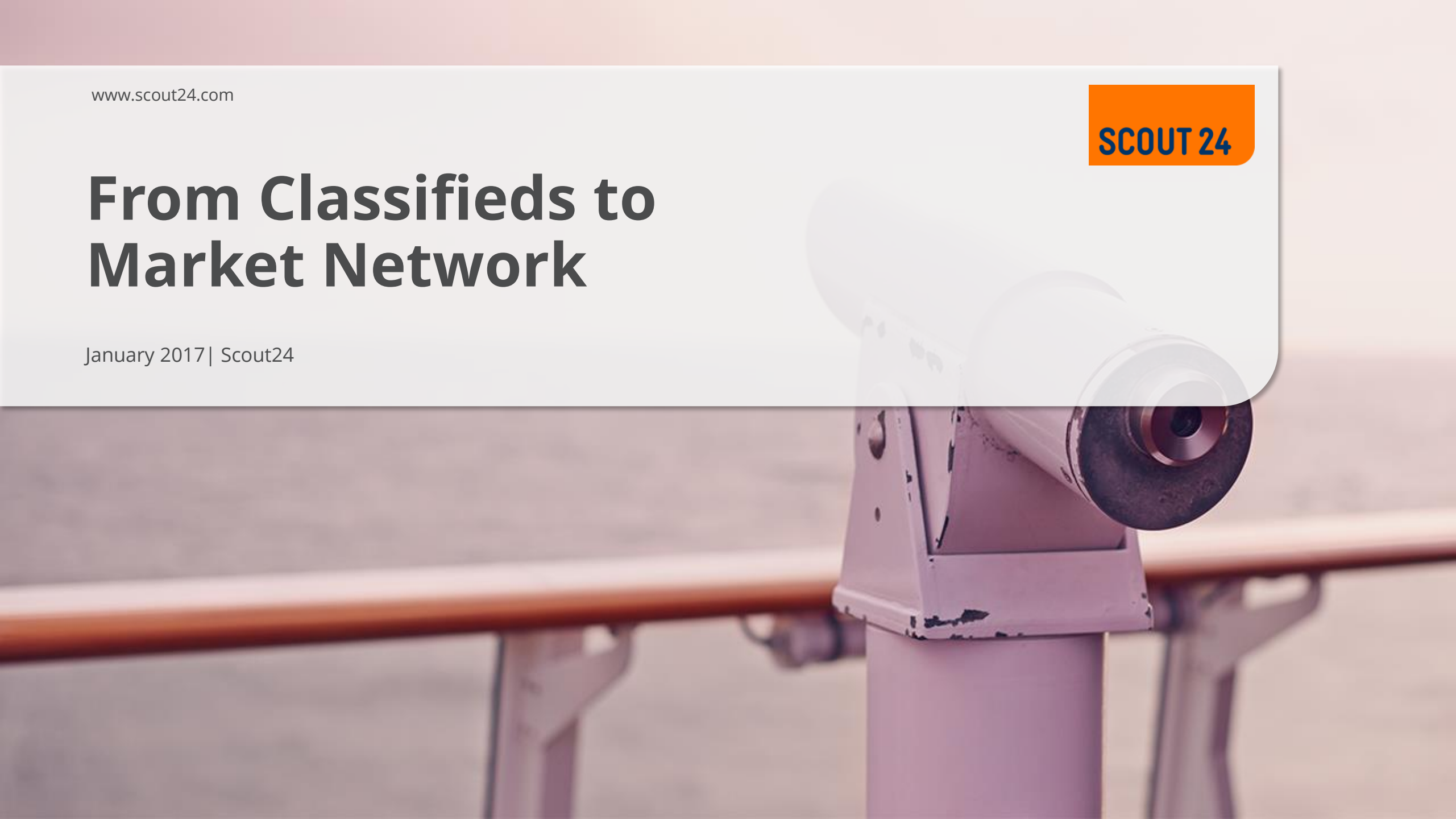


www.scout24.com

SCOUT 24

From Classifieds to Market Network

January 2017 | Scout24



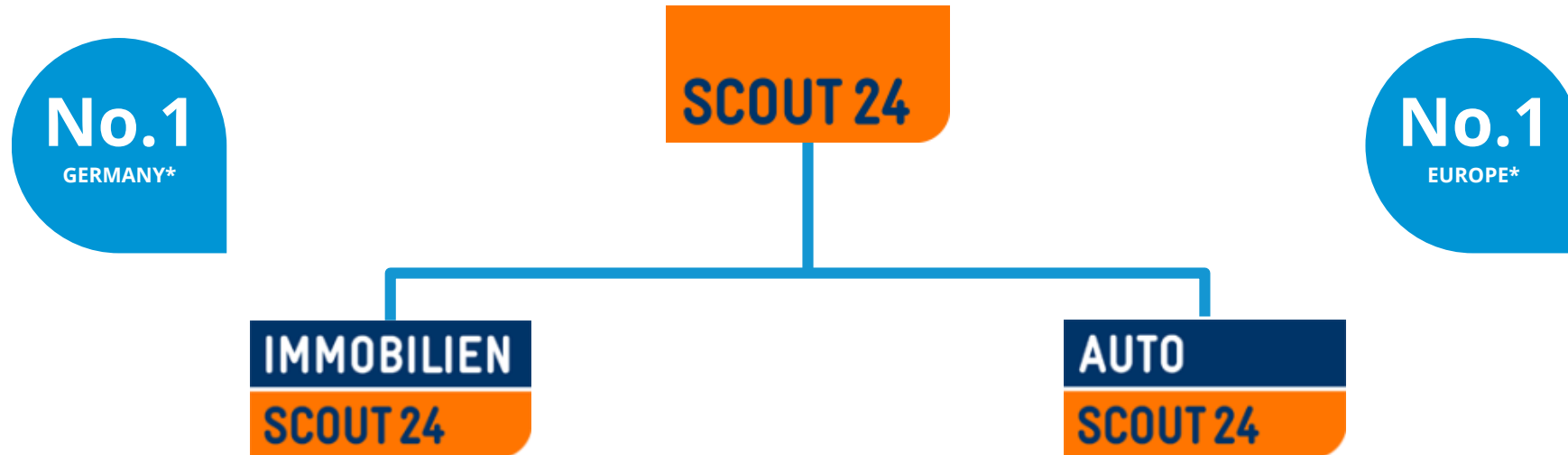
Inspiring people's best decisions.
We connect people, cars and
homes.



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Two Leading Digital Marketplaces Under One Roof

Ready to Lead and Shape Market Network



- ✓ around 12m Unique Users/month in Germany¹
- ✓ more than 25 thousand customers in Germany²
- ✓ more than 2.6m active App-User/month in Germany³

- ✓ around 8m Unique Users/month in Germany¹
- ✓ more than 40 thousand customers in Europe²
- ✓ more than 1.9m active App-User/month in Germany³

* For IS24 In terms of listings; based on management estimates; For AS24 In terms of listings; compared against local competitors in the respective markets; Autobiz (December 2016)

¹ Source AGOF, October 2016

² Management estimates, June 2016

³ Management estimates, Average 2016

SCOUT 24

Our marketplaces act in the industries driving the worlds 4th largest economy

25%
OF THE
GERMAN
GDP



- Mortgage loans
- Home insurance
- Utilities
- Moving expenses
- Renovation

Property Sector
in Germany ¹

c.€510bn+

Property Transaction Value
c.€137bn

Agent Commission
Pool
c.€6bn

Marketing Spending
c.€0.8bn

Online Marketing
c.€0.3bn

IMMOBILIEN
SCOUT 24



- New cars retail
- Used cars retail
- After-sales market
- Auto finance & leasing
- Car insurance

Automotive Sector
in Germany ¹

c.€280bn+

Automotive Advertising
(incl. OEM)

€2bn+

Automotive Dealer Marketing
€0.6bn

Automotive
Classifieds
c.€0.3bn

AUTO
SCOUT 24

¹ Source: OC&C analysis.

SCOUT 24

Consumer behavior is driving
classifieds business models

Automotive and property
classified businesses face
fundamental changes in their
markets

Connected car

Political
regulations

Shortage of
supply

Pro-active
consumers

Shared
economy

Increasing
transparency

Urban mobility
lifestyle

Smart home

Digital activity is increasingly influencing the market dynamics

Driver-Services

Meta-Apps

Digitization of transaction

Communication Channels

Niche-Market Start-Ups

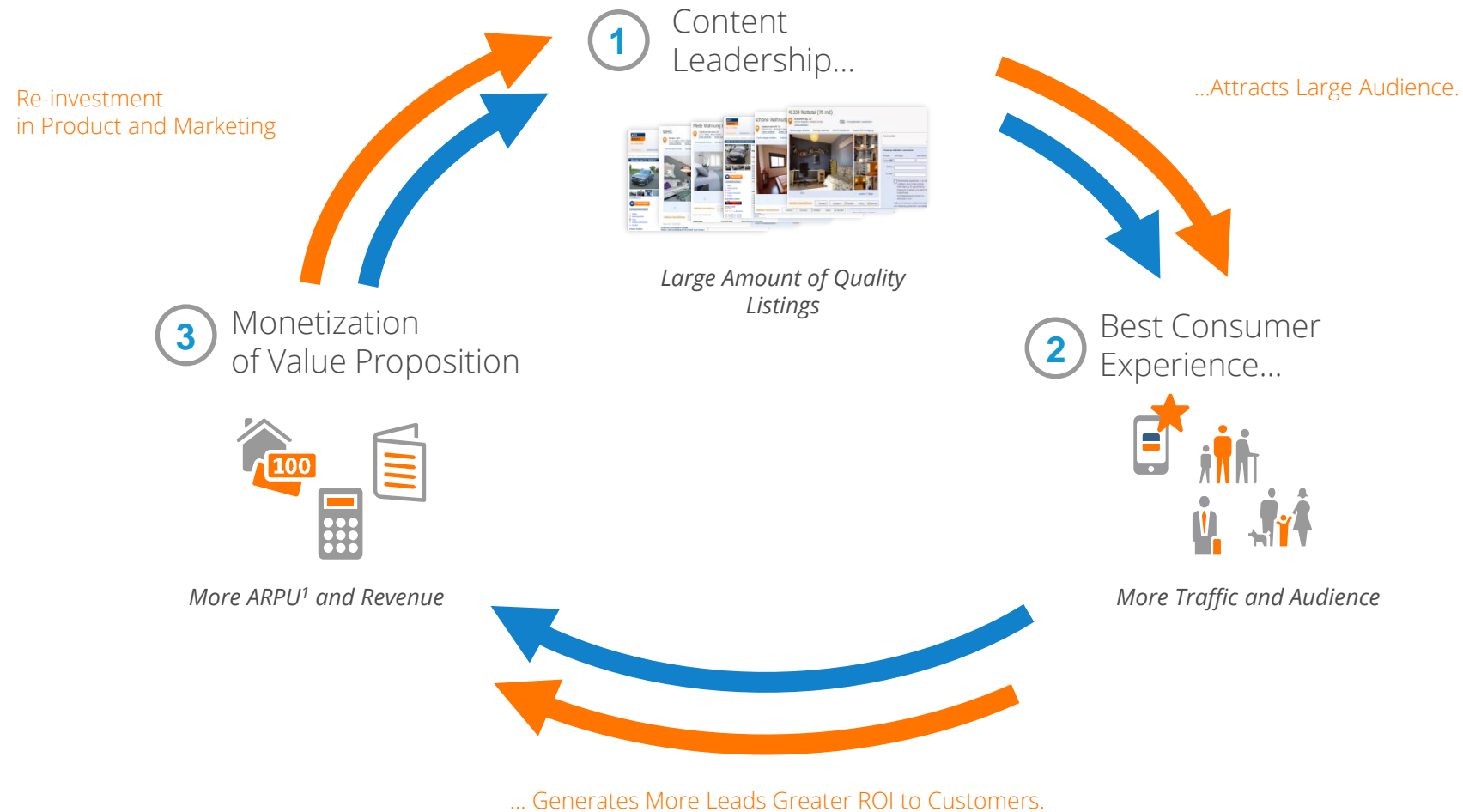
Online only service providers

Social Networks

Peer-to-Peer Marketplaces

Content Leadership and Consumer Experience Driving Monetization

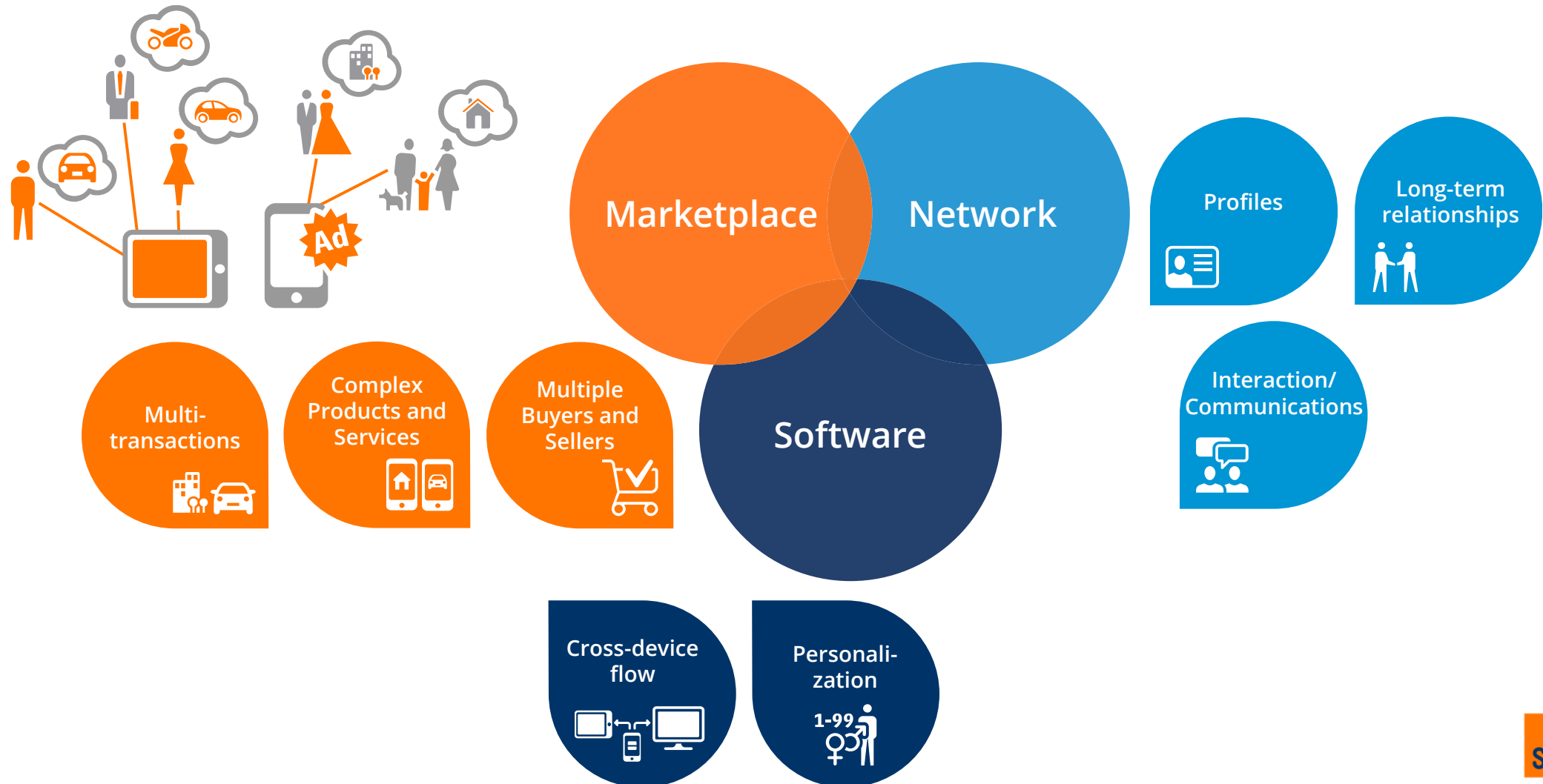
Matching Supply and Demand Remains the Core Competence



1. ARPU= Average Revenue Per User.

Evolving into Market Network

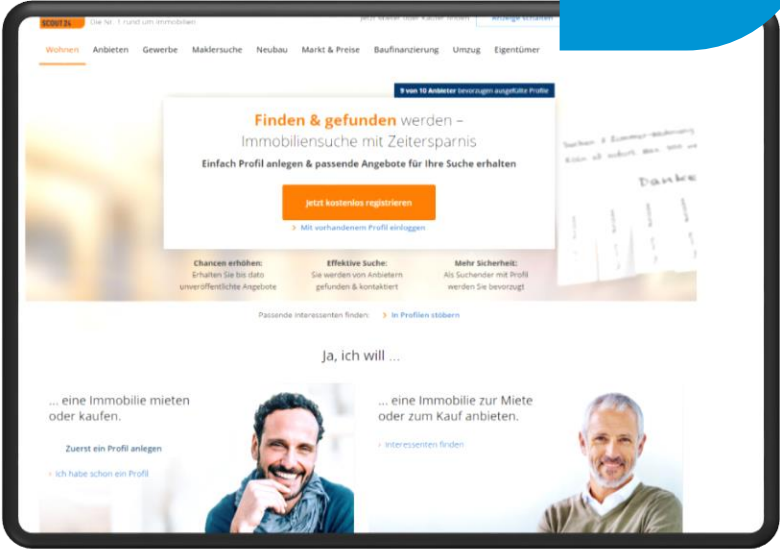
Transforming How People Get Products and Services



Creating Long-Term Relationships

Network

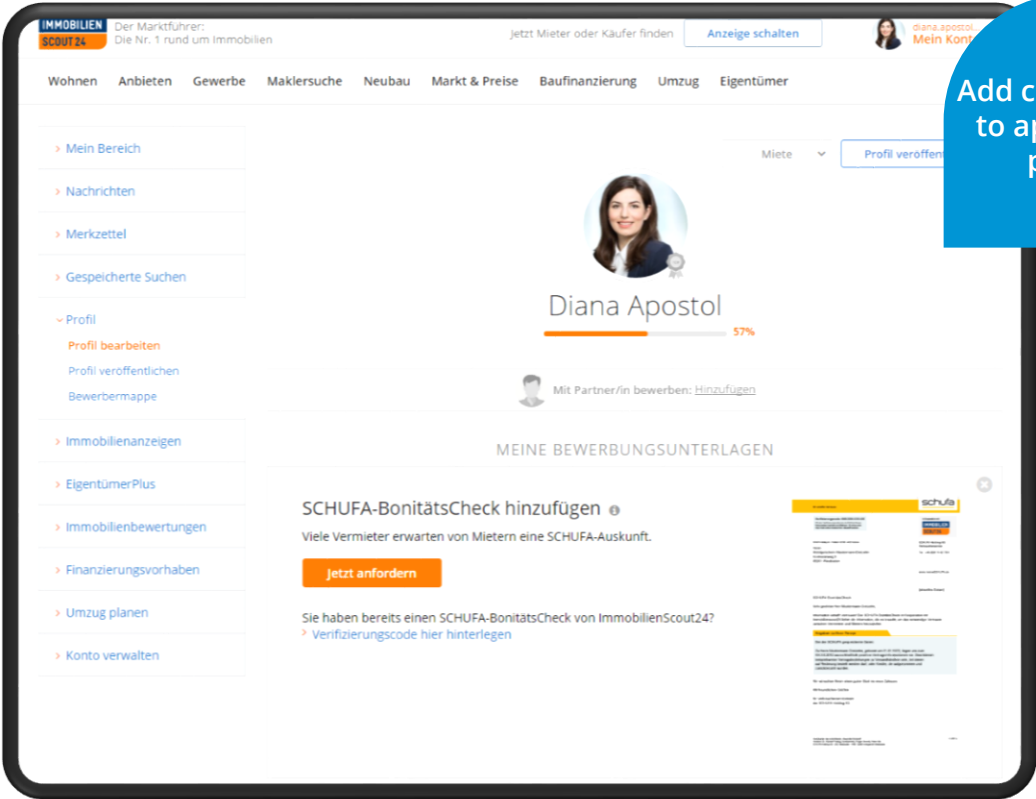
Create a personal profile page



Invite friends to join the search



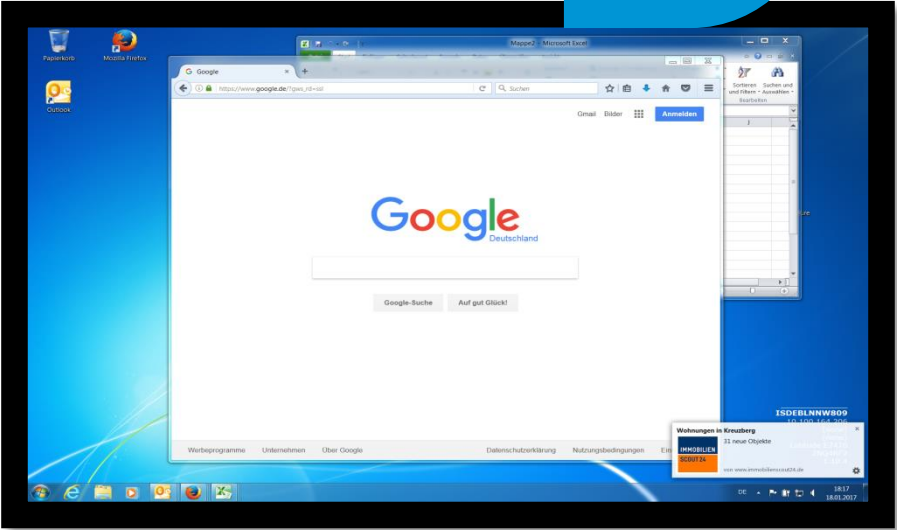
Add credit-score to application profile



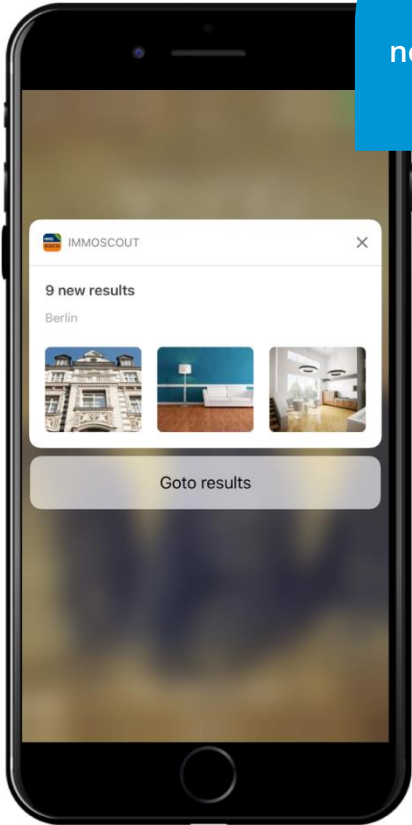
SCOUT 24

Changing the Way of Communicating

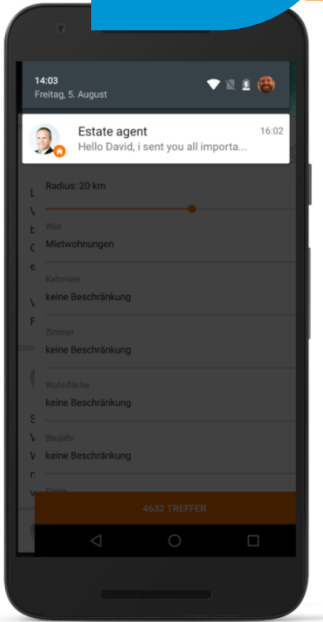
Browser
push
notification



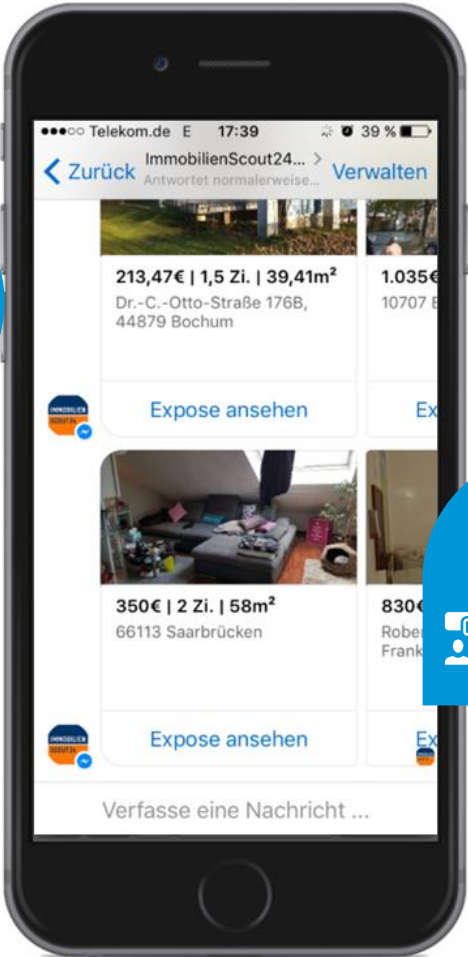
App
push
notification



In-App
Messaging



Network



Facebook
Messenger

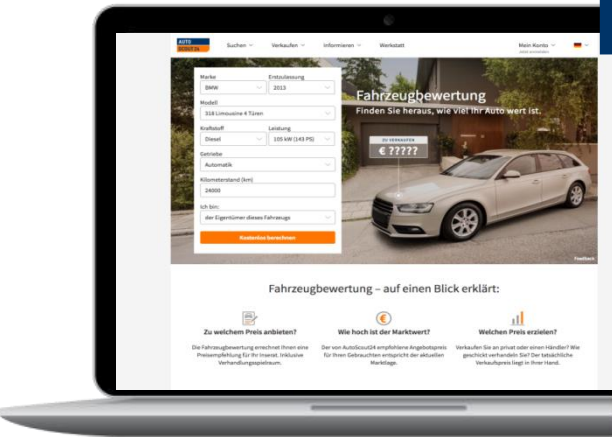
Digitizing the Transaction

Software

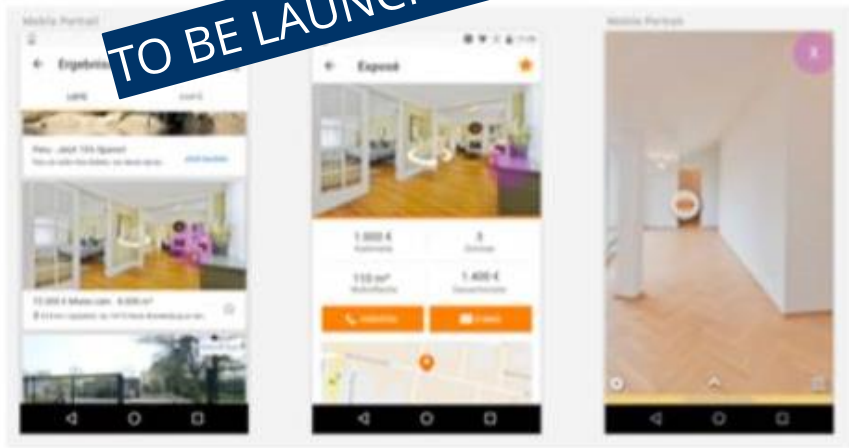
Car
Valuation

Express
Car Sale

Virtual Reality
Viewings



TO BE LAUNCHED EARLY 2017



Offering a Personalized Experience

Lead-Engine/
Agent
recommendation

IMMOBILIEN
SCOUT 24


Die MaklerSuchmaschine von ImmobilienScout24


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☎ 030- 24 301 14 50 Mo. - Fr. 8:00


Immobilie erfolgreich mit Makler verkaufen

Wir finden 3 passende Makler für Ihre Immobilie - schnell, kostenlos und unverbindlich

Welche **Immobilie** möchten Sie verkaufen?


Wohnung


Haus


Grundstück


weiter


✓ Bis zu 21.000 Immobilienmakler


✓ 100% regionale Abdeckung deutschlandweit

✓ Hohe Kundenzufriedenheit

So einfach funktioniert's


Sie beschreiben Ihre Immobilie


Wir finden 3 passende Makler


Sie verkaufen erfolgreich

Software

Mein neues Zuhause finden

Der Maklerfinder. Die Nr. 1 rund um Immobilien

Mieten

Wo? Ort, Stadt, Straße, PLZ oder Scout ID

Wohnung

Suchen

Preis bis

Zimmer egal

Fläche ab


Unterstützung


jetzt den richtigen Makler/Käufer finden


Anzeige schalten


Aktuelle Immobilien


zu meiner letzten Suche


Besondere Immobilie - großzügiges, Stadthaus mit 18, 30/71, Mün...
62: 174er
1.350.000 €


Überlegung: Ideal: moderner Großraum, 81/23, München
28: 64er
360.000 €



Finanzierungsrechner
Wie hoch ist die Rate? Erstellen Sie einen individuellen Finanzierungsplan
Finanzierung berechnen



Bauhaus - Charmante 2-Zim., 81/21, München
28: 51er
275.000 €



Dachstuhl, 80/78, Mün...
42: 140


Neues entdecken


Vorschläge für mich


München - Zentrum 1-Zimmer City-Wohnung
12: 37er
465.000 €


München - Mitte 4-Zimmer-Wohnung
42: 168er
2.240.000 €


München - Zentrum 3-Zimmer-Wohnung
32: 174er
1.758.400 €


München - Zentrum 3-Zimmer-Wohnung
32: 118er
1.450.000 €


München - Zentrum 3-Zimmer-Wohnung
32: 842

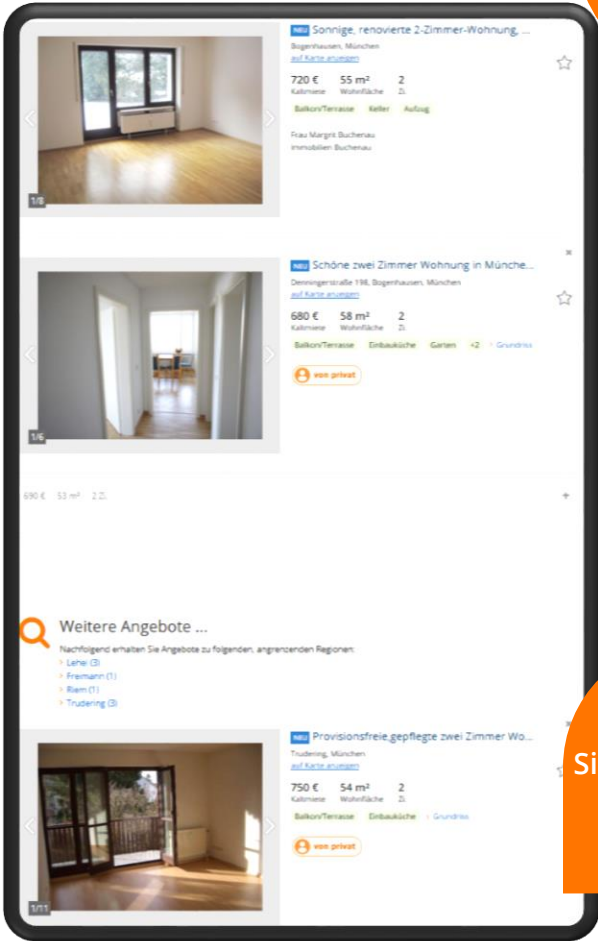
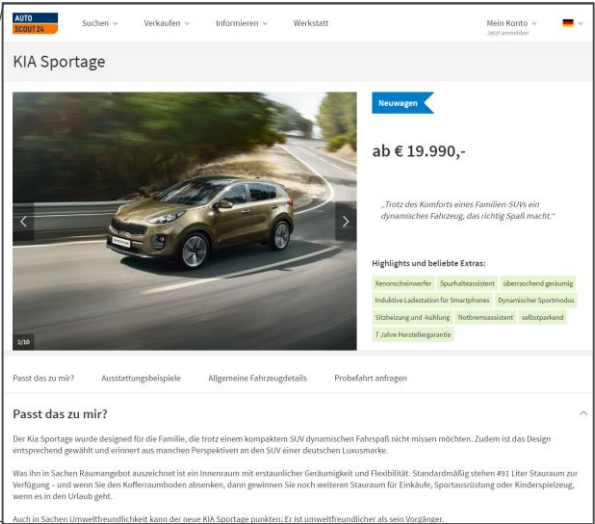
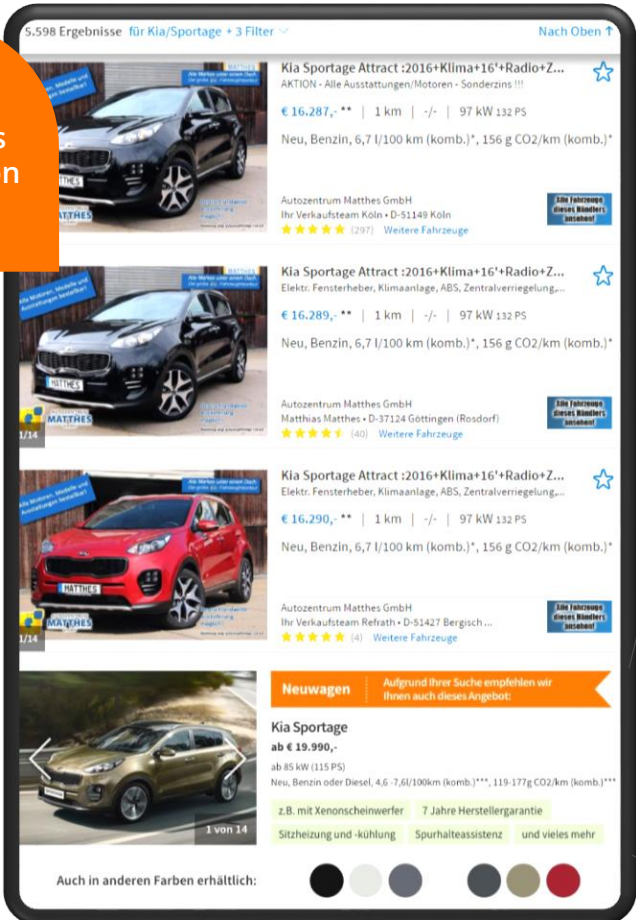
Property
you might also
like

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Enhancing Consumer Experience

New car
seamless
integration

Marketplace



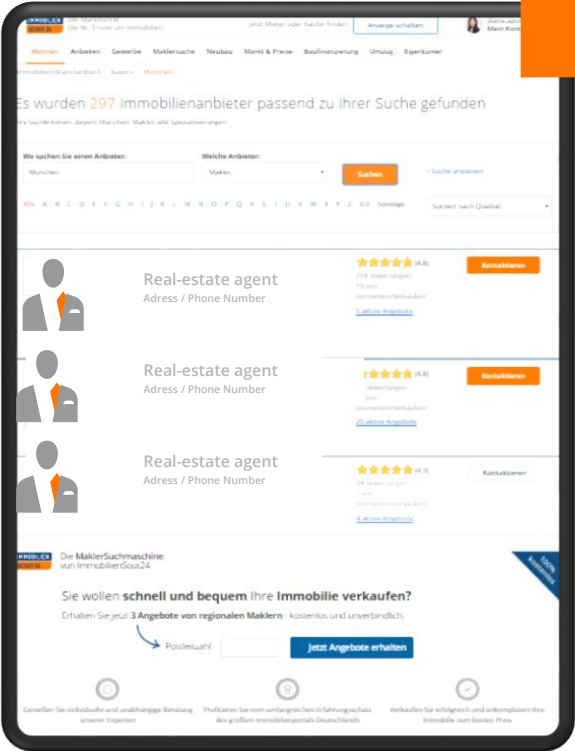
Similar property
in the region

SCOUT 24

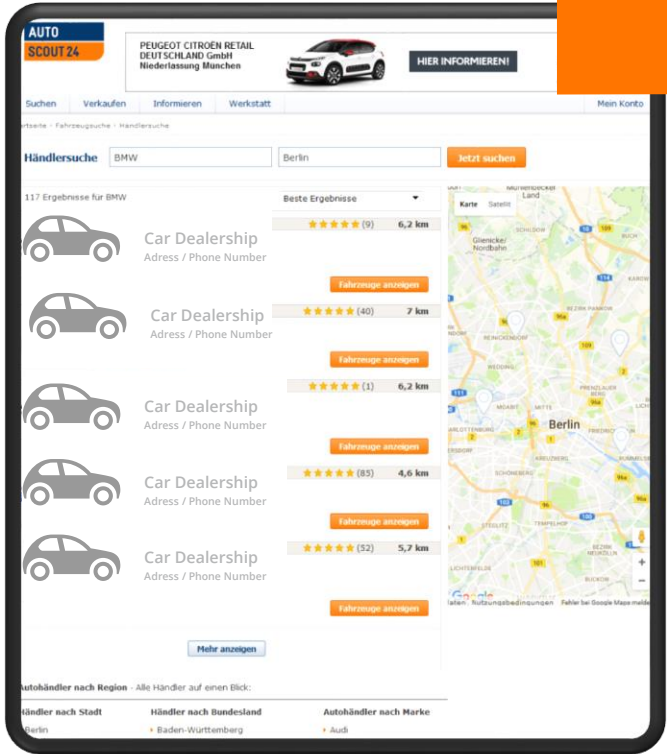
Building Trust

Marketplace

Real estate agent reviews



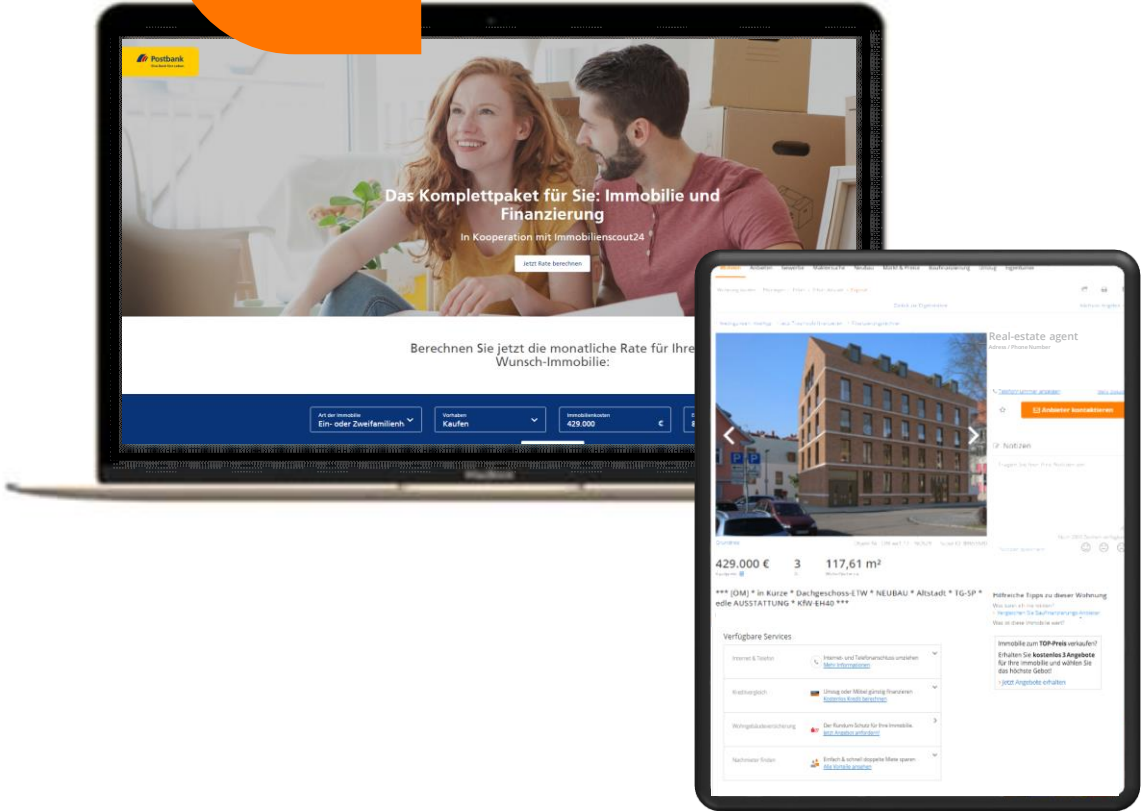
Dealership reviews



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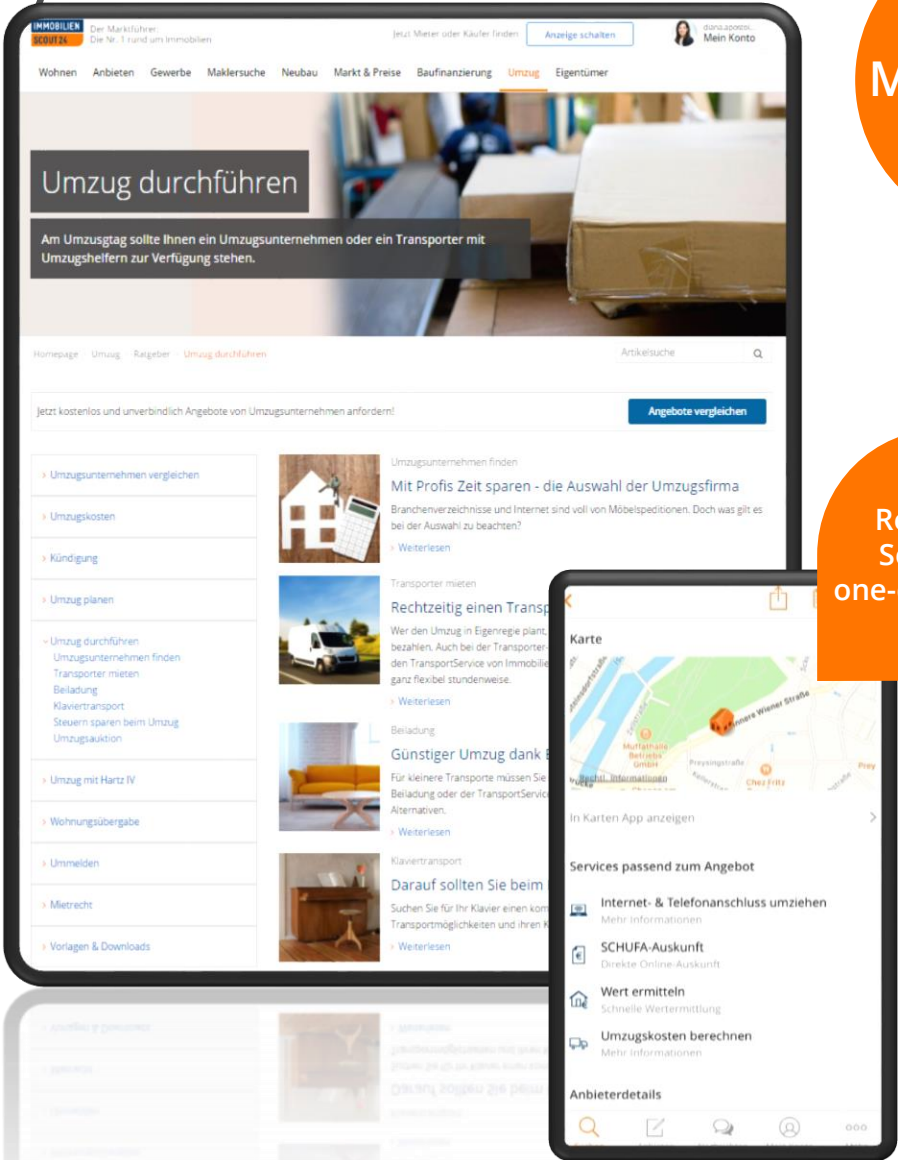
Helping Consumers Complete their Journey

Integration of mortgage offerings



Marketplace

Relevant Services one-click away



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Thank you!

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Full year report: report.scout24.com/2015