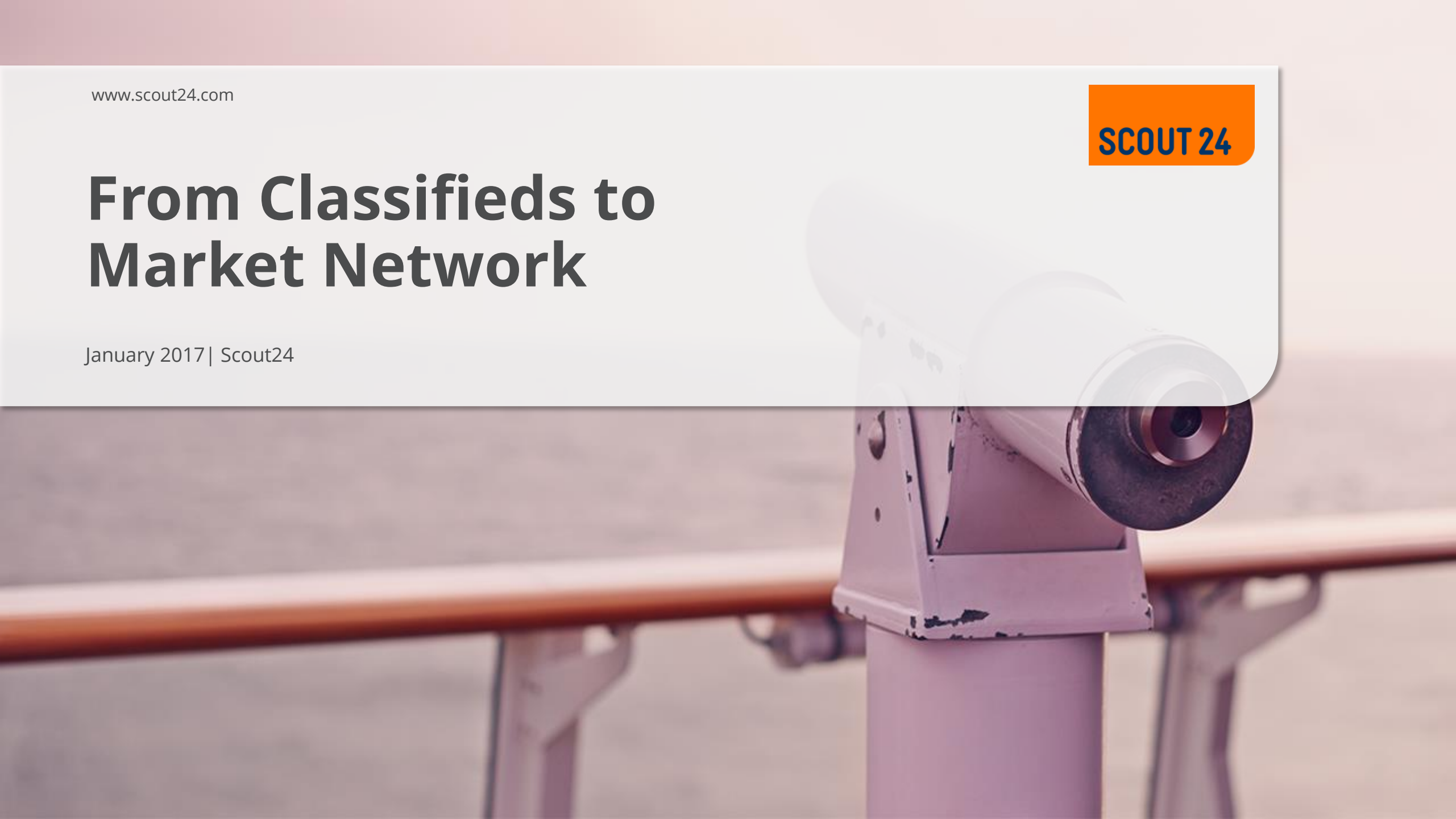


www.scout24.com

SCOUT 24

From Classifieds to Market Network

January 2017 | Scout24



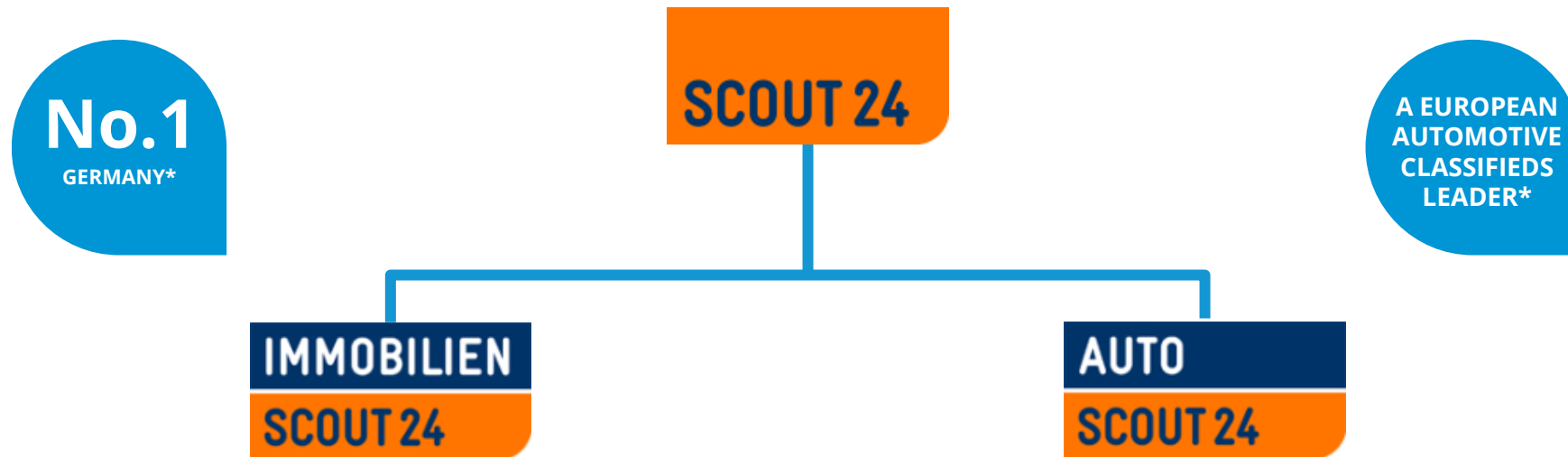
Inspiring people's best decisions.
We connect people, cars and
homes.



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Two Leading Digital Marketplaces Under One Roof

Ready to Lead and Shape Market Network



- ✓ around 12m Unique Users/month in Germany¹
- ✓ more than 25 thousand customers in Germany²
- ✓ more than 2.6m active App-User/month in Germany³

- ✓ around 8m Unique Users/month in Germany¹
- ✓ more than 40 thousand customers in Europe²
- ✓ more than 1.9m active App-User/month in Germany³

* For IS24 In terms of listings; based on management estimates; For AS24 In terms of listings; compared against local competitors in the respective markets; Autobiz (December 2016)
¹ Source AGOF, October 2016
² Management estimates, June 2016
³ Management estimates, Average 2016

Our marketplaces act in the industries driving the worlds 4th largest economy

25%
OF THE
GERMAN
GDP



- Mortgage loans
- Home insurance
- Utilities
- Moving expenses
- Renovation

Property Sector
in Germany ¹

c.€510bn+

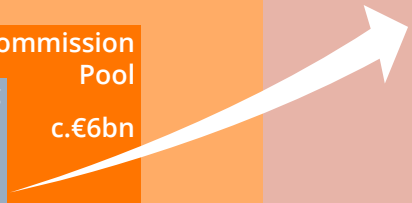
Property Transaction Value
c.€137bn

Agent Commission
Pool
c.€6bn

Marketing Spending
c.€0.8bn

Online Marketing
c.€0.3bn

IMMOBILIEN
SCOUT24



- New cars retail
- Used cars retail
- After-sales market
- Auto finance & leasing
- Car insurance

Automotive Sector
in Germany ¹

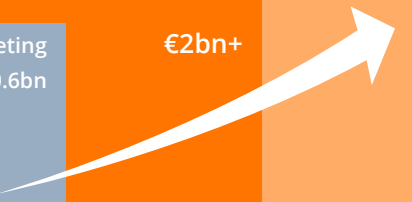
c.€280bn+

Automotive Advertising
(incl. OEM)

Automotive Dealer Marketing
€0.6bn

Automotive
Classifieds
c.€0.3bn

AUTO
SCOUT24



¹ Source: OC&C analysis.

Consumer behavior is driving
classifieds business models

Automotive and property classified businesses face fundamental changes in their markets

Connected car

Political regulations

Shortage of supply

Pro-active consumers

Shared economy

Increasing transparency

Urban mobility lifestyle

Smart home

Digital activity is increasingly influencing the market dynamics

Driver-Services

Meta-Apps

Digitization of transaction

Niche-Market Start-Ups

Communication Channels

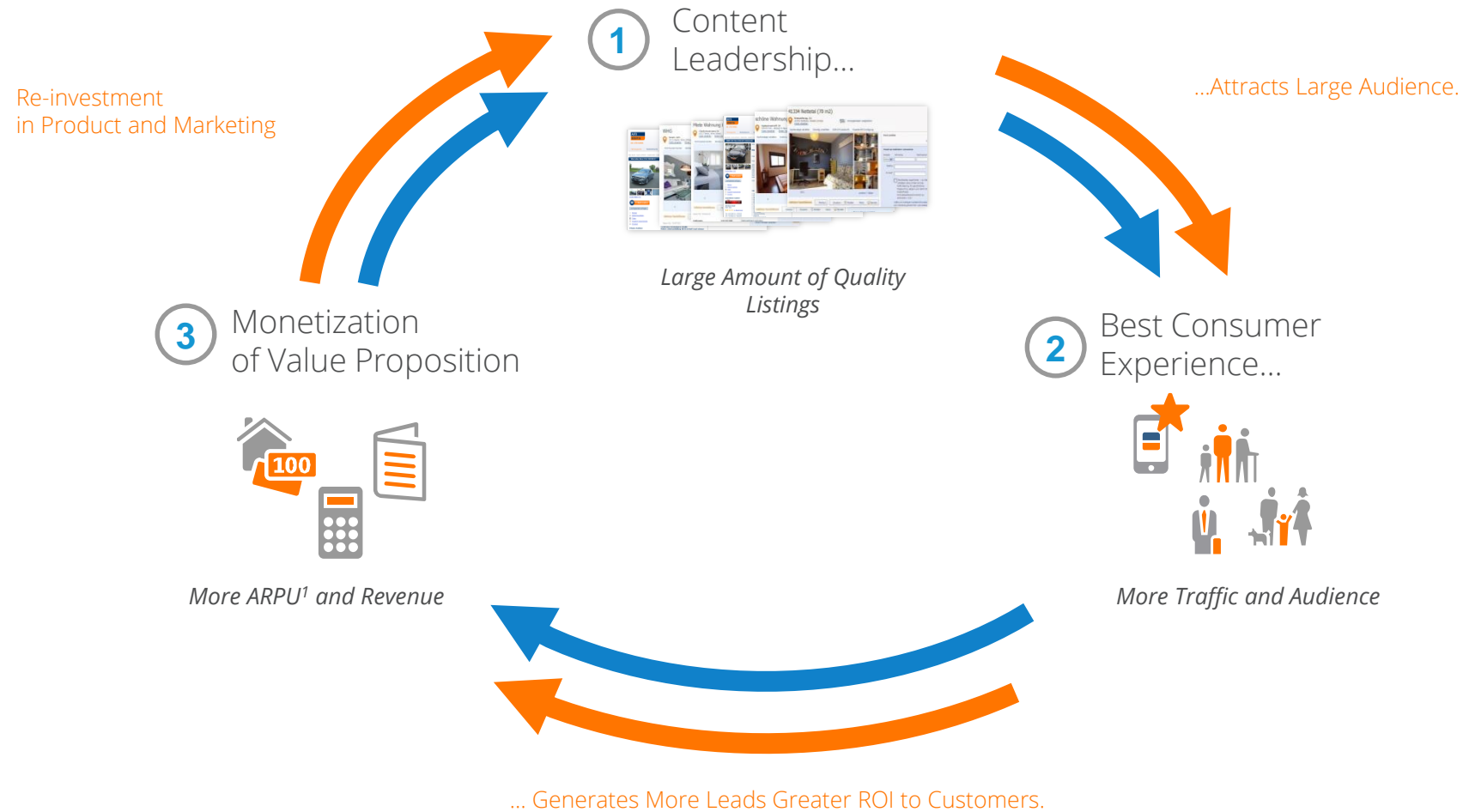
Peer-to-Peer Marketplaces

Social Networks

Online only service providers

Content Leadership and Consumer Experience Driving Monetization

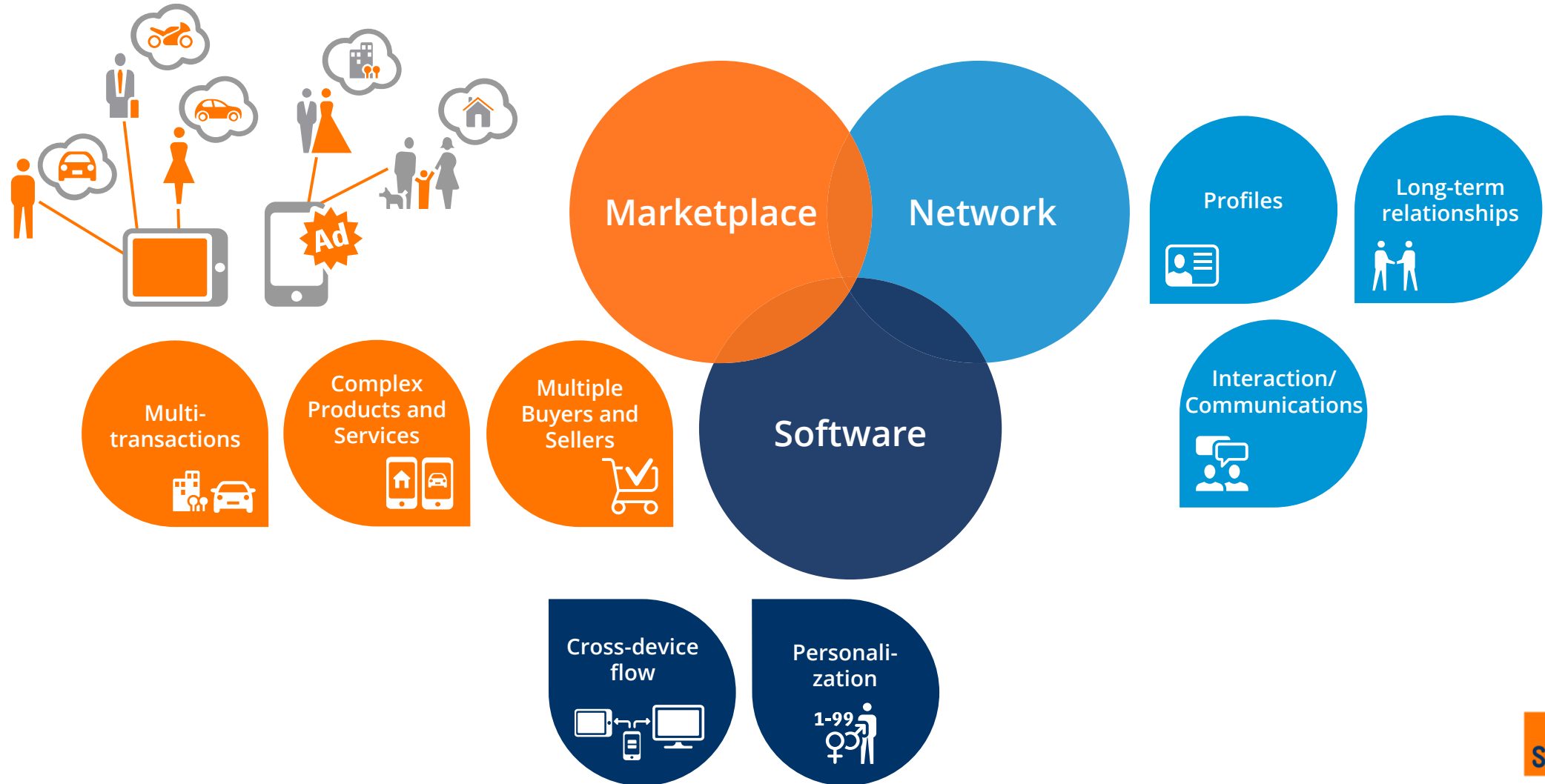
Matching Supply and Demand Remains the Core Competence



1. ARPU= Average Revenue Per User.

Evolving into Market Network

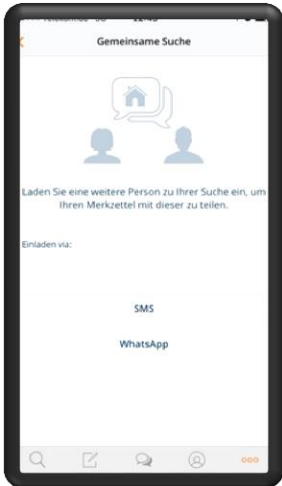
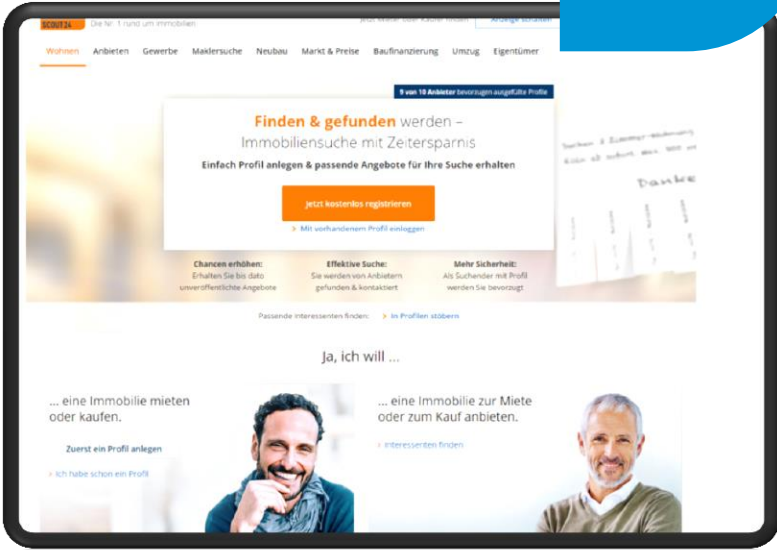
Transforming How People Get Products and Services



Creating Long-Term Relationships

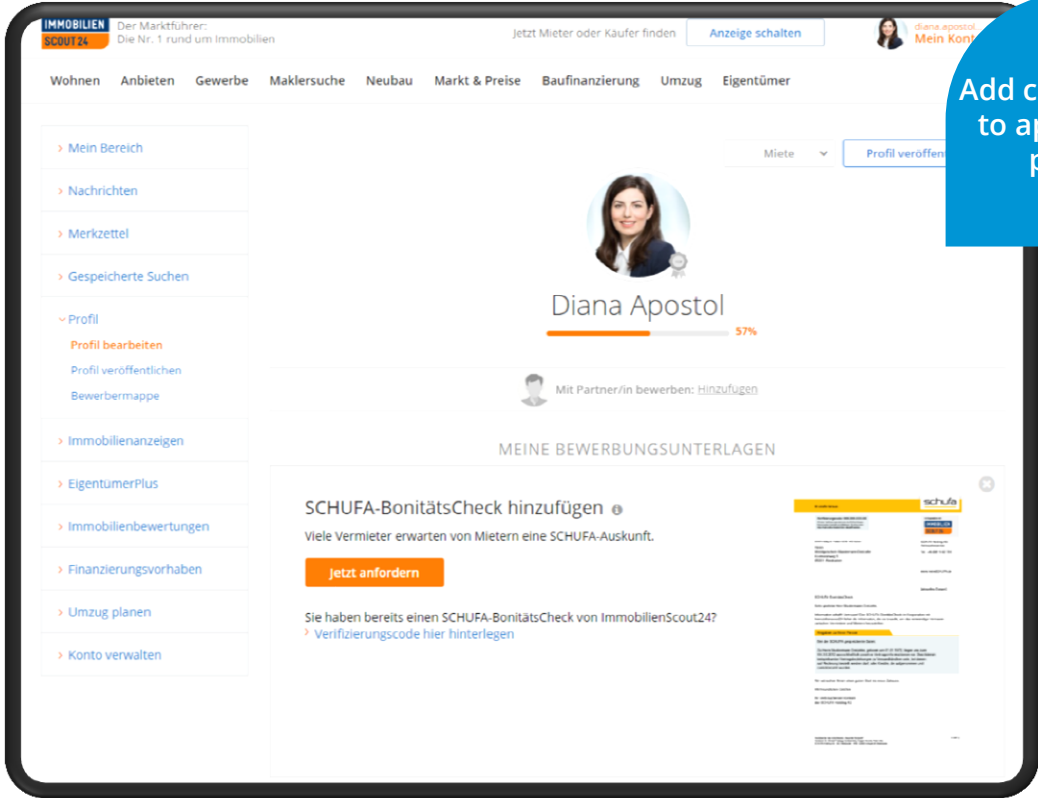
Network

Create a personal profile page



Invite friends to join the search

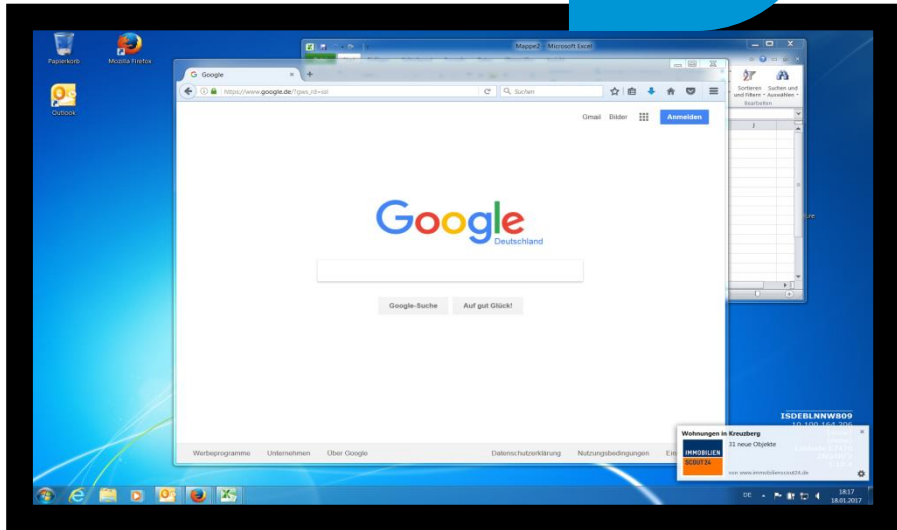
Add credit-score to application profile



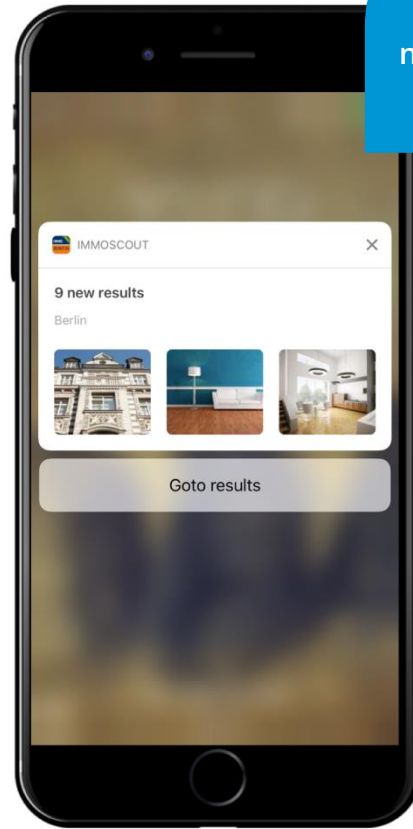
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Changing the Way of Communicating

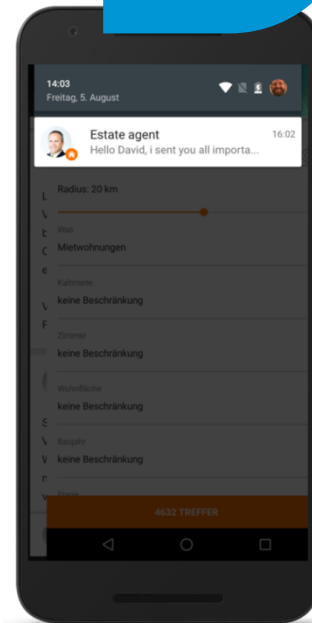
Browser
push
notification



App
push
notification

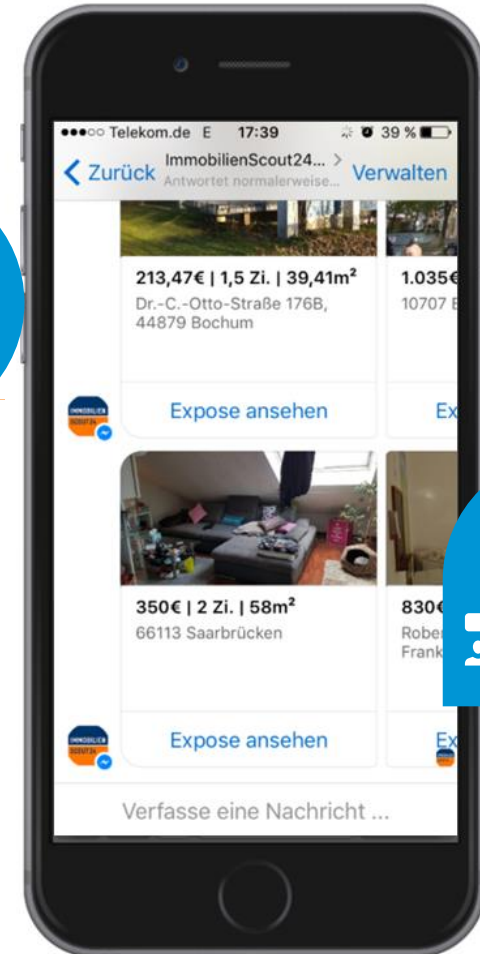


In-App
Messaging



Network

Facebook
Messenger

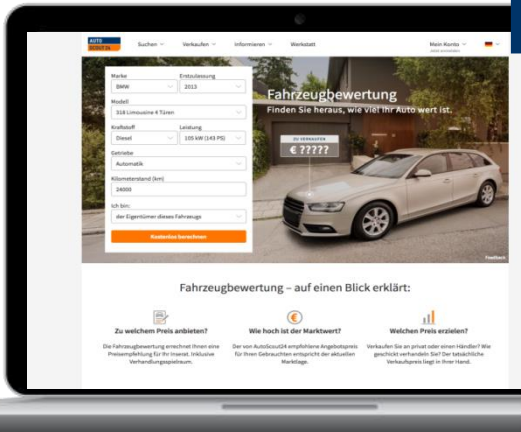


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Digitizing the Transaction

Software

Car Valuation



Express Car Sale

Express-Verkauf

Verkaufen Sie Ihr Auto direkt an meistbietende Händler.

- ✓ Schnell und bequem in wenigen Tagen.
- ✓ Kostenloser Verkauf an geprüfte Händler.
- ✓ Inklusive Wertschätzung.

[Jetzt verkaufen](#)

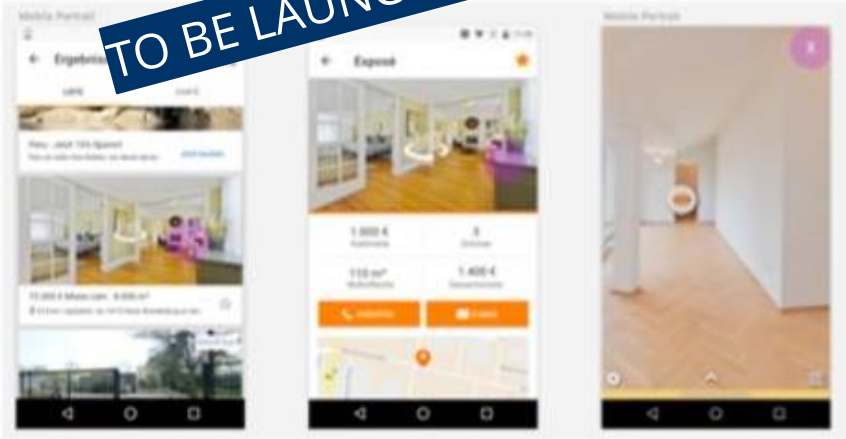
Warum auf AutoScout24 verkaufen?

Vielfältig & Kompetent Alle Marken, alle Modelle, aktuelle Informationen und kompetente Beratung: bei AutoScout24 erhalten Sie maximale Unterstützung.	Einfach & Sicher Ob Verkaufen oder Kaufen, Händler oder privat, bei AutoScout24 kommen Sie einfach und direkt ans Ziel. Dabei stellt Sicherheit an oberster Stelle.	Erfahren & Ausgezeichnet Bei AutoScout24 profitieren Sie von einer langjährigen Branchen Erfahrung und einem Service, der von Kunden mit „Ausgezeichnet“ bewertet wird.
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Virtual Reality Viewings

TO BE LAUNCHED EARLY 2017



Offering a Personalized Experience

Software

Lead-Engine/
Agent
recommendation

IMMOBILIEN SCOUT 24 Die MaklerSuchmaschine von ImmobilienScout24 Fragen? Rufen Sie uns ☎ 030- 24 301 14 50 Mo. - Fr. 8:00

Immobilie erfolgreich mit Makler verkaufen
Wir finden 3 passende Makler für Ihre Immobilie - schnell, kostenlos und unverbindlich

100% Makler

Welche **Immobilie** möchten Sie verkaufen?

Wohnung Haus Grundstück

weiter

✓ Bis zu 21.000 Immobilienmakler ✓ 100% regionale Abdeckung deutschlandweit ✓ Hohe Kundenzufriedenheit

So einfach funktioniert's

Sie beschreiben Ihre Immobilie → Wir finden 3 passende Makler → Sie verkaufen erfolgreich

Mein neues Zuhause finden
Der Maklerführer: Die Nr. 1 rund um Immobilien

Mieten | Wo Ort, Stadt, Straße, PLZ oder Scout ID | Wohnung | Suchen

Preis bis | Zimmer egal | Fläche ab | Umkreis/Fahrzeit

jetzt den richtigen Mieten/Käufer finden Anträge schaffen

Aktuelle Immobilien
zu meiner letzten Suche

Neues entdecken
Vorschläge für mich

SCOUT 24

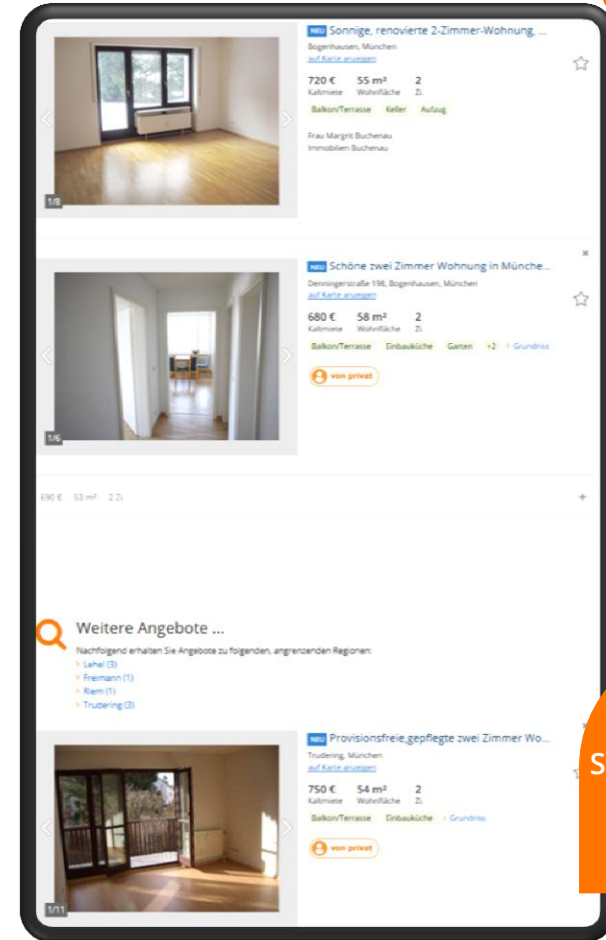
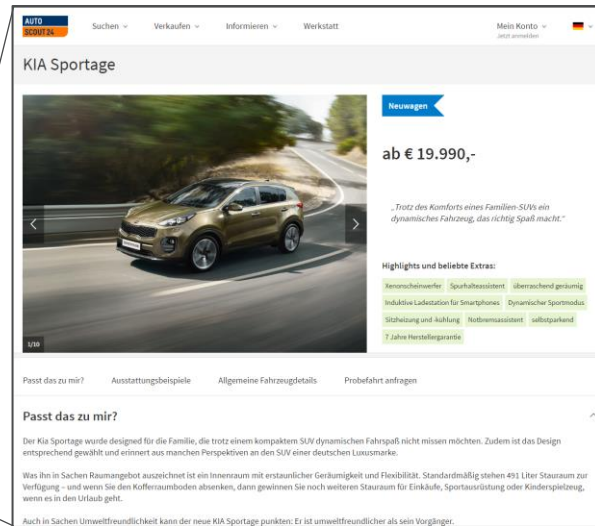
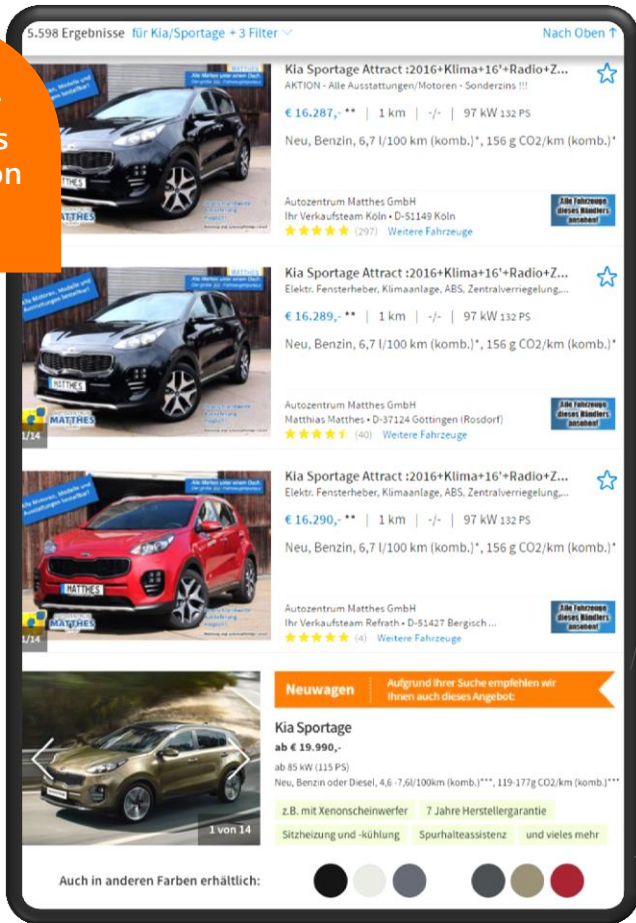
Property
you might also
like

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Enhancing Consumer Experience

Marketplace

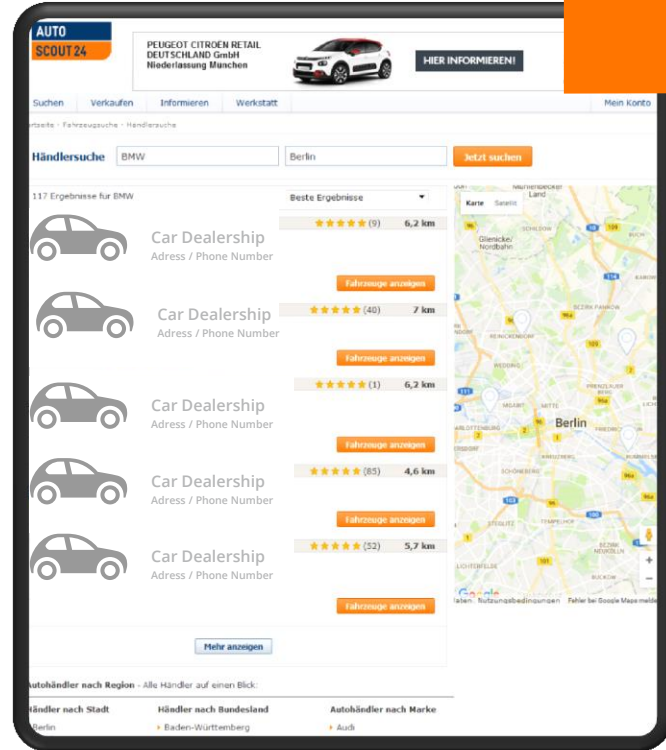
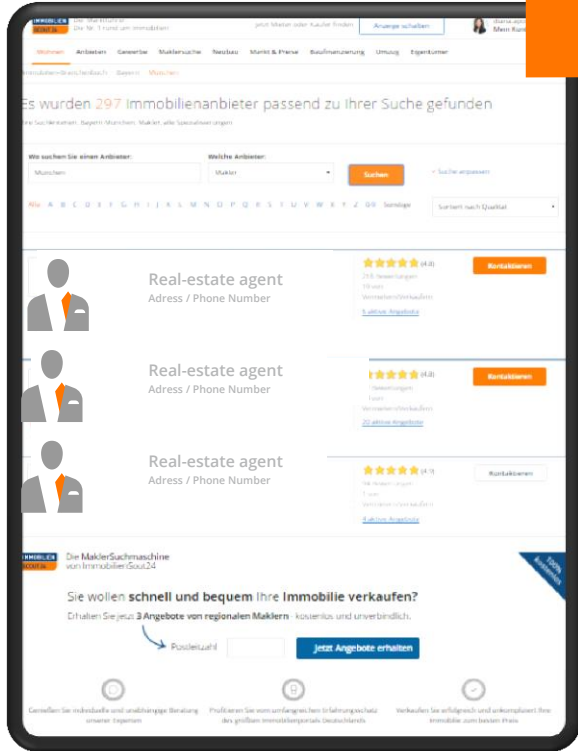
New car seamless integration



Similar property in the region

SCOUT 24

Building Trust

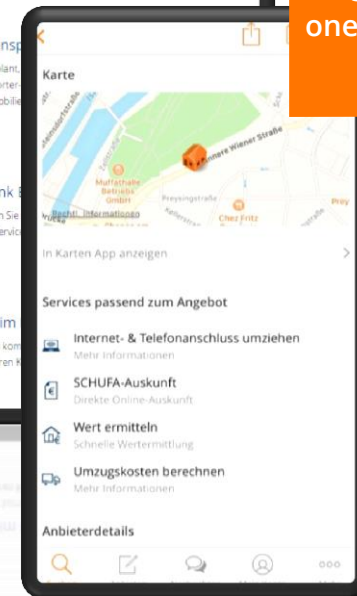
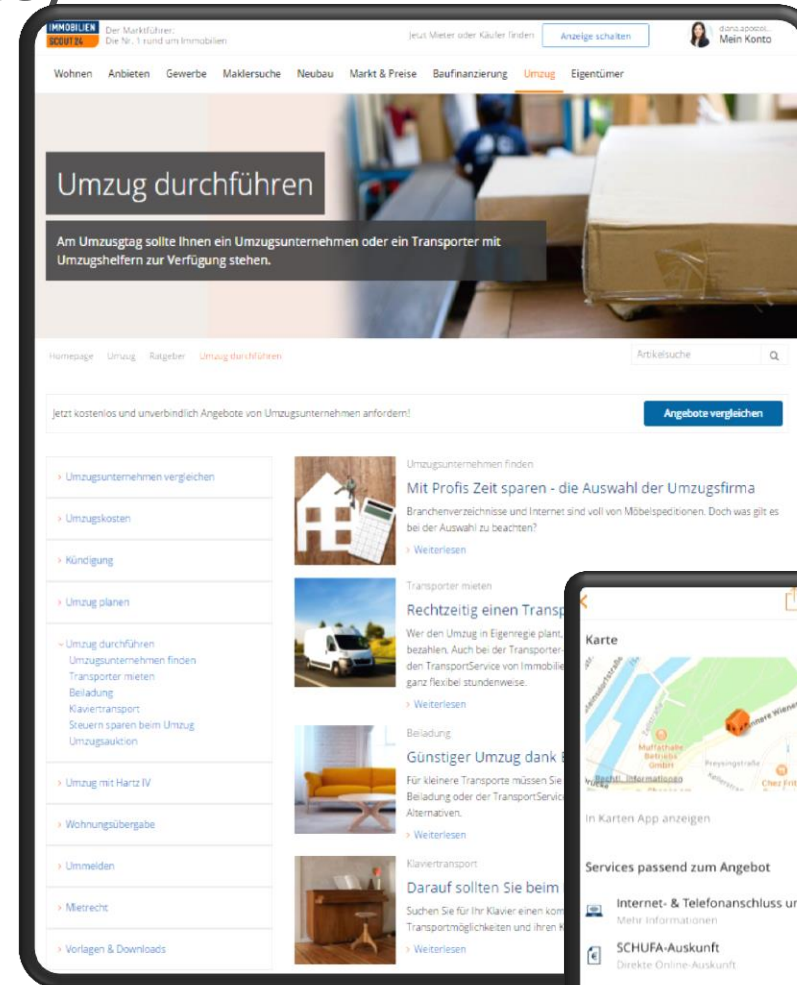
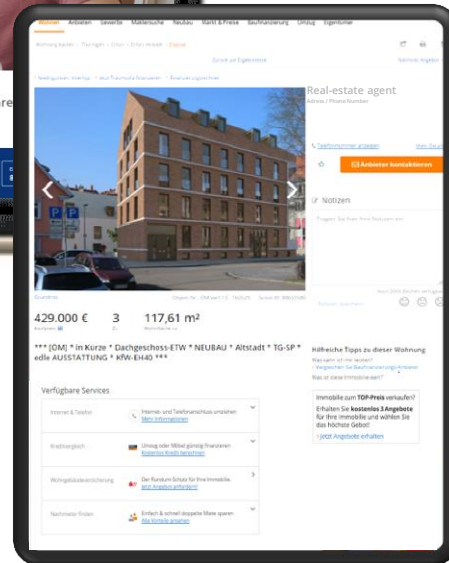
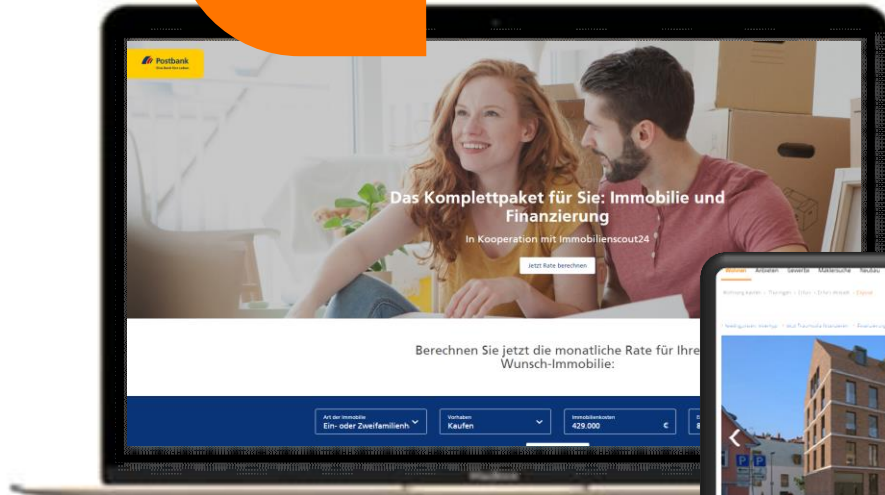


Helping Consumers Complete their Journey

Integration of mortgage offerings

Marketplace

Relevant Services one-click away



SCOUT 24

Thank you!

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Full year report: report.scout24.com/2015