

**ABOUT YOU<sup>®</sup>**

**BRAND RELATIONS  
& RETAIL MEDIA**

**- MEDIA DATA -**

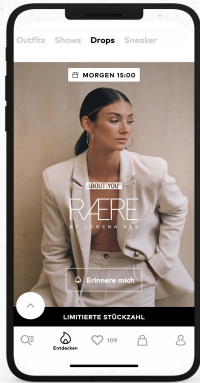


**“ABOUT YOU IS THE NEXT  
GENERATION DIGITAL FASHION  
PLATFORM”**

# OUR VISION: BECOME THE GLOBAL #1 IN FASHION

**ABOUT YOU**<sup>®</sup>

BRAND RELATIONS  
& RETAIL MEDIA



## WE DIGITIZE

the offline shopping  
stroll for Gen Y&Z



## WE CREATE

incremental revenues for  
fashion brands



## WE PROVIDE

the technology to help our  
partners grow their online  
business



## WE OFFER

you the opportunity to reach our  
community through innovative  
retail media options

# THE ABOUT YOU BRAND

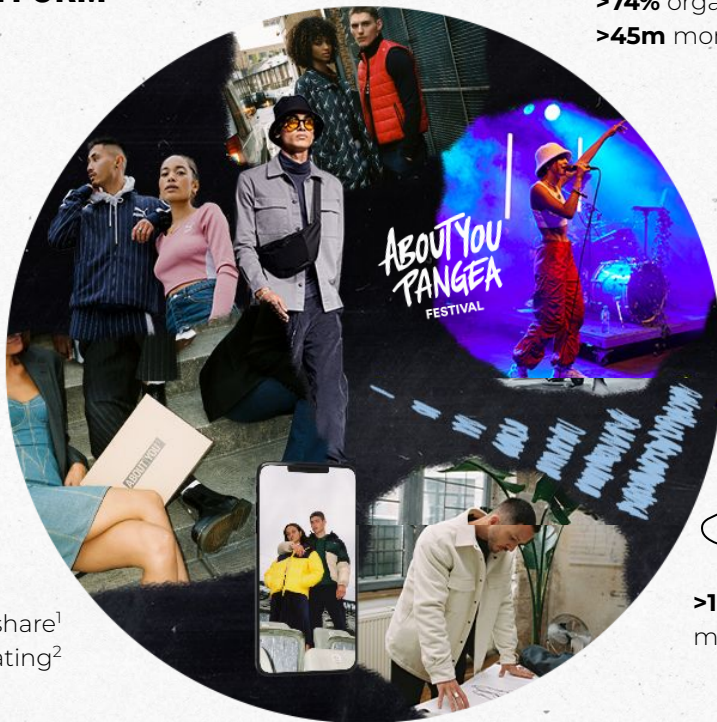
## MORE THAN A SHOPPING PLATFORM

### UNIQUE ASSORTMENT

>3,800 top brands<sup>6</sup> and exclusive own labels and celebrity COOPs

### MOBILE BORN

>85% mobile revenue share<sup>1</sup>  
≥4.7 app store rating<sup>2</sup>



### VIBRANT COMMUNITY

>74% organic revenue<sup>4</sup>  
>45m monthly users<sup>5</sup>

### EVENT EXPERIENCE

>2.7 bn touchpoints through ABOUT YOU events in 2022 that have been digitally extended

### INFLUENCER DRIVEN

>1,000 collaborations / month<sup>3</sup>

1. As of FY 22/23, based on revenue share of all markets for app, mobile web, and tablet. Based on Google Analytics and Adjust; 2. As of March 29, 2023; 3. Monthly average in FY 2022/2023; 4. Refers to revenue from non-paid traffic sources, i.e., direct traffic, organic search, and referrals and CRM, per FY 22/23 (March 1, 2022 – February 28, 2023), all markets, based on Google Analytics and Adjust; 5. Refers to unique active users per month, accounting for cross-device usage, as per May 2022, all markets, all devices, based on Google Analytics & Adjust; 6. As of FY 22 /23, excl. Second Love items

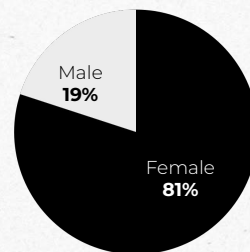
# WE HAVE A BROAD CUSTOMER RANGE



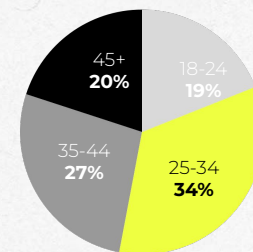
## ABOUT YOU CUSTOMER DEMOGRAPHICS

- >45m monthly active users
- >11.4m active customers
- >80% of users are younger than 45 years
- Above average income
- High fashion spend

## CUSTOMER GENDER SPLIT\*



## CUSTOMER AGE SPLIT\*

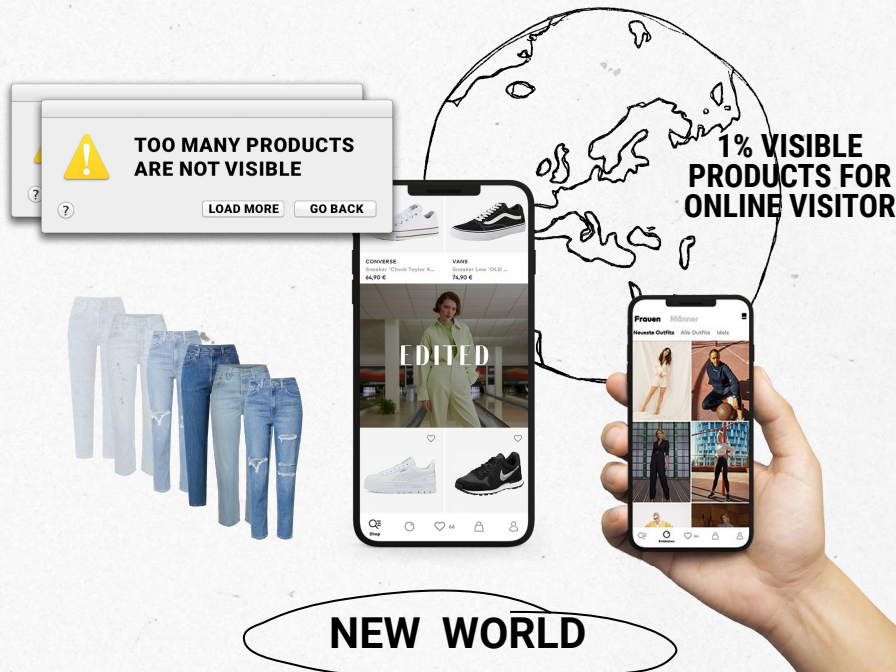


# WHY RETAIL MEDIA?



## OLD WORLD

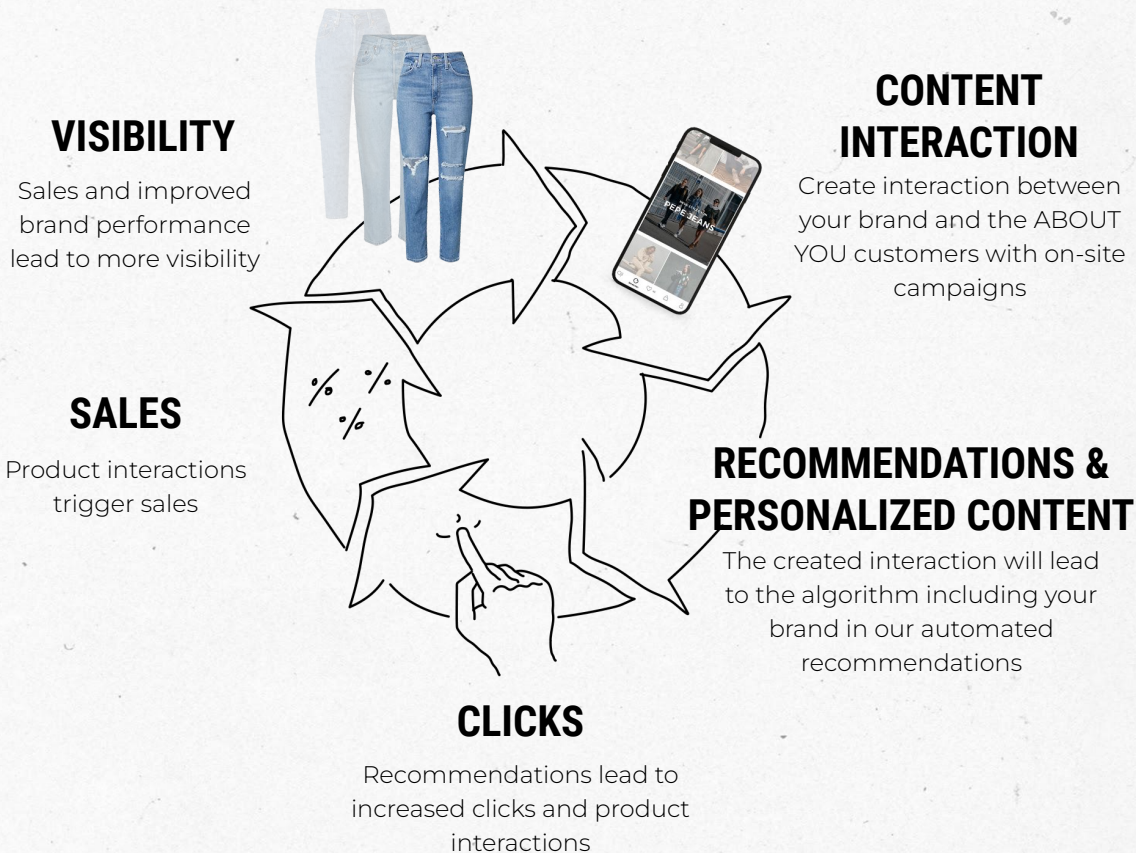
Customer has the ability to overlook offer in brick and mortar stores or single-brand shops online.



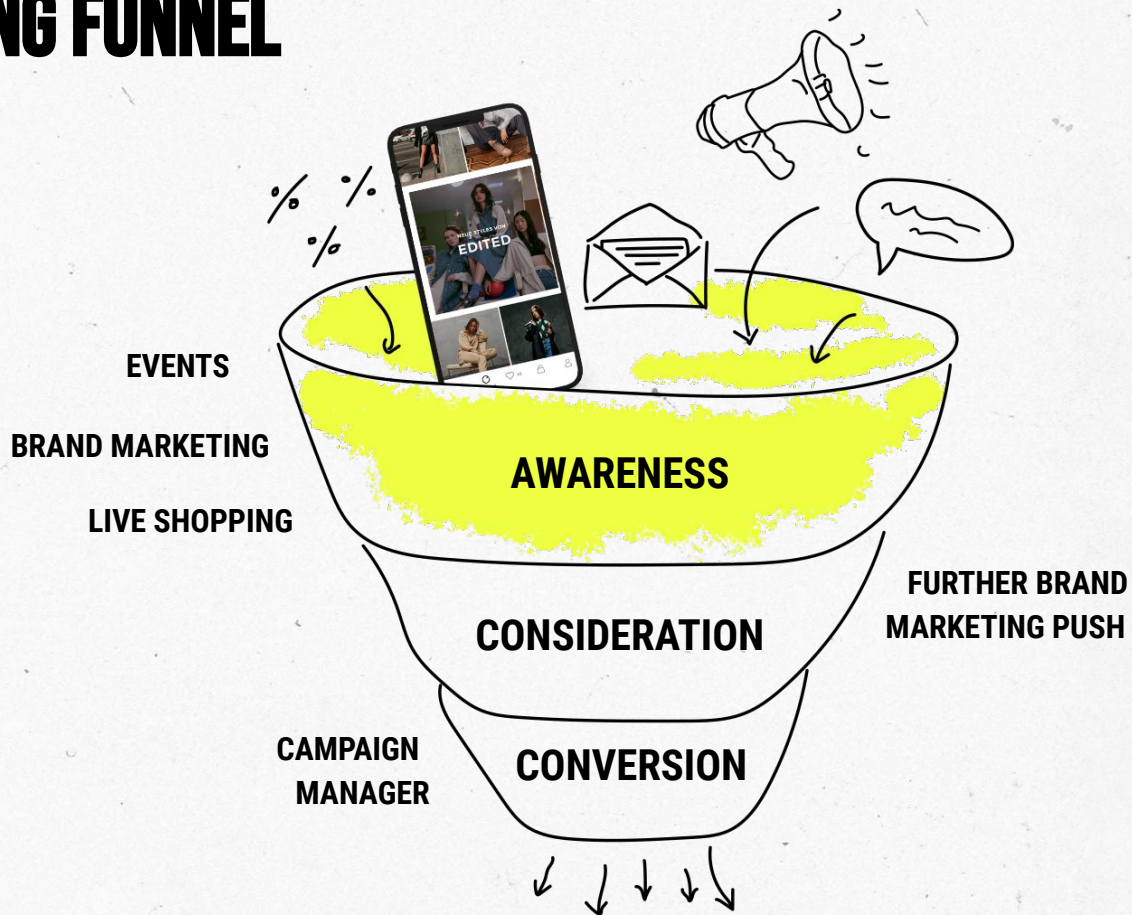
## NEW WORLD

Many brands and fashion players compete for the (digital) attention of their customers. Brands need to stand out of the general buzz through exceptional marketing and innovative formats in order to reach and attract their target audience.

# SHOP ALGORITHM



# MARKETING FUNNEL





♡  
**THANK  
YOU**

