

# Earnings call *presentation:* Q1 2025.

● SEVENUM, 6 MAY 2025

 Redcare



Presenting  
live from  
Sevenum.





# Today's presenters.

Olaf Heinrich,  
Chief Executive Officer.

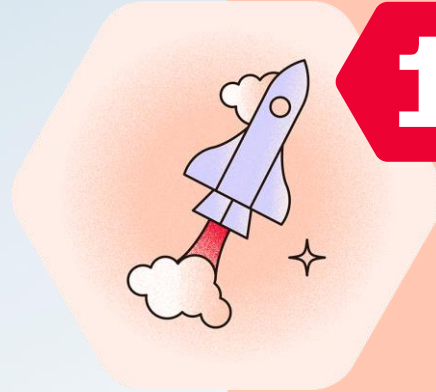
Jasper Eenhorst,  
Chief Financial Officer.



# Today's agenda.

- 1** Financial performance.
- 2** General update.
- 3** Outlook and guidance 2025.





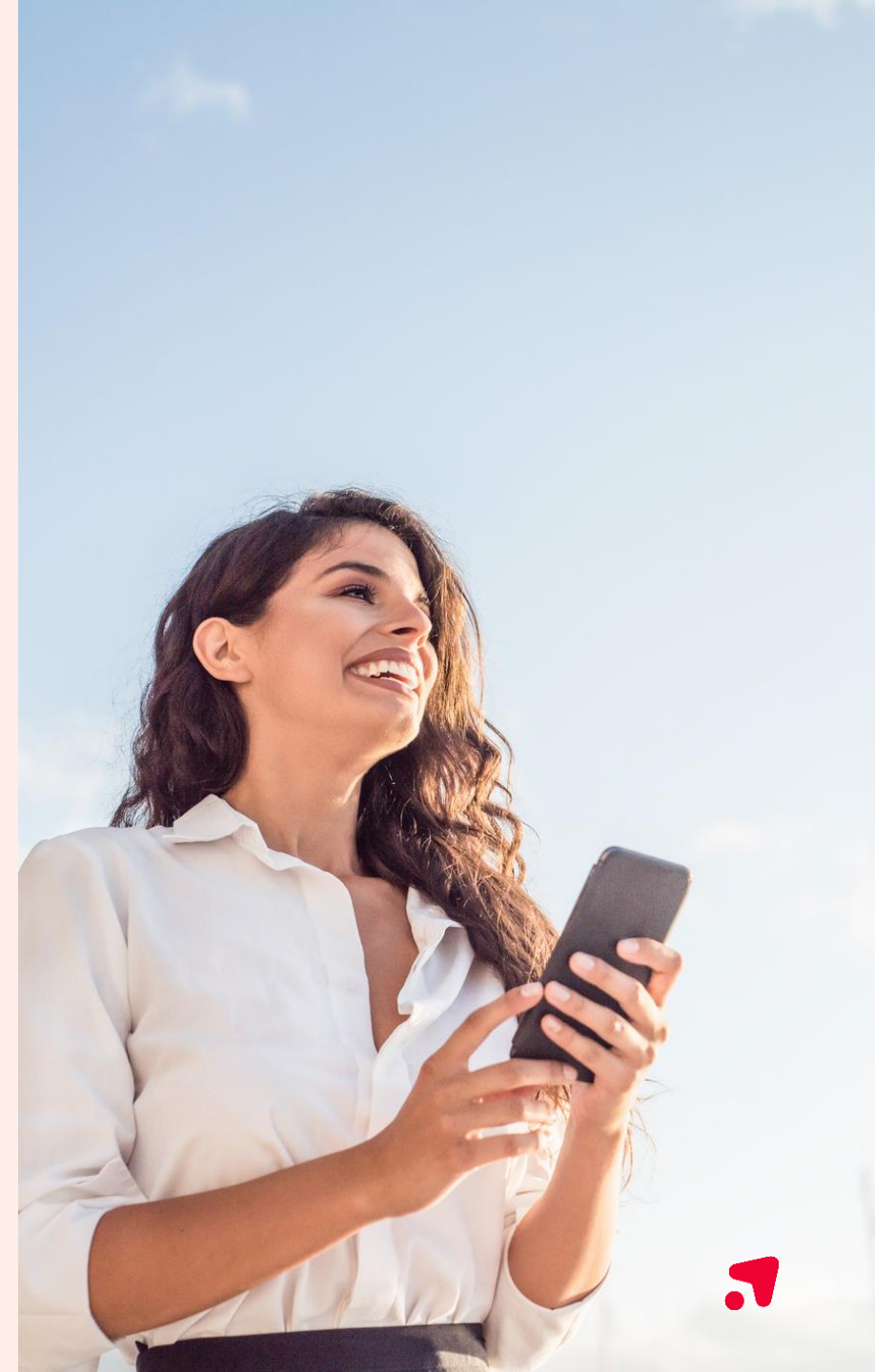
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*Financial*  
performance.

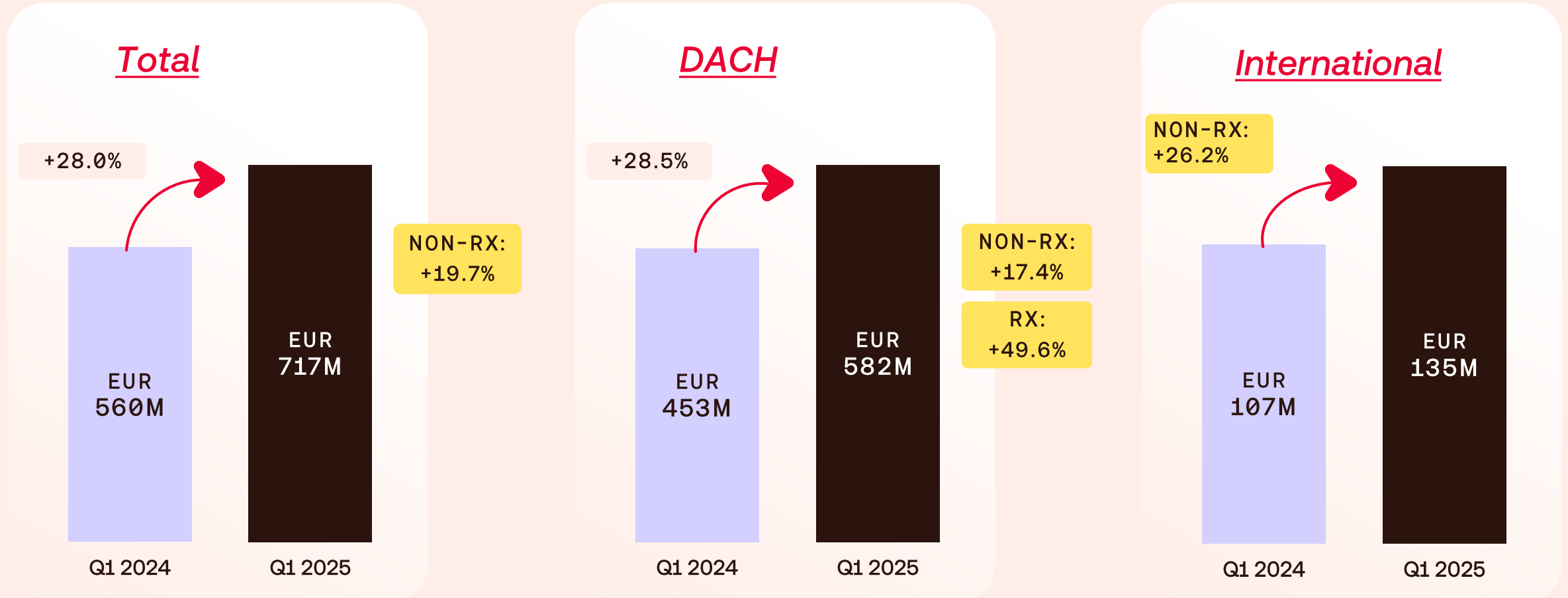


# Q1 2025 financial highlights.

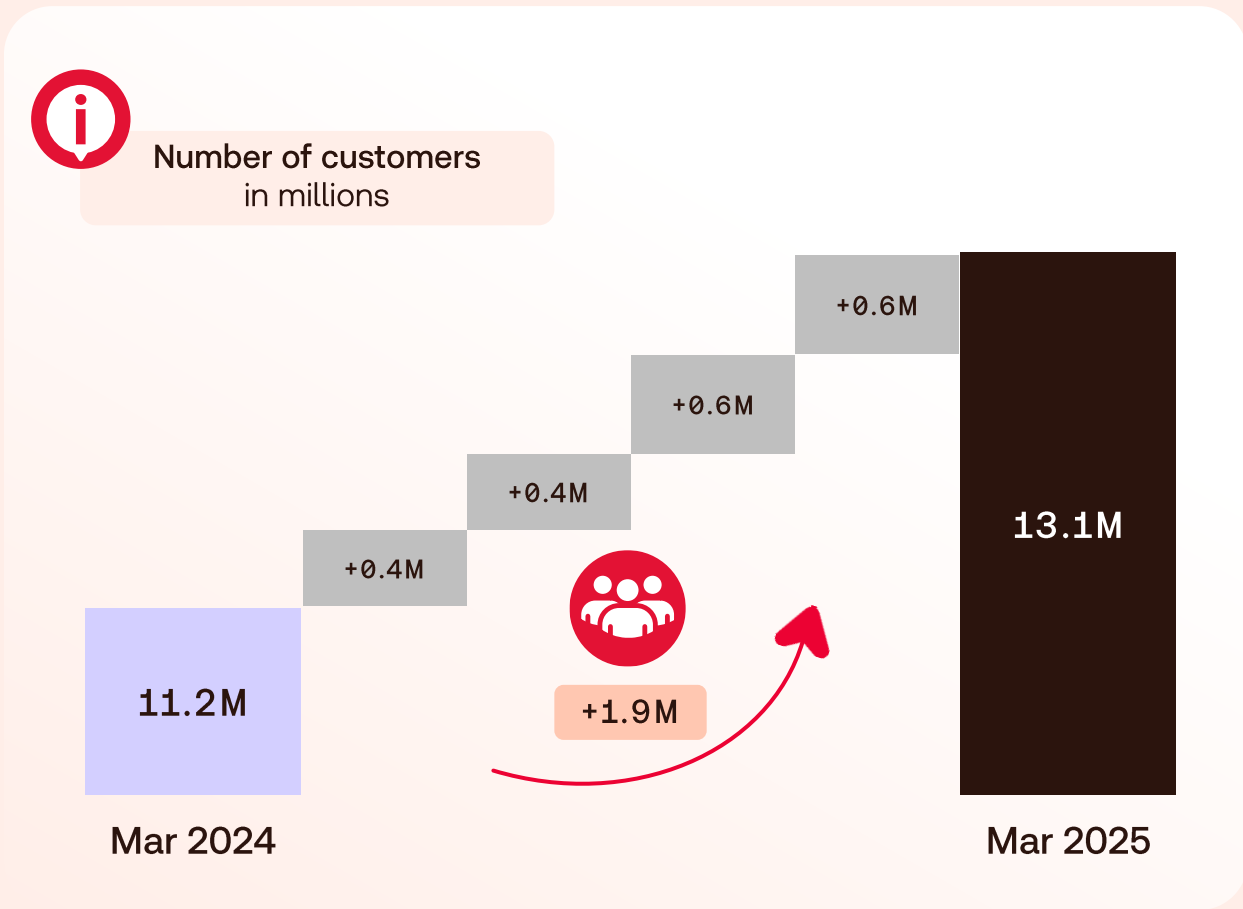
- ▶ **Successful start with continued fast growth.**  
Group sales up 28% year over year in Q1 2025, fully organic and driven by Rx, reaching EUR 717M.
- ▶ **Non-Rx growth 20%.**  
+17% in the DACH segment and +26% in the International segment.
- ▶ **Fast year-over-year increase of Rx sales in Germany.**  
+191% compared to Q1 2024.
- ▶ **Positive adj. EBITDA 1.3%.**  
Operational strength maintained while investing in Rx growth.
- ▶ **Full-year 2025 guidance confirmed.**  
Growth of total sales, non-Rx and Germany-Rx, and adj. EBITDA margin.



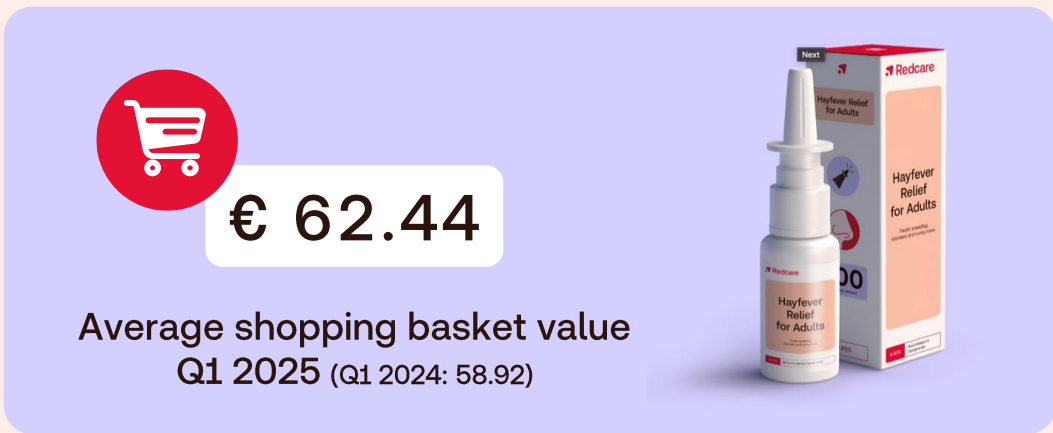
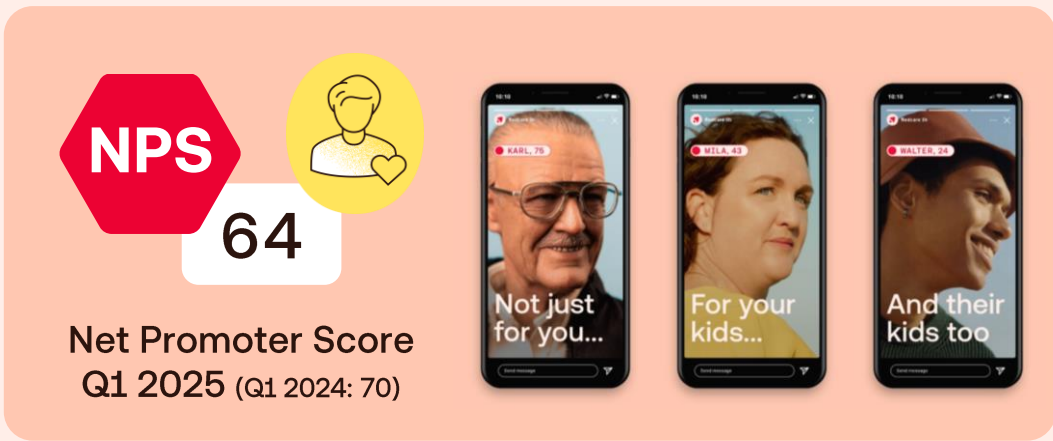
Growth across all regions: total sales up 28%, strong Rx momentum in Germany continues.



Rx drives higher basket value and customer base.



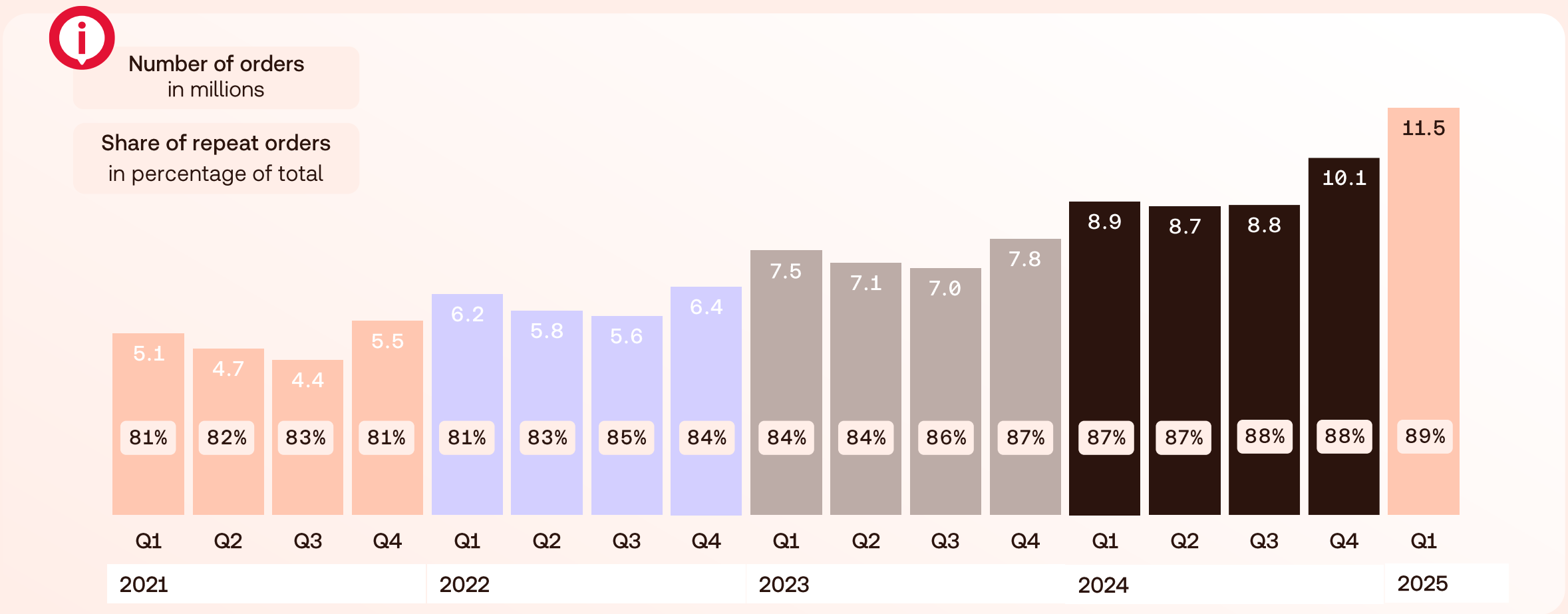
Note: due to rounding, total may differ from sum of quarters.



Definition: average gross value (inc. VAT) of orders received from end-customers and patients (B2C), predominantly via online shops for own-stock business, divided by total related number of orders placed in a given time period. Rx sales for Switzerland and the Netherlands are excluded, as are B2B orders.



Orders rising to new highs, up year over year 2.6M to 11.5M.



Orders: sales to end-customers / patients (B2C) both own-stock and platform business. Repeat orders exclude platform-only customers.



# Sales up 28% year over year, with positive EBITDA.

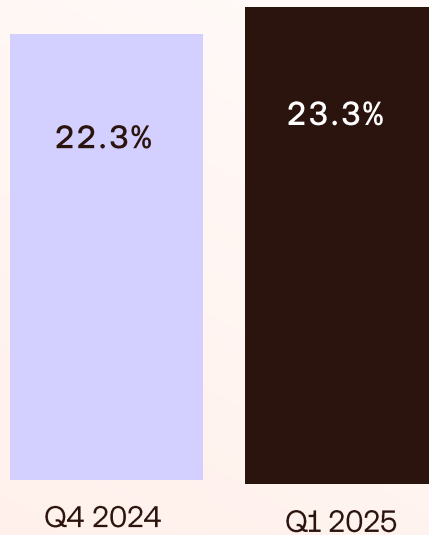
Quarter-over-quarter improvement on all levels.

in millions of euro, adjusted numbers	Quarter over quarter			Year over year		
	Q4 2024	Q1 2025	Better or (worse)	Q1 2024	Q1 2025	Better or (worse)
Sales	675	717	6.2%	560	717	28.0%
Gross profit margin	22.3%	23.3%	1.0 pp	23.4%	23.3%	(0.1) pp
Selling & distribution margin	(20.2)%	(19.4)%	0.8 pp	(18.4)%	(19.4)%	(1.0) pp
Administrative cost margin	(2.8)%	(2.7)%	0.1 pp	(2.9)%	(2.7)%	0.2 pp
Adj. EBITDA margin	(0.7)%	1.3%	2.0 pp	2.1%	1.3%	(0.8) pp
Adj. EBITDA	(5)	9	14	12	9	(3)
EBITDA	(6)	8	14	11	8	(3)

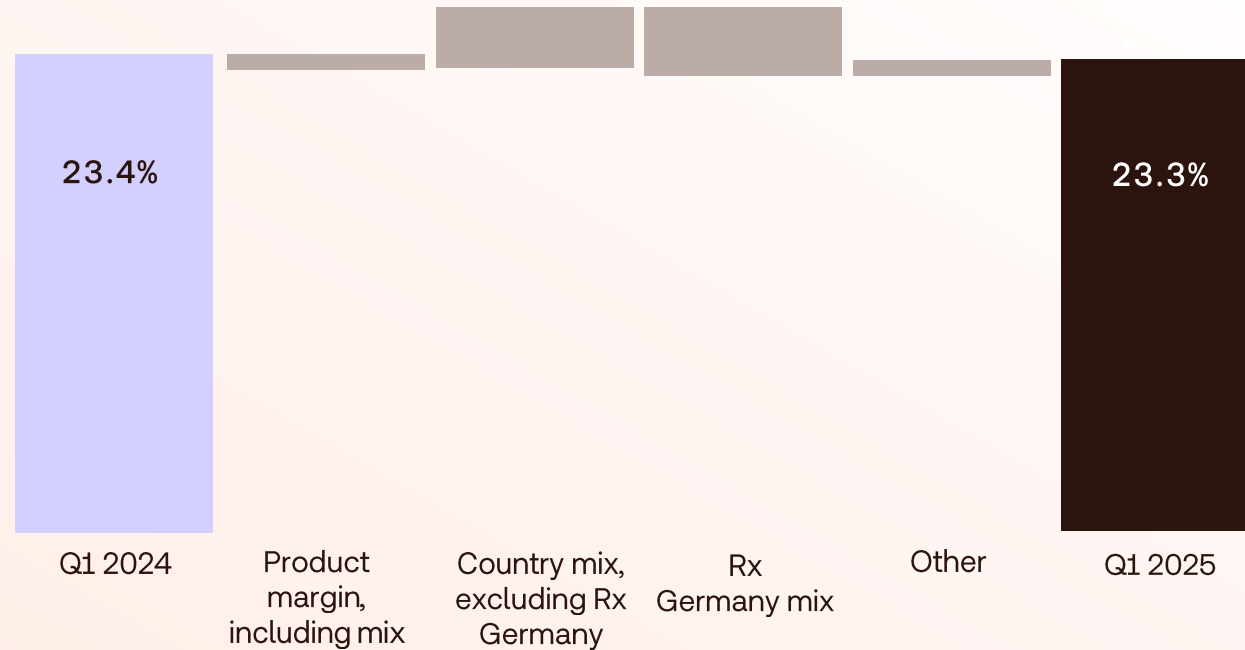


Gross margin stable year over year and improved quarter over quarter.

Adjusted gross profit margin  
in percentage of sales



Adjusted gross profit margin  
in percentage of sales

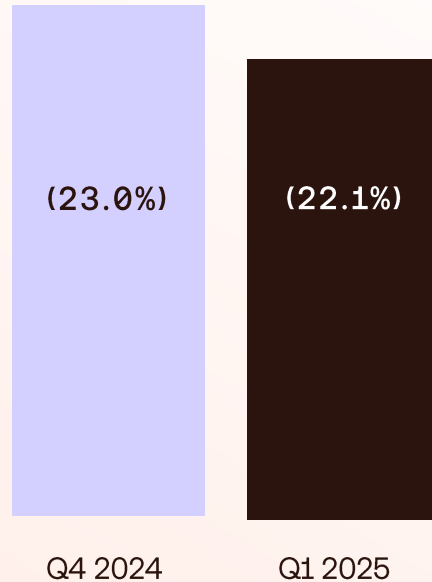


Source: Redcare Pharmacy



Higher marketing spend in part offset by productivity and scale.

Adjusted SD&A costs  
in percentage of sales



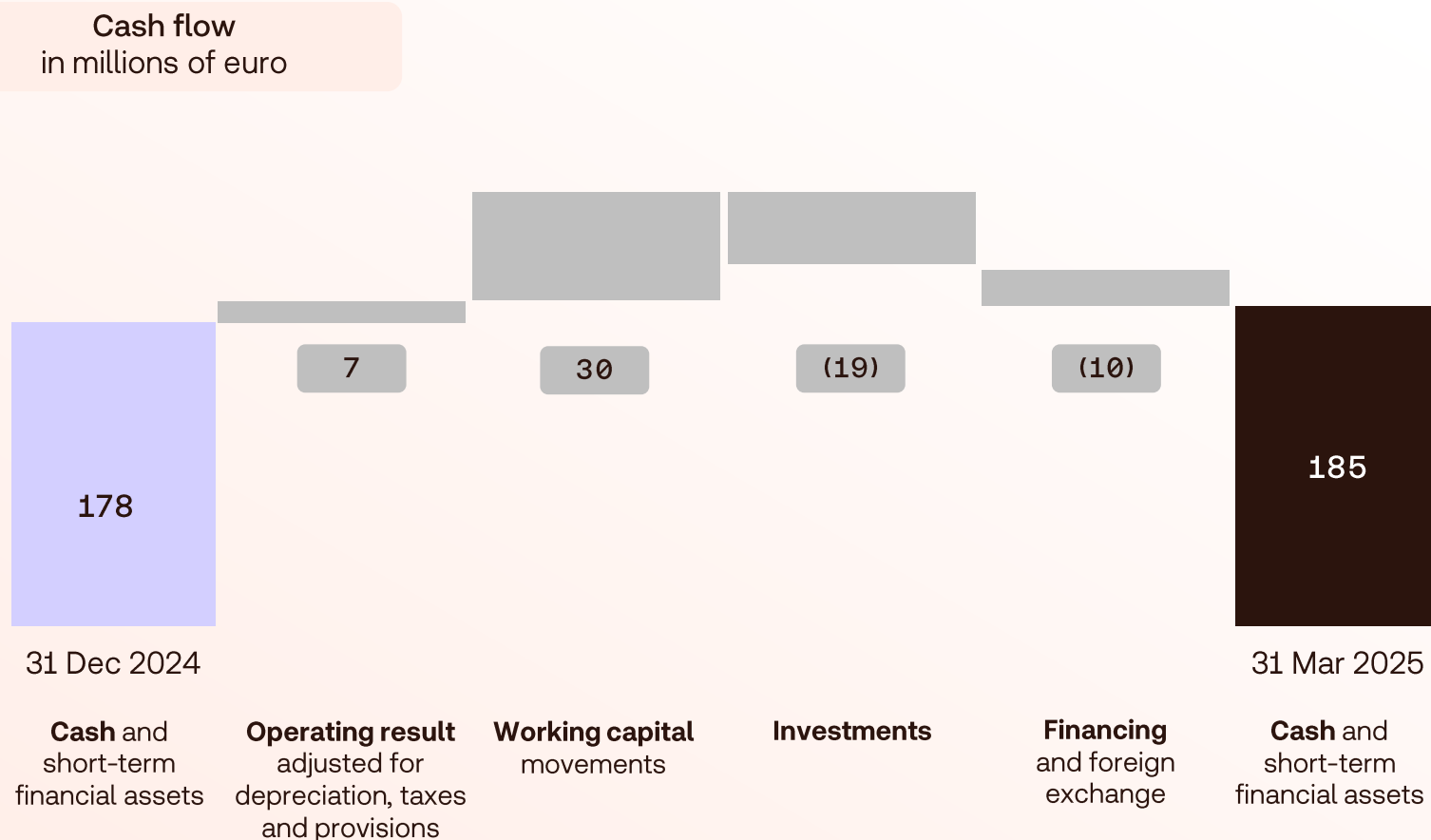
Adjusted SD&A costs  
in percentage of sales



Source: Redcare Pharmacy



## Cash flow EUR +7M in Q1.



Operating result  
EUR +7 million.

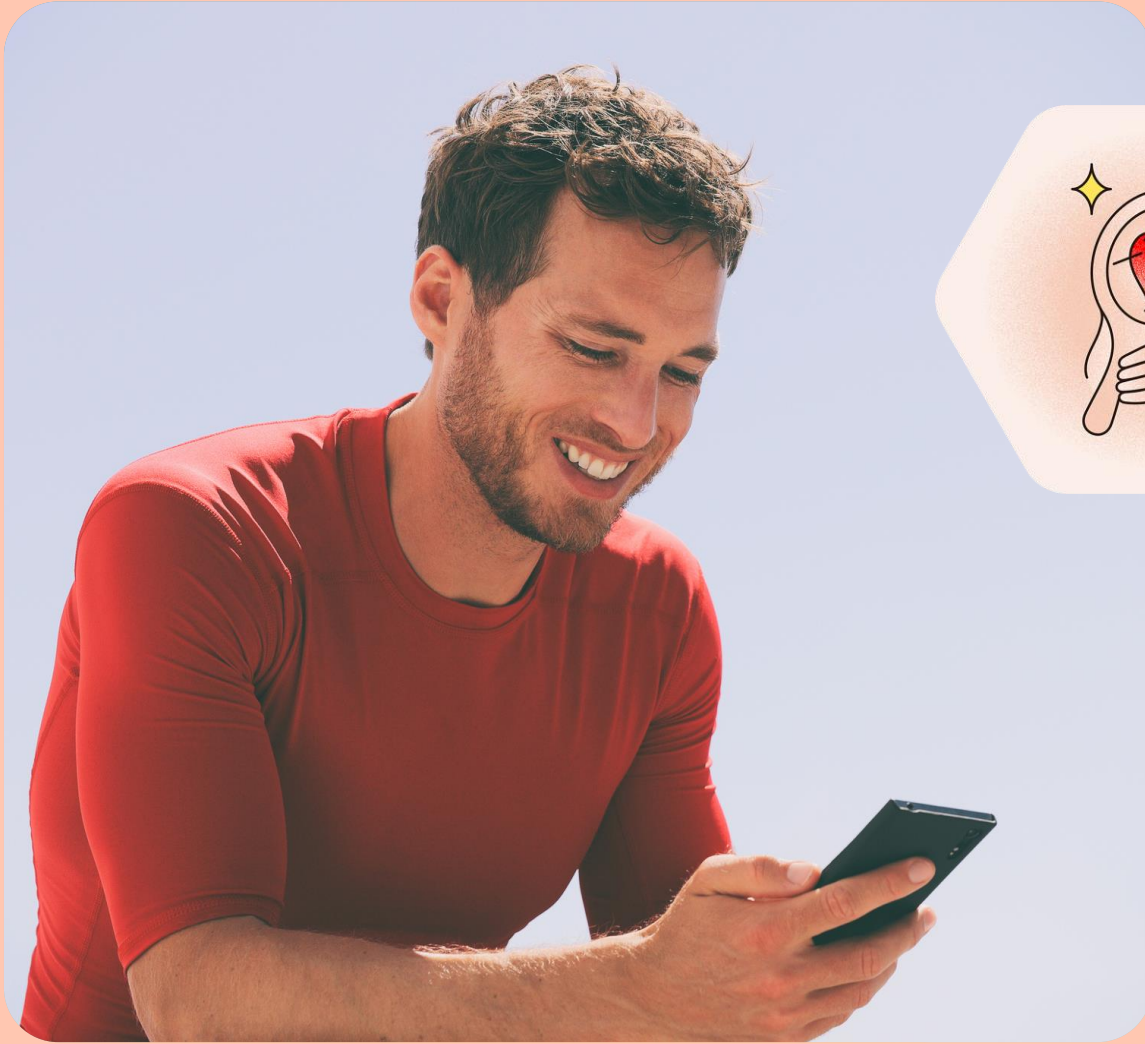
Working capital  
EUR +30 million.  
Mainly from seasonality.

Investments  
EUR -19 million.  
IT and PP&E, including the commencement of e-Rx automation project.

Financing  
EUR -10 million.  
Regular leasing, debt and financing. In addition, EUR -5.1 million, being the 49% share of the CHF 10M MediService dividend pay-out to Galenica AG, partner in MediService.





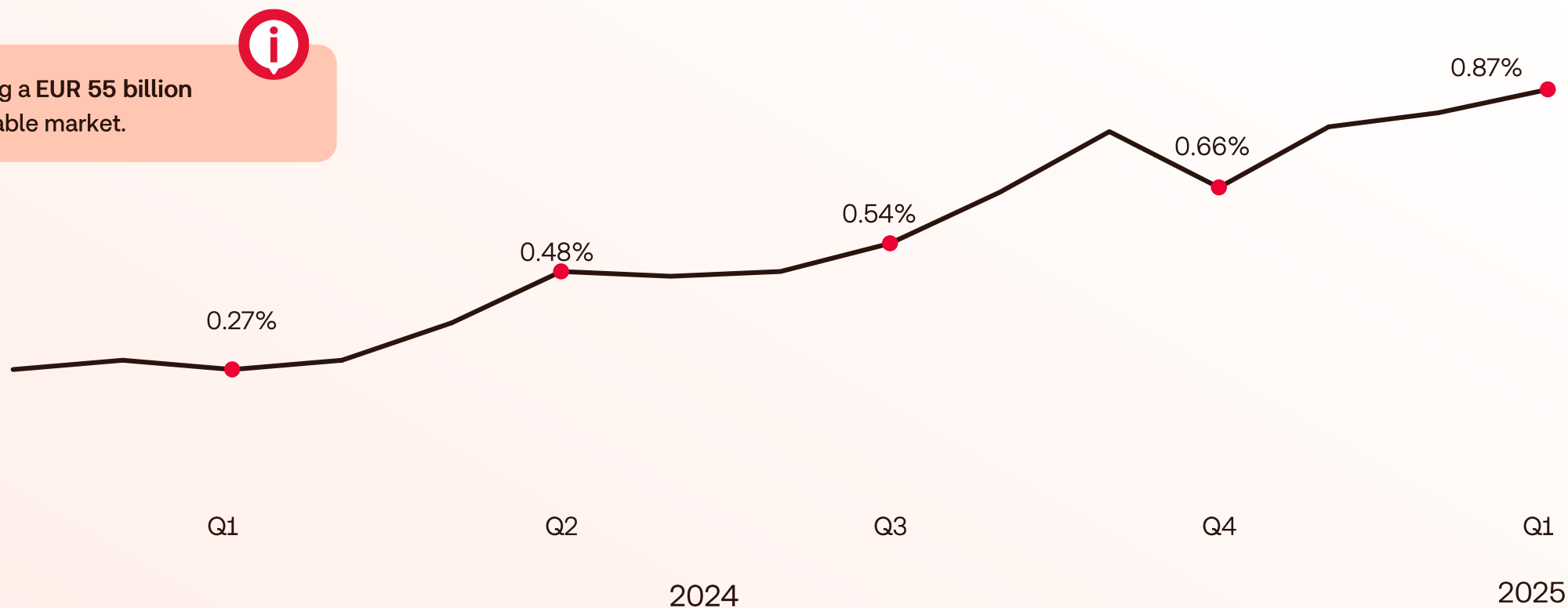


# General update.

## Redcare's Rx market share keeps growing.

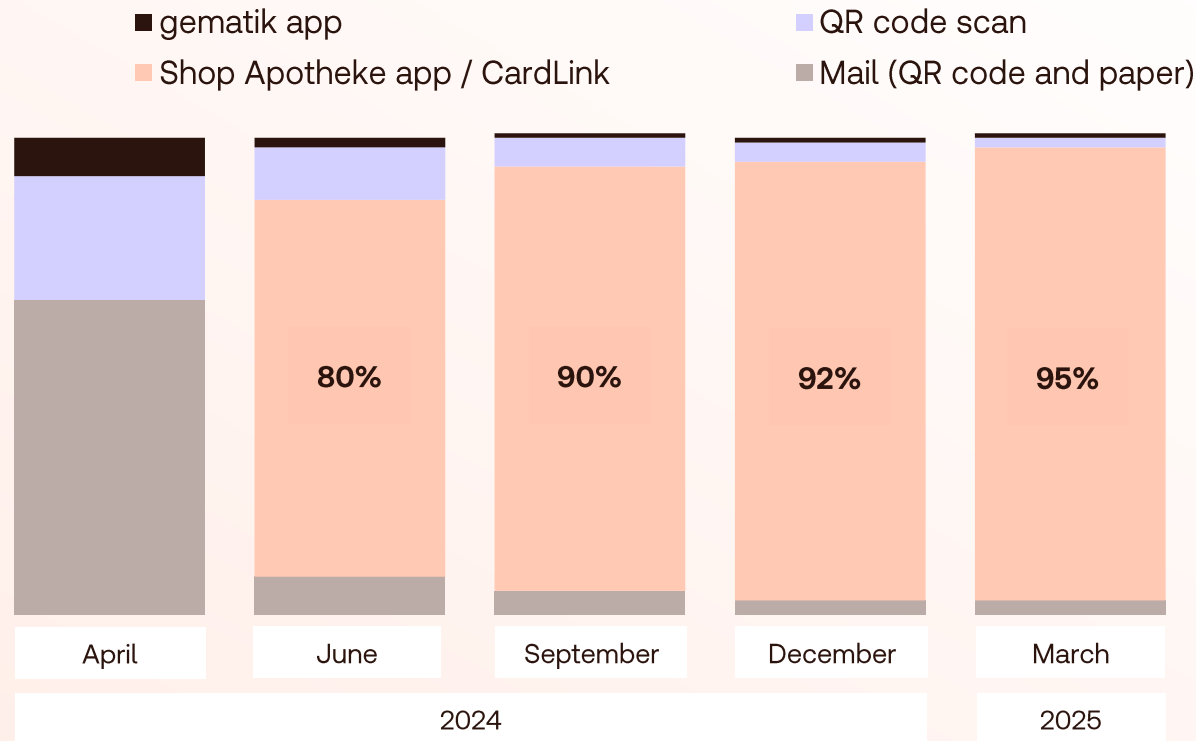
Redcare's market share of Rx sales in Germany per monthly average; numbers shown are for the last month of the quarter.

Assuming a EUR 55 billion addressable market.



# Successful transformation into an app business.

Share of Redcare Rx prescriptions by channel received\*.



## Customers

- One-stop pharmacy on smartphone: *a pharmacy at your finger-tip.*
- Fully digital journey.
- Convenient personalised 1/1 communication.

## Redcare

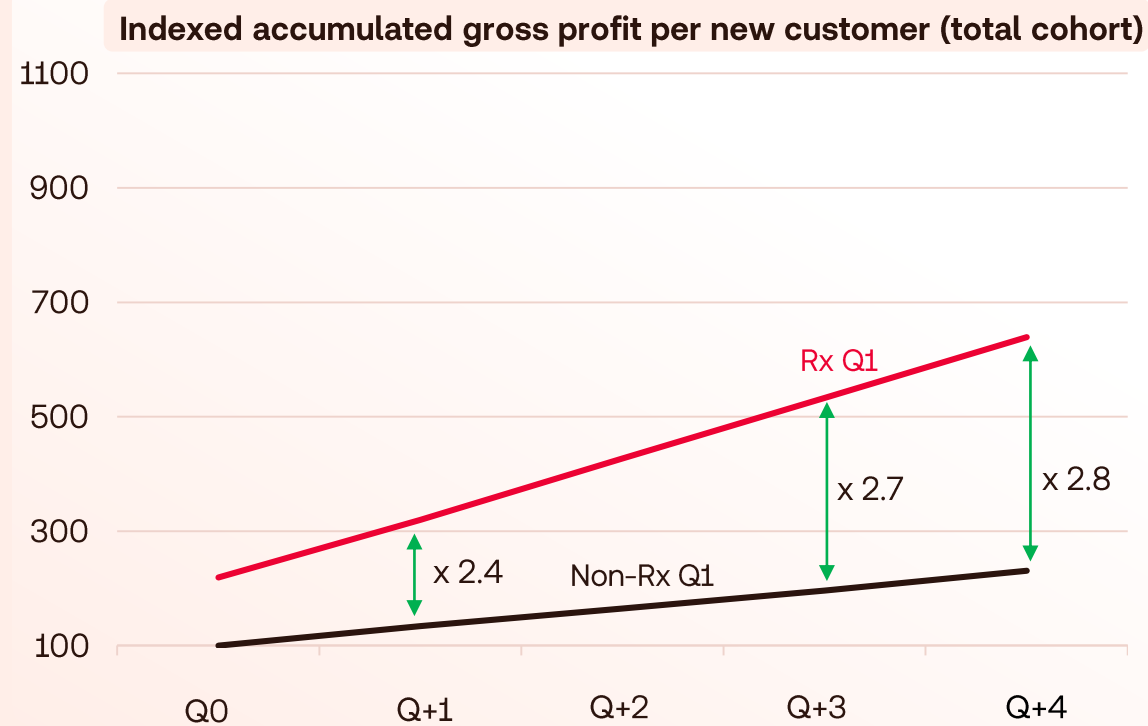
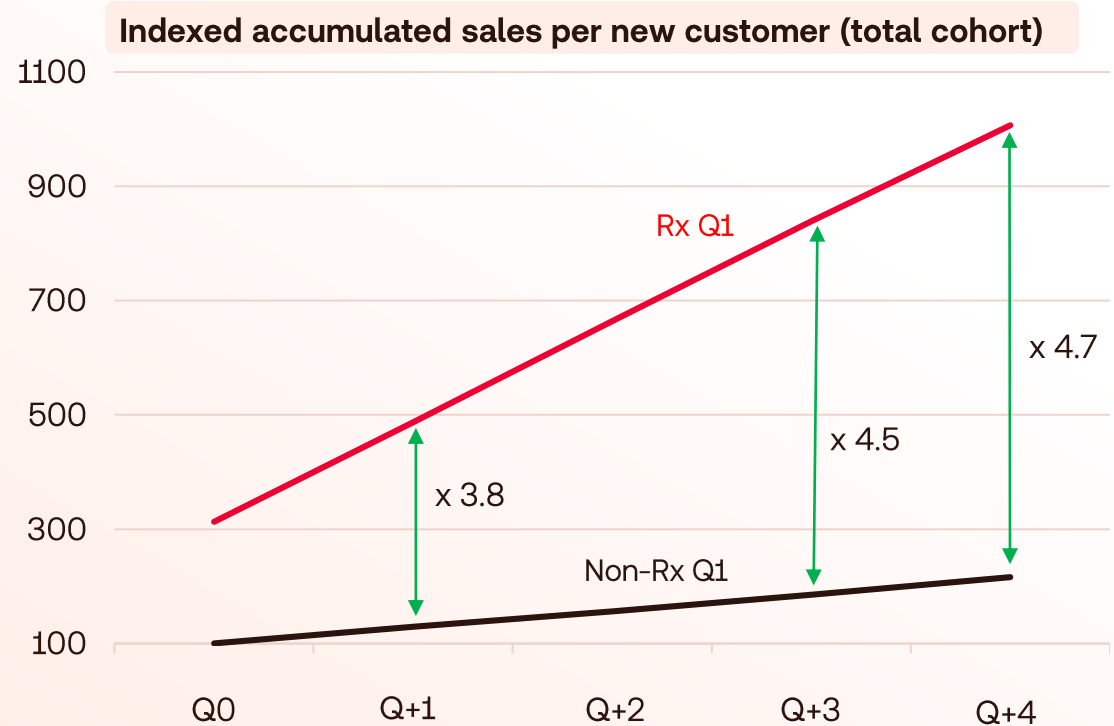
- Higher customer loyalty.
- Reduced marketing cost after app installment.
- Higher agility to build best product.

\*Comprising of only Rx prescriptions from patients on Statutory Health Insurance (SHI / GKV).



Rx cohorts already outperform strong non-Rx cohorts in year 1 by a multiple.

Start Q1/2024 = Q0



- Main drivers for better cohort performance: active rate (share of returning customers after first order), average order value, order frequency.
- Metrics driven by high share of patients with chronic conditions.



## Successful placement of new convertible bonds and buy-back of existing on 8 April.

### Rationale:

- ▶ Refinance outstanding 2021 convertible bond, lengthening the maturity profile. Previous 7-year bond included a put option right for investors for repayment in January 2026.
- ▶ Pro-active balance sheet management to strengthen capital structure.
- ▶ Enhance long-term financial flexibility.
- ▶ New bond: EUR 300M, 7-year put-5, conversion price (rounded) EUR 174 and effective conversion price EUR 194, yearly coupon 1.75%, 110% premium redemption.







# Outlook and guidance 2025.

# Guidance, full-year 2025.

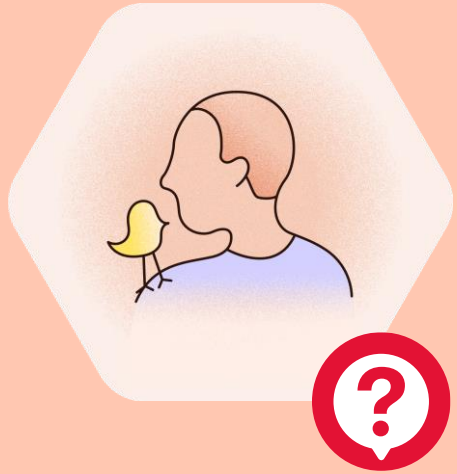
- ▶ Total sales growth in excess of 25%.
- ▶ Rx in Germany in excess of EUR 0.5 billion.
- ▶ Non-Rx total company growth in excess of 18%.
- ▶ Adj. EBITDA margin positive 2% to 2.5%.

The market and industry remain dynamic. **As always, we will optimise growth and margins, and short and longer-term value creation,** and will anticipate on results and developments.

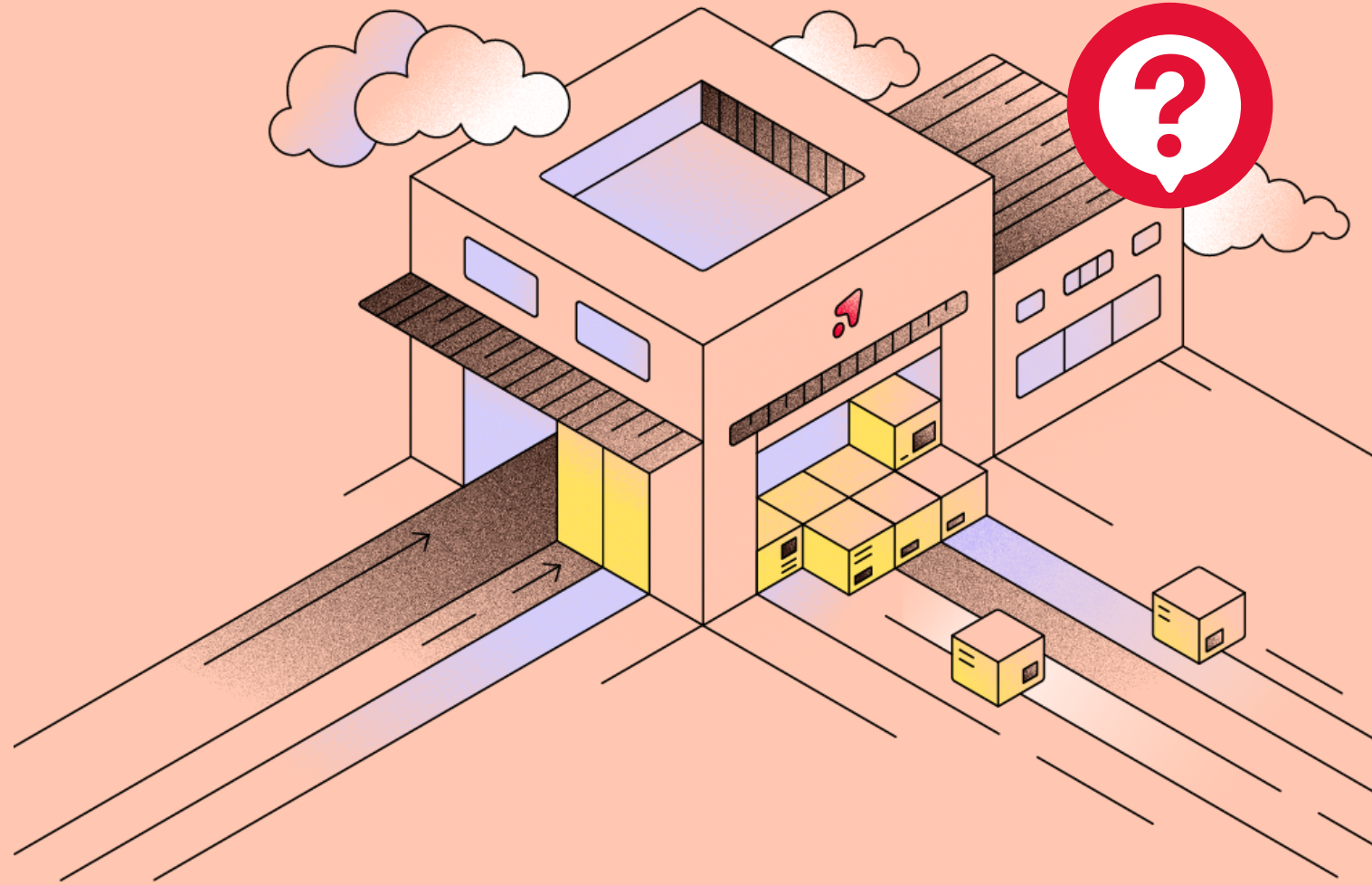


Mid- to longer-term guidance of adjusted EBITDA margin in excess of 8% unchanged.





Time to  
ask questions.



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# Thank you.



Interim Report Q1 2025 can be  
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[www.ir.redcare-pharmacy.com](http://www.ir.redcare-pharmacy.com)

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