

# January 2021 Investor Conferences and Meetings



18 January 2021

Scout24

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# 2020 will go down as one of the more eventful years in Scout24 history

## Ecosystem strategy



Singular focus on real estate, brought journey model to life, moved into mandate acquisition TAM

## COVID-19 pandemic



Successfully managed the COVID-19 pandemic, which acted as a catalyst for product roll-out

## Product pipeline



Focused on innovative high growth products complementing core listings offering

## Branding and marketing



Successfully managed award-winning redesign and launched multi-channel media campaign

## Capital allocation



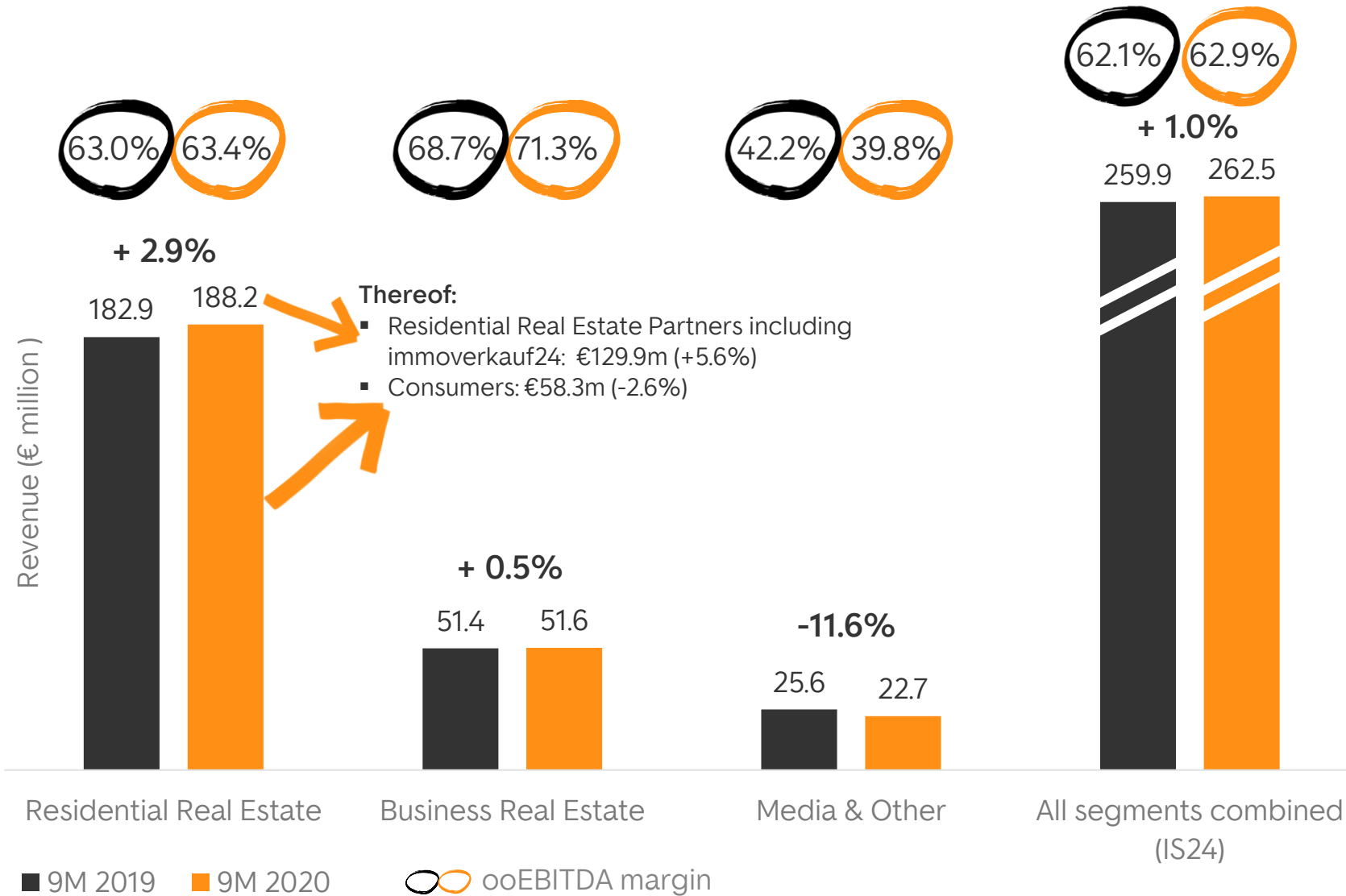
Launched massive capital return package (closed two buyback tranches with total of approx. €640m in 2020)

## Shareholder value creation



Share price increase with 15% total shareholder return in 2020

# We are confident to reach full year 2020 guidance



2020  
Group revenue  
guidance  
“around FY 2019 level”  
(which was €349.7m)

Residential: “stable to slight growth”  
Business: “slightly decreasing to stable”  
Media & Other: “low teens % decrease”

2020  
ooEBITDA guidance  
IS24: “around 62%”  
Group: “around 60%”

# We are migrating our residential agents into a fair and consistent price / product system aiming at ARPU increases

**~35%**

of migration target reached

| Oct-19                                 | Oct-20                                 |
|--|--|
| ~76%<br>Agents <sup>1</sup> subscribed | ~60%<br>Agents <sup>1</sup> subscribed |
| ~€550<br>Monthly ARPU <sup>2</sup>     | ~€480<br>Monthly ARPU <sup>2</sup>     |

Essential tools for agents to connect with consumers

**Base Edition**  
+ comparable legacy memberships<sup>3</sup>

| Oct-19                                 | Oct-20                                 |
|--|--|
| ~24%<br>Agents <sup>1</sup> subscribed | ~35%<br>Agents <sup>1</sup> subscribed |
| ~€800<br>Monthly ARPU <sup>2</sup>     | ~€770<br>Monthly ARPU <sup>2</sup>     |

+ Maximize the listings' visibility to compete in small markets

incl. Base Edition

**Image Edition**  
+ comparable legacy memberships<sup>4</sup>

| Oct-19                               | Oct-20                                |
|--------------------------------------|---------------------------------------|
| Pre-Launch                           | ~5%<br>Agents <sup>1</sup> subscribed |
| ~€1,100<br>Monthly ARPU <sup>2</sup> | ~€1,330<br>Monthly ARPU <sup>2</sup>  |

+ Take full advantage of platform to market own agency business, to acquire new mandates and to compete in heated markets

incl. Image Edition

**Acquisition Edition**

1. ~13,300 Residential Agents (for Oct-20 including finance partners) without property managers
2. Membership contract ARPU only, excluding revenues from additional value added services
3. Including all other legacy memberships except those under 4
4. Including legacy memberships MY5 + Top List All

# We expand the home selling journey as more homeowners go online strengthening our position in mandate acquisition

1

Homeowners browse [price atlas](#) to get price indication for comparable objects



2

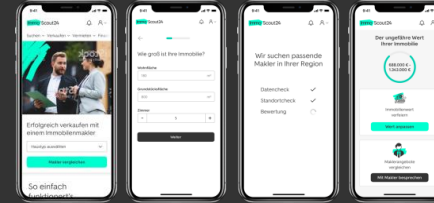
Homeowners join [Homeseller Hub](#) and enter details of their property

>440k (end of Sep) registered homeowners willing to sell

- ✓ Get regular alerts from Home-sellerHub on property prices
- ✓ Many give marketing consent to be contacted by agents

3

IS24 Realtor Lead Engine plus IV24 offer: providing homeowner leads to relevant agents



4

Thanks to real estate agent & digital tools, properties are sold at attractive prices



Provided ~900 homeowner leads to agents for free in Q2 under Covid-19 support “Leads Plus”



Lead generation accelerated in Q3 by joining forces with [immoverkauf24](#) becoming the distinct #1 in homeowner traffic and leads

IS24 + IV24 in Q3 2020 =

>14,000

leads sold to agents and

>€5m

of Q3 2020 RLE revenues (+63% yoy)

Value creation programme underway:

- Customer exchange and upgrade plan
- Lead delivery exchange optimisation to improve monetisation and scaling

# We saw a significant uptake of the MieterPlus<sup>+</sup> product for **Consumers** following the free-to-list initiative

- + Terms of the MieterPlus<sup>+</sup> membership: 3-12 months
- + Includes **profile details** and an individual description of the reasons and criteria for the search
- + Includes **exclusive features** such as: Check-your-chances, exclusive listings, viewings planner, deposit guarantee, emergency key service and tenancy law consulting
- + **Credit score “SCHUFA-BonitätsCheck”** ordered directly via IS24
- + IS24 uses online bank statements to create certified **proofs of rent payments and income**
- + All digital documents are combined into a standardised **application portfolio** from IS24

> **165,000**

Rental apartment listings

~ **130,000**

MieterPlus<sup>+</sup> members  
as of 30-Sep 2020 (+74% yoy)

~ **20€**

MieterPlus<sup>+</sup> monthly ARPU

~ **30m€**

9M 2020 total consumer  
subscription revenues (+33% yoy)

# FLOWFACT is key to our ecosystem strategy driving recurring agent revenues, customer engagement and digital sales

FLOWFACT is one of the leading real estate CRM software players in Germany

- The most modern SaaS CRM solution in the market
- Migration of customers from the legacy on-premise solution ongoing

Agent CRM software is a natural extension of the IS24 ecosystem

- By providing seamless product- and reporting integration we get closer to the customer and drive engagement with IS24
- The natural platform to implement **digital sales functionality** and further extend the ImmoScout24 ecosystem (e.g. **mortgage business**)
- CRM software can generate unparalleled customer insights on the objects in marketing phase and closed real estate transactions

>3.7k

FLOWFACT customers

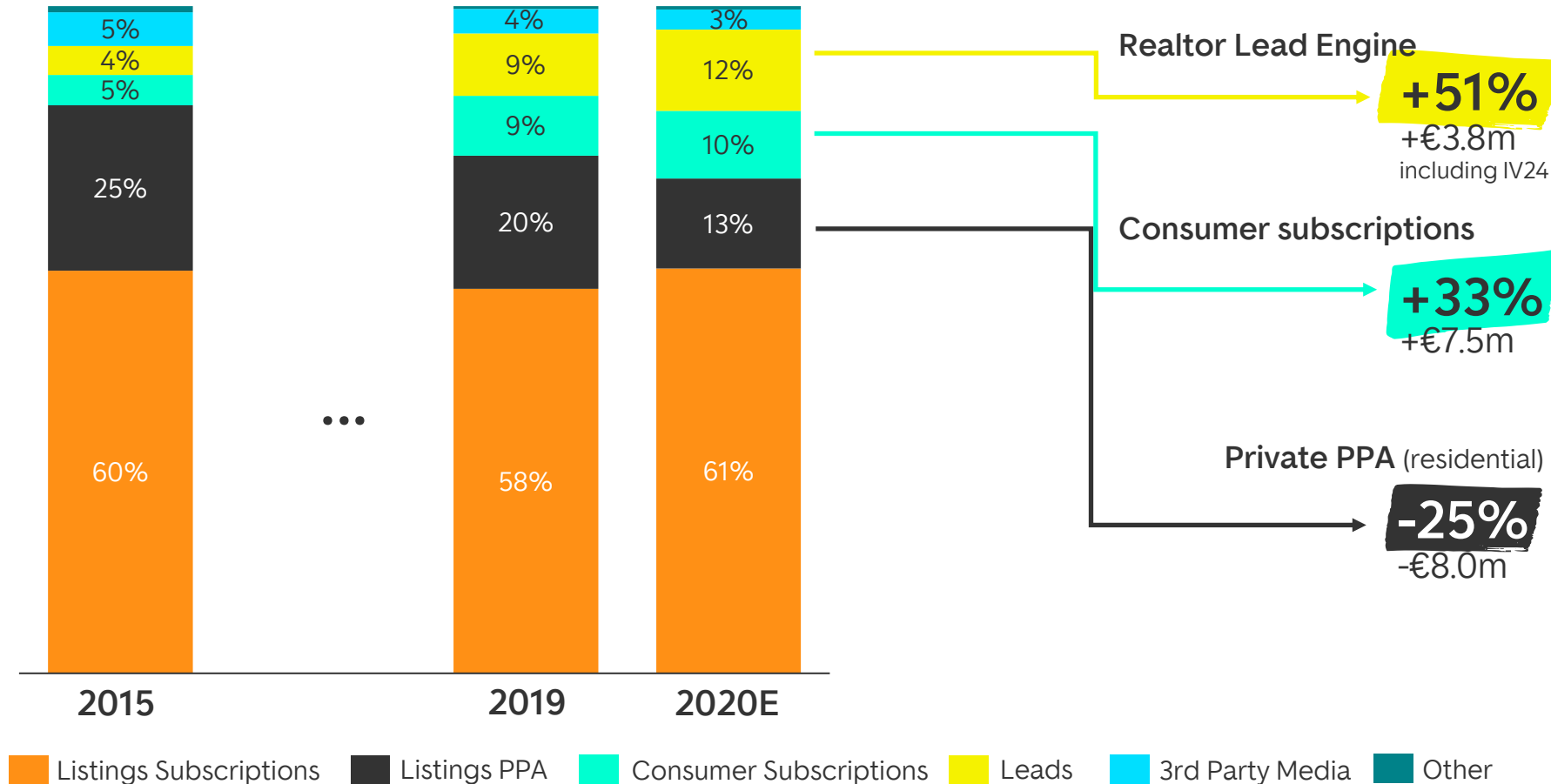
~66%

of ImmoScout24 B2B customers upload listings via CRM software



# Our transition towards full transaction monetisation is working: from Classifieds to Ecosystem!

Breakdown of ImmobilienScout24 revenue streams (without Austria, without FLOWFACT)



- ✓ Strengthening the recurring B2B business
- ✓ Monetising high growth products (e.g. “Plus+” consumer products, RLE) to complement the core listings product
- ✓ Negligible contribution from advertising business

# Key 2021 focus areas supporting revenue growth ...

## Sale Journey

- Drive **ARPU growth** via membership migration, upgrades and OTP
- Reinforced **listing initiatives**
- Continued **customer growth**
- Enhance realtor leads product and **scale mandate acquisition**

## Rent Journey

- Couple **private listings increase** with accelerated **MieterPlus+** monetisation
- Scaling new memberships for **property managers**
- New features and additional services for **VermieterPlus+**

## Dev-Com Journey

- Monetise **new product editions** for Dev-Com, sector hardest hit by COVID-19
- Capturing **TAM potential** (extended customer and lifecycle focus)
- Support product set with **ad space**

## FLOWFACT

- Increase customer **stickiness**
- Accelerate **digitisation**
- Move deeper into the **mortgage TAM**

# ... while uncertainty due to COVID-19 prevails Extended and tightened lockdown in January, but positive listing and traffic data on IS24



## Lockdown measures

- “Lockdown light” started on 2-Nov, measures tightened on 16-Dec, then extended and further tightened on 10-Jan until 31-Jan
- Corporate / business activities ongoing (home office when possible)
- No unnecessary travel
- Meetings in public restricted (1 household with 1 external person)
- Schools / Kindergardens closed
- Non-essential retail shops closed
- In regions with >200 incidents, a movement restriction of <15km is advised

## Effect on IS24 user groups

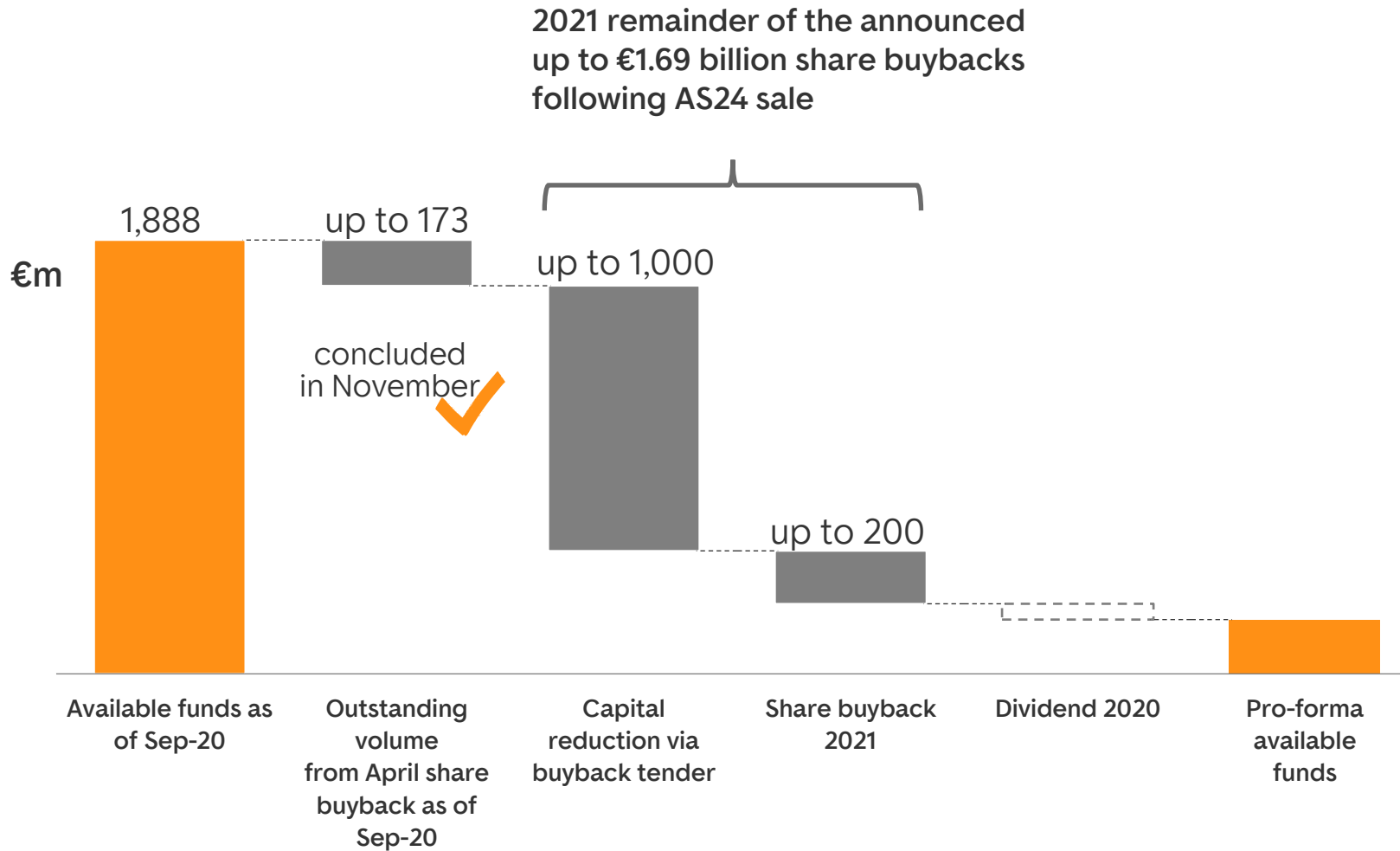
- Increased information / education for agents (Corona Info Hub, Customer Care)
- Increased usage of digital viewings (IS24 trainings); one-on-one viewings still possible
- No group viewings for rental apartments (individual viewings still possible)
- Increased usage of moving companies
- Residential real estate market intact
- Increased pressure on business real estate ecosystem (esp. gastro, offices)

## Developments of listing/traffic data

- All traffic and demand KPIs have surpassed their pre-LD2 values ...
- Listings still below CW44, but significantly more new listings than last year
- ... suggesting a strong January bounce back

|                 | CW1 2021 vs. CW53 2020 | CW53 vs. CW44 (pre-LD2) |
|-----------------|------------------------|-------------------------|
| <b>Users</b>    | +14.2%                 | +12.5%                  |
| <b>Sessions</b> | +24.0%                 | +18.4%                  |
| <b>Listings</b> | +1.6%                  | -6.0%                   |

# We reconfirm our previously announced capital return roadmap



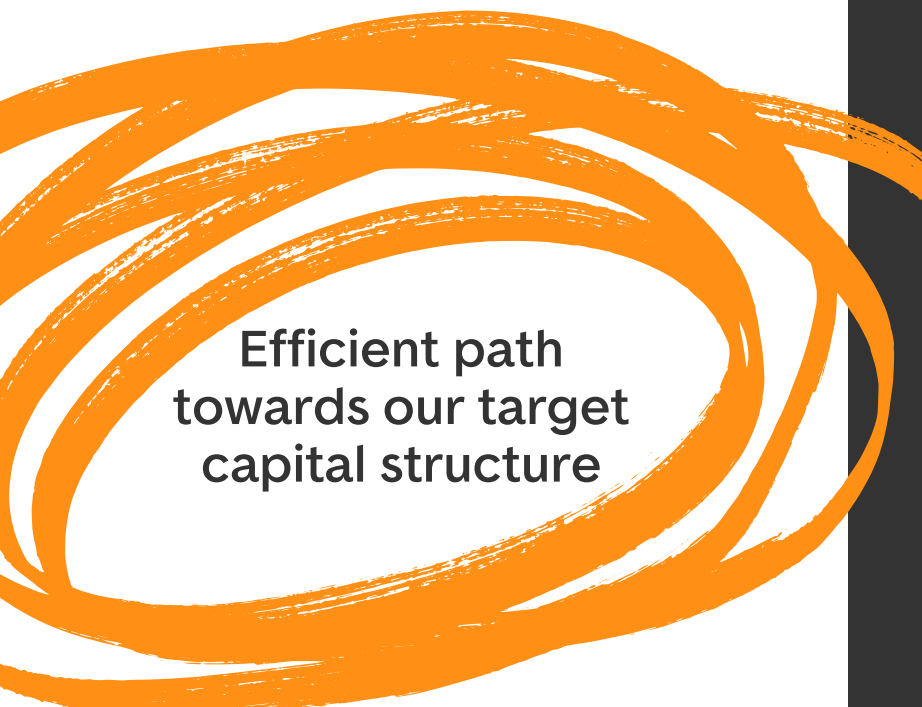
✓ Up to €490m share buyback programme commenced in Apr-20 and concluded in Nov-20 (treasury share position at 9.1%)

Cancelled 1.9m shares in Dec-20 reducing total number of shares to 105.7m (treasury share position at 7.4%)

✓ The up to €1.0bn capital decrease via buyback tender after announcement of FY 2020 results (and before AGM 2021) represents the key part of our capital return programme

✓ Additional up to €200m share buyback programme in 2021

The buyback tender is the key pillar of our capital return programme



Efficient path towards our target capital structure

#### Offer

- Public tender offer to repurchase shares at a fixed price (total volume of up to € 1bn)
- According to 2020 AGM resolution maximum premium of 10% to volume weighted average price 3 days before announcement
- Repurchased shares will be redeemed without exemption

#### Tender rights

- Scout24 shareholders will receive tradeable tender rights pro rata for their shareholding
- Gives shareholders flexibility to exercise their rights, acquire additional rights or sell their rights
- Provides shareholders certainty on tender acceptance

#### Advantages

- Equal treatment of all shareholders
- Fastest access to large parts of AS24 proceeds
- Highly accretive on earnings per share level
- Attractive capital structure in line with re-focused business model

#### Timing

- Buyback tender to be executed after the publication of FY 2020 results and before the 2021 AGM

# We remain committed to long term shareholder value creation

## Profitable growth

- The best positioned online classifieds platform in Europe
- On track to transition to fully monetising the transaction
  - TAM expansion (e.g. mandate acquisition, mortgage business)
  - Accelerate product rollout in 2021 (e.g. Plus+ products, RLE)



## Value accretive capital allocation

- Continued focus and reinvestment into growth
- Massive capital return programme underway
- Attractive dividend policy remains in place
- Open to value accretive M&A opportunities



**Sustainable competitive advantage**



**Attractive total shareholder return**

# Next events:

23 February 2021: Publication of preliminary FY 2020 results

25 March 2021: Publication of final FY 2020 results

[Link](#) to December 2020 Analyst Day slide deck

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