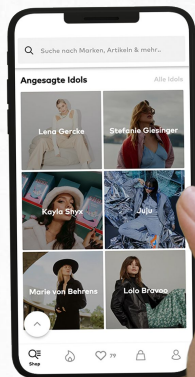


ABOUT YOU[®]

**BRAND RELATIONS
& RETAIL MEDIA**

- MEDIA DATA -

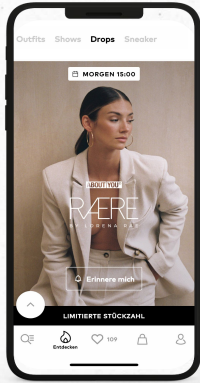
**“FOR 72% OF OUR CUSTOMERS,
ABOUT YOU IS THEIR FIRST CHOICE
OF ONLINE SHOPS.”**



OUR VISION: BECOME THE GLOBAL #1 IN FASHION

ABOUT YOU[®]

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 brands⁶ and exclusive own labels and celebrity COOPs

MOBILE BORN

>85% mobile revenue share¹
≥4.7 app store rating²



VIBRANT COMMUNITY

>74% organic revenue⁴
>45m monthly users⁵

EVENT EXPERIENCE

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

INFLUENCER DRIVEN

>1,000 collaborations / month³

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

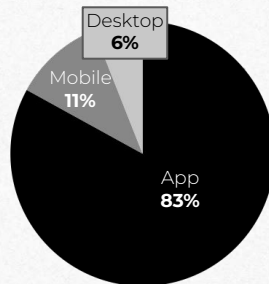


ABOUT YOU CUSTOMER DEMOGRAPHICS

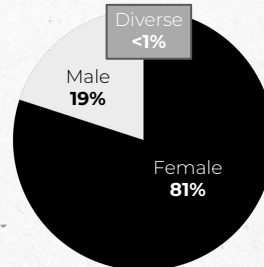
- >45m monthly active users
- >11.4m active customers
- ~80% of users are younger than 45 years
- Above average income
- High fashion spend
- Primarily using ABOUT YOU App



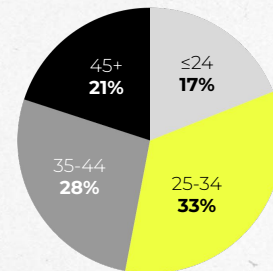
DEVICE SPLIT*



GENDER SPLIT*



AGE SPLIT*

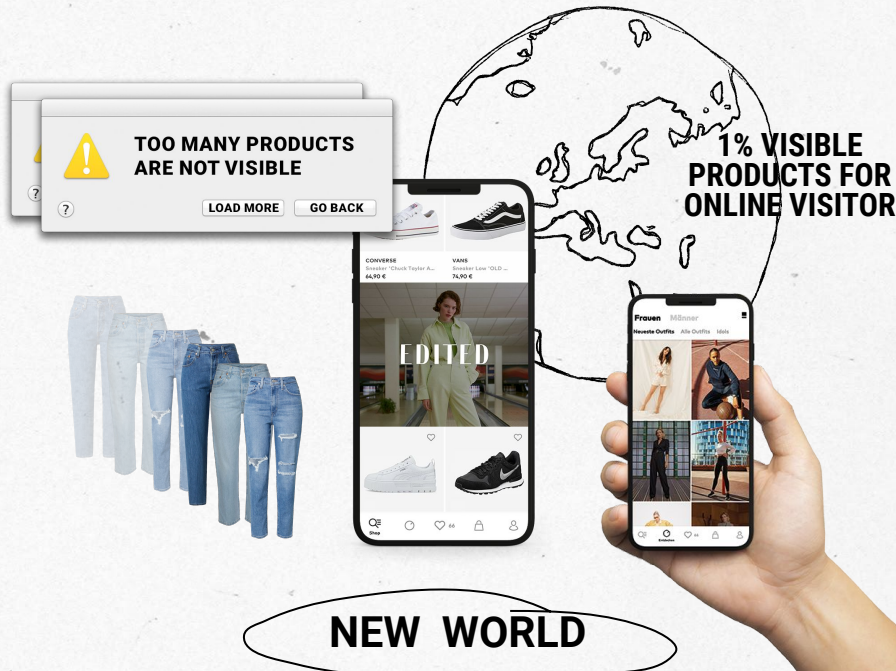


WHY RETAIL MEDIA?



OLD WORLD

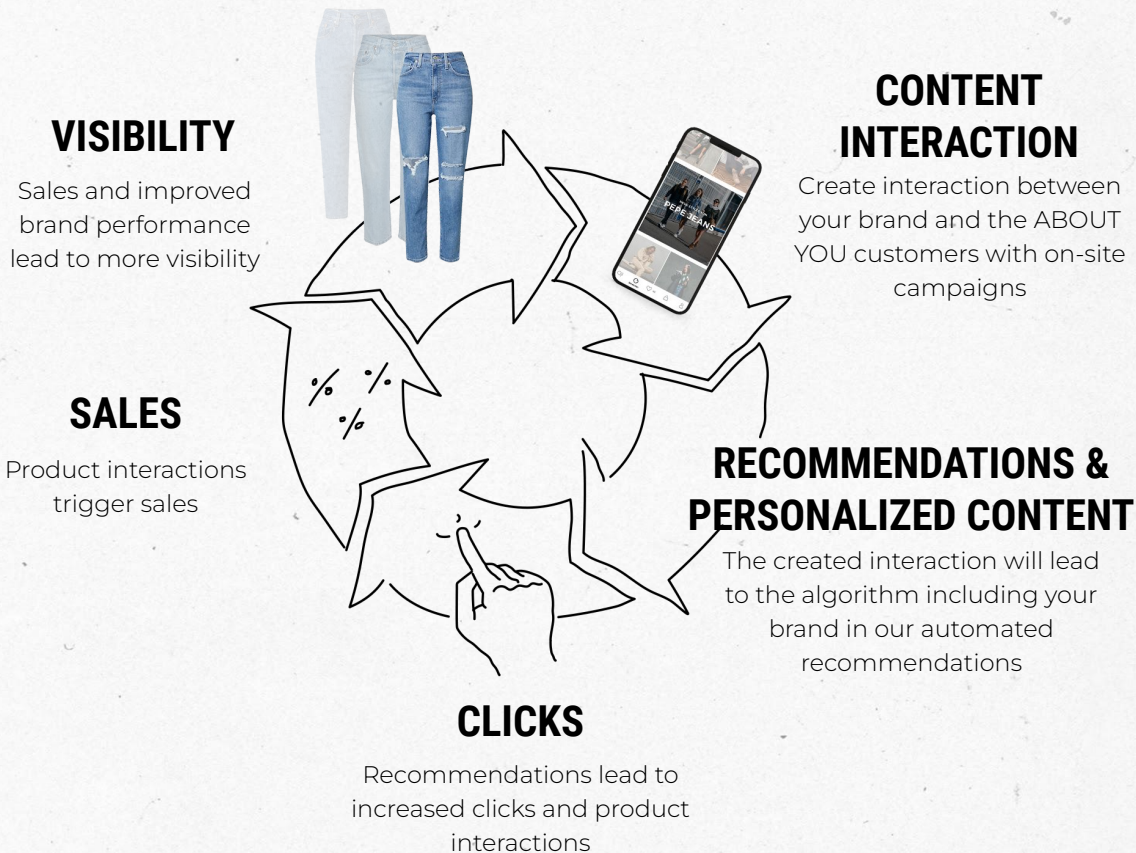
Customer has the ability to overlook offer in brick and mortar stores or single-brand shops online.



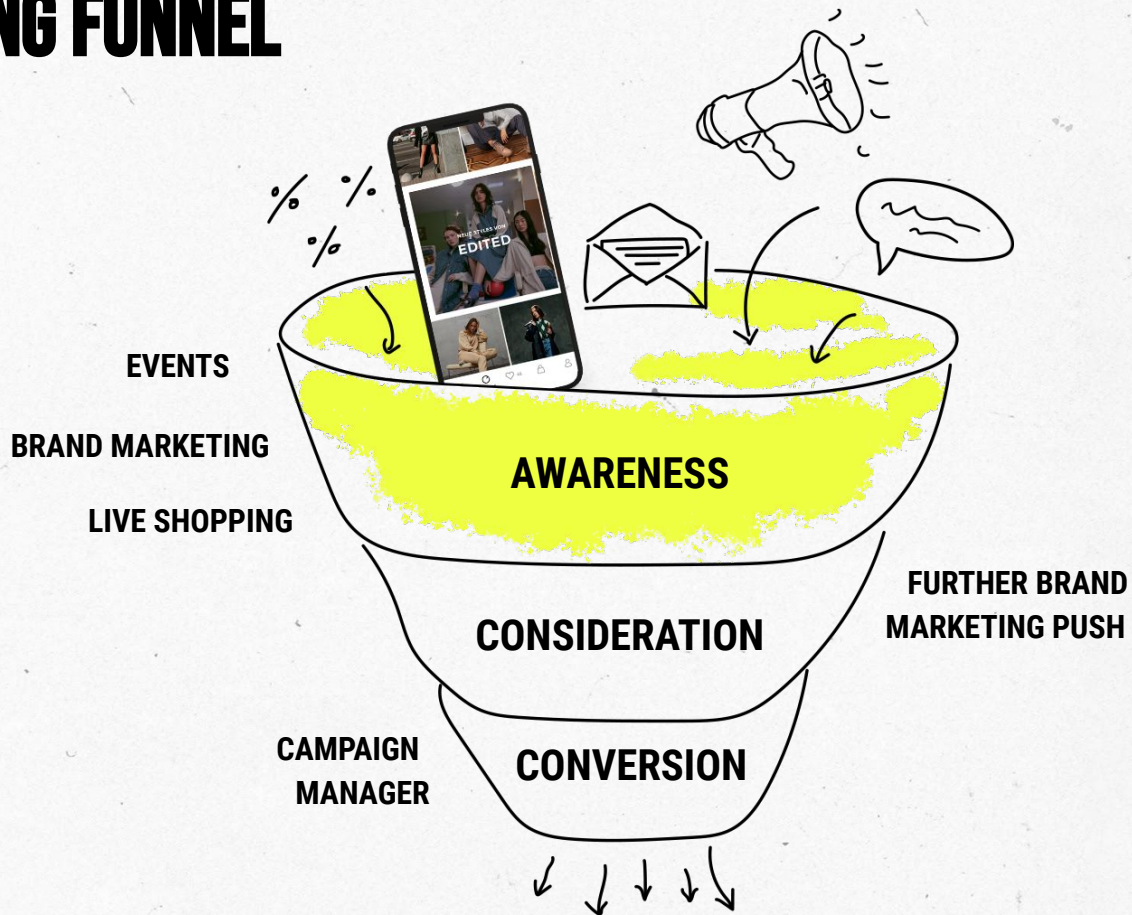
NEW WORLD

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**

