10 YEARS

ABOUT YOU

ANNUAL REPORT
FY 2023/2024

EUR 58.0
Average order value LTM
(FY 2022/2023: EUR 54.8)

3.1x
Average order frequency LTM
(FY 2022/2023: 3.1x)

EUR 3.2 million
Group adjusted EBITDA (FY 2022/2023: EUR (137.0) million)

EUR 1,935.2 million
Group revenue (FY 2022/2023: EUR 1,904.6 million)

38.7%
Group gross margin (as % of revenue)
(FY 2022/2023: 37.8%)

EUR 9.0 million
Free cash flow (FY 2022/2023: EUR (261.0) million)

26.7%
Adjusted EBITDA margin TME segment
(FY 2022/2023: 16.1%)

Note: All selected metrics on this page refer to FY 2023/2024, ended on February 29, 2024.

ABOUT YOU AT A GLANCE[1]

[1] Note: For definitions of the key performance indicators please refer to the glossary. In the following annual report, rounding differences may occur in -percentages and figures.

	FY 2023/2024	FY 2022/2023
User sessions per month (LTM in million)	126.9	133.1
Mobile sessions (LTM in % of user sessions)	89.6	87.1
Active customers (LTM in million)	12.3	12.7
Number of orders (LTM in million)	37.8	39.4
Average order frequency (LTM)	3.1	3.1
Average order value (LTM in EUR incl. VAT)	58.0	54.8
Average GMV per customer (LTM in EUR incl. VAT)	177.7	169.6
Group results of operations		
Revenue (in EUR million)	1,935.2	1,904.6
Gross margin (as % of revenue)	38.7	37.8
EBITDA (in EUR million)	(22.5)	(151.6)
EBITDA (as % of revenue)	(1.2)	(8.0)
Adjusted EBITDA (in EUR million)	3.2	(137.0)
Adjusted EBITDA (as % of revenue)	0.2	(7.2)
Group net assets and financial position		
Equity ratio (as % of total assets)	23.4	31.0
Cash flow from operating activities (in EUR million)	47.8	(206.5)
Cash flow from investing activities (in EUR million)	(38.8)	(54.5)
Cash flow from financing activities (in EUR million)	(49.9)	(30.4)
Free cash flow (in EUR million)	9.0	(261.0)
Cash and cash equivalents (in EUR million)	163.9	204.9
Net working capital (in EUR million)	(16.9)	40.7
CAPEX (capital expenditure) (in EUR million)	38.8	54.5
Other key figures		
Employees (as of the reporting date)	1,233	1,282
Basic earnings per share (in EUR)	(0.65)	(1.3)
Diluted earnings per share (in EUR)	(0.65)	(1.3)

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1 ABOUT YOU GROUP

ABOUT YOU Group's Management Board

1.1 LETTER FROM THE CO-CEOs

DEAR SHAREHOLDERS,
DEAR READERS,

Ten years with ABOUT YOU, and we are filled with pride as we reflect on our incredible journey over the last decade since launching on May 4, 2014. Celebrating our tenth anniversary this year, the founder-led ABOUT YOU Group has evolved beyond a mere online store, running two highly successful business lines: ABOUT YOU, one of Europe's leading online fashion stores, and SCAYLE, one of the fastest-growing software-as-a-service commerce platforms around the world. In FY 2023/2024, by the end of this decade, our focus on meeting our full-year guidance led to substantial improvements in profitability, laying the foundation for profitable growth ahead.

Ten years ago, ABOUT YOU was founded with a clear mission: to digitize the offline shopping stroll, making it all inspiring and personalized for the Gen Y&Z. Our discovery-led strategy blends fashion retail with technology and has attracted millions of customers, 12.3 million active customers in the last twelve months alone and more than 33 million unique customers since the Group was founded.

"WE STAND FINANCIALLY STRONGER AND ARE EQUIPPED TO BUILD ON THIS SOLID FOUNDATION WITH THE CONTINUED SUPPORT OF YOU, OUR PARTNERS, AND OUR EMPLOYEES.

RESILIENCE AND ADAPTABILITY AMID MARKET CHALLENGES

Given a series of economical and geopolitical challenges, the ABOUT YOU Group has navigated through a period marked by persistent inflation, higher-for-longer interest rates, lower-than-expected online penetration and subdued consumer sentiment. As headwinds for the European online fashion industry, these conditions resulted in excessive inventory levels in anticipation of normalized demand patterns, high promotional intensity, and a downturn in sales – notably a 13% decline in Germany in 2023, our home region.

Beyond our foresight and control, we could not simply wait for market conditions to brighten. We rather countered uncertainty with adaptability. Shifting priority from growth to profitability, we turned market volatility into opportunities to position ourselves as a stronger and more profitable business. A tremendous milestone in our Group's history: Despite high market uncertainty, we reached adjusted EBITDA break-even and positive free cash flow in FY 2023/2024.

PRIORITIZING THE BOTTOM LINE TO REACH BREAK-EVEN

Throughout the year, we remained focused on meeting the full-year guidance. Since our listing in June 2021, we have continually reiterated the target to reach adjusted EBITDA break-even, and delivered on this promise. Strict cost saving measures translated into an all-time high adjusted EBITDA, with a YoY improvement of EUR 140.2 million in absolute terms. Not only do these achievements solidify our financial position but validate that the business built over the last decade can achieve a balance between improved margins and growth after years after years of strategic investment and innovation.

In the last financial year, we have improved gross margin and reduced costs, particularly in logistics and marketing. Lower promotional intensity driven by normalizing inventory levels and a larger revenue share from SCAYLE's higher-margin business have strengthened our gross margin. Fulfillment costs benefited from the absence of one-time expansion costs, easing inflation, and improved unit economics. Underlining our commitment to financial resilience, we reduced campaign activities in the Nordics and Southern Europe, paused large-scale event formats, and shortened break-even targets for new customers to scale back marketing expenses.

SUSTAINING GROWTH THROUGH TARGETED INVESTMENTS

Without neglecting carefully selected investments, the ABOUT YOU Group has grown its revenue through the crisis and outperformed the fragmented online fashion market. Our efforts have led to a 1.6% YoY revenue growth, in line with our guidance narrowed after Q3 2023/2024, and contributed to a 63.6% revenue CAGR over the past ten years.

Our online fashion store continued to amplify brand awareness and capture market share, alongside stronger loyalty and retention of our fashion-oriented and digital-savvy customers. We offered more than 4,000 brands, had over 42 million monthly active users, and got 126.9 million visits a month in FY 2023/2024. Particularly the monthly visits underscore the ever-growing engagement with ABOUT YOU, fueled by targeted investments in its brand, customer experience, and product assortment.

ABOUT YOU's progressive initiatives included the SHOPPERY campaign giving customers in eight European markets the chance to become a millionaire. By ordering from the online fashion store, they were automatically entered into a lottery for a chance to win EUR 1 million. Additionally, the BLACK WEEKS campaign engaged more than 50 million users via social media and recorded around 2 million orders in the two-week campaign period.

We have expanded our brand appeal and unique assortment through over 40 celebrity brands with high-profile influencers and celebrities, such as model Toni Garrn and actor Jamie Lorente, as well as returning partnerships with "florence by mills" by actress Millie Bobby Brown, goalkeeper Kevin Trapp, influencer Chiara Biasi, and basketball world champion Dennis Schröder. Ranging from womenswear and menswear, to curvy and premium, we have co-created and launched more than 120 exclusive, mostly limited, and always stunning collections in FY 2023/2024.

Besides the Commerce business, we are equally proud of SCAYLE which was spun off into a separate legal entity in August 2023. With around 300 employees across Europe, the software-as-a-service enterprise shop system further expanded its portfolio of brands and retailers – such as Mister Spex, ATP Autoteile, Babymarkt.de, Perfectly Basics, and Manchester United – diversifying

“SHIFTING PRIORITY FROM GROWTH TO PROFITABILITY, WE TURNED MARKET VOLATILITY INTO OPPORTUNITIES TO POSITION OURSELVES AS A STRONGER AND MORE PROFITABLE BUSINESS.

beyond fashion and the German market. SCAYLE has the unique advantage of combining profound retail expertise with a modern technological infrastructure. It showcases significant growth, multiplying the online stores powered via its software from 15 in FY 2019/2020 to more than 200 in FY 2023/2024. Clients like s.Oliver, Fielmann, and DEICHMANN have successfully gone live with online shops.

With great appreciation, we thank our more than 1,200 employees for their dedication, which have fortified the ABOUT YOU Group amid uncertainty in FY 2023/2024. Their ability to adapt and innovate, along with their shared values of diversity, acceptance, and tolerance form the basis of our Group's success.

CLEAR PRIORITIES FOR PROFITABLE GROWTH AHEAD

Advancing into FY 2024/2025, indicators suggest that global economic outlook will likely continue to be unsettled, with modest signs of recovery in European consumer sentiment. Slight market growth is expected, like the projected 2% growth of the e-commerce sector in Germany in 2024 by the German E-Commerce Association (bevh), as the market is expected to recover from low levels. The ABOUT YOU Group is focused on building on the profitability and cash generation of the last financial year, with disciplined cost control and strategic investments to accelerate revenue growth, and to further increase profitability.

For the Commerce business, we have set the following strategic priorities:

Customer Engagement: Enabled by artificial intelligence, such as our AI-based shopping assistant MAYA already launched for many ABOUT YOU app users in Germany, Austria, and Switzerland in April 2024, UI/UX improvements will boost engagement through a test-and-learn strategy, further personalizing the online shopping experience.

Footprint Expansion: We seek to grow in matured markets and target growth in less penetrated countries, while selectively entering new markets.

Fashion Assortment Expansion: To grow our core fashion assortment, we will continue to leverage our own labels and celebrity brands, for example with rapper Loredana and comedian Teddy Teclebrhan, while also implementing various manufacturer-to-consumer models (“M2C”) that are Europe-centric and meet the ABOUT YOU Group's high quality and sustainability standards. Furthermore, we will continue to expand into adjacent fashion and lifestyle segments.

Operating Model Extension: We intend to increase our operating model's 3P share, currently including FbAY and drop shipping, by introducing more marketplace capabilities. This model extension will empower brand partners to sell their assortments directly to our customers, and is scheduled to start in the course of FY 2024/2025.

As our B2B business, SCAYLE focuses on the following initiatives:

Footprint Expansion: We plan to solidify our presence throughout Europe, including BeNeLux, the United Kingdom, and the Nordics. Moreover, we are thrilled about a bold move towards global reach: SCAYLE's expansion into North America, where we have established a local sales team and legal framework.

Vertical Diversification: Illustrating SCAYLE's universal appeal, we are tapping into diverse lifestyle categories beyond fashion, such as eyewear and sports.

Product Innovation: Innovative features to increase profitability, such as subscription, promotion, and omnichannel features, will provide SCAYLE's clients with a tool set for a rewarding and seamless shopping experience.

Your loyalty and trust, dear shareholders, have been essential to our ten-year-long journey. Celebrating ten years with ABOUT YOU, we look back with gratitude on the memories shared and promises kept, building credibility along the way. Today, we stand financially stronger and are equipped to build on this solid foundation with the continued support of you, our partners, and our employees. We look ahead, ready to seize new opportunities and to push forward into the new decade.

Hamburg, May 2, 2024

Sincerely,

T. Müller H. Wiese S. Betz

TAREK MÜLLER **HANNES WIESE** **SEBASTIAN BETZ**

Management Board of
ABOUT YOU Holding SE

TAREK MÜLLER

CO-FOUNDER AND CO-CEO, MARKETING AND BRAND

Tarek Müller has been developing digital business models for online retail for almost 20 years. He started his first business activities on the internet at the age of 13, and by 15, he had registered his first online stores. He has built numerous e-commerce models in different industries and, since 2007, has also advised clients with his digital agencies on the conception and implementation of new business models. This included the Otto Group, which made him one of the Co-Founders of ABOUT YOU and Co-CEO for Marketing and Brand in 2014.

HANNES WIESE

CO-FOUNDER AND CO-CEO, OPERATIONS AND FINANCE

With a degree in Business Management, Hannes Wiese first joined the strategy consultancy Roland Berger Strategy Consultants, where he worked as a senior consultant. In 2011, he moved to the corporate side of the Otto Group as a senior project manager and, within less than two years, he was head of the Group's strategy department. From 2013, he was involved in the project to develop the e-commerce business model that became ABOUT YOU. As Co-Founder and Co-CEO, he has been responsible for Operations and Finance since 2014.

SEBASTIAN BETZ

CO-FOUNDER AND CO-CEO, TECH AND PRODUCT

Sebastian Betz has been an expert in complex web applications and strategically advanced software projects since he learned to code at the age of 14. When he was 16 years old, he started his first company for software development and strategy. Having completed projects for national and international corporate clients, he became a multiple founder of technology and software-as-a-service businesses. In 2014, he co-founded ABOUT YOU and has been responsible for Tech and Product as Co-CEO since then.

1.2 ABOUT YOU GROUP

1 Brands available in online fashion store as of February 29, 2024, excl. Second Love

2 Gartner Market Statistics (2023) Market Share Analysis Digital Commerce Worldwide 2022

Since its foundation in May 2014, ABOUT YOU – consisting of ABOUT YOU Holding SE ("ABOUT YOU" or "Company") and its fully consolidated subsidiaries (together with ABOUT YOU referred to as "ABOUT YOU Group" or "Group") – has become one of the fastest-growing online fashion stores in Europe. The ABOUT YOU Group aims to digitize the classic shopping stroll for the young and fashion-conscious Gen Y&Z and creates a particularly inspiring and personalized shopping experience on the smartphone by combining fashion and technology. With the concept of discovery shopping, ABOUT YOU supports customers in expressing themselves individually through fashion. For this purpose, the Company offers creative content and exclusive collections based on its network of influencers and its own products. More than 42 million active users per month can discover more than 700,000 items from over 4,000 brands[1] via the aboutyou.com website and the award-winning app. The hybrid model of own inventory ("1P") and brand partners' inventory ("3P") not only increases customer satisfaction, but also the product range by providing access to an extended assortment in the 3P model.

Starting from the core markets Germany, Austria, and Switzerland, the international expansion of the ABOUT YOU Group accelerated. Currently, ABOUT YOU is active in all key markets in Continental Europe and in total ships to around 100 countries worldwide with the help of ABOUT YOU Global Shipping.

As part of its B2B business, ABOUT YOU offers its own technology as a cloud-based software-as-a-service ("SaaS") solution to customers through its subsidiary SCAYLE GmbH. SCAYLE is one of the fastest-growing software-as-a-service commerce platforms around the world.[2] It provides the technical backbone for more than 200 online stores and was specifically designed for B2C use cases with a strong focus on fashion, lifestyle, and sports sectors.

SEGMENTS

ABOUT YOU DACH

The ABOUT YOU Group's home region is Germany. Together with the countries Austria and Switzerland, it constitutes the reportable core market segment ABOUT YOU DACH within the Commerce business. Headquartered in Hamburg, the online fashion store was launched in the DACH region in May 2014. Since then, it has rapidly grown to a robust business that generates revenue exceeding EUR 900 million annually. In addition, the segment has been profitable at an adjusted EBITDA level since FY 2019/2020.

ABOUT YOU ROE (REST OF EUROPE)

The ABOUT YOU Group reports its Commerce business outside its home region separately in the ABOUT YOU Rest of Europe segment ("RoE"). First markets entered outside the DACH region were Belgium and the Netherlands in 2017. This was followed by market entries in the CEE region, the Nordics and Southern European markets. As of now, ABOUT YOU is active in all key markets in Continental Europe and has shifted its focus towards increasing the profitability of existing markets rather than expanding into new major countries.

TME (TECH, MEDIA, ENABLING)

To optimally leverage its own competencies in the areas of e-commerce technology and marketing, ABOUT YOU has established a B2B business, which is presented in the reportable Tech, Media, and Enabling ("TME") segment. As one element of the segment, the ABOUT YOU Group's proprietary SaaS solution helps brands and retailers grow efficiently and quickly by taking advantage of the ABOUT YOU Group's diverse innovations ("Tech"). In addition, ABOUT YOU offers brand or advertising formats ("Media") and 360° services along the e-commerce value chain ("Enabling"). TME is thus divided into two parts: On the one hand, it comprises the part related to the Commerce business, where the services provided are an integral part of ABOUT YOU's ecosystem and its online fashion store. On the other hand, it comprises SCAYLE, which provides services to external enterprise customers independently of ABOUT YOU's ecosystem.

At the beginning of November 2021, ABOUT YOU launched the independent SCAYLE brand, which offers commerce technology to external business customers in the TME segment. The SCAYLE Commerce Engine has a retail DNA and provides an innovative technology, with extensive, ready-to-use features and strong flexibility. More than 200 online stores of leading brands are now operated with SCAYLE. Since August 18, 2023, SCAYLE services are performed by SCAYLE GmbH, a wholly owned subsidiary of ABOUT YOU Verwaltungs SE.[1]

The TME Segment

TME revenues by stream and brand (LTM, illustrative)

1 100% subsidiary of ABOUT YOU Holding SE

10 YEARS ABOUT YOU

TAKE A STROLL TROUGH THE ABOUT YOU GROUP'S JOURNEY, FROM ITS FOUNDATION TO ITS TEN-YEAR ANNIVERSARY IN 2024.

ABOUT YOU HAS DIGITIZED THE SHOPPING EXPERIENCE WITH INSPIRATION AND PERSONALIZATION. EVOLVING INTO A PUBLICLY LISTED GROUP, IT HAS DEMONSTRATED NOTHING BUT INNOVATION, EXPANSION, AND RESILIENCE IN THE PAST DECADE.

2014

GOING ON A SHOPPING STROLL, BUT ONLINE?

"I am strolling, not sure what I am going to buy today." – ABOUT YOU's journey began after its Co-Founders interviewed shoppers in a Hamburg mall, who made impulsive purchases based on the inspiration they found while strolling through shopping malls and high streets. This insight led to the digitization of the offline shopping experience, catering to the preferences of Gen Y and Z. On May 4, 2014, ABOUT YOU debuted by offering an assortment of over 100 brands, highlighted by its own labels ABOUT YOU and EDITED.

Please click to discover the interactive version of this section.

ASSORTMENT OF **50,000+** ITEMS

>0.5 MILLION ACTIVE CUSTOMERS IN 10 MONTHS

2015

PERSONALIZATION FOR THE WIN

Expanding to Austria and Switzerland, the ABOUT YOU app earned recognition in 2015 by winning the Show Your App award. The app's strong emphasis on personalization through recommendations, profiles, and the personal feed set it apart. From name-tailored headers to editorial content, Germany's fastest-growing e-commerce startup ensured that an ever-growing user base could find "Your style in every item".

2016

INFLUENCER-DRIVEN

While total active customers surpassed the 1 million mark in March, 2016 represented a significant cornerstone for ABOUT YOU's influencer-driven strategy. With the launch of YOU&IDOL, it collaborated with influencers, so-called idols, to co-create outfits and exclusive collections. The mobile-born and unique approach combined engagement with conversion, as proven by many more exclusive celebrity brands launched in the years ahead.

EUR 100 MILLION
IN REVENUE IN FY 2016/2017

2017

BEYOND BORDERS

Designed to scale and expand geographically, ABOUT YOU leveraged its success in its home region as a blueprint and targeted new markets for international growth in 2017. Welkom in België en Nederland! Celebrating its third birthday, the spectacular ABOUT YOU Awards recognized creative influencers in six categories, and Lena Gercke co-created her first exclusive collection.

AVAILABLE IN GERMAN AND DUTCH:
2 SHOP
LANGUAGES

"THE SPECTECULAR ABOUT YOU AWARDS RECOGNIZED CREATIVE INFLUENCERS IN SIX CATEGORIES"

2018

HAMBURG'S FIRST UNICORN

In 2018, Hamburg celebrated its first digital startup Unicorn: ABOUT YOU secured a valuation of over $1 billion following a funding round of around $300 million led by Heartland A/S. Acquiring a double-digit percentage stake, the investment fueled ABOUT YOU's international expansion to Central and Eastern Europe, as well as the launch of its software-as-a-service business offering its in-house infrastructure as a licensed product.

UNICORN VALUATION OF
$1+ BILLION

2019

OFFLINE EVENTS, ONLINE BUZZ

“Exclusive for Everyone” – Pioneering new event formats, ABOUT YOU introduced the three-day ABOUT YOU Fashion Week as part of Berlin Fashion Week in July 2019 and provided consumers exclusive access to the fashion world, otherwise reserved for industry insiders. Not long after, the ABOUT YOU PANGEA Festival debuted in August 2019, drawing 20,000 visitors to Pütnitz am See for four days of music, sports, culture, and fashion.

~7,000 VISITORS
AT ABOUT YOU FASHION WEEK 2019

“ABOUT YOU INTRODUCED THE THREE-DAY ABOUT YOU FASHION WEEK”

SECOND LOVE ABOUT YOU

+11 MARKETS IN 2020

2020

NEW NORMAL

When Covid-19 catalyzed the offline-to-online shift in the fashion market in 2020, ABOUT YOU continued to expand its European footprint. With its fast and cost-effective go-to-market playbook, it launched in 11 more markets. Due to the restrictions caused by the unprecedented pandemic, however, no launch events were possible. Also due to the pandemic, going-out wear was replaced with loungewear as ABOUT YOU's best-selling product category.

2021

SCAYLE°
COMMERCE ENGINE

TRENDING ON THE CAPITAL MARKET

In 2021, ABOUT YOU made waves with its listing on the Frankfurt Stock Exchange at EUR 23.00 per share, reaching a market capitalization of EUR 3.92 billion. The trading debut on June 16 on the Prime Standard marked a milestone, raising gross proceeds of c. EUR 657 million. Concurrently, the B2B business' rebranding to SCAYLE positioned it as a leading software-as-a-service provider, offering a modern, cloud-based enterprise shop system to retailers and brands.

10+ MILLION
ACTIVE CUSTOMERS LTM

IN MOTION

As a publicly listed Group, ABOUT YOU surged ahead to expand its global presence even further in 2022. It is now active in all key markets in Continental Europe and, in total, has introduced worldwide shipping options to around 100 countries. At the same time, the event formats and celebrity brands went international, too: The ABOUT YOU Awards and the ABOUT YOU Fashion Week made their way to the fashion metropolis Milan, Italy in May, and international celebrities like Dennis Schröder, Bella Hadid, and Katy Perry co-created their first exclusive collections with ABOUT YOU.

SHIPPING OPTIONS TO
100+
COUNTRIES

2022

2023

EUR 2.7 BILLION

EXTERNAL TRANSACTION VOLUME[1] POWERED BY SCAYLE GMBH IN FY 2022/2023

EUR 3.2 MILLION

GROUP ADJUSTED EBITDA IN FY 2023/2024

2024

PUSHING FORWARD, EVEN WHEN MARKET VOLATILITY PUSHES BACK

ABOUT YOU demonstrated resilience amid a challenging market in 2023. Shifting focus from growth to profitability, it pushed forward to optimize costs and stabilize growth. Initiatives like the ABOUT YOU SHOPPERY campaign demonstrated innovation, offering customers a chance to become a millionaire by winning EUR 1 million. The Group delivered its first profitable quarter post-listing and spun off SCAYLE GmbH into a separate legal entity for greater autonomy and flexibility.

BREAKING EVEN

Celebrating its tenth anniversary, ABOUT YOU seizes the market volatility to lay the foundation for profitable growth. For FY 2023/2024, it reported its break-even on Group adjusted EBITDA level and progress on strategic initiatives, such as the founding of SCAYLE Payments GmbH and the expansion of SCAYLE GmbH to new markets.

"ABOUT YOU SHIFTING FOCUS FROM GROWTH TO PROFITABILITY"

1 Defined as gross transaction volume for external enterprise customers, i.e., before returns and cancellations as well as including VAT, rendered independent of ABOUT YOU Commerce

1.3 REPORT OF THE SUPERVISORY BOARD

SUPERVISORY BOARD OF ABOUT YOU

SEBASTIAN KLAUKE

NIELS JACOBSEN

PETRA SCHARNER-WOLFF

CHRISTINA JOHANSSON

CHRISTIAN LEYBOLD

ANDRÉ SCHWÄMMLEIN

SEBASTIAN KLAUKE

Chairman of the Supervisory Board

FOREWORD

DEAR SHAREHOLDERS,

Much like FY 2022/2023, FY 2023/2024 was once again a challenging year for the e-commerce sector and in particularly for companies operating in the fashion industry. The customers had to deal with increasing cost of living driven by continued elevated inflation and higher interest rates. In addition, the return to brick-and-mortar retail continued to more pronounced than expected. However, the measures taken by ABOUT YOU's Management Board to counteract these macroeconomic developments and increase profitability have shown positive results. The reduction in inventories, an improvement in the fulfillment cost-to-revenue ratio, and lower marketing expenses have proven to be effective steps to mitigate the challenging macroeconomic environment and stir ABOUT YOU into profitable, growth-enabling waters.

As Supervisory Board, we monitored the implementation of measures very closely and provided comprehensive support. Progress was regularly reported by the Management Board and discussed at meetings of the Supervisory Board and its committees. Despite those ongoing challenges we are therefore looking to the next financial year with confidence.

REPORT OF THE SUPERVISORY BOARD

Like every year, I would like to start by reporting on the cooperation between the Supervisory Board and the Management Board.

COOPERATION BETWEEN THE SUPERVISORY BOARD AND THE MANAGEMENT BOARD

There were no changes to the Management Board or the Supervisory Board.

In the past financial year, the Supervisory Board monitored the Company's affairs and regularly advised the Management Board on the management of the Company. In the process, we were always able to convince ourselves that the Management Board's work was lawful, appropriate, and proper. The Management Board fulfilled its duties to inform the Supervisory Board regularly, promptly, and comprehensively in both written and verbal form. In doing so, the Management Board provided information on all strategy, planning, business development, risk situation, risk development, compliance, and sustainability topics that were relevant for ABOUT YOU and the Group. The information also included deviations from the business operations from business planning. The Supervisory Board always had sufficient opportunity to thoroughly review the reports of the Management Board and the proposed resolutions, and to contribute its own suggestions.

The Supervisory Board members were also available to the Management Board in an advisory capacity outside the regular Supervisory Board meetings. As Chairman of the Supervisory Board in particular, I had regular close exchanges with the Management Board to share information and thoughts on current company developments. My colleague, Christina Johansson, Chairperson of the Audit Committee, also had regular discussions with the Management Board. These discussions, particularly with the

Co-CEO Operations & Finance, focused on accounting and financial statement-related developments at the Company including the Risk Management System ("RMS"), the Internal Control System ("ICS"), and the Compliance Management System ("CMS"). The Supervisory Board discussed and gave its approval to the corresponding individual business decisions where this was required by law, the Articles of Association, or the Rules of Procedure for the Management Board.

MEETINGS OF THE SUPERVISORY BOARD AND ITS COMMITTEES

The Supervisory Board and Management Board worked together intensively in FY 2023/2024. At times, the Supervisory Board also held discussions without the participation of the Management Board and in isolated cases external advisers were present at the meetings as experts. The Supervisory Board held a total of four meetings and passed one resolution outside a meeting. The Audit Committee held a total of four meetings. The Presidential and Nominating Committee held one meeting.

The meetings of the Supervisory Board and its committees are regularly held in person or in a hybrid mode; in certain individual cases, meetings are exclusively held by video conference. In FY 2023/2024, two meetings of the Audit Committee and three meetings of the Supervisory Board were held as hybrid meetings.

In the past financial year, there were no conflicts of interest involving members of the Management Board or Supervisory Board that would have had to be disclosed without delay to the Supervisory Board.

INDIVIDUALIZED DISCLOSURE OF SUPERVISORY BOARD MEMBERS' ATTENDANCE AT MEETINGS

In FY 2023/2024, the Supervisory Board members attended all plenary meetings of the full Supervisory Board and its committees as well as actively participating in all resolutions adapted outside those meetings. The participation of the Supervisory Board members in both plenary meetings and the committees is disclosed below in individualized form:

Supervisory Board of ABOUT YOU

Member	Supervisory Board	Audit Committee	Presidial and Nominating Committee	Participation rate in %
Sebastian Klauke	4/4	4/4	1/1	100
Niels Jacobsen	4/4	4/4	1/1	100
Petra Scharner-Wolff	4/4	4/4	–	100
Christina Johansson	4/4	4/4	–	100
Christian Leybold	4/4	–	1/1	100
André Schwämmlein	4/4	–	–	100

MEETINGS OF THE SUPERVISORY BOARD

The range of topics dealt with by the Supervisory Board included the current business situation and earnings developments, as well as the annual and consolidated financial statements as of February 29, 2024. Based on the Audit Committee's recommendation and following discussion with the auditors KPMG AG Wirtschaftsprüfungsgesellschaft ("KPMG"), the Supervisory Board approved the annual and consolidated financial statements and the combined management report for FY 2023/2024, thereby adopting the annual financial statements.

In light of the intended replacement of the audit mandate as of the 2024/2025 financial year, the Supervisory Board proposed to the Annual General Meeting on June 23, 2023, that BDO AG Wirtschaftsprüfungsgesellschaft ("BDO") be appointed as the new auditor of the annual financial statements and consolidated financial statements and for any potential review of interim financial reports for FY 2024/2025. The Annual General Meeting approved the Supervisory Board's proposal.

Other topics included (i) the approval of a new employee compensation scheme, (ii) the implementation of the German Supply Chain Due Diligence Act (LkSG), (iii) strategic corporate positioning and efficiency measures for cost reduction, (iv) the risk situation and development, and (v) the business and strategic plan of the various segments of the Group.

In FY 2023/2024, the Supervisory Board resolved on the submission and publication of the Declaration of Compliance pursuant to Section 161 of the German Stock Corporation Act (AktG) after examining the recommendations and suggestions of the German Corporate Governance Code (GCGC). The current Declaration of Conformity, issued in May 2023, refers to the GCGC as amended on April 28, 2022, and is available on the Investor Relations website under **Governance**. Further information on this and on corporate governance in general can be found in the Corporate Governance Statement.

REPORT AND THE WORK OF THE COMMITTEES

The Supervisory Board has formed two committees from among its members, the Audit Committee, and the Presidential and Nominating Committee. The primary task of both committees is to prepare decisions and issues for the full Supervisory Board meetings. To the extent permitted by law, individual decision-making powers have been transferred by the Supervisory Board to the committees. The powers and working methods of the committees are set out in the Rules of Procedure of the Supervisory Board, which are available on the Investor Relations website under **Governance**. The Chairperson of the committees reports on the work of the committees to the Supervisory Board in detail and on a regular basis at the meetings.

The Audit Committee held a total of four meetings in FY 2023/2024.

The Chairperson of the Audit Committee, Christina Johansson, also maintained a regular exchange of information with the auditors between meetings.

The committee's work primarily focused on the audit of the annual financial statement and consolidated financial statements for FY 2023/2024. This involved reviewing the combined management report, which includes the separate group non-financial report and is part of the ESG Report. In addition, the interim reports at the end of the half-year and the respective quarter were discussed by the Audit Committee. Regarding the Half-Year Report 2023/2024, the auditors' review report was discussed in detail before the results were approved by the Audit Committee.

The Audit Committee dealt with the monitoring of the accounting process as well as topics relating to the effectiveness and appropriateness of the ICS and its further development. Furthermore, the RMS and internal auditing were subject of the committee meetings. The Management Board also reported in detail to the Audit Committee on significant litigation and the CMS. The Audit Committee also prepared Supervisory Board decisions on the above-mentioned topics and performed its other statutory duties and those set out in the Rules of Procedure of the Supervisory Board in the reporting year. In addition, the Audit Committee consulted with the auditors in advance on the focus of the audit for the reporting period.

The Presidential and Nomination Committee held one meeting in the reporting year and dealt primarily with the Remuneration Report for FY 2022/2023 and the GCGC requirements for the Supervisory Board's profile of skills and expertise to include sustainability related experience.

TRAINING AND PROFESSIONAL DEVELOPMENT

ABOUT YOU supports the members of the Supervisory Board organizationally by assuming the costs of fulfilling their duties on training and further professional development measures, which are generally carried out on their own responsibility. Furthermore, the Management Board regularly includes in the meetings company-related topics to deepen knowledge of ABOUT YOU's business operations. Additionally, the Corporate Office of ABOUT YOU participates in topic-specific information and training measures, keeping the Supervisory Board informed about ongoing developments.

AUDIT OF THE ANNUAL FINANCIAL STATEMENTS AND CONSOLIDATED FINANCIAL STATEMENTS, SEPARATE GROUP NON-FINANCIAL REPORT, DEPENDENCY REPORT, AND REMUNERATION REPORT

KPMG audited the annual financial statements, the consolidated financial statements, and the combined management report of the Company and the Group for the FY 2023/2024, which were prepared by the Management Board in accordance with the provisions of the HGB. The auditors issued unqualified audit opinions in each case.

The Audit Committee discussed the annual financial statements, including the Dependency Report and the audit reports thereon together with the Co-CEO Operations & Finance and the auditor on May 2, 2024, after the Audit Committee and KPMG had the opportunity to discuss KPMG's audit reports without Management Board participation. In addition, the full Supervisory Board discussed them in detail at its financial statement meeting on May 2, 2024. Another subject of discussion was the separate group non-financial report for the ABOUT YOU Group pursuant to Sections 315b and 315c in conjunction with Sections 289c to 289e of the (HGB), together with the EU Taxonomy Statement for the FY 2023/2024 which was subject to a limited assurance audit by BDO AG Wirtschaftsprüfungsgesellschaft ("BDO"). The required documents along with the auditors' reports were distributed well in advance of the meetings to all members of the Audit Committee and the Supervisory Board. This ensured they had sufficient time to examine them. The auditors reported on the main findings of their audit and were available to the Audit Committee and Supervisory Board to provide additional information. Based on its own examination of the annual financial statements, the consolidated financial statements, and the combined management report of ABOUT YOU and the Group, and on the basis of the report and recommendation of the Audit Committee, the Supervisory Board agreed with the results of the auditor's audit. No objections were raised. For FY 2023/2024, the Supervisory Board approved the annual financial statements and the consolidated financial statements, as well as the combined management report of the Company and the Group. After reviewing the report of the Audit Committee, its preparatory examination and recommendation, along with the examination of the group non-financial report, including BDO's limited assurance report, the Supervisory Board finds that the group non-financial report is proper and appropriate and has been prepared in accordance with Sections 315b and 315c in conjunction with Sections 289c to 289e HGB.

In FY 2023/2024, ABOUT YOU was a dependent company of Otto (GmbH & Co KG) ("Otto") within the meaning of Section 312 of the German Stock Corporation Act (AktG). For this reason, the Management Board prepared a report on relationships with affiliated companies and submitted it to the auditor and the Supervisory Board for review. Based on the audit, which was completed without objections, the auditor issued the following audit opinion:

"Based on our statutory audit and assessment, we confirm that the factual information in the report is correct."

The Dependency Report and the related audit report were submitted to all members of the Supervisory Board in good time and were explained in detail in the presence of the auditors at the meeting on May 2, 2024. The auditors reported on the main findings of their audit. Following the final results of its examinations, the Supervisory Board concurred with the auditors' findings and raised no objections to the declaration by the Management Board at the end of the Dependency Report, which is also included in the combined management report.

The Remuneration Report was audited separately by KPMG. In addition to the formal audit required by law in accordance with Section 162 (1) and (2) of the German Stock Corporation Act (AktG), the Remuneration Report was also audited on a substantive basis. Based on the findings of the audit, KPMG confirms that the Remuneration Report, including the related disclosures, complies in all material respects with the accounting provisions of Section 162 of the German Stock Corporation Act (AktG).

THANK YOU

The Supervisory Board would like to thank the Management Board and all employees of the Group for their great personal commitment and outstanding achievements in the past financial year.

May 2, 2024

For the Supervisory Board

Sebastian Klauke
Chairman of the Supervisory Board

1.4 ABOUT YOU GROUP SHARE: FY 2023/2024 IN REVIEW

1.4.1 GLOBAL EQUITY MARKETS AND SHARE PRICE DEVELOPMENT

The start of FY 2023/2024 was characterized by a challenging market environment for global equity markets triggered by the collapse of Silvergate Capital and Silicon Valley Bank, alongside the acquisition of Credit Suisse by UBS. These events raised concerns around potential stresses in the banking system, the potental impact on a reduction in lending and on spillover effects for economic growth.

Share Price Performance of ABOUT YOU vs SDAX® (Date: February 29, 2024)

In the following months, global equity markets recovered propelled by lower than anticipated inflation figures, a solid Q1 earnings season, and a rally in companies tied to the excitement surrounding artificial intelligence. Hopes for a soft landing further drove equity markets but this was soon overshadowed by a phase of negative returns driven by concerns around higher for longer rates and escalating geopolitical tensions in the Middle East. Towards the end of FY 2023/2024, equity markets started to rally due to persistent disinflationary trends and the anticipation of multiple rate cuts in 2024 as well as the ongoing artificial intelligence boom. Major stock market indices in the US and Europe reached all-time highs.

At the beginning of FY 2023/2024, ABOUT YOU shares rose attributable to the company's concerted efforts towards increasing profitability, coupled with initial indications of declining inflation and improving consumer confidence. This uptick was short-lived, however, as consumer confidence began to soften once more and the guidance provided by ABOUT YOU for FY 2023/2024 in May was only in line with market expectations. The Q1 2023/2024 reporting in July yielded in a strong share price increase, driven by ABOUT YOU's achievement of breaking even on adjusted EBITDA. Shares reached a high of EUR 6.66 during the reporting period on July 13.

In the following months, shares were on a downward trend driven by profit taking and negative news flow from the e-commerce sector. Worries arose as first peers cited unusual warm weather conditions in September, causing a delayed sellout of the Fall/Winter collections. Rising geopolitical tensions and concerns regarding sustained elevated real rates drove shares down to EUR 3.87 by October 30, 2023. From this point onward, shares started a recovery, driven by easing monetary policies and a gradual softening of inflationary pressures. The recovery gained further momentum following ABOUT YOU's Q3 2023/2024 earnings release reporting a substantial increase in profitability. This development drove shares up to EUR 4.42 on January 11, 2024.

In the following weeks, the share price declined to an all-time low of EUR 3.83 on January 19. This decline was due to worries over freight disruptions in the Red Sea and the resulting cost increases as well as concerns about prolonged higher interest rates. From this level, shares remained volatile and ended the financial year at EUR 4.17.

The ABOUT YOU Share (as of February 29, 2024)[1]

	FY 2023/2024	FY 2022/2023
Number of shares outstanding	174,161,149	172,433,629
Number of shares issued	186,153,487	186,153,487
Price high in EUR	6.66	13.92
Price low in EUR	3.83	4.83
Price last in EUR (February 29)	4.17	5.31
Market capitalization in EUR million	776.3	988.5
Average daily trading volume per day in shares	88,646	184,597
Average daily trading volume per day in EUR million	0.4	1.4
Listing venue	Prime Standard of the Frankfurt Stock Exchange	
ISIN	DE000A3CNK42	
Ticker symbol	YOU	
WKN	A3CNK4	

1.4.2 SHAREHOLDER STRUCTURE

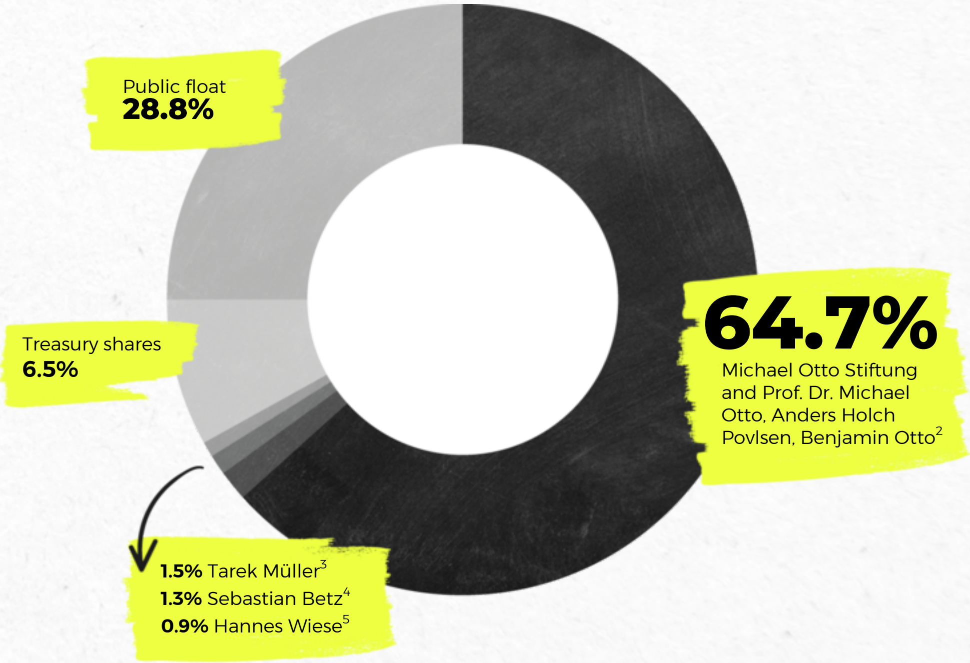
ABOUT YOU's largest shareholders are the strategic investors Otto, Aktieselskabet af 6/12/2018 and GFH (Gesellschaft für Handelsbeteiligungen m.b.H.), who cumulatively hold 64.7% of the share capital in ABOUT YOU under a pooling agreement.

Furthermore, ABOUT YOU holds treasury shares amounting to 6.5% of the share capital.

As of February 29, 2024, the proportion of ABOUT YOU shares in free float is therefore 28.8% of the share capital. The ownership of the Management Board of ABOUT YOU is: 3.0% for Tarek Müller, 2.6% for Sebastian Betz, and 1.7% for Hannes Wiese; each held indirectly via their respective investment companies. Their holdings are fully attributable to the free float.

An overview of the voting rights notifications can be found on the **Investor Relations website.**

Shareholder Structure in Percent as of February 29, 2024



1.4.3 RESEARCH COVERAGE

As of February 29, 2024, the ABOUT YOU share was covered by ten analysts regularly publishing research reports on ABOUT YOU. During the reporting period, the coverage was picked up by one additional analyst from ODDO BHF while Exane BNP Paribas and Numis ceased coverage. As of February 29, 2024, 30% of analysts recommend investors to "buy" the shares, 50% advised investor to "hold" the shares, and 20% recommended to "sell" the shares.

1 Bloomberg, prices and volumes based on XETRA for FY 2023/2024 as of February 29, 2024.
2 Michael Otto Stiftung and Prof. Dr. Michael Otto – Otto (GmbH & Co KG); Aktieselskabet af 12.6.2018. – Anders Holch Povlsen; GFH Gesellschaft für Handelsbeteiligungen m.b.H. – Benjamin Otto
3 Ohana Group Hamburg GmbH
4 Sebastian Betz Beteiligungsgesellschaft mbH
5 Hannes Wiese Beteiligungsgesellschaft mbH

ABOUT YOU Research Coverage (as of February 29, 2024)

Broker	Analyst
AlsterResearch	Alexander Zienkowicz
Baader Bank	Volker Bosse
Barclays	Emily Johnson
Deutsche Bank	Nizla Naizer
Goldman Sachs	Richard Edwards
Jefferies	Henrik Paganetty
J.P. Morgan Cazenove	Georgina Johanan
ODDO BHF	Andreas Riemann
Societe Generale	Anne Critchlow
UBS	Yashraj Rajani

1.4.4 ESG REPORTING

ABOUT YOU informs its stakeholders comprehensively about its ESG strategy and the progress made in the financial year in a separate ESG Report, which also includes the group non-financial report pursuant to Section 315b HGB. On May 15, 2024, the ESG Report FY 2023/2024 will be published on the ABOUT YOU website. The report includes the Group's key ESG information in the GENERAL DISCLOSURES, PLANET, PEOPLE, and CORPORATE CONDUCT chapters, the ESG corporate ratings, and the result of the limited assurance engagement of the group non-financial report, which BDO AG Wirtschaftsprüfungsgesellschaft was commissioned to perform. The report references the sustainability reporting standards of the Global Reporting Initiative ("GRI") to align the reporting with international reporting standards.

1.4.5 ANNUAL GENERAL MEETING

ABOUT YOU's Annual General Meeting took place virtually at the Studio Hammerbrook in Hamburg on June 23, 2023. A total of 78.67% of the voting share capital was represented at the Annual General Meeting. The resolutions proposed by the Management Board and Supervisory Board of ABOUT YOU were all passed with the required majority of shareholders.

1.4.6 CLOSE DIALOGUE WITH THE CAPITAL MARKETS

ABOUT YOU is committed to consistent, proactive, and transparent capital market communication to provide investors and analysts with comprehensive information about its development. The exchange between the Management Board and capital market participants takes place primarily in the context of roadshows or by participating in national and international conferences. Podcasts and social media are also important tools for introducing retail investors to ABOUT YOU as an investment.

Left image: Sebastian Klauke (Chairman of the Supervisory Board)

Right Image: Hannes Wiese (Co-Founder and Co-CEO), Sebastian Betz (Co-Founder and Co-CEO), and Tarek Müller (Co-Founder and Co-CEO) at the Annual General Meeting 2023

2 COMBINED MANAGEMENT REPORT

2. COMBINED MANAGEMENT REPORT

This combined management report comprises both the group management report and the management report of ABOUT YOU Holding SE. It reports on the business operations as well as the current situation and expected development of ABOUT YOU Holding SE ("ABOUT YOU" or "Company") and its fully consolidated subsidiaries (together with ABOUT YOU referred to as "ABOUT YOU Group" or "Group").

The comments on ABOUT YOU are included in a separate section of the business report with disclosures according to the German Commercial Code (HGB). The consolidated financial statements of the Company have been prepared in accordance with Section 315e HGB in compliance with the International Financial Reporting Standards (IFRS) as applicable in the European Union. With the exception of the HGB disclosures in the chapter "Supplementary Management Report to the Separate Financial Statements of ABOUT YOU Holding SE", all key financial figures contained in this combined management report, including the comparative figures for the previous financial year, have been prepared in accordance with IFRS. The German Accounting Standard 20 (GAS 20) "Combined Management Report" has been applied. In the chapter "Accounting Policies" of the notes to the consolidated financial statement, additional disclosures are made on the underlying accounting principles.

2.1 BACKGROUND TO THE GROUP

2.1.1 BUSINESS MODEL

ABOUT YOU has become one of Europe's fastest-growing online fashion stores of scale and is a leading e-commerce player for the Gen Y&Z with over 42 million monthly active users.[1] By digitizing the offline shopping stroll, ABOUT YOU creates an inspiring and personalized shopping experience on the smartphone. The target group includes women and men between the ages of 18 and 40, who can find an assortment of more than 700,000 items[2] from over 4,000 brands[3] on aboutyou.com and in the ABOUT YOU app, including the own brands "ABOUT YOU" and "EDITED". ABOUT YOU is represented in all key markets in Continental Europe and in total ships to around 100 countries worldwide with the help of ABOUT YOU Global Shipping. In addition to the Commerce business, the ABOUT YOU Group has licensed its infrastructure, enabling corporate customers in the lifestyle sector and other industries to leverage ABOUT YOU's proprietary technology through the brand SCAYLE with its software-as-a-service ("SaaS") solution.

With influencer-driven discovery shopping, ABOUT YOU aims to inspire customers who are not looking to purchase any specific item or brand, enabling an exclusive and personalized online shopping experience that makes ABOUT YOU one of the preferred online fashion stores for young and fashion-conscious customers. With an online fashion market penetration of around 25% in 2023[4], ABOUT YOU expects continued long-term growth in the online fashion market, mainly due to the continued rise in the use of smartphones and social media. The so-called Gen Y&Z "digital natives" who tend to be inspired by influencers rather than traditional advertising and often make impulse purchases[5], will continue to contribute to a sustained shift from offline to online offerings. With its innovative and digital offering, aimed in particular at the Gen Y&Z, ABOUT YOU is ideally positioned to benefit from the ongoing shift of the fashion market from offline to online retail.

To meet the ever-changing demand for fashion items, ABOUT YOU's Commerce business operates with a hybrid business model consisting of 1P and 3P. 1P refers to ABOUT YOU's own inventory, while 3P refers to partners' inventory. Both 1P and 3P are seamlessly integrated into ABOUT YOU's shopping offering, enabling an attractive value proposition for both customers and brands. ABOUT YOU stocks the most in-

1 The data is voluntary and therefore unaudited.
2 The data is voluntary and therefore unaudited.
3 Brands available in online fashion store as of February 29, 2024, excl. Second Love – The data is voluntary and therefore unaudited.
4 Euromonitor (2024) European apparel and footwear and apparel and footwear e-commerce. Retail value, current prices, fixed exchange rates 2023
5 According to the 5WPR Consumer Culture Report 2024

demand items from third-party brands in its own warehouses to ensure fast delivery times and to negotiate attractive prices. As a key component of 1P, the ABOUT YOU Group has established its own brands "ABOUT YOU" and "EDITED", among others, and regularly launches celebrity brands, in close and exclusive cooperation with influencers, celebrities, and brands. With the 3P model, ABOUT YOU enables brand partners to market their products via its online fashion store in two different operating models: Drop shipping, where the partner is responsible for its fulfillment, and "Fulfillment by ABOUT YOU" ("FbAY"), where ABOUT YOU manages the fulfillment. With 3P, ABOUT YOU can offer its customers a wide selection of relevant fashion items with full price control, while the partners benefit from the opportunity to target a young, digital, and social media-driven audience.

To fully leverage its expertise in e-commerce technology and marketing, ABOUT YOU established its Tech, Media, and Enabling ("TME") segment in 2018. It comprises B2B e-commerce software solutions ("Tech"), various advertising formats for brands ("Media"), and 360° services along the e-commerce value chain for third-party brands, including e-commerce operations and marketing growth services ("Enabling"). To further expand its B2B business and help other companies grow their D2C business, ABOUT YOU launched the B2B brand SCAYLE ("SCAYLE Commerce Engine"), spun off into a separate legal entity in 2023. The SCAYLE Commerce Engine enables brands and retailers to drive their growth with a state-of-the-art technology, extensive built-in features and a unique retail DNA. As a technical backbone for the development of an international D2C business, brands and retailers gain access to the entire Commerce infrastructure of ABOUT YOU in a flexible solution as an enterprise cloud license product. SCAYLE focuses on providing an intuitive, powerful user interface for business users and coding flexibility for developers. Commerce and tech teams can therefore directly shape the development of customer experiences.

As of February 29, 2024, ABOUT YOU had 1,233 permanent employees on a full-time equivalent basis ("FTE").

2.1.2 GROUP STRUCTURE

Management and Control

The Group is controlled by ABOUT YOU as the parent company, in which all management functions are bundled. The Group's revenue is mainly generated by ABOUT YOU SE & Co. KG, which is directly or indirectly fully controlled by ABOUT YOU.

ABOUT YOU's Management Board consists of three members: Tarek Müller (Co-Founder and Co-CEO), Hannes Wiese (Co-Founder and Co-CEO), and Sebastian Betz (Co-Founder and Co-CEO) who are jointly responsible for the strategy and operational management of the Group.

The Supervisory Board consists of six members who appoint and advise the Management Board and monitor its management activities. It is directly involved in all decisions of major importance to the Company. In particular, the Supervisory Board reviews the annual financial statements and the combined management report, approves the consolidated financial statements and reports on the results of its examination in the Supervisory Board's report to the Annual General Meeting.

Group Segments

In line with the ABOUT YOU Group's internal steering, the segment reporting is structured according to the ABOUT YOU Group's business segments.

The ABOUT YOU DACH segment remains the segment with the highest revenue in the current financial year. The DACH segment includes the ABOUT YOU online stores in Germany, Austria, and Switzerland. In addition to the DACH segment, there is also the ABOUT YOU Rest of Europe ("RoE") segment. This segment includes the ABOUT YOU online stores in the other European countries. The TME segment essentially comprises three service businesses: the SaaS solution SCAYLE Commerce Engine (Tech, Media, Enabling), brand and advertising solutions (Media), and 360° services along ABOUT YOU's e-commerce value chain as well as other revenue-generating services and business areas (Enabling).

2.1.3 VISION, MISSION, AND CORPORATE STRATEGY

Vision and Mission[1]

ABOUT YOU's values are defined as being fast, stay hungry, and execute with passion. Based on these values, the ABOUT YOU Group is continuously working to realize its vision of outgrowing the market and becoming the global #1 fashion platform.

The three pillars that form the foundation for the ABOUT YOU Group's success and shape its mission are shown in the illustration "Vision and Mission".

Vision: Become the Global #1 Fashion Platform

Digitalizing the traditional shopping stroll for Gen Y&Z

Increasing incremental revenues for fashion brands

Providing the technology to help partners grow their own e-commerce business

Corporate Strategy

To realize its vision, ABOUT YOU pursues a clear strategy based on five strategic priorities.

Capture the E-Commerce Fashion Market by Accelerating the Offline to Online Shift

For FY 2023/2024, the online fashion market once again experienced a significant decline compared to the already weak previous year. According to the German E-Commerce Association (bevh), online fashion revenue in Germany dropped by 13.3% in 2023 (2022: -13.7%).[2] The downward trend can be attributed to a surge in the cost of living, driven by elevated inflation and high interest rates, along with macroeconomic uncertainty due to the ongoing wars in Ukraine and the Middle East, which all pressured discretionary spending. Nevertheless, bevh expects an easing of this downward trend throughout 2024 and reassures that online shopping remains deeply anchored within all age groups, maintaining high customer satisfaction rates.[3] According to the Management Board's assessment, the current downturn has no material impact on the overall long-term rising growth trend in the online fashion market that was anticipated prior to Covid-19 starting in FY 2019/2020. Overall, this points to a significant potential for further growth, particularly among younger customers. According to Eurostat, the highest proportion of internet users ordering fashion online in 2023 was in the 25 to 34 age group, closely followed by the 35 to 44 and 16 to 24 age groups.[4]

ABOUT YOU's offering is mobile and geared towards the younger generation of customers. Given the increase in online shopping and media consumption by the Gen Y&Z as well as the professionalization of the influencer ecosystem, discovery shopping is becoming increasingly important compared to traditional window shopping.[5] Thanks to the inspirational and the influencer-driven shopping experience, as well as the highly scalable B2B e-commerce software solution, SCAYLE, the Management Board is convinced that ABOUT YOU is ideally positioned to capture a significant share of the European fashion market and to become the global #1 fashion platform in the long run.

1 The contents of this chapter or section are voluntary and therefore unaudited.
2 bevh (January 2024) Umsätze im E-Commerce erreichen Talsohle [Revenue in e-commerce reaches bottom]
3 bevh (January 2024) Umsätze im E-Commerce erreichen Talsohle [Revenue in e-commerce reaches bottom]
4 Eurostat (March 2024) E-commerce statistics for individuals
5 Market study conducted by Ipsos on behalf of ABOUT YOU

Scaling and Increasing Profitability of Existing Markets

As ABOUT YOU's online fashion store was designed to scale geographically, the Group has regularly explored opportunities to expand into new markets. To implement these expansion plans, ABOUT YOU utilized its agile and efficient go-to-market playbook, which enables fast and cost-effective roll-outs into new markets. As such, the Group expanded its reach outside the DACH region to Belgium and the Netherlands ("BeNe") in FY 2017/2018, followed by Central and Eastern Europe ("CEE") in FY 2018/2019, and Southern Europe ("SEU") as well as the Nordics in FY 2020/2021. To explore further growth and investment opportunities, ABOUT YOU Global Shipping went online in FY 2020/2021 at aboutyou.com in English and Spanish with a selected range of products. Today, the ABOUT YOU Group can ship to a total of around 100 countries worldwide with the help of this service.

Due to its strong presence in all key markets in Continental Europe, ABOUT YOU is not planning any major new market entries in FY 2024/2025 but will rather focus on the further development of its existing markets, in line with the go-to-market playbook. This initially entails the scaling phase, i.e., a strong build-up phase of the customer base and high growth. This is followed by the profitability phase, i.e., the medium- to long-term goal of adjusted EBITDA break-even after market entry and continuing to grow profitably.

Expand the Offering of Own Labels as well as Exclusive Products and Add New Product Categories

To differentiate itself from its competitors, ABOUT YOU has expanded its range of third-party fashion items with Own Labels as well as exclusive celebrity brands. This allows ABOUT YOU to create a fashion offering tailored to its core customer groups. In addition, its strong presence on social media and experience with influencers make it easier to identify trends. Offering such exclusive products leads to increased customer loyalty and attracts new customers.

According to the Management Board, ABOUT YOU has established trust and credibility with its fashion offering and is well-positioned in the market. Nevertheless, ABOUT YOU consistently evaluates and updates its offering to refine the core fashion selection and explore opportunities in adjacent product categories. This includes further expanding the product range in segments such as kidswear, sportswear, and inclusive sizing to meet evolving consumer needs.

Scale and Expand the TME Business

The ABOUT YOU Group monetizes its proprietary technological infrastructure, markets its website inventory, and offers its value chain through the TME segment as a SaaS product. The aim is to strengthen and expand the B2B business line in the e-commerce infrastructure market and build a solid and loyal corporate customer base. To further drive TME's growth, the ABOUT YOU Group plans to grow its sales team, to develop new products, and to expand the existing product range.

The B2B brand SCAYLE, which provides services to external enterprise customers independently of the ABOUT YOU Commerce ecosystem, is expected to remain a key contributor to this end. Since August 18, 2023, SCAYLE services are performed by SCAYLE GmbH, which is a separate legal entity within the ABOUT YOU Group, alongside the online fashion store ABOUT YOU.[1] With this step, SCAYLE is structurally ideally positioned to drive further growth with increased autonomy and flexibility. Despite the challenging market conditions in e-commerce, SCAYLE's business performance has developed strongly in FY 2023/2024 with several go-lives, such as s.Oliver, Fielmann and DEICHMANN. Additionally, SCAYLE's focus was on acquiring further new as well as international customers beyond Germany. These include, amongst others, Mister Spex, ATP Autoteile, Babymarkt.de, Perfectly Basics, and Manchester United.

Continue to Improve Adjusted EBITDA

In FY 2023/2024, the ABOUT YOU Group delivered on its plan to reach adjusted EBITDA break-even at Group level. This has been the result of increasing gross margin while reducing marketing, fulfillment and administrative costs relative to revenue. Going forward, the Management Board plans to continue to improve the adjusted EBITDA in absolute terms.

Gross margin is expected to increase, driven by the reduced promotional activity in the fashion industry due to the normalized inventory situation compared to previous periods. Additionally, the introduction of a new commission model for brand partners, price adjustments within the FbAY business

1 SCAYLE GmbH is a 100% owned subsidiary of ABOUT YOU Verwaltungs SE, which in turn is a 100% subsidiary of ABOUT YOU Holding SE.

model, and a higher proportion of SCAYLE's high-margin B2B revenue in the TME segment are expected to further support this gross margin growth.

In terms of marketing costs, the focus in FY 2023/2024 was on performance marketing to support revenue growth, alongside influencer campaigns, content generation, and smaller brand-building initiatives. While these measures will persist, a slight uptick in the marketing cost-to-revenue ratio is anticipated due to increased brand building and customer acquisition campaigns aimed at further penetrating and scaling existing markets.

The fulfillment cost-to-revenue ratio is expected to decrease as all distribution centers are now operational, marking the completion of the network rollout. The decrease is also attributed to easing inflation and measures to improve unit economics.

Finally, the administrative cost-to-revenue ratio is expected to decrease by further benefiting from positive scaling effects and operational efficiency measures.

2.1.4 MANAGEMENT SYSTEM

The Group's key performance indicators are revenue and adjusted EBITDA.

Adjusted EBITDA is not a recognized financial indicator under IFRS. The Management Board of ABOUT YOU believes that the adjustments to EBITDA allow the performance to be compared on a consistent basis excluding special items. Adjusted EBITDA is defined as EBITDA excluding share-based payment expenses, restructuring costs and non-operating one-time effects. Non-operating one-time effects are defined as key non-recurring expenses or income that do not result from the Group's core activities. The adjusted EBITDA margin is calculated as the ratio of adjusted EBITDA to revenue.

2.1.5 RESEARCH AND DEVELOPMENT

It is characteristic for ABOUT YOU as an e-commerce and technology company to invest in its own technological infrastructure. In addition to the company's own employees, freelancers are also involved in development. Capitalized own development costs amounted to EUR 34.7 million in FY 2023/2024 (2022/2023: EUR 36.4 million). Depreciation of capitalized development costs amounted to EUR 20.6 million in FY 2023/2024 (2022/2023: EUR 18.2 million). Development costs, which are at a slightly lower level than in the previous year continue to illustrate the further development of the company's own technological infrastructure to meet the demands on operating processes and systems due to growth and the expansion of the B2B services offered. Research costs were insignificant in FY 2023/2024.

2.2 REPORT ON ECONOMIC POSITION

2.2.1 MACROECONOMIC AND SECTOR-SPECIFIC ENVIRONMENT

During FY 2023/2024, economic growth was impacted by various factors and faced significant challenges. Inflation rates remained elevated although they experienced a decline throughout the year. Central banks maintained interest rates at restrictive levels impacting economic growth and geopolitical tensions intensified further, affecting global supply chains. Considering these developments, the International Monetary Fund (IMF) estimates that the global economy grew by 3.1% in 2023 (2022: 3.5%).[1] Compared to the last estimate in October 2023, the growth expectation was revised upward by 0.1 percentage points due to stronger than estimated economic growth in the United States as well as several major emerging market and developing economies. For the eurozone, the IMF estimates that the economy grew by 0.5% in 2023 (2022: 3.4%), reflecting a relatively high exposure to the war in the Ukraine. Growth expectations were revised downward by 0.2 percentage points compared to the last estimate in October 2023. This was mainly due to Germany where a contraction of the economy was forecasted for H2 2023 due to weakness in interest-rate-sensitive sectors and slower trading-partner demand.

1 IMF (January 2024) World Economic Outlook

Even though global economic growth developed slightly better than expected in H2 2023, growth rates were significantly lower in the eurozone compared to 2022. This is also reflected in consumer confidence for the eurozone which has only recovered slightly from its lows in 2022 as the overall macroeconomic environment remained challenging.

Similar to the broader economy, the online fashion market was impacted by a surge in the cost of living driven by elevated inflation and high interest rates. The macroeconomic uncertainty further pressured discretionary spending and the online to offline rebalancing continued to negatively impact the online fashion market. This became particularly visible in the online apparel segment in Germany. According to bevh estimates this fell by 13.3% in 2023 (2022: -13.7%)[1]

2.2.2 BUSINESS DEVELOPMENT

In a volatile and uncertain market environment, the ABOUT YOU Group achieved its FY 2023/2024 top-line guidance narrowed in January 2024. The Group recorded a 1.6% YoY increase in revenue to EUR 1,935.2 million (2022/2023: EUR 1,904.6 million). ABOUT YOU also achieved its bottom line guidance. Adjusted EBITDA amounted to EUR 3.2 million in FY 2023/2024 (2022/2023: EUR -137.0 million) and is thus in line with the guidance released in May 2023.

ABOUT YOU's Q1 2023/2024 started in a challenging market environment with unfavorable cold weather conditions in Europe and continued elevated inventory levels. This led to a discount-intensive competitive environment in the fashion industry. Consumer sentiment in the eurozone improved slightly but was still at a low level. In Q2 2023/2024, revenue momentum increased slightly mainly because comparative figures from the previous year were on a lower basis and easier to beat. Consumer sentiment continued to improve moderately but remained in negative territory. In addition, persistently elevated inventory levels in the fashion industry continued to results in a discount-intensive competitive environment and impacted revenue growth. Based on the business results achieved in H1 2023/2024, as well as the ongoing difficult market environment, ABOUT YOU narrowed its expectations for revenue growth at the time of its H1 2023/2024 reporting on October 10, 2023, to the lower half of the range of +1% to +11% YoY in FY 2023/2024 .

The revenue development at the beginning of Q3 2023/2024 was impacted by unusually warm weather conditions in Central European markets leading to a delayed sellout of the fall/winter collections. Although revenue dynamics improved throughout Q3 2023/2024, the market environment continued to be volatile and consumer sentiment remained on low levels having an overall negative impact on revenue dynamics. Based on the business results achieved in the first nine month of FY 2023/2024 and the ongoing volatile market environment, ABOUT YOU narrowed the top-line guidance even further expecting revenue growth to come in around the lower end of the range of +1% to +11% YoY. In Q4 2023/2024, revenue returned to growth driven by lower comparative figures from the previous year and a lower level of discounting.

	Original guidance FY 2023/2024	October 10, 2023: Narrowed guidance FY 2023/2024	January 11, 2024: Further narrowed guidance FY 2023/2024	Results FY 2023/2024
Revenue growth	+1% to +11%	Around lower half of the range of +1% to +11%	Around lower end of the range of +1% to +11%	1.6%
Adjusted EBITDA	Break-even	Break-even	Break-even	EUR 3.2 million
Adjusted EBITDA margin	Improve significantly	Improve significantly	Improve significantly	Improved significantly by 740 basis points
Capital expenditure	EUR 30 to 50 million	EUR 30 to 50 million	EUR 30 to 50 million	EUR 38.8 million
Net working capital	Around FY 2022/2023 levels of EUR 40.7 million	Around FY 2022/2023 levels of EUR 40.7 million	Around FY 2022/2023 levels of EUR 40.7 million	EUR (16.9) million

1 bevh (Januar 2024) Umsätze im E-Commerce erreichen Talsohle [Revenue in e-commerce reaches bottom]

2.3 GROUP RESULTS OF OPERATIONS

To improve the control of individual cost items and to increase comparability with competitors, ABOUT YOU works with additional performance indicators, known as Alternative Performance Measures ("APMs"). Four cost APMs are decisive for ABOUT YOU: cost of sales, fulfillment costs, marketing costs, and administrative costs, and their respective ratios to revenue.

These APMs break down the Group's costs in a way that it becomes visible where they were incurred. This makes it easier to distinguish costs with variable portions from costs with higher fixed cost portions. The Group's results of operations can hence be managed with greater accuracy.

Income Statement based on APM

in EUR million	**FY 2023/2024**	**as % of revenue**	FY 2022/2023	as % of revenue
Revenue	1,935.2	100.0 %	1,904.6	100.0%
Growth rate	1.6 %	– %	10.0 %	–%
Cost of sales	1,186.9	61.3 %	1,184.0	62.2%
Gross profit	**748.4**	**38.7 %**	**720.6**	**37.8%**
Fulfillment costs	444.8	23.0 %	466.2	24.5%
Marketing costs	211.3	10.9 %	302.7	15.9%
Administrative costs	89.1	4.6 %	88.7	4.7%
Adjusted EBITDA	**3.2**	**0.2 %**	**(137.0)**	**(7.2)%**

2.3.1 REVENUE DEVELOPMENT

In FY 2023/2024, Group revenue increased by 1.6% to EUR 1,935.2 million (2022/2023: EUR 1,904.6 million).

In a difficult market environment, the number of LTM active customers decreased by 3.2% to 12.3 million as per February 29, 2024 (12.7 million as per February 28, 2023). This decline was primarily driven by the shortening of the timeframe for achieving the break-even target in customer acquisition and a reduction in media-driven market entry and sales campaigns.[1]

The average order frequency per active customers decreased by 1.0% to 3.1 (2022/2023 LTM: 3.1). The decline in order frequency can be attributed mainly to the challenging market conditions as well as unit economics measures introduced to increase the profitability of existing customers. The lower order frequency and the decrease in the number of active customers resulted in a reduction of number of orders by 4.2% to 37.8 million orders (2022/2023: 39.4 million).[1]

The average order value (LTM) increased by 5.8% YoY to EUR 58.0 (2022/2023 LTM: EUR 54.8) due to the positive effects of measures to improve unit economics as well as higher gross selling prices and lower discount levels.[1]

In FY 2023/2024 the uptick in the average order value overcompensated for the slight decline in the average order frequency driving the average LTM GMV per customer to increase by 4.8% YoY to EUR 177.7 (2022/2023: EUR 169.6).[1]

1 The content of this section is voluntary and therefore unaudited.

2.3.2 ALTERNATIVE PERFORMANCE MEASURES (APM)

Definition and Development of Gross Profit
Gross profit is defined as the difference between revenue and cost of sales. Cost of sales mainly comprise the cost of goods sold, expenses for inbound logistics, write-downs of inventories, and other costs relating to revenue. Cost of sales represents the cost of goods sold less rebates, discounts, and bonuses granted by suppliers. Inbound logistics expenses include all expenses incurred before inventories are stored in the fulfillment centers and consist mainly of customs and inbound transportation expenses (including related personnel expenses). Inventory write-downs reflect write-downs of inventories to net realizable value to account for risks arising from reduced demand or quality of goods. Other cost of sales mainly comprise IT costs for B2B services and related personnel expenses. Other cost of sales also include personnel, IT, and infrastructure expenses in connection with the procurement of inventories. Cost of sales is reduced by the estimated amount of the expense of goods sold that is expected to be returned by customers. Gross margin is calculated as the ratio of gross profit to revenue.

In FY 2023/2024, cost of sales increased by 0.2% to EUR 1,186.9 million (2022/2023: EUR 1,184.0 million). This increase was slower than revenue growth, mainly due to stronger revenues from lower discounts backed by an improving inventory composition.

Subsequently, gross profit rose by 3.9% to EUR 748.4 million (2022/2023: EUR 720.6 million). As a result, the gross margin increased by 80 basis points to 38.7% in FY 2023/2024 (2022/2023: 37.8%). The lower promotional intensity in the fashion industry due to the improved inventory situation versus the prior year was the main driver for the gross margin increase. The introduction of a new commission model for brand partners, price adjustments for the FbAY business model and the increased share of high-margin Tech B2B revenue in the TME segment further drove the gross margin increase.

Definition and Development of Fulfillment Costs
Fulfillment costs mainly consist of expenses for outbound and returns logistics, distribution infrastructure expenses, payment transaction expenses, and service costs. Outbound logistics include expenses for warehousing, packaging, pick and pack, delivery costs, as well as the personnel and IT infrastructure expenses associated with these processes. Return logistics expenses consist primarily of inbound logistics expenses for returns and the costs of return centers. Payment transaction expenses are all expenses related to the payment process, including expenses for external payment providers, bank charges for transactions, and the associated personnel and IT infrastructure. Service costs are the expenses for call centers as well as service-related IT and personnel costs (B2C as well as B2B). Fulfillment costs thus include all selling expenses except marketing costs. The ratio of fulfillment costs is calculated as the ratio of fulfillment costs to revenue.

In FY 2023/2024, fulfillment costs decreased by 4.6% to EUR 444.8 million (2022/2023: EUR 466.2 million). The fulfillment cost-to-revenue ratio decreased by 150 basis points to 23.0% (2022/2023: 24.5%). The decrease was primarily attributable to the absence of one-time costs related to the expansion of the European distribution network, softening inflationary dynamics, and measures to improve unit economics.

Definition and Development of Marketing Costs
Marketing costs mainly comprise external expenses for online and offline advertising, cooperation and production costs, and the personnel and IT infrastructure expenses associated with these processes. Online marketing costs relate mainly to social media channels, CRM, search engine advertising, and affiliate marketing. Offline marketing mainly comprises costs from TV, radio, and billboard campaigns, as well as offline shows and events. Cooperation costs refer to various costs incurred through cooperations with external parties such as influencers or brands. Production costs include expenses for editorial content, video productions, product and model photography. The marketing cost-to-revenue ratio is calculated as the ratio of marketing costs to revenue.

Marketing costs decreased by 30.2% to EUR 211.3 million in the last financial year (2022/2023: EUR 302.7 million). This represents a 500 basis point reduction in the cost-to-revenue ratio to 10.9% in FY 2023/2024 (2022/2023: 15.9%). The decrease was mainly due to the reduction of campaign activities in the Nordic and Southern European markets, the absence of

Big Bang market entry campaigns in new markets and the pausing of large-scale marketing events. The marketing costs-to-revenue ratio also benefited from efficiency measures. In addition, the shortening of break-even targets for new customers in marketing steering and thus a stronger focus on short-term efficiency in marketing initiatives also led to a reduction in marketing costs.

The focus of marketing measures in FY 2023/2024 was on performance marketing to support revenue growth, as well as influencer campaigns, content generation, and smaller brand building initiatives.

Definition and Development of Administrative Expenses

Administrative costs are composed primarily of personnel expenses, office infrastructure, and legal and consulting costs. Administrative costs originate from departments operating across the Group (such as Human Resources and Recruiting, Finance, Business Intelligence, and Legal) as well as from departments with internal functions (such as Facility, IT Security, Infrastructure or Office Management). Furthermore, cost centers for strategy, planning, management or control functions, as well as other operating expenses and other operating income not related to the cost lines are included here. The administrative cost-to-revenue ratio is calculated as the ratio of administrative expenses to revenue.

Administrative expenses increased underproportionally to revenue by 0.4% to EUR 89.1 million in FY 2023/2024 (2022/2023: EUR 88.7 million). Accordingly, the cost-to-revenue ratio decreased by 10 basis points to 4.6% (2022/2023: 4.7%). The decline is due to operational efficiency measures as well as a slowdown in new hires, in particularly in non-tech functions.

Development and Reconciliation of Adjusted EBITDA

In the current financial year, adjusted EBITDA amounted to EUR 3.2 million (2022/2023: EUR -137.0 million). This corresponds to an adjusted EBITDA margin of 0.2% (2022/2023: -7.2%). The adjusted EBITDA margin is calculated as the ratio of adjusted EBITDA to revenue.

The adjusted EBITDA development in FY 2023/2024 is characterized on the one hand by slight revenue growth and an improvement in the gross margin, and on the other hand by lower cost-to-revenue ratios in the areas of fulfillment, marketing and administrative costs.

A total of EUR 25.7 million has been adjusted in FY 2023/2024 (2022/2023: EUR 14.6 million). EUR 9.0 million of these relate to severance payments and other one-time costs in connection with underutilization resulting from the postponed ramp-up of the distribution center in France (EUR 2.5 million), and the costs of underutilization due to force majeure at the distribution center in Poland (EUR 6.5 million). As a result, one-off costs were incurred as special processes were required at alternative distribution centers. Further, EUR 4.3 million were adjusted for reorganizational measures in the context of the separation of the SCAYLE Tech and SCAYLE Payment entities, as well as severance payments and other costs related to organizational development measures in the Group. EUR 12.5 million is explained by expenses for equity-settled share-based compensation. These costs have been eliminated in the calculation of adjusted EBITDA.

Adjustments

in EUR million	FY 2023/2024	FY 2022/2023
Adjusted EBITDA	**3.2**	**(137.0)**
Equity-settled share-based compensation	(12.5)	(12.4)
Non-operating one-time effects	(13.2)	(2.1)
EBITDA	**(22.5)**	**(151.6)**

1 Own work capitalized includes internal personnel costs and all other cost items eligible for capitalization.

Nature of Expenses: Reconciliation of the Consolidated Income Statement to APM

	FY 2023/2024					
in EUR million	NoE/ APM	Cost of sales	Fulfillment costs	Marketing costs	Admin. expenses	Adjusted EBITDA
Revenue	1,935.2	(1,186.9)	(444.8)	(211.3)	(89.1)	3.2
Cost of Materials	(1,174.3)	(1,174.3)	0.0	0.0	0.0	0.0
Personnel expenses	(97.8)	(12.6)	(10.5)	(34.1)	(40.6)	0.0
Other operating expenses	(698.7)	(5.5)	(455.2)	(184.5)	(53.5)	0.0
Other operating income	4.0	0.0	6.4	(2.7)	0.3	0.0
Own work capitalized[1]	34.7	5.5	14.6	10.0	4.7	0.0
Adjusted EBITDA	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

	FY 2022/2023					
in EUR million	NoE/ APM	Cost of sales	Fulfillment costs	Marketing costs	Admin. expenses	Adjusted EBITDA
Revenue	1,904.6	(1,184.0)	(466.2)	(302.7)	(88.7)	(137.0)
Cost of materials	(1,178.4)	(1,178.4)	0.0	0.0	0.0	0.0
Personnel expenses	(94.0)	(12.4)	(9.2)	(37.8)	(34.6)	0.0
Other operating expenses	(820.9)	(5.2)	(480.6)	(272.5)	(62.7)	0.0
Other operating income	15.3	0.0	14.5	0.0	0.8	0.0
Own work capitalized[1]	36.4	12.0	9.0	7.6	7.8	0.0
Adjusted EBITDA	**(137.0)**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**

2.3.3 SEGMENT RESULTS OF OPERATION

The following sections provide additional explanations on segment reporting. These are disclosures from internal reporting, which include internal transactions between segments and revenues that are recognized based on customer order date instead of customer invoice date, which is used for internal management purposes.. Further information on segment reporting can be found in the Notes to the Consolidated Financial Statements (See **section 3.7.6**).

ABOUT YOU DACH
The ABOUT YOU DACH segment revenue was broadly flat at EUR 916.7 million in FY 2023/2024 (2022/2023: EUR 916.3 million). Germany was a challenging market with consumer sentiment remaining volatile on low levels having a negative impact on revenue development. Revenue dynamics improved towards the end of FY 2023/2024 on a weak comparative base from the prior year period. In Austria and Switzerland, revenue continued to grow in FY 2023/2024.

The segment achieved an adjusted EBITDA of EUR 33.0 million in FY 2023/2024 (2022/2023: EUR 13.5 million), representing an increase in the adjusted EBITDA margin of 210 basis points to 3.6% (2022/2023: 1.5%). The increase in the EBITDA margin was the result of a gross margin increase due to a lower level of discounting compared to the prior year period, tighter marketing efficiency targets and operational efficiency measures.

ABOUT YOU Rest of Europe or RoE
Revenue in the Rest of Europe segment grew by 2.8% to EUR 925.9 million in FY 2023/2024 (2022/2023: EUR 900.4 million).

Revenue growth was fueled by the CEE region driven by improving consumer sentiment in key markets and successful campaigns. In the Nordics and Southern European markets, growth rates were relatively broad explained by different impacts of the cost-reduction measures at country level and effects from the prior-year period 2022/2023.

The segment reported an adjusted EBITDA of -62.8 million in FY 2023/2024 (2022/2023: -168.7 million). This corresponds to an improvement in the adjusted EBITDA margin of 1200 basis points to -6.8% (2022/2023: -18.7%). The improvement in the EBITDA margin was driven by lower expenses for media and marketing measures, the non-recurrence of one time costs related to the rollout of the European distribution network as well as operational efficiency measures.

Tech, Media, Enabling or TME
In FY 2023/2024, revenue in the TME segment declined by 3.2% to EUR 188.9 million (2022/2023: EUR 195.1 million). In the Tech sub-segment, revenue remained broadly stable with annual recurring revenue increasing significantly. For Media, revenue declined as brand partners reduced their marketing campaign budgets due to the challenging market environment. In the Enabling subsegment, revenue declined mainly as a result of the elimination of loss-making revenue streams.

Adjusted EBITDA in FY 2023/2024 amounted to EUR 50.4 million (2022/2023: EUR 31.4 million). This corresponds to an increase in the adjusted EBITDA margin of 1060 basis points to 26.7% (2022/2023: 16.1%). The margin increase is the result of a positive mix effect with a higher share of high-margin Tech revenue in the TME segment, as well as the elimination of loss-making revenue streams, cost discipline and one-time effects resulting in higher adjustments.

2.3.4 CASH FLOWS

The liquidity position and financial performance of the Group are shown in the consolidated statement of cash flows below:

Statement of Cash Flows for FY 2023/2024

in EUR million	FY 2023/2024	FY 2022/2023
Loss for the period	(112.2)	(229.0)
Amortization, depreciation, and write-downs	67.2	61.6
Income taxes	(0.9)	1.9
Net interest result	11.9	2.5
Taxes paid	0.0	0.0
Increase / decrease in inventories	35.1	(166.5)
Increase / decreases in trade receivables and other receivables	(65.8)	35.2
Increase in trade payables	50.1	58.9
Increase in other assets / liabilities	39.2	8.0
Non-cash expenses	23.1	20.9
Cash flow from operating activities	**47.8**	**(206.5)**
Payments for investments in intangible assets and property, plant, and equipment	(35.4)	(38.2)
Acquisition of shares in companies	(1.3)	(0.2)
Payments for loans as well as interest received	(2.1)	(16.2)
Cash flow from investing activities	**(38.8)**	**(54.5)**
Free cash flow	**9.0**	**(261.0)**
Proceeds from issue of share capital	0.0	0.1
Principal payments for leasing liabilities	(36.4)	(26.6)
Interest paid	(13.5)	(3.8)
Cash flow from financing activities	**(49.9)**	**(30.4)**
Cash and cash equivalents at beginning of period	204.9	496.2
Net change in cash and cash equivalents	(40.9)	(291.4)
Cash and cash equivalents at end of period	**163.9**	**204.9**

ABOUT YOU generated a cash flow from operating activities of EUR 47.8 million in FY 2023/2024 (2022/2023: EUR -206.5 million). The positive development vs last FY is mainly attributable to the considerably improved EBITDA of EUR -22.5 million (2022/2023: EUR -151.6 million) and a decrease in net working capital compared to previous year. The net working capital development is mainly a result from a reduction in own stock inventories and a sharpening of payables management. The decrease in own-stock inventories is largely the result of a more conservative seasonal own stock buy in line with current market conditions, as well as improved inventory management across the logistics network. The reduction is also explained by the elevated inventory levels at the end of FY 2022/2023.

Cash flow from investing activities is mainly driven by CAPEX and amounted to EUR -38.8 million in FY 2023/2024. (2022/2023: EUR -54.5 million). It primarily relates to investments in intangible assets and property, plant, and equipment, which added up to EUR 35.4 million (2022/2023: EUR 38.2 million). The investments in intangible assets mainly consist of capital-ized in house work of software and infrastructure. Loans to related parties and related interest received amounted to net EUR 2.1 million in FY 2023/2024 (2022/2023: EUR 16.2 million). The reduction vs last year is explained by an improved outlook for loan-financed influencer brands and incubators, as well as the corresponding decision to reduce the new lending to these entities.

Free cash flow improved by EUR 270.0 million compared to previous financial year. In total, this results in a positive free cash flow amounting to EUR 9.0 million (2022/2023: EUR -261.0 million).

Cash flow from financing activities amounted to EUR -49.9 million (2022/2023: EUR -30.4 million) and consist of EUR 36.4 million repayments for leasing liabilities (2022/2023: EUR 26.6 million) and EUR 13.5 million (2022/2023: EUR 3.8 million) of interest payments for leasing liabilities.

As per February 29, 2024, ABOUT YOU held cash and cash equivalents of EUR 163.9 million (February 28, 2023: EUR 204.9 million). ABOUT YOU was able to meet its payment obligations for the present financial year at all times. In addition, the ABOUT YOU Group has agreed a credit facility of EUR 97.5 million with its main shareholders. As of the reporting date, the credit facility had not been drawn.

2.3.5 FINANCIAL POSITION

Statement of Financial Position
The Group's net assets are presented in the consolidated statement of financial position below:

Consolidated Statement of Financial Position for FY 2023/2024

in EUR million	2/29/2024	2/28/2023
Assets		
Non-current assets	**257.7**	**300.9**
Intangible assets	79.6	65.4
Right-of-use assets	147.8	199.6
Property, plant, and equipment	6.0	6.9
Other non-current financial assets	24.4	29.0
Current assets	**887.0**	**880.5**
Inventories	519.7	554.9
Trade receivables and other receivables	106.5	40.7
Other financial assets	13.4	0.0
Other non-financial assets	83.4	80.1
Cash and cash equivalents	163.9	204.9
Total Assets	**1,144.7**	**1,181.4**
Equity and Liabilities		
Equity	**267.3**	**366.6**
Subscribed capital	186.2	186.2
Share premium	958.6	946.1
Retained deficit	(877.4)	(765.3)
Hedging provision	0.0	(0.4)
Non-current liabilities	**137.5**	**179.9**
Non-current lease liabilities	121.7	172.9
Other non-current liabilities	9.7	0.0
Deferred tax liabilities	6.1	7.0
Current liabilities	**739.9**	**634.9**
Trade payables	456.7	406.6
Lease liabilities	53.2	45.2
Other financial liabilities	115.9	103.1
Other non-financial liabilities	112.3	78.2
Provisions	1.7	1.7
Total Liabilities	**1,144.7**	**1,181.4**

Total assets decreased by EUR 36.8 million compared to February 28, 2023 to EUR 1,144.7 million. The dominating balance sheet items on the assets side are right-of-use assets, working capital items of the assets side as well as cash and cash equivalents.

Non-current assets decreased mainly due to the reduction of EUR 51.8 million in right-of-use assets, which is primarily explained by depreciation. In addition, other non-current financial assets decreased by EUR 4.6 million. The decline is due to the result from investments accounted for using the equity method. The offsetting effect was the increase in intangible assets of EUR 14.1 million, which is predominantly attributable to investments in internally developed software.

As of February 29, 2024, inventories were reduced by EUR 35.1 million to EUR 519.7 million (February 28, 2023: EUR 554.9 million). The reduction in inventories is largely the result of a more conservative seasonal own stock level in line with current market conditions, as well improved inventory management across the logistics network. The reduction is also explained by the elevated inventory levels at the end of FY 2022/2023.

The increase in receivables is due to increased use of the deferred payment method Cash-on-Delivery (CoD) by our Eastern and Southern European customers. CoD payment methods are paid out with a time delay compared to instant payment methods. At the same time, B2B receivables from the TME segment increased compared to the previous year. B2B payment methods generally have worse payment terms than the B2C business. Trade receivables also increased due to the higher reclassification of accounts receivable with credit balances.

Other financial assets increased by EUR 13.4 million due to a cash deposit for issued guarantees. Other non-financial assets increased by EUR 3.4 million, mainly driven by a slightly higher return provision.

As of February 29, 2024, equity decreased by EUR 99.3 million compared to February 28, 2023. The decrease is mainly attributable to the result for the period of EUR -112.2 million (2022/2023: EUR -229.0 million). At the same time the capital reserve increased by EUR 12.5 million (2022/2023: EUR 12.5 million) is explained by share-based expenses with an offsetting effect in equity.

Non-current liabilities mainly include lease liabilities of EUR 121.7 million, which decreased by EUR 51.1 million compared to February 28, 2023. The decrease is mainly explained by scheduled repayments. This decrease was mitigated by an increase in non-current liabilities of EUR 9.7 million, which mainly results from advance payments for long-term SaaS projects. This corresponds to a contractual liability.

Current liabilities increased by EUR 105.0 million to EUR 739.9 million as per February 29, 2024, mainly as a result of an increase in trade payables. This is the result of working capital measures, such as renegotiated payment terms, optimized payables management and increased utilization of the Group's working capital programs. As on the assets side, the increase is also partly explained by the gross disclosure of receivables and payables positions due to the higher reclassification of debtors with credit balances.

Other financial liabilities increased by EUR 12.8 million, mainly driven by an increase in the provision for items subject to return. As on the assets side, the increase in other non-financial liabilities is explained by the gross disclosure of receivables and liabilities items due to the higher reclassification of debtors with credit balances.

Net Working Capital

The calculation of net working capital is shown in the following table:

	in EUR million	2/29/2024	2/28/2023
(+)	Current assets excl. Cash and cash equivalents	723.1	675.7
	Inventories	519.7	554.9
	Trade receivables and other receivables	106.5	40.7
	Other financial assets	13.4	0.0
	Other non-financial assets	83.4	80.1
(-)	Current liabilities	739.9	634.9
	Trade payables	456.7	406.6
	Lease liabilities	53.2	45.2
	Other financial liabilities	115.9	103.1
	Other non-financial liabilities	112.3	78.2
	Other provisions	1.7	1.7
=	**Net working capital**	**(16.9)**	**40.7**

As per February 29, 2024, net working capital amounted to EUR -16.9 million (February 28, 2023: EUR 40.7 million). Net working capital has decreased, by EUR 57.6 million compared to last financial year. As per February 29, 2024, current liabilities amounted to EUR 739.9 million (February 28, 2023: EUR 634.9 million), while current assets excluding cash and cash equivalents amounted to EUR 723.1 million (February 28, 2023: EUR 675.7 million).

The main drivers for the change in net working capital are, in addition to what has already been described in **section 2.3.5** under the balance sheet, primarily the active working capital measures and the optimization of payment terms.

2.3.6 EMPLOYEES

As per February 29, 2024, the Group had 1,233 permanent employees[1]. This represents a decrease of 49 permanent employees compared with February 28, 2023 (1,282 permanent employees).

2.3.7 REPORT ON RELATIONSHIPS WITH RELATED PARTIES

ABOUT YOU's Management Board has submitted the Dependency Report required by Section 312 of the German Stock Corporation Act (AktG) for FY 2023/2024 to the Supervisory Board and issued the following final declaration:

Pursuant to Section 312 (3) of the German Stock Corporation Act (AktG), we declare that the Company received appropriate consideration for each legal transactions listed in the report on relations with affiliated companies in FY 2023/2024, based on the circumstances known to ABOUT YOU at the time the legal transactions were carried out.

2.4 GROUP NON-FINANCIAL REPORT[2]

The separate ESG Report for FY 2023/2024 will be published on May 15, 2024. It is available on the ABOUT YOU website under **About Us (https://corporate.aboutyou.de/de/about-us).** The legally required non-financial report of ABOUT YOU pursuant to Sections 315b, 315c in conjunction with Sections 289c to 289e HGB is integrated into this ESG Report.

2.5 RISK MANAGEMENT

The ABOUT YOU Group actively manages its exposure to economic, industry, financial, and company-specific risks and opportunities. The following section describes the Group's risk management activities (called risk management system, "RMS") and provides an overview of the Group's key material risks and opportunities.

2.5.1 RISK MANAGEMENT SYSTEM

Together with a Compliance Management System ("CMS") and Internal Control Systems ("ICS"), the RMS is an integral part of the corporate governance structure of the ABOUT YOU Group. The implementation and integration of the three systems form the basis of an efficient corporate governance structure. The RMS defines the overall control objectives and the risk assessment process for the different business areas of the ABOUT YOU Group. The Group has established its RMS in accordance with the Committee of Sponsoring Organizations of the Treadway Commission Enterprise Risk Management ("COSO ERM") criteria and uses this structured approach to meet regulatory requirements such as the Auditing Standards 340 and 981 of the Institute of Public Auditors in Germany ("IDW").

Objectives of the Risk Management System
The objectives of the RMS are to set up procedures to identify and manage risks through a regular and systematic process that allows appropriate risk measures to be taken, to promote active risk awareness, and to create transparency about risks and opportunities.

RMS objectives include:

- **Identify relevant risks:** Maintain an effective process for identifying risks faced by the Group
- **Take proactive actions:** Maintain a structured approach to risk management, including documentation, reporting, assessment, control and ongoing monitoring, along with measures to mitigate risks
- **Promote awareness:** Develop a culture of active risk management and opportunity recognition, promoting employee awareness
- **Ensure transparency:** Facilitate early identification of risks and opportunities, enabling effective countermeasures at every organizational level within the Group
- **Comply with regulations:** Ensure compliance with statutory and legal requirements, including comprehensive reporting of risks to the Management Board and the Audit Committee of the Supervisory Board through standardized procedures

1 Full-time equivalent employees
2 The content of the group non-financial report is not part of the audit. It is subject to a separate audit on limited assurance engagement.

- **Serve as a guideline:** Use RMS outcomes as a reference point for well-informed business decisions

Identification of Risks and Opportunities

Risks and opportunities are continuously identified and monitored to ensure transparency. The Group's risk management team conducts structured and overall continuous risk assessments. Overarching risks are managed centrally, while function-specific risks are identified, measured, and documented on a decentralized basis as part of a bi-annual risk process.

Risk Assessment

Risks are assessed based on two main factors, the probability of occurrence and the potential financial impact. The potential financial impact is assessed in three different scenarios: pessimistic, realistic, and optimistic scenario. Moreover, the financial impact and the probability of occurrence are assessed within a time horizon of twelve months. Each risk also entails risk mitigation measures (either to bear risk, minimize risk, or to avoid risk), each of which is assessed in terms of its impact on the aforementioned factors. The corresponding measures are reviewed and submitted by identified risk leads throughout the Group, as part of the risk assessment process. The evaluation of the risks results in a gross risk assessment, which describes the risks before the measures are applied, and a net risk assessment, which includes the effects of the risk measures. These assessments are made on an individual risk basis.

The result of the net risk assessments is thereafter, as part of the bi-annual risk process, used to simulate the overall expected financial impact of the identified risks. This is done via a Monte Carlo simulation which considers the estimated probability of occurrence, the three different financial impact scenarios, and the mitigation effects of the risk mitigation measures on both dimensions.

As a last step, the risks are classified into three different levels according to their probability of occurrence and potential impact: minor risks, moderate risks, or top risks. In addition, the identified risks are summarized in accordance with the COSO-ERM standards.

The ABOUT YOU Group also assesses its risk-bearing capacity in accordance with IDW PS 340. The outcome of the Monte Carlo simulation, which is the simulated overall financial impact of the identified risks, is compared with the risk-bearing capacity, which is defined as the estimated average liquidity position (cash and cash equivalents and marketable debt securities and similar investments) for the next twelve months.

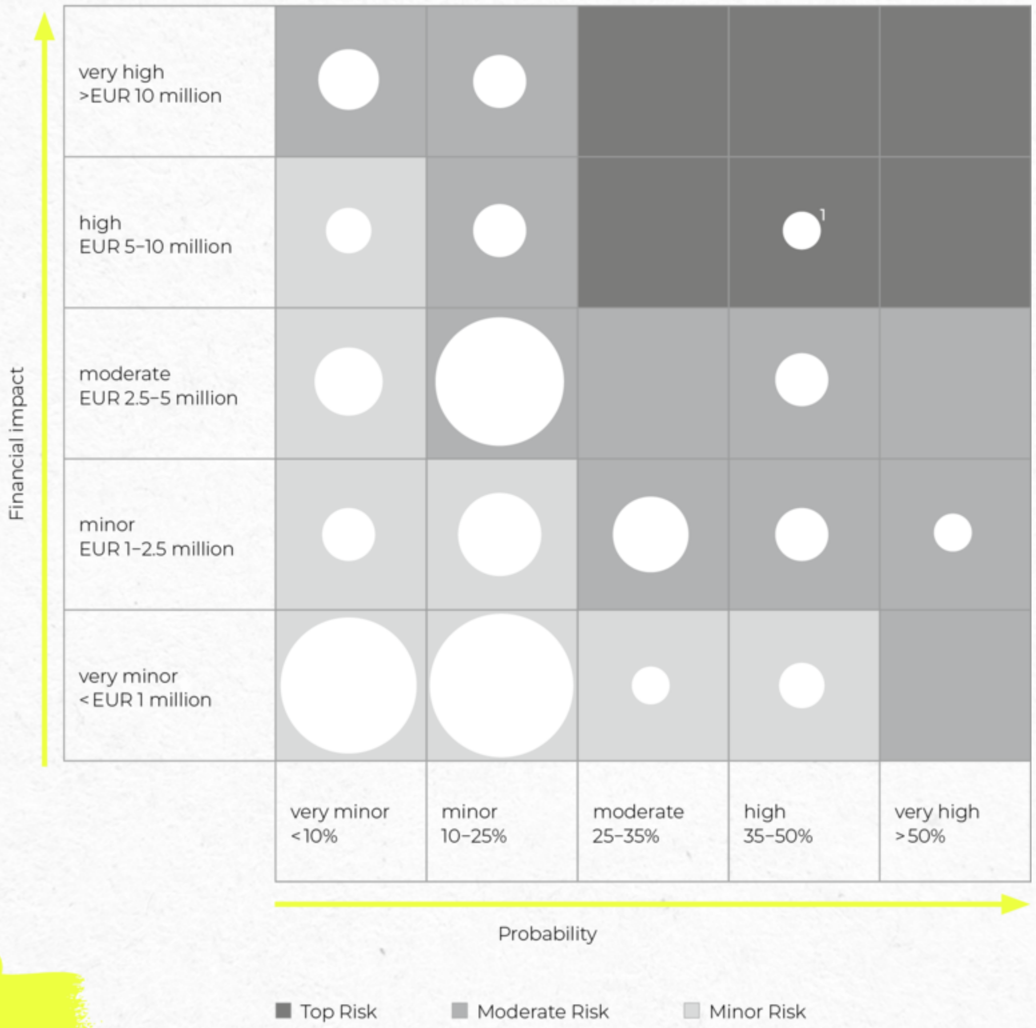
This process also includes defining the acceptance and management of certain risks. Risk appetite is defined as the acceptance of a certain level of risk in order to achieve the Group's objectives and create additional value and sets the boundaries within which the ABOUT YOU Group is willing to operate given its risk appetite. The Management Board has set the risk tolerance for the individual functional areas which have been communicated and delegated to the various managers.

In addition, all risks are reviewed and classified according to Environmental, Social, and Governance (ESG) aspects.

The illustration "ABOUT YOU Group Net Risk Inventory" below, provides an overview of all identified risks. The size of the circles represents the number of risks. The smallest circle represents one risk, the largest circle represents 15 risks. The identified top risk is "Data Leakage".

1 Top risk: Data leakage

ABOUT YOU Group Net Risk Inventory [1]



The bi-annual risk process results in a comprehensive risk report with an updated risk inventory and a risk presentation with the risk matrix presented above.

The risk management team is responsible for preparing the report which is thereafter reviewed and approved by the Management Board. After the Management Board's review, the report is submitted to the Audit Committee and the Supervisory Board to ensure oversight of the overall risk strategy. The Supervisory Board and the Audit Committee have direct access to the risk management team and can carry out further review measures at any time if necessary.

Improvements, Control, and Communication of the Risk Management System

The adequacy and effectiveness of the RMS is monitored by process-integrated and process-independent controls.

Process-independent controls include a full review of the RMS process, which takes place every two years and is conducted by the risk management team. The process includes the identification of areas for improvement and subsequent adjustments following a review by the Management Board. In addition, an independent RMS review is included in the Group's audit plan. Process-integrated controls include a regular internal quality assurance process for continuous improvement of the RMS.

2.5.2 ILLUSTRATION OF RISKS

The latest bi-annual risk process resulted in a total of 86 identified risks that could have an impact on the Group over the next twelve months. No individual risks or risk groups were identified that could jeopardize the continued existence of the Group.

Key changes in the Group's risk assessment result from numerous external and internal factors which were taken into account as part of the latest risk process.

These factors include:

- Economic instability, for example, leading to increased costs or the insolvency of B2B partners
- Market dynamics and increasing competition
- Supply chain issues
- High stock levels
- Geopolitical tensions such as the war in Ukraine
- Changing and less predictable consumer preferences
- Regulatory requirements, specifically ESG legislation

In addition, the expansion of the ABOUT YOU Group and the increasing scope of the Group's operations, e.g. caused by the SCAYLE spin-off, contributed to the latest risk inventory.

As part of their description, the following risks are assigned to the categories shown in the figure "ABOUT YOU Group Net Risk Inventory" (low risk, moderate risk, top risk) according to their probability of occurrence and financial impact. The illustration of risks focuses on the top risk and the moderate risks. Further details regarding the most important risks of each risk category are provided below:

Strategic Risks
The strategic risk landscape is characterized by multiple macroeconomic factors. Uncertainty and changing preferences among consumers poses key challenges for the ABOUT YOU Group and the entire e-commerce industry. Despite overall stabilization, intensified competition, especially from third-generation fast fashion e-commerce players, creates a challenging market environment for the Group, as well as for its TME segment enterprise customers. Therefore, the general macroeconomic development, the competitive environment, and financial challenges of TME segment enterprise customers, represent key moderate risks for the ABOUT YOU Group. Further, the ongoing war in Ukraine remains a concern impacting consumer sentiment, especially in Central and Eastern Europe and for ABOUT YOU's supply chain. The impact on the supply chain is a moderate risk, while the consumer sentiment represents a minor risk. Given the experience of facing these risks in the past year, business planning for the upcoming year proactively addresses these challenges. Therefore, the risk impact has not significantly increased compared to the previous risk assessment.

The Group is taking continuous measures to mitigate the effects of these risks. The consumer sentiment and the competitive environment are actively monitored, and marketing campaigns are adjusted accordingly.

Operational Risks
The Group regularly adjusts its business planning and operations to align with the evolving macroeconomic situation. Accordingly, ABOUT YOU has applied multiple actions and adjustments to mitigate pervasive risks related to stock and purchase price increases. Therefore, both warehouse overstock and increased purchase prices, previously two of the top risks of the Group, still represent relevant moderate risks for ABOUT YOU, but are no longer categorized as top risks.

In addition, ABOUT YOU faces several risks which could impact the supply chain as well as in- and outbound warehouse operations. Causes for these risks range from external factors like extreme weather events and geopolitical tensions to internal factors like process or technical inefficiencies. This is why three of the main moderate operational risks are inbound delays due to supply chain issues, warehouse inefficiencies, and disruptions, as well as outbound disruptions due to extreme weather events.

Financial Risks
The current volatile macroeconomic situation has an impact on the Group's financial risks. An example for one of the main moderate financial risks are possible insolvencies of B2B partners that could result in outstanding receivables not being paid. Also, the global growth of ABOUT YOU's supplier network increases the influence of international markets on the Group's business. Hence, another key moderate financial risk is associated with exchange rates volatility unless effectively mitigated through hedging transactions. Further, newly introduced regulations, as well as increasing reporting obligations, pose a financial risk. For instance, the late payment directive could potentially impact reported cash levels, and therefore represents a moderate risk. Specific financial risks are discussed in more detail in **section 3.7.1 "Financial Risk Management".**

Risks relating to Compliance and the Regulatory Environment
Key compliance and regulatory risks are driven by changed legal requirements, the Group's vulnerability to cybercrime, and its reliance on a significant extent of data.

The ABOUT YOU Group's assessed top risk arises from the possible loss of confidential data, which may for example lead to lawsuits, penalty payments and impairment of customer satisfaction. This can be triggered by internal (including system errors) or external factors (including hacker attacks). The Group constantly invests in data security and has implemented a comprehensive IT security program. The program consists, among other things, of security audits with external service providers as well as training for employees (including security awareness training and phishing training).

Additionally, new and changing regulatory requirements pose a risk for the ABOUT YOU Group in the form of increasing administrative efforts and potential fines. For new regulations, like the German Supply Chain Due Diligence Act, the Group implements new regulatory instruments in a timely manner to stay compliant and can therefore minimize risks related to potential fines.

2.5.3 ILLUSTRATION OF OPPORTUNITIES

Opportunities connected to the ABOUT YOU Group's future development arise from the scaling of the business model at various levels, as well as optimization of business processes. The opportunities are addressed along the dimensions of the Group's growth strategy and are independent from the way risks are classified. The opportunities are presented below in descending order in line with their potential impact on the ABOUT YOU Group.

Macroeconomic Environment, Market Penetration, and Profitable Growth
In the past years, the ABOUT YOU Group has faced volatile and challenging market conditions. In defiance of this macroeconomic situation, the Group introduced a variety of strategic and operational measures to further optimize inventory, logistics, marketing planning, and hiring. This improved cost structure provides the foundation for sustained profitability and for navigation of potential future challenges in macroeconomic conditions.

Despite this ongoing pressure and volatility, the macroeconomic environment has slightly stabilized. With inflation rates decreasing, the Group expects consumer sentiment to slightly recover and the overall market conditions to be more stable in the upcoming twelve months[1]. Once the market fully recovers, ABOUT YOU will leverage the potential of its business model to further accelerate growth, while increasing efficiency to ensure long-term profitability.

The macroeconomic conditions have not only affected the ABOUT YOU Group but has challenged the entire industry. Over the past twelve months, there has been an increasing level of consolidations and insolvencies affecting mostly brick-and-mortar retailers, but also online retailers[2]. This will not only allow ABOUT YOU to grow its customer base and gain additional market shares, but it also creates investment and talent acquisition opportunities. The fundamental long-term offline to online channel shift will continue, despite challenging consumer sentiment and insolvencies across all fashion retailers.

1 Eurostat via Statista (2024) - Europäische Union: Inflationsrate von Januar 2022 bis Januar 2024; Statista Market Insights (2024) - eCommerce Fashion Revenue Europe;
Statista Market Insights (2024) - eCommerce Average Fashion Revenue per User Europe;
Euromonitor (2024) – European apparel and fashion market

2 Textilwirtschaft (2023) - Diese Modeunternehmen haben 2023 Insolvenz angemeldet [These fashion companies filed for insolvency in 2023]

TME Scaling
In addition to the Commerce segment, the ABOUT YOU Group sees additional opportunities in the further expansion of its TME segment. The successful spin-off of SCAYLE in the past financial year into its own legal entity provides the flexibility to further accelerate the successful growth of SCAYLE even in a challenging macroeconomic environment. The increasing internationalization of SCAYLE lays the foundation for future growth and acquisition of new enterprise customers. The most recent example of the acquisition of a global enterprise customer is the soccer club Manchester United. The slight stabilization of macroeconomic situation and consumer sentiment provides potential for fostering customer relationships, as well as prospect acquisitions for both SCAYLE and other TME activities of the Group.

Enhanced Logistics Network and Diversification of Supply Models and Assortment
ABOUT YOU is able to rely on an established logistics network, suitable to cater for the increasing customer demand for convenient and fast delivery. Moreover, it grants the necessary resources for growing activities under the FbAY model. The diversification of supply models also includes the implementation of additional operating models. This represents one of the essential opportunities identified, which allows ABOUT YOU to further diversify the assortment across all supply models and deepen its existing cooperations to continue the success stories of brands and ABOUT YOU alike.

The ABOUT YOU Outlet, launched in 2022, provides customers with the opportunity to shop discounted products in a time of lower discretionary spending, and offers ABOUT YOU, as well as suppliers, an additional touchpoint to new and existing customers. Due to the increasing assortment and the growing awareness among consumers, the ABOUT YOU Outlet is expected to continue its growth in the upcoming twelve months.

Alongside the collaborations with brands, ABOUT YOU is continuously working on new exclusive collaborations, as well as private labels collections. Potential for growth can be identified especially within LAYBELS, where ABOUT YOU creates exclusive cooperations and brands together with creators and celebrities. The founding of brands like LeGer creates an exclusive assortment attracting customers, who then also shop from other, non-exclusive brands at ABOUT YOU.

Innovation and Personalization across multiple Consumer Touchpoints
ABOUT YOU strives for continuous improvement of the customer-friendliness of its technology platform and a consequently more and more exciting shopping experience. By leveraging innovative technologies, specifically Artificial Intelligence, ABOUT YOU aims to not only offer a unique customer experience, but also to increase efficiency both internally, as well as along the customer journey. A specific example is the new AI assistant MAYA, which has been providing customers with personalized outfit recommendations and shopping advice using artificial intelligence in the ABOUT YOU app in DACH since April 2024. uses AI to provide customers with personalized outfit recommendations and shopping guidance. As a result, ABOUT YOU expects higher customer engagement and frequency, along with strengthening customer loyalty.

In addition to optimizing the technology platform, new and reintroduced marketing initiatives ranging from online to offline experiences allow for a reinforcement of ABOUT YOU's brands. Through experiences like the ABOUT YOU Pangea Festival, ABOUT YOU Fashion Week, and inspiring onsite and social media content, ABOUT YOU creates an emotional connection with customers. In times of market wide decreasing brand loyalty[1], this emotional connection will help ABOUT YOU to further grow its customer base, while aiming to enhance the customer lifetime value.

Planet, People, and Progress
Since its foundation, ABOUT YOU has been striving for its mission to support people in expressing themselves individually through fashion and to confidently stand up for diversity, tolerance and fairness. ABOUT YOU's goal is to create a particularly inspiring and personalized shopping experience by combining fashion and technology. In doing so, ABOUT YOU is highly aware of its responsibility – ecologically, socially, and in the digital sphere.

The uniform regulation of social and environmental standards along the supply chain through the German Supply Chain Due Diligence Act enables ABOUT YOU to further assess and increase transparency across the Group's supply chain. This creates an opportunity to further improve ABOUT YOU's impact on "Planet, People and Progress".

1 McKinsey, The Business of Fashion (2023) – The State of Fashion 2024

ABOUT YOU's Second Love category provides customers the opportunity to shop second-hand clothing, and herewith reduce waste, material, and CO_2 emissions. At the same time, customers continue to benefit from the same unique selling propositions (USPs) as with ABOUT YOU's regular assortment. In cooperation with leading re-commerce companies, ABOUT YOU has significantly grown its Second Love assortment in the past financial year and sees the opportunity to further expand its growth in the future.

2.5.4 INTERNAL CONTROL SYSTEM[1]

Internal Control System Structure

In addition to the Group-wide RMS, the ABOUT YOU Group has implemented control systems (referred to as Internal Control System, "ICS") in accordance with Section 315 (4) HGB, which is discussed in more detail in the following section.

The Group currently has implemented an accounting-related ICS, an ESG ICS, and finally, an IT security ICS, all in line with COSO. The goal is to assess and control risks within the Group that could have a key influence on the appropriateness of the content and presentation of the consolidated financial statements, management reporting and the annual report.

All risks and the controls to reduce the risks are analyzed and documented. Cross-process risk control matrices have been implemented in the Group for this purpose, which include features such as description and type of the control, control frequency, and parties responsible for executing and monitoring the controls.

The Group's internal control systems are continuously updated and adapted to changing processes. The effectiveness of the controls is evaluated on a regular basis. The Management Board reports to the Audit Committee on the ICS at least twice per year.

ABOUT YOU's internal control system must be continuously adapted to the dynamic development of ABOUT YOU, such as changes in the business model, the type and scope of business transactions or responsibilities. This is associated with the need to further develop the appropriateness and effectiveness of the systems in individual areas as a result of the regular assessments by those responsible for the controls, as well as the findings of the auditors.

Due to the complex internal process and system landscape and the dynamic changes in operational processes, the internal control system in particular needs to be continuously developed in the Tech, Media and Enabling segments in order to ensure control reliability. Measures to formalize and increase the level of maturity have already been implemented in the current financial year and will also be implemented in the next financial year in line with ABOUT YOU's development.

Accounting-related Internal Control System

As stated above, the ABOUT YOU Group has implemented an accounting-related ICS in accordance with Section 315 (4) HGB. The objective of the ICS is to ensure the correctness, completeness, and reliability of internal and external accounting and reporting in accordance with IFRS and the German HGB, which result from Sections 76 (1), 93 (1) of the German Stock Corporation Act (AktG) and Section 107 (3) sentence 2 of the AktG. Central to the ICS is the identification, assessment and management of all risks that could have a key impact on the proper content and fair presentation of the consolidated financial statements and the combined management report. The accounting-related ICS provides preventive, investigative, monitoring and error corrective measures to ensure accuracy of the accounting and external financial reporting.

Risks relevant to financial reporting and the controls used to mitigate these risks are analyzed and documented on an ongoing basis. A cross-process risk control matrix defines relevant controls, including a description of the risk to be mitigated, the frequency of controls, and the persons responsible for implementing and monitoring them.

The appropriateness and effectiveness of the accounting-related ICS is regularly and continuously reviewed and further developed by those responsible in the finance department.

1 The content of this paragraph is unaudited

2.6 CORPORATE GOVERNANCE STATEMENT[1]

Since its founding, ABOUT YOU's goal has been to empower people to find and express themselves through fashion, standing up for diversity, tolerance, and self-confidence. This goal also shapes the corporate culture of ABOUT YOU, which is similarly based on diversity, tolerance, and self-confidence. Accordingly, the Management Board and Supervisory Board are jointly committed to responsible and sustainable corporate governance and jointly issue the following corporate governance statement pursuant to Art. 9 (1) lit. C) iii) SE Regulation in conjunction with Sections 289f, 315d HGB[2] which is part of the combined management report.

2.6.1 DECLARATION OF COMPLIANCE

In May 2023, the Management Board and Supervisory Board issued the following declaration of compliance pursuant to Section 161 of the German Stock Corporation Act (AktG), which is also available on the Investor Relations website under **Governance: https://ir.aboutyou.de/websites/about-you/English/7000/governance.html.**

Pursuant to Section 161 (1) sentence 1 of the German Stock Corporation Act (AktG), the Management Board and Supervisory Board of ABOUT YOU Holding SE, with its registered office in Hamburg ("ABOUT YOU"), must declare annually that the recommendations of the "Government Commission on the German Corporate Governance Code" published by the Federal Ministry of Justice in the official section of the Federal Gazette (Bundesanzeiger) have been and are being complied with, or which of the Code's recommendations have not been applied or are not being applied and the reasons therefor.

The Management Board and the Supervisory Board of ABOUT YOU declare that ABOUT YOU has complied and will continue to comply with the recommendations of the German Corporate Governance Code in its revised version dated April 28, 2022, and published in the Federal Gazette on June 27, 2022.

2.6.2 CORPORATE GOVERNANCE

The starting point for ABOUT YOU's Corporate Governance are the Statutory Provisions, the Articles of Association, the Rules of Procedure of the Management Board and Supervisory Board, the recommendations of the German Corporate Governance Code (GCGC) 2022 and internal company guidelines. For ABOUT YOU, responsible and transparent corporate governance is a key prerequisite for corporate management and for sustainably increasing the Company's value. Furthermore, ABOUT YOU's sustainability initiatives are an integral part of the company's management in order to continuously balance economic and ecological goals. Further information on ABOUT YOU's sustainability initiatives and sustainability strategy can be found in the ESG Report 2023/2024, which also contains the separate Non-Financial Group Report and disclosures in accordance with the EU Taxonomy Regulation and will be available on ABOUT YOU's website from May 15, 2024.

Furthermore, the RMS and the ICS are additional components through which ABOUT YOU actively manages and controls its exposure to economic and industry-specific risks. The RMS promotes active risk awareness and transparency regarding risks and makes it possible to identify them at an early stage through a regular and systematic process and to take appropriate (risk) measures. ABOUT YOU has an accounting-related ICS in place in accordance with Section 315 (4) HGB and additionally a non-financial ICS with focus on ESG and IT security, in line with the COSO guidelines. The goal of the ICS is to identify, assess, and manage operational risks that can have a significant impact on the content and presentation of the annual and consolidated financial statements, management reporting and the annual report. The RMS and ICS are dynamic systems that are continuously adapted to the business model, the nature and handling of business transactions or responsibilities, and are subject to ongoing development. Further information on the RMS and ICS can be found in the Risk and Opportunity Report in **section 2.5.1**.

The ABOUT YOU Business Code of Ethics and Business Code of Conduct are also available on the **About Us** website under **Compliance**.

The Business Code of Ethics describes the way ABOUT YOU works as a company and addresses self-imposed ethical standards to all ABOUT YOU employees. The Business Code of Ethics forms the basis for all internal company guidelines and represents the basis for the actions of all ABOUT YOU employees. In terms of content, the Business Code of Ethics states that all employees are required to comply with the relevant legal provisions

1 The content of this section is not subject to the audit.

2 In the following, the relevant reference provisions of Council Regulation (EC) No. 1257/2001 of October 8, 2001 on the Statute for a European Company (SE) (SE Regulation), the German SE Implementation Act (SEAG) and the German SE Employee Involvement Act (SEBG) are omitted insofar as they do not result in any key deviations from the AktG.

as well as with ABOUT YOU's internal corporate guidelines, which are based on ABOUT YOU's core values and contain topics relating to the integrity of the way in which business relationships are conducted, the mutual treatment of employees, the treatment of third-party information and data and responsible conduct. These core values are substantiated thematically with measures to combat corruption, standards for compliance with data protection regulations for the protection of personal data and compliance with insider trading regulations.

The Business Code of Conduct defines – based on the amfori BSCI Code of Conduct – minimum standards for business partners who produce and/or supply goods or services on behalf of ABOUT YOU and must be recognized by the business partners. The aim of the Business Code of Conduct is to promote an ethical and ecological value chain in which employees can work safely, are financially secure and comply with certain environmental standards. In addition, ABOUT YOU screens against existing sanctions lists and the compliance database for certain groups of business partners and/or in cases where there are indications of potential compliance risks. In addition to adhering to the Business Code of Conduct, ABOUT YOU's business partners are expected to comply with applicable national and international regulations in order to reduce compliance risks.

Furthermore, ABOUT YOU has implemented a CMS based on the auditing standard IDW PS 980. The aim of the CMS is to monitor, control and document compliance with legal provisions, internal company guidelines and standards of ethical business management. Components of the CMS are a policy management system, a whistleblower system through which employees, business partners and third parties can actively participate openly or anonymously through various channels to report concerns and/or compliance violations (including any investigations), business partner screenings and compliance-related training.

ABOUT YOU has also created the so-called Culture Booklet, an internal document that explains why ABOUT YOU was founded and what its mission is. In addition, this booklet outlines all relevant aspects of the Company's culture. It is given to all employees as part of the onboarding package. Employees must also confirm that they have read and understood the Business Code of Conduct and the Business Code of Ethics. ABOUT YOU also plans to establish its own internal audit department in the medium term. Currently, an external service provider was mandated with the tasks of internal auditing and, in a coordinated auditing plan, audits business processes, including IT solutions according to its own risk assessment and makes recommendations for improving the effectiveness and efficiency of controls.

2.6.3 COMPOSITION AND FUNCTIONING OF THE MANAGEMENT BOARD AND SUPERVISORY BOARD

ABOUT YOU has the legal form of a European Company (Societas Europaea, SE) with a dualistic management system, consisting of a Management Board, which manages the company on its own responsibility, and a Supervisory Board, which supervises the management. Both bodies work closely together for the benefit of ABOUT YOU.

Composition and Working Methods of the Management Board

The Management Board of ABOUT YOU consists of three members – Hannes Wiese, Tarek Müller, and Sebastian Betz – who jointly manage the company as Co-CEOs under their own responsibility. The current appointment of the Management Board members runs until April 15, 2025. By June 1, 2026, the Supervisory Board has also set a target that the proportion of women on the Management Board should be at least ¼ and that the Management Board should include at least one woman. There is currently no plan to change the composition of the Management Board, so the target to be met by June 1, 2026, was not implemented in the past financial year.

The actions of the Management Board are guided by the interests of the company and the corresponding sustainable growth of ABOUT YOU. This also includes the development of business policy and corporate strategy and ensuring their implementation in day-to-day business, applying the diligence of a prudent and conscientious business manager.

In developing the corporate strategy and growth planning, the Management Board works together with the Supervisory Board in a spirit of trust for Company's benefit. The cooperation and responsibilities of the Management Board members have been defined by the Supervisory Board in the Rules of Procedure. These stipulate that the Management Board members are jointly responsible for the management of the

Company, irrespective of the allocation of responsibilities, and that they work together as colleagues and keep each other informed on an ongoing basis of important transactions and developments in their areas of responsibility. The departmental responsibilities of the Management Board members are governed by the schedule of responsibilities adopted by the Supervisory Board in connection with the Rules of Procedure. Sebastian Betz is responsible for Tech & Product, Tarek Müller for Marketing & Brand, and Hannes Wiese for Operations & Finance.

The Management Board informs the Supervisory Board regularly, promptly, and comprehensively about all business developments, especially regarding corporate strategy, corporate planning, the risk situation, risk, and opportunity management, as well as compliance and ICS.

In addition, the Management Board maintains regular contact with the Supervisory Board's Chairman and the Audit Committee's Chairwoman between Supervisory Board and Committee meetings and informs them about the course of business, the situation of the company and discusses strategy, planning, and business development as well as RMS. The Management Board is responsible for informing the Supervisory Board's Chairman and the Audit Committee's Chairwoman of any events or business matters that may significantly affect the evaluation of ABOUT YOU's current situation, its development, and the overall management of the company.

As a rule, only people who are not older than 67 years at the end of their term of office should be appointed as Management Board members; exceptions are possible in justified individual cases. In accordance with Recommendation B.2 GCGC, the Supervisory Board shall cooperate with the Management Board with regard to the composition of the Management Board to ensure long-term succession planning. The Management Board regularly reports to the Supervisory Board on succession planning and ensures that the upper management levels are filled with employees who are suitable for a Management Board position and can be developed accordingly.

No Management Board committees were formed in the reporting period. However, the Management Board has set up an Ad-hoc committee to deal with issues relating to the publication of information relevant to the financial markets. The permanent members of this committee are Management Board member Hannes Wiese and one representative each from Investor Relations, Legal & Compliance, Corporate Office and Finance. The Ad-hoc Committee supports the Management Board in an advisory capacity in complying with the ad-hoc disclosure requirements pursuant to Art. 17 of Regulation (EU) 596/2014 (Market Abuse Regulation – MAR).

Further information on the Management Board members and the Remuneration Report are available on the Investor Relations website under **Governance**.

Composition and Working Methods of the Supervisory Board

The Supervisory Board regularly advises and monitors the Management Board's management of the Company. It works closely and in a spirit of trust with the Management Board for the good of the company and is involved at an early stage in decisions of fundamental importance. ABOUT YOU's Supervisory Board consists of six members, all of whom are shareholder representatives. Supervisory Board members are Sebastian Klauke (Chairman of the Supervisory Board), Niels Jacobsen[1] (Deputy Chairman of the Supervisory Board), Christina Johansson[2] (Chairwoman of the Audit Committee), Petra Scharner-Wolff, Christian Leybold[3] and André Schwämmlein[4]. The regular term of office of the Supervisory Board members runs until the end of the Annual General Meeting in 2026. There are currently no plans to change the composition of the Supervisory Board. Until June 1, 2026, the Supervisory Board also has the target that the proportion of women should be at least 1/3 and that the Supervisory Board should therefore include at least two women. At present, this target is met.

The Supervisory Board's members are selected in a way that ensures that, collectively, they possess the required knowledge, skills, and professional experience to fulfill the duties of the board for a capital market-oriented, internationally active company that operates online stores for fashion products and other goods, as well as other e-commerce activities. Based on the Group's business operations and recommendations of the GCGC, the Supervisory Board believes that the following experience and knowledge are key: (i) management of an internationally active company, (ii) trading in fashion products as well as e-commerce, (iii) in key markets in which the Group operates, (iv) in the areas of financial and capital markets, (v) in accounting and financial reporting, (vi) in controlling, risk management and internal

1 Independent member of the Supervisory Board.
2 Independent member of the Supervisory Board.
3 Independent member of the Supervisory Board.
4 Independent member of the Supervisory Board.

auditing, (vii) in the area of governance and compliance, (viii) sustainability in the area of trading in fashion products and e-commerce. Overall, the Supervisory Board strives to ensure that ABOUT YOU's specific needs are considered and that the Management Board is advised and monitored in a competent and qualified manner. Each Supervisory Board member has the professional experience and skills to properly perform their duties. In addition, all members of the Supervisory Board are familiar with the sector in which ABOUT YOU operates. Furthermore, each member ensures that they have sufficient time to perform their duties. In the composition of the Supervisory Board, the latter also ensures that, in accordance with the competence profile, different professional and international experience is taken into account and that the gender target figures and the general requirements for individual Supervisory Board members are achieved. Further details are available in the Supervisory Board's competency profile and in its Rules of Procedure via the Investor Relations website under **Governance**.

According to Recommendation C.7 GCGC, more than half of the shareholder representatives on the Supervisory Board should be independent of the Company and the Management Board; all Supervisory Board members of ABOUT YOU meet this requirement. According to Recommendation C.9 GCGC, if the Company has a controlling shareholder, in the case of a Supervisory Board with six or fewer members, it should have at least one member who is independent of the controlling shareholder. In accordance with this recommendation, four Supervisory Board representatives of ABOUT YOU are independent of the controlling shareholder, Otto (GmbH & Co. KG).

In accordance with Recommendation C.1 GCGC, the following qualification matrix shows the competence profile and provides information on what the Supervisory Board considers to be an appropriate number of independent shareholder representatives and the names of these members.

Qualification matrix of the Supervisory Board

Name	Nationality	Profession	Competence profile									
			Management	Industry knowledge	Market knowledge	Financial and capital markets	Accounting	Audit	Controlling, RMS, and internal audit	Governance/ Compliance	Sustainability	Indepen-dence
Sebastian Klauke	German	Managing Director at Otto (GmbH & Co. KG)	✓	✓	✓	✓					✓	
Niels Jacobsen	Danish	CEO at William Demant Invest A/S	✓		✓	✓	✓	✓			✓	✓
Petra Scharner-Wolff	German	Business Managing Director at Otto (GmbH & Co. KG)	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Christina Johansson	Swiss / Swedish	CFO at Dormakaba Holding AG	✓			✓	✓	✓	✓	✓	✓	✓
Christian Leybold	German	Managing Partner at Headline	✓	✓	✓	✓						✓
André Schwämmlein	German	Founder and CEO at Flix SE	✓		✓	✓					✓	✓

Furthermore, Recommendation C.12 GCGC states that members of the Supervisory Board shall not exercise any executive or advisory functions for key competitors, nor shall they have any personal relationship with a key competitor. All members of the Supervisory Board meet this requirement.

In accordance with Recommendation E.1 GCGC and the provisions of the Rules of Procedure of the Supervisory Board, conflicts of interest must be disclosed without delay to the Chairman of the Supervisory Board or, in the case of the Chairman of the Supervisory Board, to the Deputy Chairman of the Supervisory Board. Permanent and key conflicts of interest shall lead to termination of the mandate. No conflicts of interest had to be disclosed in the past financial year.

In accordance with Recommendation C.2 GCGC, the Supervisory Board has set itself an age limit in the Rules of Procedure according to which, as a rule, only persons who are not older than 70 at the beginning of their term of office should be proposed for election as Supervisory Board members; justified exceptions are permitted in individual cases. All members of the Supervisory Board comply with the age limit.

In accordance with Recommendation D.12 GCGC, the Supervisory Board also assesses the effectiveness of the performance of its duties and those of its committees on a regular basis. The self-assessment focuses in particular on the organization and working methods of the Supervisory Board and its committees as well as the provision of information to the Supervisory Board. In the financial year 2023/2024, the assessment of the Supervisory Board was obtained using an extensive questionnaire. The results were evaluated in the first quarter of the new FY 2024/2025 and discussed by the Supervisory Board in light of ABOUT YOU's business requirements. No significant objections were identified.

The Supervisory Board has formed two standing committees from among its members: an Audit Committee and a Presidential and Nomination Committee. The Audit Committee consists of Christina Johansson (Audit Committee Chair), Sebastian Klauke (Supervisory Board Chair), Niels Jacobsen (Supervisory Board Vice Chair). and Petra Scharner-Wolff. Under Art. 100 par. 5 AktG, at least one Supervisory Board member must have expertise in accounting and at least one other Supervisory Board member must have expertise in auditing. With Christina Johansson as a former long-standing member of the Executive Board and CFO of Bilfinger SE and current member of the Executive Board and CFO of dormakaba Holding AG and Petra Scharner-Wolff as a long-standing member of the Otto Group's Executive Board and responsible for Finance and Controlling, the Audit Committee has at least two members having the expertise in both of the aforementioned areas and therefore fulfilling the D.3 GCGC recommendation. The Audit Committee is responsible for reviewing and monitoring the accounting process, the effectiveness of the ICS, the RMS, internal auditing, the CMS, and the audit of the financial statements. In addition, the Audit Committee prepares the resolutions of the Supervisory Board in connection with the (intra-year) financial reporting and the non-financial reports, and the proposal for the election of the auditor for the Annual General Meeting, including the selection and independence of the auditor and the implementation of a required selection procedure in accordance with the EU Regulation on Statutory Auditors.

The Presidential and Nomination Committee consists of Sebastian Klauke (Chairman of the Presidential and Nomination Committee), Niels Jacobsen (Vice Chairman of the Supervisory Board) and Christian Leybold. The Presidential and Nomination Committee main tasks are to nominate suitable candidates for the Supervisory Board and to prepare the Supervisory Board's proposals to the Annual General Meeting on the election of Supervisory Board members, the selection, appointment, dismissal and remuneration of the Management Board members, and the conclusion, amendment or termination of their service contracts.

The Supervisory Board report in **section 1.3** provides further details on the activities of both committees and the Supervisory Board for FY 2023/2024. In addition, the curricula vitae of the Supervisory Board members, the Rules of Procedure of the Supervisory Board, its competency profile and the Remuneration Report are available on the Investor Relations website under **Governance**.

1 IMF (January 2024) World Economic Outlook

2.6.4 COMMITMENT TO THE PROMOTION OF WOMEN REPRESENTATION ON THE SUPERVISORY BOARD, THE MANAGEMENT BOARD, AND ON MANAGEMENT LEVELS BELOW THE MANAGEMENT BOARD ACCORDING TO SECTIONS 76 (4), 111 (5) AKTG

ABOUT YOU believes that diversity in all respects and across all organizational levels is the key to success. ABOUT YOU generally strives for a balanced gender representation. The focus lies on the composition of the Supervisory Board, the Management Board and the three levels below the Management Board. In accordance with Section 111 (5) of the German Stock Corporation Act (AktG), the Supervisory Board has set targets for the proportion of women on the Supervisory Board and Management Board; details are provided in **section 2.6.3**.

In addition, the Management Board has set targets for the three levels below the Management Board beyond the requirements of Section 76 (4) of the German Stock Corporation Act (AktG). For the first three levels below the Management Board, ABOUT YOU has defined the target of achieving a balanced gender representation of 40/60/* by June 1, 2026, where women and men are represented within a range of 40-60%. With the *, ABOUT YOU explicitly recognizes and includes non-binary gender identities. At the end of FY 2023/2024, the proportion of women in the management levels is 49.7%. In the three levels below the Management Board, this figure is between 37.2% and 54.2%:

- First level below Management Board: 37.2%.
- Second level below the Management Board: 48.8%.
- Third level below Management Board: 54.2%.

Further details of what ABOUT YOU is doing to meet gender balance for employees can be found in the ESG Report FY 2023/2024, which also includes the separate group non-financial report and will be available on ABOUT YOU's website from May 15, 2024.

2.6.5 REMUNERATION REPORT AND REMUNERATION SYSTEM

The Remuneration Report for FY 2023/2024 and the Auditor's Report on the audit in accordance with Section 162 of the German Stock Corporation Act (AktG) have been published separately and will be available on the Investor Relations website under **Governance** from May 7, 2024. The Remuneration Report 2023/2024 will be submitted to the Annual General Meeting 2024 for approval.

The Remuneration System for Members of the Management Board and Supervisory Board drawn up by the Supervisory Board on the recommendation of the Presidential and Nomination Committee was approved by the Annual General Meeting on August 23, 2022, and is available together with the most recent remuneration resolution on the Investor Relations website under **Governance**.

2.7 OUTLOOK

All forecasts and expectations are subject to a significant degree of uncertainty, as it is difficult to predict the development of macroeconomic events, including the war in Ukraine, the implementation of monetary policy measures, as well as the further level of inflation and the impact on consumer sentiment. During FY 2024/2025, the ABOUT YOU Group will therefore continuously monitor developments in economic and industry conditions to respond quickly and comprehensively to potential changes.

2.7.1 FUTURE OVERALL ECONOMIC AND INDUSTRY-SPECIFIC SITUATION

The IMF assumes global economic growth to remain at 3.1% in 2024 (2023: 3.1%). This forecast is also lower than the historical (2000-2019) average of 3.8%. This is because central bank policy rates will remain elevated to combat inflation, alongside a reduction in fiscal support and the burden of high debt weighing on economic activity.

For the eurozone, the IMF expects economic growth to slightly increase to 0.9% in 2024 (2023: 0.5%)[1]. Stronger household consumption is anticipated as the effects of the shock to energy prices diminish and inflation declines, thereby supporting real income growth driving the recovery.

The global apparel industry is anticipated to be impacted by persistent high levels of macroeconomic and geopolitical uncertainty, which are expected to continue putting pressure on global consumer sentiment. Accordingly, Business of Fashion and the consultancy McKinsey & Company expect growth in the global apparel market (excluding the luxury segment) to remain steady YoY in a range between 2% to 4%.[1] The apparel market in Europe is expected to develop weaker, aligning with growth observed in H2 2023, ranging from 1% to 3%. This is due to declining consumer confidence and decreasing household savings.

2.7.2 GUIDANCE

ABOUT YOU is aiming for further sustainable revenue growth and expects to moderately accelerate revenue growth and moderately increase adjusted EBITDA in FY 2024/2025. The Management Board aims to achieve this target by slightly increasing the gross margin while at the same time moderately reducing fulfillment and administrative expenses relative to revenue. A slight increase in marketing costs relative to revenue is expected in order to accelerate the acquisition of new customers in FY 2024/2025.

ABOUT YOU expects moderate YoY revenue growth for FY 2024/2025.

For FY 2024/2025, the Group is expected to moderately improve its adjusted EBITDA compared to the same period of the previous year. The Group's adjusted EBITDA margin is expected to improve slightly in the 2024/2025 financial year.

The segments are expected to remain at different levels of maturity, which will also be reflected in different growth and profitability patterns.

In DACH, slight revenue growth is expected for FY 2024/2025 and thus an acceleration in the revenue growth rates compared to FY 2023/2024. In terms of profitability, a slight improvement in the adjusted EBITDA margin compared to FY 2023/2024 is expected, which is why adjusted EBITDA is expected to improve slightly in absolute terms.

Moderate revenue growth is expected for RoE and thus a slight acceleration in the growth rate compared to FY 2023/2024. The segment is still in the scaling phase. For this reason, the segment will not yet be profitable at adjusted EBITDA level in FY 2024/2025. It is expected that the adjusted EBITDA loss in absolute terms in FY 2024/2025 will be moderately lower than in the same period of the previous year. As a result, the adjusted EBITDA margin should improve moderately compared to FY 2023/2024.

A moderate increase in revenue is expected for TME, and thus a slight acceleration in revenue growth compared to FY 2023/2024. The adjusted EBITDA margin is likely to improve slightly from the already high starting point, which is why adjusted EBITDA is also likely to increase slightly in absolute terms compared to FY 2023/2024.

2.8 SUPPLEMENTARY MANAGEMENT REPORT TO THE SEPARATE FINANCIAL STATEMENTS OF ABOUT YOU HOLDING SE

Business activity
ABOUT YOU assumes the function of the holding company within the Group. The key function of ABOUT YOU is the holding and management of financial assets, which reflects the operating business of the Group and is determined by the key performance indicators of the Group as a whole. Therefore, ABOUT YOU's key performance indicator is the income from investments, including possible effects from write-downs on financial assets, which reflects the valuation of financial assets.

Furthermore, ABOUT YOU provides administrative and management services to the other subsidiaries in the Group.

ABOUT YOU is represented by the Management Board, which defines the Group's overarching strategy.

The annual financial statements of ABOUT YOU are prepared in accordance with the HGB. The Consolidated Financial Statements are prepared in accordance with IFRS, as applicable in the EU. The application of different accounting standards results in differences in the accounting and valuation methods to be applied. The differences mainly relate to deferred taxes.

1 Business of Fashion and McKinsey & Company, The State of Fashion 2024

Assets, Liabilities, Financial Position, and Financial Performance of ABOUT YOU Holding SE

The assets, liabilities, financial position, and profit or loss of ABOUT YOU Holding SE developed as follows in FY 2023/2024 in accordance with HGB:

Balance Sheet of ABOUT YOU Holding SE according to HGB as of February 29, 2024

Assets

in EUR million	2/29/2024	2/28/2023
A. Fixed assets	**835.6**	**1,164.5**
I. Financial assets	835.6	1,164.5
Shares in affiliated companies	835.6	1,164.5
B. Current assets	**53.4**	**353.9**
I. Receivables and other assets	50.9	338.5
1. Receivables from related parties	45.4	337.9
2. Other assets	5.5	0.6
II. Cash balances with credit institutions	2.5	15.4
Balance sheet total	**889.0**	**1,518.4**

Equity and liabilities

in EUR million	2/29/2024	2/28/2023
A. Equity	**874.4**	**1,514.2**
I. Subscribed capital	186.2	186.2
Own shares	(12.0)	(13.7)
II. Capital reserve	962.2	951.4
III. Retained earnings	434.9	434.9
Other retained earnings	434.9	434.9
IV. Accumulated loss	(696.9)	(44.6)
B. Provisions	**0.7**	**0.3**
Other provisions	0.7	0.3
C. Liabilites	**12.4**	**2.4**
1. Trade accounts payable	1.1	0.7
2. Liabilites to affiliated companies	11.1	1.4
3. Other liabilities	0.2	0.3
D. Deferred tax liabilities	**1.5**	**1.5**
Balance sheet total	**889.0**	**1,518.4**

Income Statement of ABOUT YOU Holding SE in accordance with the HGB from March 1, 2023 to February 29, 2024

in EUR million	**FY 2023/2024**	FY 2022/2023
1. Revenue	24.0	17.7
2. Other operating income	0.8	0.1
3. Cost of materials	0.0	(0.1)
Expenses for purchased services	0.0	(0.1)
4. Personnel expenses	(28.6)	(18.9)
a) Wages and Salaries	(26.3)	(18.0)
b) Social security contributions	(2.3)	(0.9)
5. Other operating expenses	(6.9)	(5.6)
6. Interest and similar income	3.2	5.5
7. Write-downs on financial assets	(642.9)	0.0
8. Interest and similar expenses	(1.9)	(0.2)
9. Taxes on income and earnings	0.0	0.0
10. Earnings after Taxes	**(652.3)**	**(1.5)**
11. Net loss for the period	**(652.3)**	**(1.5)**
12. Loss carried forward	(44.6)	(43.1)
13. Accumulated Loss	**(696.9)**	**(44.6)**

Financial assets decreased by a total of EUR 328.9 million. This is due on the one hand to the write-down of EUR 642.9 million described in the notes to the income statement and on the other hand to a significant offsetting effect of EUR 312.8 million resulting from an additional payment to the capital reserve of ABOUT YOU Verwaltungs SE in accordance with Section 272 (2) No. 4 HGB. The additional payment was made by way of a contribution in kind in the form of the assignment of payment claims of ABOUT YOU Holding SE against ABOUT YOU SE & Co. KG from shareholder loan agreements, with the proviso that ABOUT YOU Verwaltungs SE in turn assigns the claims to ABOUT YOU SE & Co. KG and the claim expires due to confusion.

The EUR 292.5 million decrease in receivables from related parties was mainly due to the assignment chain described above.

The EUR 12.9 million reduction in bank balances is due to the granting of loans to affiliated companies.

Equity decreased by EUR 639.8 million, mainly due to the sharp rise in accumulated losses. The increase in the capital reserve is mainly due to the expenses for share-based payments, which had an offsetting effect on the accumulated loss. Liabilities to affiliated companies increased by EUR 9.7 million due to higher utilization of the loans granted.

The income statement shows an increase in turnover of EUR 6.3 million, which is attributable to a higher volume of personnel and IT services in the Group. As in the previous financial year, revenue in FY 2023/2024 also includes expenses passed on to affiliated companies,

Personnel expenses include EUR 12.5 million in expenses from share-based payments (2022/2023: EUR 12.4 million).

Other operating expenses increased by EUR 1.3 million compared to the previous year, which is primarily due to higher consulting costs.

The write-downs on financial assets result from an impairment of the shares in ABOUT YOU Verwaltungs SE. To test the carrying amount of the investment for impairment, an enterprise value was calculated on the basis of the discounted cash flow method after taking into account net financial debt (equity value) and compared with the carrying amount of the investment. As the equity value was lower than the carrying amount of the investment, an impairment loss was recognized.

The increase in interest expenses of EUR 1.7 million is mainly due to the commitment fees for the shareholder credit line.

Guidance for ABOUT YOU

ABOUT YOU expects the earnings situation to improve in the coming financial year 2024/2025. For FY 2024/2025, the financial assets are not expected to be subject to impairment. As an impairment of financial assets was recognized in the current financial year, a significant improvement in the investment result is expected for the next financial year.

2.9 DISCLOSURES REQUIRED BY TAKEOVER LAW PURSUANT TO SECTIONS 289A (1), 315A (1) GERMAN COMMERCIAL CODE (HGB) AND EXPLANATORY REPORT

The disclosures required under Section 289a sentence 1 and Section 315a sentence 1 of the HGB are presented and explained below. The disclosures pursuant to Section 160 (1) No. 2 of the German Stock Corporation Act (AktG) can be found in **section 3.6.7 (19)** of the notes to the consolidated financial statements.

2.9.1 COMPOSITION OF THE REGISTERED SHARE CAPITAL

The registered share capital of ABOUT YOU as of February 29, 2024, amounts to EUR 186,153,487 and is divided into 186,153,487 bearer shares with no-par value. Each Company share has an arithmetical share in the share capital of EUR 1.00. All shares carry the same rights and obligations. Each share grants one vote at the Annual General Meeting and is decisive for the shareholder's share in the Company's profits. The rights and obligations of shareholders are set out in detail in the provision' of the German Stock Corporation Act (AktG), in particular Sections 12, 53a et seq., 118 et seq. and 186 of the German Stock Corporation Act (AktG).

2.9.2 RESTRICTIONS ON VOTING RIGHTS AND TRANSFER OF SHARES

At the end of the financial year, the Company held 11,992,338 treasury shares (previous year: 13,719,858) from which no rights (in particular no voting rights) derive pursuant to Section 71b of the German Stock Corporation Act (AktG). Compared to February 28, 2023, the number of treasury shares has been reduced by such a number equal to the number of virtual stock options exercised and restricted stock units settled as part of share-based employee compensation programs.

In general, the voting rights of the shares concerned are excluded by law in cases covered by Section 136 of the German Stock Corporation Act (AktG).

In addition, to the knowledge of the Management Board, the following agreements exist or existed as of February 29, 2024, which may be considered restrictions within the meaning of Sections 289a sentence 1 no. 2, 315a sentence 1 no. 2 of the HGB:

Voting Pool Agreement between Otto and GFH

The shareholders Otto and GFH Gesellschaft für Handelsbeteiligungen m.b.H. ("GFH") are parties to a pool agreement dated March 23, 2021 ("Pool Agreement"). In the Pool Agreement, Otto and GFH have undertaken to exercise the voting rights from the shares they hold in ABOUT YOU uniformly in accordance with the agreement between them. The Pool Agreement covers all shares with voting rights in ABOUT YOU currently and in the future held by the aforementioned shareholders and the companies dependent on them in each case within the meaning of Section 17 of the German Stock Corporation Act (AktG), as well as those shares currently or in the future held by third parties on the basis of trust agreements or similar arrangements for the aforementioned shareholders.

Pursuant to the Pool Agreement, before transferring or entering an obligation to transfer any shares covered by the Pool Agreement to a third party not being a party to the Pool Agreement, GFH must offer the relevant shares to Otto. This right of first refusal does not apply to sales via the stock exchange or as part of a block trade in an amount of up to EUR 25 million and up to 0.4% of the issued shares of ABOUT YOU.

Shareholders' Agreement between Otto and Heartland A/S

Pursuant to a shareholders' agreement between the shareholder Otto and Heartland A/S (the parent company of the shareholder Aktieselskabet af 12.6.2018 – "Heartland") dated February 22/26, 2021 (as amended on March 29, 2021) ("Shareholders' Agreement"), the aforementioned share-holders have, inter alia undertaken to exercise their voting rights (including voting rights held by third parties who have pooled their interests with one of the parties to the Shareholders' Agreement) in favor of the intended governance structure of ABOUT YOU as set out below and, of other certain matters set forth in the Shareholders' Agreement. A general pooling of voting rights has not been agreed between Otto and Heartland.

The Shareholders' Agreement stipulates that ABOUT YOU shall have a Supervisory Board with six members, all of whom shall be elected by the Annual General Meeting. According to the Shareholders' Agreement, Otto has the right to nominate and demand the dismissal of up to three members of the Supervisory Board, no more than two of whom may be executives or employees of Otto.[1] This right exists as long as Otto controls, including through affiliates or pooling agreements, at least 40% of ABOUT YOU's share capital (excluding treasury shares held by ABOUT YOU). For Heartland, the Shareholders' Agreement provides for the right to nominate and request the dismissal of one member of the Supervisory Board.[1] The remaining two other members of the Supervisory Board shall be independent and shall be determined by mutual agreement between the parties to the Shareholders' Agreement. Otto may also request the dismissal of one of the independent members at any time, unless after this dismissal the Supervisory Board would no longer include any independent member. The parties to the Shareholders' Agreement would welcome (i) a member nominated by Otto to be elected chairperson of the Supervisory Board, (ii) the member nominated by Heartland to be elected deputy chairperson of the Supervisory Board and (iii) one of each of the members nominated by the contracting parties to become a member of the Audit Committee and the Presidential and Nomination Committee.

The parties to the Shareholders' Agreement also aim to ensure that the chairperson of the Supervisory Board (but not the deputy chairperson) has a casting vote in the event of a tie and that an amendment to the rules of procedure of the Supervisory Board requires a unanimous decision by the Supervisory Board. In addition, qualified majority requirements required by law and stipulated in the Articles of Association of ABOUT YOU may not be reduced.

With respect to capital authorizations, the Shareholders' Agreement provides that Otto and Heartland will vote in favor of the renewal of existing authorizations, e.g., authorized capital as well as the authorization to issue convertible/option bonds and the underlying conditional capital. Any utilization of authorized capital excluding the pre-emptive rights of the remaining shareholders against contribution in kind by a shareholder holding more than 25% of the share capital of ABOUT YOU (excluding treasury shares held by ABOUT YOU) shall require the approval of 75% within the Supervisory Board, i.e., five out of six members.

Lock-up Obligations in Connection with the Private Placement

The shares held by the members of the Management Board (indirectly via their respective investment vehicles, i.e. Ohana Group Hamburg GmbH[2], Sebastian Betz Beteiligungsgesellschaft mbH, and Hannes Wiese Beteiligungsgesellschaft mbH), which are neither vesting shares (as defined and described below) nor shares sold in the course of the private placement of the Company's shares, were subject to a staggered lock-up obligation towards the Company, according to which 50% of these shares could not be transferred or otherwise disposed of for one year after the private placement (i.e., calculated from June 16, 2021). This part of the lock-up expired at the end of June 15, 2022. The Lock-Up of the other 50% of the shares expired at the end of June 15, 2023.

Re-Vesting Scheme / Further Lock-up for Investment Vehicles of Management Board Members

In connection with the private placement, ABOUT YOU and each Management Board member and their respective investment vehicles entered into a re-vesting agreement on June 4, 2021, pursuant to which a portion of the Company's shares held by the respective investment vehicles of the Management Board members at the time of the private placement are subject to a re-vesting scheme ("Re-Vesting Agreement"). This means that the shares covered by the Re-Vesting Agreement grant full shareholder rights, but the Company may request a transfer of these shares to the Company free of charge via a call option ("Call Option") if a leaver event occurs or the performance targets defined under the Long-Term Incentive Plan 2021 are not achieved. The number of shares subject to this Call Option decreases at the end of each financial quarter until the vesting period expires in full at the end of April 15, 2025, provided that the Management Board member concerned has not left the Company ("Leaver Event") prior to the end of the respective quarter ("Time Vesting"). A distinction is made between Good Leaver Events and Bad Leaver Events. In the case of a Good Leaver Event, the shares that have vested pursuant to the Time Vesting arrangement are no longer subject to the Company's Call Option (subject to the Performance Vesting described below). In case of a Bad Leaver Event, all shares that were covered by the Call Option at the time of the conclusion of

1 Currently, Niels Jacobsen has been nominated by Heartland. He is independent of ABOUT YOU, the Management Board, and the controlling shareholder Otto – as well as of Heartland – within the meaning of the GCGC. Currently, Sebastian Klauke and Petra Scharner-Wolff have each been nominated by Otto. In addition to their Supervisory Board activities at ABOUT YOU, they have an executive function at Otto (GmbH & Co KG). They are considered dependent within the meaning of the GCGC. In addition, Otto has nominated Christian Leybold as a member of the Supervisory Board, who is, however, independent of ABOUT YOU, the Management Board, and the controlling shareholder Otto within the meaning of the GCGC

2 Previously: Tarek Müller Beteiligungsgesellschaft mbH

the Re-Vesting Agreement are subject to the Call Option, irrespective of Time Vesting.

In addition to Time Vesting, the vesting of a portion of the shares subject to the Call Option is conditional upon the achievement of predefined performance targets within certain time periods ("Performance Vesting"). These performance targets consist of the average annual growth ("CAGR") of sales, the development of the adjusted EBITDA of ABOUT YOU and various sustainability-related ("ESG") criteria. The definition of the Leaver Event, the differentiation between Bad Leavers and Good Leavers and the performance targets for Performance Vesting largely correspond to the regulations of the Long-Term Incentive Plan 2021 (LTIP 2021). Further details can be found in the Remuneration Report on the Investor Relations website under **Governance**.

The shares held by the investment vehicles of the Management Board members that are subject to the Call Option may not be sold or otherwise disposed of by them (lock-up). Pursuant to the Re-Vesting Agreement, any Company shares held by the respective investment vehicles of the Management Board members at the time of the private placement that are neither covered by the Call Option (as explained above) nor were sold in the private placement are also subject to a staggered lock-up obligation vis-à-vis the Company as described above.

Trading Bans (Closed Periods)

Furthermore, in accordance with Article 19 (11) Regulation (EU) No 596/2014 (Market Abuse Regulation – MAR) and on the basis of internal guidelines and Company agreements, members of executive bodies and employees are subject to certain trading prohibitions when buying and selling ABOUT YOU shares within closed periods that commence 30 days prior to the publication of quarterly, half-yearly and full-year financial results and end with the corresponding publication of the financial results.

2.9.3 SHAREHOLDINGS IN THE CAPITAL EXCEEDING 10% OF THE VOTING RIGHTS

As of February 29, 2024, Michael Otto Stiftung and Dr Michael Otto, Anders Holch Povlsen, and Benjamin Otto indirectly held 64.74% of the shares in ABOUT YOU.

This information is based on the notifications pursuant to Sections 33 et seq. German Securities Trading Act (WpHG), which ABOUT YOU has received and published. Voting rights notifications published by ABOUT YOU are made available in the Notes and on the Investor Relations website under **News – Voting Rights Notifications**.

2.9.4 STATUTORY PROVISIONS AND PROVISIONS OF THE ARTICLES OF ASSOCIATION ON THE APPOINTMENT AND DISMISSAL OF MEMBERS OF THE MANAGEMENT BOARD AND ON AMENDMENTS TO THE ARTICLES OF ASSOCIATION

The Supervisory Board appoints the members of the Management Board based on Article 9 (1), Article 39 (2) and Article 46 SE Regulation and Sections 84, 85 of the German Stock Corporation Act (AktG) and Article 7 (2) of the Articles of Association for a maximum term of six years. Reappointments are permissible. The Supervisory Board is entitled to revoke the appointment of a Management Board member for good cause.

According to Article 7 (1) of the Articles of Association, the Management Board consists of one or more persons. The number of Management Board members is determined by the Supervisory Board.

Amendments to the Articles of Association must be resolved by the Annual General Meeting. Pursuant to Article 59 (1) SE-Regulation and Section 179 (2) of the German Stock Corporation Act (AktG), resolutions on amendments to the Articles of Association require a majority of at least three quarters of the votes cast and the share capital represented at the Annual General Meeting adopting the resolution. Amendments to the Articles of Association are otherwise governed by Sections 179, 181, 133, 119 (1) no. 5 of the German Stock Corporation Act (AktG). In addition, there are numerous other provisions of the German Stock Corporation Act (AktG) that might apply to, modify or overrule provisions in the Articles of Association, e.g., Sections 182 et seq. of the German Stock Corporation Act (AktG) in case of capital increases, Sections 222 et seq. of the German Stock Corporation Act (AktG) in case of capital reductions and Section 262 of the German Stock Corporation Act (AktG) in case of the dissolution of the Company.

Pursuant to Article 12 of the Articles of Association, the Supervisory Board is authorized to adopt amendments to the Articles of Association that only affect their wording.

2.9.5 POWERS OF THE MANAGEMENT BOARD TO ISSUE OR REPURCHASE SHARES

Authorized Capital 2021

Pursuant to Article 4 (4) of the Articles of Association, the Management Board is authorized, with the consent of the Supervisory Board, to increase the share capital of the Company on one or more occasions on or before May 30, 2026 (inclusive) by a total of up to EUR 78,791,000 by issuing new no-par value bearer shares against cash contributions and/or contributions in kind ("Authorized Capital 2021"). Shareholders are generally entitled to the statutory pre-emptive right to the new shares. The new shares may also be taken up by banks designated by the Management Board or by equivalent companies pursuant to Section 186 (5) sentence 1 of the German Stock Corporation Act (AktG) with the obligation to offer them to the shareholders for subscription.

The Management Board is authorized, with the consent of the Supervisory Board, to exclude the shareholders' statutory pre-emptive rights in whole or in part in certain cases specified in Article 4 (4) of the Articles of Association. In simplified terms, this is possible in the following cases:

- to avoid fractional amounts resulting from the subscription ratio,
- to offer shares to holders of conversion or option rights attached to convertible and/or option bonds to the extent to which they are entitled to such shares after conversion or exercise of the option,
- if, in the case of a capital increase against cash, the issue price is not significantly lower than the stock exchange price and the total pro rata amount attributable to the new shares for which the pre-emptive right is excluded does not exceed 10% of the share capital,
- to issue shares against contributions in kind, for the purpose of acquiring companies, parts of companies or participations in companies, in the context of mergers and/or for the purpose of acquiring other assets (including rights and receivables), or
- to issue shares against cash and/or in-kind contributions within the scope of participation programs and/or within the scope of share-based remuneration, provided that the total pro rata amount attributable to the new shares for which the pre-emptive right is excluded does not exceed 10% of the share capital.

The authorizations to exclude pre-emptive rights explained above may also be combined.

The Management Board is authorized, with the consent of the Supervisory Board, to determine the further content of the share rights and the conditions of the share issue. Further details on Authorized Capital 2021 can be found in Article 4 (4) of the Articles of Association.

Conditional Capital 2021/I

The share capital of the Company is conditionally increased pursuant to Article 4 (5) of the Articles of Association of ABOUT YOU by up to EUR 3,310,500 by the issuance of in total up to 3,310,500 new bearer shares with no-par value (Conditional Capital 2021/I). The Conditional Capital 2021/I serves exclusively the purpose of servicing pre-emptive rights of the members of the Management Board granted until July 31, 2021 (inclusive) under the Long-Term Incentive Plan 2021 in accordance with the resolution of the General Meeting on May 31, 2021. The conditional capital increase will be implemented only to the extent that the holders of the granted pre-emptive rights exercise their pre-emptive rights to shares in the Company, and the Company neither grants treasury shares nor cash payments to fulfil the pre-emptive rights. Granting and fulfilling pre-emptive rights vis-à-vis the members of the Management Board of the Company is the exclusive responsibility of the Supervisory Board.

Powers to Issue Convertible Bonds or Bonds with Warrants / Conditional Capital 2021/II

By resolution of May 31, 2021, the General Meeting authorized the Management Board, subject to the consent of the Supervisory Board, to issue bearer and/or registered convertible and/or option bonds with a limited or unlimited term (hereinafter together the "Bonds") in the total nominal amount of up to EUR 2.2 billion on one or several occasions on or before May 30, 2026, and to grant to the holders or creditors of such Bonds, respectively, conversion or option rights for subscribing to up to a total of 75,480,000 new no-par value bearer shares representing up to EUR 75,480,000 of the Company's registered share capital.

The Bonds may also be issued by a domestic or foreign company in which ABOUT YOU directly or indirectly holds a majority of the votes and capital. In this case, the Management Board is authorized, subject to the consent of the Supervisory Board, to assume the guarantee for these Bonds on behalf of ABOUT YOU and to grant to the holders or creditors of such Bonds, respectively, conversion or option rights for shares in the Company as well as to make further declarations and take further actions as are required for a successful issuance.

The aforementioned authorization contains concrete specifications regarding the option or conversion price in each case. The option or conversion price may be adjusted in a value-preserving manner in the event of economic dilution or in the event of changes in capital or other extraordinary measures or events that may lead to a change in the economic value of the Bonds (e.g., dividend payments, acquisition of control by a third party), even beyond the cases provided for by law. Furthermore, the terms and conditions of the Bonds may provide that the exchange ratio and/or the option or conversion price are variable and that the option or conversion price is determined within a range to be specified depending on the development of the share price during the term.

Whenever Bonds are issued, the shareholders are generally entitled to the statutory pre-emptive rights. The statutory pre-emptive rights may be granted to the shareholders in such a way that the Bonds are underwritten by a bank or by equivalent companies within the meaning of Section 186 (5) sentence 1 of the German Stock Corporation Act (AktG) with the obligation to offer them to the shareholders for subscription. If Bonds are issued by a company in which ABOUT YOU directly or indirectly holds a majority of the votes and capital, ABOUT YOU must ensure that the statutory pre-emptive rights are granted to the shareholders of the company in accordance with the above.

However, the Management Board is authorized, subject to the consent of the Supervisory Board, to exclude the shareholders' statutory pre-emptive rights in whole or in part as specified in the authorization resolution. In simplified terms, this is possible in the following constellations:

- by applying Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG) accordingly, provided that the Bonds are issued against consideration in cash and the Management Board comes, after due assessment, to the conclusion that the issue price is not significantly below the theoretical market value of the Bonds with conversion or option right or conversion obligation as determined in accordance with generally accepted financial calculation methods. However, this authorization to exclude pre-emptive rights only applies to Bonds with conversion and/or option rights or conversion obligations with respect to shares, the total proportionate amount of which does not exceed 10% of the registered share capital, neither at the time this authorization becomes effective nor – if lower – at the time it is exercised. This 10% threshold shall include the pro-rate amount of the share capital (i) attributable to Company shares issued or sold during the term of this authorization with exclusion of pre-emptive rights in direct or analogous application of Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG), and (ii) attributable to Company shares issued or still to be issued for the purpose of servicing conversion or option rights or conversion obligations or option obligations or convertible profit participation rights which (on the basis of other authorizations) were in turn issued during the term of the authorization with the exclusion of pre-emptive rights in analogous application of Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG),
- to exclude fractional amounts from the shareholders' pre-emptive rights,
- to the extent necessary to grant to the holders or creditors of conversion or option rights attached to convertible and/or option bonds and/or convertible profit participation rights previously issued by the Company or a company in which it holds a majority interest, or, in case of an own conversion right of the Company, to holders or creditors obligated thereby, pre-emptive rights to the extent they would be entitled to after exercising the conversion or option rights or after fulfilling a conversion or option obligation, or
- insofar as Bonds are issued against contributions in kind, in particular for the purpose of acquiring companies, parts of companies or participations in companies, within the scope of mergers and/or for the purpose of acquiring other assets (including rights and receivables) and the Management Board, after due examination, has come to the conclusion that the value of the contributions in kind is in reasonable proportion to the theoretical market value of the Bonds as determined in accordance with recognized principles of financial mathematics.

The authorizations to exclude preemptive rights explained above may also be combined.

This authorization creates conditional capital of up to EUR 75,480,000 pursuant to Article 4 (6) of the Articles of Association through the issuance of up to 75,480,000 new no-par value bearer shares (Conditional Capital 2021/II). The Conditional Capital 2021/II serves the purpose of granting shares to holders or creditors of convertible bonds as well as to holders of option rights attached to option bonds that are issued on or before May 30, 2026, based on the authorization granted by resolution of the General Meeting of ABOUT YOU Holding AG (the legal predecessor of the Company) on May 31, 2021, by the Company or a national or foreign subsidiary in which the Company either directly or indirectly holds a majority in terms of voting rights and capital. The conditional capital increase is only implemented to the extent that the conversion or option rights attached to the aforementioned bonds are de facto exercised or conversion obligations attached to such bonds are fulfilled and to the extent that no other forms of fulfillment are used for this purpose. The new shares are issued at the conversion price or option price that is determined in accordance with the authorization resolution. The Management Board is authorized, with the consent of the Supervisory Board, to determine the further details of the implementation of the conditional capital increase.

Powers to Acquire Treasury Shares

By resolution of June 14, 2021, the General Meeting authorized the Company pursuant to Section 71 (1) no. 8 of the German Stock Corporation Act (AktG) to acquire treasury shares on or before June 13, 2026, in an amount of up to 10% of the share capital of the Company at the time the authorization is granted or – if such amount is lower – at the time of the authorization is exercised. The amount of treasury shares acquired on the basis of this authorization together with other treasury shares in possession of the Company or attributed to the Company pursuant to Sections 71a et seq. of the German Stock Corporation Act (AktG) may not exceed at any time an amount of 10% of the respective share capital.

The acquisition may, at the discretion of the Management Board, be effected (i) via the stock exchange, (ii) by means of a public tender offer addressed to all shareholders, (iii) by means of a public solicitation to submit offers for sale, (iv) via participants in share-based incentive or remuneration programs or entities owned by such participants in connection with the settlement of such programs and/or (v) via the holders of (former) preference shares in the Company in connection with, or subsequent to, a cancellation of profit or liquidation preferences of preference shares and their conversion into ordinary shares. The authorization contains specifications regarding the purchase price and the procedure in the event of an oversubscription of a public purchase offer.

Subject to the consent of the Supervisory Board, the Management Board is authorized to use treasury shares of the Company in particular:

- to sell treasury shares for cash other than via the stock exchange or by an offer directed to all shareholders, provided that the selling price per share is not materially below the market trading price of the Company's shares. This authorization is limited to the sale of shares to which a total pro rata amount of no more than 10% of the share capital is attributable at the time this authorization becomes effective and at the time this authorization is exercised. This 10% limit shall include the proportional value of the share capital (i) attributable to shares of the Company that are issued or sold during the term of the authorization with the exclusion of pre-emptive rights by applying Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG) directly or accordingly, and (ii) attributable to shares of the Company that are or still can be issued for the purpose of servicing conversion or option rights or fulfilling conversion or option obligations attached to convertible or option bonds or convertible profit participation rights to the extent that the bonds or profit participation rights are issued during the term of this authorization on the basis of a different authorization by exclusion of pre-emptive rights by applying Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG) accordingly;

- for the sale or other transfer of shares in the Company via the stock exchange or by means of an offer to all shareholders, insofar as this is effected against consideration in kind, in particular in the case of the acquisition of companies, parts of companies or participations in companies, in the case of mergers or in the case of the acquisition of other assets (including rights and receivables);

- for the purpose of fulfilling option and/or conversion rights or obligations attached to convertible and/or option bonds and/or convertible profit participation rights which are granted by the Company or by entities dependent on the Company or entities in which the Company holds a majority interest;

- to the extent that it is necessary in order to grant to holders or creditors of option and/or conversion rights attached to convertible and/or option bonds and/or convertible profit participation rights, which are granted by the Company or by entities dependent on the Company or entities in which the Company holds a majority interest, or, in case of an own conversion right of the Company, to holders or creditors obligated thereby, preemptive rights to shares to the extent that such holders or creditors would be entitled to after the exercise of the conversion or option rights or after the fulfillment of the conversion or option obligations; or

- in the context of participation programs and/or in the context of share-based remuneration (also at reduced prices and/or without separate remuneration). Insofar as treasury shares are to be granted to members of the Management Board of the Company, the Supervisory Board of the Company shall decide on the allocation.

The Management Board is also authorized, with the consent of the Supervisory Board, to redeem treasury shares in whole or in part without a further resolution by the Annual General Meeting. The redemption shall be effected by way of a simplified procedure without a capital reduction or in such a way that the share capital remains unchanged, thereby increasing the notional portion of the share capital associated with the remaining shares pursuant to Section 8 (3) of the German Stock Corporation Act (AktG).

All the above authorizations may be exercised in whole or in part, on one or more occasions, by the Company or by companies in which the Company holds a majority interest; furthermore, the authorization may also be exercised for the account of the Company or for the account of third parties acting on behalf of dependent companies or companies in which the Company holds a majority interest.

The provisions on the use of treasury shares under exclusion of pre-emptive rights as well as on the redemption of treasury shares also apply to treasury shares that are acquired based on the authorizations granted by resolution of the General Meeting of May 31, 2021, pursuant to Section 71 (1) no. 8 of the German Stock Corporation Act (AktG) to acquire treasury shares or to acquire treasury shares using derivatives.

Pursuant to the resolution of the General Meeting of June 14, 2021, the Company is also authorized to acquire treasury shares, other than by the means described above, using derivatives in accordance with Section 71 (1) no. 8 of the German Stock Corporation Act (AktG).

For this purpose, the Company is authorized to:

- sell options that obligate the Company to purchase shares in the Company upon exercise of the option (put options);

- purchase options giving the Company the right to acquire shares in the Company upon exercise of the option (call options); and

- enter into forward purchase agreements (Terminkaufverträge) with respect to shares of the Company which have a period of more than two stock exchange trading days between the conclusion of the respective purchase agreement and the settlement with the acquired shares (forward purchases)

Treasury shares may be acquired using put options, call options, forward purchases (together "Derivatives") and/or a combination of these Derivatives. The use of Derivatives to acquire treasury shares requires the consent of the Supervisory Board.

The authorization may be exercised in whole or in part, on one or several occasions, by the Company or by companies controlled or majority-owned by the Company; furthermore, the authorization may also be exercised by third parties acting for the account of the Company or for the account of companies controlled or majority-owned by the Company.

Share acquisitions using Derivatives are limited in total to shares amounting to a maximum of 5% of the Company's share capital existing at the time the authorization is granted or – if such an amount is lower – at the time the authorization is exercised.

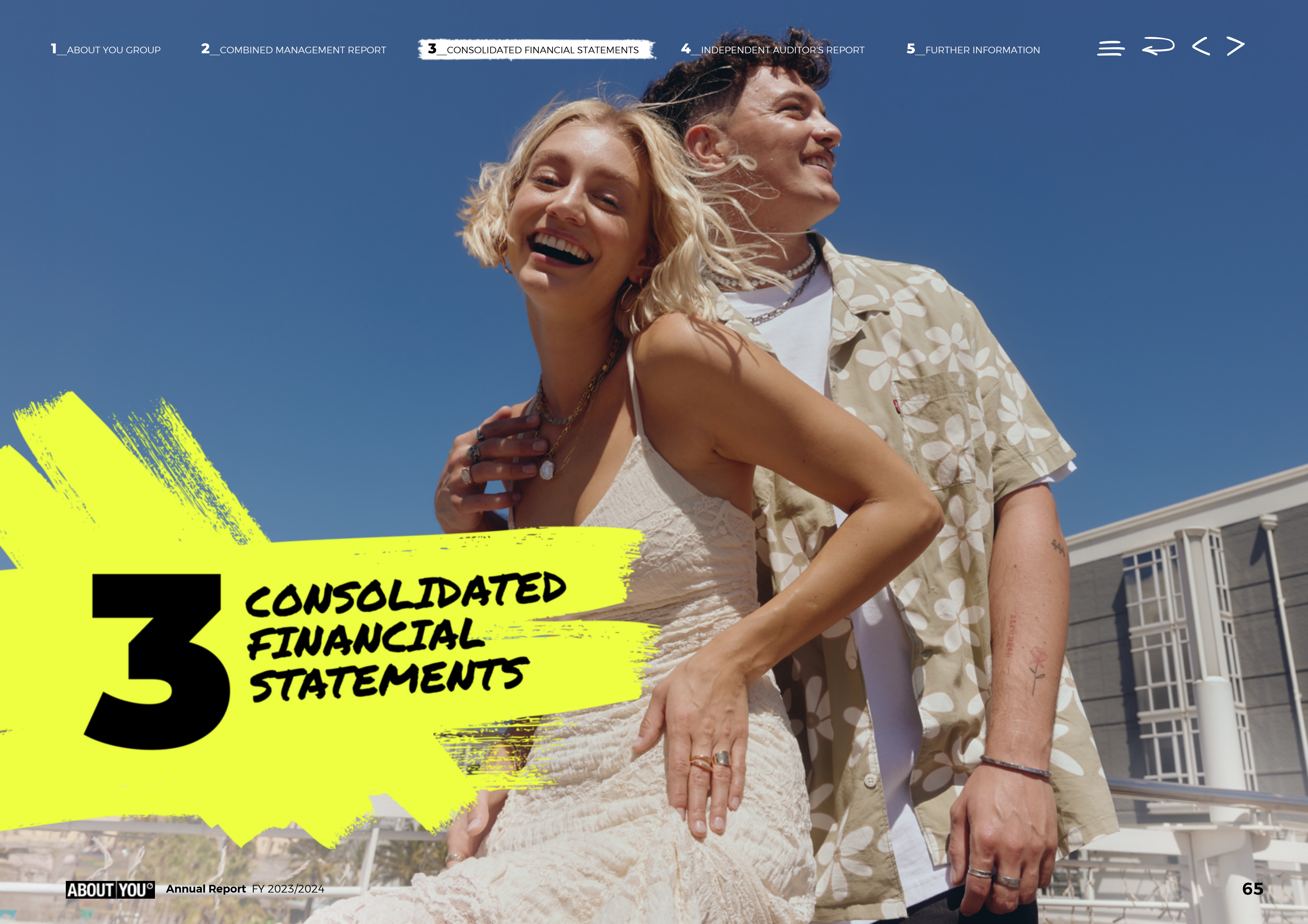
The term of the respective Derivatives may not exceed 18 months. Furthermore, the term of the Derivatives must be chosen in such a way that the acquisition of shares in the Company using Derivatives does not take place after June 13, 2026.

It must be ensured in the terms and conditions of the Derivatives that the Derivatives are fulfilled only with shares that were previously acquired on the stock exchange in compliance with the principle of equal treatment, whereby the purchase price per share paid for the acquisition on the stock exchange (not including ancillary acquisition costs) must be within the pricing corridor applicable to the acquisition of shares by the Company via the stock exchange pursuant to the authorization to acquire treasury shares (resolution of the General Meeting of June 14, 2021).

The authorization to acquire treasury shares by means of Derivatives contains concrete specifications regarding the purchase price agreed in this context depending on the stock exchange price of the shares of the Company.

If treasury shares are acquired by using Derivatives in accordance with the provisions set out above, the shareholders shall have no right to conclude such derivative contracts with the Company. Shareholders have a right to tender their shares to the Company only to the extent that the Company is obligated vis-à-vis the respective shareholders to take delivery of such shares under the derivative contracts. Any further right to tender is excluded.

For the use of treasury shares acquired using Derivatives, the aforementioned rules for the use of treasury shares acquired on the basis of the authorization set out by the General Meeting on June 14, 2021, apply accordingly.



3 CONSOLIDATED FINANCIAL STATEMENTS

3.1 CONSOLIDATED INCOME STATEMENT

From March 1, 2023, to February 29, 2024

in EUR million	Note	FY 2023/2024	FY 2022/2023
Revenue	(1.)	1,935.2	1,904.6
Cost of materials	(2.)	(1,174.3)	(1,178.4)
Personnel expenses	(3.)	(110.3)	(106.7)
Other operating expenses	(4.)	(711.9)	(822.8)
Other operating income	(5.)	4.0	15.3
Own work capitalized		34.7	36.4
Earnings before interest, taxes, depreciation, and amortization (EBITDA)		**(22.5)**	**(151.6)**
Amortization, depreciation, and write-downs	(6.)	(67.2)	(61.6)
Earnings before interest and taxes (EBIT)		**(89.8)**	**(213.2)**
Result from investments accounted for using the equity method	(7.), (13.)	(10.3)	(8.8)
Interest income	(7.)	2.3	1.4
Interest expenses	(7.)	(14.2)	(3.8)
Other financial result	(7.)	(1.1)	(2.7)
Earnings before taxes (EBT)		**(113.1)**	**(227.2)**
Income taxes	(8.)	0.9	(1.9)
Loss for the period		**(112.2)**	**(229.0)**
Basic earnings per share (EPS) (in EUR)	(9.)	(0.65)	(1.34)
Diluted earnings per share (EPS) (in EUR)	(9.)	(0.65)	(1.34)

3.2 CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

From March 1, 2023, to February 29, 2024

in EUR million	FY 2023/2024	FY 2022/2023
Result for the period	(112.2)	(229.0)
Cash flow hedges	0.4	(0.4)
of which effective portion of the changes in fair value	0.4	(0.4)
Total comprehensive income	**(111.8)**	**(229.4)**

3.3 CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As of February 29, 2024

Assets

in EUR million	Note	2/29/2024	2/28/2023
Non-current assets		257.7	300.9
Intangible assets	(10.)	79.6	65.4
Right-of-use assets	(11.)	147.8	199.6
Property, plant, and equipment	(12.)	6.0	6.9
Other non-current financial assets	(13.), (14.)	24.4	29.0
Current assets		887.0	880.5
Inventories	(15.)	519.7	554.9
Trade receivables and other receivables	(16.)	106.5	40.7
Other financial assets	(17.)	13.4	0.0
Other non-financial assets	(17.)	83.4	80.1
Cash and cash equivalents	(18.)	163.9	204.9
Balance sheet total		**1,144.7**	**1,181.4**

Equity and Liabilities

in EUR million	Note	2/29/2024	2/28/2023
Equity	(19.), (20.)	267.3	366.6
Subscribed capital		186.2	186.2
Share premium		958.6	946.1
Retained deficit		(877.4)	(765.3)
Hedging provision		0.0	(0.4)
Non-current liabilities	(25.)	137.5	179.9
Non-current lease liabilities	(21.)	121.7	172.9
Other non-current liabilities	(22.)	9.7	0.0
Deferred tax liabilities	(8.)	6.1	7.0
Current liabilities	(25.)	739.9	634.9
Trade payables	(23.)	456.7	406.6
Lease liabilities	(11.)	53.2	45.2
Other financial liabilities	(24.)	115.9	103.1
Other non-financial liabilities	(24.)	112.3	78.2
Provisions	(26.)	1.7	1.7
Balance sheet total		**1,144.7**	**1,181.4**

3.4 CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

From March 1, 2023, to February 29, 2024

Consolidated statement of changes in equity from March 1, 2023, to February 29, 2024

in EUR million	Note	Subscribed capital	Share premium	Retained deficit	Hedging reserve	Total equity
as of March 1, 2023		**186.2**	**946.1**	**(765.3)**	**(0.4)**	**366.6**
Result for the period		0.0	0.0	(112.2)	0.0	(112.2)
Cash flow hedges		0.0	0.0	0.0	0.4	0.4
Total comprehensive income		0.0	0.0	(112.2)	0.4	(111.8)
Share-based payments	(20.)	0.0	12.5	0.0	0.0	12.5
as of February 29, 2024		**186.2**	**958.6**	**(877.5)**	**0.0**	**267.3**

Consolidated statement of changes in equity from March 1, 2022, to February 28, 2023

in EUR million		Subscribed capital	Share premium	Retained deficit	Hedging reserve	Total equity
as of March 1, 2022		**186.2**	**933.6**	**(536.2)**	**0.0**	**583.5**
Result for the period		0.0	0.0	(229.0)	0.0	(229.0)
Cash flow hedges		0.0	0.0	0.0	(0.4)	(0.4)
Total comprehensive income		0.0	0.0	(229.0)	(0.4)	(229.4)
Share-based payments		0.0	12.4	0.0	0.0	12.4
Proceeds from additions to equity		0.0	0.1	0.0	0.0	0.1
as of February 28, 2023		**186.2**	**946.1**	**(765.3)**	**(0.4)**	**366.6**

3.5 CONSOLIDATED STATEMENT OF CASH FLOWS

From March 1, 2023, to February 29, 2024

in EUR million	FY 2023/2024	FY 2022/2023
Loss for the period	**(112.2)**	**(229.0)**
Amortization, depreciation, and write-downs	67.2	61.6
Income taxes	(0.9)	1.9
Net interest result	11.9	2.5
Taxes paid	0.0	0.0
Increase / decrease in inventories	35.1	(166.5)
Increase / decreases in trade receivables and other receivables	(65.8)	35.2
Increase in trade payables	50.1	58.9
Increase in other assets / liabilities	39.2	8.0
Non-cash expenses	23.1	20.9
Cash flow from operating activities	**47.8**	**(206.5)**
Payments for investments in intangible assets and property, plant, and equipment	(35.4)	(38.2)
Acquisition of shares in companies	(1.3)	(0.2)
Payments for loans as well as interest received	(2.1)	(16.2)
Cash flow from investing activities	**(38.8)**	**(54.5)**
Free cash flow	**9.0**	**(261.0)**
Proceeds from issue of share capital	0.0	0.1
Principal payments for leasing liabilities	(36.4)	(26.6)
Interest paid	(13.5)	(3.8)
Cash flow from financing activities	**(49.9)**	**(30.4)**
Cash and cash equivalents at beginning of period	204.9	496.2
Net change in cash and cash equivalents	(40.9)	(291.4)
Cash and cash equivalents at end of period	**163.9**	**204.9**

3.6 NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

3.6.1 GENERAL INFORMATION

ABOUT YOU Holding SE is a publicly listed European corporation with its registered office in Hamburg, Germany ("ABOUT YOU" or the "Company") and is the parent company of its fully consolidated subsidiaries (together with ABOUT YOU referred to as "ABOUT YOU Group" or "Group"). The Group is a fashion e-commerce and technology group operating largely in Europe.

ABOUT YOU is the ultimate parent company of the Group. In addition to the parent company, the Group comprises five other subsidiaries that are included in the consolidated financial statements.

The consolidated financial statements of ABOUT YOU cover the period from March 1, 2023, to February 29, 2024, and represent the consolidated financial statements for the smallest group of companies to which ABOUT YOU belongs.

Otto Aktiengesellschaft für Beteiligungen, Hamburg, as the ultimate parent company of ABOUT YOU, prepares the consolidated financial statements for the largest group of Group companies, and Otto (GmbH & Co KG), Hamburg, as the immediate parent company of ABOUT YOU, prepares the consolidated financial statements for the smallest group of Group companies. The consolidated financial statements are published in the Federal Gazette.

Principles for Preparing the Report
As of February 29, 2024, the consolidated financial statements of ABOUT YOU have been prepared in accordance with the provisions of Regulation (EC) No. 1606 / 2002 of the European Parliament and of the Council of July 19, 2002, in conjunction with Section 315e (1) of the HGB in accordance with IFRS as published by the International Accounting Standards Board (IASB) and as applicable in the European Union. In addition, the supplementary provisions of German commercial law applicable pursuant to Section 315e (1) HGB have been considered.

The consolidated financial statements consider all IFRS effective at the reporting date and whose application is mandatory in the European Union. The requirements of IFRS have been met in full and result in a true and fair view of the net assets, financial position, and results of operations of the Group. In addition, the regulations of the German Securities Trading Act (WpHG) have been observed.

The consolidated financial statements are generally prepared based on assets and liabilities measured at amortized cost. Exceptions to this rule are certain financial instruments, which are measured at fair value. Certain income statement and items in the statement of financial position have been combined to improve the clarity of presentation. These items are explained in the notes to the consolidated financial statements. The income statement has been prepared using the nature of expense method.

The consolidated financial statements have been prepared on a going concern basis, which assumes that the Group will be able to meet its existing liabilities and future obligations.

Impact of Seasonality on Operations in Consolidated Financial Statement
The revenue of ABOUT YOU are subject to seasonal effects and can therefore fluctuate within the financial year. Compared to the fall and winter months, the spring and summer months are characterized by a lower level of sales, as spring and summer fashion products are usually lower priced. In contrast, the fall and winter months are characterized by a higher level of sales due to higher-priced fall and winter fashion as well as the Black Friday sale and Christmas promotions.

Declaration of Compliance with the German Corporate Governance Code

The declaration on the German Corporate Governance Code pursuant to Section 161 of the German Stock Corporation Act (AktG) was issued in May 2023 and made available to the shareholders of ABOUT YOU Holding SE. It can be viewed on the Investor Relations website under **Governance**.

3.6.2 NEW ACCOUNTING STANDARDS

Newly Issued Accounting Standards of the IASB

The consolidated financial statements consider all IFRSs adopted as of the reporting date and whose application is mandatory in the European Union.

IFRS 17 "Insurance Contracts", subject to a mandatory first-time application in FY 2023/2024, does not have any impact on the consolidated financial statements of ABOUT YOU, as ABOUT YOU neither has issued nor holds insurance contracts within the scope of the standard.

The following regulations are binding for ABOUT YOU as of March 1, 2023:

- Amendment to IAS 1 "Presentation of Financial Statements"
- Amendment to IAS 8 "Accounting Policies, Changes in Accounting Estimates and Errors"
- Amendment to IAS 12 "Income Taxes – deferred taxes, which relate to assets and liabilities arising from a single transaction"
- Second amendment to IAS 12 "Income Taxes" – Reform of the international tax system – model regulations for Pillar 2

The amended standards which have to be applied for the first time in FY 2023/2024 have no material impact on the presentation of the financial position and performance of ABOUT YOU or on the disclosures in the financial statements.

In addition, no standards or amended standards for which early application is permitted were applied in the financial year.

Standards and Amendments to Standards to be Applied for the First Time as of FY 2024/2025

The following accounting standards and amendments had already been adopted by the IASB at the time the financial statements were approved for publication. However, their application is not yet mandatory and ABOUT YOU has not yet applied them.

Standard/ Interpretation	Content	First time use	Impact
Changes to IAS 1	Classification of debt as current or non-current	3/1/2024	No key effects on the financial position, net assets, and results of operations
Changes to IFRS 16	Lease liability in a Sale and Leaseback	3/1/2024	No key effects on the financial position, net assets, and results of operations

Regulations published but not yet implemented by the European Union

Standard/Interpretation	Content	Date of publication	Expected first time use for ABOUT YOU	Impact
Amendments to IAS 7 and IFRS 7	Supplier Finance Arrangements	5/25/2023	3/1/2024	No key effects on the financial position, net assets, and results of operations
Amendments to IAS 21	Lack of exchangeability	8/15/2023	3/1/2025	No key effects on the financial position, net assets, and results of operations
Introduction of IFRS 18	Transparency and Comparability of Financial Statements	4/09/2024	3/1/2027	No key effects on the financial position, net assets, and results of operations

3.6.3 BASIS OF CONSOLIDATION

Functional and Presentation Currency

The consolidated financial statements have been prepared in euros, the functional currency of ABOUT YOU and its subsidiaries, and the presentation currency of the Group. Transactions conducted in a currency other than the functional currency are translated into the functional currency at the transaction rate. Foreign currency effects from the translation of transactions are reported in the other financial result.

Unless otherwise indicated, the amounts in the consolidated financial statements are stated in millions of euros (EUR million). Due to rounding, it is possible that individual figures may not add up precisely to the totals given. The percentages presented also refer to the exact values. It is therefore possible that these cannot be calculated from the values presented.

The following table provides an overview of the composition of the ABOUT YOU Group's consolidated group:

	2/29/2024	2/28/2023
Fully consolidated companies		
thereof in Germany	6	6
thereof abroad	0	0
Companies included using the equity method		
thereof in Germany	2	2
thereof abroad	0	0
Total	**8**	**8**

LeGer GmbH and Guido Maria Kretschmer Ajour GmbH will also be included in the consolidated financial statements as joint ventures using the equity method in FY 2023/2024.

Guido Maria Kretschmer Ajour GmbH is classified as a joint venture due to the ABOUT YOU Group's veto rights in relevant business activities, which is why the company is included using the equity method. The other associated companies, which are immaterial for the ABOUT YOU Group in their entirety, mainly comprise of investments in companies in the areas of production, trade, and distribution of textiles.

3.6.4 ACCOUNTING POLICIES

Intangible Assets

Internally generated intangible assets are recognized at the cost incurred in the development phase after the date on which technological and commercial feasibility has been established until completion. Capitalized production costs comprise the direct costs attributable to the development phase.

Expenses incurred during the development phase for internally generated intangible assets are capitalized at the time they are incurred if they meet the recognition criteria set out in IAS 38 'Intangible Assets'. Development costs for internally generated intangible assets are capitalized from the date on which the criteria set out in IAS 38 'Intangible Assets' are first met. For all internally generated intangible assets still in the development phase, an impairment test is performed annually and upon a triggering event. All internally generated and acquired intangible assets are amortized from the date of use on a straight-line basis over their useful economic lives as follows:

	Useful life in years
Software	3-5
Licenses	3-5

Gains or losses on the disposal of intangible assets are recognized in other operating income or expenses. Acquired intangible assets are recognized at cost.

Property, Plant, and Equipment

Property, plant, and equipment are capitalized at cost and depreciated on a straight-line basis over their expected useful lives. Changes in residual values or useful lives occurring during the use of the assets are considered in the measurement of depreciation amounts. Gains or losses on the disposal of property, plant and equipment are recognized in Other operating income or expenses.

Depreciation is charged on a uniform basis throughout the Group over the following useful lives:

	Useful life in years
Leasehold improvements	1-4
Technical annexes and machinery	4-30
Operating and office equipment	5-19

Impairment Losses on Intangible Assets, Property, Plant, and Equipment, and Right-of-Use Assets

All intangible assets, property, plant and equipment, and right-of-use assets are tested for impairment if there are indications that the asset may be impaired.

The impairment test in accordance with IAS 36 is performed on the level of the cash generating unit (CGU), to which the assets under development are allocated. The carrying amount of the assets belonging to a CGU is compared with the corresponding recoverable amount of that CGU. An impairment exists if its recoverable amount is less than its carrying amount. The assets must generally be written down to this amount through profit or loss. Otherwise, the carrying amount is to be retained. The recoverable amount is the higher of an asset's fair value (in accordance with IFRS 13) less costs to sell and its value in use.

The annual impairment test of goodwill did not give rise to any impairment.

Intangible assets under development are reviewed for impairment whenever events or changes in circumstances indicate that the recoverable amount may not be recoverable, but at least annually.

The annual review of internally generated intangible assets that were still in the development phase as of February 29, 2024, identified an impairment requirement of EUR 0.8 million. Please also refer to **section 3.6.7 (6.)**.

Inventories

Inventories at the reporting date are measured at the lower of cost and net realizable value. Net realizable value is the estimated selling price less the estimated costs necessary to make the sale. Estimated selling price is the average selling price over the last three months, or the maximum selling price in the last month if it is significantly higher than the last three month average. This approach defines a more accurate estimated selling price for the articles that are still in high demand, despite being sold at discount during the sale periods. If the net realizable value is lower than the cost, the asset is written down accordingly and the write-off amount is recognized as a cost of materials. In addition to impairments derived from the sales market, write-downs may be recognized for qualitative reasons or reduced usability.

Excluded from the impairment test are recently purchased goods, items that have already been reordered and articles that are categorized as "never out of stock" due to their turnover frequency, unless there is an indication of possible impairment. Due to the run-up in the delivery of seasonal goods, recently purchased items are generally excluded from the impairment test for two months. The fact that the item has been reordered is a strong indication of the marketability of the product and justifies its exclusion from the impairment test. In the case of goods categorized as "never out of stock", it is assumed with sufficient certainty that there is ongoing demand from customers and that sales prices can always be achieved which are higher than the respective purchase prices. Comparing to the prior financial year, the changes in inventory valuation are two, one the maximum selling price logic amounting to an inventory valuation increase of EUR 5.6 million and two, a forward looking clothing price deflation factor amounting to an inventory valuation decrease of EUR 5.2 million. Looking at both changes in inventory valuation combined, the net impact of the changes are a EUR 0.4 million decrease in inventory.

Financial Instruments
Financial instruments are contracts that give rise to a financial asset of one party and a financial liability or equity instrument of another party. Financial instruments are generally recognized on the trade date.

IFRS 9 contains rules on the classification and measurement of financial instruments, including a model for calculating expected credit losses to determine impairment on financial assets and hedge accounting rules. The standard also includes rules on the recognition and derecognition of financial instruments.

The approach to classifying and measuring financial assets under IFRS 9 reflects the business model ("held-to-collect", "held-to-collect-and-sell", "other") under which the assets are held. Similarly, the nature of their cash flows ("solely payments of principal and interest"; so-called SPPI criterion) is decisive for classification. Any reclassifications are made at the end of the reporting period. There were no reclassifications in the current financial year.

Derivative financial instruments (e.g., currency forwards or swaps) are recognized at fair value based on the market data available at the respective calculation date or reporting date.

Financial Assets
The initial recognition of a financial asset is based on its classification into one of the three categories of IFRS 9:

- "at amortized cost (AC)"
- "fair value through profit or loss (FVPL)".
- "fair value through other comprehensive income (FVOCI)".

Subsequent measurement of financial assets is either at amortized cost using the effective interest method or at fair value through profit or loss or at fair value through other comprehensive income.

Financial assets are measured at amortized cost if they are held as part of a business model whose objective is to hold financial assets to collect the contractual cash flows and if the contractual terms of the financial asset give rise to cash flows at specified times that are solely payments of principal and interest on the principal outstanding. Trade receivables, other receivables, other financial assets and cash and cash equivalents are allocated to this measurement category.

All financial assets that do not meet the above criteria or for which an alternative accounting option is exercised upon initial recognition are measured either at fair value through profit or loss or at fair value through other comprehensive income. Equity instruments are generally recognized at fair value.

The fair values of financial instruments are generally determined based on the market information available at the reporting date and are to be allocated to one of the three hierarchy levels of fair values in accordance with IFRS 13:

Level 1: quoted prices (unadjusted) in active markets available to the Group for identical assets or liabilities;

Level 2: Inputs other than quoted prices included within Level 1 that are observable for the asset or liability, either directly (i.e., as prices) or indirectly (i.e., derived from prices);

Level 3: inputs for the asset or liability that are not based on observable market data (unobservable inputs).

Reclassifications between the different hierarchy levels are recognized at the end of the reporting period in which the change occurred. There were no transfers between levels in the current financial year.

The financial instruments in the category "measured at fair value through profit or loss" also include unlisted investments for which there are no quoted market prices in an active market. As there is not enough current information to determine the fair value and the companies are still in the start-up phase, the purchase price for the interest acquired in general represents the best possible estimate of the fair value. There are currently no plans to sell the investments (Level 3).

Derivative financial instruments (e.g., currency forwards or swaps) are recognized at fair value. Recognized mathematical methods are used to determine the fair values of the financial instruments. Changes in the fair values of derivative financial instruments are recognized in profit or loss for the period.

Receivables from private end customers resulting from deferred payments are sold at fair value in return for payment of a fee as part of factoring agreements. In this case, the payment service providers assume the entire credit risk, while the return risk remains with ABOUT YOU. The receivables sold to the payment service providers are reported as other receivables. Other receivables from payment service providers are derecognized after receipt of payment from the payment service provider for the accounting period, provided that there is no reversal as a result of a return. Receivables from B2B revenue are currently not part of factoring agreements and therefore continue to be reported as trade receivables.

Impairment of Financial Assets

The calculation of impairment losses on financial assets is based on an expected credit loss model in accordance with IFRS 9. This requires judgments to be made regarding the extent to which expected credit losses are affected by changes in economic factors. Measurement using the lifetime credit loss concept must always be applied to trade receivables and when the credit risk of a financial asset at the reporting date has increased significantly since initial recognition. The financial assets included in the general impairment model (cash and cash equivalents and other financial assets) are assumed to be subject to an impairment loss. The financial assets (cash and cash equivalents and other financial assets) included in the general impairment model are assumed to be subject to a significant increase in credit risk if they are more than 30 days past due. If a key credit risk is to be assumed, a creditworthiness-related impairment loss is recognized, taking into account forward-looking macroeconomic factors that are continuously monitored within the Group.

For trade receivables – including trade receivables from related companies – ABOUT YOU uses the simplified model for mapping the risk provision, according to which the amount of the value adjustment is measured from the initial recognition of the receivable on the basis of the credit losses expected over the term. Other receivables for which there is no significant concentration of default risk are not considered here. The expected credit loss (ECL) is calculated for trade receivables on the basis of their overdue amounts, which are assigned to corresponding maturity bands. The allowance for doubtful accounts is calculated for this purpose on the basis of a so-called "roll rate". This method can be used as a mathematical means to determine the probabilities of default in the respective maturity bands. The allowance rates applied in this model are generally based on historical default rates and also include guidance based on future macroeconomic and political conditions or individual risk assessments.

Empirical evidence confirms that a collection levy as a last resort only occurs for receivables that are at least 90 days overdue. Nevertheless, not every receivable that is 90 days overdue is automatically submitted for collection (e.g., in the case of deferrals granted). However, in the absence of any other information, a financial asset is written down on an individual basis if there are indications at the reporting date that the borrower is unlikely to meet its obligations in full or the financial asset is transferred to a collection agency. A default is generally deemed to have occurred if there is no longer any realistic expectation that the cash flows will be collected. In such cases, the receivables concerned are written off in full.

Impairment losses on receivables and other financial assets are recognized in an allowance account.

Cash and Cash Equivalents

Cash and cash equivalents comprise non-significant cash in hand and bank balances. They are recognized at nominal value.

Provisions

Provisions consider all legal and constructive obligations of the Group to third parties arising from past events that exist at the reporting date, where settlement is probable, and the amount can be measured reliably.

Provisions are measured at the expected settlement amount, taking into account all identifiable risks. This represents the best estimate of the expenditure required to settle the present obligation at the reporting date.

Liabilities for Refunds from Expected Returns

Customers are granted the right by ABOUT YOU to return ordered goods free of charge up to 100 days after receipt. In this context, the liabilities from refunds (goods returns) represent the risk for the return of items in accordance with the contract. Liabilities from refunds are recognized at the time of sale of the underlying products. At the same time, a claim for return of the expected returns is capitalized under other assets in the amount of the cost of the goods less the handling costs of the expected returns and the losses incurred upon disposal. The liability recognized at the reporting date relates primarily to merchandise revenue generated in February for which returns are expected after the reporting date. This liability is recognized in the balance sheet under other financial liabilities.

Financial Liabilities

Financial liabilities are initially recognized at fair value, taking into account premiums, discounts and transaction costs.

Financial liabilities are subsequently measured at amortized cost using the effective interest method.

Leases - Group as Lessee

At the inception of a lease, ABOUT YOU recognizes a right-of-use asset and a lease liability for all leases. Generally, leases where the underlying asset is short-term or of low value are exempted. For these leases, ABOUT YOU makes use of the exception whereby the lease payments associated with these leases are expensed on a straight-line basis over the lease term. Leases for rented event locations with a maximum term of a few weeks are recognized in accordance with IFRS 16, regardless of the value and term.

At the inception of a lease, the lease payments taken into account in measuring the lease liability primarily comprise fixed payments (net of any lease incentives received) and variable lease payments that are linked to an index or interest rate and whose initial measurement is based on the index or interest rate in effect at the commitment date. A change in the variable payments in conjunction with a change in the underlying index or interest rate results in a remeasurement of the lease liability at the effective date of that change. If the interest rate underlying the lease cannot be readily determined, the present value of the lease payments is determined using the term- and risk-equivalent incremental borrowing rate. The lease term is based on the non-cancelable basic term of a lease. Periods with modification or termination options are taken into account if the exercise or non-exercise of such an option is sufficiently probable.

Right-of-use assets are initially recognized at the amount of the related lease liabilities plus initial direct costs and less any lease incentives received. Abandonment and removal costs are included to the extent that they relate to the right-of-use asset. In subsequent periods, right-of-use assets are amortized on a straight-line basis over the underlying lease term of one to eight years.

Interest expenses for lease liabilities are recognized as interest and similar expenses. They are also included in cash flows from financing activities, while payments for the redemption of lease liabilities are presented as a separate item of cash flows from financing activities.

Income Taxes

Income tax expense for the period comprises current and deferred taxes. Taxes are recognized in profit or loss for the period unless they relate to items recognized directly in equity or in other comprehensive income. In this case, the corresponding taxes are also recognized in equity or in other comprehensive income.

Current income tax expense is calculated using tax rates enacted or substantively enacted at the reporting date in the countries where the Companies operate and generate taxable income. The amount of current income tax assets and liabilities is the best estimate of the amount of tax expected to be payable and considers uncertainties related to current income taxes, if any.

Deferred taxes are recognized to account for the future tax consequences attributable to temporary differences between the tax bases of assets and liabilities and their carrying amounts in the IFRS financial statements and to tax loss carryforwards. Deferred tax assets and liabilities are measured based on the tax laws enacted at the end of the respective financial year for the years in which the differences are expected to reverse or the tax loss carryforwards are expected to be utilized. Deferred tax assets on temporary differences and loss or interest carryforwards are only recognized if it appears sufficiently certain that they will be realized in the near future. At each reporting date, deferred tax assets are reviewed to determine whether reductions are required if it is no longer probable that the related tax benefit will continue to be realized, or reversals are required if the probability of future taxable profits has increased. Where deferred tax assets have not been recognized, they are reassessed at each reporting date and the tax asset is recognized to the extent that it is probable that future taxable profit will allow the deferred tax asset to be recovered.

The measurement of deferred taxes reflects the tax consequences that would follow from the Group's expectation of the manner in which the carrying amounts of its assets will be recovered or its liabilities settled at the reporting date.

Deferred tax assets and liabilities are offset if they relate to income taxes levied by the same taxation authority and there is a right to offset an actual tax refund claim against an actual tax liability. No distinction is made between current and non-current in the presentation of deferred tax assets and liabilities in the consolidated statement of financial position.

3.6.5 RECOGNITION OF INCOME AND EXPENSES

Revenue comprises the sale of merchandise via the online stores operated by the Group, which is divided into the operating 1P and 3P business models, and revenue from services in the Group's TME segment. Revenue from the sale of merchandise are point-in-time revenue. Revenue from services and other adjacent business areas are mainly recognized over time.

Revenue from the sale of merchandise comprises the amount recognized as consideration for the transfer of promised merchandise to customers. Thus, in accordance with IFRS 15, revenue is recognized when the performance obligation has been fulfilled by the transfer of control over the goods or the service to the customers. Invoices are issued at the time of shipment and are due within zero to 30 days, depending on the payment method selected. A provision is made for the cases where the underlying goods are not yet in the customers' control at the end of the period (see **sections 3.6.6** and **3.6.7**). The control is transferred to the customers upon handover of the transport service provider.

Within the drop shipping model ABOUT YOU acts as principal. ABOUT YOU has control over the products before they are transferred to the customers after they have ordered them. Long-term supply contracts grant ABOUT YOU enforceable rights and obligations to delivery of the goods before they are ordered by the end customers. ABOUT YOU acts in its own name, for its own account and sets the price for sale as part of its pricing strategy. ABOUT YOU has the primary obligation to deliver the goods to the end customers; in this respect ABOUT YOU also bears a proportionate revenue risk. Based on the aforementioned criteria, ABOUT YOU reports the full sales price as revenue.

Under the FbAY business model, ABOUT YOU also concludes that control of the inventories is transferred to ABOUT YOU at the time of storage in the logistics centers operated by the Group. Accordingly, the amounts charged to suppliers for fulfillment services are recognized as a reduction of the cost of inventories or Costs of sales. Revenue generated from the sale of goods from inventories in the logistics centers operated by the Group through the ABOUT YOU online store are recognized as revenue at the full selling price due to ABOUT YOU's principal position.

The transaction price includes variable components in the form of granted return rights and discounts. The forecast returns are determined on the basis of expectations for individual customers and countries (see **section 3.6.6)**. Return obligations are reported under other liabilities.

A non-financial asset is recognized in the amount of the cost of the goods delivered, taking into account the costs incurred for the processing of returns and a possible loss on disposal.

ABOUT YOU operates B2B services in both advertising and SaaS services. The key areas of Tech, Media, and Enabling are the SaaS area, Brand and Advertising Solutions. In the SaaS area, a right to use various components of the IT infrastructure of ABOUT YOU is granted. In the Brand and Advertising area, various advertising formats are offered for brands. In the third area (Enabling), 360° services are provided along the e-commerce value chain for third-party brands, including e-commerce operations. In the Tech, Media, and Enabling segments, revenue is recognized primarily over a specific, contractually agreed period. The customers receive the benefit of the service while it is being provided. Revenue recognition is therefore based on the performance of the service, analogously to the course of the expenses incurred as part of the service, and on contractually agreed milestones. The transaction price comprises the contractually agreed price less any discounts granted.

Operating expenses are recognized in profit or loss when the service is used or when the expenses are incurred.

The costs of advertising and promotional activities are expensed as incurred when the ABOUT YOU Group obtains control of the goods or services used in the transaction.

3.6.6 USE OF ESTIMATES AND JUDGEMENT

Preparing the IFRS Consolidated Financial Statements involves making estimates and judgments. These impact the reported amounts of assets, liabilities and the disclosure of potential liabilities at the date of the financial statement. They also affect the reported revenue and expenses during the reporting period. The actual amounts may differ from the amounts resulting from estimates and judgments.

Key estimates and assumptions are made in particular with regards to

- the determination of return rates and measurement of liabilities for refunds and surrender claims are continuously monitored and recorded prospectively in accordance with relevant guidelines and sections, such as **section 3.6.7 (24.).**

- the determination of revenue to be deferred; see explanations below as well as **section 3.6.7 (1.).**

Key discretionary decisions in respect of

- the framework of inventory allowance, for which a more precise calculation logic of the item's net realizable value was used in the FY 2023/2024. For a detailed description see **section 3.6.4** as well as **3.6.7 (15.)**

- the drop shipping model and merchandise revenue from goods placed in storage under the FbAY model; see explanations below,

- intangible assets with regard to their impairment assessment, their value in use and the assessment of their economic benefit as a capitalization criterion

are monitored on an ongoing basis and recognized accordingly.

Due to the right granted to customers by ABOUT YOU to return ordered goods up to 100 days after ordering, there is a risk in quantifying the expected returns for orders placed within the last 100 days of the financial year. The key component when determining the expected returns is the expected return rate. Among other things ABOUT YOU uses customer- and country-specific empirical values with regards to the relative frequency of returns as well as the time span between the order and the return to estimate the return rate in the context of determining the liabilities from refunds. These estimated values are subject to regular adjustments to actual values.

As of the reporting date, the Company accrues revenue and expenses directly associated with sales transactions that were generated prior to the reporting date, but for which the customers in all probability did not obtain control until after the reporting date. This is done on the basis of average delivery times, differentiated by order date, distribution channel and country of delivery.

In the context of the drop shipping model and for merchandise revenue from goods that are stored in the FbAY model, ABOUT YOU acts as principal, see **section 3.6.5**. The assessment with regards to the principal position under the two partner models requires discretionary decisions, especially with regards to the drop shipping model and whether ABOUT YOU has control over the goods before they are transferred to the customers. ABOUT YOU is primarily responsible for the fulfillment of providing the agreed merchandise. Therefore, ABOUT YOU bears a proportionate revenue risk. Long-term supply contracts grant ABOUT YOU enforceable rights to receipt of the goods before they are ordered by the end customers. The transport to the customers is carried out by the direct shipper. ABOUT YOU also has the pricing sovereignty, which means that it alone decides the prices for the goods. Furthermore, ABOUT YOU bears a limited inventory risk before the transfer of risk.

3.6.7 NOTES TO THE CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME, FINANCIAL POSITIONS, AND CASH FLOWS

(1) Revenue

Revenue is composed as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Revenue from the sale of merchandise	1,810.8	1,779.2
Services and other related businesses	124.5	125.4
Revenue	**1,935.2**	**1,904.6**

Revenue from the sale of merchandise include all revenue generated from the ABOUT YOU online stores for the sale of merchandise. The revenue is divided between the 1P and 3P business models as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Revenue from 1P	1,437.6	1,405.2
Of which from the DACH segment	622.7	602.0
Of which from the RoE segment	814.9	803.2
Revenue from 3P	373.2	374.0
Of which from the DACH segment	274.9	292.4
Of which from the RoE segment	98.3	81.6
Revenue	**1,810.8**	**1,779.2**

Revenue from services and other related business areas results primarily from ABOUT YOU media services, SaaS solutions and enabling services in the areas of fulfillment and store management.These can be further subdivided into revenue that is recognized at a point in time and revenue that is recognized over time and consists of long-term contracts, mainly in the B2B business.

in EUR million	FY 2023/2024	FY 2022/2023
Revenue recognized over time	105.6	97.2
Of which from the DACH segment	0.0	0.0
Of which from the RoE segment	0.0	0.0
Of which from the TME segment	105.6	97.2
Revenue recognized at a point in time	18.9	28.2
Of which from the DACH segment	0.0	0.0
Of which from the RoE segment	0.0	0.0
Of which from the TME segment	18.9	28.2
Revenue	**124.5**	**125.4**

(2) Cost of Materials

Cost of materials is composed primarily of the cost of merchandise, other purchased services such as customs and transport costs, costs of packaging and shipping materials, and the effect of the write-down on Inventories.

(3) Personnel Expenses

Personnel expenses are composed as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Wages and salaries	82.5	79.4
Social security	15.3	14.8
Share-based payments	12.5	12.4
Expenses for retirement benefits	0.0	0.0
Personnel expenses	**110.3**	**106.7**

The employer's share of pension contributions amounted to EUR 6.7 million in FY 2023/2024 (2022/2023: EUR 7.0 million).

The average number of employees in the financial year can be categorized as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Permanent employees	1,247	1,283
Temporary staff, interns, working students	112	209
Total employees	**1,359**	**1,492**

(4) Other Operating Expenses

The break-down of other operating expenses is as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Advertising costs	155.9	220.5
Shipping costs	214.7	233.8
Storage and picking costs	237.9	202.8
Fees to payment service providers	26.6	28.6
Service costs	16.6	24.9
Temporary staff expenses	16.2	23.1
Other expenses	44.1	89.2
Other operating expenses	**711.9**	**822.8**

Other expenses are mainly composed of costs for the generation of store content, IT services and all kinds of other operating expenses.

(5) Other Operating Income

Other operating income amounted to EUR 4.0 million in the financial year (2022/2023: EUR 15.3 million). The decline is due to the fact that the one-off effect from bonus and service level agreements with service providers did not recur in the current financial year. The other operating income mainly result from recharges in connection with the operating business relationship with the companies included at equity in the consolidated financial statements.

(6) Depreciation and Amortization of Non-Current Assets

Depreciation is attributable to:

in EUR million	FY 2023/2024	FY 2022/2023
Depreciation of internally generated intangible assets	19.5	15.3
Depreciation of right-of-use assets	45.0	41.8
Depreciation of property, plant and equipment	1.9	1.7
Depreciation of other intangible assets	0.0	0.0
Impairment losses on internally generated intangible assets	0.8	2.8
Depreciation	**67.2**	**61.6**

The impairment loss on internally generated intangible assets relates to an asset that was still in the development phase that was intended for use in the DACH and RoE operating segments. A full impairment loss was recognized as it was decided to dis-continue the project.

(7) Net Financial Result

The break-down of the financial result is as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Result from investments accounted for using the equity method	**(10.3)**	**(8.8)**
Interest and similar income	2.3	1.4
Interest and similar expenses	(14.2)	(3.8)
Interest result	**(11.9)**	**(2.5)**
Foreign exchange losses	(1.1)	(2.7)
Other financial result	**(1.1)**	**(2.7)**
Financial result	**(23.3)**	**(14.0)**

Income from investments accounted for using the equity methode includes the two companies Guido Maria Kretschmer Ajour GmbH and LeGer GmbH. For further details, please refer to **section 3.6.7 (13.)**.

(8) Income Taxes

Income tax consists of trade tax, corporate income tax and solidarity surcharge. As a corporation, the Group parent company ABOUT YOU Holding SE is subject to trade tax in Germany. The tax rate is 16.5% (2022/2023: 16.5%). In addition, there is the corporate income tax of 15.0% (2022/2023: 15.0%) and the solidarity surcharge of 5.5% (2022/2023: 5.5%). The total tax rate in the current financial year of FY 2023/2024 was therefore 32.3% (2022/2023: 32.3%). Income taxes incurred abroad were immaterial.

The break-down of the expense for income taxes breaks is as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Current taxes	**0.0**	**0.0**
Adjustment for previous years	0.0	0.0
Deferred taxes	**0.9**	**(1.9)**
Deferred taxes from temporary differences	2.5	(4.0)
Deferred taxes from loss carryforwards	(1.6)	2.1
Income taxes	**0.9**	**(1.9)**

The notional income tax expense, calculated by applying the tax rate of the Group parent company ABOUT YOU Holding SE (32.3% in 2022/2023 and 32.3% in the current financial year), to the IFRS consolidated earnings before taxes from continuing operations, can be reconciled to income taxes as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Earnings before taxes (EBT)	(113.1)	(227.2)
Tax rate of ABOUT YOU Holding SE	32.3%	32.3%
Expected tax expense (-)/ tax income (+)	**36.5**	**73.3**
Effect from losses of the current financial year for which no deferred tax asset was recognized	(33.9)	(73.4)
Tax increases due to non-tax-deductible expenses	(1.7)	(1.8)
Income taxes	**0.9**	**(1.9)**

Corporate income tax and trade tax loss carryforwards can be utilized without restriction up to an amount of EUR 1 million per calendar year if the tax base is positive.

Positive tax bases in excess of this can only be reduced by an existing loss carryforward amount of up to a maximum of 60% (for the years 2024 to 2027 inclusive, the percentage up to which loss carryforwards in excess of EUR 1 million may be offset is temporarily set at 70%). The deduction of interest expense for tax purposes is excluded in Germany if the interest expense exceeds EUR 3 million, the net interest expense exceeds 30% of the taxable profit before interest and depreciation, and certain exemptions do not apply (so-called interest barrier). The non-tax-deductible interest expense can be carried forward indefinitely as an interest carryforward and can be offset against positive tax interest results in future periods.

Deferred tax assets and liabilities result from temporary differences and tax losses carryforwards as follows:

	2/29/2024		2/28/2023	
in EUR million	Deferred tax assets	Deferred tax liabilities	Deferred tax assets	Deferred tax liabilities
Intangible assets, right-of-use assets and property, plant, and equipment	55.7	71.0	0.0	18.4
Receivables and other assets	0.0	0.0	0.6	0.0
Loss carryforwards	9.3	0.0	10.8	0.0
Subtotal	**65.0**	**71.0**	**11.4**	**18.4**
Balancing	(65.0)	(65.0)	(11.4)	(11.4)
Total	**0.0**	**6.1**	**0.0**	**7.0**

For the first time deferred taxes were recognized on lease liabilities and on rights of use of a lease asset; accordingly, there was a significant increase in deferred tax assets and liabilities compared to the previous year.

Deferred tax assets are recognized for tax losses carryforwards to the extent that it appears sufficiently certain that they will be realized in the near future. These tax losses carryforwards can be carried forward in full. Due to the loss history to date, deferred tax assets for tax loss carry forwards were calculated only considering the maximum amount of calculated deferred tax liabilities, taking into account the minimum taxation.

No deferred tax assets have been recognized for the corporate income tax and trade tax losses carryforwards of EUR 892.8 million (2022/2023: EUR 783.0 million) and EUR 885.3 million (2022/2023: EUR 778.0 million), as it is not probable that future taxable profit will be available against which the Group can utilize the tax losses carryforwards.

Deferred tax assets for interest carryforwards of EUR 18.7 million (2022/2023: EUR 15.0 million) have also not recognized. The tax losses and interest carryforwards can be used indefinitely.

No write-downs on receivables or investments were carried out in the tax balance sheet. The resulting permanent differences do not lead to the calculation of deferred taxes.

The balance of deferred tax assets and liabilities changed as follows in the reporting year:

in EUR million	FY 2023/2024	FY 2022/2023
as of 3/1/2023	**(7.0)**	**(5.2)**
Income (+) / expense (-) in the income statement	0.9	(1.9)
As of 2/29/2024	**(6.1)**	**(7.0)**

In order to address concerns about unequal distribution of profits and tax levies of large multinationals, various global agreements have been reached, including an agreement by over 135 countries to introduce a global minimum tax rate of 15%. Following the publication of several OECD drafts and guidelines, on November 10, 2023, the German Parliament passed the Act to Ensure Global Minimum Taxation for Corporations (Mindestbesteuerungsgesetz), which was subsequently approved by the German Federal Council on December 15, 2023.

ABOUT YOU has closely monitored the progress of the legislative process in each country in which ABOUT YOU operates. As soon as the changes in tax legislation apply in the countries in which the Group operates, the Group may be subject to the minimum tax on its income. As per February 29, 2024, the tax legislation is not applicable in any of the relevant countries. The Group may be subject to this obligation at the earliest from the financial year 2024/2025, ending on February 28, 2025.

ABOUT YOU may be subject to minimum taxation in the future as the Group has foreign corporate tax permanent establishments in the countries of Romania, Czech Republic and Croatia. In Romania and Czech Republic the applicable statutory tax rate is equal or above 15% and therefore no application of the minimum taxation is expected to date. In Croatia the statutory tax rate is equal to 10 percent. However no substantial effect is expected.

In Germany, no minimum taxation or increase in tax rates is expected, as the cumulative tax burden is approximately 30% and even if the corporate income tax rate (15%) was considered in isolation, the minimum tax rate would initially be met.

The Group applied the reform of the International Tax System – Model Provisions for Pillar 2 (Amendments to IAS 12). As a result, the exemption for calculating deferred taxes due to global minimum taxation applies.

The mandatory exception is to be applied retrospectively. However, as a new law on the introduction of global minimum taxation did not apply in any of the countries in which the Group operates as at February 29, 2024, and no associated deferred taxes were recognized at that time, the retrospective application has no effect on the consolidated financial statements.

(9) Earnings per Share

Basic earnings per share are calculated by dividing the net result for the period attributable to ABOUT YOU's shareholders by the weighted average number of shares.

Furthermore, the average number of shares takes into account the acquisition of treasury shares in FY 2021/2022 less stock options already exercised.

The share capital of EUR 186.2 million is divided into 186.2 million shares. With the Group holding on average 13.1 million own shares during FY 2023/2024, the total average number of outstanding shares for FY 2023/2024 amounted to 173.1 million.

Earnings per share (EPS) – basic

in EUR million	FY 2023/2024	FY 2022/2023
Result for the period attributable to shareholders (in EUR million)	(112.2)	(229.0)
Basic weighted average number of shares (in millions)	173.1	171.1
Basic earnings per share (in EUR)	**(0.65)**	**(1.34)**

Diluted earnings per share are calculated by dividing the net result for the period attributable to ABOUT YOU's shareholders by the diluted weighted average number of shares. Stock options for the Management Board are not included in the calculation of diluted earnings per share, as the performance component has not been fulfilled to date. The options include up to 78,791,000 potential new no-par value bearer shares. There are no further resolved capital increases for the future.

Earnings per share (EPS) – diluted

in EUR million	FY 2023/2024	FY 2022/2023
Result for the period attributable to shareholders (in EUR million)	(112.2)	(229.0)
Diluted weighted average number of shares (in millions)	173.1	171.1
Diluted earnings per share (in EUR)	**(0.65)**	**(1.34)**

(10) Intangible Assets

The break-down of intangible assets as of February 29, 2024, is as follows:

in EUR million	2/29/2024	2/28/2023
Internally generated intangible assets	72.3	58.1
Acquired intangible assets	3.3	3.3
Goodwill	4.1	4.1
Intangible assets	**79.6**	**65.4**

Intangible assets include EUR 42.4 million (2022/2023: EUR 18.8 million) of internally generated intangible assets that are still under development. Internally generated intangible assets are tested for impairment once a year during the development phase and thereafter only when a triggering event, that indicates an impairment, occurs

The annual review of internally generated intangible assets that were still in the development phase as of February 29, 2024, identified an impairment loss of 0.8 million. Please also refer to **section 3.6.7 (6.)**.

Internally generated intangible assets amounting to EUR 34.7 million (2022/2023: EUR 36.4 million) were capitalized in the financial year. These are mainly costs for internally developed software. This gave rise to other own work capitalized in the same amount. Research costs were incurred only to an insignificant extent. Further information can be found in the following statement of changes in non-current assets.

As there are no legal, regulatory, contractual, competitive, economic or other factors that would determine the useful life, the goodwill and acquired domains within the acquired intangible assets have an indefinite useful life. As of February 29, 2024, ABOUT YOU reported goodwill totaling EUR 4.1 million (2022/2023: EUR 4.1 million). Acquired domains exist in the amount of EUR 3.1 million (2022/2023: EUR 3.1 million).

Regardless of any triggering event of impairment, intangible assets under development, goodwill acquired in business combinations and domains are tested for impairment on the cash-generating unit level to which the asset belongs once a year. The recoverable amount was determined using the value in use concept, which was derived on the basis of a three-year financial year plan.

The goodwill resulting from the acquisition of Adference GmbH can be allocated to the TME segment. Since ABOUT YOU does not monitor goodwill in its internal reporting, the goodwill is subject to an impairment test at the level of the TME segment as a relevant cash-generating unit. On the basis of this cash-generating unit, the annual impairment test was performed at the end of the financial year. The recoverable amount was calculated using the value-in-use concept, which was derived on the basis of the financial year planning approved for 3 years.

Net cash flows from continuing use are generally determined based on the medium-term planning approved by the Management Board with a forecast horizon of three years, on the basis of which a trend calculation of net cash flows for subsequent periods is made with a growth factor of 2%. In this context, the fiscal year planning reflects past developments and experience as well as the Management Board's best estimates with regards to future development. The rates are to be regarded as rather conservative on the basis of historical values. Market assumptions, such as economic trends and market growth, are included, considering external macro-economic and business-specific sources.

The projected net cash flows are discounted using a risk-adjusted country-specific interest rate on an after-tax basis. Further parameters are taken from standardized industry data. The pre-tax discount rate amounts to 10,9% (2022/2023: 12,1%).

The annual impairment test did not result in any impairment of goodwill. In addition to the impairment test, it was tested whether possible changes in the key assumptions could lead to the carrying amount of the units exceeding their respective recoverable amounts. This was not the case as of February 29, 2024.

Development of intangible assets as of 2/29/2024

in EUR million	Capitalized development costs	Concessions, industrial property rights and licenses	Goodwill	Internally generated assets under development	Intangible assets
Costs					
3/1/2023	**90.4**	**6.9**	**4.1**	**18.8**	**120.1**
Additions	3.8	0.0	0.0	30.9	34.7
Transfers	7.3	0.0	0.0	(7.3)	0.0
2/29/2024	**101.5**	**6.9**	**4.1**	**42.4**	**154.8**
Amortization					
3/1/2023	**51.1**	**3.6**	**0.0**	**0.0**	**54.7**
Scheduled depreciation and amortization for the financial year	19.8	0.0	0.0	0.0	19.8
Impairments	0.8	0.0	0.0	0.0	0.8
Disposals	0.0	0.0	0.0	0.0	0.0
2/29/2024	**71.7**	**3.6**	**0.0**	**0.0**	**75.3**
Carrying amounts					
3/1/2023	**46.3**	**3.3**	**4.1**	**11.8**	**65.4**
2/29/2024	**29.8**	**3.3**	**4.1**	**42.4**	**79.6**

Development of intangible assets as of 2/28/2023

in EUR million	Capitalized development costs	Concessions, industrial property rights and licenses	Goodwill	Internally generated assets under development	Intangible assets
Costs					
3/1/2022	**65.8**	**6.9**	**4.1**	**7.0**	**83.7**
Additions	24.6	0.0	0.0	11.8	36.4
Transfers	7.0	0.0	0.0	(7.0)	0.0
2/28/2023	**97.4**	**6.9**	**4.1**	**11.8**	**120.1**
Amortization					
3/1/2022	**33.0**	**3.5**	**0.0**	**0.0**	**36.4**
Scheduled depreciation and amortization for the financial year	15.3	0.1	0.0	0.0	15.4
Impairments	2.8	0.0	0.0	0.0	2.8
2/28/2023	**51.1**	**3.6**	**0.0**	**0.0**	**54.7**
Carrying amounts					
3/1/2022	**32.8**	**3.3**	**4.1**	**7.0**	**47.3**
2/28/2023	**46.3**	**3.3**	**4.1**	**11.8**	**65.4**

(11) Right-of-Use Assets and Lease Liabilities

The leases of ABOUT YOU relate exclusively to real estate rental agreements. Assets from right-of-use assets totaled EUR 147.8 million at the end of the reporting period (previous year: EUR 199.6 million). The right-of-use assets decreased by EUR 51.8 million compared with February 28, 2023. Depreciation of EUR 45,0 million (2022/2023: EUR 41.8 million) was recognized in the financial year. Of this amount, EUR 0.0 million (2022/2023: EUR 0.4 million) relates to short-term leases for event locations. Discount rates of between 0.07% and 5.7% were used to calculate the impairment requirement for the values in use. Lease liabilities totaled EUR 174.9 million as of February 29, 2024 (previous year: EUR 218.1 million).

Payments in connection with lease liabilities are due as follows:

in EUR million	Repayments	Interest payments	Leasing payments
Payments in connection with lease liabilities in FY2022/2023	(26.6)	(3.6)	(30.2)
Payments in connection with lease liabilities in FY2023/2024	**(36.4)**	**(9.4)**	**(45.8)**

The leases contain renewal options and in some cases options to terminate the contract. In addition, the contracts provide for payments in connection with non-lease components (e.g. ancillary costs), for which ABOUT YOU makes a separation. There are no variable payments that depend, for example, on the development of the consumer price index. Options to extend leasing contracts range from one to five years. Exercising all of these options could lead to an additional cash outflow totaling EUR 13.8 million.

Interest expense on lease liabilities totaled EUR 9.4 million in FY 2023/2024 (2022/2023: EUR 3.6 million) and is included within cash flow from financing activities. Repayments of lease liabilities totaled EUR 36,4 million (2022/2023: EUR 26.6 million) and are included within cash flow from financing activities. Total lease payments made in the financial year amounted to EUR 45,8 million (2022/2023: EUR 30.2 million).

Development of right-of-use assets as of 2/29/2024

in EUR million	Right-of-use assets
Acquisition costs	
3/1/2023	**251.4**
Additions	3.8
Transfers	0.0
Disposals	(13.8)
2/29/2024	**241.3**
Depreciation	
3/1/2023	**51.8**
Depreciation for the financial year	45.0
Disposals	(3.3)
2/29/2024	**93.6**
Carrying amounts	
3/1/2023	**199.6**
2/29/2024	**147.8**

Development of right-of-use assets as of 2/28/2023

in EUR million	Right-of-use assets
Acquisition costs	
3/1/2022	**77.9**
Additions	183.7
Disposals	(10.3)
2/28/2023	**251.4**
Depreciation	
3/1/2022	**20.3**
Depreciation and amortization for the financial year	41.8
Disposals	(10.3)
2/28/2023	**51.8**
Carrying amounts	
3/1/2022	**57.6**
2/28/2023	**199.6**

(12) Property, plant and equipment

Property, plant and equipment consisted of the following as of February 29, 2024:

in EUR million	FY 2023/2024	FY 2022/2023
Other land and buildings	0.0	0.0
Technical annexes and machinery	0.0	0.0
Other equipment, factory and office equipment	5.9	6.9
Advance payments and assets under construction	0.0	0.0
Property, plant and equipment	**6.0**	**6.9**

Development of property, plant and equipment as of 2/29/2024

in EUR million	Land, land rights and buildings, including buildings on third-party land	Technical annexes and machinery	Operating and business equipment	Advance payments and assets under construction	Property, plant and equipment
Acquisition costs					
3/1/2023	**0.2**	**0.0**	**11.6**	**0.0**	**11.9**
Additions	0.0	0.0	0.7	0.0	0.7
Disposals	0.0	0.0	(0.3)	0.0	(0.4)
2/29/2024	**0.2**	**0.0**	**12.0**	**0.0**	**12.3**
Depreciation					
3/1/2023	**0.2**	**0.0**	**4.8**	**0.0**	**5.0**
Depreciation and amortization for the financial year	0.0	0.0	1.6	0.0	1.6
Disposals	0.0	0.0	(0.2)	0.0	(0.3)
2/29/2024	**0.2**	**0.0**	**6.1**	**0.0**	**6.3**
Carrying amounts					
3/1/2023	**0.0**	**0.0**	**6.9**	**0.0**	**6.9**
2/29/2024	**0.0**	**0.0**	**5.9**	**0.0**	**6.0**

Development of property, plant and equipment as of 2/28/2023

in EUR million	Land, land rights and buildings, including buildings on third-party land	Technical annexes and machinery	Operating and business equipment	Advance payments and assets under construction	Advance payments and assets under construction
Acquisition costs					
3/1/2022	**0.2**	**0.0**	**9.0**	**0.1**	**9.4**
Additions	0.0	0.0	2.9	0.2	3.1
Transfers	0.0	0.0	(0.1)	(0.3)	(0.4)
Disposals	0.0	0.0	(0.1)	0.0	(0.1)
2/28/2023	**0.2**	**0.0**	**11.6**	**0.0**	**11.9**
Depreciation					
3/1/2022	**0.2**	**0.0**	**3.4**	**0.0**	**3.6**
Depreciation and amortization for the financial year	0.0	0.0	1.5	0.0	1.5
Disposals	0.0	0.0	(0.1)	0.0	(0.1)
2/28/2023	**0.2**	**0.0**	**4.8**	**0.0**	**5.0**
Carrying amounts					
3/1/2022	**0.0**	**0.0**	**5.7**	**0.1**	**5.8**
2/28/2023	**0.0**	**0.0**	**6.9**	**0.0**	**6.9**

(13) Investments in Associates, Joint Ventures and Other Financial Assets

As of February 29, 2024, the ABOUT YOU Group holds investments in various companies. The names of the companies as well as the amount of the shareholding by the ABOUT YOU Group can be found in the list of shareholdings in **section 3.7.4**.

Based on the preliminary financial statements as of December 31, 2023 and the financial report as of February 29, 2024, the joint venture LeGer GmbH, has the following key financial information (based on 100% shareholding):

in EUR million	**12/31/2023**
Non-current assets	0.7
Current assets	9.4
Non-current liabilities	21.6
Current liabilities	19.0
Net assets	**(30.5)**
Carrying amount of the share in the Group	**0.0**

in EUR million	**2023**
Revenue	14.8
Net loss for the year	(15.7)
Overall result	**(15.7)**
thereof Group share	(6.3)
Loss to be included in the investment result of the ABOUT YOU Group	(6.3)
Loss not included in the investment result of the ABOUT YOU Group	0.0

LeGer GmbH, is included in the consolidated financial statements using the equity method with a shareholding of 40.0%. It has a different reporting date than the ABOUT YOU Group, December 31. The company operates in the textile and clothing sector.

A loan granted to LeGer GmbH, which is reported under other non-current assets, continues to be classified as equity-substituting financing in accordance with IAS 28.38. The cumulative share of earnings of LeGer GmbH was therefore deducted from the book value of the loan as part of at-equity accounting.

Based on the preliminary financial statements as of February 29, 2024, the joint venture Guido Maria Kretschmer Ajour GmbH, has the following key financial information (based on 100% shareholding):

in EUR million	2/29/2024
Current assets	8.4
Non-current liabilities	11.0
Current liabilities	10.6
Net assets	**(13.2)**
Carrying amount of the share in the Group	**0.0**

in EUR million	FY 2023/2024
Revenue	6.6
Net loss for the year	(8.2)
Overall result	**(8.2)**
thereof Group share	(4.0)
Loss to be included in the investment result of the ABOUT YOU Group	(4.0)
Loss not included in the investment result of the ABOUT YOU Group	0.0

Guido Maria Kretschmer Ajour GmbH, is included in the consolidated financial statements using the equity method on the basis of company law agreements with a shareholding of 49,0%. The company operates in the textile and apparel sector.

A loan granted to Guido Maria Kretschmer Ajour GmbH, which is reported under other non-current assets, is equity-substituting financing in accordance with IAS 28.38, for which the losses on investments must be accounted for using the equity method.

The other associated companies, which are immaterial to the ABOUT YOU Group in their entirety, mainly comprise of investments in companies active in the production, trading and distribution of textiles.

(14) Other Non-Current Financial Assets

Other non-current financial assets amounted to EUR 24.4 million as at February 29, 2024. The decrease is primarily due to the inclusion of the investment result of the companies accounted for using the equity method. Due to the classification of the loans as equity-substituting financial instruments in accordance with IAS 28.38, the carrying amount of the loans was reduced by the pro rata losses. For more detailed explanations of the loans, please refer to **section 3.7.2**.

(15) Inventories

The break-down of inventories is as follows:

in EUR million	2/29/2024	2/28/2023
Merchandise	518.4	551.9
Raw materials and supplies	1.3	3.0
Inventories	**519.7**	**554.9**

The reduction of inventories from EUR 554.9 million to EUR 519.7 million, is due to decreased levels in both 1P own-stock, amounting to EUR 456.4 million and 3P and other inventory amounting to EUR 63.4 million, however the majority of the decrease stems from own-stock. This was achieved through the optimization of own-stock, with the decreased inventories being largely the result of a more conservative seasonal own stock in line with current market conditions, as well improved inventory management across the logistics network. The reduction is also explained by the elevated inventory levels at the end of the last FY.

Inventories include allowances of EUR 29.2 million (2022/2023: EUR 34.9 million). Merchandise is measured at the lower of cost and net realizable value as of the reporting date. The net realizable value is the estimated selling price less the selling costs incurred. The estimated selling price is assumed to be the average selling price over the last three months, or the maximum selling price in the last month if it is significantly higher than the last three month average. The selling costs incurred are calculated on the basis of the cost-to-revenue ratio of fulfillment costs. If the reasons that led to a write-down of the merchandise have ceased to exist, a corresponding reversal of the write-down is to be recognized.

(16) Trade Receivables and Other Receivables

The break-down of trade and other receivables is as follows:

in EUR million	2/29/2024	2/28/2023
Trade receivables from third parties	20.7	9.1
Trade receivables from related parties	27.2	16.5
Allowance for doubtful accounts	(0.3)	(0.2)
Other receivables	58.9	15.2
Trade receivables and other receivables	**106.5**	**40.7**

Trade receivables increased mainly by the higher reclassification of debtors with credit balances. The change is also due to working capital measures.

Receivables from related parties amounted to EUR 27.2 million as of February 29, 2024 (2022/2023: EUR 16.5 million). The receivables from related parties result entirely from trade receivables and are due within one year.

Other receivables amounting to EUR 58.9 million mainly relate to the sale of customer receivables to payment service providers as a result of purchases made on credit and similar payment methods, as well as payments in transit.Receivables from private end customers from purchases on account were sold to these payment service providers at fair value in return for a fee with agreed factoring contracts.. In this case, the payment service providers assume the entire credit risk, while the return risk remains with ABOUT YOU.

The Group is selling a majority of the receivables to payment service providers acting as factoring providers. In total, the Group sold receivables in the amount of EUR 768.8 million (2022/2023: EUR 877.0 million) to payment service providers in the financial year. Under the agreement, the customers settle their liabilities by paying the payment service provider at a later point in time or in installments while the Group receives the money earlier from the payment service provider. The remaining receivables are settled once the customer has paid the payment service provider. The payments are included within cash flow from operating activities because they continue to be part of the Group's normal operating cycle and their key element remains operational. The remaining receivables incurred in the financial year were settled with instant as well as cash on delivery payment providers.

Impairment losses on trade receivables are as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Accumulated impairment losses as of 3/1/2023	**(0.2)**	**0.0**
Additions	(0.1)	(0.2)
Consumptions	0.0	0.0
Accumulated impairment losses as of 2/29/2024	**(0.3)**	**(0.2)**

The impairment losses only include specific valuation allowances.

Trade and other receivables are due within one year.

(17) Other Assets

The break-down of other assets is as follows:

in EUR million	2/29/2024	2/28/2023
Deposits	13.4	0.0
Other financial assets	**13.4**	**0.0**
Receivables of non-income taxes	8.6	7.3
Right to repossess goods	44.6	40.6
Other miscellaneous assets	25.6	21.1
Prepaid expenses and deferred charges	4.6	11.0
Other non-financial assets	**83.4**	**80.1**
Other assets	**96.8**	**80.1**

The right to repossess goods refers to the right to recover possession of goods from expected returns. This amount is reduced by the costs associated with processing the return and any losses incurred during disposal.

Receivables from other taxes mainly consist of sales tax receivables.

Other miscellaneous assets mainly include bonuses and the recognition of creditors with debit balances

Other assets have a maturity of up to one year.

(18) Cash and Cash Equivalents

Cash and cash equivalents of ABOUT YOU Holding SE comprise the categories shown in the table below:

in EUR million	2/29/2024	2/28/2023
Bank balances	163.8	204.5
Restricted Cash	0.1	0.3
Cash	0.0	0.0
Cash and cash equivalents	**163.9**	**204.9**

(19) Equity

The change in Group equity is presented in the statement of changes in equity.

Capital Reserve

Additional paid-in capital includes key contributions from shareholders, net proceeds from the listing in FY 2021/2022, and reserves from share-based payments.

Number of Shares

As of the reporting date ABOUT YOU had issued 186,153,487 no-par value bearer shares of common stock. Each share represents a pro rata amount of the subscribed capital of EUR 1.00 and entitles the holder to one vote at the Company's Annual General Meeting.

Treasury Shares

As of the reporting date, ABOUT YOU held 11,992,338 treasury shares (previous year: 13,719,858) with an acquisition cost of zero, from which the Company has no rights pursuant to Section 71b of the German Stock Corporation Act (AktG). Compared with February 28, 2023, the number of treasury shares has been reduced by the number of stock options exercised in the amount of 1,727,520 as part of share-based payments.

Authority of the Management Board to Issue or Repurchase Shares

Authorized Capital 2021

Pursuant to Article 4 (4) of the Articles of Association, the Management Board is authorized, with the consent of the Supervisory Board, to increase the share capital of the Company on one or more occasions on or before May 30, 2026 (inclusive) by a total of up to EUR 78,791,000 by issuing new no-par value bearer shares against cash contributions and/or contributions in kind ("Authorized Capital 2021"). Shareholders are generally entitled to the statutory pre-emptive right to the new shares. The new shares may also be taken up by banks designated by the Management Board or by equivalent companies pursuant to Section 186 (5) sentence 1 of the German Stock Corporation Act (AktG) with the obligation to offer them to the shareholders for subscription.

The Management Board is authorized, with the consent of the Supervisory Board, to exclude the shareholders' statutory pre-emptive rights in whole or in part in certain cases specified in Article 4 (4) of the Articles of Association. In simplified terms, this is possible in the following cases:

- to avoid fractional amounts resulting from the subscription ratio,
- to offer shares to holders of conversion or option rights attached to convertible and/or option bonds to the extent to which they are entitled to such shares after conversion or exercise of the option,
- if, in the case of a capital increase against cash, the issue price is not significantly lower than the stock exchange price and the total pro rata amount attributable to the new shares for which the pre-emptive right is excluded does not exceed 10% of the share capital,
- to issue shares against contributions in kind, for the purpose of acquiring companies, parts of companies or participations in companies, in the context of mergers and/or for the purpose of acquiring other assets (including rights and receivables), or
- to issue shares against cash and/or in-kind contributions within the scope of participation programs and/or within the scope of share-based remuneration, provided that the total pro rata amount attributable to the new shares for which the pre-emptive right is excluded does not exceed 10% of the share capital.

The authorizations to exclude pre-emptive rights explained above may also be combined.

The Management Board is authorized, with the consent of the Supervisory Board, to determine the further content of the share rights and the conditions of the share issue. Further details on Authorized Capital 2021 can be found in Article 4 (4) of the Articles of Association.

Conditional Capital 2021/I

The share capital of the Company is conditionally increased pursuant to Article 4 (5) of the Articles of Association of ABOUT YOU by up to EUR 3,310,500 by the issuance of in total up to 3,310,500 new bearer shares with no-par value (Conditional Capital 2021/I). The Conditional Capital 2021/I serves exclusively the purpose of servicing pre-emptive rights of the members of the Management Board granted until 31 July 2021 (inclusive) under the Long-Term Incentive Plan 2021 in accordance with the resolution of the General Meeting on 31 May 2021. The conditional capital omestice will be implemented only to the extent that the holders of the granted pre-emptive rights exercise their pre-emptive rights to shares in the Company, and the Company neither grants treasury shares nor cash payments to fulfil the pre-emptive rights. Granting and fulfilling pre-emptive rights vis-à-vis the members of the Management Board of the Company is the exclusive responsibility of the Supervisory Board.

Powers to Issue Convertible Bonds or Bonds with Warrants / Conditional Capital 2021/II

By resolution of May 31, 2021, the General Meeting authorized the Management Board, subject to the consent of the Supervisory Board, to issue bearer and/or registered convertible and/or option bonds with a limited or unlimited term (hereinafter together the “Bonds”) in the total nominal amount of up to EUR 2.2 billion on one or several occasions on or before May 30, 2026, and to grant to the holders or creditors of such Bonds, respectively, conversion or option rights for subscribing to up to a total of 75,480,000 new no-par value bearer shares representing up to EUR 75,480,000 of the Company's registered share capital.

The Bonds may also be issued by a domestic or foreign company in which ABOUT YOU directly or indirectly holds a majority of the votes and capital. In this case, the Management Board is authorized, subject to the consent of the Supervisory Board, to assume the guarantee for these Bonds on behalf of ABOUT YOU and to grant to the holders or creditors of such Bonds, respectively, conversion or option rights for shares in the Company as well as to make further declarations and take further actions as are required for a successful issuance.

The aforementioned authorization contains concrete specifications regarding the option or conversion price in each case. The option or conversion price may be adjusted in a value-preserving manner in the event of economic dilution or in the event of changes in capital or other extraordinary measures or events that may lead to a change in the economic value of the Bonds (e.g., dividend payments, acquisition of control by a third party), even beyond the cases provided for by law. Furthermore, the terms and conditions of the Bonds may provide that the exchange ratio and/or the option or conversion price are variable and that the option or conversion price is determined within a range to be specified depending on the development of the share price during the term.

Whenever Bonds are issued, the shareholders are generally entitled to the statutory pre-emptive rights. The statutory pre-emptive rights may be granted to the shareholders in such a way that the Bonds are underwritten by a bank or by equivalent companies within the meaning of Section 186 (5) sentence 1 of the German Stock Corporation Act (AktG) with the obligation to offer them to the shareholders for subscription. If Bonds are issued by a company in which ABOUT YOU directly or indirectly holds a majority of the votes and capital, ABOUT YOU must ensure that the statutory pre-emptive rights are granted to the shareholders of the company in accordance with the above.

However, the Management Board is authorized, subject to the consent of the Supervisory Board, to exclude the shareholders' statutory pre-emptive rights in whole or in part as specified in the authorization resolution. In simplified terms, this is possible in the following constellations:

- by applying Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG) accordingly, provided that the Bonds are issued against consideration in cash and the Management Board comes, after due assessment, to the conclusion that the issue price is not significantly below the theoretical market value of the Bonds with conversion or option right or conversion obligation as determined in accordance with generally accepted financial calculation methods. However, this authorization to exclude pre-emptive rights only applies to Bonds with conversion and/or option rights or conversion obligations with respect to shares, the total proportionate amount of which does not exceed 10% of the registered share capital, neither at the time this authorization becomes effective nor – if lower – at the time it is exercised. This 10% threshold shall include the pro-rate amount of the share capital (i) attributable to Company shares issued or sold during the term of this authorization with exclusion of pre-emptive rights in direct or analogous application of Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG), and (ii) attributable to Company shares issued or still to be issued for the purpose of servicing conversion or option rights or conversion obligations or option obligations or convertible profit participation rights which (on the basis of other authorizations) were in turn issued during the term of the authorization with the exclusion of pre-emptive rights in analogous application of Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG),

- to exclude fractional amounts from the shareholders' pre-emptive rights,

- to the extent necessary to grant to the holders or creditors of conversion or option rights attached to convertible and/or option bonds and/or convertible profit participation rights previously issued by the Company or a company in which it holds a majority interest, or, in case of an own conversion right of the Company, to holders or creditors obligated thereby, pre-emptive rights to the extent they would be entitled to after exercising the conversion or option rights or after fulfilling a conversion or option obligation, or

- insofar as Bonds are issued against contributions in kind, in particular for the purpose of acquiring companies, parts of companies or participations in companies, within the scope of mergers and/or for the purpose of acquiring other assets (including rights and receivables) and the Management Board, after due examination, has come to the conclusion that the value of the contributions in kind is in reasonable proportion to the theoretical market value of the Bonds as determined in accordance with recognized principles of financial mathematics.

The authorizations to exclude pre-emptive rights explained above may also be combined.

This authorization creates conditional capital of up to EUR 75,480,000 pursuant to Article 4 (6) of the Articles of Association through the issuance of up to 75,480,000 new no-par value bearer shares (Conditional Capital 2021/II). The Conditional Capital 2021/II serves the purpose of granting shares to holders or creditors of convertible bonds as well as to holders of option rights attached to option bonds that are issued on or before May 30, 2026, based on the authorization granted by resolution of the General Meeting of ABOUT YOU Holding AG (the legal predecessor of the Company) on May 31, 2021, by the Company or a national or foreign subsidiary in which the Company either directly or indirectly holds a majority in terms of voting rights and capital. The conditional capital increase is only implemented to the extent that the conversion or option rights attached to the aforementioned bonds are de facto exercised or conversion obligations attached to such bonds are fulfilled and to the extent that no other forms of fulfilment are used for this purpose. The new shares are issued at the conversion price or option price that is determined in accordance with the authorization resolution. The Management Board is authorized, with the consent of the Supervisory Board, to determine the further details of the implementation of the conditional capital increase.

Powers to Acquire Treasury Shares

By resolution of June 14, 2021, the General Meeting authorized the Company pursuant to Section 71 (1) no. 8 of the German Stock Corporation Act (AktG) to acquire treasury shares on or before June 13, 2026, in an amount of up to 10% of the share capital of the Company at the time the authorization is granted or – if such amount is lower – at the time of the authorization is exercised. The amount of treasury shares acquired on the basis of this authorization together with other treasury shares in possession of the Company or attributed to the Company pursuant to Sections 71a et seq. of the German Stock Corporation Act (AktG) may not exceed at any time an amount of 10% of the respective share capital.

The acquisition may, at the discretion of the Management Board, be effected (i) via the stock exchange, (ii) by means of a public tender offer addressed to all shareholders, (iii) by means of a public solicitation to submit offers for sale, (iv) via participants in share-based incentive or remuneration programs or entities owned by such participants in connection with the settlement of such programs and/or (v) via the holders of (former) preference shares in the Company in connection with, or subsequent to, a cancellation of profit or liquidation preferences of preference shares and their conversion into ordinary shares. The authorization contains specifications regarding the purchase price and the procedure in the event of an oversubscription of a public purchase offer.

Subject to the consent of the Supervisory Board, the Management Board is authorized to use treasury shares of the Company in particular:

- to sell treasury shares for cash other than via the stock exchange or by an offer directed to all shareholders, provided that the selling price per share is not materially below the market trading price of the Company's shares. This authorization is limited to the sale of shares to which a total pro rata amount of no more than 10% of the share capital is attributable at the time this authorization becomes effective and at the time this authorization is exercised. This 10% limit shall include the proportional value of the share capital (i) attributable to shares of the Company that are issued or sold during the term of the authorization with the exclusion of pre-emptive rights by applying Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG) directly or accordingly, and (ii) attributable to shares of the Company that are or still can be issued for the purpose of servicing conversion or option rights or fulfilling conversion or option obligations attached to convertible or option bonds or convertible profit participation rights to the extent that the bonds or profit participation rights are issued during the term of this authorization on the basis of a different authorization by exclusion of pre-emptive rights by applying Section 186 (3) sentence 4 of the German Stock Corporation Act (AktG) accordingly;

- for the sale or other transfer of shares in the Company via the stock exchange or by means of an offer to all shareholders, insofar as this is effected against consideration in kind, in particular in the case of the acquisition of companies, parts of companies or participations in companies, in the case of mergers or in the case of the acquisition of other assets (including rights and receivables);

- for the purpose of fulfilling option and/or conversion rights or obligations attached to convertible and/or option bonds and/or convertible profit participation rights which are granted by the Company or by entities dependent on the Company or entities in which the Company holds a majority interest;

- to the extent that it is necessary in order to grant to holders or creditors of option and/or conversion rights attached to convertible and/or option bonds and/or convertible profit participation rights, which are granted by the Company or by entities dependent on the Company or entities in which the Company holds a majority interest, or, in case of an own conversion right of the Company, to holders or creditors obligated thereby, pre-emptive rights to shares to the extent that such holders or creditors would be entitled to after the exercise of the conversion or option rights or after the fulfillment of the conversion or option obligations; or

- in the context of participation programs and/or in the context of share-based remuneration (also at reduced prices and/or without separate remuneration). Insofar as treasury shares are to be granted to members of the Management Board of the Company, the Supervisory Board of the Company shall decide on the allocation.

The Management Board is also authorized, with the consent of the Supervisory Board, to redeem treasury shares in whole or in part without a further resolution by the Annual General Meeting. The redemption shall be effected by way of a simplified procedure without a capital reduction or in such a way that the share capital remains unchanged, thereby increasing the notional portion of the share capital associated with the remaining shares pursuant to Section 8 (3) of the German Stock Corporation Act (AktG).

All the above authorizations may be exercised in whole or in part, on one or more occasions, by the Company or by companies in which the Company holds a majority interest; furthermore, the authorization may also be exercised for the account of the Company or for the account of third parties acting on behalf of dependent companies or companies in which the Company holds a majority interest.

The provisions on the use of treasury shares under exclusion of pre-emptive rights as well as on the redemption of treasury shares also apply to treasury shares that are acquired based on the authorizations granted by resolution of the General Meeting of May 31, 2021, pursuant to Section 71 (1) no. 8 of the German Stock Corporation Act (AktG) to acquire treasury shares or to acquire treasury shares using derivatives.

Pursuant to the resolution of the General Meeting of June 14, 2021, the Company is also authorized to acquire treasury shares, other than by the means described above, using derivatives in accordance with Section 71 (1) no. 8 of the German Stock Corporation Act (AktG).

For this purpose, the Company is authorized to:

- sell options that obligate the Company to purchase shares in the Company upon exercise of the option (put options);
- purchase options giving the Company the right to acquire shares in the Company upon exercise of the option (call options); and
- enter into forward purchase agreements (Terminkaufverträge) with respect to shares of the Company which have a period of more than two stock exchange trading days between the conclusion of the respective purchase agreement and the settlement with the acquired shares (forward purchases)

Treasury shares may be acquired using put options, call options, forward purchases (together "Derivatives") and/or a combination of these Derivatives. The use of Derivatives to acquire treasury shares requires the consent of the Supervisory Board.

The authorization may be exercised in whole or in part, on one or several occasions, by the Company or by companies controlled or majority-owned by the Company; furthermore, the authorization may also be exercised by third parties acting for the account of the Company or for the account of companies controlled or majority-owned by the Company.

Share acquisitions using Derivatives are limited in total to shares amounting to a maximum of 5% of the Company's share capital existing at the time the authorization is granted or – if such an amount is lower – at the time the authorization is exercised.

The term of the respective Derivatives may not exceed 18 months. Furthermore, the term of the Derivatives must be chosen in such a way that the acquisition of shares in the Company using Derivatives does not take place after June 13, 2026.

It must be ensured in the terms and conditions of the Derivatives that the Derivatives are fulfilled only with shares that were previously acquired on the stock exchange in compliance with the principle of equal treatment, whereby the purchase price per share paid for the acquisition on the stock exchange (not including ancillary acquisition costs) must be within the pricing corridor applicable to the acquisition of shares by the Company via the stock exchange pursuant to the authorization to acquire treasury shares (resolution of the General Meeting of June 14, 2021).

The authorization to acquire treasury shares by means of Derivatives contains concrete specifications regarding the purchase price agreed in this context depending on the stock exchange price of the shares of the Company.

If treasury shares are acquired by using Derivatives in accordance with the provisions set out above, the shareholders shall have no right to conclude such derivative contracts with the Company. Shareholders have a right to tender their shares to the Company only to the extent that the Company is obligated vis-à-vis the respective shareholders to take delivery of such shares under the derivative contracts. Any further right to tender is excluded.

For the use of treasury shares acquired using Derivatives, the aforementioned rules for the use of treasury shares acquired on the basis of the authorization set out by the General Meeting on June 14, 2021, apply accordingly.

(20) Share-Based Payments

Expenses of EUR 12.5 million were recognized for the share-based payment commitments of ABOUT YOU as of the reporting date. The key share-based compensation commitments are divided into the following nine programs, which are explained in detail below. All of the listed share-based compensation commitments for the Management Board, management and employees were accounted for using equity instruments in 2024. The programs follow the basic assumption that the rules of the programs apply equally to all participants.

Management Board Program LTI 2021

In addition to the non-performance-related remuneration, the Management Board members were each granted options in the same amount by way of a one-time allocation under the LTI 2021 as part of the amendment to the service contracts of the Management Board on June 4, 2021. Each member of the Management Board was allocated a total of 1,702,128 (5,106,384 in total) options according to the following formula:

N = 80,000,000 / 2x exercise price

The LTI 2021 is an option program which, in addition to the time component in the form of continued Executive Board activity ("time vesting"), is linked to the development of key performance indicators of the Group and refers to target criteria from the area of ESG (Environmental Social Governance) ("performance vesting").

The key terms and conditions of the LTI 2021 are presented in detail below:

(a) Exercise price

The exercise price for each option corresponds to the mean value of the price range applicable to each share at the time of placement in the listing. The price range was set at EUR 21.00 to EUR 26.00 on June 7, 2021. Accordingly, the mean value is EUR 23.50 ("exercise price").

(b) Vesting period – time vesting

The options granted vest after the expiry of certain periods, provided that the Management Board member concerned remains with the Company at the expiry of the time limit ("time vesting"):

- 12% of options at the end of February 28, 2022
- 14% of options at the end of February 28, 2023
- 16% of options at the end of February 29, 2024
- 18% of options at the end of February 28, 2025
- 20% of options at the end of February 28, 2026
- 20% of options at the end of February 28, 2027

Depending on the vesting dates presented above, the options are divided into two tranches, which are subject to different terms and conditions under the "performance vesting" described below. Options that vest on or before February 28, 2025 (inclusive) (a total of 3,063,830 options) belong to Tranche 1 ("Tranche 1 options"). Options that vest at the end of February 28, 2026, and February 28, 2027 (in total 2,042,554 options) belong to Tranche 2 ("Tranche 2 options").

(c) Vesting period – performance vesting

In addition to the time component, a prerequisite for the vesting of the options is that certain predefined performance targets are also achieved within certain periods ("Performance Vesting"). These Performance Vesting targets were set by the Supervisory Board prior to the private placement and consist of the average annual growth of Group revenue ("revenue CAGR"), the development of the adjusted EBITDA ("adjusted EBITDA") of the Group and various ESG parameters. The Performance Vestings are included with different weightings in both Tranche 1 and Tranche 2, with "Revenue CAGR" taken into account at 60%, "Adjusted EBITDA" at 30% and the ESG parameters at 10% in the respective tranche. The degree of target achievement is determined on the basis of the medium-term target values set by the Supervisory Board prior to the private placement ("Current Medium-Term Performance Targets") and the future medium-term target values to be resolved by the Supervisory Board at the end of FY 2022/2023 ("Future Medium-Term Performance Targets"), whereby the higher value according to Current and Future Medium-Term Performance Targets is always decisive for the key performance indicator of revenue CAGR set out in the LTI 2021. If the respective Performance Vesting Targets are achieved by less than 85%, the options concerned will be forfeited without compensation. If the respective target is met by 85%, 20% of the options are forfeited. If it is met by 100%, no option is forfeited. In the range between 85% and 100%, the proportion of options that expire decreases linearly. For the options attributable to ESG criteria, a differentiation is only made between the target being met and not being met: If it is achieved, no option expires. If it is not achieved, all options allocated to this Performance Vesting Target expire. Tranche 1 options can be exercised for the first time after June 30, 2025, and tranche 2 options for the first time after June 30, 2027. Options that have not been exercised by June 30, 2029 (inclusive) expire without compensation. Options may only be exercised within certain exercise windows of two weeks specified in more detail in the LTI terms and conditions, which are in each case after the publication of the (preliminary) financial figures for a financial year, half-year or quarter. Exercise is not possible within certain closed periods defined in the LTI 2021 (so-called black-out periods). The exercise of options vested according to the aforementioned conditions is only permitted if the Company's share price (weighted average price per share in XETRA trading within a period of three months prior to the relevant date) reaches 200% of the exercise price, i.e. EUR 47.00, no later than February 28, 2027 and additionally either (i) at the beginning of the respective exercise window or (ii) on at least three trading days on the Frankfurt Stock Exchange within a previous exercise window ("exercise threshold").

(d) Settlement of Options

Upon exercise of the options, the respective Management Board member shall be delivered by the Company from the Conditional Capital a number of shares corresponding to the settlement value of the exercised options. The settlement value of the exercised options corresponds to the amount by which the share price exceeds the exercise price upon exercise, but is limited to 200% of the exercise price (i.e. EUR 47.00 per option – "cap").

Instead of delivering shares from the Conditional Capital, the Company may make a cash payment to the respective Management Board member in the amount of the settlement value per option (less payroll taxes and any other statutory levies to be withheld by the Company) (cash settlement) or service its obligation to deliver shares with existing treasury shares.

Programs for Managers and Employees

In addition to the management programs from FY 2021/2022 and FY 2022/2023 (as further described below), ABOUT YOU in FY 2023/2024 implemented the STI RSUP 2023 plan, effective October 1, 2023. All historical and new programs are explained below. A distinction is made between ongoing, one-time granted and completed programs. Within these sections the programs are arranged chronologically by program launch.

Continuous Programs

RSUP & SOP 2021

Effective FY 2021/2022, ABOUT YOU implemented the Restricted Stock Unit Plan 2021 (RSUP 2021) and Stock Option Plan (SOP 2021) management programs, effective October 1, 2021. The programs may be issued on a rolling basis, with two tranches per fiscal year and grant dates of April 1 and October 1 of each fiscal year. The RSUP & SOP management programs follow the VESOP 2017 – 2021 program, which is discussed in the "Completed Programs" section.

The RSUP 2021 is aimed at ABOUT YOU executives and selected top performers within the organization, while the SOP 2021 is primarily aimed at senior members of the management team in the 1st and 2nd levels below the Management Board, who can divide the grant value of their annual share-based payments at the time of issue between restricted stock units (RSUs) and virtual stock options (SOs) according to the following distributions:

- Option 1: 100% SOP, 0% RSUP
- Option 2: 75% SOP, 25% RSUP
- Option 3: 50% SOP, 50% RSUP
- Option 4: 25% SOP, 75% RSUP
- Option 5: 0% SOP, 100% RSUP

RSUP 2021

The RSUP 2021 entitles executives and selected top performers within the organization to receive a compensation component with a long-term incentive effect. Under the program, a total of 504,161 RSUs were granted on April 1, 2023 and a total of 1,282,806 RSUs on October 1, 2023. The calculated issue prices of the RSUs at the grant dates were determined according to the volume-weighted average closing prices (commercially rounded to two decimal places) of the ABOUT YOU Holding SE share in XETRA trading during the last 90 trading days prior to the grant dates and amounted to EUR 5.84 for the issue on April 1, 2023, and EUR 5.77 on October 1, 2023. All eligible employees* will be notified of an individual euro amount as the grant amount. The number of RSUs is determined by dividing the grant value by the respective issue price. The RSUs granted are subject to a vesting period of three years from the grant date. Within the three-year vesting period, at the end of each year, one-third of the RSUs granted will vest. The total of all payouts of a tranche is limited to 350% of the grant value. The vested RSUs are serviced in cash. Alternatively, the Management Board of ABOUT YOU may decide to settle in real ABOUT YOU shares. Payment is made with the payroll for the month following the announcement of the first financial report (for a quarter, half-year or financial year) after the end of the respective vesting period.

SOP 2021

The SOP 2021 entitles employees of the management team in the 1st and 2nd levels below the Management Board to receive a compensation component with a long-term incentive effect. Under the program, no virtual SOs were granted at April 1, 2023 and a total of 299,163 virtual SOs at October 1, 2023. The determined exercise price of the virtual SOs depending on the grant date was determined according to the volume-weighted average closing price (commercially rounded to two decimal places) of the share of ABOUT YOU Holding SE in XETRA trading during the last 90 trading days prior to the grant date and amounted to EUR 5,77 for the issue on October 1, 2023. All eligible employees will be notified of an individual euro amount as grant amount. To convert the virtual SOs granted into a number of virtual stock options, the grant value attributable to the SOP is first converted into a number of RSUs by dividing it by the exercise price. The number of RSUs thus determined is then multiplied by an exchange factor to determine the number of virtual stock options granted. The exchange factor is determined and is based on the fair value of a virtual stock option and the fair value of an RSU. The exchange ratio may vary from tranche to tranche, even within a year if several grants are made in a year, depending on the determination of the option price at the respective reporting date. The fair value of the virtual stock option was determined using Monte Carlo simulation, individual parameters for the calculation of the fair value can be found in the consolidated table "Valuation of newly granted options". The virtual SOs granted are subject to a vesting period of three years from the grant date. Within the three-year vesting period, at the end of each year, one-third of the virtual SOs granted will vest. The virtual stock options can be exercised for the first time after four years from the grant date. For the shares vesting at the first vesting date, the vesting period is three years, for the shares vesting at the second vesting date, the vesting period is two years. For the shares that vest on the third vesting date, the waiting period is one year. The total of all payments of a tranche is limited to 350% of the grant value. The SOP is serviced in cash. Alternatively, the Management Board of ABOUT YOU may decide to settle in real ABOUT YOU shares. Subject to any insider trading rules and any lock-up periods, all earned virtual SOs can only be exercised after the expiry of the respective waiting period and before the expiry of the relevant end date, of a maximum of four years after the expiry of the respective waiting period and only within four weeks in each case, starting on the third working day after the announcement of the financial report for the respective quarter or financial year.

LTIP 2022

Starting with FY 2022/2023, ABOUT YOU implemented the LTIP 2022 management program. In addition to the annual share-based compensation benefits for executives at ABOUT YOU defined in more detail below, a management long-term incentive program was made available to selected members of the management team in the 1st and 2nd levels below the Management Board. Under the program, a total of 3,884,468 virtual stock options (SOs) were granted on April 1, 2023 and a total of 9,878,707 virtual SOs were granted on October 1, 2023). This program represents a performance-related compensation component which in its terms basically follows a similar logic to the LTIP 2021 management program, but differs here in two key respects:

(a) Exercise price

The exercise price for each virtual option corresponds to the volume-weighted average closing price (rounded to two decimal places) of the ABOUT YOU Holding SE share in XETRA trading during the last 30 trading days before the grant date. Accordingly, the exercise price on April 1, 2023 was EUR 5.02 while the exercise price on October 1, 2023 was EUR 5.77. The exercise of the virtual options is only permitted if the Company's share price (weighted average price per share in XETRA trading within a period of three months prior to the relevant date) reaches 200% of the exercise price at the beginning of the respective exercise window or (ii) on at least three trading days on the Frankfurt Stock Exchange within a previous exercise window, but no later than on the last day of the vesting period of the tranche 2 options ("exercise threshold"). However, the maximum value of the virtual options is limited to 300% of the exercise price ("cap").

(b) Vesting period – time vesting
The virtual options granted are allocated after the expiry of certain periods. The vesting period begins on April 1 and October 1 of the respective calendar year. The vesting period ends no later than the end of the last day of a 72-month vesting period from the grant date:

- 12% of the virtual options are allocated at the end of the last day of a 12-month vesting period from the grant date
- 14% of the virtual options are allocated at the end of the last day of a 24-month vesting period from the grant date
- 16% of the virtual options are allocated at the end of the last day of a 36-month vesting period from the grant date
- 18% of the virtual options are allocated at the end of the last day of a 48-month vesting period from the grant date
- 20% of the virtual options are allocated at the end of the last day of a 60-month vesting period from the grant date
- 20% of the virtual options are allocated at the end of the last day of a 72-month vesting period from the grant date

Virtual options with a vesting date prior to the expiry of 48 months from the grant date belong to tranche 1 ("tranche 1 – options"), virtual options with a vesting date after 60 or 72 months from the grant date belong to tranche 2 ("tranche 2 – options"). Tranche 1 – options can be exercised after a vesting period of 52 months, Tranche 2 – options can be exercised after a vesting period of 76 months. The VSOP 2022 will be serviced in cash. Alternatively, the Management Board of ABOUT YOU may decide to settle in real ABOUT YOU shares.

RSUP 2023
Effective FY 2023/2024, ABOUT YOU implemented the Restricted Stock Unit Plan (RSUP 2023) with as a short-term incentive effect and the first tranche granted on October 1, 2023. Under the program, a total of 180,938 RSUs were granted on October 1, 2023. The programs may be issued on a rolling basis, with two tranches per fiscal year and grant dates on April 1 and October 1 of each year. The RSUP 2023 is divided into different sub-programs aimed to incentivize different stakeholder groups.

The calculated issue price of the RSUs at the grant date was determined according to the volume-weighted average closing prices (commercially rounded to two decimal places) of the ABOUT YOU Holding SE share in XETRA trading during the last 90 trading days prior to the grant dates and amounted to EUR 5.77 on October 1, 2023. The number of RSUs is determined by dividing the total grant value by the respective issue price. The RSUs granted are subject to a monthly vesting scheme over the course of one year from the grant date. Within the one-year vesting period, at the end of each month, one-twelfth of the RSUs granted have vested. Half of the granted RSUs are issued are settled after 6 months while the other half is settled after 12 months. The RSUs are serviced in cash. Alternatively, the Management Board of ABOUT YOU may decide to settle in real ABOUT YOU shares. Payment is made with the payroll for the month following the announcement of the first financial report (for a quarter, half-year or financial year) after the end of the respective vesting period.

STI RSUP 2023
In the first place the RSUP 2023 aimed at ABOUT YOU executives within the organization, to cover performance-related salary increases. The RSUP 2023 entitles executives and selected employees within the organization to receive a compensation component with a short-term incentive effect. Under the STI RSUP 2023, 153,127 RSUs were granted on October 1, 2023.

Employee Share Matching Program (ESMP)
Under the Employee Share Matching Program (ESMP), all permanent employees had the choice to convert part of your gross annual fix salary in Restricted Stock Units (RSUs) under the STI RSUP 2023 rules. As a reward, ABOUT YOU subsidized the investment value. Under the ESMP, 27,811 RSUs were granted on October 1, 2023.

Unique Programs
LTIP 2021
As of FY 2021/2022, ABOUT YOU implemented the one-time management program LTIP 2021. In addition to the annual share-based compensation benefits for executives at ABOUT YOU defined in the previous section, a management LTIP was

granted to selected members of the management team in the 1st and 2nd levels below the Management Board. This program represents a performance-based remuneration component, which in its terms and conditions with regard to (a) exercise price, (b) time vesting, (c) performance vesting and (d) settlement of options was set up entirely analogously to the performance-based remuneration system of the Management Board "Management Board Program – LTI 2021". Under the "Management LTIP 2021", no further options were granted in FY 2023, while 508,881 options were forfeited. Options that vest on or before February 28, 2025 (inclusive) (a total of 1,607,241 options) belong to Tranche 1 ("Tranche 1 options"). Options vesting at the end of February 28, 2026 and February 28, 2027 (in total 1,071,494 options) belong to Tranche 2 ("Tranche 2 options"). The LTIP 2021 will be serviced in cash. Alternatively, the Management Board of ABOUT YOU may decide to settle in real ABOUT YOU shares.

LTI RSUP 2022

Starting in FY 2022/2023, ABOUT YOU implemented the one-time management program LTI RSUP 2022 for selected members of the management team in the 1st and 2nd levels below the Management Board. Under the program, a total of 141,189 restricted stock units (RSUs) were allocated as of October 1, 2022. The determined issue prices of the RSUs at the grant dates were calculated according to the volume-weighted average closing prices (commercially rounded to two decimal places) of the ABOUT YOU Holding SE share in XETRA trading during the last 30 trading days prior to the grant dates and amounted to EUR 6.00 for the issue on October 1, 2022. All eligible employees will be notified of an individual euro amount as the grant amount. The number of RSUs is determined by dividing the grant value by the respective issue price. The RSUs granted are subject to a non-linear vesting period of six years from the grant date:

- 12% of the RSUs granted have vested as of September 30, 2023
- 14% of the RSUs granted have vested as of September 30, 2024
- 16% of the RSUs granted have vested as of September 30, 2025
- 18% of the RSUs granted have vested as of September 30, 2026
- 20% of the RSUs granted have vested as of September 30, 2027
- 20% of the RSUs granted have vested as of September 30, 2027

The sum of all payouts of a tranche is limited to 350% of the grant value. The earned RSUs are serviced in cash. Alternatively, the Management Board of ABOUT YOU may decide to settle in real ABOUT YOU shares. The payout is made with the payroll for the month following the announcement of the first financial report (for a quarter, half-year or financial year) after the end of the respective vesting period.

Completed Programs

VESOP 2017-2021

Starting in FY 2017/2018, ABOUT YOU granted virtual shares to executives and selected top performers* on an annual basis. Due to the completion of the listing of ABOUT YOU on June 16, 2021, individual bonuses of the employees were converted into virtual shares of ABOUT YOU. Under the program, a total of 2,033,871 virtual shares were granted.

As of FY 2022/2023, ABOUT YOU implemented a complementary program, the RSUP 2022. Under RSUP 2022, additional RSUs are granted to beneficiaries upon exercise of virtual stock options of the VESOP 2017 – 2021. During the FY 2023/2024 a total of 424,153 RSUs were granted under the program. The RSUs granted have been settled following the four predefined exercise windows in terms of time during which ABOUT YOU grants participants the opportunity to exercise virtual shares. Thus, 234,038 restricted stock units were distributed on Jun. 8, 2023, 40,106 RSUs on Aug. 14, 2023, followed by 64,367 RSUs on Nov. 8, 2023, and 85,642 RSUs on Feb. 13, 2024. The RSUs granted are not subject to further vesting.

STI RSUP 2022

Beginning with FY 2022/2023, ABOUT YOU implemented the one-time management program STI RSUP 2022 for executives at ABOUT YOU and selected top performers*. Under the program, a total of 526,811 restricted stock units (RSUs) were allocated as of October 1, 2022. Within the FY 2023/2024 a total of 11,889 RSUs forfeited. The RSUs granted were subject to vesting of one year from the grant date and were issued in true ABOUT YOU shares.

EFSP 2021

As of FY 2021/2022, ABOUT YOU implemented the one-time Employee Free Share Plan, which was aimed at all employees* below the Board level who have been employed as employees* of ABOUT YOU for more than six months as of the grant date of December 1, 2021. Under this program, 31,703 ABOUT YOU restricted stock units (RSUs) were granted as of the grant date of December 1, 2021. The RSUs granted were subject to a vesting period of two years from the grant date. Within the two-year vesting period, half of the RSUs granted vest after the end of each year. Accordingly, at the first vesting date after the end of the first year on December 1, 2022, 50% of the RSUs granted have been vested and issued in ABOUT YOU shares. At the end of the second year on December 1, 2023, the remaining 50% of the RSUs granted have been vested and issued in ABOUT YOU shares.

Development of Outstanding Virtual Options

	LTI 2021		LTIP 2021		LTI SOP 2021	
	Quantity	Weighted average exercise price (in EUR)	Quantity	Weighted average exercise price (in EUR)	Quantity	Weighted average exercise price (in EUR)
Outstanding as of 2/28/2023	**5,106,384**	**23.50**	**3,187,616**	**23.50**	**556,247**	**18.40**
Granted in the reporting period (April 2023)	0	0.00	0	0.00	0	0.00
Granted in the reporting period (October 2023)	0	0.00	0	0.00	299,163	5.70
Forfeited in the reporting period	0	0.00	508,881	23.50	139,478	18.40
Exercised in the reporting period	0	0.00	0	0.00	0	0.00
Outstanding at 3/1/2024	**5,106,384**	**23.50**	**2,678,735**	**23.50**	**715,932**	**13.10**

	LTIP 2022	
	Quantity	Weighted average exercise price (in EUR)
Outstanding as of 2/28/2023	**12,166,687**	**6.00**
Granted in the reporting period (April 2023)	3,884,468	5.02
Granted in the reporting period (October 2023)	9,878,707	5.77
Forfeited in the reporting period	6,083,343	6.00
Exercised in the reporting period	0	0
Outstanding at 3/1/2024	**19,846,519**	**5.69**

Allocation of expenses for share-based

in EUR million	**FY 2023/2024**	FY 2022/2023
Management LTI & Initial Grant	3.2	2.6
RSUs / SOPs	6.4	4.6
Other Programs	2.8	5.3
Total	**12.5**	**12.6**

Valuation of Newly Granted Virtual Options

Valuation parameters	LTI SOP 2021	LTIP 2022	LTIP 2022
Allocation date	**10/01/2023**	**4/01/2023**	**10/01/2023**
Weighted average exercise price (in euros)	5.77	5.02	5.77
Peer group volatility (%)	62.36	60.7	57
Expected dividends (%)	0	0	0
Option term (in years, from grant date)	7.5	7.5	7.5
Maturity-equivalent risk-free interest rate (%)	2.73	2.25	2.71
Weighted average fair value of the option (in EUR)	1.72	1.31	1.43

(21) Non-Current Lease Liabilities
Non-current lease liabilities amounted EUR 121.7 million (2022/2023: EUR 172.9 million). The decrease is mainly explained by the payment of non-current lease liabilities.

(22) Other Non-Current Liabilities
The other non-current liabilities increased to EUR 9.7 million (2022/2023: EUR 0.0 million) which mainly results from advance payments for long-term SaaS projects.

(23) Trade Payables
The break-down of trade payables is shown below:

in EUR million	2/29/2024	2/28/2023
Trade payables to third parties	340.0	276.6
trade payables to related parties	116.6	130.0
Trade payables	**456.7**	**406.6**

Trade payables amount to EUR 456.7 million (2022/2023: EUR 406.6 million) as per February 29, 2024, and include liabilities denominated in foreign currency of EUR 19.3 million (2022/2023: EUR 11.6 million). Further information can be found in the consolidated statement of changes in liabilities in **section 3.6.7 (24.)**.

Trade payables to related parties consist mainly for merchandise and logistics services.

As part of a Supply Chain Finance program (SCF), ABOUT YOU offers its suppliers the option of early payment of their invoices via an external financing partner by selling their receivables against the Group. In this agreement, the financing partner agrees to fund invoice amounts owed by ABOUT YOU to participating suppliers in exchange for a discount on the invoices that is borne by the suppliers. The purpose of this program is to enable suppliers to convert their trade receivables into liquidity and thereby improve their working capital.

ABOUT YOU has not derecognized the original liabilities subject to the SCF program, in line with the accounting treatment requested by the auditors. From the Group's perspective, the program has not lead to significantly changed payment terms that materially differ from other non-participating suppliers. The Group does not incur any additional interest from the SCF set-up and amounts factored by suppliers are therefore included in trade payables, as the nature and function of the financial liability is the same as for other trade payables. All liabilities subject to SCF are presented as current liabilities as per February 29, 2024. Payments to the bank are included in cash flows from operating activities because they continue to be part of the Group's normal operating cycle and its key element remains operational, representing payments for the purchase of goods and services. The total utilization of the SCF program amounts to EUR 39.6 million and represents the suppliers' funded invoices as per February 29, 2024 .

(24) Other Financial And Other Non-Financial Liabilities

The break-down of other financial and other non-financial liabilities is as follows:

in EUR million	FY 2023/2024	FY 2022/2023
Liabilities for refunds from expected returns	66.0	59.6
Derivatives in hedging relationships	0.0	0.4
Other financial liabilities	50.0	43.1
Other financial liabilities	**115.9**	**103.1**
Liabilities to employees	2.8	2.3
Liabilities from other taxes	43.5	48.7
Deferred Income	18.6	12.9
Other liabilities	47.4	14.3
Other non-financial liabilities	**112.3**	**78.2**
Other liabilities	**228.2**	**181.4**

Other financial liabilities include the utilization of reverse factoring line in the amount of EUR 49.8 million (2022/2023: EUR 43.1 million), which has resulted in a derecognition of the original trade payables. Under this arrangement, a payment is made by the financing partner to the supplier to settle the original trade payables. The payments to the factoring service provider continue to be included in cash flows from operating activities because they remain part of the Group's normal operating cycle and their key character remains operational, i.e. payments for the purchase of goods and services.

Liabilities to employees mainly include obligations arising from outstanding vacation entitlements. Liabilities from other taxes mainly relate to sales tax liabilities from taxable sales. Deferred income mainly includes deferred revenue for goods that have already been invoiced but, based on past experience, were not received by the customers until after the reporting date (see **section 3.6.6**).

The increase in other liabilities is due to the increased use of instant payment methods, where the money is received before the goods are shipped. This results in a higher amount of reclassifications of debtors with credit balances.

The maturities of other liabilities are shown in the consolidated statement of changes in liabilities.

(25) Liabilities Schedule

Consolidated statement of liabilities' aging February 29, 2024

in EUR million	Remaining term: until 1 year	Remaining term: 1-5 years	Remaining term: over 5 years	**Total sum**	of which secured by liens and similar rights
1. Trade payables	456.7	0.0	0.0	456.7	0.0
2. Lease liabilities	53.2	121.7	0.0	174.9	0.0
3. Other liabilities	228.2	0.0	0.0	228.2	0.0
thereof other financial liabilities	115.9	0.0	0.0	115.9	0.0
of which Other non-financial liabilities	112.3	0.0	0.0	112.3	0.0
thereof from taxes	43.5	0.0	0.0	43.5	0.0
Total	**738.2**	**121.7**	**0.0**	**859.9**	**0.0**

Consolidated statement of liabilities' aging February 28, 2023

in EUR million	Remaining term: until 1 year	Remaining term: 1-5 years	Remaining term: over 5 years	**Total sum**	of which secured by liens and similar rights
1. Trade payables	406.6	0.0	0.0	406.6	0.0
2. Lease liabilities	45.2	165.9	7.0	218.1	0.0
3. Other liabilities	181.4	0.0	0.0	181.4	0.0
thereof other financial liabilities	103.1	0.0	0.0	103.1	0.0
of which Other non-financial liabilities	78.2	0.0	0.0	78.2	0.0
thereof from taxes	48.7	0.0	0.0	48.7	0.0
Total	**633.2**	**165.9**	**7.0**	**806.1**	**0.0**

(26) Provisions

Provisions for the current financial year mainly include provisions for litigation costs.

Provisions developed as follows:

in EUR million	**FY 2023/2024**	FY 2022/2023
Accruals as of as of 3/1/2023	**1.7**	**0.4**
Addition	1.7	1.7
Consumption	(0.2)	(0.4)
Resolution	(1.5)	0.0
Provisions as of 2/29/2024	**1.7**	**1.7**

(27) Financial Instruments

Financial liabilities and financial assets can be categorized as follows in accordance with the provisions of IFRS 9:

in EUR million	Amortized acquisition costs (AC)	Fair value through profit or loss (FVTPL	Not assigned to any valuation category	Carrying amount
Assets				
Cash and cash equivalents	0.0	0.0	163.9	163.9
Trade receivables and other receivables	106.5	0.0	0.0	106.5
Other non-current financial assets	17.2	7.2	0.0	24.4
As of 2/29/2024	**123.7**	**7.2**	**163.9**	**294.8**
Equity and liabilities				
Trade payables	456.7	0.0	0.0	456.7
Non-current Lease liabilities	0.0	0.0	121.7	121.7
Lease liabilities	0.0	0.0	53.2	53.2
Other financial liabilities	115.9	0.0	0.0	115.9
As of 2/29/2024	**572.7**	**0.0**	**174.9**	**747.6**

in EUR million	Amortized acquisition costs (AC)	Fair value through profit or loss (FVTPL	Not assigned to any valuation category	Carrying amount
Assets				
Cash and cash equivalents	0.0	0.0	204.9	204.9
Trade receivables and other receivables	40.7	0.0	0.0	40.7
Other non-current financial assets	32.0	5.8	0.0	37.8
As of 2/28/2023	**72.7**	**5.8**	**204.9**	**283.4**
Equity and liabilities				
Trade payables	406.6	0.0	0.0	406.6
Non-current Lease liabilities	0.0	0.0	172.9	172.9
Lease liabilities	0.0	0.0	45.2	45.2
Derivatives in hedging relationships	0.0	0.0	0.4	0.4
Other financial liabilities	102.7	0.0	0.0	102.7
As of 2/28/2023	**509.3**	**0.0**	**218.5**	**727.8**

Other non-current financial assets include the loans issued. A loan issued to LeGer GmbH and Guido Maria Kretschmer Ajour GmbH is equity-substituting financing in accordance with IAS 28.38, for which valuation losses must be recognized as part of at-equity accounting. The losses from at-equity accounting deducted from the carrying amount of the loans amounted to EUR 19.1 million as at February 29, 2024 (February 28, 2023: EUR 8.8 million). See also **section 3.6.7 (13.)**.

For all current assets and liabilities, it has been assumed that the carrying amount is a reasonable approximation of the fair value. Against this background, no fair value has been stated in the above table. Derivatives are measured on the basis of quoted foreign market exchange rates and yield curves (Level 2). The following table shows the breakdown of net income from financial instruments for FY 2023/2024:

in EUR million	Interest	Value impairments	Profit (+) / loss (-) from valuation	Net result
Financial assets measured at amortized cost	5.9	(0.3)	0.0	5.6
Financial liabilities measured at amortized cost	(5.1)	0.0	0.0	(5.1)
Total	**0.8**	**(0.3)**	**0.0**	**0.5**

The following table shows the breakdown of net income from financial instruments for FY 2022/2023:

in EUR million	Interest	Value impairments	Profit (+) / loss (-) from valuation	Net result
Financial assets measured at amortized cost	6.0	(0.2)	0.0	5.8
Financial liabilities measured at amortized cost	(4.8)	0.0	0.0	(4.8)
Total	**1.2**	**(0.2)**	**0.0**	**1.1**

(28) Notes to the Group Cash Flow Statement

The cash flow statement shows the change in cash and cash equivalents in the Group during the reporting period as a result of cash inflows and outflows. The cash flows are shown split into operating, investing and financing activities.

The change in cash and cash equivalents from operating activities is derived indirectly from the profit or loss for the period. Cash inflows and outflows from investing and financing activities are determined directly.

Non-cash transactions relate to share-based payments EUR 12.5 million in FY 2023/2024 (see **section 3.6.7 (20.)**).

The following table shows the reconciliation of liabilities from financing activities:

in EUR million	as of 3/1/2023	Cash effective change	Non-cash effective change	**As of 2/29/2024**
Lease liabilities	218.1	(45.8)	2.6	**174.9**

3.7 OTHER DISCLOSURES

3.7.1 FINANCIAL RISK MANAGEMENT

ABOUT YOU is exposed to default risks, liquidity risks and market risks (primarily currency risks) in the course of its ordinary business activities. The aim of financial risk management is to limit the risks arising from operating activities and the management and mitigation of risks is one of the key objectives of the company in order to create and protect value. The Group's management is responsible for setting up and monitoring the risk management processes. Guidelines for identifying and analyzing Group risks have been introduced for this purpose. Specific financial risks are dealt with in more detail in the combined management report in **section 2.5 "Risk Management"**.

Default Risks

Default risk is defined as the risk of non-payment by customers or contractual partners. Any payment default may lead to impairment losses of the relevant asset.

A financial asset is considered to be in default if the customers are not expected to meet their obligations in full. Regular credit checks in the B2B context are carried out in order to reduce the exposure to default risk.-

The treatment of default risks in the context of trade receivables implies the application of the expected credit loss concept in accordance with IFRS 9. There is no identified significant exposure to default risk.

Cash and cash equivalents are also subject to the impairment requirements of IFRS 9, but the impairment loss is immaterial.

ABOUT YOU does not consider itself to be exposed to any key credit risk with respect to a single contracting party. The concentration of credit risk is limited due to the broad and heterogeneous customer base.

Liquidity Risks

Liquidity risk refers to the risk arising from the Company's inability to meet its payment obligations as they fall due. The risk may result from insufficient availability of funds or funding sources, inaccurate liquidity forecasts, or a biased investment strategy for the Company's cash reserves.

ABOUT YOU manages liquidity risk by regularly reviewing liquidity requirements using an integrated platform for short, medium and long-term guidance on funding requirements.

The company's liquidity policy ensures that sufficient liquid funds are always available for the operating business and the necessary investments and a sufficient liquidity buffer is maintained at all times. The underlying liquidity planning data is determined on a rolling monthly basis with a planning horizon of twelve months. Daily forecasting figures with a horizon of at least 16 weeks are also undertaken. Both plans are reviewed with senior management on a weekly basis, where results of variance analyses are discussed and liquidity buffers are ensured to be sufficient. There is no concentration of risk in relation to the liquidity risks described.

ABOUT YOU's liquidity position was strengthened by an undrawn back-up credit facility, signed and implemented on May 11, 2023, amounting to EUR 97.5 million, granted in the form of shareholder loans by the main shareholders, OTTO (GmbH & Co. KG), Benjamin Otto and Aktieselskabet af 12.6.2018.

ABOUT YOU uses reverse factoring agreements to enable efficient payment processing of supplier invoices. Although these agreements do not extend the payment terms in a significant way compared to the normal terms of other non-participating suppliers, it improves the liquidity planning thanks to a better cash outflow predictability.

Considering the aforementioned aspects, ABOUT YOU is not exposed to any key liquidity risk in the current setup.

The following tables show the contractually agreed (undiscounted) interest and principal payments of the non-derivative financial liabilities.

Planned figures for future new liabilities have not been taken into account. Financial liabilities repayable at any time are always assigned to the earliest possible date.

As of February 29, 2024, the financial liabilities had the following contractually fixed cash outflows:

2/29/2024	Cash Flows				
	until 1 year		1-5 years		
in EUR million	Interest	Repayments	Interest	Repayments	**Total**
Trade payables	0.0	456.7	0.0	0.0	**456.7**
Lease liabilities	7.4	53.9	9.4	121.7	**192.4**
Other financial liabilities	0.0	115.9	0.0	0.0	**115.9**

As of February 28, 2023, the financial liabilities had the following contractually fixed cash outflows:

2/28/2023	Cash Flows				
	until 1 year		1-5 years		
in EUR million	Interest	Repayments	Interest	Repayments	**Total**
Trade payables	0.0	406.6	0.0	0.0	**406.6**
Lease liabilities	9.4	36.4	16.8	184.3	**246.9**
Derivatives in hedging relationships	0.0	0.4	0.0	0.0	**0.4**
Other financial liabilities	0.0	103.1	0.0	0.0	**103.1**

Market Risks

Market risks arise from movements in exchange or interest rates, as well as stock or commodity prices. Any adverse movement will affect the Group's earnings or the value of its financial assets. The aim of an effective market risk management is to control market risk within defined parameters while protecting the company's returns.

Market risks at ABOUT YOU, within the meaning of the categories of IFRS 7, are limited predominantly to currency risks. The company is also exposed to interest rate risks, nevertheless in a relatively small degree. The Group generally engages into forward exchange and swap contracts to manage currency risks. The clear objective thereby is to mitigate the volatility from adverse market movements. Moreover, the company aims at keeping the foreign cash holdings to a minimum at all times in order to reduce the short-term volatility.

Currency risks arise from incoming payments in foreign currencies from customer business and from payment obligations to suppliers that are to be settled in a foreign currency. The latter largely arise from the purchase of goods in US dollars or pounds sterling and the subsequent sale of goods in the respective currencies of the sales regions.

Market risks from open currency positions are assessed using adequate risk measurement methods, such as sensitivity, historical data and Monte Carlo analyses. Derivative financial instruments are recognized at the time of acquisition and are measured at fair value on subsequent reporting dates. Changes in the value of derivative financial instruments are recognized in the profit and loss statement.

Derivatives in the amount of EUR 0.4 million existing on the last balance sheet date and designated in hedge accounting were reclassified from OCI to revenue as planned in the current financial year.

The net exposure consisting of the difference between assets and liabilities denominated in foreign currencies on the balance sheet, which are subject to adverse market movements, amounted to EUR 3.5 million at the end of the financial year (previous year EUR 11.6 million). A 10% appreciation of EUR against the foreign currencies would have a negative impact of EUR 0.1 million on the profit or loss, whereas a 10% depreciation would have a positive impact of EUR 0.6 million on the profit or loss.

Credit Risk
The objective of the Group's credit risk management is to maintain an adequate credit profile that allows the continuous financing of growth projects, as well as sustainable increase in the value of the company. This ultimately ensures that all Group companies can operate under the going concern assumption.

ABOUT YOU uses two financial ratios as key KPIs in the scope of the credit risk management: the equity ratio, defined as the percentage of equity to total assets, and the net working capital ratio, defined as the sum of Inventories and Trade receivables and other receivables and financial receivables from affiliated companies and related parties and Other assets less trade payables and similar liabilities. The equity ratio at the reporting date was 23.4% (2022/2023: 31.0%). Net working capital amounted to EUR -16.9 million as of the reporting date (2022/2023: EUR 40.7 million).

Net Working Capital
The calculation of net working capital is shown in the following table:

in EUR million	2/29/2024	2/28/2023
Current assets excl. cash and cash equivalents	**723.1**	**675.7**
Inventories	519.7	554.9
Trade receivables and other receivables	106.5	40.7
Other financial assets	13.4	0.0
Other non-financial assets	83.4	80.1
Current liabilities	**739.9**	**634.9**
Trade payables	456.7	406.6
Lease liabilities	53.2	45.2
Other financial liabilities	115.9	103.1
Other non-financial liabilities	112.3	78.2
Other provisions	1.7	1.7
Net working capital	**(16.9)**	**40.7**

As of February 29, 2024, net working capital experienced a year-on-year decrease of EUR -57.6 million. This was mainly driven by a more efficient inventory management in conjunction with a trade payables increase stemming from a higher utilization of the working capital management programs.

3.7.2 DISCLOSURE ON RELATED PARTIES

Related parties for the ABOUT YOU Group, as defined by IAS 24, are those persons and companies that control or exercise a significant influence over the ABOUT YOU Group or are controlled or significantly influenced by the ABOUT YOU Group.

Within the reporting period, ABOUT YOU was controlled by Otto (GmbH & Co KG) and its directly and indirectly controlling shareholders (namely, according to the voting rights notification of February 27, 2023: Verwaltungsgesellschaft Otto mbH, Otto Aktiengesellschaft für Beteiligungen, Kommanditgesellschaft Delta Beteiligungsgesellschaft m.b.H. & Co, Delta Beteiligung (Handel) G.m.b.H., Kommanditgesellschaft ATLAS Vermögensverwaltungsgesellschaft & Co, Michael Otto Stiftung, Prof. Dr. Michael Otto – collectively "Otto") as a dependent company within the meaning of Section 17 (1) AktG.

Accordingly the members of the Otto family, the Michael Otto Foundation, the companies controlled or significantly influenced by this family and the foundation, the members of the executive board of Otto (GmbH & Co KG) as well as the subsidiaries and associated companies and joint ventures of the Otto Group are defined as related parties, as Otto (GmbH & Co KG) classifies ABOUT YOU as a subsidiary to be consolidated in accordance with IFRS 10.

The members of the supervisory board of ABOUT YOU and their relatives as well as the companies they control or significantly influence are also defined as related parties.

In addition, the associated companies of the management board members Tarek Müller Sebastian Betz and Hannes Wiese through which the management board members each indirectly hold shares in ABOUT YOU as well as the management board members and their relatives are to be classified as related parties.

Furthermore, Aktieselskabet af 12.6.18, as minority shareholder, and the subsidiaries and associated companies and joint ventures of Heartland A/S are defined as related parties.

In the reporting period, the ABOUT YOU Group conducted transactions with related parties in the ordinary course of business. The transactions were concluded in compliance with the arm's length principle.

During the reporting period, ABOUT YOU agreed a credit facility of up to EUR 97.5 million with its anchor shareholders Otto (GmbH & Co. KG), Benjamin Otto as well as Aktieselskabet af 12.6.2018. The length of this credit facility is limited to two years with an interest rate of 12% upon drawing. Furthermore, a commitment fee of 2% is charged on the unutilized line, of which the commitment fee belonging to Otto was settled while the remaining commitment fee amounts have been accrued. Repayment of the facility is generally due at the end of the term, but can also be made prior to maturity date, in part or in full. The have been no draw-downs of the facility during the reporting period.

The members of the supervisory board are entitled to a total remuneration of EUR 0.6 million in the financial year (2022/2023: EUR 0.6 million) in accordance with the currently valid remuneration regulations for the supervisory board in section 15 of the articles of association of ABOUT YOU. The entire amount of EUR 0.6 million is outstanding as per the reporting date.

The total remuneration of the management board members of ABOUT YOU amounted to EUR 0.8 million in the financial year (2022/2023: EUR 0.8 million). The full amount is due in the short term.

The ABOUT YOU Group purchased goods in the amount of EUR 24.6 million (2022/2023: EUR 36.0 million) from the controlling shareholder, mainly goods for resale. In addition, services worth EUR 6.7 million (2022/2023: EUR 15.8 million) were purchased from the controlling shareholder. The purchased services mainly relate to logistics and IT services.

Revenue of EUR 12.3 million (2022/2023: EUR 15.4 million) and other income of EUR 0.1 million (2022/2023: EUR 0.0 million) was generated with the controlling shareholder, resulting primarily from commerce engine services and other enabling services provided by the ABOUT YOU Group.

As per the reporting date, current receivables from the controlling shareholder amounted to EUR 3.0 million (2022/2023: EUR 5.2 million). At the same time, there are current liabilities of EUR 25.6 million (2022/2023: EUR 42.9 million) outstanding.

Furthermore, the ABOUT YOU Group purchased goods in the amount of EUR 11.2 million (2022/2023: EUR 19.9 million) from companies related to the controlling shareholder. The goods are mainly goods purchased for resale. In addition, services worth EUR 223.4 million (2022/2023: EUR 206.3 million) were purchased from the latter. The purchased services mainly comprise logistics services.

In addition, revenue of EUR 8.7 million (2022/2023: EUR 9.1 million) and other income of EUR 0.5 million (2022/2023: EUR 0.1 million) were generated with companies related to the controlling shareholder. The revenue resulted primarily from commerce engine services and other enabling services provided by the ABOUT YOU Group. Other income results primarily from SLA agreements with logistics service providers.

There are current receivables from companies related to the controlling shareholder in the amount of EUR 1.8 million (2022/2023: EUR 1.0 million). At the same time, there are current liabilities in the amount of EUR 36.1 million (2022/2023: EUR 13.6 million) outstanding.

Furthermore, the ABOUT YOU Group has purchased goods in the amount of EUR 207.5 million (2022/2023: EUR 205.0 million) from companies related to the minority shareholder. The goods in this case are also essentially goods purchased for resale. In addition, services worth EUR 25.6 million (2022/2023: EUR 45.5 million) were purchased from them. The purchased services mainly relate to logistics services.

Revenue of EUR 2.3 million 2022/2023: EUR 5.1 million) and other income of EUR 0.1 million (2022/2023: EUR 0.1 million) was also generated with these companies. The revenue resulted primarily from commerce engine services and other enabling services provided by the ABOUT YOU Group.

There are current receivables of EUR 0.4 million (2022/2023: EUR 2.2 million) from companies, which are related to the minority shareholder. At the same time, there are current liabilities of EUR 50.2 million (2022/2023: EUR 48.6 million) outstanding.

Furthermore, the ABOUT YOU Group purchased goods in the amount of EUR 2.1 million (2022/2023: EUR 22.9 million) from joint ventures. The goods are mainly goods purchased for resale. In addition, services of EUR 0.0 million were purchased from them in the current financial year (2022/2023: EUR 0.5 million).

Revenue of EUR 10.7 million (2022/2023: EUR 3.7 million) and other income of EUR 0.2 million (2022/2023: EUR 5.2 million) was also generated with these joint ventures. The revenue resulted primarily from commerce engine services and other enabling services provided by the ABOUT YOU Group. The other income resulted from the recharging of rental costs for the use of office space.

There are current receivables from joint ventures in the amount of EUR 22.6 million (2022/2023: EUR 7.8 million). At the same time, there are current liabilities of EUR 4.2 million (2022/2023: EUR 9.0 million) outstanding. In addition, there are loan receivables of EUR 27.3 million outstanding as per the reporting date (2022/2023: EUR 23.3 million). These consist of working capital loans and long-term loans. The terms of the loans and working capital loans are between 4 and 6 years and carry an interest rate of 5%. The loans are generally repayable on maturity, but must be repaid early if positive balance sheet results are achieved. The working capital loans are fully repayable on maturity.

The ABOUT YOU Group purchased goods in the amount of EUR 2.3 million (2022/2023: EUR 3.6 million) from other related parties. The goods are mainly goods purchased for resale. In addition, services worth EUR 3.4 million (2022/2023: EUR 1.2 million) were purchased from them. The procured services mainly comprise sponsoring services.

In addition, revenue of EUR 4.9 million (2022/2023: EUR 0.7 million) and other income of EUR 0.0 million (FY 2022/2023: EUR 0.0 million) were generated with other related parties. The revenue resulted primarily from commerce engine services and other enabling services provided by the ABOUT YOU Group.

There are current receivables outstanding from other related parties in the amount of EUR 3.2 million (2022/2023: EUR 0.4 million). At the same time, there are current liabilities outstanding to other related parties in the amount of EUR 0.5 million (2022/2023: EUR 0.5 million). In addition, there are loan receivables outstanding from other related parties of EUR 8.9 million as of the reporting date (2022/2023: EUR 8.6 million). These consist of working capital loans and long-term loans. The terms of the loans and working capital credits are between four and five years and bear an interest rate of 5%. The loans are generally repayable on maturity, but must be repaid early if positive balance sheet results are achieved. The working capital loans are fully repayable on maturity.

3.7.3 AUDITOR'S FEES

The total fee of the auditor Group is composed as follows:

in EUR thousand	2/29/2024	2/28/2023
Fee for auditing financial statements	683.0	339.2
thereof from past years	109.0	0.0
Fee for other assurance service	8.0	65.3
Fee for other services	32.0	20.0
Auditor's fees	**723.0**	**424.4**

Other assurance services result from the statutory audit of the VerpackG. Other services were provided for audit-related consulting services to fulfill legal requirements.

3.7.4 LIST OF SUBSIDIARIES

The following is a list of the ABOUT YOU Group's shareholdings as per February 29, 2024:

	Seat, country	Group shareholding reporting date	Equity of the last financial year in EUR million	Result of the last financial year in EUR million
Fully consolidated companies				
ABOUT YOU Verwaltungs SE	Hamburg, Germany	100.00%	670.6	(3.7)
Adference GmbH[2, 3]	Lüneburg, Germany	100.00%	1.5	0.0
ABOUT YOU SE & Co. KG	Hamburg, Germany	100.00%	105.9	(107.3)
ABOUT YOU Beteiligungs GmbH	Hamburg, Germany	100.00%	0.1	0.0
SCAYLE Payments GmbH	Hamburg, Germany	100.00%	0.6	(2.3)
SCAYLE GmbH[2]	Hamburg, Germany	100.0%	12.2	0.0
Companies accounted for using the equity method				
LeGer GmbH[3, 4, 8]	Berlin, Germany	40.00%	0.0	(14.8)
Guido Maria Kretschmer Ajour GmbH[4, 8]	Hamburg, Germany	19.90%	0.0	(8.2)
Non-consolidated companies				
The HAUS Apparel GmbH[3, 4, 5]	Berlin, Germany	49.00%	0.0	(1.4)
Soko München GmbH[3, 5]	Munich, Germany	39.60%	0.2	(0.3)
Supreme GmbH[3, 6]	Rostock, Germany	38.00%	0.6	(0.7)
Why Not Enterprises GmbH[4, 7]	Berlin, Germany	43.00%	0.0	(0.2)
6PM GmbH[3, 6]	Frankfurt am Main, Germany	19.96%	3.1	(0.6)

1 Disclosure of equity and result in accordance with the HGB
2 Disclosure of equity and result according to EAV
3 Different financial year (January 1 to December 31)
4 The company reports a net loss not covered by shareholders equity
5 Disclosure of equity and result as of December 31, 2022
6 Disclosure of equity and result as of December 31, 2021
7 Disclosure of equity and result as of February 28, 2022
8 Preliminary results

3.7.5 DISCLOSURE EXEMPTIONS

ABOUT YOU Verwaltungs SE, ABOUT YOU SE & Co. KG, ABOUT YOU Beteiligungs GmbH, SCAYLE Payments GmbH, SCAYLE GmbH and Adference GmbH make use of the exemption options pursuant to Section 264 (3) HGB and Section 264 b HGB regarding the obligation to disclose the annual financial statements, to prepare the management report and the notes to the financial statements, and to have them audited.

3.7.6 SEGMENT REPORTING

Basics

Segment reporting is carried out in accordance with the provisions of IFRS 8 using the management approach. Accordingly, segment reporting is based on internal reporting to the respective chief operating decision-makers – in this case the ABOUT YOU Management Board. In addition, it contains the information presented to these decision-makers as part of regular reporting and used by them to allocate resources to the individual areas of the Group.

In accordance with the Group's internal management, segment reporting is structured according to the Group's business areas.

Business Segments

The following business areas exist in the Group:

- ABOUT YOU DACH: The DACH segment includes the ABOUT YOU online stores in Germany, Austria, and Switzerland.
- ABOUT YOU RoE (Rest of Europe): The RoE segment includes the ABOUT YOU online stores in Belgium, the Netherlands, Luxembourg, Poland, the Czech Republic, Slovakia, Hungary, Romania, Estonia, Latvia, Lithuania, Slovenia, Croatia, Bulgaria, France, Spain, Italy, Denmark, Sweden, Finland, Ireland, Greece, Cyprus, Portugal, Norway, as well as other countries and regions within the Global Shipping Platform.
- TME (Tech, Media, Enabling): The TME segment comprises three core service businesses: Commerce Engine (Tech), Brand and Advertising Solutions (Media), and 360° services along the company's e-commerce value chain, as well as other revenue-generating services and business areas (Enabling).

Segment Information

In principle, the segment data is determined based on the accounting and valuation methods applied in the Consolidated Financial Statements. However, the revenue of the ABOUT YOU online stores is not recognized in the segment data when the service is rendered, but according to the time of the order. This is important in the internal reporting and management of ABOUT YOU DACH and RoE in order to clearly record the effectiveness of the various marketing and assortment measures on customer ordering behavior in the stores. Likewise, returns are calculated back to the corresponding order time. This is also important for internal management in order to record the effectiveness of measures on a net level (after returns) with time accuracy.

The Management Board measures segment performance by revenue recognized at the date of the order and adjusted EBITDA (as % of revenue) derived at the date of the order.

The earnings figures presented represent the respective earnings contribution of the segments.

The revenue calculated mainly comprise revenue from the online stores and the service businesses. Of the revenue generated by the online stores and the service businesses in the current financial year, Germany accounted for 44.6%, and thus the largest share.

Adjusted EBITDA corresponds to EBITDA less expenses for share-based payments, restructuring costs and non-operating One-time effects.

A total of EUR 25.7 million has been adjusted for FY 2023/2024 (2022/2023: EUR 14.6 million). EUR 13.2 million of this relates to non-operating one-time effects and EUR 12.5 million to expenses for share-based payments. These costs were eliminated in the calculation of adjusted EBITDA.

Segment revenue and reconciliation are shown in the table below:

in EUR million	**FY 2023/2024**	FY 2022/2023
ABOUT YOU DACH	916.7	916.3
Growth Rate	0.0%	9.1%
ABOUT YOU RoE	925.9	900.4
Growth Rate	2.8%	17.3%
TME	188.9	195.1
Growth Rate	(3.2)%	16.5%
Reconciliation	(96.2)	(107.1)
Group Revenue	**1,935.2**	**1,904.6**
Growth Rate	1.6%	10.0%

The adjusted EBITDA of the segments as well as reconciliation and adjustments are shown in the following table:

in EUR million	FY 2023/2024	FY 2022/2023
ABOUT YOU DACH	33.0	13.5
Margin	3.6%	1.5%
ABOUT YOU RoE	(62.8)	(168.7)
Margin	(6.8)%	(18.7)%
TME	50.4	31.4
Margin	26.7%	16.1%
Reconciliation	(17.4)	(13.2)
Adjusted EBITDA	**3.2**	**(137.0)**
Margin	0.2%	(7.2)%
Adjustments	25.7	14.6
EBITDA	**(22.5)**	**(151.6)**
Margin	(1.2)%	(8.0)%

The revenue figures at segment level show that RoE continues to show growth, whilst DACH also shows slight growth and TME shows a slight retraction. The segments differ in terms of their maturity and profitability structure. The two already profitable segments (ABOUT YOU DACH and TME) cross-finance growth in the international markets (RoE) from a Group perspective. In total, revenue of EUR 864.2 million were generated in Germany at segment level (EUR 751.8 million ABOUT YOU stores and EUR 112.4 million TME). Non-current assets are mainly located in Germany, Slovakia, France, and Poland.

Reconciliation

Since in the segment figures for ABOUT YOU DACH and RoE the accrual of revenue is made at the time of the order and not at the time of performance, a reconciliation of the segment figures to the IFRS consolidated figures is made. In accordance with IFRS 8, both the revenue and results generated with external business partners and the intersegment transactions Group are also reported to the responsible corporate body for each segment. Intersegment transactions relate to the exchange of goods and services between segments.

The Reconciliation of the segment values to the IFRS consolidated values is explained on the one hand by the fact that revenue are presented at the time of the order and not only at the time of performance. For FY 2023/2024, this resulted in a variance of EUR -4.1 million (2022/2023: EUR -21.2 million).

Furthermore, inter-segment revenue are included, which relate to the exchange of goods and services between the segments of ABOUT YOU. They amounted to EUR 92.1 million in the past financial year (2022/2023: EUR 86.0 million). External revenue of the individual segments in FY 2023/2024 amounted to EUR 904.7 million in the segment ABOUT YOU DACH (2022/2023: EUR 904.7 million), EUR 920.3 million in the segment ABOUT YOU RoE (2022/2023: EUR 895.2 million) and EUR 114.4 million in the segment TME (2022/2023: EUR 125.9 million). The slight decline in external revenue in the TME segment can be explained on the one hand by a difficult market environment and consequently reduced business volume and spending propensity among B2B customers. Furthermore, existing trade-like enabling business models were converted to service models, resulting in lower revenue, while earnings remained unchanged.

The revenue of the ABOUT YOU DACH and RoE segments include intersegment transactions of EUR 17.6 million (2022/2023: EUR 16.8 million), which resulted primarily from the provision of advertising sales space in the ABOUT YOU online stores for the TME segment.

Revenue from the TME segment include intersegment transactions of EUR 74.5 million (2022/2023: EUR 69.2 million). The increase in intersegment transactions is attributable to the growth in FbAY revenue. The revenue from logistics services for this purpose is reported as revenue in the Enabling subsegment. At Group level, however, these revenue are not reported as revenue but as a reduction in the cost of goods purchased. Accordingly, the revenue are to be reported as intersegment transactions in the segment reporting. In FY 2023/2024, these FbAY logistics revenue accounted for around two thirds of the TME segment's intersegment transactions. By contrast, other intersegment transactions from primarily content productions by the Media unit for ABOUT YOU DACH and RoE and the internal use of SCAYLE decreased slightly.

3.7.7 SUBSEQUENT EVENTS

No events of particular significance that could have a key financial impact on these Consolidated Financial Statements occurred after the reporting date.

3.7.8 VOTING RIGHT NOTIFICATIONS

Pursuant to Section 160 (1) No. 8 of the German Stock Corporation Act (AktG), information must be provided on the existence of shareholdings of which ABOUT YOU Holding SE has been notified in accordance with Section 33 (1) or (2) of the German Securities Trading Act (WpHG).

The following table shows the shareholdings in ABOUT YOU that are subject to reporting requirements as per the reporting date and of which the Group has been notified. The information relates in each case to the notifications made to ABOUT YOU in the reporting year by a party subject to reporting requirements.

All publications on notifications of shareholdings in the reporting year can be found on the Company's Investor Relations website under **News (Voting Rights)**.

Notifiable shareholdings

Notifying party	Shareholder names	Date of reaching, exceeding or falling below	Reporting threshold	Notification obligations and attributions in accordance with WpHG	Share-holdings in %	Number of voting rights
Prof. Dr. Michael Otto	Otto (GmbH & Co. KG) GFH Gesellschaft für Handelsbeteiligungen m.b.H. Aktieselskabet af 6/12/2018	4/3/2023	>50%	§ 33 WpHG and § 34 WpHG	64.74%	186,153,487
Prof. Dr. Michael Otto	Otto (GmbH & Co. KG) GFH Gesellschaft für Handelsbeteiligungen m.b.H. Aktieselskabet af 6/12/2018	4/11/2023	>50%	§ 33 WpHG and § 34 WpHG	64.74%	186,153,487

It should be noted that the information on the percentage shareholding and voting rights may be outdated in the meantime. Up to the date of preparation of the consolidated financial statements, no notifications were received that would change the ratios shown in the table.

3.7.9 AUTHORIZATION OF THE FINANCIAL STATEMENTS FOR ISSUE

The consolidated financial statements and the combined management report of ABOUT YOU are published in the Federal Gazette. The Management Board prepared the consolidated financial statements and the combined management report by resolution on May 2, 2024 and authorized their publication.

3.8 ASSURANCE OF THE LEGAL REPRESENTATIVES

To the best of our knowledge, and in accordance with the applicable reporting principles, the Consolidated Financial Statements give a true and fair view of the assets, liabilities, financial position and profit or loss of the Group, and the combined management report includes a fair review of the development and performance of the business and the position of the ABOUT YOU Group, together with a description of the key opportunities and risks associated with the expected development of the ABOUT YOU Group.

Hamburg, May 2, 2024

T. Müller H. Wiese S. Betz

TAREK MÜLLER **HANNES WIESE** **SEBASTIAN BETZ**

4 INDEPENDENT AUDITOR'S REPORT

4. INDEPENDENT AUDITOR'S REPORT

To ABOUT YOU Holding SE, Hamburg

REPORT ON THE AUDIT OF THE CONSOLIDATED FINANCIAL STATEMENTS AND OF THE COMBINED MANAGEMENT REPORT

OPINIONS

We have audited the consolidated financial statements of ABOUT YOU Holding SE, Hamburg, and its subsidiaries (the Group), which comprise the consolidated balance sheet as of February 29, 2024, and the consolidated income statement, consolidated statement of comprehensive income, consolidated statement of changes in equity and consolidated statement of cash flows for the financial year from March 1, 2023, to February 29, 2024, and notes to the consolidated financial statements, including a summary of significant accounting policies. In addition, we have audited the management report for the Company and the Group (hereinafter: combined management report) of ABOUT YOU Holding SE for the financial year from March 1, 2023, to February 29, 2024.

In accordance with German legal requirements, we have not audited the content of those components of the combined management report specified in the "**Other Information**" section of our auditor's report.

In our opinion, on the basis of the knowledge obtained in the audit,

- the accompanying consolidated financial statements comply, in all material respects, with the IFRSs as adopted by the EU, and the additional requirements of German commercial law pursuant to Section 315e (1) HGB [Handelsgesetzbuch: German Commercial Code] and, in compliance with these requirements, give a true and fair view of the assets, liabilities and financial position of the Group as of February 29, 2024, and of its financial performance for the financial year from March 1, 2023, to February 29, 2024, and

- the accompanying combined management report as a whole provides an appropriate view of the Group's position. In all material respects, this combined management report is consistent with the consolidated financial statements, complies with German legal requirements and appropriately presents the opportunities and risks of future development. Our opinion on the combined management report does not cover the content of those components of the combined management report specified in the "**Other Information**" section of the auditor's report.

Pursuant to Section 322 (3) sentence 1 HGB, we declare that our audit has not led to any reservations relating to the legal compliance of the consolidated financial statements and of the combined management report.

BASIS FOR THE OPINIONS

We conducted our audit of the consolidated financial statements and of the combined management report in accordance with Section 317 HGB and the EU Audit Regulation No 537/2014 (referred to subsequently as "EU Audit Regulation") and in compliance with German Generally Accepted Standards for Financial Statement Audits promulgated by the Institut der Wirtschaftsprüfer [Institute of Public Auditors in Germany] (IDW). Our responsibilities under those requirements and principles are further described in the "**Auditor's Responsibilities for the Audit of the Consolidated Financial Statements and of the Combined Management Report**" section of our auditor's report. We are independent of the group entities in accordance with the requirements of European law and German commercial and professional law, and we have fulfilled our other German professional responsibilities in accordance with these requirements. In addition, in accordance with Article 10 (2)(f) of the EU Audit Regulation, we declare that we have not provided non-audit services prohibited under Article 5 (1) of the EU Audit Regulation. We believe that the evidence we have obtained is sufficient and appropriate to provide a basis for our opinions on the consolidated financial statements and on the combined management report.

KEY AUDIT MATTERS IN THE AUDIT OF THE CONSOLIDATED FINANCIAL STATEMENTS

Key audit matters are those matters that, in our professional judgment, were of most significance in our audit of the consolidated financial statements for the financial year from March 1, 2023, to February 29, 2024.

These matters were addressed in the context of our audit of the consolidated financial statements as a whole, and in forming our opinion thereon, we do not provide a separate opinion on these matters.

Recognition and recoverability of development costs for internally generated intangible assets

Please refer to note **3.6.4** and **3.6.7 (10)** in the notes to the consolidated financial statements for more information on the accounting policies applied and the assumptions used.

THE FINANCIAL STATEMENT RISK

ABOUT YOU Holding SE reports intangible assets of EUR 79.6 million in the consolidated balance sheet, of which EUR 72.3 million is attributable to internally generated software and infrastructure. In the reporting year, expenses in the amount of EUR 34.7 million were recognized in accordance with IAS 38, which largely related to personnel expenses. Amortization of internally generated intangible assets was recognized in the amount of EUR 19.8 million. Further, the Company recognized impairment losses on intangible assets under development in the amount of EUR 0.8 million. The amount of capitalized development costs has a significant impact on adjusted EBITDA as the key earnings performance indicator.

The assessment of the capitalization requirements for such projects is complex and based on discretionary assumptions, which include in particular the assessment of future economic benefits and the determination of the costs to be capitalized. The determination of the costs to be capitalized is primarily calculated through the measurement of the quantity and value structure of personnel expenses for the development of the respective assets.

Internally generated intangible assets are amortized in accordance with IAS 38 and tested for impairment in accordance with IAS 36 if there are indications of impairment. Internally generated intangible assets that are still in the development phase are to be tested for impairment at least once per year. As ABOUT YOU's internally generated intangible assets generally do not generate their own cash inflows, they are allocated to a group of assets that generate largely independent cash inflows from their products or services as a cash-generating unit.

Impairment testing, including the allocation of internally generated intangible assets to the cash-generating units and the calculation of value in use in line with the discounted cash flow method, is highly dependent on assessments and judgments of the Company with regards to the assumptions made. This applies particularly for estimates of future cash flows.

There is a risk for the consolidated financial statements that expenses for internally generated intangible assets are capitalized without fulfilling the capitalization requirements of IAS 38. There is also the risk that internally generated intangible assets are not recoverable.

OUR AUDIT APPROACH

We first obtained an understanding of the Group's process for assessing the capitalization requirements for internally generated software projects and for determining the costs to be capitalized using explanations from employees of the finance and software development departments and by reviewing the documentation. In doing so, we examined the procedure to determining the economic benefits and assessed whether there were any indications that the capitalization criteria were not met on the basis of the information obtained during our audit. Furthermore, we obtained an understanding of the process for recording and allocating the capitalized personnel costs to the respective software projects and their measurement based on personnel expense rates. Based on our understanding of the process, we assessed the design, establishment and effectiveness of the internal controls relating to the capitalization of internally generated intangible assets.

For the costs capitalized in the financial year, we assessed the quantity and value structure determined by management. For this purpose, we assessed the appropriate determination of the personnel expense rates and the personnel hours allocated to the respective development projects on the basis of representative samples of capitalized cost components. Beyond that, we validated the total hours incurred for development expenses in the software development department in the financial year using our own plausibility assessments of the utilization rates.

We then examined the capitalization criterion of future economic benefits using the change of cash inflows or cash outflows allocated to the capitalized development expenses. For this purpose, we assessed the Group's assumptions regarding the revenue and cost-saving potential resulting from development projects selected on the basis of risk using the Group's historical data and external market assessments. We also confirmed the accuracy of the Group's previous forecasts by comparing the budgets of previous financial years with actual results and by analyzing deviations.

Furthermore, we obtained an understanding of the Group's process for impairment testing of capitalized projects using explanations from employees of the finance department and by reviewing the documentation. In doing so, we examined the procedure for determining indicators of impairment loss and then assessed the design, establishment and effectiveness of the related internal controls on the basis of our understanding of the process. On the basis of information obtained within the scope of our audit, we assessed whether there are any indications of unidentified impairment. We also confirmed the accuracy of the Group's previous forecasts by comparing the budgets of previous financial years with actual results and by analyzing deviations.

For the assessment of the impairment tests performed, we first assessed the methodical approach for determining the relevant cash-generating units and for performing impairment testing against the provisions of IAS 36. We then assessed the appropriateness of the key assumptions for the measurement of the cash-generating units performed by the Group. For this purpose, we discussed the expected cash flows and the assumed long-term growth rates with those responsible for planning. We also reconciled this information with other internally available forecasts and the budget prepared by the Management Board and presented to the Supervisory Board. In addition, we evaluated the consistency of these assumptions with external market assessments and performed a plausibility check of the calculated value in use for the cash-generating units based on ABOUT YOU Holding's market capitalization as of the balance sheet date. We also confirmed the accuracy of the Group's previous forecasts by comparing the budgets of previous financial years with actual results and by analyzing deviations.

We compared the assumptions and data underlying the specific capitalization rate with our own assumptions and publicly available data. To assess the methodically and mathematically correct implementation of the valuation method, we verified the Company's valuation on the basis of selected risk-based elements.

OUR OBSERVATIONS

The approach used for the capitalization of internally generated intangible assets is appropriate and in line with the accounting policies. The approach used for the impairment testing of internally generated intangible assets is acceptable. The assumptions and data used by the Group are appropriate.

OTHER INFORMATION

Management and/or the Supervisory Board are/is responsible for the other information. The other information comprises the following components of the combined management report, whose content was not audited:

- the separate combined non-financial report of the Company and the Group referred to in the combined management report, but which is not expected to be provided to us until after the date of this independent auditor's report,
- the combined corporate governance statement for the Company and Group, included in **section 2.6** of the combined management report, and
- information extraneous to combined management reports and marked as unaudited.

The other information also includes the remaining parts of the annual report. The other information does not include the consolidated financial statements, the combined management report information audited for content and our auditor's report thereon.

Our opinions on the consolidated financial statements and on the combined management report do not cover the other information, and consequently we do not express an opinion or any other form of assurance conclusion thereon.

In connection with our audit, our responsibility is to read the other information and, in so doing, to consider whether the other information

- is materially inconsistent with the consolidated financial statements, with the combined management report information audited for content or our knowledge obtained in the audit, or

- otherwise appears to be materially misstated.

If, based on the work we have performed on the other information that we obtained prior to the date of this auditor's report, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

RESPONSIBILITIES OF MANAGEMENT AND THE SUPERVISORY BOARD FOR THE CONSOLIDATED FINANCIAL STATEMENTS AND THE COMBINED MANAGEMENT REPORT

Management is responsible for the preparation of consolidated financial statements that comply, in all material respects, with IFRSs as adopted by the EU and the additional requirements of German commercial law pursuant to Section 315e (1) HGB and that the consolidated financial statements, in compliance with these requirements, give a true and fair view of the assets, liabilities, financial position and financial performance of the Group. In addition, management is responsible for such internal control as they have determined necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud (i.e., fraudulent financial reporting and misappropriation of assets) or error.

In preparing the consolidated financial statements, management is responsible for assessing the Group's ability to continue as a going concern. They also have the responsibility for disclosing, as applicable, matters related to going concern. In addition, they are responsible for financial reporting based on the going concern basis of accounting unless there is an intention to liquidate the Group or to cease operations, or there is no realistic alternative but to do so.

Furthermore, management is responsible for the preparation of the combined management report that, as a whole, provides an appropriate view of the Group's position and is, in all material respects, consistent with the consolidated financial statements, complies with German legal requirements, and appropriately presents the opportunities and risks of future development. In addition, management is responsible for such arrangements and measures (systems) as they have considered necessary to enable the preparation of a combined management report that is in accordance with the applicable German legal requirements, and to be able to provide sufficient appropriate evidence for the assertions in the combined management report.

The Supervisory Board is responsible for overseeing the Group's financial reporting process for the preparation of the consolidated financial statements and of the combined management report.

AUDITOR'S RESPONSIBILITIES FOR THE AUDIT OF THE CONSOLIDATED FINANCIAL STATEMENTS AND OF THE COMBINED MANAGEMENT REPORT

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and whether the combined management report as a whole provides an appropriate view of the Group's position and, in all material respects, is consistent with the consolidated financial statements and the knowledge obtained in the audit, complies with the German legal requirements and appropriately presents the opportunities and risks of future development, as well as to issue an auditor's report that includes our opinions on the consolidated financial statements and on the combined management report.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Section 317 HGB and the EU Audit Regulation and in compliance with German Generally Accepted Standards for Financial Statement Audits promulgated by the Institut der Wirtschaftsprüfer (IDW) will always detect a material misstatement. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements and this combined management report.

We exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements and of the combined management report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinions. The risk of not detecting a material misstatement resulting from fraud is higher than the risk of not detecting a material misstatement resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal controls.

- Obtain an understanding of internal control relevant to the audit of the consolidated financial statements and of arrangements and measures (systems) relevant to the audit of the combined management report in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of these systems.

- Evaluate the appropriateness of accounting policies used by management and the reasonableness of estimates made by management and related disclosures.

- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Group's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in the auditor's report to the related disclosures in the consolidated financial statements and in the combined management report or, if such disclosures are inadequate, to modify our respective opinions. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Group to cease to be able to continue as a going concern.

- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements present the underlying transactions and events in a manner that the consolidated financial statements give a true and fair view of the assets, liabilities, financial position and financial performance of the Group in compliance with IFRSs as adopted by the EU and the additional requirements of German commercial law pursuant to Section 315e (1) HGB.

- Obtain sufficient appropriate audit evidence regarding the financial information of the entities or business activities within the Group to express opinions on the consolidated financial statements and on the combined management report. We are responsible for the direction, supervision and performance of the group audit. We remain solely responsible for our opinions.

- Evaluate the consistency of the combined management report with the consolidated financial statements, its conformity with [German] law, and the view of the Group's position it provides.

- Perform audit procedures on the prospective information presented by management in the combined management report. On the basis of sufficient appropriate audit evidence we evaluate, in particular, the significant assumptions used by management as a basis for the prospective information, and evaluate the proper derivation of the prospective information from these assumptions. We do not express a separate opinion on the prospective information and on the assumptions used as a basis. There is a substantial unavoidable risk that future events will differ materially from the prospective information.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

We also provide those charged with governance with a statement that we have complied with the relevant independence requirements, and communicate with them all relationships and other matters that may reasonably be thought to bear on our independence, and where applicable, the actions taken or safeguards applied to eliminate independence threats.

From the matters communicated with those charged with governance, we determine those matters that were of most significance in the audit of the consolidated financial statements of the current period and are therefore the key audit matters. We describe these matters in our auditor's report unless law or regulation precludes public disclosure about the matter.

OTHER LEGAL AND REGULATORY REQUIREMENTS

Report on the Assurance on the Electronic Rendering of the Consolidated Financial Statements and the Combined Management Report Prepared for Publication Purposes in Accordance with Section 317 (3a) HGB

We have performed assurance work in accordance with Section 317 (3a) HGB to obtain reasonable assurance about whether the rendering of the consolidated financial statements and the combined management report (hereinafter the "ESEF documents") contained in the electronic file "894500DKEE3GY8870322-2024-02-29-de_V2.zip" (SHA256 hash value: cd5933d34a7a1225088b117ef84cb96a2eda 98362eb6e0725b3c33f6d5190b6b

cd5933d34a7a1225088b117ef84cb96a2eda 98362eb6e0725b3c33f6d5190b6b) made available and prepared for publication purposes complies in all material respects with the requirements of Section 328 (1) HGB for the electronic reporting format ("ESEF format"). In accordance with German legal requirements, this assurance work extends only to the conversion of the information contained in the consolidated financial statements and the combined management report into the ESEF format and therefore relates neither to the information contained in these renderings nor to any other information contained in the file identified above.

In our opinion, the rendering of the consolidated financial statements and the combined management report contained in the electronic file made available, identified above and prepared for publication purposes complies in all material respects with the requirements of Section 328 (1) HGB for the electronic reporting format. Beyond this assurance opinion and our audit opinion on the accompanying consolidated financial statements and the accompanying combined management report for the financial year from March 1, 2023 to February 29, 2024, contained in the "Report on the Audit of the Consolidated Financial Statements and the Combined Management Report" above, we do not express any assurance opinion on the information contained within these renderings or on the other information contained in the file identified above.

We conducted our assurance work on the rendering of the consolidated financial statements and the combined management report contained in the file made available and identified above in accordance with Section 317 (3a) HGB and the IDW Assurance Standard: Assurance Work on the Electronic Rendering of Financial Statements and Management Reports Prepared for Publication Purposes in Accordance with Section 317 (3a) HGB (IDW AsS 410 (06.2022)). Our responsibility in accordance therewith is further described below. Our audit firm applies the IDW Standard on Quality Management 1: Requirements for Quality Management in Audit Firms (IDW QMS 1 (09.2022)).

The Company's management is responsible for the preparation of the ESEF documents including the electronic rendering of the consolidated financial statements and the combined management report in accordance with Section 328 (1) sentence 4 item 1 HGB and for the tagging of the consolidated financial statements in accordance with Section 328 (1) sentence 4 item 2 HGB.

In addition, the Company's management is responsible for such internal control that they have considered necessary to enable the preparation of ESEF documents that are free from material intentional or unintentional non-compliance with the requirements of Section 328 (1) HGB for the electronic reporting format.

The Supervisory Board is responsible for overseeing the process of preparing the ESEF documents as part of the financial reporting process.

Our objective is to obtain reasonable assurance about whether the ESEF documents are free from material intentional or unintentional non-compliance with the requirements of Section 328 (1) HGB. We exercise professional judgment and maintain professional skepticism throughout the assurance work. We also:

- Identify and assess the risks of material intentional or unintentional non-compliance with the requirements of Section 328 (1) HGB, design and perform assurance procedures responsive to those risks, and obtain assurance evidence that is sufficient and appropriate to provide a basis for our assurance opinion.

- Obtain an understanding of internal control relevant to the assurance on the ESEF documents in order to design assurance procedures that are appropriate in the circumstances, but not for the purpose of expressing an assurance opinion on the effectiveness of these controls.

- Evaluate the technical validity of the ESEF documents, i.e. whether the file made available containing the ESEF documents meets the requirements of the Commission Delegated Regulation (EU) 2019/815, as amended as of the reporting date, on the technical specification for this electronic file.

- Evaluate whether the ESEF documents provide an XHTML rendering with content equivalent to the audited consolidated financial statements and the audited combined management report.

- Evaluate whether the tagging of the ESEF documents with Inline XBRL technology (iXBRL) in accordance with the requirements of Articles 4 and 6 of the Commission Delegated Regulation (EU) 2019/815, as amended as of the reporting date, enables an appropriate and complete machine-readable XBRL copy of the XHTML rendering.

Further Information pursuant to Article 10 of the EU Audit Regulation

We were elected as group auditor at the annual general meeting on June 23, 2023. We were engaged by the Audit Committee of the Supervisory Board on September 16, 2023. We have been the group auditor of ABOUT YOU Holding SE without interruption since financial year 2021.

We declare that the opinions expressed in this auditor's report are consistent with the additional report to the Audit Committee pursuant to Article 11 of the EU Audit Regulation (long-form audit report).

OTHER MATTER – USE OF THE AUDITOR'S REPORT

Our auditor's report must always be read together with the audited consolidated financial statements and the audited combined management report as well as the examined ESEF documents. The consolidated financial statements and combined management report converted to the ESEF format – including the versions to be entered in the German Company Register [Unternehmensregister] – are merely electronic renderings of the audited consolidated financial statements and the audited combined management report and do not take their place. In particular, the ESEF report and our assurance opinion contained therein are to be used solely together with the examined ESEF documents made available in electronic form.

NOTE ON THE SUPPLEMENTARY AUDIT

We issue this independent auditor's report on the consolidated financial statements and combined management report as well as on the electronic reproduction of the consolidated financial statements and combined management report presented to us for audit for the first time and containedin the file "894500DKEE3GY8870322-2024-02-29-de_V2.zip" (SHA256 hash value: cd5933d34a7a1225088b117ef84cb96a2eda98362eb6e0725b3c33f6d5190b6b) made available and prepared for publication purposes, based on our statutory audit completed on May 2, 2024, and our supplementary audit completed on May 6, 2024, which refers to the first-time submission of the ESEF documents.

GERMAN PUBLIC AUDITOR RESPONSIBLE FOR THE ENGAGEMENT

The German Public Auditor responsible for the engagement is Haiko Schmidt.

Hamburg May 2, 2024/limited to the amendment stated in the note on the supplementary audit: May 6, 2024.

KPMG AG

Wirtschaftsprüfungsgesellschaft

[Original German version signed by:]

Haiko Schmidt
Wirtschaftsprüfer [German Public Auditor]

Kathrin Rienecker
Wirtschaftsprüferin [German Public Auditor]

5 FURTHER INFORMATION

5.1 GLOSSARY

1P
Part of hybrid business model; own inventory, including third-party brands, Own Labels, and Celebrity Brands

3P
Part of hybrid business model; third-party inventory of brand partners, used in the context of ABOUT YOU's drop shipping and FbAY models

ABOUT YOU COMMERCE
ABOUT YOU's Commerce business; includes fashion sales to consumers via the website and app and comprises the two segments of ABOUT YOU DACH and ABOUT YOU RoE

ABOUT YOU DACH
ABOUT YOU DACH; reportable segment comprising ABOUT YOU's home region of Germany, Austria, and Switzerland

ABOUT YOU ROE
ABOUT YOU Rest of Europe; reportable segment comprising ABOUT YOU's sales regions outside of DACH in Europe, includes all key markets in Continental Europe

ACTIVE CUSTOMERS
Customers who have made at least one purchase through ABOUT YOU's websites and apps within the last twelve months

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

AOF
Average order frequency; total number of orders divided by total number of active customers

AOV
Average order value; value of all merchandise sold to customers in the Commerce business, incl. VAT after cancellations and returns, divided by the number of orders within the last twelve months

APM
Alternative performance measures; alternative performance indicators without recognition according to IFRS

CAGR
Compound annual growth rate; indicates the mean rate of growth for each year of the relevant period

CAPEX
Capital expenditures; payments for investments in intangible assets, property, plant, and equipment, acquisition of company shares, payments, and repayments for loans as well as interest expenses

CEE
Central and Eastern Europe

D2C
Direct-to-consumer; sales made directly to end customers rather than retailers or wholesalers

DC
Distribution center

EBIT
Earnings before interest and taxes

EBITDA
Earnings before interest, taxes, depreciation, and amortization

EBITDA MARGIN
Ratio of EBITDA to revenue

EMPLOYEES (AS OF REPORTING DATE)
Permanent employees expressed as full-time equivalents (as of the reporting date)

ENABLING
360° services for third-party brands, which contain e-commerce operations and marketing growth services, part of segment TME

EPS
Earnings per share

ESG
Environmental, Social, Governance; criteria and framework conditions for the consideration of environmental, sustainability and social issues within corporate management

FbAY
Fulfillment by ABOUT YOU

FREE CASH FLOW
Cash flows from operating activities plus cash flows from investing activities (except for investments in time deposits and restricted cash)

FY
Financial year

GEN Y&Z
Generations Y&Z; Generation Y refers to people born between 1984 and 1996 and Generation Z is generally defined as those born between 1997 and 2012[1]

GHG EMISSIONS
Greenhouse gas emissions

GMV
Gross merchandise volume; the value of all merchandise sold on ABOUT YOU, incl. VAT and after cancellations and returns

LTM
Last twelve months

MEDIA
Brand and advertising solutions, which include different online and offline advertising formats for brand partners, part of segment TME

MINIMUM VIABLE PRODUCT
Launch version of a product with a basic set of features to gain customers with minimal effort while learning about their needs

MOBILE SESSIONS
Sessions (in %) via a mobile device, e.g., a smartphone, within the last twelve months, divided by the total of sessions in the given period

NET WORKING CAPITAL
Inventories plus receivables (includes trade receivables and other current assets) minus current liabilities (includes trade payables, other payables, and provisions for returns)

QoQ
Quarter-over-quarter; this quarter compared to last quarter

SaaS
Software-as-a-service

SEU
Southern Europe; Spain, France, Italy, Greece, and Portugal

TECH
E-commerce software solutions from SCAYLE, which are offered to third parties, part of the ABOUT YOU Group segment TME

TME
Tech, Media, and Enabling; ABOUT YOU's B2B segment with the revenue streams of Tech, Media, and Enabling

TOTAL NUMBER OF ORDERS
Number of orders within the last twelve months

TOTAL REACH
Total views of posts, reels, and stories on Instagram, video views on TikTok, and views of Facebook posts

USER SESSIONS
All sessions done across all countries, excl. sessions without interaction

USP
Unique selling proposition; a feature or perceived benefit of a product or service which sets it apart from the rest of competing brands in the market

YoY
Year-on-year; this year's quarter compared to the previous year's quarter

1 Pew Research Center (2019) – Defining generations: Where Millennials end and Generation Z begins

5.2 FINANCIAL CALENDAR

June 28, 2024	Annual General Meeting 2024
July 10, 2024	Q1 2024/2025 Quarterly Statement
October 10, 2024	H1 2024/2025 Interim Financial Report
January 9, 2025	Q3 2024/2025 Quarterly Statement
May 8, 2025	Annual Report FY 2024/2025

5.3 IMPRINT, CONTACT, AND DISCLAIMER

Disclaimer

This report also contains forward-looking statements. These statements are based on the current view, expectations, and assumptions of the management of ABOUT YOU Holding SE ("ABOUT YOU"). Such statements are subject to known and unknown risks and uncertainties that are beyond ABOUT YOU's control or accurate estimates, such as the future market environment and the economic, legal, and regulatory framework, the behavior of other market participants, the successful integration of newly acquired entities and the realization of expected synergy effects, as well as measures by public authorities.

If any of these or other uncertainties and imponderables materialize, or if the assumptions on which these statements are based prove to be incorrect, actual results could differ materially from those expressed or implied by such statements. ABOUT YOU does not warrant or assume any liability that the future development and future actual results will be consistent with the assumptions and estimates expressed in this report. ABOUT YOU does not intend or assume any obligation to update forward-looking statements to reflect events or developments after the date of this report, except as required by law.

Because of rounding, some figures in this and other reports or statements may not add up precisely to the sums indicated, and percentages presented may not precisely reflect the exact figures to which they relate.

We also publish this report in German. In the event of any discrepancies, the German version of the report shall prevail over the English translation.

IMPRINT

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