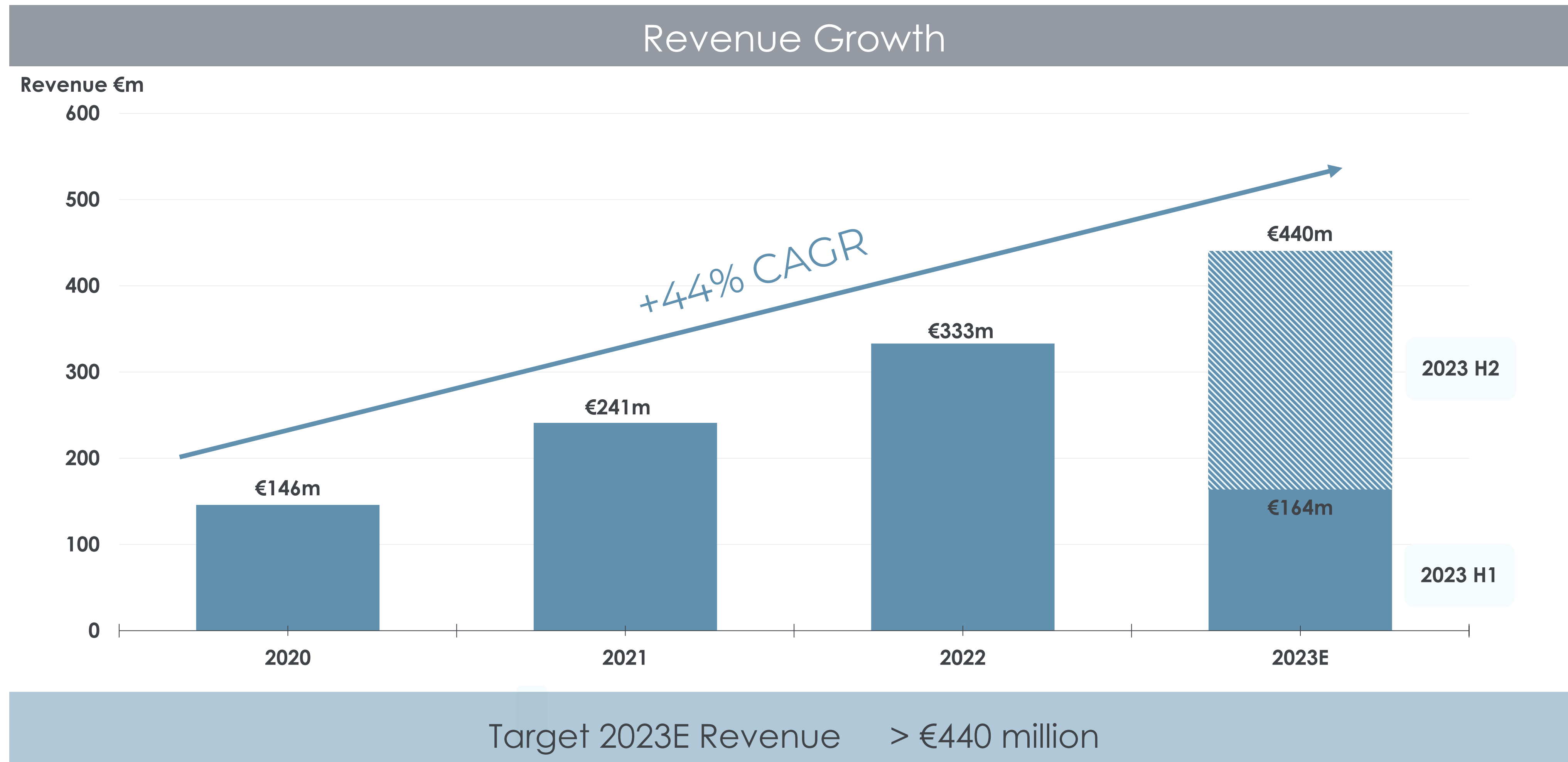
GMV Growth 9M

Revenue Growth 9M



# REVENUE GROWTH 2020-2023E

## CONTINUING OPERATIONS



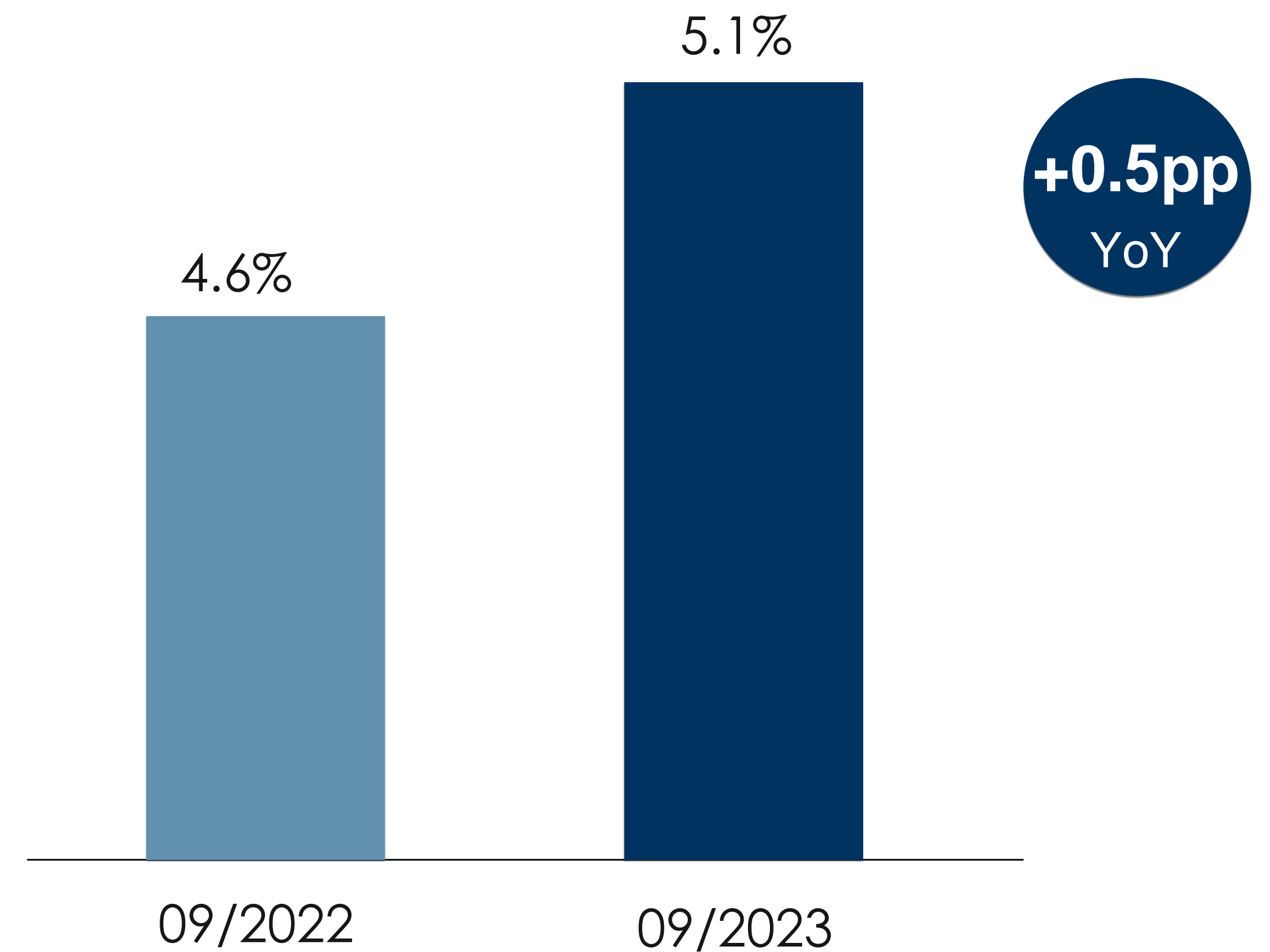
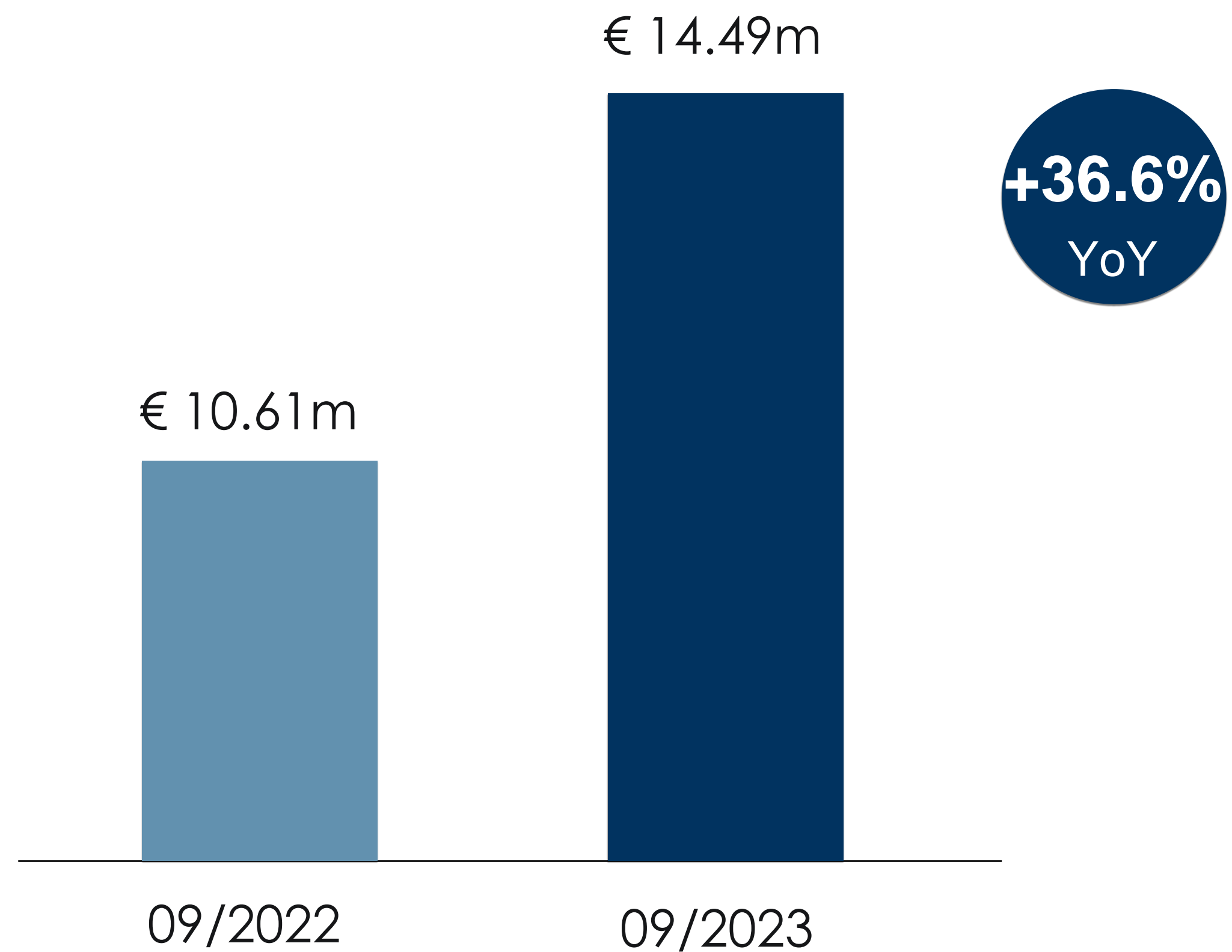
All Pro-Forma figures are based on continued operations. Fashionette AG announced in Q1 2023 and Q2 2023 the closure of the business units of (a) beauty and (b) smartwatches, in Q3 2023 the planned sale of both units was published.

# PROFITABILITY AS A KEY FOR SUSTAINABLE GROWTH

## CONTINUING OPERATIONS

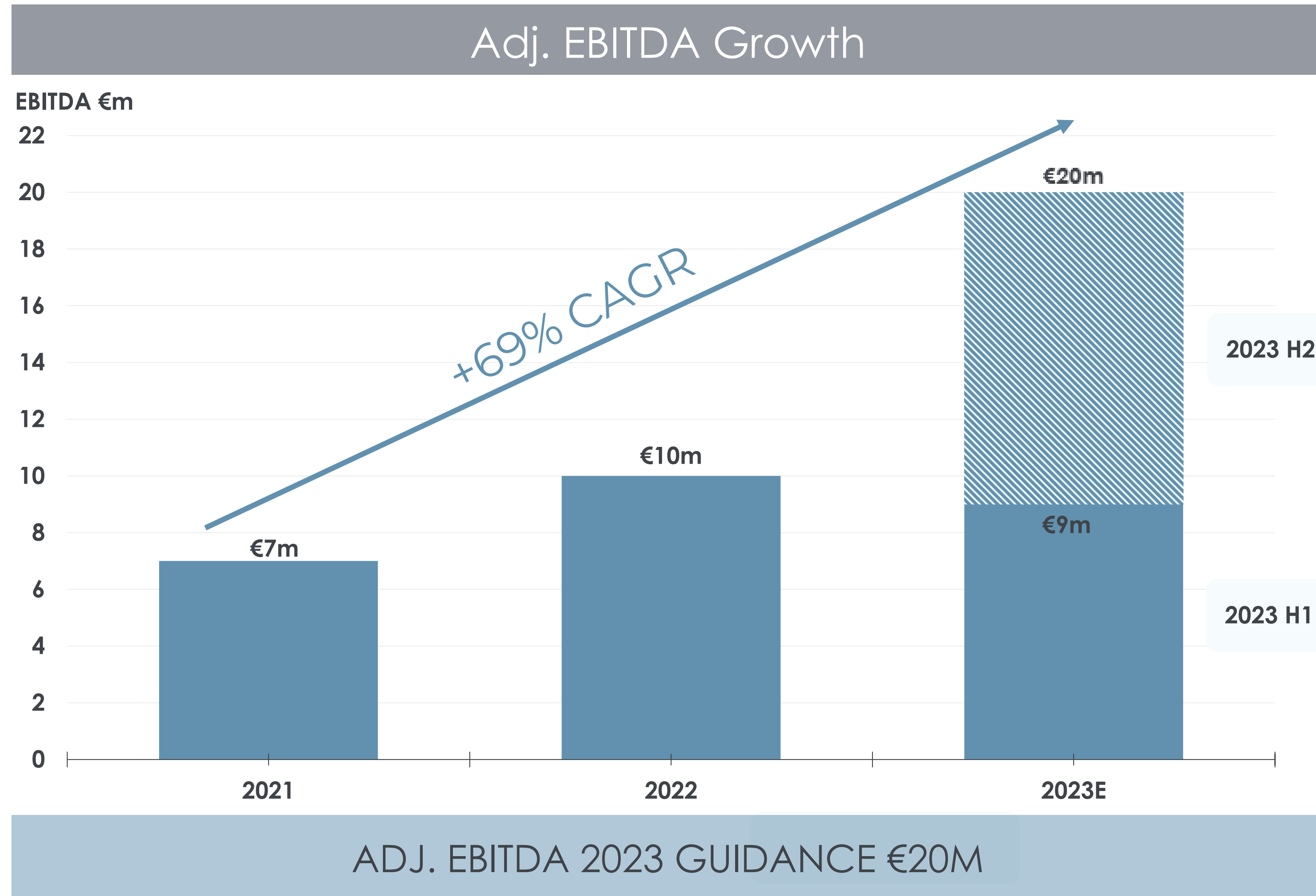
EBITDA adj. 9M

EBITDA adj. margin 9M



# LEADING PROFITABILITY

## CONTINUING OPERATIONS



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# 9M FINANCIAL PERFORMANCE PRO-FORMA CONSOLIDATION

## CONTINUING OPERATIONS

	9M 2022	9M 2023
GMV	€ 385.7m	€ 469.3m
Net revenue (EUR m)	€ 232.8m	€ 284.5m
Gross Margin	30.9%	31.8%
Profit Contribution I	22.7%	23.7%
Marketing Cost Ratio	12.1%	11.7%
G&A Ratio	8.1%	9.3%
Other oper. Income Ratio	2.1%	2.4%
Adj. EBITDA (EUR m) (% margin)	€ 10.61m (4.6%)	€ 14.49m (5.1%)

### 9M ESSENTIALS

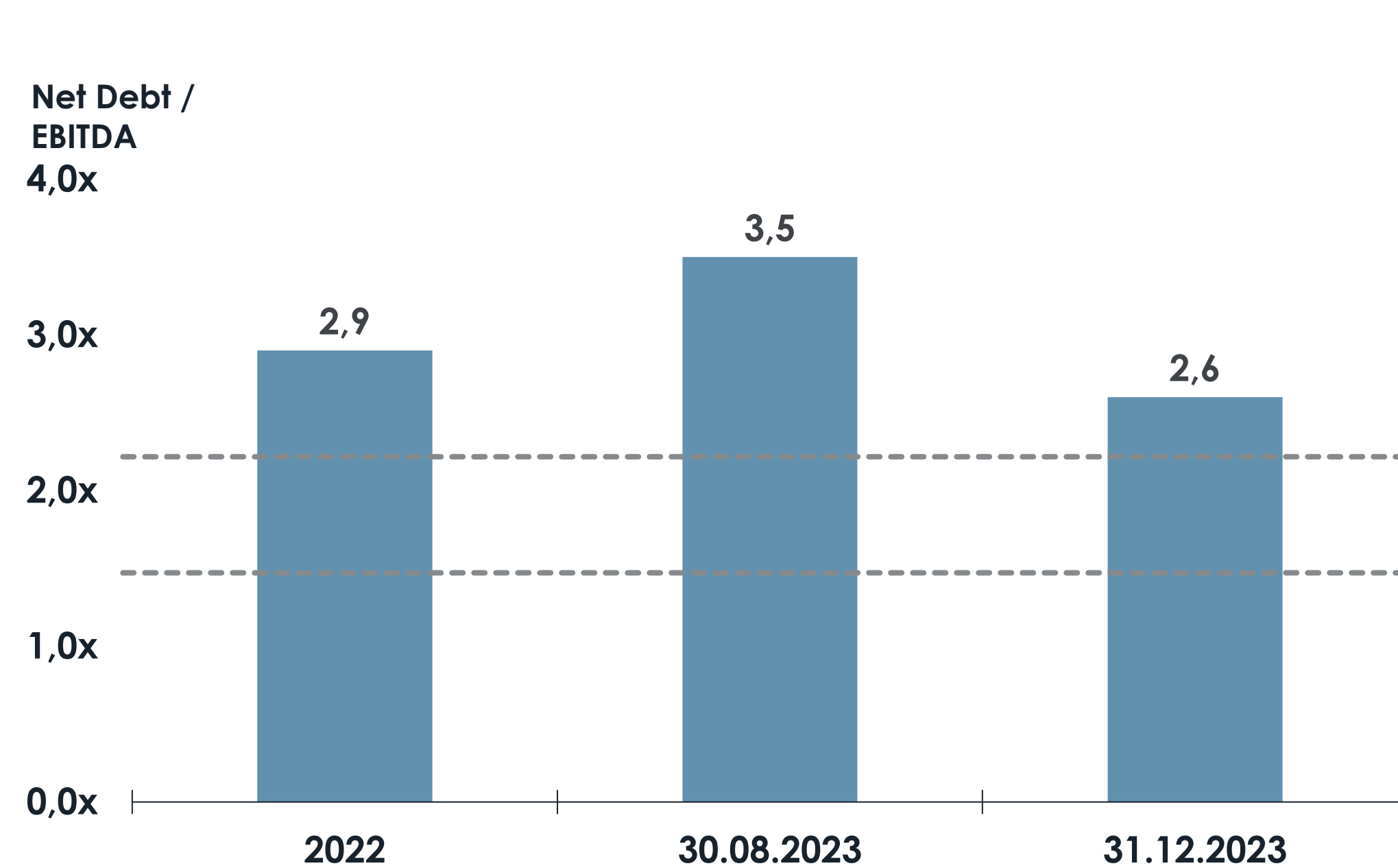
**GMV/Revenue growth driven by more partners and more products + higher AOV**

**Positive gross margin development as a result of a change in pricing strategy + take rate + delisting of cheap brands**

**Reduced marketing cost ratio due to reduced brand campaigns and improvement in marketing efficiency**

**G&A ratio underlines the relevance of the cost efficiency-program, direct improvement expected for 2024**

# DEBT SITUATION



**Target Leverage**  
1.5 – 2.3x LTM EBITDA

	30.09.2023	31.12.2023E
Cash + Cash equivalents	€ 18.3m	€ 7.1m
Long term Debt	€ 31.2m	€ 28.7m
Short term Debt	€ 48.4m	€ 30.2m
<b>Net Debt</b>	<b>€ 62.3m</b>	<b>€ 51.8m</b>
ViveLaCar Net Debt*	€ 28.3m	€ 23.4m
Net Debt excluding ViveLaCar	€ 34.0m	€ 28.4m
LTM EBITDA	€ 19.0m	€ 20m
<b>Leverage</b>	<b>3.3x</b>	<b>2.6x</b>

\*ViveLaCar asset backed €53m debt linked to 3,100 cars, TPG consolidation since Q1 2023.  
Figures of 30.09.2023 are before merger of Fashionette/TPG / without consolidation effects.

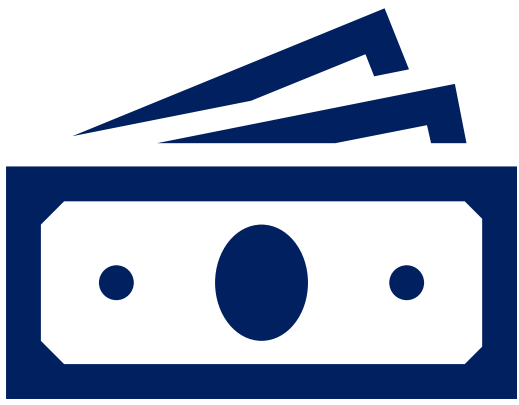



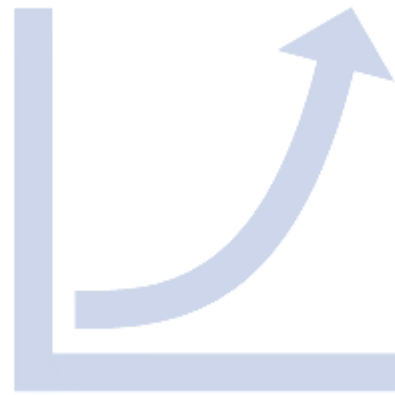
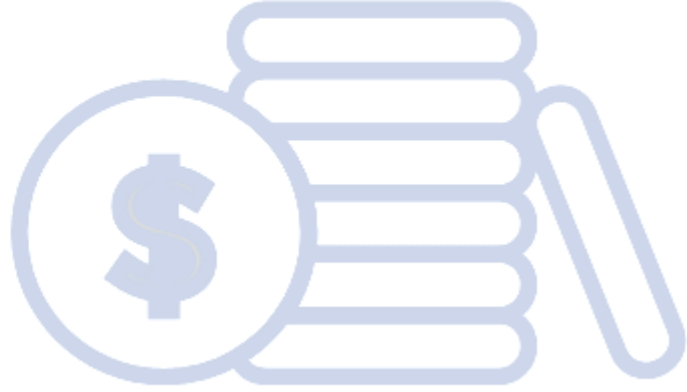


# Outlook



# TPG PRO-FORMA CONSOLIDATED GUIDANCE

## CONTINUING OPERATIONS

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# GUIDANCE



Dr. Dominik Benner

Laura Vogelsang

*“We are highly confident of achieving our targets.  
We confirm our guidance for FY 2023.”*

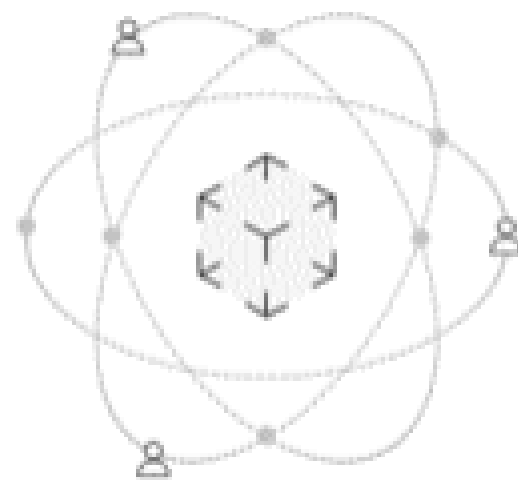


# OUR FUTURE STRATEGY

## LEADING POSITION

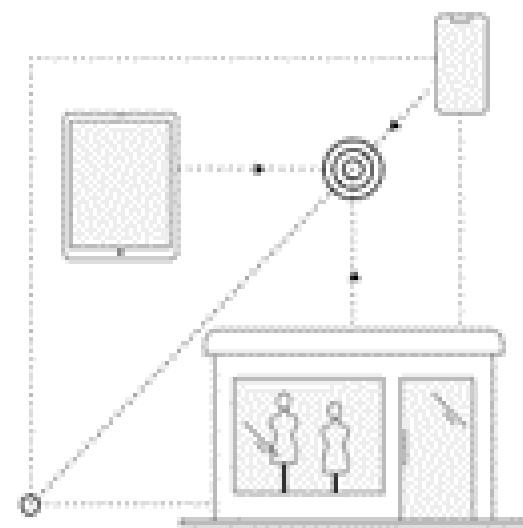
Becoming the No.1 Platform in Europe

Organic growth higher than market



## POWER OF SCALE NEW MARKETS

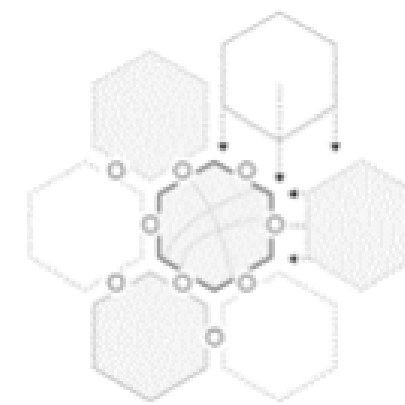
Expanding into 30 industries by 2025



## CONTINUED M&A EXPANSION

3-8 Acquisitions per year

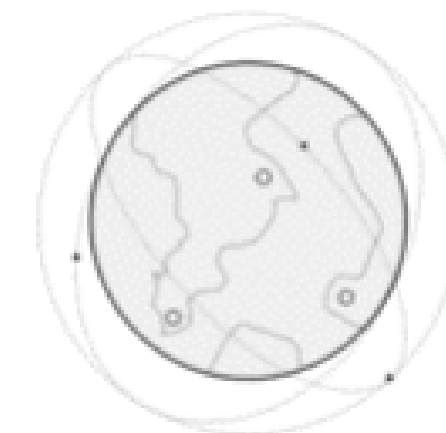
Long-term goal of 50% organic / 50% inorganic growth



## GEOGRAPHICAL EXPANSION

Increasing geographical footprint outside of Germany

Near-term France and Italy, long-term U.S. and India



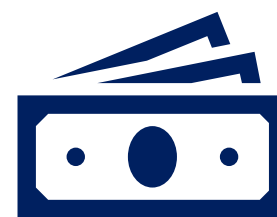
# KEY TAKEAWAYS



We expect a **revenue of >€440m** and **adj. EBITDA >€20m** for FY 2023



**Positive operating cash flow & stable liquidity** in FY 2023



Strategic **platform projects** with solid growth in **partners**



Strong **cost-efficiency program** continues in 2024, **adjusting costs and risk**, especially in marketing, personnel and inventory



**Reduction of debt and inventory** to end of 2023

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**Confirmation of guidance 2023**





THE PLATFORM GROUP

**THANK  
YOU!**

