

PRESS RELEASE**ABOUT YOU ANNOUNCES STRATEGIC VISION AND FINANCIAL OUTLOOK FOR SCAYLE****DOUBLE-DIGIT TOP- AND BOTTOM-LINE GROWTH IN B2B ENTERPRISE COMMERCE**

Hamburg | November 7, 2024 – ABOUT YOU Holding SE is set to host a virtual Capital Markets Event today, announcing the strategic vision and financial outlook for SCAYLE – the ABOUT YOU Group's business-to-business unit and one of the world's fastest growing enterprise commerce platforms. A year after SCAYLE's spin-off into a separate legal entity, the live webcast will offer a detailed look at its state-of-the-art platform, strategic growth levers, and key financial and operational metrics.

"Within a huge total addressable market of USD 12 billion, SCAYLE is uniquely positioned to unlock significant value through various growth opportunities," **states Tarek Müller, the ABOUT YOU Group's Co-Founder and Co-CEO**. "Our mid-term strategy for SCAYLE leads to double-digit top- and bottom-line growth, capitalizing on its momentum as the best digital commerce software in the market and progressing on our long-term vision to ultimately establish SCAYLE as the next global B2B powerhouse for the commerce industry."

SUSTAINABLE GROWTH AND IMPROVED PROFITABILITY

SCAYLE has set ambitious financial targets to achieve sustainable top- and bottom-line growth in the mid-term. Revenue is expected to grow from EUR 47 million in FY 2023/2024 to around EUR 175 million by FY 2028/2029. It aims to increase adjusted EBITDA from EUR 25 million in FY 2023/2024 to around EUR 75 million by FY 2028/2029, with an anticipated adjusted EBITDA margin exceeding 40% despite targeted growth investments. Furthermore, the ABOUT YOU Group intends to establish SCAYLE as a distinct reporting segment by FY 2025/2026, enhancing transparency and providing greater insight into its financial performance.

STRATEGIC GROWTH PILLARS FOR SCAYLE'S EXPANSION

SCAYLE is designed for enterprise business-to-consumer brands and retailers, enabling seamless and customizable e-commerce experiences with a short time to market. Following remarkable progress across industry verticals and geographies, SCAYLE has structured its expansion around three core growth pillars:

Geographical Expansion: SCAYLE continues to expand its customer base by extending its geographic footprint. Following a successful test-and-learn phase in the United Kingdom, where it won leading customers such as the football club Manchester United and the luxury department store Harrods, SCAYLE has now set up initial operations in the United States.

New Customer Wins and Growing Existing Customers: With a proven 70% win rate in enterprise deals, SCAYLE earns trust across sectors and regions, including market leaders like the Deichmann Group, s.Oliver, Fielmann, babymarkt, van Tilburg, Mister Spex, and FC Bayern. Leveraging its advanced

product capabilities, SCAYLE further drives Gross Merchandise Volume (GMV) growth for its existing customers. Through its take-rate licensing model, SCAYLE profits from this growth by earning a percentage of customers' revenues, aligning the shared interests of vendor and customer.

Product Expansion: SCAYLE's superior unified and composable platform offers intuitive configurability, combined with speed and efficiency. Supported by a highly scalable multi-tenancy infrastructure, SCAYLE's platform evolves through rapid feature releases and is constantly expanding its capabilities, increasing SCAYLE's potential to capture a larger share of its customers' technology spendings.

OPERATIONAL EXCELLENCE AND CUSTOMER SATISFACTION

SCAYLE has a flawless go-live record, with 0% failed projects and the highest customer satisfaction in the industry, according to Gartner. Around 91% of SCAYLE customers go live within a twelve-month timeframe, a testament to the efficiency and effectiveness of its implementation processes in enterprise environments.

Further reinforcing SCAYLE's high-margin growth, the platform's unit economics showed a 85% gross margin on product revenue in FY 2023/2024, with optimization efforts in place to increase gross margin to 90% in the coming years. This efficiency is backed by SCAYLE's commitment to providing extensive capabilities built on the most modern architecture.

The SCAYLE Capital Markets Event will be streamed live on Thursday, November 7, 2024, and is open to registered participants. A recording of the event will be made available for replay on the ABOUT YOU Group's Investor Relations website for at least twelve months. ABOUT YOU Holding SE will publish its third-quarter results in the Quarterly Statement on January 9, 2025.

THE ABOUT YOU GROUP

The ABOUT YOU Group is an internationally operating e-commerce group, divided into two strategic business units: The online fashion store ABOUT YOU forms the Group's business-to-consumer business. With over 12 million active customers, ABOUT YOU is one of the largest online retailers for fashion and lifestyle in Europe and the leading provider of a personalized shopping experience on smartphones. In the award-winning ABOUT YOU app and on aboutyou.com, customers can find inspiration and a range of more than 700,000 items from around 4,000 brands. The Group's business-to-business operations are largely handled by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise store system that enables brands and retailers to scale their digital businesses quickly and flexibly, and adapt to growing customer needs. Over 200 online stores choose SCAYLE's Commerce technology as a license model, including leading brands and retailers such as Manchester United, Deichmann, s.Oliver, Fielmann, and FC Bayern.

For further information, please visit: corporate.aboutyou.de/en.

SCAYLE

SCAYLE is an enterprise shop system enabling B2C brands and retailers to create unique customer experiences with ease. Its extensive feature set includes PIM, Shop Management, Checkout, and OMS, as well as functionalities for omnichannel, advanced promotions, and search. And all is unified within one intuitive user interface. The modern architecture can be flexibly expanded via APIs. Leading brands such as Manchester United, the Deichmann Group, s.Oliver, Fielmann, and FC Bayern choose SCAYLE to accelerate innovation speed and drive growth in commerce. SCAYLE GmbH is part of the ABOUT YOU Group.

MEDIA CONTACT

Laila Helmy | Corporate Communications

presse@aboutyou.com

Sinah Brending | Financial Communications

sinah.brending@aboutyou.com

INVESTOR RELATIONS CONTACT

Frank Böhme | Investor Relations

frank.boehme@aboutyou.com

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