



home
to go_

Investor presentation

Steffen Schneider, CFO
Sebastian Grabert, Director Investor Relations & Corporate Finance

November 2024

HomeToGo combines the traveler facing HomeToGo B2C Marketplace and the newly introduced B2B segment HomeToGo_PRO



Founded in 2014,
IPO 2021



800+ employees
globally



Reached Adjusted EBITDA
break-even in 2023

B2C

Marketplace with largest
selection of vacation rentals



Offers
15M+

IFRS Revenues
Share
~70%

FY/23 GBV
€1,430M

casamundo

e-domizil

kurz-mal-weg.de
#1 für Kurzreisen

Kurzurlaub.de

tripping

WIMDU

B2B

Software & Service Solutions
focusing on SaaS for the Supply side

home to go **PRO**

Preferred partner status from



Premier Connectivity Partner for

Booking.com

Paid Accounts
~60K

Inventory on
HomeToGo_PRO
200K+

IFRS
Revenues Share
~30%

FY/23
Enabled GBV¹
€2,055M

amivac

Agriturismo.it

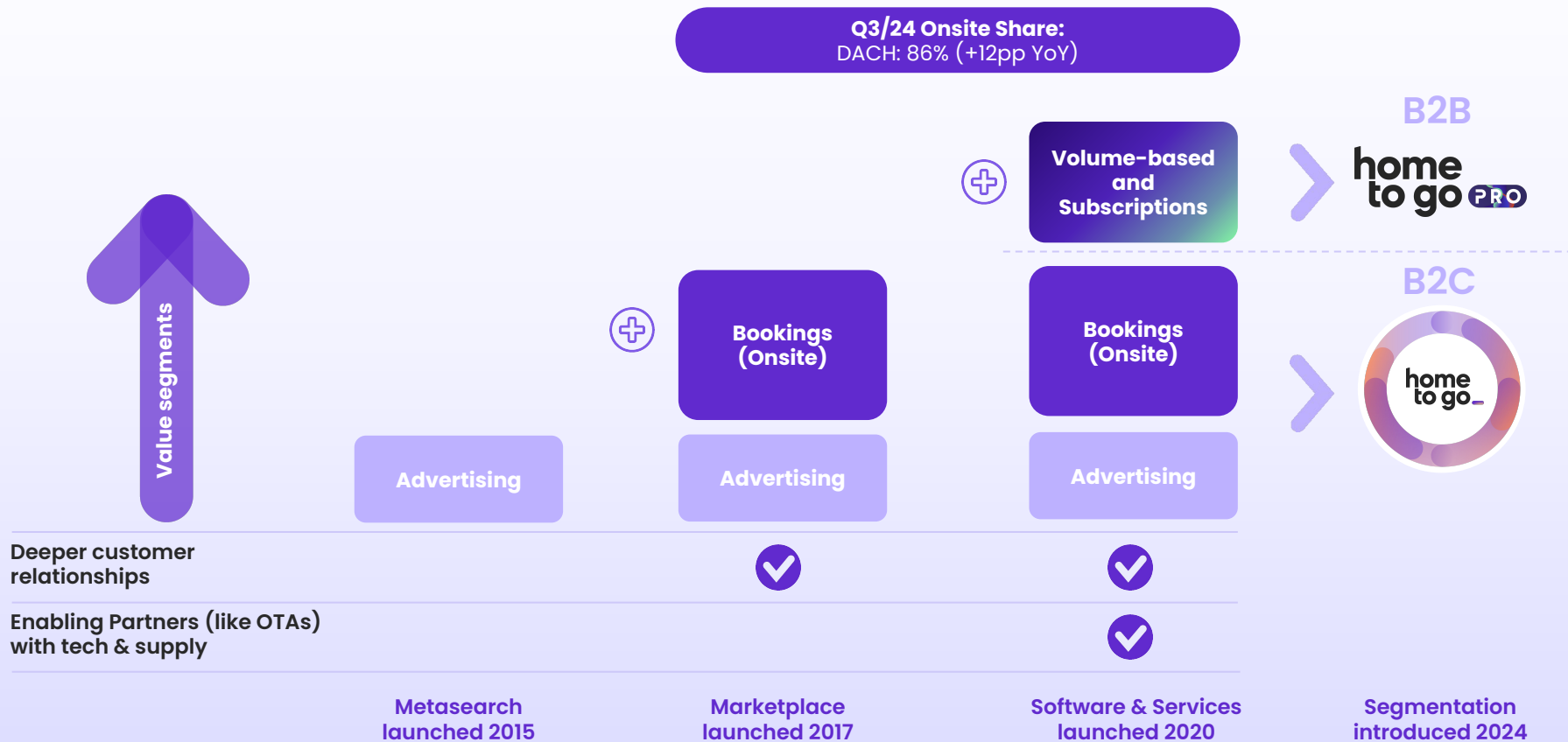
atraveo
by e-domizil

EscapadaRural

SECRA

smoobu

Our journey so far



HomeToGo's revenue model in a nutshell

B2C: Marketplace (~70% of IFRS revenues)



Bookings (Onsite)

Advertising

Traveler's total spent
(Gross Booking Value)

€1,000

x Our revenue share
("take rate")

12.8%

= Booking Revenue

€128

illustrative example

B2B: Software & Service Solutions (~30% of IFRS Revenues)



SaaS

Volume Based

e.g. **SMOObU**

atraveo by e-domizil **home to go** doppelgänger

(SECRA)

Monthly base fee €20

+
Additional Monthly fee per property managed €9

Success Commission to market property

Low double-digit percentage

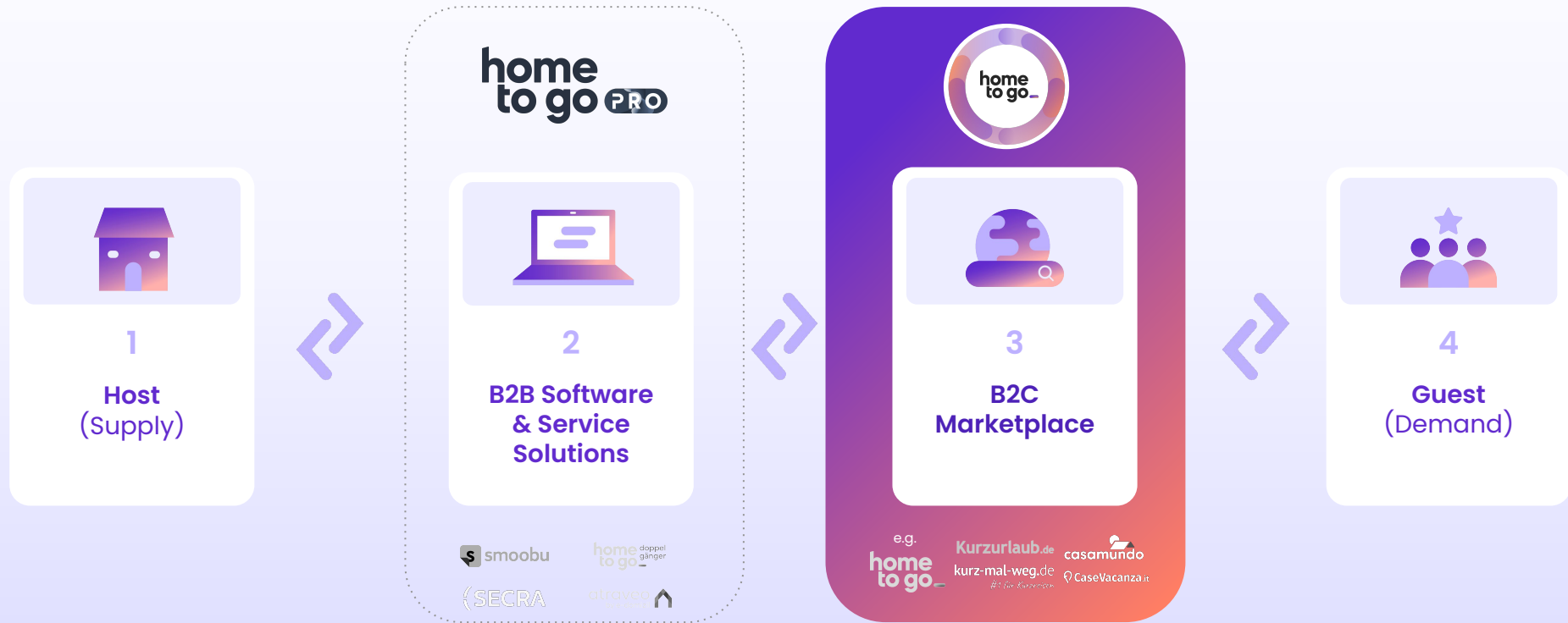
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Operating Segments

B2C segment:
HomeToGo's Marketplace



HomeToGo serves the needs of both the supply and demand side along the value chain



Offering a highly attractive customer base



High average basket sizes

With an average stay **length of 7 days for vacation rental** and resulting high **basket size** for Onsite bookings, we present an attractive channel for our Partners to ensure high revenues with low effort



Long booking windows

Average **booking windows beyond 90 days for vacation rental** allow our Partners to plan ahead and give occupancy security



Attractive customer group

HomeToGo travelers show an opportunity for high purchasing power with more than **80% of travelers being older than 35 years*** and more than **39% of bookings being non-domestic**

* Source: Conversion value segmented by age w.r.t. Google Ads Audience Report; Data pull for 1 January - 31 December 2023. Average length of stay including short trip business in Q3/24 was 4.3 days.

HomeToGo is a leading booking channel for many of the most relevant and best known property managers

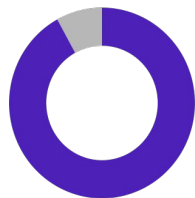
HomeToGo positioning

Top 2
Booking Channel



~50%
of Top 25 partner¹

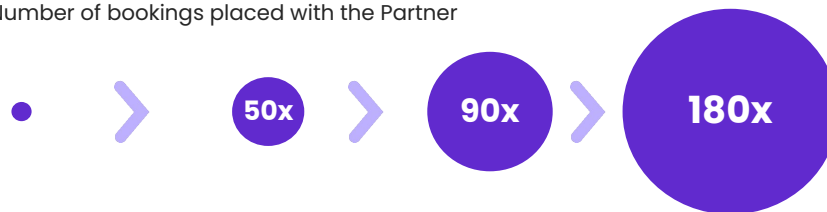
Top 5
Booking Channel



~90%
of Top 25 partner¹

Growing our and our Partners' success

Number of bookings placed with the Partner



2017

Partner switches to HomeToGo Onsite booking

2018

50x bookings growth compared to Q1 2017

2020

90x bookings growth compared to Q1 2017

2024

180x bookings growth compared to Q1 2017

We are a crucial revenues facilitator for our most important partners

Technology, data and AI have always been at the core of our business

Our roots

State of the art machine learning

15 million+

Total accommodation offers

3.5 billion+

Images processed

+

50 million+

Monthly visits



ML/AI models

Proprietary cutting edge algorithms trained on a large amount of consumer data

Our product vision

Fully AI-powered marketplace



AI smart reviews & descriptions; personal AI travel assistant along the customer journey



Wholly owned proprietary architecture that is agnostic to Large Language Models



Boosting productivity in developing new product innovations

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Operating Segments

B2B segment:
HomeToGo_PRO



HomeToGo serves the needs of both the supply and demand side along the value chain



HomeToGo_PRO, our B2B Software & Service Solutions for the whole travel market



Consists of Software & Service Solutions for the whole travel market (e.g. Centralized multi-channel distribution & synchronization on 100+ booking platforms)



Special focus on SaaS for the supply-side of vacation rentals

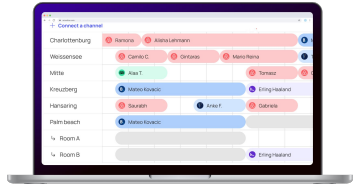


Incl. HomeToGo Doppelgänger: Scalable White Label and API products used by companies like

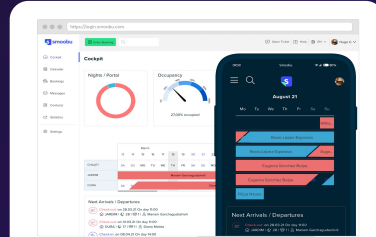


HomeToGo_PRO encompasses full service Software suites for the entire supply side

Subscription-based monetization



Synchronize data such as prices & availabilities across 100+ platforms



Overview via central cockpit incl. Revenue statistics and guest communication

smoobu

EscapadaRural

amivac

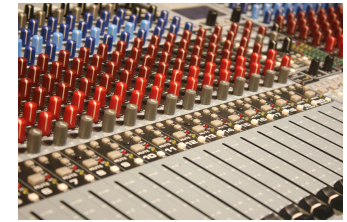
Agriturismo.it

Mainly Volume-based monetization



Direct contact and contract with property managers / hosts

SECRA



Experts for multi-channel distribution owning entire availabilities of partner properties

atraveo by e-domsil

HomeToGo Doppelgänger easily connects trusted brands to our unparalleled selection of vacation rentals

Added value for our partners

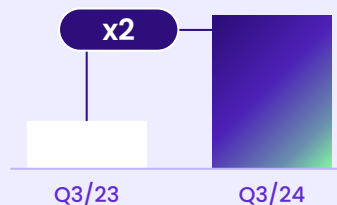
- Allows partners to **monetize traffic** and **boost relevance** / shortcut entry in Vacation Rental market
- **Gain access** to HomeToGo's award-winning in-house customer experience and the world's largest selection of vacation rentals
- Seamless and **quick integration** of about two weeks

Added value for HomeToGo

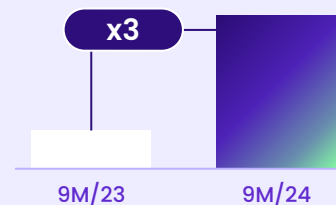
- **Additional monetization** of existing tech and supply of the Marketplace + improved brand visibility
- **Participate in market share**
- **Scalable** business model with attractive commercials due to high added value solution offered to partners

Strong growth due to new partnerships

Number of live partners



Booking Revenues



Doppelgänger helped our partners boost their vacation rental business

Top 3 partner

Booking Revenues
+90% YoY

in 9M/24 after migrating to HomeToGo Doppelgänger

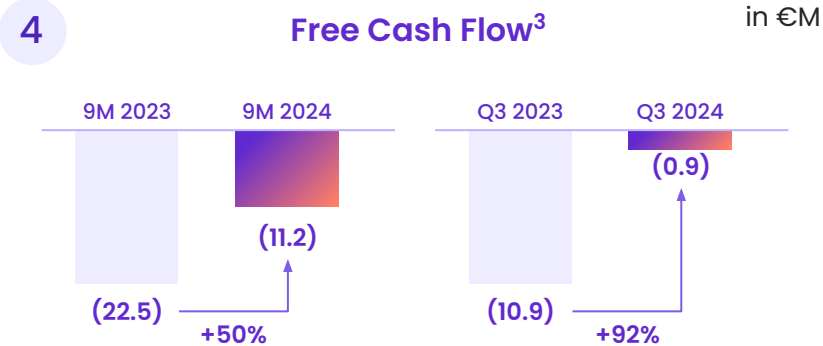
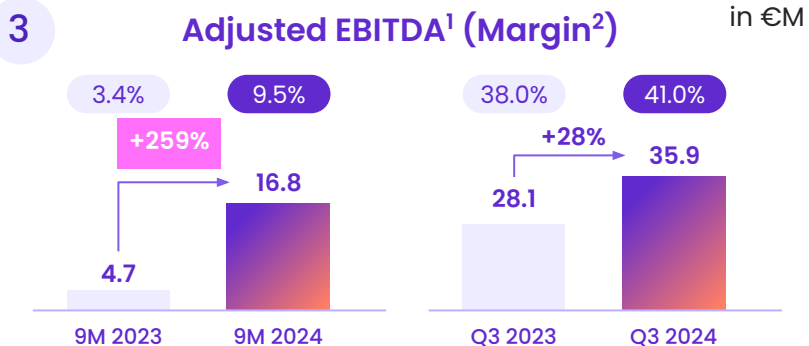
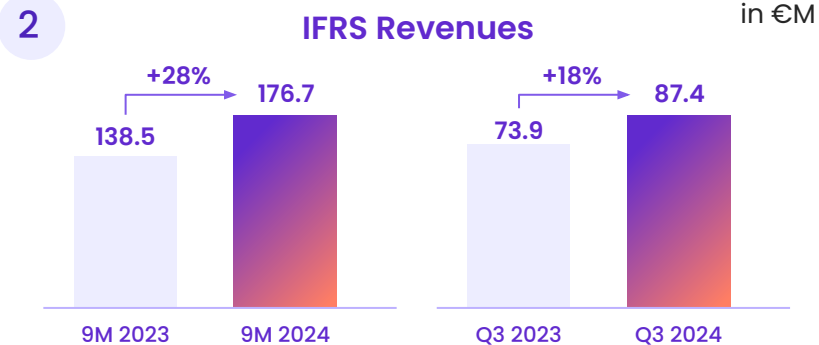
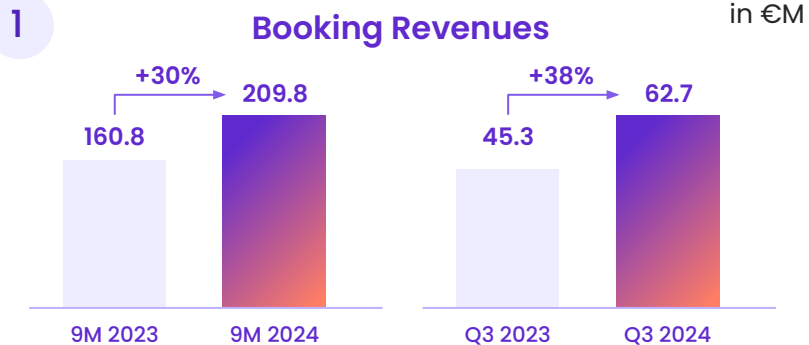
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Financial Information

Q3/24 Financials



Strong Booking Revenues growth with an exceptional increase in Adj. EBITDA of 259% YoY in 9M/24

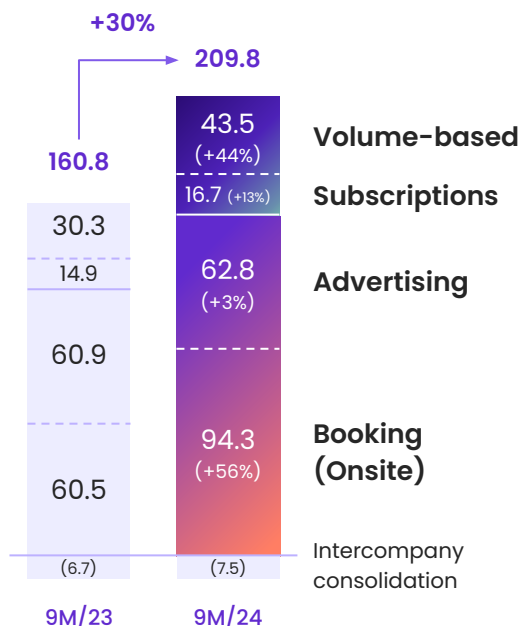


¹ Net income (loss) before income taxes, finance income/finance expenses, depreciation and amortization adjusted for expenses for share-based compensation and one-off items.

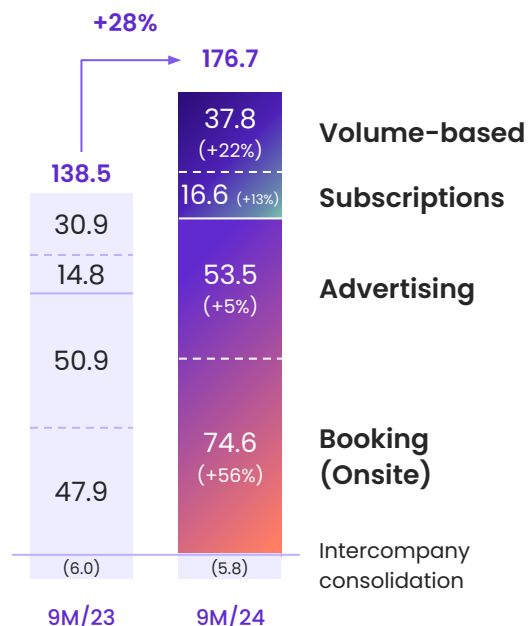
² Margin in % of IFRS Revenues. ³ Free Cash Flow is defined as net cash from operating activities added by net interest result and deducted by capital expenditures defined as net investment into PPE as well as into intangibles and internally-generated intangible assets; please see slide 24 for a complete FCF bridge

Strong growth in Booking (Onsite) and significantly enhanced profitability in both segments - Adj. EBITDA more than tripled YoY in 9M/24 to €16.8m (Adj. EBITDA margin of 9.5%)

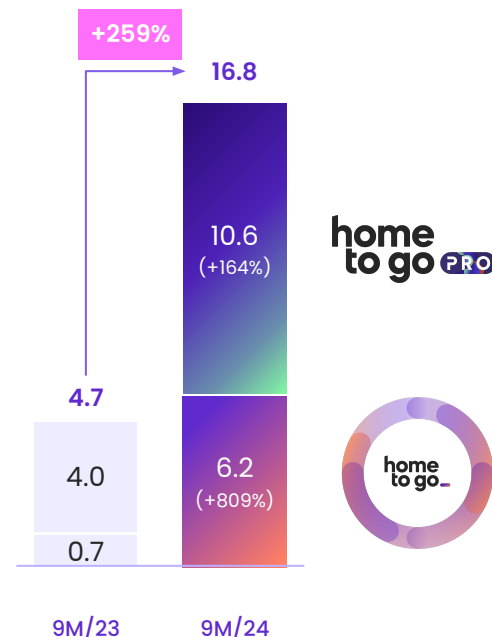
1 Booking Revenues in €M



2 IFRS Revenues in €M



3 Adjusted EBITDA in €M

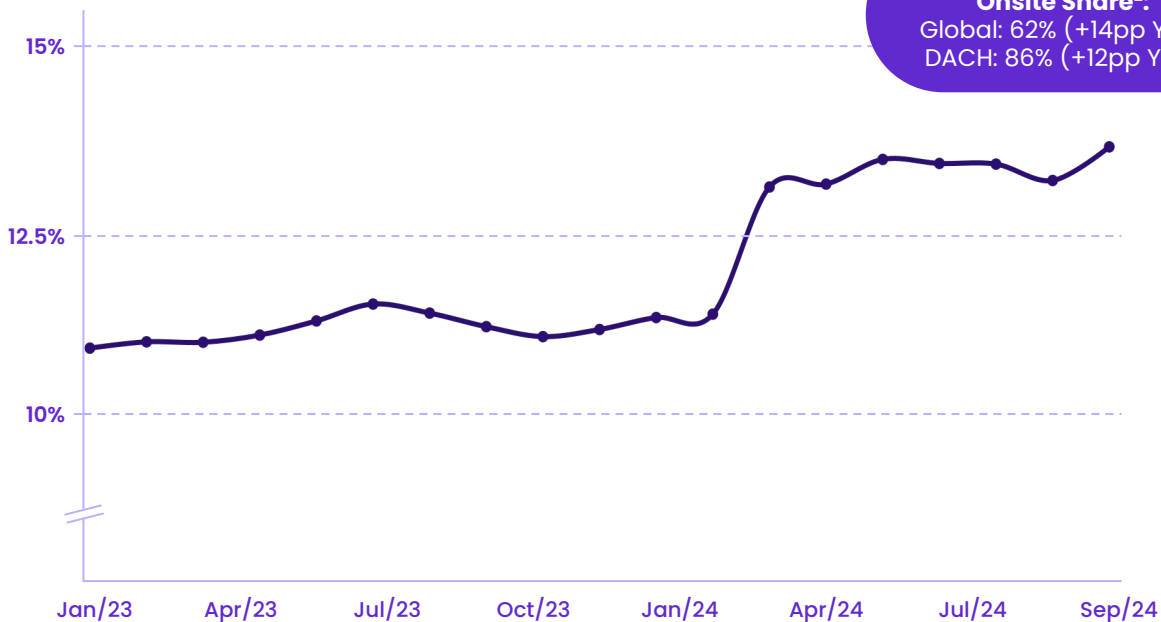


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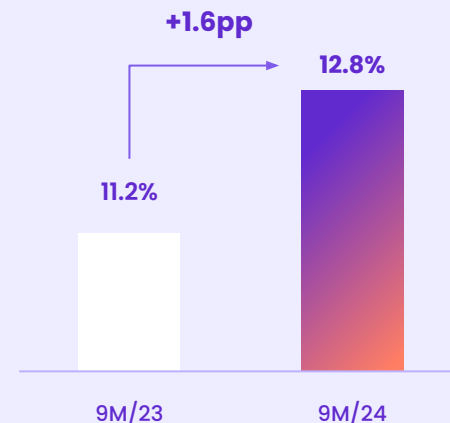


HomeToGo Marketplace continues improvement in Onsite Take Rate and Onsite Share

Development of Onsite Take Rate¹



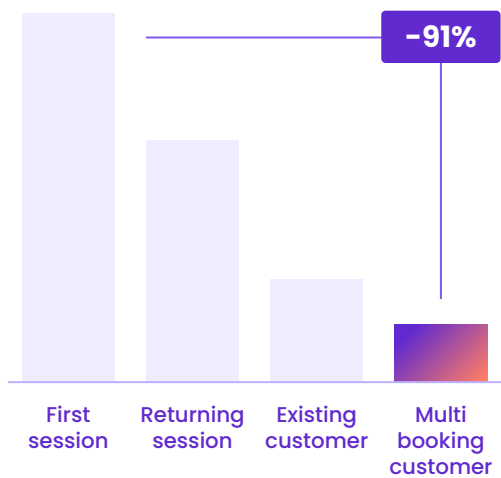
Increasing Onsite Take Rate¹



Rapid growth of repeat demand and improvement in marketing efficiency as key success factors for profitability uplift

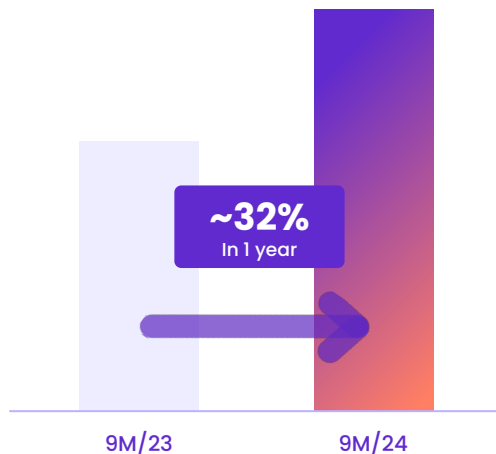
1

ACNR per user segment for 9M/24¹



2

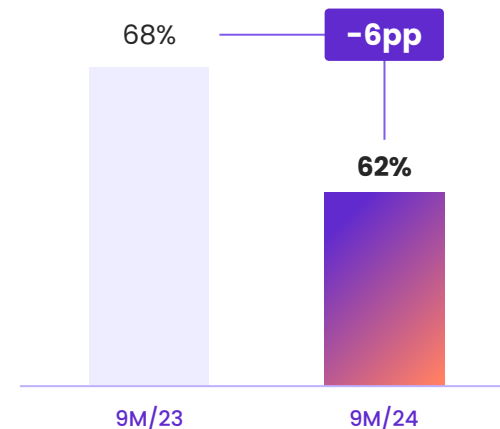
Growth of Booking Revenues from Repeat Customers²



3

Clear focus on marketing efficiency³

Marketing cost / IFRS Revenues³



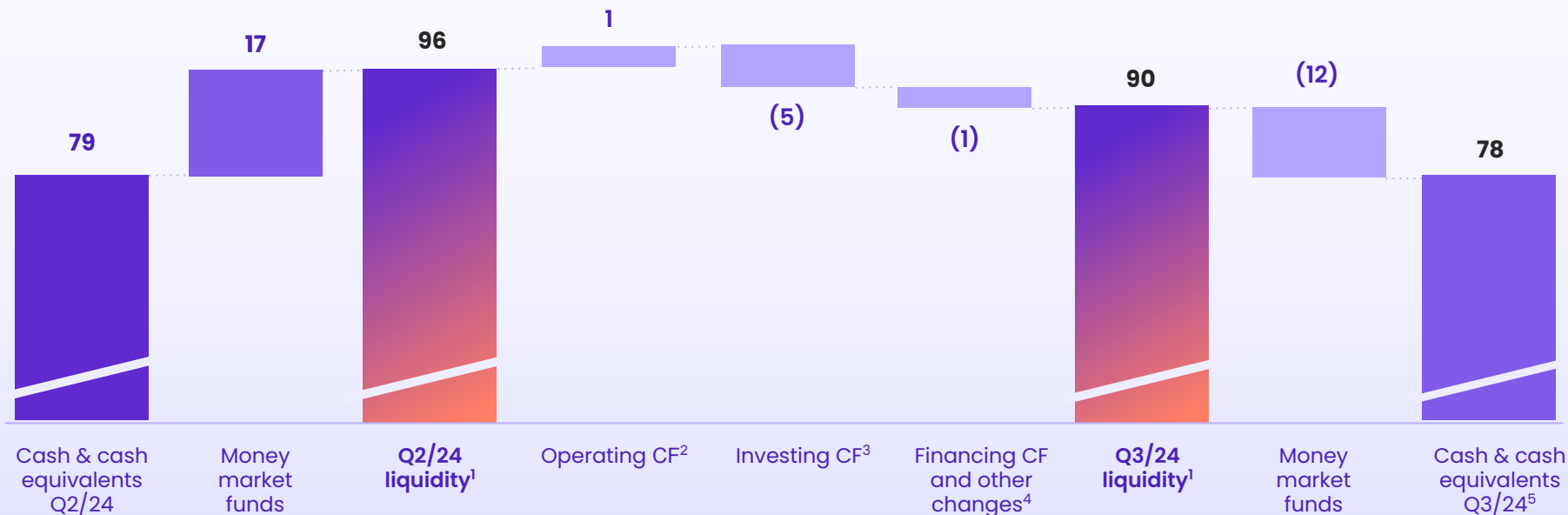
¹ ACNR = Acquisition cost / net revenue; net revenue as booking revenue after cancellations for 9M/24

² Booking Revenues from repeat customers include all Booking Revenues from existing customers (>= 1 lifetime booking on one of our brands)

³ Marketing and sales costs adjusted for expenses for share-based compensation, depreciation and amortization, and one-off items in relation to IFRS Revenues

Robust balance sheet with €90M in gross cash as of Q3/24

in €M



¹ Both Q2/24 and Q3/24 liquidity include investments into other highly liquid short-term financial assets, i.e. money market funds and traveler advance payments. The latter represent an amount of €19.9M

² Operating cash flow includes inflows in the amount of €16.6M (Q3/23: €23.5M) for traveler advance payments collected as part of payment services for hosts.

³ Includes cash flows from investments in fixed and intangible assets as well as the cash purchase prices for acquisitions, net of cash acquired. Presentation is adjusted for proceeds from sale of €5 million stake in money market fund compared to presentation in consolidated financial statements.

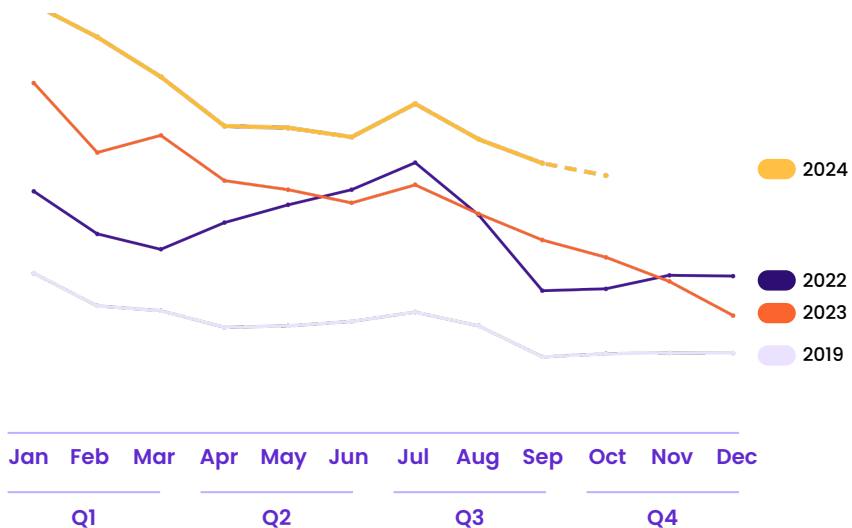
⁴ Includes financing cash flow and effect of exchange rate on cash and cash equivalents.

⁵ Q3/24 cash & cash equivalents include cash of €10.1M that is restricted due to statutory requirements.

Significant Booking Revenues development versus previous years including €37.4M Backlog (28.4% YoY) ensures strong IFRS Revenues visibility for the remainder of the year

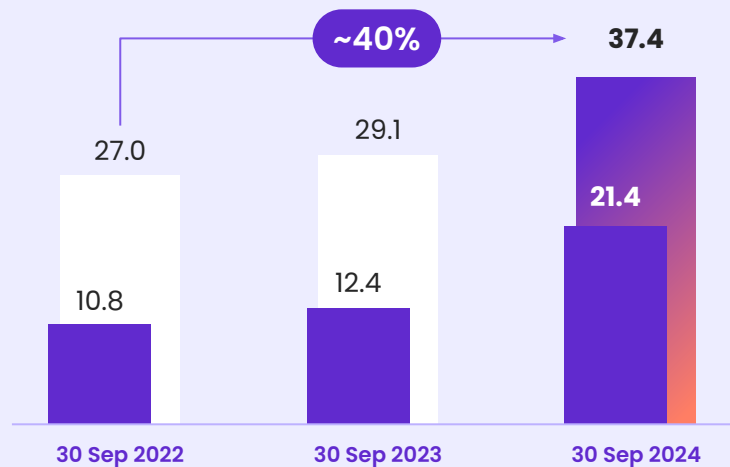
Favorable development throughout the year

Indicative monthly Booking Revenues



Strong visibility for the remainder of the year

- Booking Revenues Backlog,¹ in €M
- Check-in date in Q4



¹ Booking Revenues Backlog comprises Booking Revenues before cancellation generated in the reporting period or prior with IFRS Revenues recognition based on check-in date after the reporting period.

Specified Guidance for 2024: Strong Booking Revenues at improved profitability

1

Booking
Revenues

>€255M

>34% YoY

2

IFRS
Revenues

€215M –
€220M

32-35% YoY

3

Adjusted
EBITDA¹

>€10M

>400% YoY

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Investor presentation

Appendix

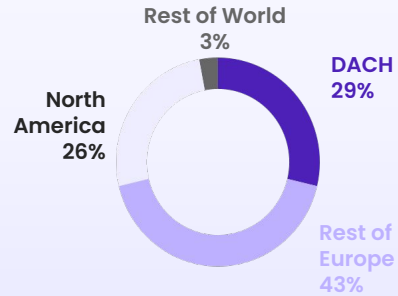


Current analyst recommendations – average price target of EUR 4.61

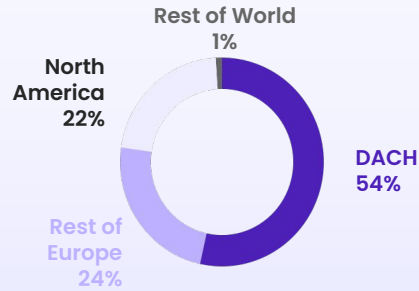
Institution	Analyst	Rating	Price Target
Berenberg	Wolfgang Specht	Buy	EUR 4.50
Cantor Fitzgerald	Bharath Nagaraj	Buy	EUR 4.50
Deutsche Bank	Silvia Cuneo	Buy	EUR 3.50
Hauck Aufhäuser	Christian Salis	Buy	EUR 5.20
Quirin Privatbank	Marcel Ghazi	Buy	EUR 3.70
Stifel	Benjamin Kohnke	Buy	EUR 4.10
Warburg Research	Felix Ellmann	Buy	EUR 6.80

Acquisition-related shift in regional Booking Revenues share

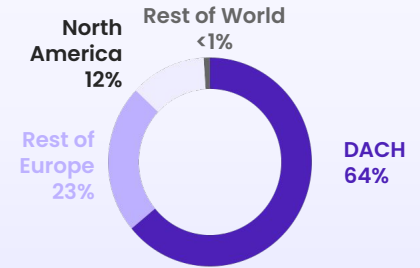
Regional Booking Revenues Share



Q3/19

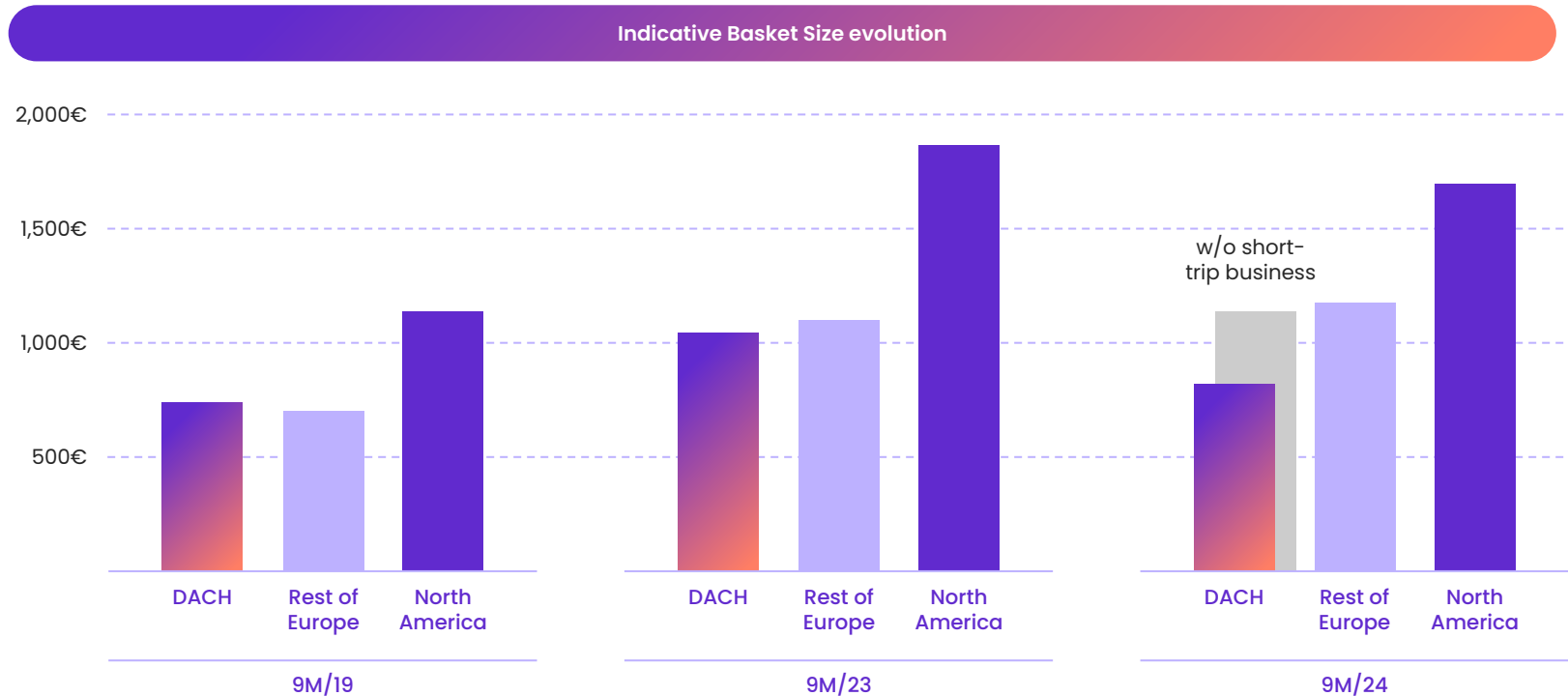


Q3/23



Q3/24

Successful development of short trip business reflected in DACH Basket Size



In both Q3/24 and 9M/24, significant progress in profitability as a result of higher marketing efficiency

Costs and margins^{1,2}

(in % of IFRS Revenues)

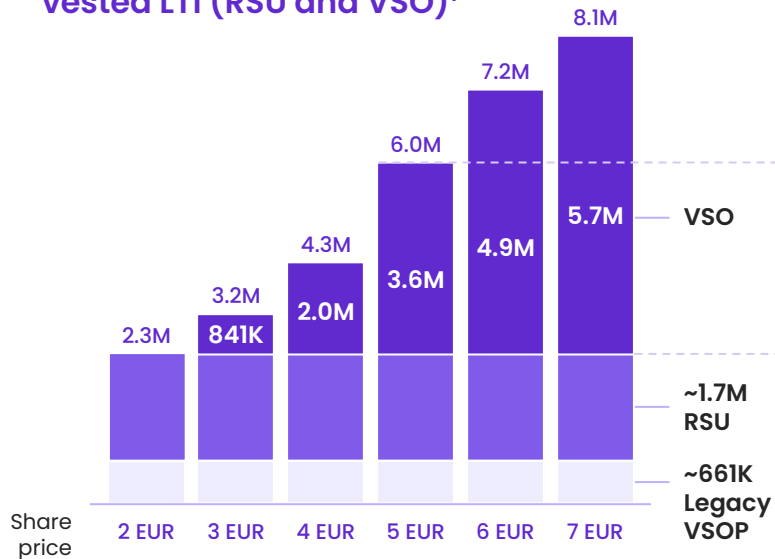
	9M			Q3		
	2023	2024	Delta	2023	2024	Delta
Cost of revenues	(2.2)%	(1.6)%	+0.6pp	(1.4)%	(1.2)%	+0.2pp
Gross profit	97.8%	98.4%	+0.6pp	98.6%	98.8%	+0.2pp
Marketing & Sales	(67.9)%	(61.9)%	+6.0pp	(42.1)%	(38.2)%	+3.9pp
Product Development	(15.1)%	(15.5)%	(0.3)pp	(11.0)%	(11.2)%	(0.2)pp
Administrative expenses	(11.0)%	(12.0)%	(1.0)pp	(6.9)%	(8.7)%	(1.8)pp
Other income and expenses	(0.4)%	0.4%	+0.9pp	(0.5)%	0.4%	+0.9pp
Adjusted EBITDA¹	3.4%	9.5%	+6.1pp	38.0%	41.0%	+3.0pp

¹ Adjusted for expenses for share-based compensation, depreciation and amortization and non-operating one-off items

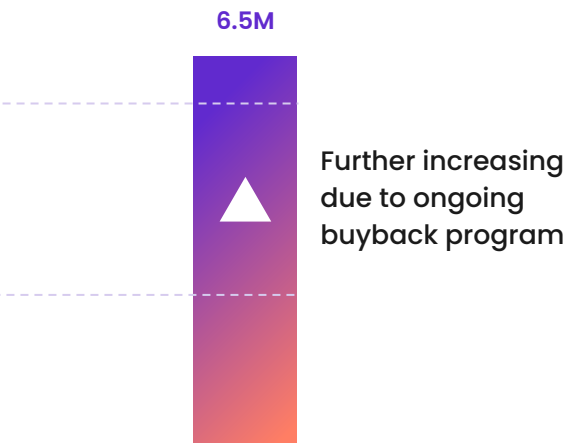
² Rounding differences may occur

The value of ALL (incl. legacy VSOP prior IPO) vested share-based compensation is around €5M despite being accounted for at higher values and easily covered by treasury shares

Max. number of treasury shares needed to settle ALL currently vested VSOP (pre-IPO) and ALL currently vested LTI (RSU and VSO)¹



Currently available treasury shares²



¹ Granted as of 30 September 2024. Assumptions: All eligible employees exercise their vested entitlements; Legacy VSOP without hurdle options (€12.00 / €14.00).

RSU = restricted stock units, VSO = virtual stock options

² As of November 8, 2024

Deep dive 1: Overview of share-based compensation expenses

Both programs are equity-settled: When the beneficiary exercises, the virtual instruments are used to calculate a cash entitlement which is then generally settled in Class A shares (no cash transfer)¹

1

Pre-IPO VSOP

Up to 661k
Class A shares

2

Post-IPO LTI program

(Re-)Grant

Vesting
(2 years)³

Exercise

Expiry
(3 years after vesting)

Awarded
EUR amount
is split²

Restricted
Stock Units

Virtual
Stock Options

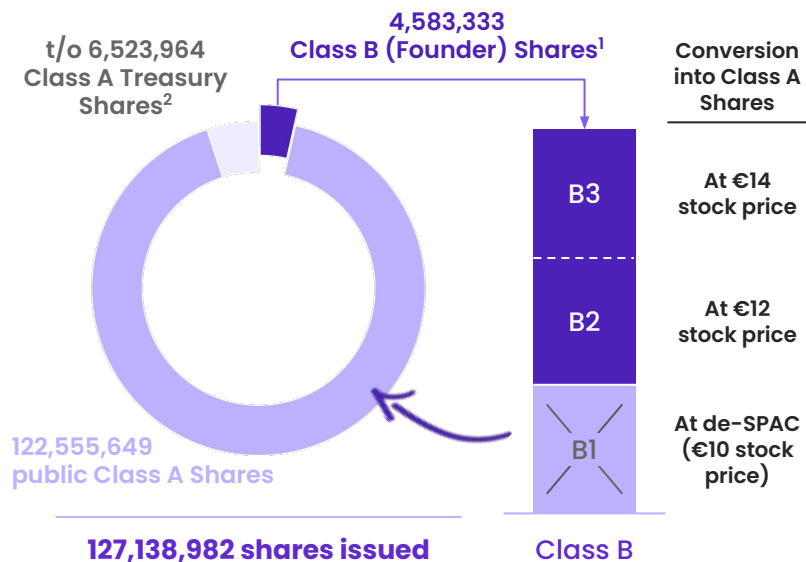
Instruments paid in shares =
HTG share price at exercise date
(1 share for 1 RSU)

Instruments paid in shares =
Difference between HTG share price
average at exercise and grant date

► **IFRS:** One-time fair value measurement at grant date → Grant fair value is then distributed degressively according to individual vesting schedule (declining SBC expenses)

Deep dive 2: Overview of HomeToGo's share capital structure

Shares

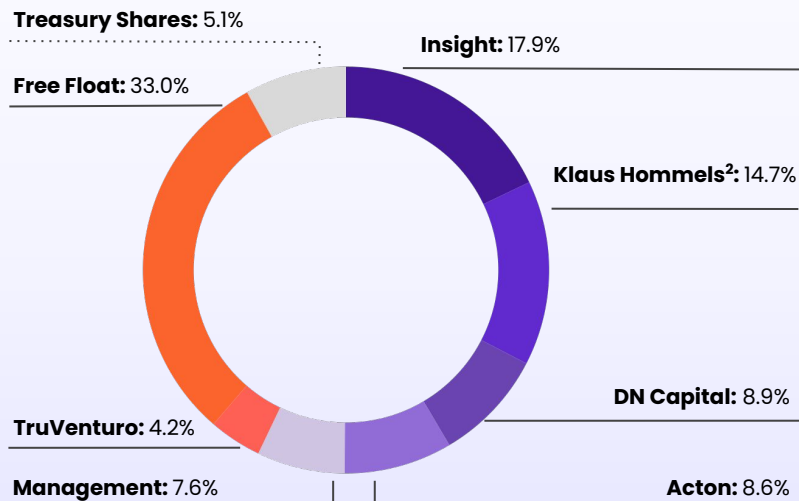


Warrants

	Class A	Class B
Underlying	1 Class A Share	1 Class A Share
Number	9,166,666	5,350,875
Strike price	€11.50	€11.50
Expiration	21 Sep 2026	21 Sep 2026
Listing	Publicly listed	Not listed
Exercise method	Cash or cashless	Cashless

The HomeToGo Share

Shareholder Structure¹



Share Information

Ticker symbol	HTG
Type of Shares	Class A Shares (Public Shares) and Class B Shares (Founder Shares)
Stock Exchange	Frankfurt Stock Exchange
Market Segment	Regulated Market (Prime Standard) of the Frankfurt Stock Exchange
First Day of Trading	September 22, 2021
Total Number of Shares Outstanding	120,615,018 (116,031,685 Class A Shares and 4,583,333 Class B Shares)
Total Number of Issued Shares	127,138,982 (122,555,649 Class A Shares and 4,583,333 Class B Shares)
Issued Share Capital	€ 2,441,068.45

HomeToGo Investor Relations Contact

**Sebastian
Grabert, CFA**



Director IR & Corporate Finance
sebastian.grabert@hometogo.com

**Carsten
Fricke, CFA**



Senior Investor Relations Manager
carsten.fricke@hometogo.com

Team Contact

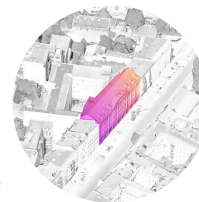
T: +49 157 501 63731
HomeToGo SE | 9, rue de Bitbourg,
L-1273 Luxembourg


IR@hometogo.com
<https://ir.hometogo.de/>

HQ Office Location

HomeToGo GmbH
Pappelallee 78/79
10437 Berlin

IR@hometogo.com
<https://ir.hometogo.de/>




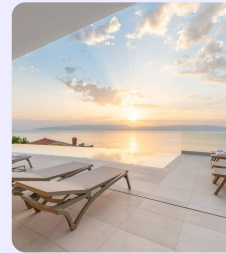


from **430 €** per night
Book directly on HomeToGo

250 m² Villa - 4 bedrooms - 10 guests
Beautiful Villa Aron, in Dalmatia, with a Pool
5.0 ★★★★★ (3 ratings)

📍 Pakoštane, Zadar County

Details [View deal](#)




from **836 €** per night
Book directly on HomeToGo

499 m² Villa - 6 bedrooms - 14 guests
Modern Villa in Ždrelac with Sp
5.0 ★★★★★ (1 rating)

📍 Ždrelac, Zadar County

Details

Scan Me



home
to go.

Glossary

Core KPIs

Booking Revenues Booking Revenues is a non-GAAP operating metric to measure performance that is defined as the net Euro value of bookings before cancellations generated by transactions on the HomeToGo platforms in a reporting period. Booking Revenues do not correspond to, and should not be considered as alternative or substitute for IFRS Revenues recognized in accordance with IFRS. Contrary to IFRS Revenues, Booking Revenues are recorded at the point in time when the booking is made. Revenues from non-booking activities as included in Advertising or revenues from Subscriptions are considered without any difference in revenue recognition for Booking Revenues as under IFRS to complement the view.

IFRS Revenues Revenues according to IFRS accounting policies. IFRS Revenues from booking-related activities are recognized on check-in date. Revenues from non-booking-related activities are recognized when services are provided click or referral date. IFRS Revenues from Subscriptions are recognized over time.

Adjusted EBITDA Net income (loss) before
(i) income taxes;
(ii) finance income, finance expenses;
(iii) depreciation and amortization;
adjusted for
(iv) expenses for share-based compensation and
(v) one-off items. One-off items relate to one-time and therefore non-recurring expenses and income outside the normal course of operational business. Among others those would include for example income and expenses for business combinations and other merger & acquisitions (M&A) activities, litigation, restructuring, government grants and other items that are not recurring on a regular basis and thus impede comparison of the underlying operational performance between financial periods.

Free Cash Flow (FCF) Free Cash Flow is defined as net cash from operating activities added by net interest result and deducted by capital expenditures defined as net investment into PPE as well as into intangibles and internally-generated intangible assets.

Reporting segments and revenue activities

Marketplace Our reporting segment Marketplace aggregates all business models and revenue activities that are focused on the traveler as our customer. Revenues are mainly generated not directly with the traveler, but indirectly with our Partners and comprise revenue activities from Booking (Onsite) and Advertising.

Booking (Onsite) Revenues from Booking (Onsite) occur when the traveler booking journey is entirely completed on a HomeToGo Marketplace website. Booking (Onsite) is largely comparable to former CPA Onsite business.

Advertising Revenues from Advertising comprise all activities when the travelers (booking) journey is not entirely completed on a HomeToGo Marketplace website Advertising is largely comparable to former CPA Offsite and CPC.

HomeToGo_PRO Our reporting segment HomeToGo_PRO aggregates all business models and revenue activities that are focused on the supplier of the vacation rental (hosts, property managers, destinations or others) or other (travel) businesses that want to offer vacation rentals themselves. It comprises revenues from Volume-based services as well as subscriptions that are tailored to enable the direct supplier or other third party being successful in the vacation rental market. Our Marketplace is partially utilized to promote and monetize the vacation rentals from our HomeToGo_PRO segment. Inter-segment revenues and expenses are reported as 'Intercompany consolidation' under 'Group' in our KPI cockpit.

Subscriptions Revenues from Subscriptions result from Software as a Service ('SaaS') and online advertising services for direct suppliers of vacation rentals who can use these over a determined period - irrespective of the amount of bookings. Accordingly, the related revenues are recognized over time.

Volume-based Volume-based revenues are consumption-based usage fees for software and other services resulting mainly from the amount of bookings and services to the direct provider of the vacation rental or other third party.

Further financial KPIs (Non-GAAP)

Gross Booking Value (GBV) GBV is the gross EUR value of bookings on our platform in a reporting period (as reported by our Partners). GBV is recorded at the time of booking and is not adjusted for cancellations or any other alterations after booking. For Onsite and Volume-based transactions, GBV includes the booking volume as tracked in the booking confirmation to the traveler. For transactions reported under Advertising, the GBV is partially provided by the supplier of the property, otherwise it is estimated. For Subscriptions, GBV is estimated, as well. The estimations are based on traffic or inquiry volumes, expected conversion rates, tracked duration of stay and tracked price per night. While the product of the two latter ones describe the basket size.

Onsite Take Rate Onsite Take Rate is the margin realized on the gross booking amount on the Marketplace and is defined as Booking Revenues from Booking (Onsite) divided by GBV from Booking (Onsite).

Booking Revenues Backlog Booking Revenues Backlog comprises Booking Revenues before cancellation generated in the reporting period or prior with IFRS Revenues recognition based on check-in date after the reporting period.

Cancellation Rate Cancellation Rate reflects the share of Booking Revenues that are cancelled subsequently, however, before being recognized as IFRS Revenues. This metric is monitored continuously and used for forecasting and budget planning.

Non-financial KPIs

Bookings Bookings represent the number of bookings generated by travelers using the Marketplace and services of HomeToGo PRO.

Booking Basket Size Booking Basket Size is defined as Gross Booking Value per booking before cancellations. It comprises Onsite bookings and bookings on external websites of Advertising and HomeToGo_PRO services. The Booking Basket Size is the product of the average daily rate and average length of stay.

Other defined terms

Partners Contracted businesses (such as online travel agencies, tour operators, property managers, other inventory suppliers, software partners) or private persons that distribute, manage or own accommodations which they directly or indirectly list on HomeToGo Group platforms.

Repeat Booking Revenues Booking Revenues coming from existing customers, i.e. users of our platform that have placed at least one booking before.

Returning Visitor Clearly identifiable user, e.g. via cookie or login, returning to one of the HomeToGo Group websites. Hence, the user had at least one lifetime visit before; data excl. Agriturismo, AMIVAC, e-domizil, EscapadaRural, SECRA, Kurz Mal Weg and Kurzurlaub.

AMIVAC

Provides subscriptions listing services for both homeowners and professional agencies. AMIVAC SAS (Paris, France) is a direct (100%) subsidiary of HomeToGo GmbH.

e-domizil

Specialist for vacation rentals, including brands e-domizil, e-domizil CH, atraveo and tourist-online.de. e-domizil GmbH (Frankfurt a.M., Germany) is a direct (100%) subsidiary of HomeToGo GmbH and holds the two subsidiaries e-domizil AG (Zurich, Switzerland) and Atraveo GmbH (Düsseldorf, Germany).

Kurz Mal Weg and Kurzurlaub

Two German market leading brands that are offering thematic travel bundles with hotels for short trips. KMW Reisen GmbH (Hamburg, Germany), Super Urlaub GmbH (Schwerin, Germany) and its Austrian subsidiary Kurzurlaub SHBC GmbH (Wien, Austria) are indirect (51%) subsidiaries of HomeToGo GmbH.

SECRA

Offers software for hosts, rental agencies and destinations facilitates end-to-end management and marketing services for vacation rentals. SECRA Bookings GmbH (Sierksdorf, Germany) is a direct (100%) subsidiary of HomeToGo GmbH.

Smoobu

All-in-one SaaS solution that connects self-service hosts more easily to partners. Smoobu GmbH (Berlin, Germany) is a direct (100%) subsidiary of HomeToGo GmbH

Disclaimer

Forward-Looking Statements

This Presentation contains certain forward-looking statements, including statements regarding HomeToGo's future business and financial performance. These forward-looking statements generally are identified by the words "believe," "project," "expect," "anticipate," "estimate," "intend," "strategy," "future," "opportunity," "plan," "plan," "may," "should," "will," "would," "will be," "will continue," "will likely result," and similar expressions. These forward-looking statements reflect, at the time made, HomeToGo's beliefs, intentions and current targets/aims concerning, among other things, HomeToGo's results of operations, financial condition, liquidity, prospects, growth and strategies. Forward-looking statements include statements regarding: objectives, goals, strategies, outlook and growth prospects; future plans, events or performance and potential for future growth; liquidity, capital resources and capital expenditures; economic outlook and industry trends; developments of HomeToGo's markets; the impact of regulatory initiatives; and the strength of HomeToGo's competitors. Forward-looking statements involve risks and uncertainties because they relate to events and depend on circumstances that may or may not occur in the future. The forward-looking statements in the Presentation are based upon various assumptions, many of which are based, in turn, upon further assumptions, including without limitation, management's examination of historical operating trends, data contained in HomeToGo's records and other data available from third parties. Although HomeToGo believes that these assumptions were reasonable when made, these assumptions are inherently subject to significant known and unknown risks, uncertainties, contingencies and other important factors which are difficult or impossible to predict and are beyond its control. Forward-looking statements are not guarantees of future performance and such risks, uncertainties, contingencies and other important factors could cause the actual outcomes and the results of operations, financial condition and liquidity of HomeToGo or the industry to differ materially from those results expressed or implied in the Presentation by such forward-looking statements. No representation or warranty is made that any of these forward-looking statements or forecasts will come to pass or that any forecast result will be achieved. Undue influence should not be given to, and no reliance should be placed on, any forward-looking statement. No statement in the Presentation is intended to be nor may be construed as a profit forecast. It is up to the recipient to make its own assessment of the validity of any forward-looking statements and assumptions. No liability whatsoever is accepted by HomeToGo or any of HomeToGo's Representatives or any other person in respect of the achievement of such forward-looking statements and assumptions.

Use of Non-IFRS Measures

The Presentation includes certain financial measures (including on a forward-looking basis) that have not been prepared in accordance with International Financial Reporting Standards as adopted by the International Accounting Standards Board ("IFRS"). These non-IFRS measures are an addition, and not a substitute for or superior to, measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to net income, operating income or any other performance measures derived in accordance with IFRS. HomeToGo believes that these non-IFRS measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about HomeToGo. These projections are for illustrative purposes and should not be relied upon as being necessarily indicative of future results. Metrics that are considered non-IFRS financial measures are presented on a non-IFRS basis without reconciliations of such forward looking non-IFRS measures due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation. They are subject to inherent limitations as they reflect the exercise of judgments by management about which expenses and income are excluded and included in determining these non-IFRS financial measures. In order to compensate for these limitations, management presents non-IFRS financial measures in connection with IFRS results. In addition, other companies may calculate non-IFRS measures differently, or may use other measures to calculate their financial performance, and therefore, HomeToGo's non-IFRS measures may not be directly comparable to similarly titled measures of other companies.

Financial Information

Quarterly financial information is unaudited and may be subject to change.