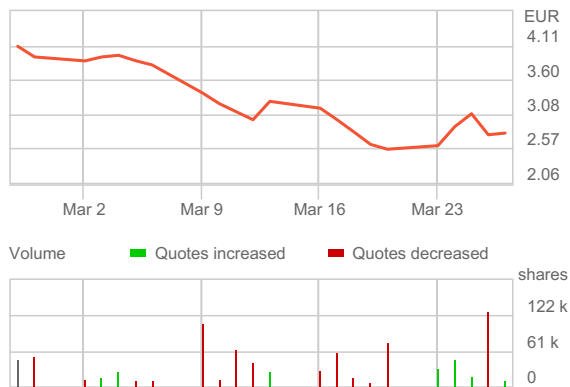


COMPANY PROFILE

home24 is a leading home & living pure-play e-commerce platform in continental Europe and Brazil. With over 100,000 SKUs sourced from over 500 suppliers, home24 offers its customers a unique selection of large and small furniture items, outdoor furniture, mattresses and lighting products. home24 is headquartered in Berlin and has more than 1,000 employees worldwide. The company is active in seven European markets: Germany, France, Austria, the Netherlands, Switzerland, Belgium and Italy. home24 is also active in Brazil. In Europe, the company delivers its products - regardless of size and weight - free of charge to its customers' homes and also offers free returns. The product offering of home24 comprises numerous brands, including a large number of private labels. Further information can be found on the company's website: www.home24.com

SHARE CHART



SHAREHOLDER STRUCTURE

18.99%	Ari Zweiman
11.78 %	Kinnevik AB (publ)
10.91%	Rocket Internet SE
7.80 %	Baillie Gifford & Co
7.65 %	MainFirst SICAV
3.13 %	Amiral Gestion
39.74 %	Free Float/Other ¹⁾

¹⁾ Free Float / Other refers to shareholdings with less than three percent in home24 SE.

MANAGEMENT BOARD



Marc Appelhoff
(CEO)



Johannes Schaback



Brigitte Wittekind

SUPERVISORY BOARD

> **Lothar Lanz, Chairman**

> **Franco Danesi**

> **Verena Mohaupt**

> **Magnus Agervald**

STOCK FUNDAMENTALS

ISIN	DE000A14KEB5
WKN	A14KEB
Share type	Common Stock
Bloomberg Code	H24@GR
Ticker	H24
Branch	Retail
Segment	Prime Standard
Initial listing of shares	2018-06-15
Issue price	EUR 23.00
No. of shares	26,409,186
Stock exchanges	Frankfurt Stock Exchange, XETRA

FINANCIAL CALENDAR

Apr 07, 2020	Publication annual financial report
May 12, 2020	Publication quarterly financial report (call-date Q1)
Jun 03, 2020	Annual General Meeting
Aug 18, 2020	Publication half-yearly financial report
Nov 10, 2020	Publication quarterly financial report (call-date Q3)

FACT SHEET

ANNUAL FIGURES

	For the year ended December 31,			For the nine months ended September 30,	
	2016	2017	2018	2018	2019
	(audited) (in € million)			(unaudited) (in € million)	
Revenue	243.8	275.7	312.7	221.1	262.5
Cost of Sales	(141.7)	(152.7)	(176.2)	(124.4)	(147.8)
Gross profit	102.1	123.0	136.5	96.7	114.7
Selling and distribution costs	(114.4)	(127.2)	(160.0)	(112.9)	(138.1)
Administrative expenses	(44.0)	(43.2)	(45.2)	(32.9)	(33.0)
Other operating income	0.9	1.4	2.0	1.1	1.2
Other operating expenses	(2.2)	(0.7)	(1.6)	(0.6)	(1.4)
Operating result (EBIT)	(57.6)	(46.8)	(69.6)	(49.3)	(57.7)
Finance income	1.4	0.5	1.1	0.6	0.6
Finance cost	(3.3)	(3.7)	(4.6)	(3.1)	(3.9)
Finance cost - net	(1.9)	(3.2)	(3.5)	-	-
Loss before taxes (EBT)	(59.5)	(50.0)	(73.1)	(51.8)	(61.0)
Income taxes	(0.3)	0.2	0.3	(0.3)	0.4
Loss for the period	(59.5)	(32.6)	(61.8)	(52.1)	(60.6)
Other comprehensive income/loss for the period, net of tax	(0.4)	0.6	0.8	-	-
Total comprehensive loss for the period	(60.3)	(49.2)	(72.3)	-	-

home24 SE

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