



**SCOUT 24**

# Scout24 – „Inspiring your best decisions“

[www.scout24.com](http://www.scout24.com)

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All numbers in new vertical structure unaudited and preliminary only, if not otherwise stated.

# A LEADING DIGITAL MARKETPLACE FOR REAL ESTATE AND AUTOMOTIVE IN GERMANY AND IN EUROPE<sup>1</sup>

## 2 Household Brand Names



## 1 dedicated Vertical driving adjacent business and digitisation of the Consumer Journey



Consumer Services

## 5 Core Geographies

More than **3m** active listings<sup>2</sup>

More than **180m** visits per month to core brands<sup>2</sup>

Sources:

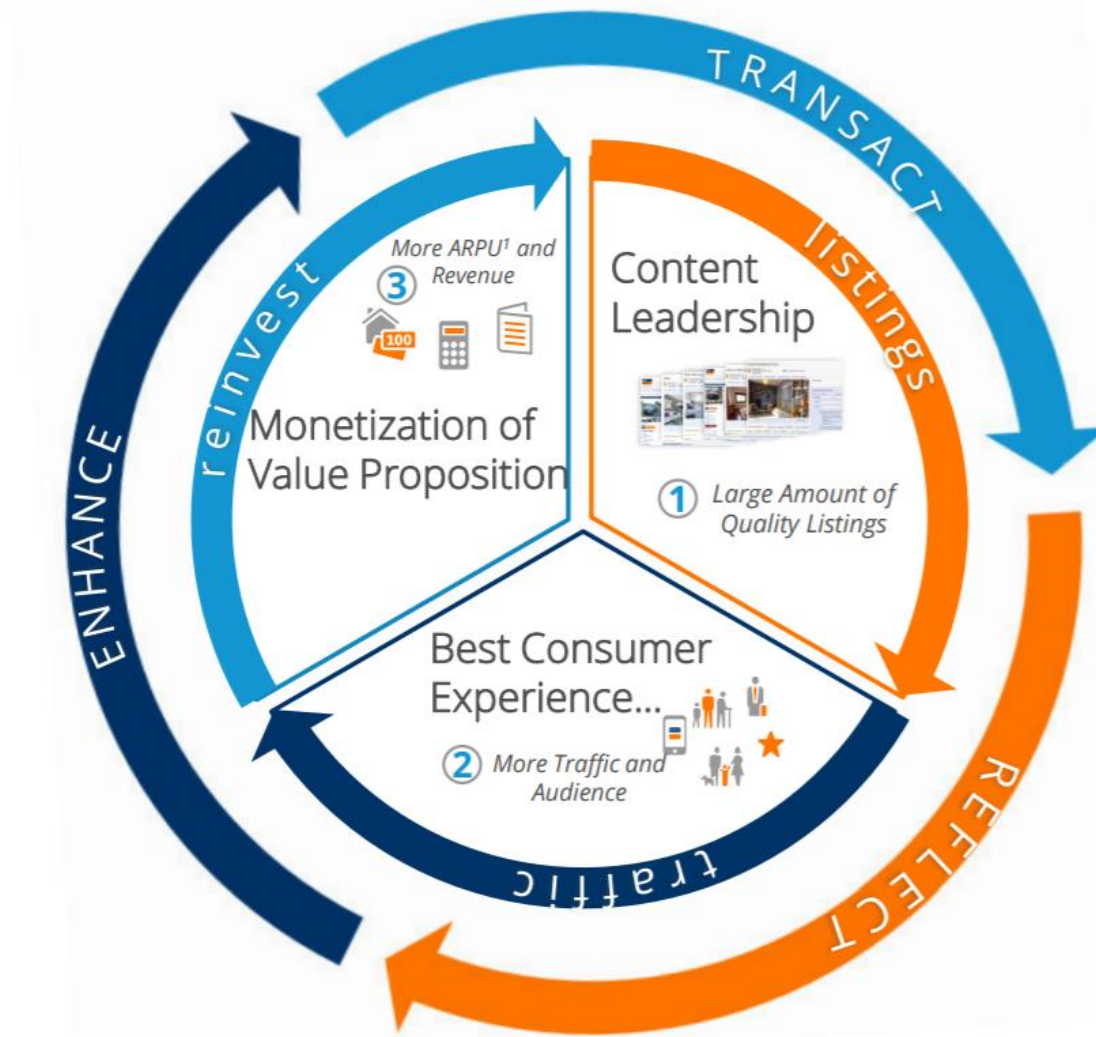
- 1) Management estimate; Leading position in real estate classifieds in Germany in terms of listings and traffic as well as a leading position in Europe (Belgium, Luxembourg, Netherlands, Italy, Austria) for automotive classifieds, based on listings and traffic, June 2018)
- 2) Management estimates, June 2018. Visits based on monthly average sessions measured by own traffic monitor (google analytics)

3



# Evolving from a classifieds portal to a market network

A UNIQUE OPPORTUNITY TO CAPTURE THE FULL POTENTIAL OF OUR CORE MARKETPLACES



# Providing an ecosystem for consumers and partners

ALLOWING US TO ENHANCE OUR VALUE PROPOSITION

CONSUMER



- Displaying a wide range of **listings**
- Creating a **transparent market** environment
- Complementing offering with **relevant services**
- Tracing **Consumer Journey** across marketplaces
- Providing **digital alternative** for offline services



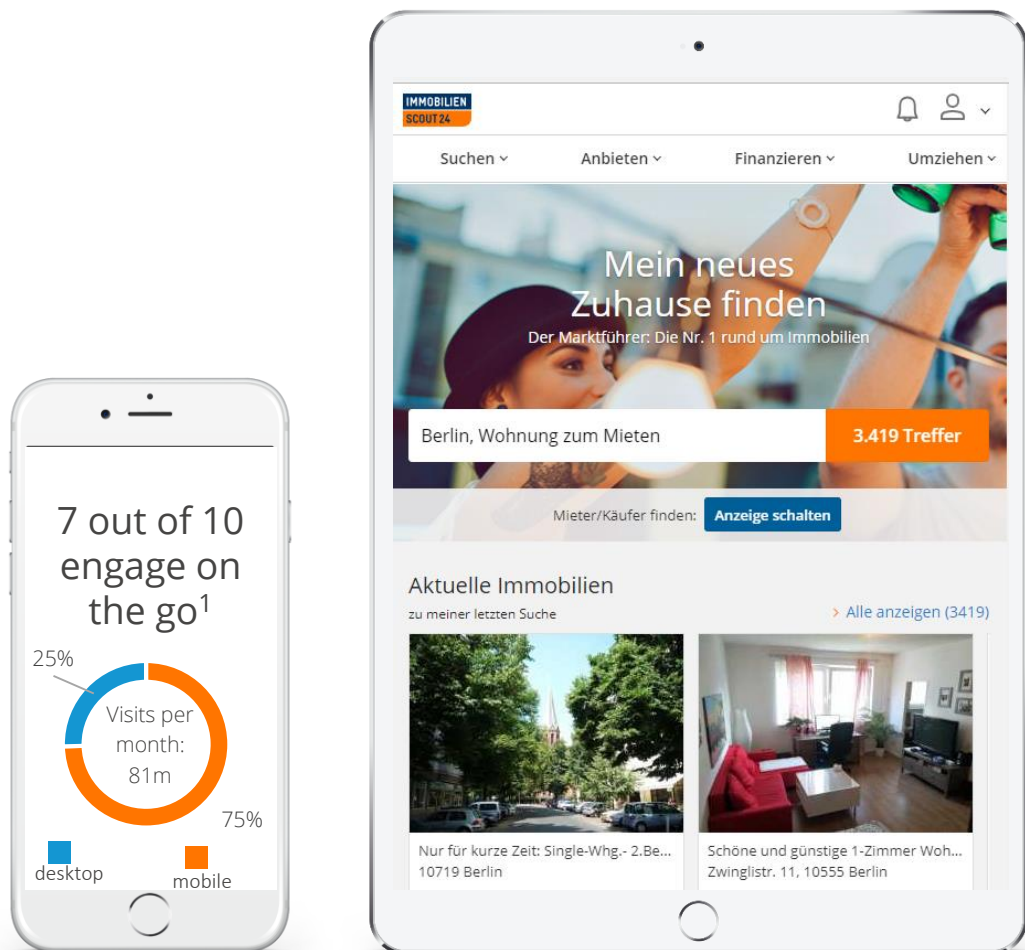
REFLECT  
ENHANCE  
TRANSACTION

PARTNER



- Supporting with **lead acquisition**
- Providing valuable **consumer insights**
- Delivering **data driven tools**
- Driving **engagement** with consumers
- Helping with the **digitisation of day-to-day business**

WE ARE THE LEADING PLAYER



~450  
thousand  
Listings<sup>1</sup>

1.8x  
Compared to next  
competitor<sup>2</sup>

~540  
million minutes  
Time spent<sup>3</sup>

2.6x  
Compared to  
next  
competitor<sup>3</sup>

Sources: Management estimates, if not stated otherwise

1) Based on visits (sessions) to the IS24 platform, measured by own traffic monitor (google analytics).

2) As per end of June 2018, total listings compared to combined vertical competitor

3) ComScore MMX, desktop and mobile, average from January to May 2018, compared to combined competitor

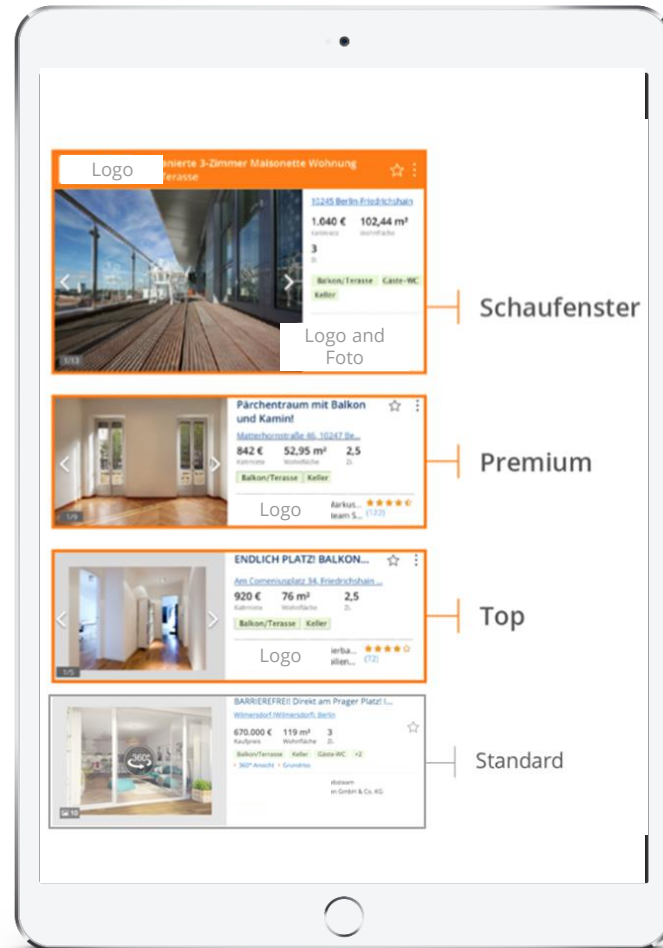
WE SERVE THE WHOLE MARKET FUELED BY CONSUMER NEEDS

	Consumers	Asset Owners	Partners
Goals	<ul style="list-style-type: none"> <li>~3.6 million transactions in residential real estate in Germany per year</li> </ul>	<ul style="list-style-type: none"> <li>~50% home ownership rate in Germany, trending upwards</li> <li>~2.5 million private residential transactions per year, thereof ~2.2m rental and ~0.3m sales transactions</li> </ul>	<ul style="list-style-type: none"> <li>~33 thousand real estate professionals in Residential and Business real estate</li> <li>Commission pool of €6.0+bn<sup>1</sup></li> </ul>
Value Proposition	<ul style="list-style-type: none"> <li>Find best place to live</li> <li>Decide to rent or buy</li> <li>Simple &amp; transparent process</li> </ul>	<ul style="list-style-type: none"> <li>Decide on marketing alone or through agent; find best agent</li> <li>Find best suitable buyer or tenant</li> <li>Determine best price &amp; timing</li> </ul>	<ul style="list-style-type: none"> <li>Successfully market objects</li> <li>Acquire new objects &amp; build local reputation and branding</li> <li>Gain market insights &amp; knowledge to run the business</li> </ul>
	<ul style="list-style-type: none"> <li>Supply: Property market is on IS24</li> <li>Consumer experience: Simple, engaging &amp; relevant</li> <li>Support in decision-making</li> <li>Assistance throughout consumer lifecycle</li> </ul>	<ul style="list-style-type: none"> <li>Support in finding the right agent</li> <li>Market property to maximize value</li> <li>Certainty and efficiency of transaction</li> <li>Success guarantee ("Erfolgsgarantie")</li> </ul>	<ul style="list-style-type: none"> <li>Most efficient marketing channel</li> <li>Best products for acquisition and brand building</li> <li>Insights, data &amp; knowledge through market navigator</li> </ul>

Sources: Management estimates, Federal Statistic Office (Statistisches Bundesamt), Techem, OC&C 2015

1) Driven mainly by around 600,000 sales transactions with an average transaction value of €240k, agented transactions of 58% plus commission on rental and commercial transactions

OUR VALUE ADDED PRODUCTS PROVIDE ADDITIONAL VALUE TO OUR PARTNER'S BUSINESSES



**Premium  
listing  
products**

Successfully  
market existing  
objects

**Media  
Display  
Advertising  
products**

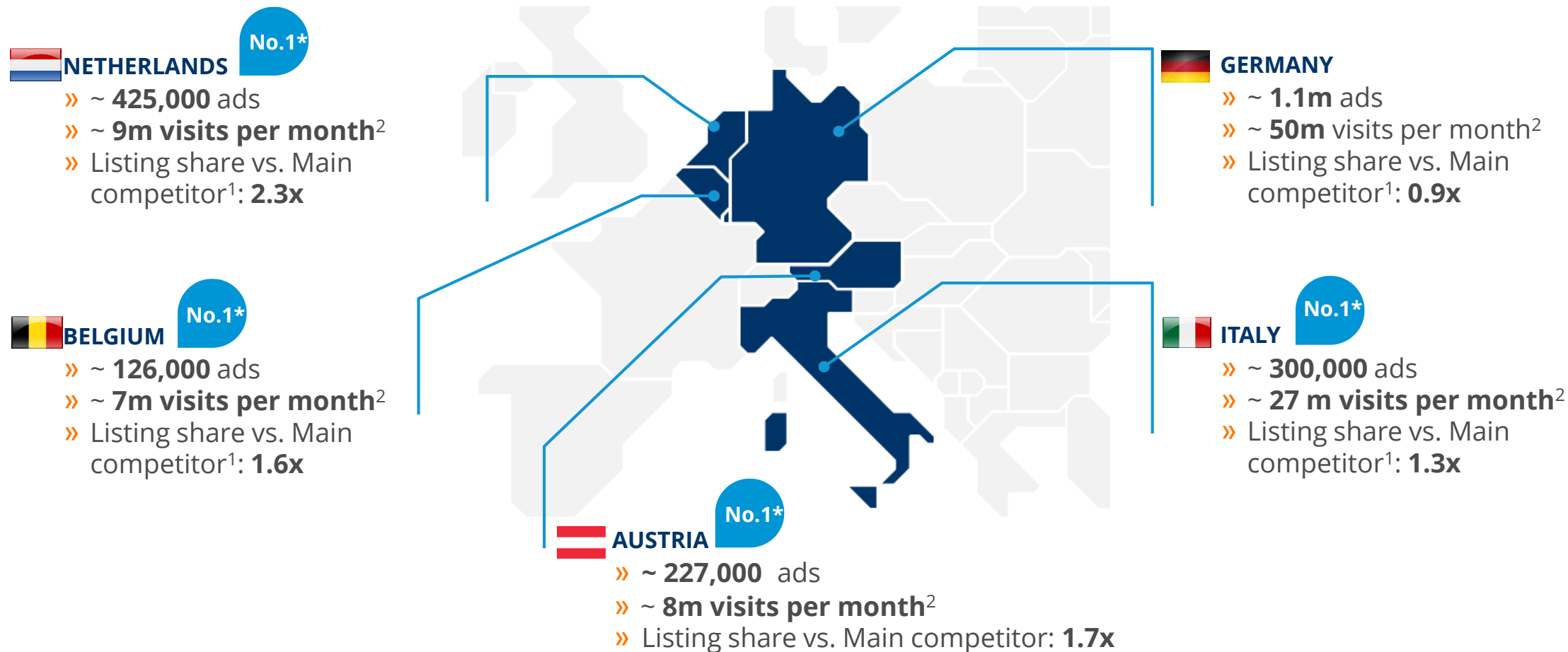
Build local  
reputation &  
brand

**Acquisition  
products**

Increase stock  
and market  
share



WE ARE THE LARGEST EU AUTOMOTIVE DIGITAL MARKETPLACE WITH A LEADING POSITION IN OUR CORE MARKETS



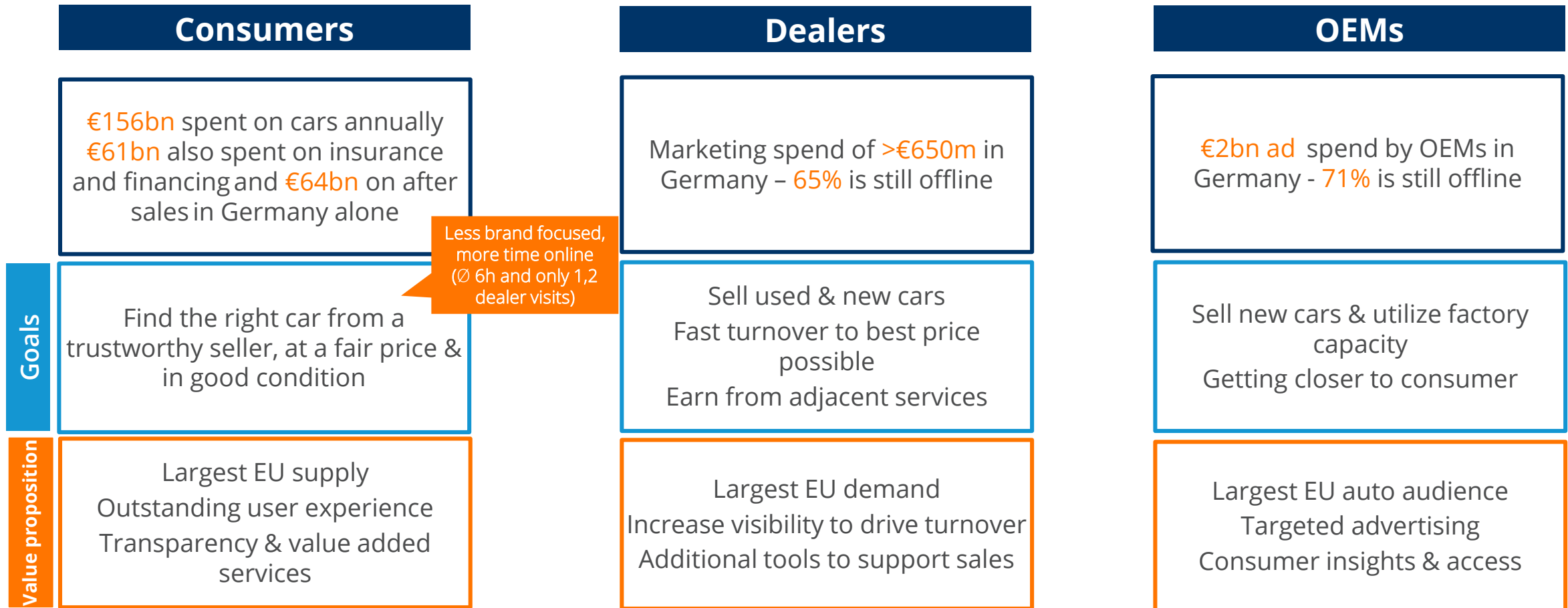
Sources: Management estimates,

\*In terms of listings; compared against local competitors in the respective market.

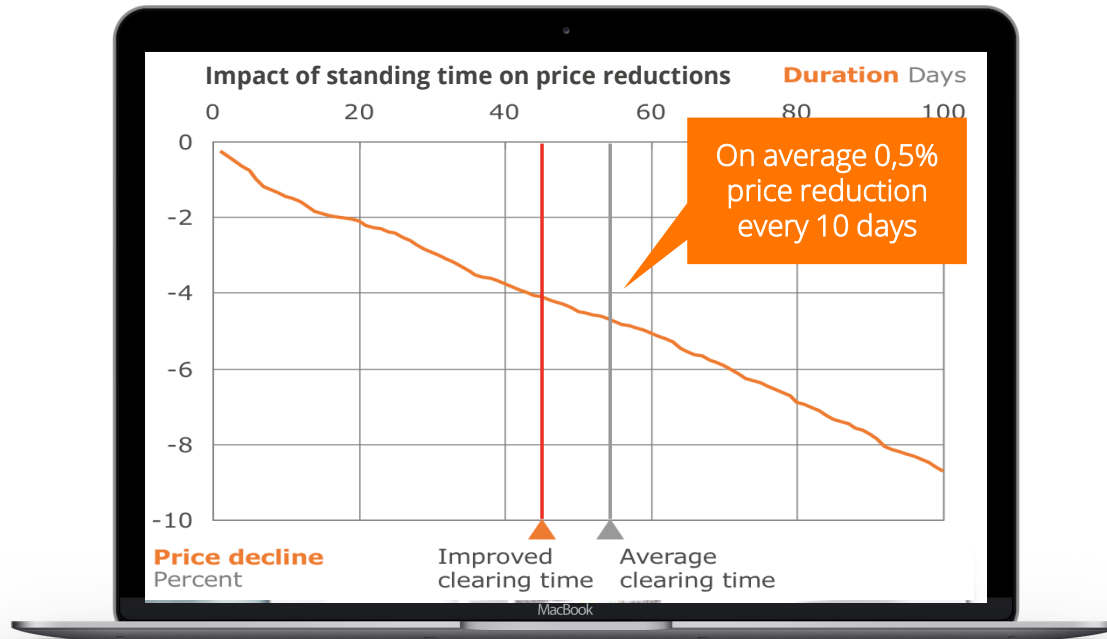
1) In terms of dealer listings, June 2018. Non-Deduplicated for Gebrauchtwagen.at and AutoTrader.nl

2) Based on average monthly visits (sessions) to the AS24 platform from mobile devices, mobile and all AS24 applications as measured by own traffic monitor (google analytics), June 2018, including AutoTrader.nl and Gebrauchtwagen.at; Traffic in Germany including re-directed traffic to Easter-European Language Versions

WE CATER TO THE EVOLVING NEEDS OF THE MASSIVE AUTO ECOSYSTEM



## OUR VALUE ADDED PRODUCTS WITH CLEAR ROI BY DECREASING STANDING TIMES



### Pole-Position

**Premium  
listing  
products**

Increase  
demand  
performance

**Media  
Display  
Advertising  
products**

Build local  
reputation &  
brand

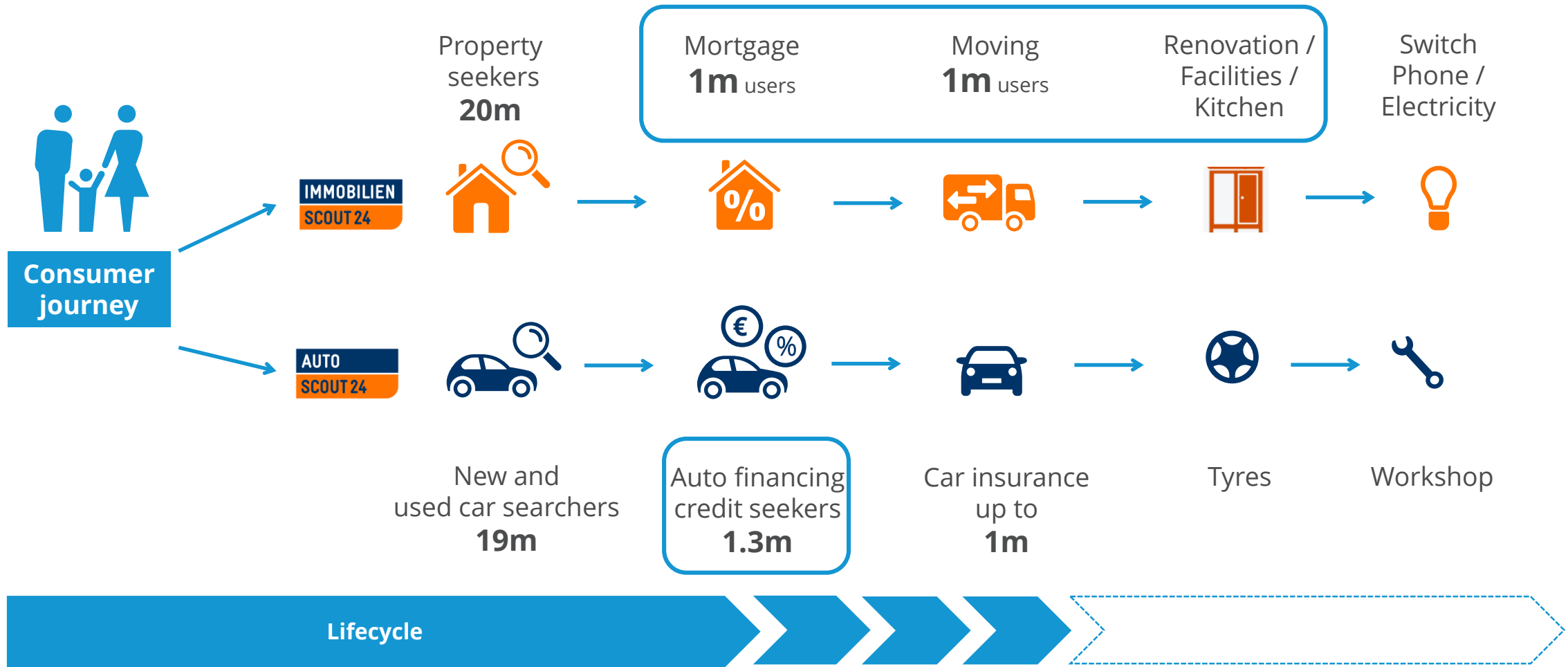
- **Premium listings products** allow positioning on top of search results page
- Average a lead uplift of **2-3x**
- Average **18%** decline in selling time<sup>1</sup>
- **Significant** impact on price reductions, working capital, parking & insurance cost

# Scout24 Consumer Services

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WE PROVIDE MORE VALUE TO OUR CONSUMERS AND EXTEND OUR OFFERING ALONG THE LIFECYCLE



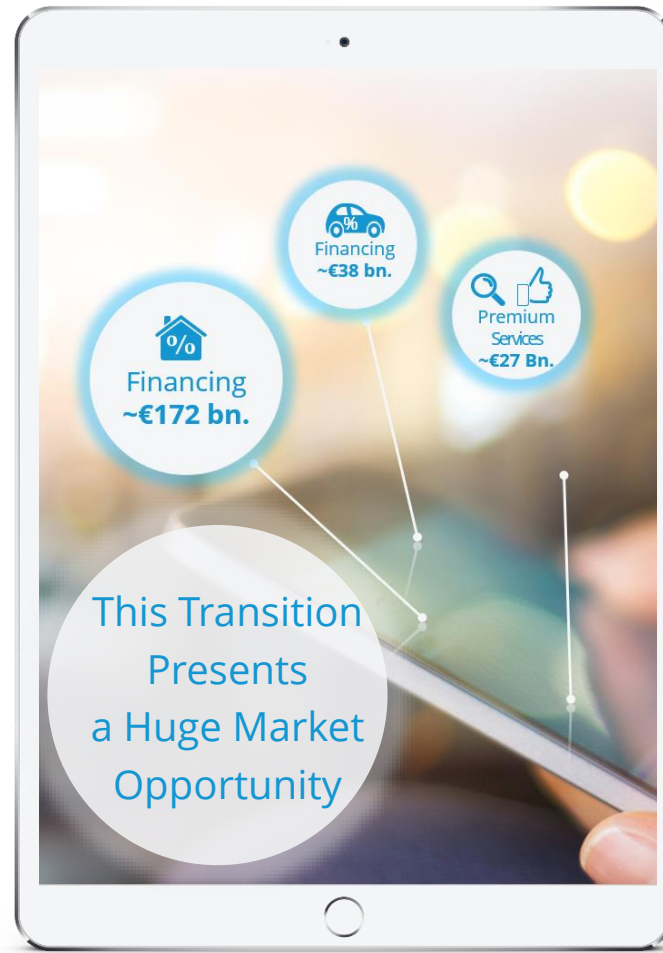


# Scout24 Consumer Services

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Consumer Services

WE HAVE MADE SIGNIFICANT PROGRESS TO BUILD OUT THE BUSINESS



- **Strong** organic Track Record
- **3,000** paying financing and relocation partners<sup>1</sup>
- **56,000** premium subscribers<sup>2</sup>
- **3.4m** visits per month<sup>3</sup>
- Around **2,700** leads per day sent to mortgage & relocation companies

Sources: Management estimates, internal data, July 2018 if not stated otherwise

1. Customers with at least one invoice

2. Active subscriptions as of 22.08.2018

3. Sum of sessions Scout24 Consumer Services Products (IS24 only. Including Desktop, Mobile and Satellite Websites), measured by Google Analytics

### Consumer Service mid-term revenue outlook

(in €)



# We have clear priorities for cash

## **Re-invest in growth**

M&A activities targeted to strengthen market positions or grow adjacencies business  
-Recent acquisition of FINANZCHECK.de to boost consumer services growth to become a €250m+ revenue business in the mid-term-

## **Return cash to shareholders**

Dividend pay-out ratio of 30.0% to 50.0% of adjusted net income over time  
-To be maintained after recent acquisition-

## **Repay debt**

Net debt/ordinary operating EBITDA ratio of 2.6x to 2.7x expected by end of 2018  
-Target leverage ratio of 1.0x to 1.5x over time to be maintained after recent acquisition-

# | We are in a unique position

- Clear No. 1 Market Position in the Attractive German Property Market
- A European Automotive Classifieds Leader, with Strong Momentum
- Significant Value Proposition for our Partners driving Monetization and ARPU Upside
- Large Adjacencies that Expand the Addressable Market and Growth Opportunity
- Strong Tailwinds in the German Digital Classifieds Market
- Strong Innovation Power Transforming How People Get Products and Services
- Substantial Growth with Increasing Profitability and Cash Generation



# IR Contact details

## Publications and next events

Full year report  
[report.scout24.com/2017](http://report.scout24.com/2017)

CSR Report  
[csrbericht.scout24.com/en](http://csrbericht.scout24.com/en)

Group Interim Report H1 & Q2 2018  
<http://www.scout24.com/en/Investor-Relations.aspx>

Next event:  
Q3 2018: November 7, 2018 (to be confirmed)

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