

PRESS RELEASE

OVER EUR 2 BILLION IN REVENUE: ABOUT YOU ANNOUNCES RECORD YEAR WITH GROWTH IN ALL SEGMENTS

- **ABOUT YOU delivers on guidance: Group revenue growth of 3.4% year-on-year to EUR 2,001.7 million and adjusted EBITDA¹ of EUR 28.1 million in FY 2024/2025**
- **Number of active customers LTM² increases by 4.8% to 12.9 million; average order value LTM rises by 3.6% to EUR 60.1**
- **Online fashion store engages customers with new exclusive Celebrity Collections by ABOUT YOU and the ABOUT YOU Fashion Week**
- **SCAYLE reports a strong financial year with growth in annual recurring revenue of 23%; adjusted EBITDA margin reached 47% despite targeted investments**
- **Gross margin rises to 40.4% due to lower discount intensity in the industry**
- **Strong free cash flow of EUR 55.5 million secures robust liquidity position of EUR 154.5 million**
- **Outlook for FY 2025/2026: Management Board expects moderate Group revenue growth and strong growth in adjusted EBITDA**

Hamburg | May 8, 2025 – The ABOUT YOU Group reports a strong FY 2024/2025 with record top- and bottom-line results. With Group revenue growth of 3.4% year-on-year, the e-commerce group once again outperformed the market, exceeding the EUR 2.0 billion mark for the first time. Adjusted EBITDA improved significantly to EUR 28.1 million, with a margin of 1.4%. Thus, the ABOUT YOU Group delivers on its full-year guidance, which was raised in October 2024.

“FY 2024/2025 was a record year. Our Group revenue grew across all segments and our customer and order numbers reached new all-time highs. With 38.3 million orders, ABOUT YOU is one of the most relevant online fashion stores for 12.9 million style-led customers,” **states Tarek Müller, the ABOUT YOU Group's Co-Founder and Co-CEO**. “SCAYLE is also gaining reach and relevance. Key to this are our successful partnerships with brands and retailers, which are becoming increasingly international and cross-sector. The gradually improving consumer sentiment offers additional potential for sustainable growth.”

SEGMENT REVENUE GROWTH OF 8.0% IN GERMANY, AUSTRIA, AND SWITZERLAND

In ABOUT YOU's Commerce business, the most popular online fashion store for Gen Y and Z continued on its strong growth path in the DACH segment. Revenue in Germany, Austria, and Switzerland rose by 8.0% year-on-year to EUR 990.4 million in FY 2024/2025. Adjusted EBITDA came in at EUR 30.9 million, equivalent to a margin of 3.1% despite higher marketing expenses.

In the Rest of Europe (RoE) segment, ABOUT YOU achieved slight revenue growth of 1.0% to EUR 935.0 million. Profitability improved significantly: Adjusted EBITDA increased by around EUR 24.0 million year-on-year to EUR -38.8 million.

¹ EBITDA adjusted for (i) equity-settled share-based compensation expenses, (ii) restructuring costs, and (iii) one-time effects

² Last twelve months

PORTFOLIO EXPANSION, OPERATING MODEL EXTENSION, AND CUSTOMER ENGAGEMENT DRIVE GROWTH

Growth in the Commerce business is driven by targeted investments in expanding the product range, extending the operating model, and strengthening customer engagement.

ABOUT YOU now offers its customers a portfolio of around 750,000 items from nearly 4,000 brands, including external and own inventory. To complement its fashion and lifestyle offering, ABOUT YOU introduced manufacturer-to-consumer (M2C) models in FY 2024/2025 and sources selected items directly from the manufacturer.

Easier than ever for brand partners: With the expanded marketplace model and the new Seller Center, they can sell their products directly to end customers via drop shipping or fulfillment by ABOUT YOU. The new Seller Center offers partners, including smaller brands, a convenient way to get started within just a few days from registration to go-live. The model is supported by SCAYLE Payments, the Group's subsidiary for secure and efficient payment services, which has been licensed by the German Federal Financial Supervisory Authority (BaFin) since October 2024 and is being rolled out across Europe.

ABOUT YOU's own range was further expanded with exclusive Celebrity Collections by ABOUT YOU featuring international personalities such as Millie Bobby Brown for "florence by mills" and Emma Roberts for "Daahls by Emma Roberts". In addition, there was a focus on locally oriented collections – such as ABOJ ADEJ by German entertainer Tedros "Teddy" Teclebrhan and ICONIC by Czech content creator Tatiana Kucharova, which are specifically designed to be relevant in target markets such as Germany, Switzerland, the Czech Republic, Romania, and Slovakia.

Fashiontainment, as the blend of fashion and entertainment, remains an integral part of the brand strategy for community engagement and continues to be unique in the fashion industry. Highlights included the ABOUT YOU Fashion Circus in partnership with the Circus-Theater Roncalli, the NETFLIX COLLECTION co-created by Netflix, and the ABOUT YOU FASHIONMANIA in April 2025. The latter transformed the Uber Eats Music Hall in Berlin into an energetic live sports arena – with eight brand shows, over 1,500 invited guests, and an interactive brand area. The cultural relevance of these formats contributes to visibility and loyalty among the young target group.

CUSTOMER NUMBERS AND ORDER VOLUMES REACH RECORD LEVELS

By investing strategically, we win and retain customers, setting new standards: In the last twelve months to February 28, 2025, the number of active customers rose by 4.8% to a record high of 12.9 million. Moreover, the number of orders rose by 1.2% to 38.3 million and the average order value by 3.6% to EUR 60.1, both of which are all-time highs.

B2B SEGMENT GROWS, MARGIN REMAINS STRONG DESPITE INVESTMENTS

The ABOUT YOU Group's B2B business is bundled in the Tech, Media and Enabling (TME) segment. In addition to SCAYLE's platform business, it also includes solutions for brand partners to monetize ABOUT YOU's reach and logistics. In FY 2024/2025, the segment achieved revenue growth of 1.1% year-on-year to EUR 191.0 million and continued to generate high adjusted EBITDA of EUR 49.5 million. The adjusted EBITDA margin of 25.9% remains at a consistently strong level and already includes targeted growth investments, particularly in the tech segment.

SCAYLE REPORTS STRONG FINANCIAL YEAR

SCAYLE is one of the world's fastest-growing enterprise commerce platforms. In FY 2024/2025, around 300 online shops powered by SCAYLE generated an external transaction volume of EUR 4.5 billion. Customers include leading international brands and retailers such as Harrods, Manchester United, Deichmann, Fielmann, and FC Bayern.

SCAYLE is expanding internationally and across sectors: In 2024, around 65% of new customers came from outside of Germany, and around 85% operate outside the fashion segment – and the share is rising. Among others, SCAYLE has acquired the British luxury department store Harrods as a customer and is taking its first operational steps in the US market. Since March 2025, SCAYLE has been running a multi-channel campaign to build brand awareness in order to strengthen its strategic positioning as a high-performance software-as-a-service solution for large enterprise businesses and generate traction in the market.

As a result of intensified platform usage by existing customers and numerous go-lives by new customers, annual recurring revenue (ARR) increased by 23% year-on-year. At the same time, SCAYLE invested in the technological expansion of its unified infrastructure and new feature releases that respond to the ever-changing needs of its growing customer base. Despite these investments, SCAYLE achieved an adjusted EBITDA margin of 47%, which is a testament to efficiency, scalability, and economic substance.

In the medium term, SCAYLE is pursuing an ambitious growth strategy with double-digit top- and bottom-line growth, fueled by international scaling, technological innovation, and the continuous development of new customer segments.

ADJUSTED EBITDA AND FREE CASH FLOW IMPROVE

In FY 2024/2025, adjusted EBITDA increased in each quarter compared to the same period of the previous year. This reflects the success of the efficiency measures implemented and disciplined cost control. The gross margin increased to 40.4% as a result of an improved inventory situation and lower discount intensity in the market.

Driven by increased profitability and targeted capital allocation, free cash flow amounted to EUR 55.5 million, an increase of EUR 46.5 million compared to the previous year. At the end of the financial year, the ABOUT YOU Group had a solid liquidity position of EUR 154.5 million.

TAKING RESPONSIBILITY TO DRIVE CHANGE

Beyond its economic success, the ABOUT YOU Group takes responsibility for its environmental and social impact. In FY 2024/2025, it made measurable progress, particularly in the area of climate action. The 80% greenhouse gas emissions reduction target, originally set for FY 2025/2026 and related to direct and indirect emissions from the Group's own operations, was already successfully achieved in the past financial year – one year earlier than planned.

The ABOUT YOU Group is also advancing decarbonization efforts across its supply chain: 70.9% of its partners have now set climate targets. To further accelerate this progress, the Group intensified its cross-sector collaboration and expanded its commitment as a co-founder of the FASHION LEAP FOR CLIMATE

initiative. With the addition of ASOS, Boozt, and the Selfridges Group, hundreds more brands will be activated for the joint climate education program.

MODERATE GROWTH EXPECTED IN FY 2025/2026

In FY 2025/2026, the ABOUT YOU Group will change its segment reporting. The previous segments DACH, Rest of Europe, and TME will be replaced by the two segments Commerce and SCAYLE. Commerce will comprise all ABOUT YOU online fashion stores and the associated business models, while SCAYLE will represent the independent software-as-a-service business segment.

Amid a dynamic market environment, the ABOUT YOU Group is well-positioned for FY 2025/2026. The Management Board expects moderate Group revenue growth and strong growth in adjusted EBITDA compared to the previous financial year.

TAKEOVER PROCESS BY ZALANDO SE PROCEEDS AS PLANNED

On December 11, 2024, Zalando SE announced its intention to make a voluntary public takeover offer to acquire up to 100% of the share capital of the ABOUT YOU Group at an offer price of EUR 6.50 per share. Through the acceptances of the offer and related agreements, Zalando has already secured more than 90% of the share capital of ABOUT YOU Holding SE, excluding treasury shares.

The completion of the takeover offer is subject to regulatory approvals and is expected to take place in summer 2025. The takeover process is proceeding according to plan in line with the steps communicated in December 2024.

All documents relating to the financial results for FY 2024/2025, including the Annual Report, are available on the [Investor Relations](#) website. The Q1 2025/2026 results are scheduled to be published on July 15, 2025.

	FY 2024/2025	FY 2023/2024	Change YoY
Customer Engagement Metrics LTM			
Active customers (in million)	12.9	12.3	4.8%
Number of orders (in million)	38.3	37.8	1.2%
Average order frequency (in #)	3.0	3.1	(3.4)%
Average order value (in EUR incl. VAT)	60.1	58.0	3.6%

<i>(in EUR million, unless stated otherwise)</i>	FY 2024/2025	FY 2023/2024	Change YoY	Q4 2024/2025	Q4 2023/2024	Change YoY
Financial Segment Information						
Group revenue	2,001.7	1,935.2	3.4%	474.4	436.6	8.7%
DACH	990.4	916.7	8.0%	217.6	210.7	3.3%
RoE	935.0	925.9	1.0%	206.2	199.8	3.2%
Tech, Media, and Enabling	191.0	188.9	1.1%	45.1	44.3	1.7%
Reconciliation	(114.7)	(96.2)	—	5.5	(18.2)	—
Adjusted EBITDA	28.1	3.2	781.5%	(4.8)	(7.8)	38.7%
DACH	30.9	33.0	(6.4)%	6.9	5.2	32.3%
RoE	(38.8)	(62.8)	38.2%	(13.7)	(15.5)	11.4%
Tech, Media, and Enabling	49.5	50.4	(1.7)%	9.2	11.4	(19.8)%
Reconciliation	(13.5)	(17.4)	—	(7.2)	(9.0)	—
Adjusted EBITDA margin	1.4%	0.2%	1.2pp	(1.0)%	(1.8)%	0.8pp
DACH	3.1%	3.6%	(0.5)pp	3.2%	2.5%	0.7pp
RoE	(4.2)%	(6.8)%	2.6pp	(6.7)%	(7.8)%	1.1pp
Tech, Media, and Enabling	25.9%	26.7%	(0.7)pp	20.3%	25.7%	(5.4)pp
Key Group Financial Metrics						
Gross profit	807.8	748.4	7.9%	178.2	171.6	3.9%
Gross margin (in % of Group revenue)	40.4	38.7	1.7pp	37.6	39.3	(1.7)pp
NWC (net working capital)	(109.0)	(16.9)	(546.9)%	(109.0)	(16.9)	(546.9)%
CAPEX (capital expenditures)	44.7	38.8	15.3%	10.7	7.7	38.1%
Profit / (loss) for the period (EAT)	(106.7)	(112.2)	4.9%	(65.2)	(32.0)	(104.0)%
Free cash flow	55.5	9.0	518.2%	(82.4)	(51.5)	(60.1)%

FY 2024/2025 ended on February 28, 2025.

Please refer to ABOUT YOU's Annual Report FY 2024/2025 for definitions.

THE ABOUT YOU GROUP

The ABOUT YOU Group is an international e-commerce group, organized into different strategic business units: The online fashion store ABOUT YOU represents 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 find inspiration and a range of around 750,000 items from nearly 4,000 brands. The Group's business-to-business operations are largely handled by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise shop system that enables brands and retailers to scale their digital businesses quickly and flexibly, and adapt to growing customer needs. Around 300 online stores choose SCAYLE's Commerce technology under a license model, including leading brands and retailers such as Harrods, Manchester United, Deichmann, Fielmann, and FC Bayern. The newest subsidiary of the ABOUT YOU Group, SCAYLE Payments GmbH, complements the Group's portfolio of payment services. The payment service provider received the payment services license from the German Federal Financial Supervisory Authority (BaFin) in October 2024 and is currently being rolled out across various European markets. SCAYLE Payments enables the seamless integration of modern payment solutions and helps to scale customers' digital business models.

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

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