

GROUP FINANCIALS



QUARTERLY RECONCILIATION OF SEGMENT KPIS AND FINANCIALS (1/3)

| | Q1 2020 | Q2 2020 | H1 2020 | Q3 2020 | Q4 2020 | FY 2020 | Q1 2021 | Q2 2021 | H1 2021 | Q3 2021 |
|---------------------------------|--------------|--------------|--------------|--------------|--------------|----------------|--------------|--------------|----------------|--------------|
| Group - NMV (€m) | 372.1 | 488.3 | 860.4 | 503.4 | 594.5 | 1,958.2 | 449.9 | 610.1 | 1,060.0 | 572.2 |
| % growth ¹ | 13.1% | 22.8% | 18.6% | 34.5% | 28.9% | 25.7% | 37.8% | 32.0% | 34.4% | 12.4% |
| LATAM | 106.8 | 146.1 | 252.9 | 162.3 | 160.1 | 575.3 | 108.8 | 169.9 | 278.7 | 138.7 |
| % growth ¹ | 9.2% | 26.8% | 19.4% | 52.1% | 30.8% | 30.9% | 28.7% | 21.4% | 24.2% | (17.2)% |
| CIS | 139.5 | 184.6 | 324.1 | 165.2 | 197.6 | 686.9 | 159.2 | 202.3 | 361.5 | 215.7 |
| % growth ¹ | 19.8% | 45.2% | 33.5% | 31.8% | 30.9% | 32.3% | 38.7% | 23.6% | 29.8% | 31.1% |
| SEA | 64.7 | 83.2 | 147.9 | 79.2 | 115.2 | 342.2 | 85.9 | 104.9 | 190.8 | 91.1 |
| % growth ¹ | 21.1% | 17.5% | 19.0% | 34.0% | 33.4% | 27.0% | 41.4% | 32.5% | 36.3% | 15.7% |
| ANZ | 61.2 | 74.3 | 135.6 | 96.7 | 121.5 | 353.8 | 95.9 | 133.1 | 229.0 | 126.7 |
| % growth ¹ | 0.0% | (14.8)% | (8.7)% | 12.8% | 18.2% | 4.8% | 45.4% | 67.5% | 57.5% | 28.6% |
| Group - Revenue (€m) | 271.4 | 336.1 | 607.6 | 336.5 | 415.6 | 1,359.7 | 301.3 | 397.3 | 698.6 | 366.2 |
| % growth ¹ | 8.1% | 11.3% | 9.9% | 20.6% | 19.0% | 15.3% | 26.6% | 24.2% | 25.2% | 8.5% |
| LATAM | 75.4 | 92.2 | 167.6 | 98.4 | 106.7 | 372.7 | 67.0 | 97.2 | 164.3 | 82.8 |
| % growth ¹ | 6.8% | 16.1% | 12.1% | 34.5% | 22.7% | 20.8% | 14.8% | 9.6% | 11.7% | (15.9)% |
| CIS | 97.3 | 122.1 | 219.4 | 105.5 | 128.3 | 453.3 | 98.6 | 127.5 | 226.1 | 130.4 |
| % growth ¹ | 11.4% | 27.2% | 20.0% | 14.0% | 16.4% | 17.4% | 22.5% | 17.1% | 19.4% | 24.1% |
| SEA | 54.0 | 67.9 | 122.0 | 62.4 | 90.6 | 274.9 | 64.3 | 73.6 | 137.8 | 62.6 |
| % growth ¹ | 22.5% | 12.9% | 16.9% | 27.9% | 22.5% | 21.2% | 27.2% | 14.0% | 19.7% | 1.0% |
| ANZ | 44.9 | 54.0 | 98.9 | 70.2 | 90.0 | 259.2 | 71.4 | 99.0 | 170.4 | 90.4 |
| % growth ¹ | (4.7)% | (19.3)% | (13.2)% | 7.8% | 14.9% | 0.5% | 47.9% | 71.4% | 60.7% | 26.3% |
| Group – Gross profit (€) | 110.1 | 143.5 | 253.7 | 149.5 | 183.0 | 586.2 | 132.9 | 183.7 | 316.6 | 167.6 |
| % margin | 40.6% | 42.7% | 41.8% | 44.4% | 44.0% | 43.1% | 44.1% | 46.2% | 45.3% | 45.8% |
| LATAM | 30.2 | 41.8 | 72.0 | 46.8 | 46.0 | 164.7 | 29.5 | 46.9 | 76.4 | 37.5 |
| % margin | 40.0% | 45.3% | 43.0% | 47.5% | 43.1% | 44.2% | 44.0% | 48.2% | 46.5% | 45.3% |
| CIS | 42.2 | 58.5 | 100.7 | 50.4 | 62.1 | 213.2 | 46.6 | 64.5 | 111.1 | 66.5 |
| % margin | 43.4% | 47.9% | 45.9% | 47.7% | 48.4% | 47.0% | 47.2% | 50.6% | 49.1% | 51.0% |
| SEA | 17.6 | 20.2 | 37.9 | 19.6 | 31.3 | 88.8 | 22.9 | 27.1 | 50.0 | 23.8 |
| % margin | 32.7% | 29.7% | 31.1% | 31.4% | 34.6% | 32.3% | 35.6% | 36.8% | 36.2% | 38.0% |
| ANZ | 20.4 | 23.4 | 43.8 | 32.9 | 44.4 | 121.2 | 34.1 | 45.2 | 79.2 | 39.9 |
| % margin | 45.4% | 43.3% | 44.3% | 47.0% | 49.3% | 46.8% | 47.7% | 45.6% | 46.5% | 44.1% |

(1) Growth rate is shown on a constant currency basis and therefore excludes the effect of foreign currency movements

QUARTERLY RECONCILIATION OF SEGMENT KPIS AND FINANCIALS (2/3)

| | Q1 2020 | Q2 2020 | H1 2020 | Q3 2020 | Q4 2020 | FY 2020 | Q1 2021 | Q2 2021 | H1 2021 | Q3 2021 |
|--|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
| Group Active customers (m) | 13.3 | 14.6 | 14.6 | 15.4 | 16.3 | 16.3 | 16.7 | 17.0 | 17.0 | 16.9 |
| LATAM | 6.0 | 6.7 | 6.7 | 7.3 | 7.7 | 7.7 | 8.0 | 8.1 | 8.1 | 7.9 |
| CIS | 3.0 | 3.4 | 3.4 | 3.5 | 3.6 | 3.6 | 3.7 | 3.5 | 3.5 | 3.5 |
| SEA | 2.7 | 2.9 | 2.9 | 3.0 | 3.3 | 3.3 | 3.3 | 3.5 | 3.5 | 3.6 |
| ANZ | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 | 1.7 | 1.8 | 1.8 | 1.9 |
| Group – NMV/Active Customer (€) | 136.3 | 126.2 | 126.2 | 124.2 | 120.3 | 120.3 | 121.9 | 127.3 | 127.3 | 131.5 |
| % growth ¹ | 3.9% | (0.9)% | (0.9)% | (0.5)% | 0.9% | 0.9% | 3.6% | 14.9% | 14.9% | 15.5% |
| LATAM | 92.3 | 81.9 | 81.9 | 79.1 | 74.3 | 74.3 | 72.1 | 74.1 | 74.1 | 72.7 |
| % growth ¹ | 0.1% | (5.1)% | (5.1)% | (2.2)% | (0.3)% | (0.3)% | 2.8% | 11.8% | 11.8% | 4.5% |
| CIS | 206.8 | 196.8 | 196.8 | 194.5 | 191.8 | 191.8 | 193.5 | 206.2 | 206.2 | 218.3 |
| % growth ¹ | 13.5% | 8.5% | 8.5% | 8.2% | 9.6% | 9.6% | 12.3% | 26.3% | 26.3% | 29.2% |
| SEA | 107.8 | 102.8 | 102.8 | 106.6 | 103.6 | 103.6 | 109.4 | 109.1 | 109.1 | 111.4 |
| % growth ¹ | 1.3% | (2.2)% | (2.2)% | 0.1% | 0.3% | 0.3% | 5.9% | 12.1% | 12.1% | 9.2% |
| ANZ | 217.8 | 207.5 | 207.5 | 209.7 | 214.8 | 214.8 | 227.0 | 249.5 | 249.5 | 254.9 |
| % growth ¹ | 4.4% | (0.4)% | (0.4)% | (0.3)% | 1.2% | 1.2% | 3.8% | 16.7% | 16.7% | 17.4% |
| Group – Order frequency (m) | 2.6 | 2.5 | 2.5 | 2.5 | 2.6 | 2.6 | 2.7 | 2.8 | 2.8 | 2.8 |
| % growth | 2.7% | (3.6)% | (3.6)% | (4.3)% | (2.5)% | (2.5)% | 0.6% | 9.6% | 9.6% | 10.9% |
| Group - Number of orders (m) | 7.4 | 10.6 | 18.0 | 10.8 | 13.3 | 42.0 | 9.8 | 12.9 | 22.6 | 11.6 |
| % growth | 7.5% | 18.8% | 13.9% | 26.3% | 28.8% | 21.4% | 32.5% | 21.7% | 26.1% | 7.5% |
| Group - Average order value (€) | 50.5 | 46.1 | 47.9 | 46.7 | 44.7 | 46.6 | 46.0 | 47.4 | 46.8 | 49.3 |
| % growth ¹ | 5.2% | 3.3% | 4.1% | 6.5% | 0.1% | 3.5% | 4.0% | 8.5% | 6.6% | 4.5% |

(1) Growth rate is shown on a **constant currency** basis and therefore excludes the effect of foreign currency movements

QUARTERLY RECONCILIATION OF SEGMENT KPIS AND FINANCIALS (3/3)

| | Q1 2020 | Q2 2020 | H1 2020 | Q3 2020 | Q4 2020 | FY 2020 | Q1 2021 | Q2 2021 | H1 2021 | Q3 2021 |
|-----------------------------------|---------------|------------|---------------|-------------|-------------|-------------|---------------|-------------|------------|--------------|
| Group Adjusted EBITDA (€m) | (22.7) | 9.5 | (13.2) | 10.3 | 19.3 | 16.4 | (11.5) | 11.6 | 0.1 | (7.5) |
| % margin | (8.3)% | 2.8% | (2.2)% | 3.1% | 4.6% | 1.2% | (3.8)% | 2.9% | 0.0% | (2.1)% |
| YoY change in % margin (ppt) | 1.5 | 3.8 | 2.6 | 5.9 | 4.4 | 4.0 | 4.5 | 0.1 | 2.2 | (5.0) |
| LATAM | | | 0.9 | | | 11.9 | | | (3.1) | |
| % margin | | | 0.5% | | | 3.2% | | | (1.9)% | |
| YoY change in % margin (ppt) | | | | | | 1.7 | | | (2.4) | |
| CIS | | | 5.9 | | | 27.0 | | | 13.1 | |
| % margin | | | 2.7% | | | 6.0% | | | 5.8% | |
| YoY change in % margin (ppt) | | | | | | 5.0 | | | 3.1 | |
| SEA | | | (7.9) | | | (6.9) | | | (4.7) | |
| % margin | | | (6.5)% | | | (2.5)% | | | (3.4)% | |
| YoY change in % margin (ppt) | | | | | | 7.5 | | | 3.1 | |
| ANZ | | | (2.1) | | | 13.2 | | | 4.2 | |
| % margin | | | (2.1)% | | | 5.1% | | | 2.5% | |
| YoY change in % margin (ppt) | | | | | | 4.4 | | | 4.6 | |

FINANCIAL DEFINITIONS

1

Active Customers are the number of customers who have purchased at least one item after cancellations, rejections and returns in the last twelve months.

2

EBITDA is calculated as loss before interest and tax adjusted for depreciation of property, plant and equipment and right-of-use assets, amortisation of intangible assets and impairment losses.

3

Adjusted EBITDA is calculated as loss before interest and tax adjusted for depreciation of property, plant and equipment and right-of-use assets, amortisation of intangible assets and impairment losses, and adjusted for share-based payment (income)/expenses, Group recharges, change in estimate of prior year tax provision, fulfilment centre closure costs, continuity incentives and Group tech tax consultancy fees.

4

Net Merchandise Value (“NMV”) is defined as the value of goods sold including value-added tax (“VAT”)/goods and services tax (“GST”) and delivery fees, after actual or provisioned rejections and returns.

5

Order frequency is defined as the average number of orders per customer per year (calculated as the last twelve month’s orders divided by active customers).

6

Average order value is defined as the NMV per order.