



THE PLATFORM GROUP

**Update & Strategy Meeting
2 October 2025, Frankfurt / Germany**

OUR UPDATE & STRATEGY MEETING TODAY

Dr. Dominik Benner
CEO



Bjoern Minnier
CFO



Nathalie Richert
Investor Relations



Christoph Wilhelmy
COO



Frederic von Borries
CPO

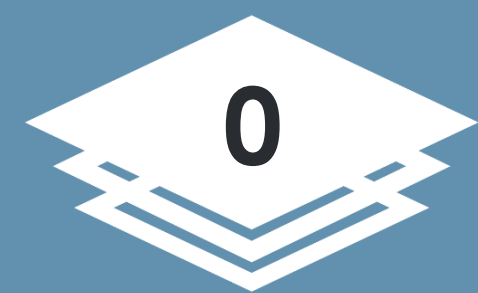


AGENDA

11.00	-	11.15 AM	UPDATE: THE PLATFORM GROUP DR. DOMINIK BENNER (CEO)
11.30	-	11.45 AM	UPDATE: PHARMA PLATFORMS BJOERN MINNIER (CFO) / DR. DOMINIK BENNER (CEO)
11.45	-	12.15 PM	UPDATE: SEGMENT OPTICS & HEARING BJOERN MINNIER (CFO) / DR. DOMINIK BENNER (CEO)
12.15	-	12.45 PM	STRATEGIC PROJECTS (TPG PAY, M&A PIPELINE) AND OUTLOOK 2026 CHRISTOPH WILHELMY (COO) / FREDERIC VON BORRIES (CPO)



THE PLATFORM GROUP

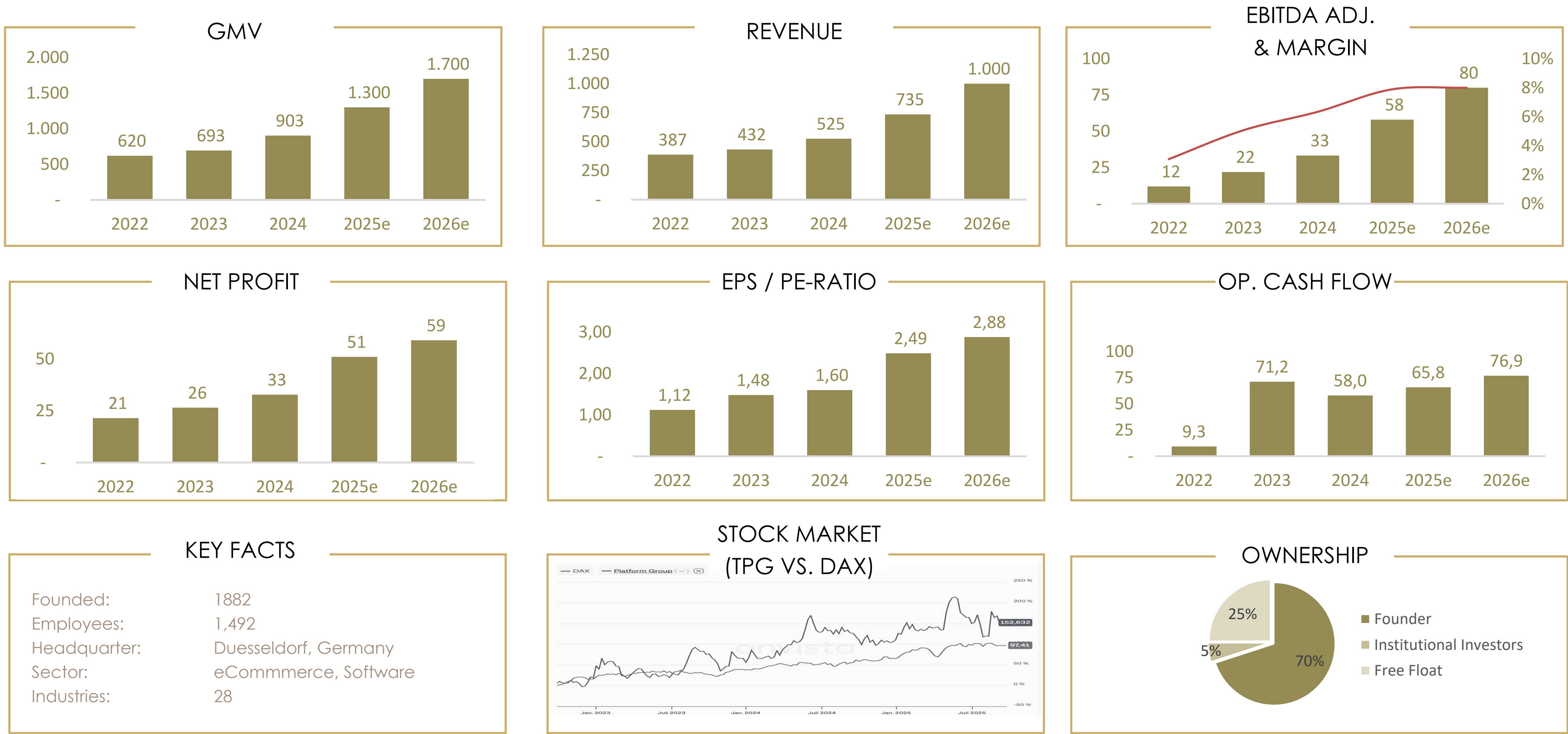


THE PLATFORM GROUP UPDATE TPG



PROFITABLE GROWTH

SUCCESSFUL GROWTH EVERY YEAR SINCE ESTABLISHING THE PLATFORM MODEL IN 2012



* According to analyst consensus 08/2025 / guidance TPG (with highest value of guidance in case of range-numbers)., 2022 TPG/fashionette combined, CashFlow 2023 pro-forma.

OUR MANAGEMENT STRUCTURE

BUSINESS RELEVANT RESPONSIBILITIES ARE DISTRIBUTED AMONG 7 EXPERIENCED MANAGERS

Supervisory Board



Stefan Schütze
(Chairman)

- **Florian Müller**
- **Dr. Olaf Hoppelshäuser**
- **Marcel Rössner**

Management Board & C-Level



- | | |
|--|------------------------------------|
| Dr. Dominik Benner
CEO (board) | Christoph Wilhelmy
COO |
| Bjoern Minnier
CFO | Frederic von Borries
CPO |
| Sven Hülsenbeck
CTO | Sarah Millholland
CHO |
| Sven Schumann
CPM | |

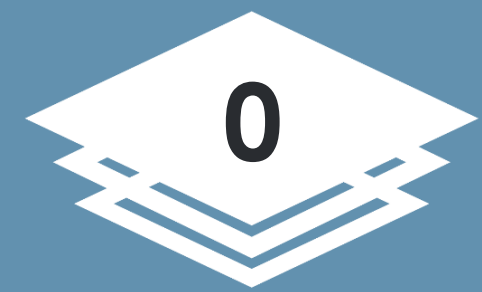
Segments

- Consumer Goods
- Freight Goods
- Industrial Goods
- Pharma & Service Goods
- Opticts & Hearing

Portfolio Management

- Operating Divisions
113 people
- Central Divisions
26 People





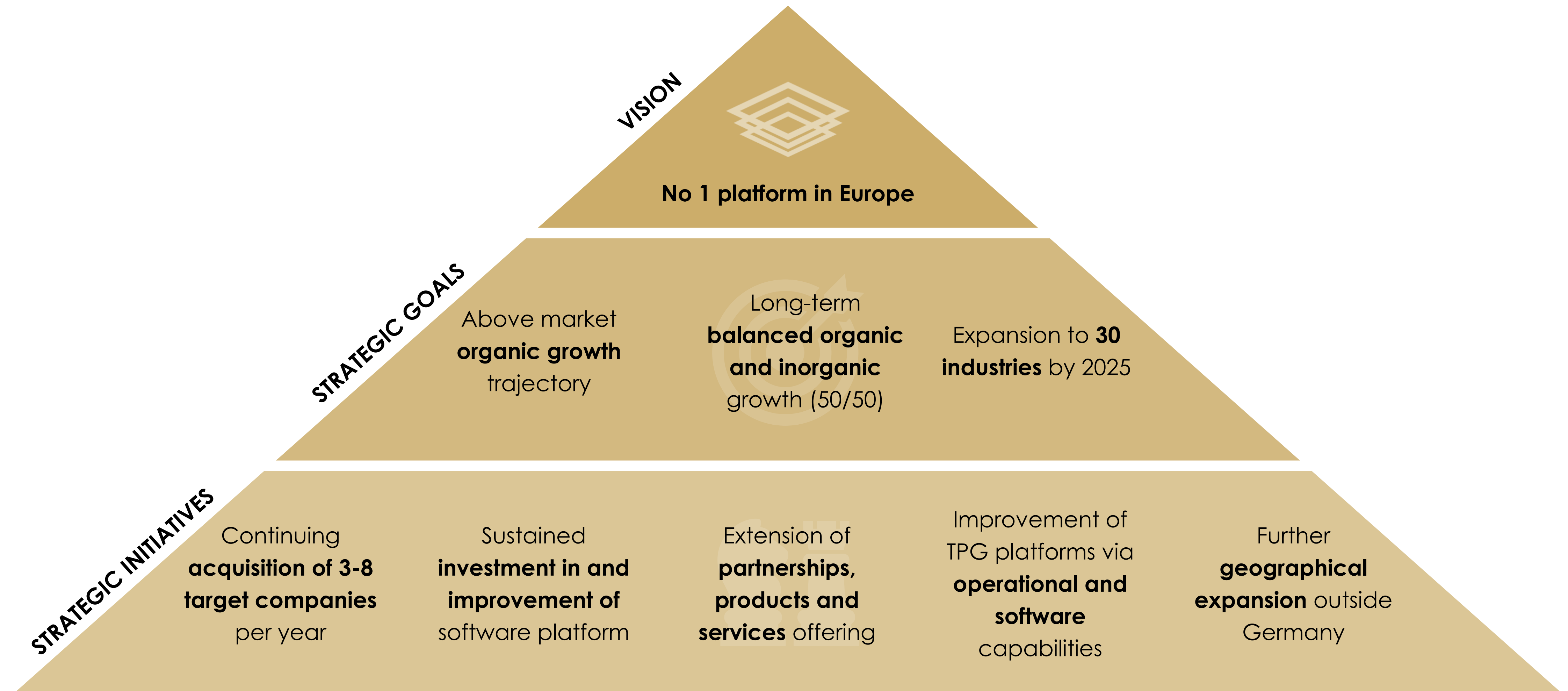
THE PLATFORM GROUP UPDATE TPG

1. Strategy



TPG'S STRATEGY

CLEAR VISION AND ROADMAP TO BECOME EUROPE'S LEADING PROFITABLE PLATFORM GROUP



TPG has defined a clear strategy to achieve its long-term goal in becoming Europe's leading technology enabled platform



VALUE CREATION

UNIQUE ECOSYSTEM TO DIGITIZE PARTNERS AND PAVE THE WAY FOR ONLINE COMMERCE



1882

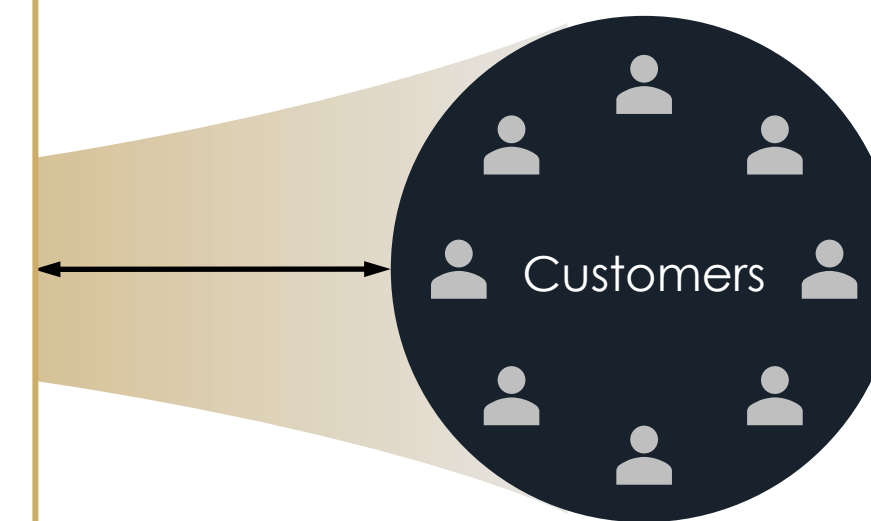
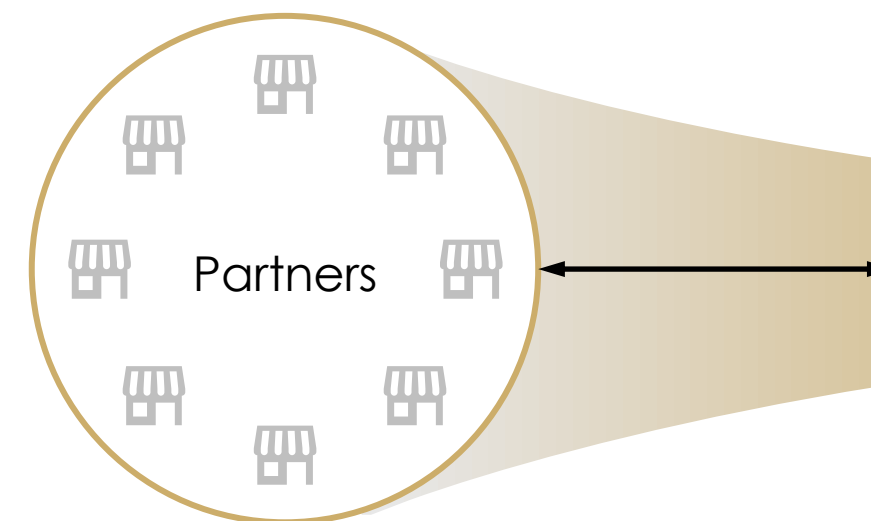
originated

+15,700

partners

Duesseldorf

headquarter



35

platforms

>6m

customers

28

industries

KEY FEATURES



ASSET LIGHT



SOFTWARE ENABLED



PROCESS EXCELLENCE



PARTNER CENTRIC



STRATEGY DRIVEN

TPG is a software enabled group of e-commerce platforms that connects countless partners and customers in niche segments



WE ARE A „3-IN-ONE“ E-COM PLATFORM SPECIALIST

WE DEVELOP, BUILD AND OPERATE PLATFORMS IN VARIOUS INDUSTRIES

	FOCUS	STRATEGY
1	E-commerce Specialist	<ul style="list-style-type: none">▪ 35 Platforms in 28 different industries - Vast industries range from shoes to heavy machinery▪ > 15k local partners with > 6m customers▪ 45 marketing experts at our headquarter ensure efficient and effective performance marketing
2	Platform Pioneer	<ul style="list-style-type: none">▪ We entry 3 - 6 new industries with our software approach each year▪ M&A as most efficient way to acquire industry expertise & entry as a platform model in each industry▪ Asset light-model with high profitability and high return on equity (RoE)
3	Software Company	<ul style="list-style-type: none">▪ Proprietary, flexibly and capable tech stack▪ Proprietary connectors to most relevant systems (ERP/WMS/MP) in 28 industries▪ 55 software-experts support upscaling and transformation via TPG technology / TPG ONE

We are an enabler of e-commerce and a driver of profitable growth



28 INDUSTRIES COVERED – 5 SEGMENTS

CONSUMER GOODS



FREIGHT GOODS



INDUSTRIAL GOODS



SERVICE & RETAIL GOODS



OPTICS & HEARING



CHANGE: Pharma & Service Goods



OUR PORTFOLIO MANAGEMENT

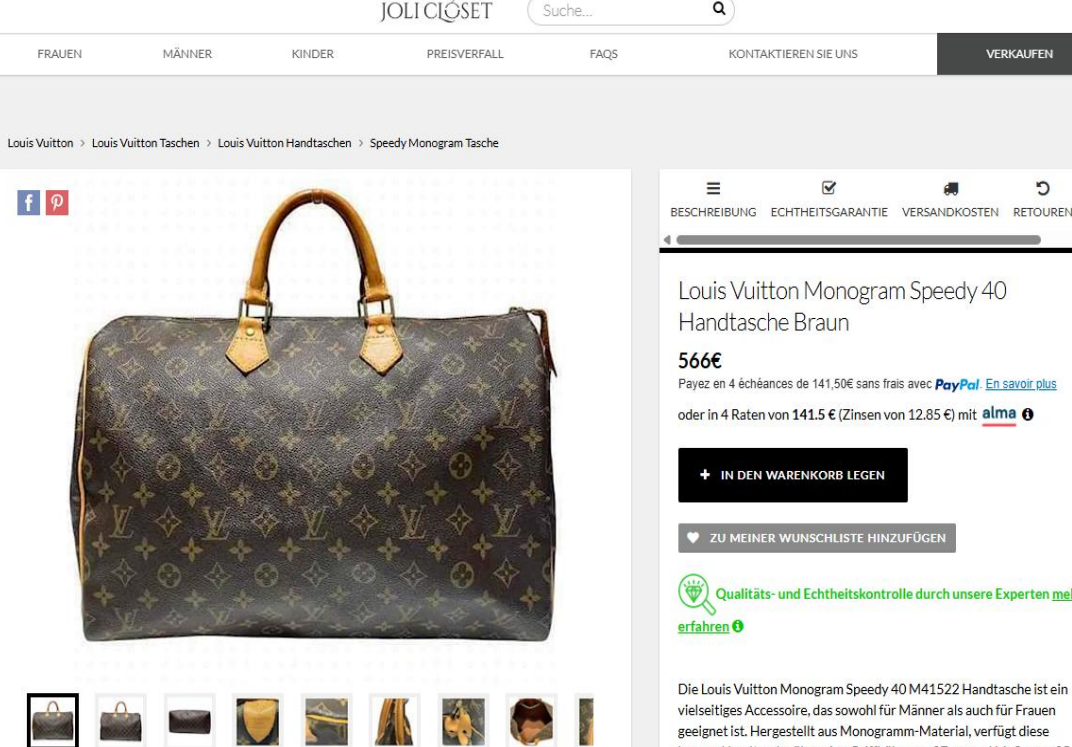
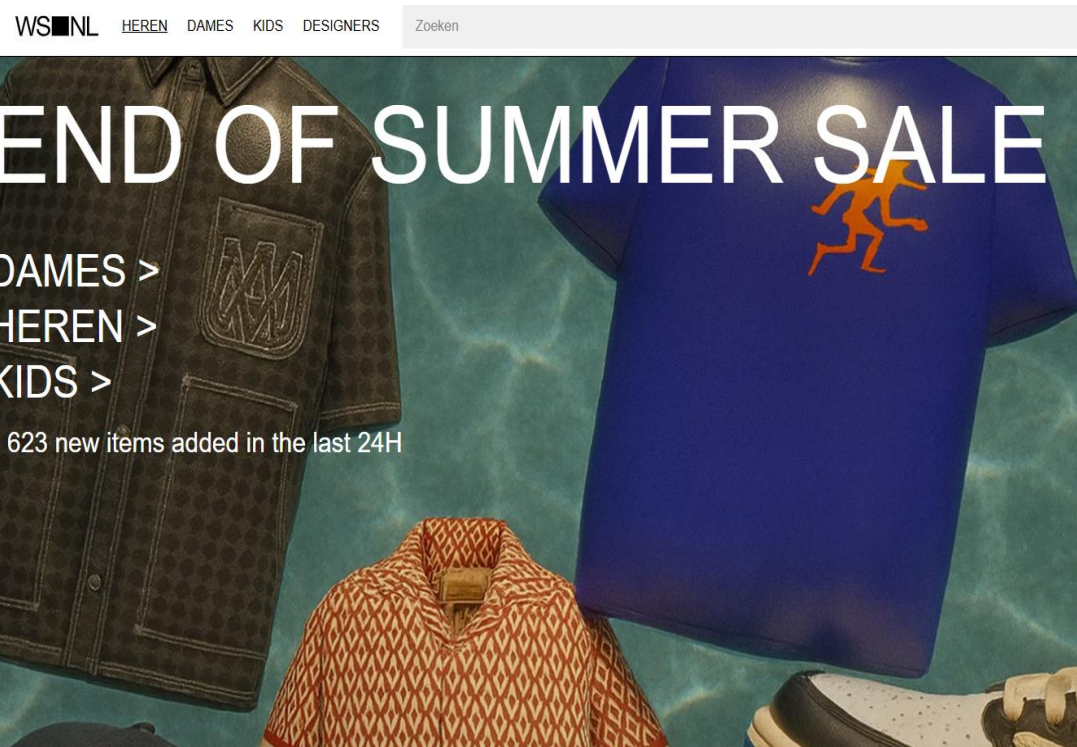
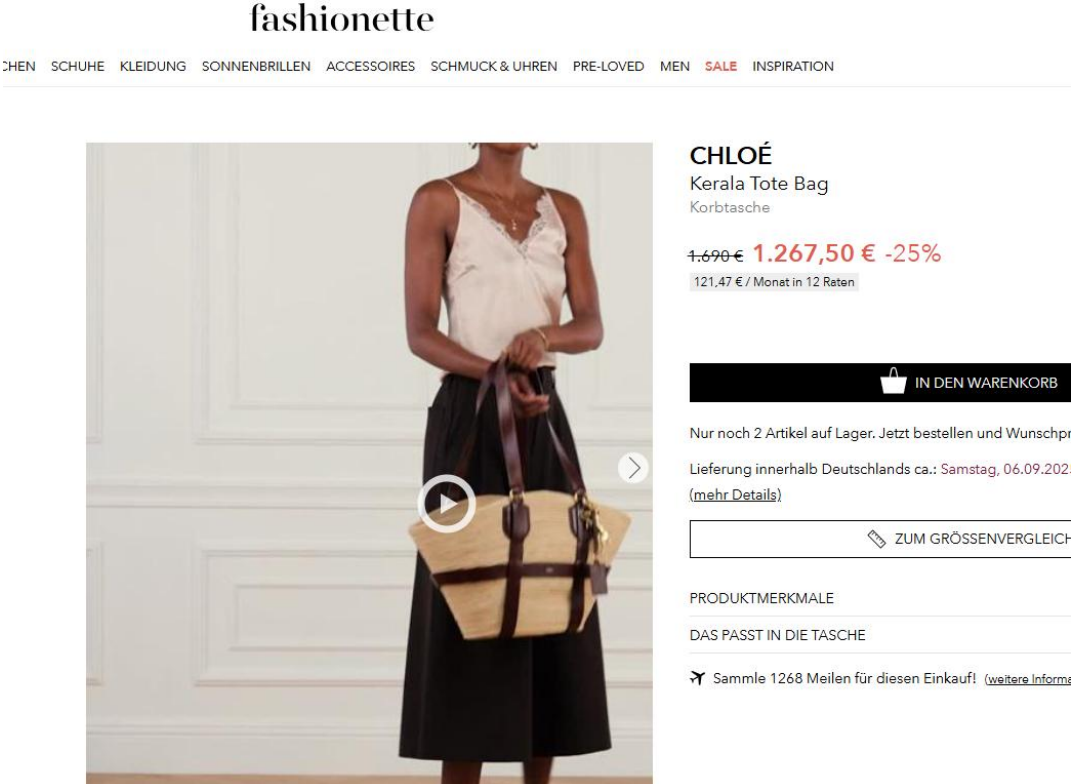
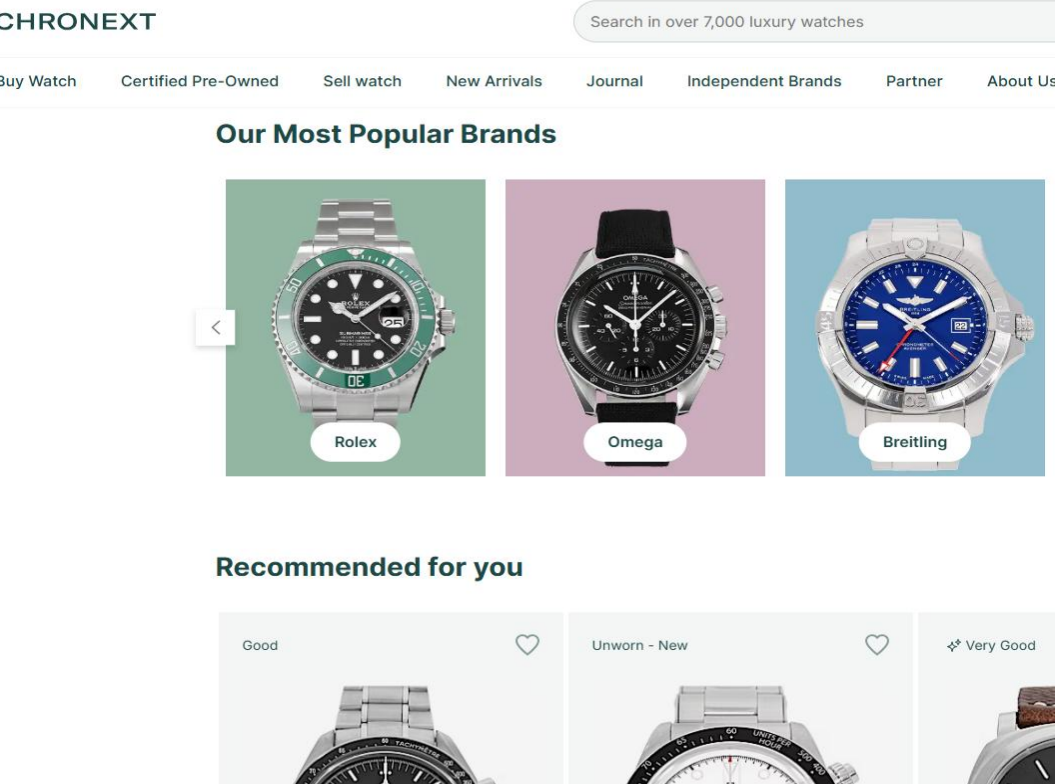
TPG's Luxury Portfolio

CHRONEXT
(Watches)

FASHIONETTE
(Fashion)

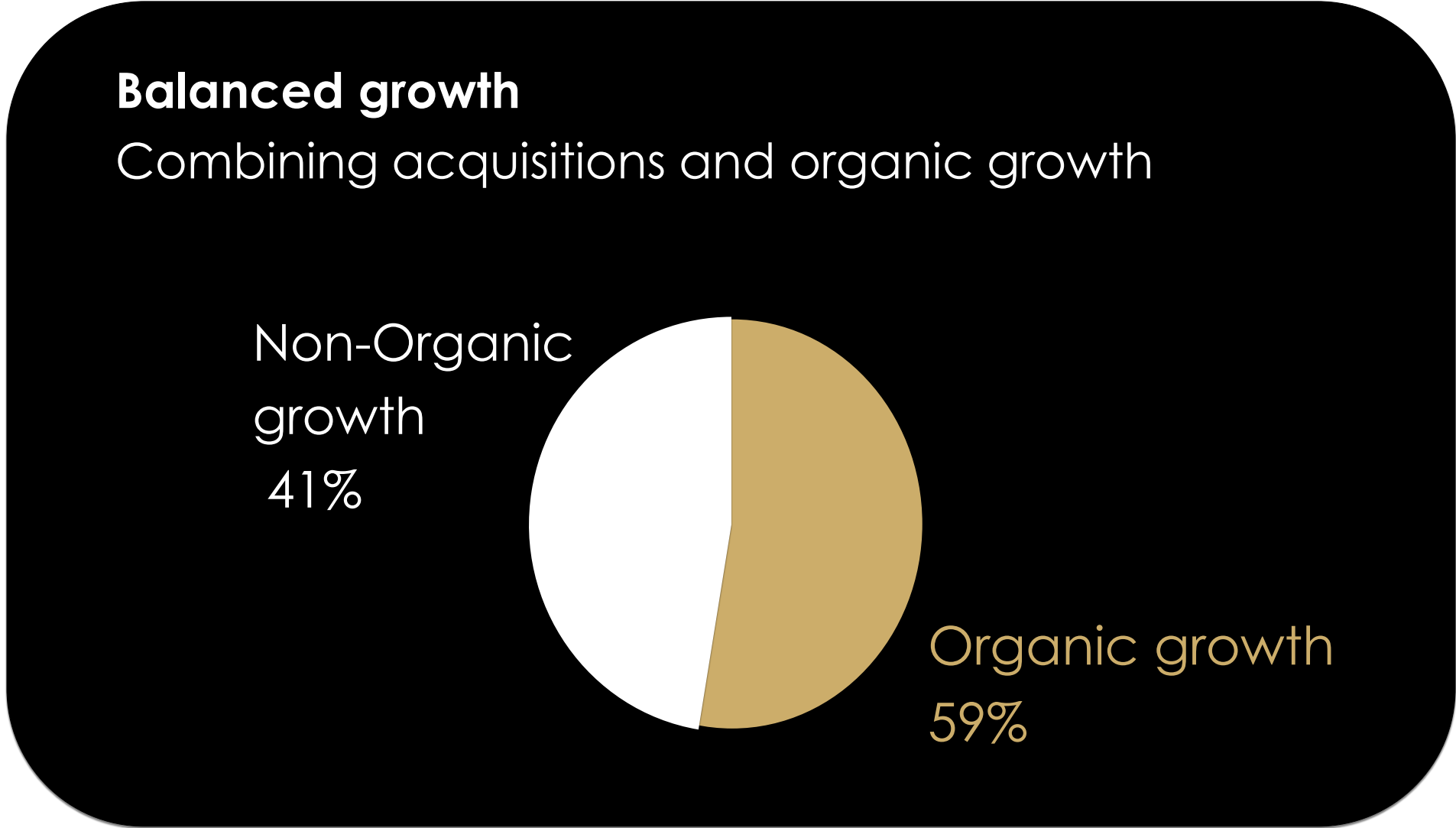
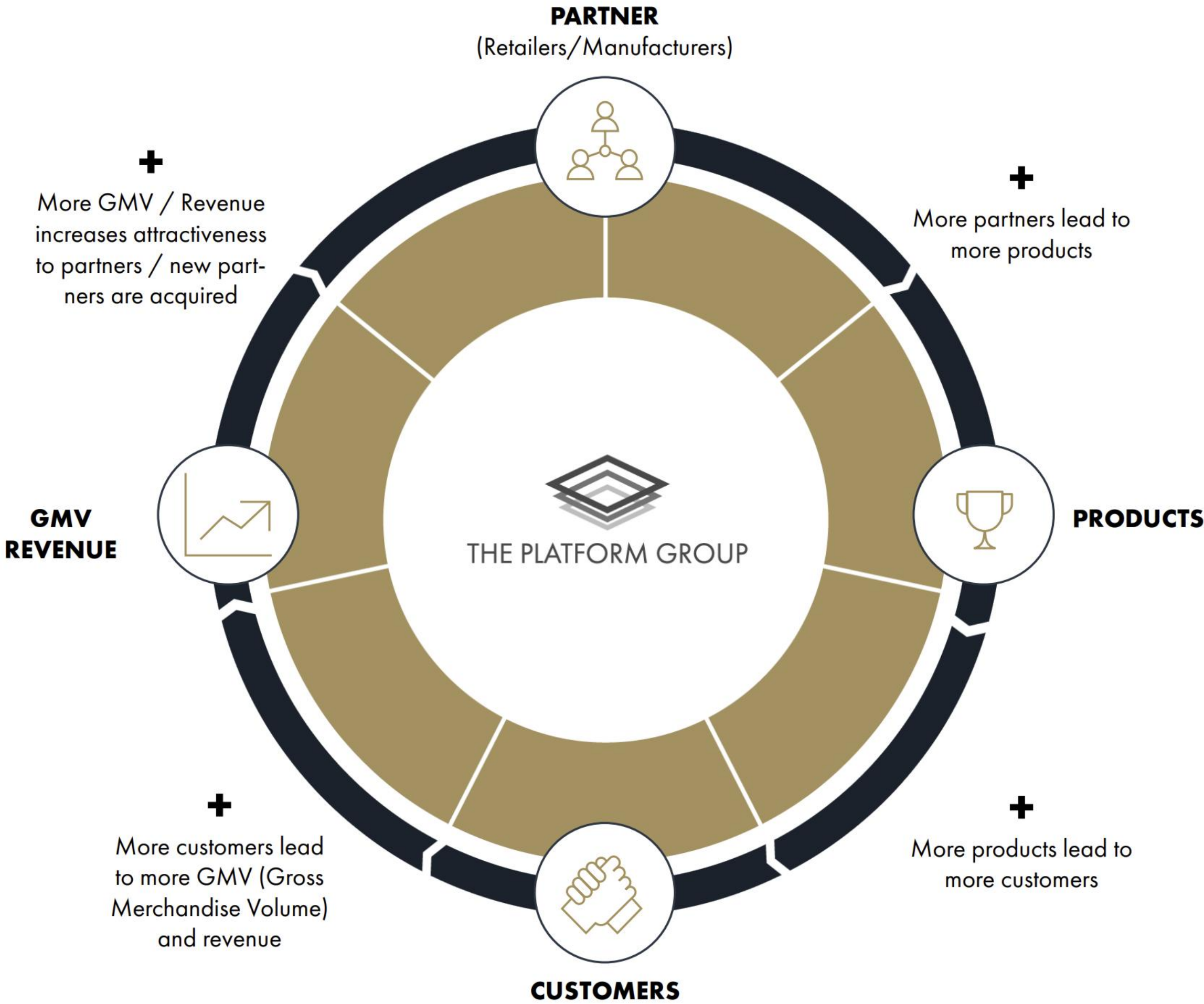
WINKELSTRAAT &
Brandfield
(Fashion & Jewelry)

JOLI CLOSET
(Vintage Luxury)



TPG'S GROWTH MODEL

POSITIVE DEVELOPMENT ACROSS ALL KPIS



PARTNERS

More partners bring more products

15,781

+26% vs. 12,547 in H1 2024

ACTIVE CUSTOMERS

More products attract more customers

6.2 mn

+29% vs. 4.8 m in H1 2024

NUMBER OF ORDERS

More customers generate more orders

5.3 mn

+39% vs. 3.8 m in H1 2024

AVERAGE ORDER VALUE

More per order, more for growth

124 €

+5% vs. 118€ in H1 2024

EMPLOYEES

New subsidiaries & AI/software expansion

1,287

+62% vs. 794 in H1 2024

TOTAL REVENUE GROWTH

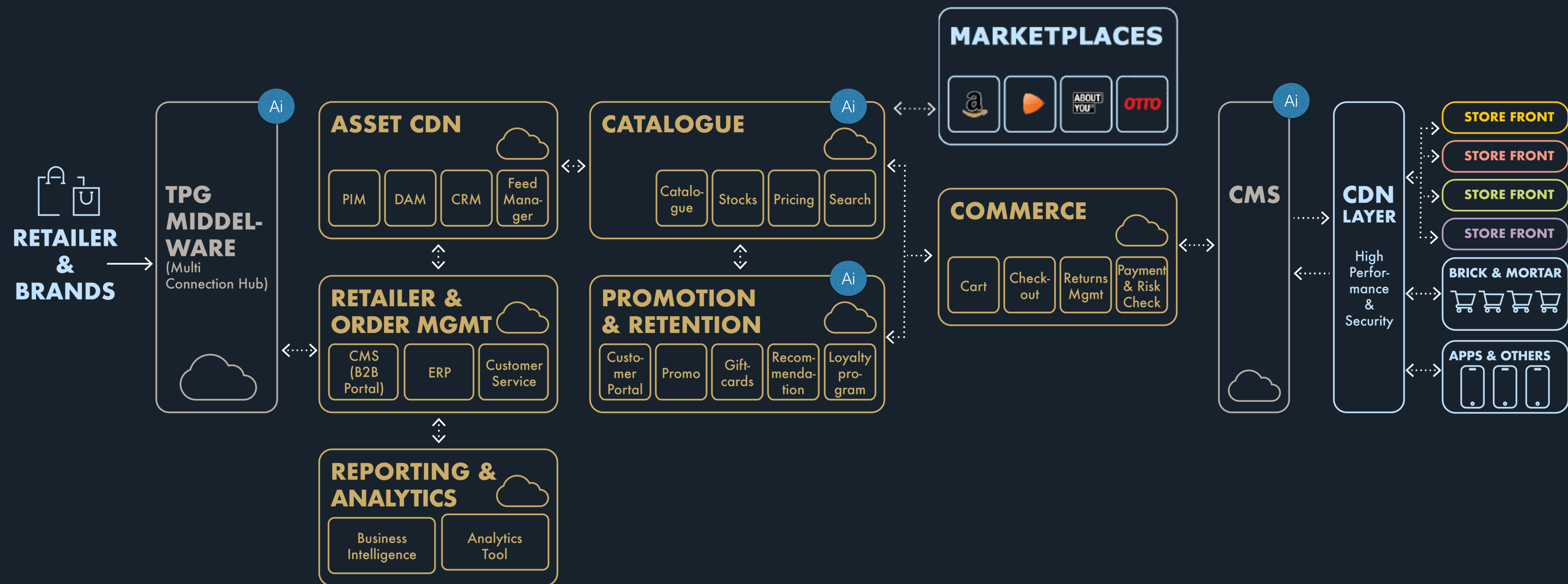
Strong increase in H1 2025

+111.5 mn

to €342.6m (+48% vs.
H1 2024: €231.1m)

TPG ONE

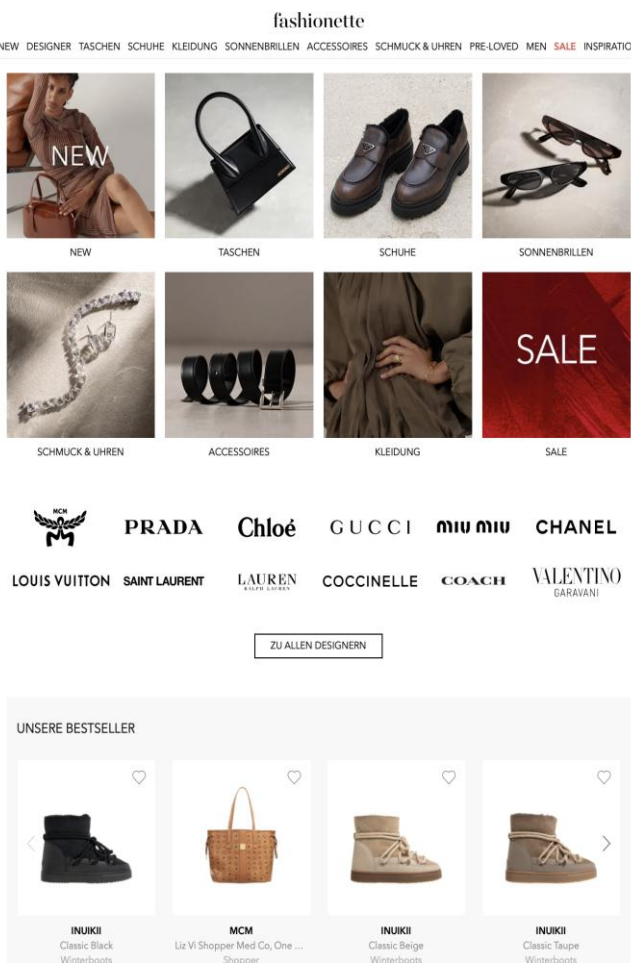
OUR TPG SOFTWARE ARCHITECTUR SETUP



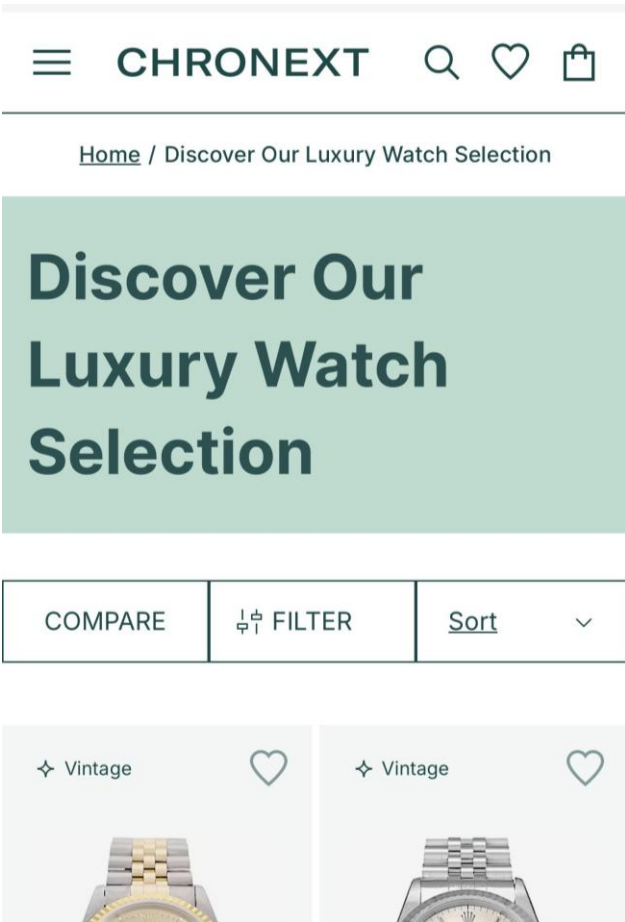
ONE SOFTWARE SOLUTION FOR VARIOUS INDUSTRIES

OUR FLEXIBLE TPG ONE SOFTWARE MEETS THE REQUIREMENTS OF VARIOUS INDUSTRIES

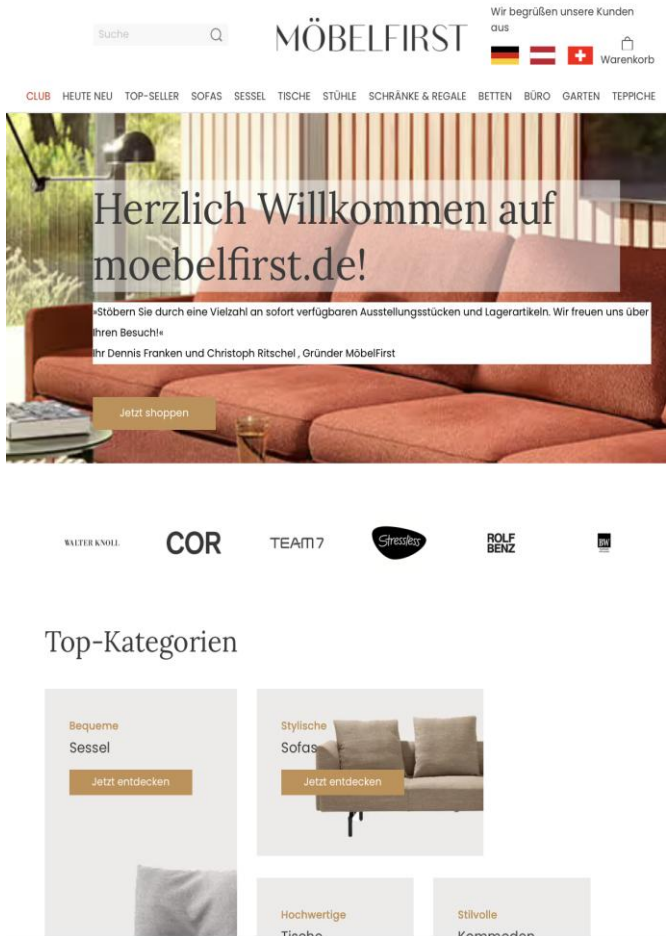
Luxury Fashion



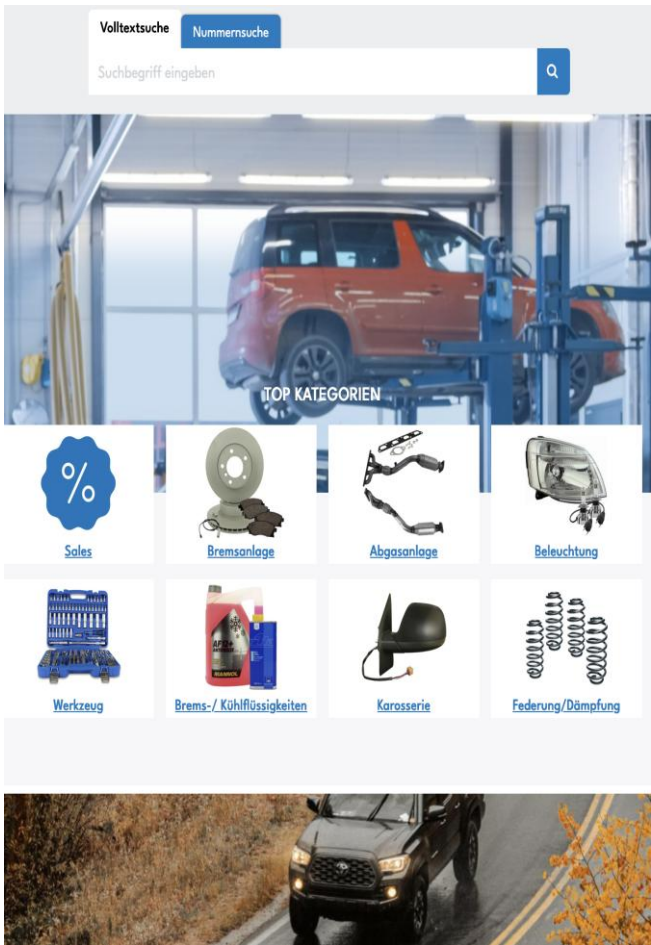
Luxury Watches



Furniture



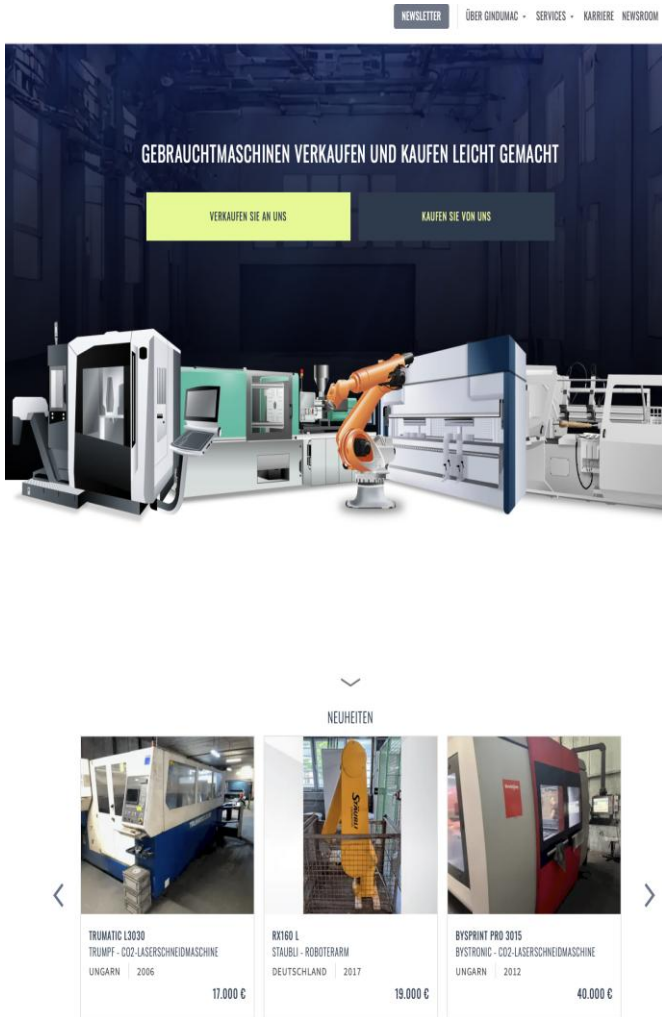
Car Parts



Dental Supplies



Heavy Machinery



Our proprietary Platform Software enables stationary and online retailers to “plug’n grow”



M&A PIPELINE Q3 2025



3 x B2B Pharma platform

- 3 different platforms with B2B focus (90%)
- Located in EU
- 3 different niche-segments

Acquisition:

- 50,1% Acquisition
- Management remains
- Call-/put options 2028

Status:

DD: done

SPA/Signing: Sept. 2025 / open



B2C furniture platform

- Located in Germany
- Focus on B2C customers
- Niche-segment, AOV >800€

Acquisition:

- 50,1% Acquisition
- Management remains
- Call-/put options 2028

Status:

DD: done

SPA/Signing: Sept. 2025



B2B bike platform / SaaS

- Located in Germany
- Focus on B2B customers
- >700 bike stores as client

Acquisition:

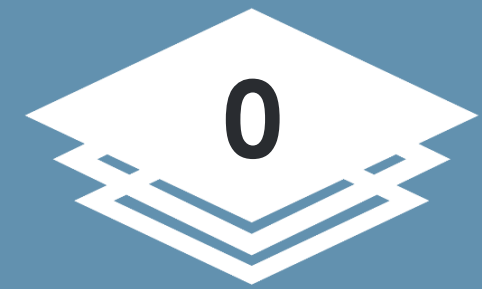
- 50,1% Acquisition
- Management remains
- Call-/put options 2027

Status:

DD: done

SPA/Signing: open





THE PLATFORM GROUP UPDATE TPG

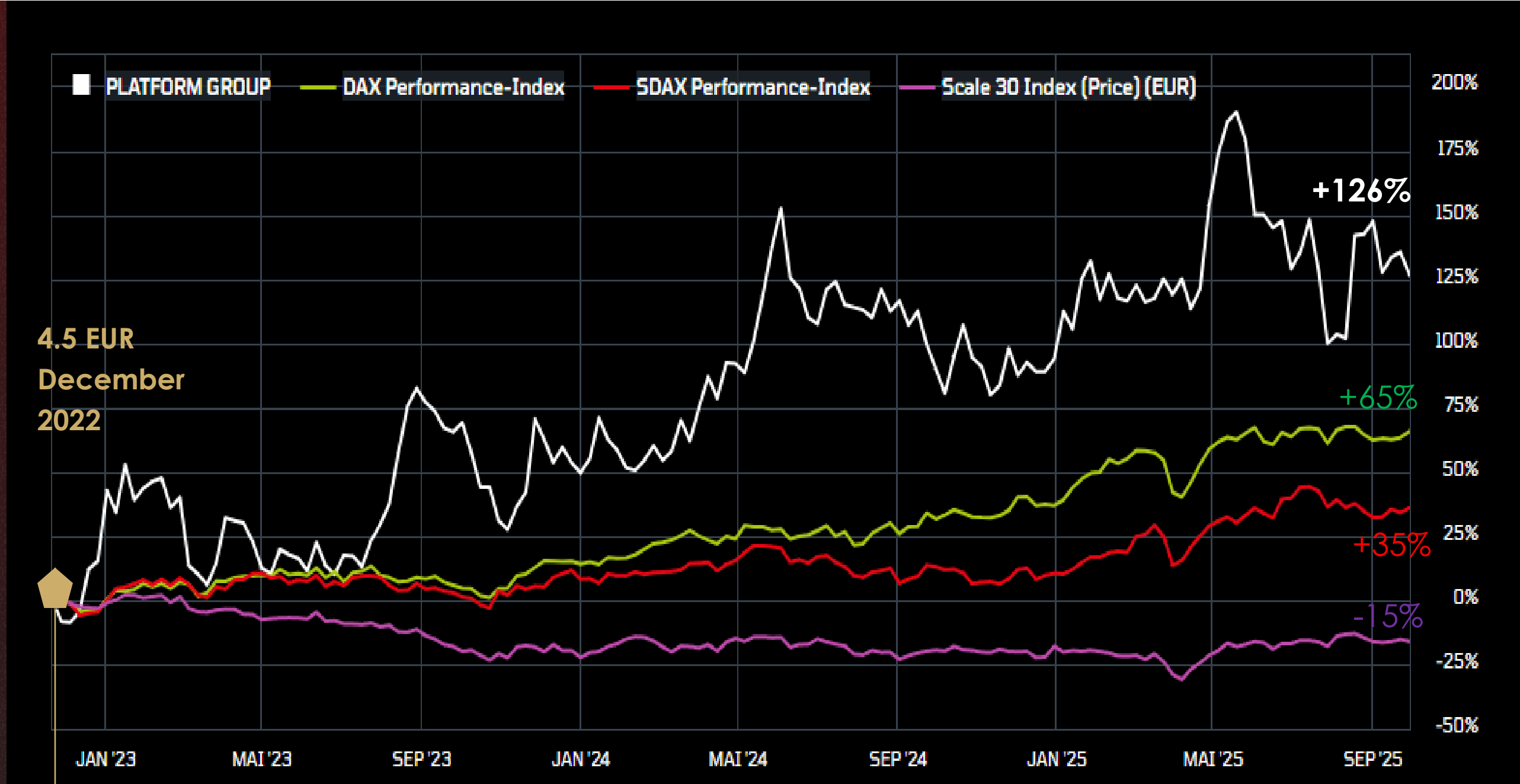
2. Stock & Financial



TPG SHARE DEVELOPMENT

+126% SINCE DECEMBER 2022

SHARE DEVELOPMENT SINCE DEC 2022



TPG ACQUIRES A
38% EQUITY STAKE ON
FASHIONETTE AG

9.02
SHARE PRICE
in EUR

MARKET SNAPSHOT

Share ISIN/ Ticker:	DE000A2QEFA1 / TPG
No. of shares (m):	20.5
Market cap EUR m:	185
Freefloat MC EUR m:	54
Ø daily Trad. Vol.:	814,179
Trading venue:	XETRA, XFRA, Tradegate, gettex
Index:	Scale All Share, Scale 30
Segment:	Scale, Frankfurt Stock Exchange

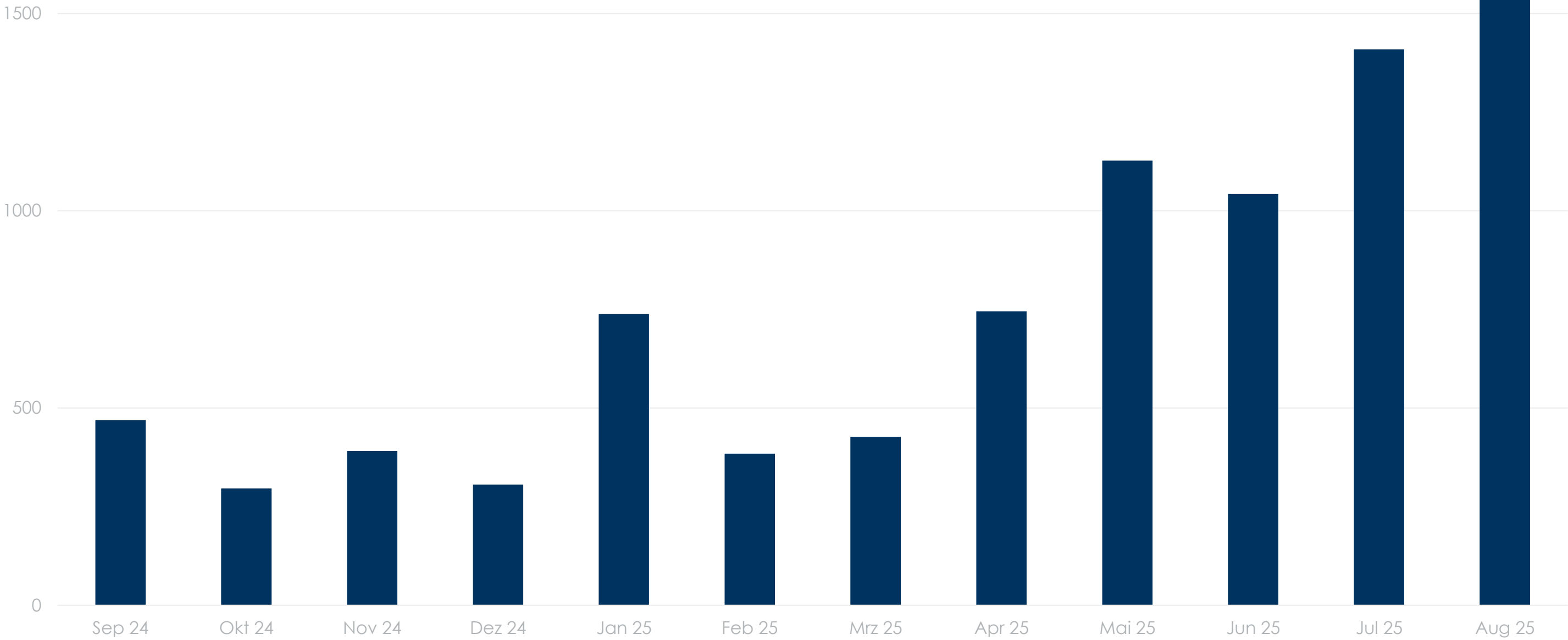
RESEARCH COVERAGE

Latest Update	Institution	Price Target (EUR)
AUG 29	nuways	19.00 (BUY)
AUG 29	First Berlin	19.00 (BUY)
AUG 25	ODDO BHF	16.00 (OUTPERFORM)
AUG 25	Warburg	17.50 (BUY)
AUG 25	P. BNP Paribas	21.00 (STROG BUY)

Ø 18.5
TARGET PRICE
in EUR

TPG STOCK

Zeitraum	Xetra Stück	Frankfurt Stück	Stuttgart Stück	Tradegate Stück	Hamburg Stück	Düsseldorf Stück	Berlin Stück	Deutschland Gesamt
September 24	268.992	1.091	5.027	193.918	0	0	0	469.028
Oktober 24	197.003	2.200	2.792	91.804	3	1.975	15	295.792
November 24	235.540	2.075	1.790	151.677	5	0	0	391.087
Dezember 24	212.661	768	5.812	85.094	100	700	625	305.760
Januar 25	497.873	3.580	10.515	226.572	0	0	0	738.540
Februar 25	260.837	902	18.062	104.033	147	185	0	384.166
März 25	322.105	1.318	3.410	99.939	0	0	0	426.772
April 25	509.841	9.697	11.632	208.804	240	420	4.000	744.634
Mai 25	845.150	5.922	10.225	265.186	725	180	0	1.127.388
Juni 25	728.899	7.526	17.262	286.655	301	130	1.850	1.042.623
Juli 25	1.156.891	1.038	21.771	229.610	0	0	0	1.409.310
August 25	1.881.514	1.002	13.697	287.994	300	0	400	2.184.907
Monatsdurchschnitt	593.109	3.093	10.166	185.941	152	299		793.334
Summe	7.117.306	37.119	121.995	2.231.286	1.821	3.590	6.890	9.520.007



OVERVIEW H1 REPORT 2025 (VS. H1 2024)

CONTINUING OPERATIONS

	H1 2025	H1 2024
GMV	€ 652.1m	€ 442.5m
Net revenue (EUR m)	€ 343.0m	€ 231.5m
Other revenues (EUR m)	€ 13.0m	€ 16.4m
Gross Margin	34.1%	28.5%
Marketing Cost Ratio	6.0%	6.3%
Distribution Cost Ratio	7.8%	7.7%
HR Cost Ration	4.7%	5.4%
Adj. EBITDA (EUR m) (% margin)	€ 33.3m (9.7%)	€ 17.6m (7.6%)
Reported EBITDA (EUR m) (% margin)	€ 43.7m (12.7%)	€ 30.0m (13.0%)
Net profit (EUR m) continuing operations (% margin)	€ 33.3m (9.7%)	€ 21.7m (9.4%)

Takeaways

H1 2025 with better results than internally calculated

GMV Growth +47.4% / Revenue Growth +48.2%: both higher increase compared to internal forecast

Distribution cost ratio with 7.8% inline with our internal cost target-line → implemented actions show effects

EBITDA adj. +89.6% / EBITDA reported +45.4% shows high effectiveness of cost program and profitable niche strategy of our ecommerce activities

Net profit +54%: above internal forecast – increasing margins.



OVERVIEW H1 REPORT 2025 (VS. H1 2024)

CONTINUING OPERATIONS

	H1 2025	H1 2024
Net profit (EUR m), continuing operations	€ 33.3m	€ 21.7m
Net profit (EUR m), not-continuing operations	€ 0	€ -2.8m
Net profit (EUR m), total	€ 33.3m	€ 18.8m
thereof minorities	€ 1.6m	€ 0.9m
Earnings per share (EUR), total	€ 1.55	€ 0.90
Earnings per share (EUR), continuing operations	€ 1.55	€ 1.09

Takeaways

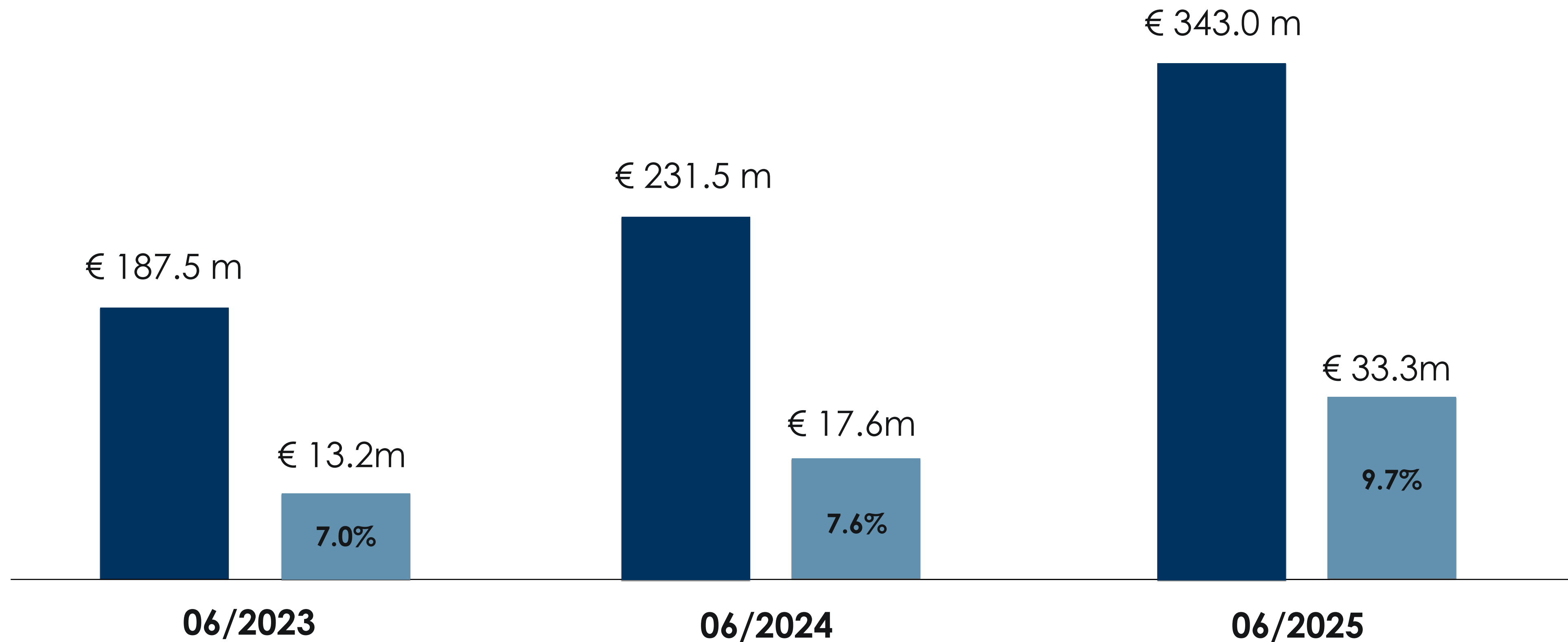
Earnings per share with € 1.55 and growth of +77.2%: above internal forecast

Increase of minority results (€1.6m) due to new companies in 2024 (OEGE, 0815...)



PROFITABILITY AS A KEY FOR SUSTAINABLE GROWTH

Revenue & EBITDA adj. 6M – 3 years



OUR GUIDANCE 2025

Developments 2025

10 successful acquisitions in 2025. Strong Post-Merger-Management team (PMI)

Higher profitability due to cost efficiency program (2024-2025) and scalable cost structure

After 8 quarters with increasing distribution costs: Change in development, stable cost ratio – taken actions work

Excellent conditions for new M&A acquisitions in 2025-2026 with fair values

Increased scalability of our TPG One Software allows us to connect partners faster and enter new industries within <4 month

Our 4 segments grow. Industrial good segment with positive margin development. New segment “Optics & Hearing” since 07/2025 with high potential and 25% EBITDA-Margin.

**2nd INCREASE OF GUIDANCE 2025
by 31th July 2025 (“Guidance
07/2024”)**

**INCREASE of 2026 Guidance with
EUR 1.0bn revenue + €70-80m EBITDA**



BALANCE SHEET

(in m€)

ASSETS	30.06.2025	31.12.2024
Non-current assets	181.1	164.5
Current assets	167.5	158.7
Total Assets	348.6	323.2

EQUITY/LIAB.	30.06.2025	31.12.2024
Equity	168.4	135.1
Non-current liabilities	109.2	102.8
Current liabilities	71.0	85.3
Total equity and liabilities	348.6	323.2

Takeaways
Increase of inventories (+6.6m) due to consolidation of new companies
Strong reduction of accounts payable in H1 2025 (-10.8m)
Constant level of bank liabilities (€64.7m)
Equity ratio with positive development (H1: 48%)



DEBT SITUATION

(€m)

30.06.2025

Cash + Cash equivalents	€ 14.5m
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Long term Debt (bank loans)	€ 35.4m
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Short term Debt (bank loans)	€ 29.3m
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Bond	€ 50.0m
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Net Debt	€ 100.2m
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LTM EBITDA	€ 48.8m
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Leverage	2.05 x
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Target Leverage 2025
1.5 – 2.3x LTM EBITDA

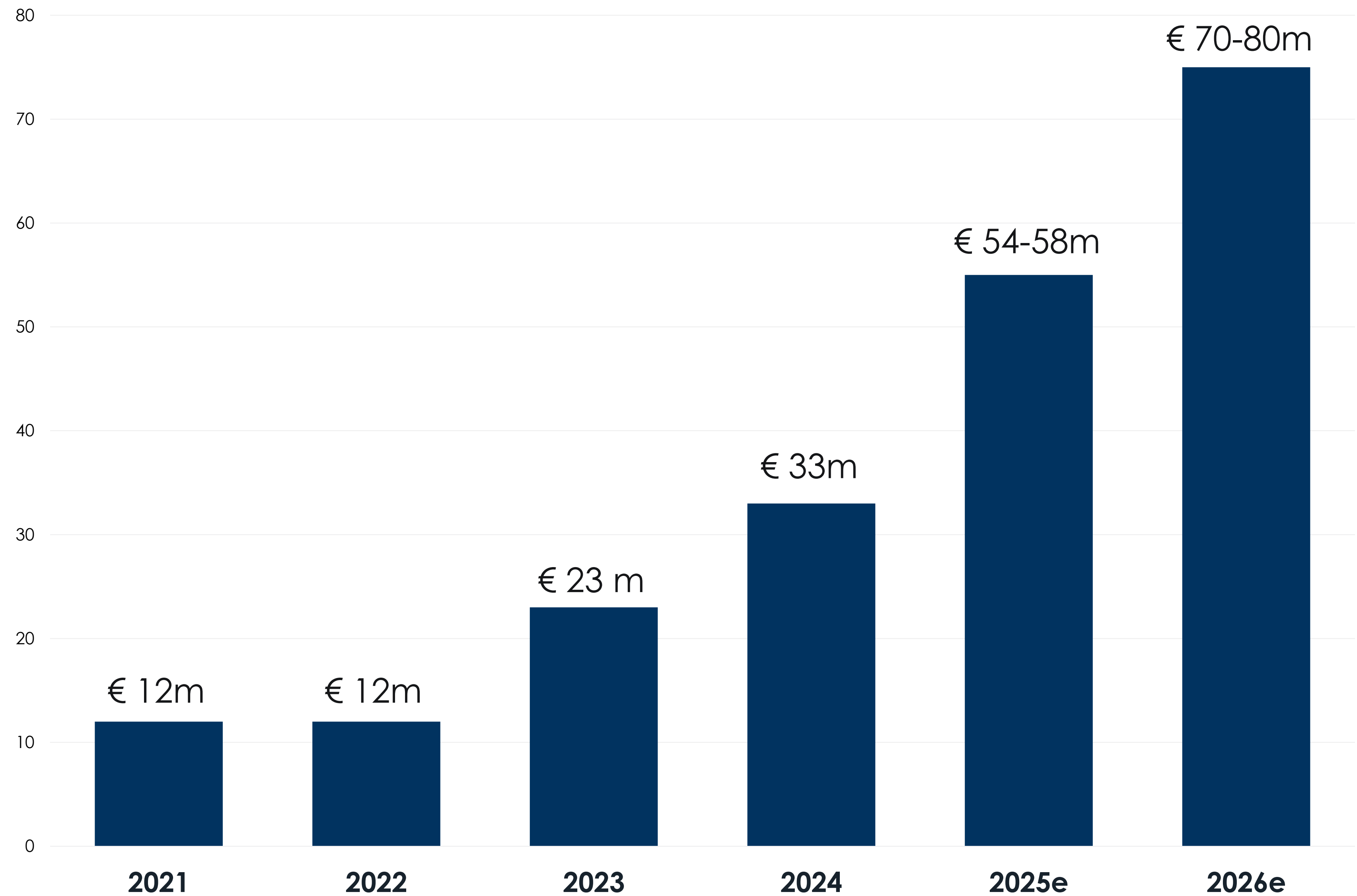


THE PLATFORM GROUP: REVENUE DEVELOPMENT



Pro-Forma figures for FY 2022, 2023. FY 2022 and FY 2023 continued operations. 2025e/2026e according to guidance. 2021 TPG/Fashionette combined.

THE PLATFORM GROUP: EBITDA ADJ. DEVELOPMENT



Pro-Forma figures for FY 2022, 2023. FY 2022 and FY 2023 continued operations. 2025e/2026e according to guidance. 2021 TPG/Fashionette combined.



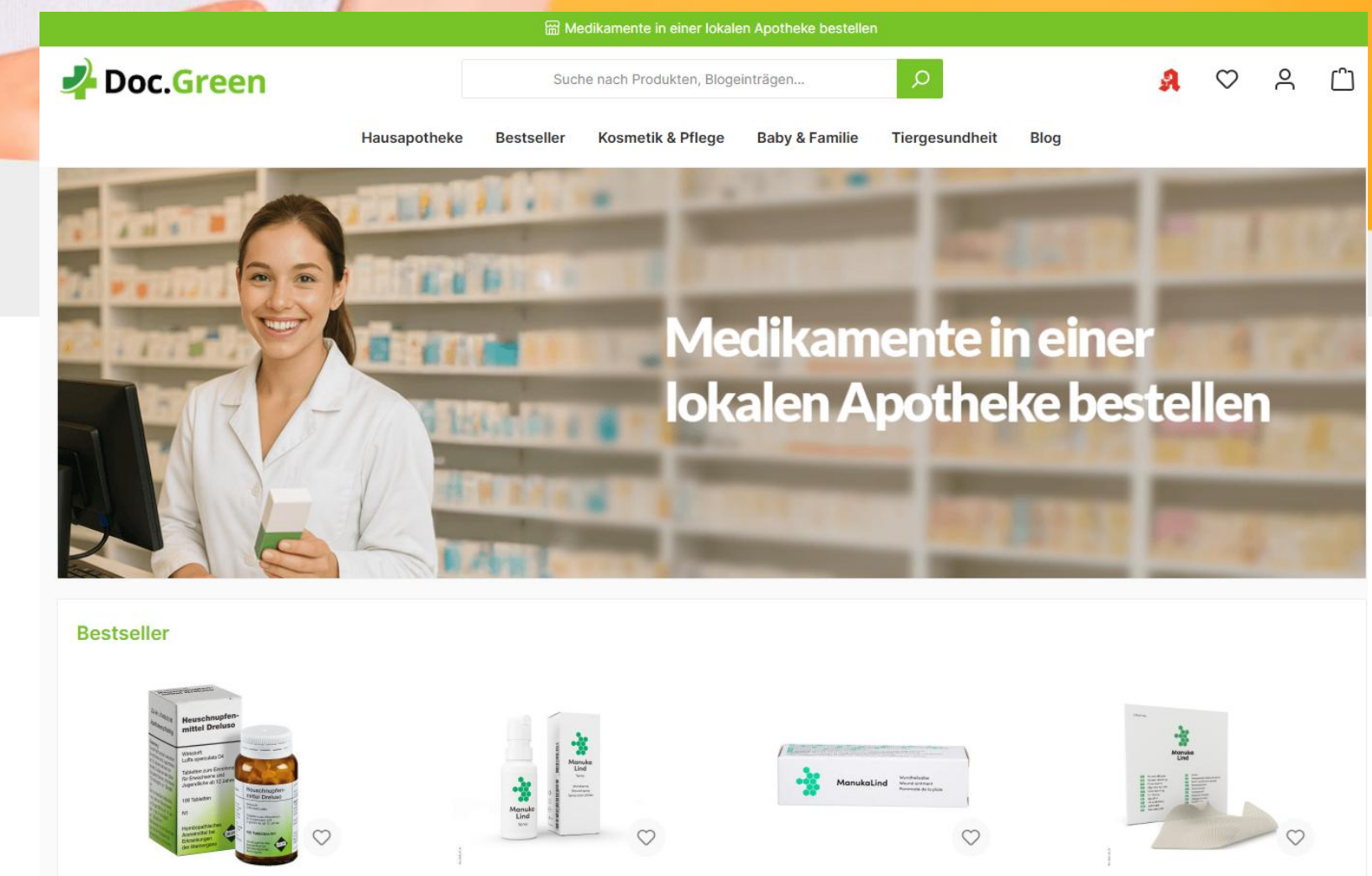
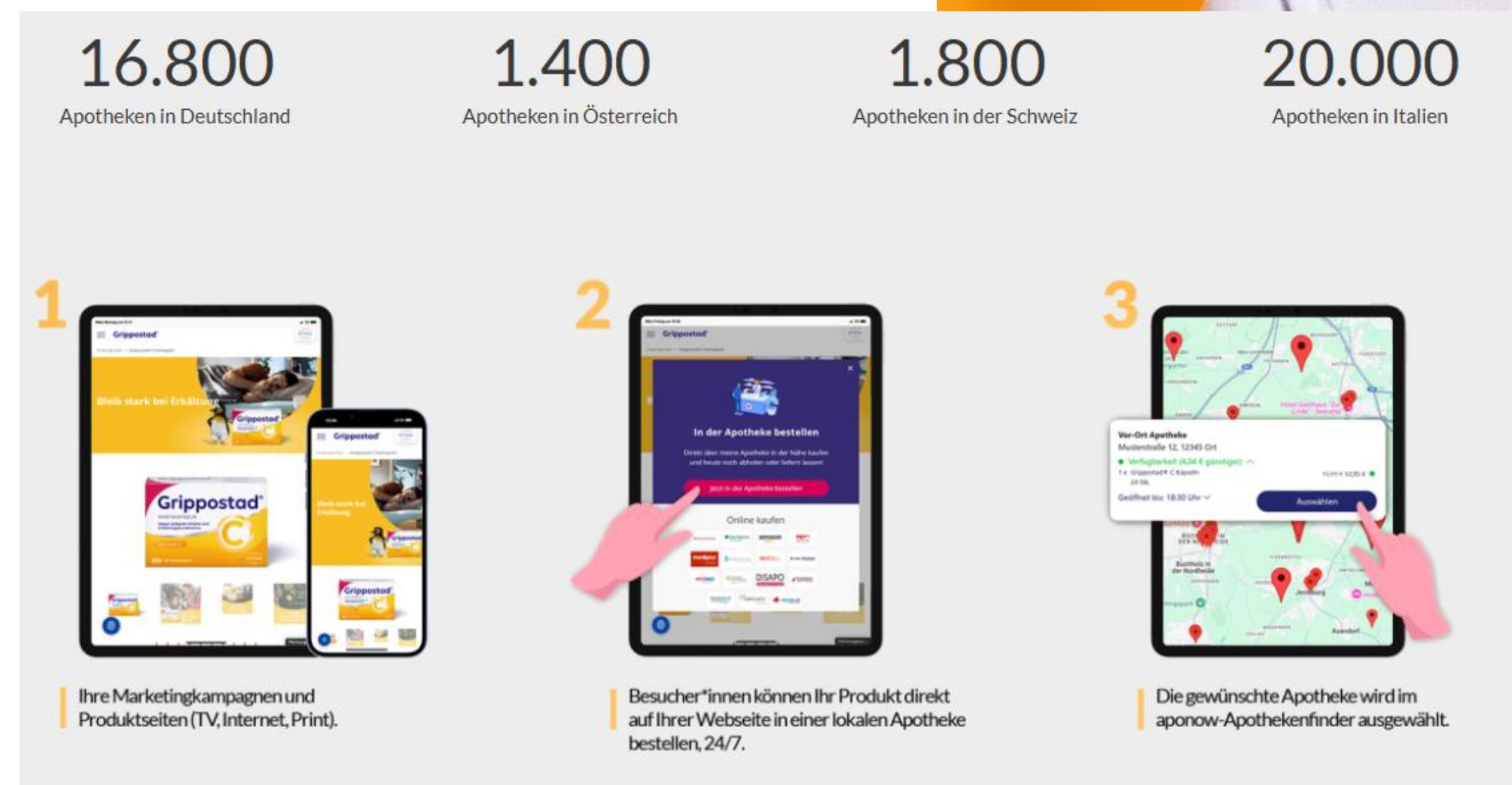
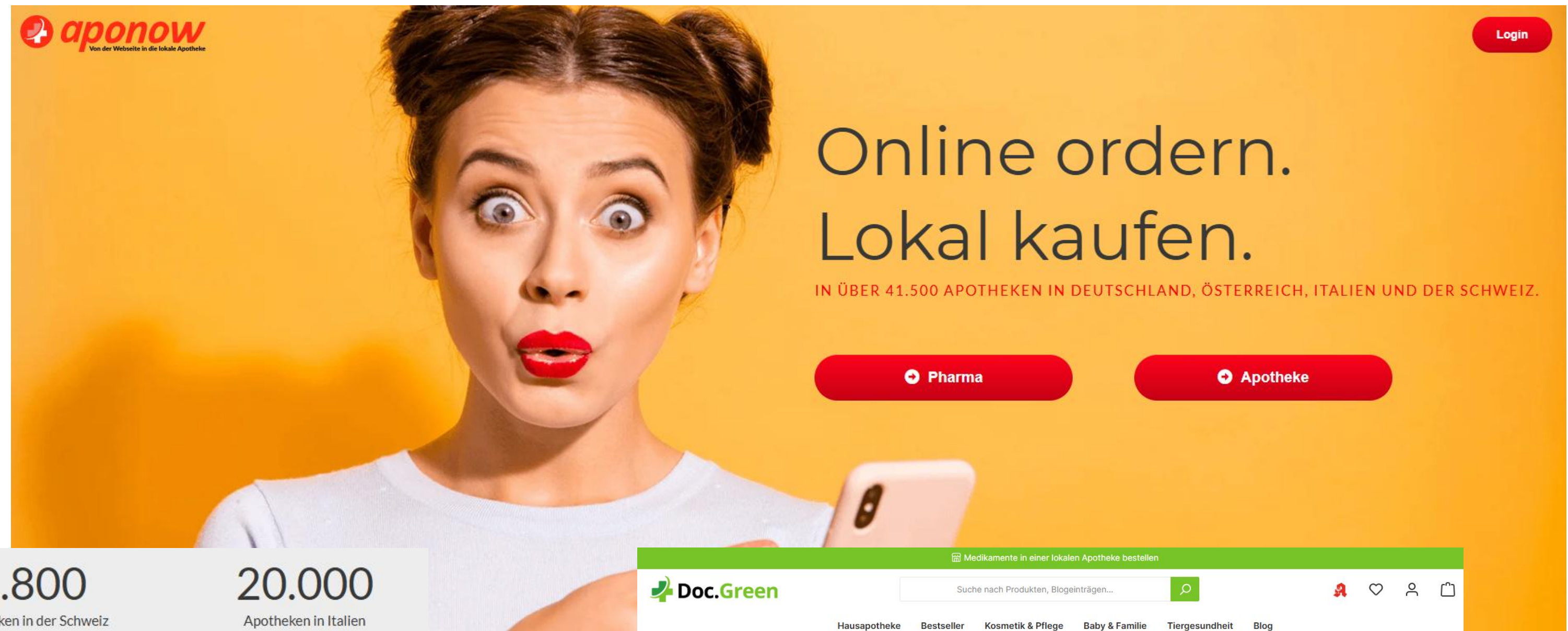
THE PLATFORM GROUP UPDATE PHARMA



OUR FOCUS IN PHARMA

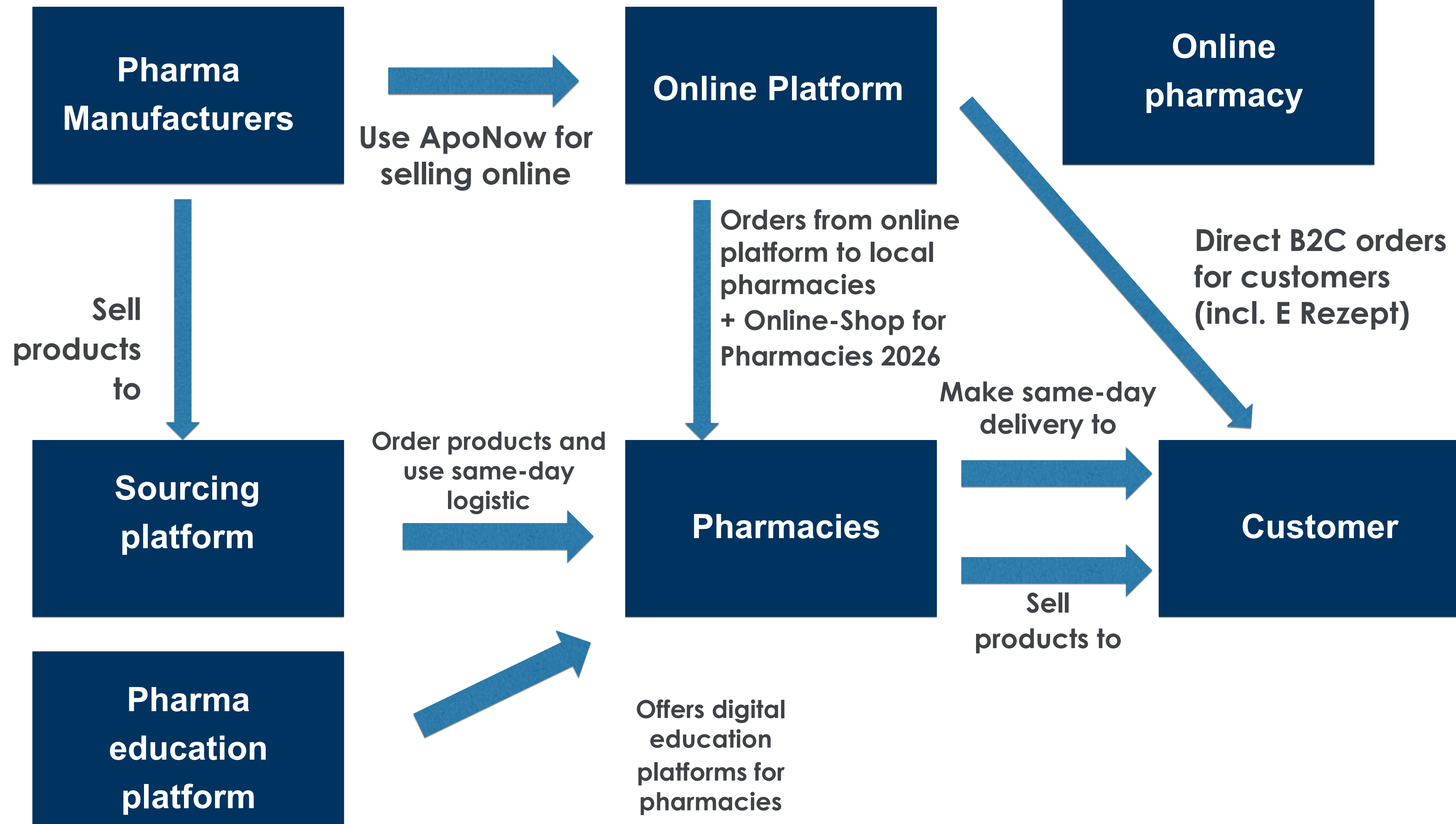
ApoNow (since 2021 with TPG)

- 41.500 pharmacies connected
- 300 pharma manufacturers
- 4 countries: Germany, Italy, Austria, Switzerland



ACQUISITION PROJECT “PHARMA PLATFORM”

Strategic rationale / structure



TPG Group has four key players to cover the full value chain for pharmacies and become relevant partner + further acquisitions in 2026

OUR FOCUS IN PHARMA

Pharmosan

- One of the top 4 B2B platforms in Austria
- 2nd generation family owned
- Daily delivery to local pharmacies

Pharmosan

[Home](#)

[Über uns](#)

[Leistungen](#)

[Apothekenbestellsystem](#)



OUR FOCUS IN PHARMA

Apothekia

- Marketleader in digital education for pharmacies
- Payment model with pharma manufacturers / hundreds of partners
- Broad network in the industry



OUR FOCUS IN PHARMA

Vamida

- Niche-online pharmacy
- Partnering with local pharmacies
- Focus: Eastern Europe, Austria

The screenshot displays the Vamida website interface. At the top, the VAMIDA VERSANDAPOTHEKE logo is on the left, a search bar with the placeholder text "Hier den ganzen Shop durchsuchen..." is in the center, and icons for a wishlist, shopping cart, and account are on the right. Below this is a blue navigation bar with categories: KATEGORIEN, MARKEN, ERKÄLTUNG, INSEKTEN, FRAUEN, VERDAUUNG, and ALLERGIE. A row of brand logos follows: ASPIRIN, Avène, Bepanthen, CeraVe, Cetaphil, Dr. Böhm, and Dulcolax. The main banner features a collection of skincare products (Eucerin, La Roche-Posay, CeraVe, Cetaphil, Vichy, and Avène) with the text "Alles für deine Haut." and a "JETZT SPAREN" button. Below the banner, three service highlights are shown: "Versandkostenfrei" (free shipping within Austria for orders over 39€), "Bequem bezahlen" (easy payment via credit card, Klarna, or PayPal), and "Sicher einkaufen" (secure shopping with 100% SSL encryption). The footer includes a "Hast du Fragen?" section with contact information: "Sie erreichen uns Mo. - Fr. von 10.00 bis 12.00 Uhr" and a phone number "+43 (0) 1 295 295 2".

2

THE PLATFORM GROUP UPDATE Optics & Hearing



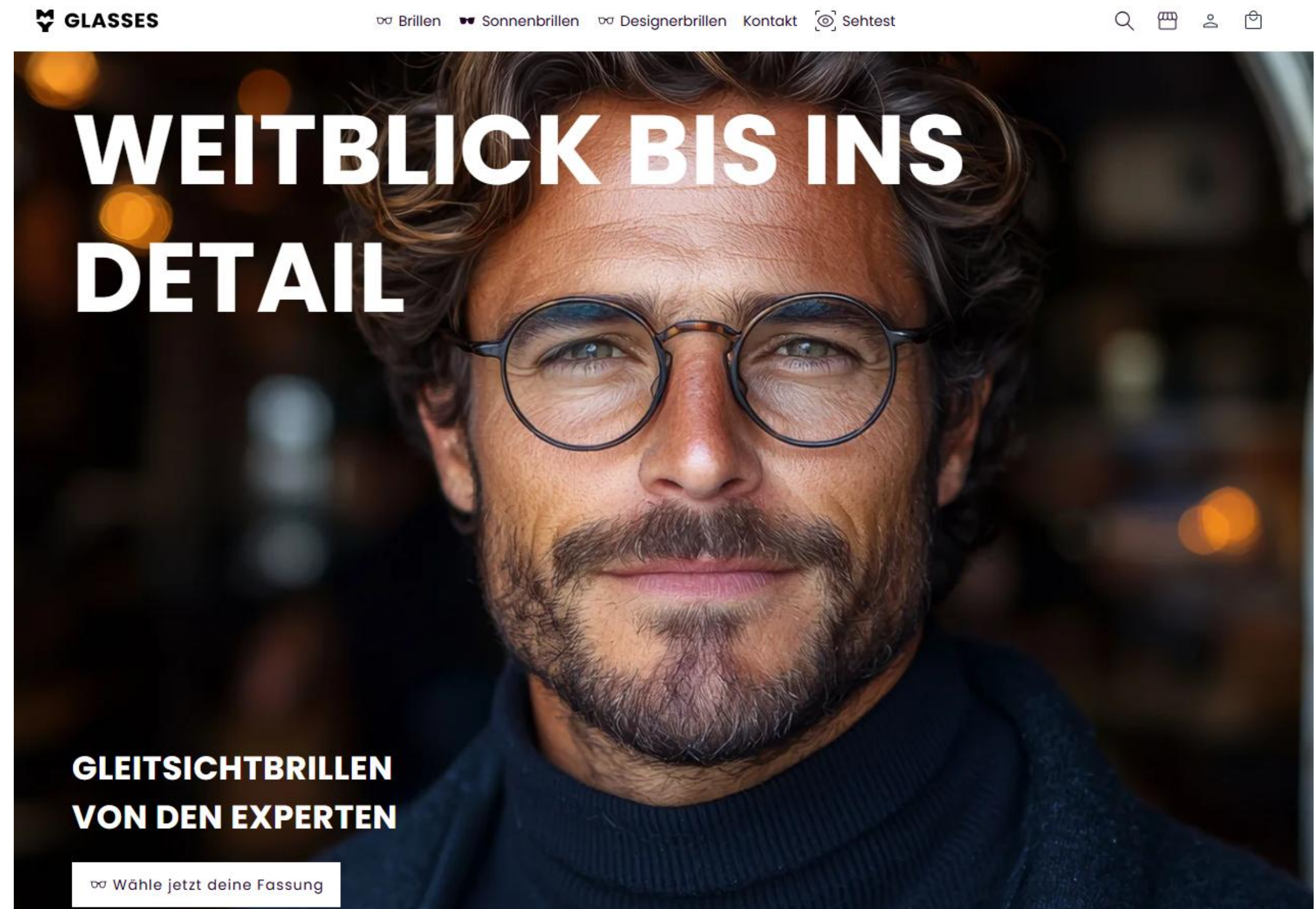
OPTICS & HEARING

Entry into Optics & Hearing (B2C optics/hearing Platform + stores)

- Hybrid model for optics & hearing
- B2C online platform + 30 local stores
- Focus: Germany, Austria, Switzerland
- New segment within TPG
 - FY revenue 2026e: €55-60m
 - EBITDA-Margin: 25%
- Closing July 2025 (done)

Next steps:

- Stores: National coverage (60-70 stores)
- MyGlasses expansion
- Integration into TPG structure



OPTICS & HEARING



Brillen Sonnenbrillen Designerbrillen Kontakt Kostenloser Sehtest



Home | Alle Produkte | 0TF4218 55 800181 Black Schwarz

Tiffany & Co.

0TF4218 55 800181 Black Schwarz

410,00 € inkl. MwSt. [Versand](#) wird beim Checkout berechnet

In den Warenkorb

Auf Lager und in 3-5 Tagen kostenlos bei dir.
bei konfigurierten Rahmen wird die Lieferzeit nach Fertigstellung mitgeteilt.



Brillen Sonnenbrillen Designerbrillen Kontakt Kostenloser Sehtest



Ihr perfekter Sehtest – ganz in Ihrer Nähe

- Markengläser
- Gratis Retoure und Anprobe
- Auf Lager – Gratis Versand
- Kauf auf Rechnung
- Versand durch lokale Optiker
- Sicher einkaufen durch

Finden Sie die nächste MyGlasses-Filiale, buchen Sie Ihren Termin in wenigen Klicks und erleben Sie die Premium-Augenvermessung direkt vor Ort.



Tippe eine Adresse ein...

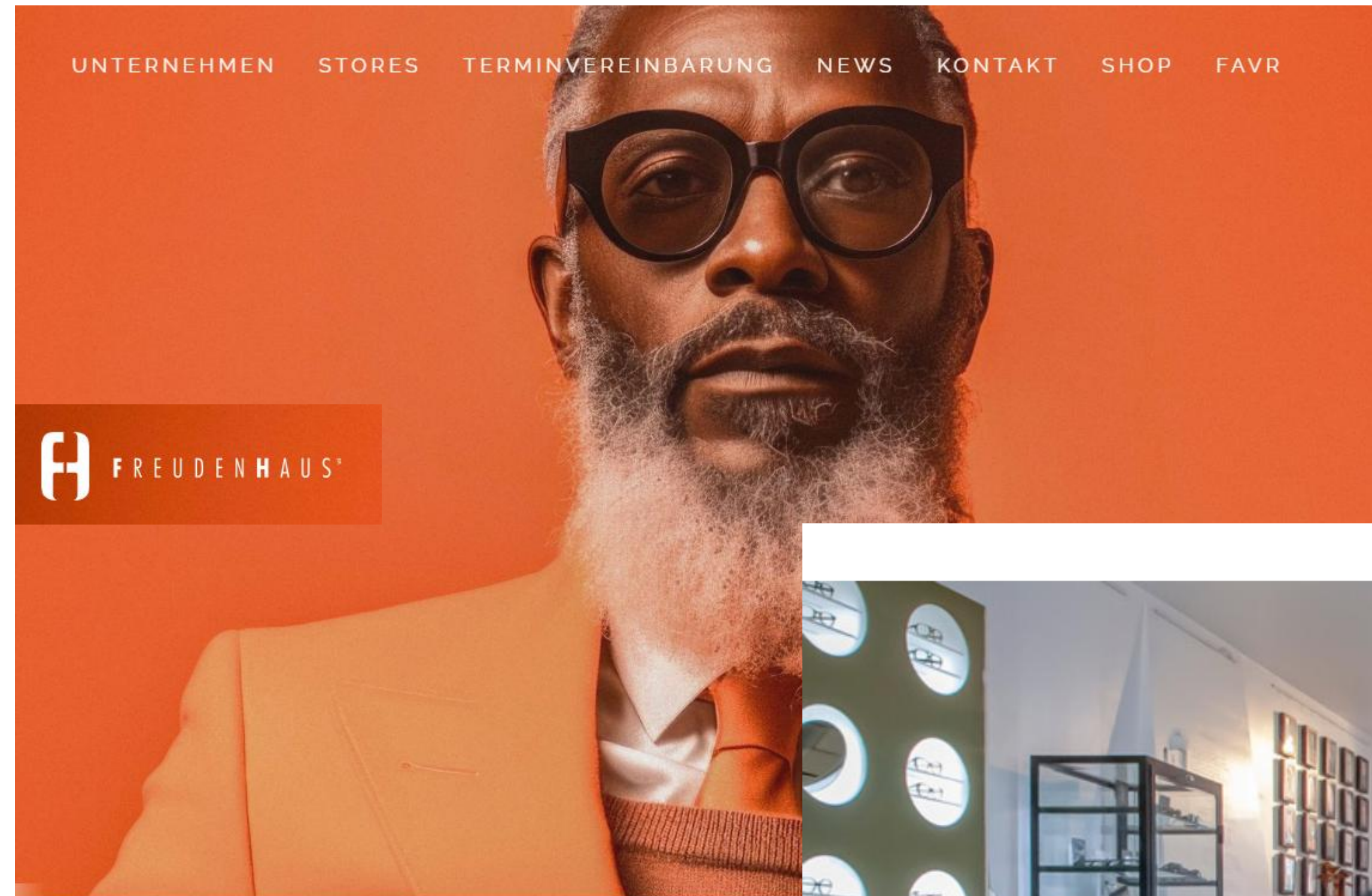
23 Ergebnisse gefunden

Augenoptik & Hörakustik Stettinisch
Bahnhofstr. 9
Königs Wusterhausen, Brandenburg 15711
Deutschland
[+49 3375 244433](tel:+493375244433)
stettinisch.de/1-0-Stettinisch-Augenoptik-Horakustik
Im Store kaufen
Lieferung möglich
[Directions](#)

Augenoptik & Hörakustik Stettinisch
Altstadt 30
Storkow, Brandenburg 15859
Deutschland
[+49 33678 40475](tel:+493367840475)
stettinisch.de/1-0-Stettinisch-Augenoptik-Horakustik



OPTICS & HEARING



3

THE PLATFORM GROUP Strategic Projects (M&A, TPG Pay)



WE ARE **ANTICYCLICAL**

Year 2019

**Enterprise Value
2x Revenue or
8x EBITDA**

**20-30 Buyers per
target**

**Acquisitions of TPG:
0**

Year 2025

**Enterprise
Value
3-5x EBITDA**

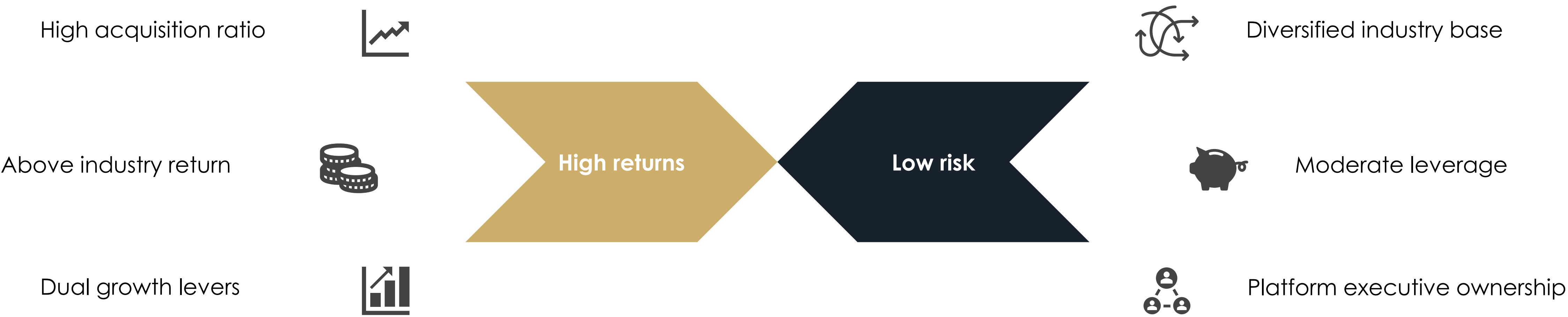
Max. 3 Buyers

**Acquisitions of TPG:
9-11**



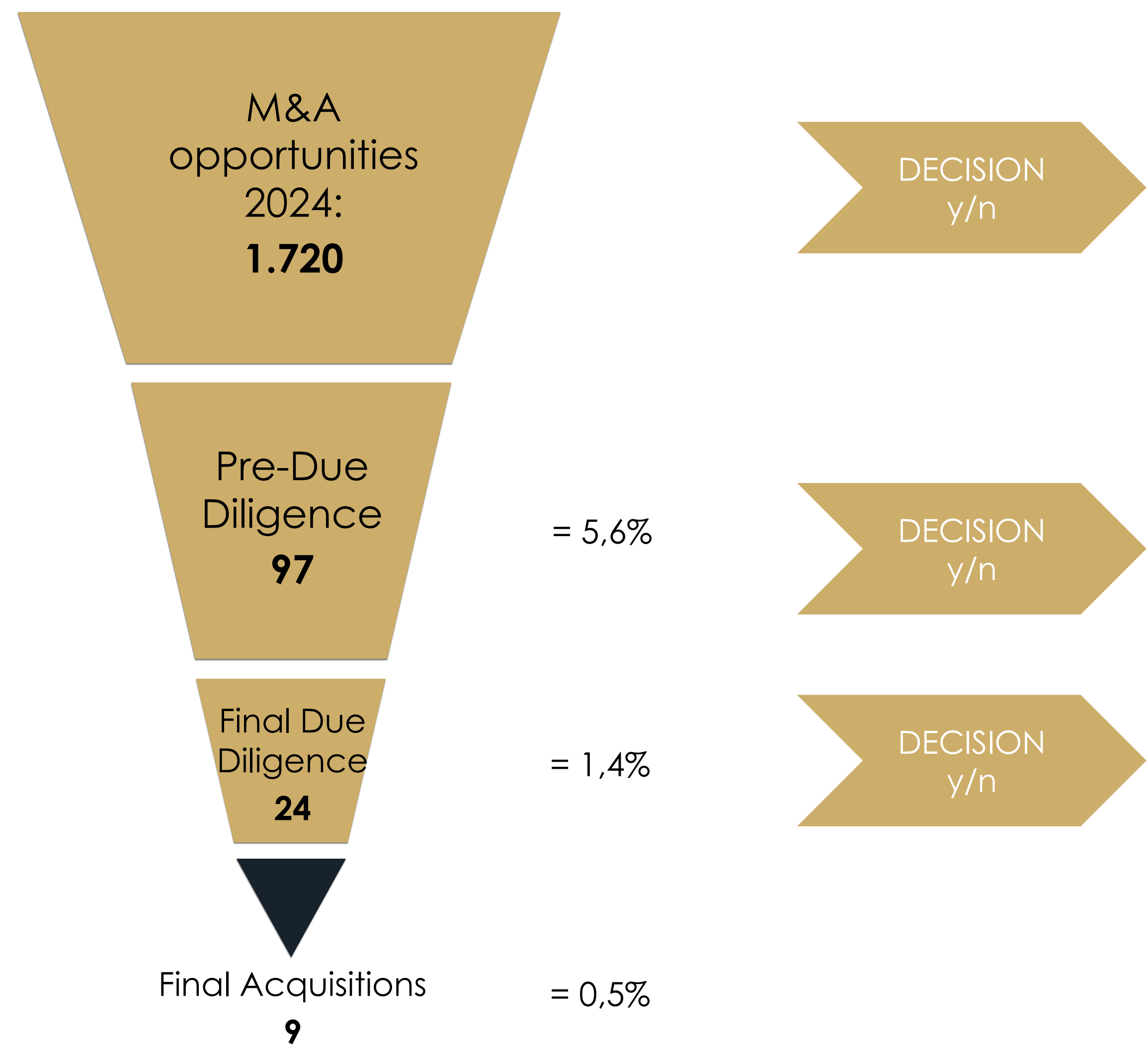
WHY WE ARE FOCUSING ON **NICHE** SEGMENTS WITH **PROFITS**

TPG'S UNIQUE APPROACH COMBINES HIGH RETURNS AND LOW RISK



M&A EXECUTION

OUR M&A FUNNEL – STATUS 12/2024



REASONS to STOP PRE-DD-PHASE

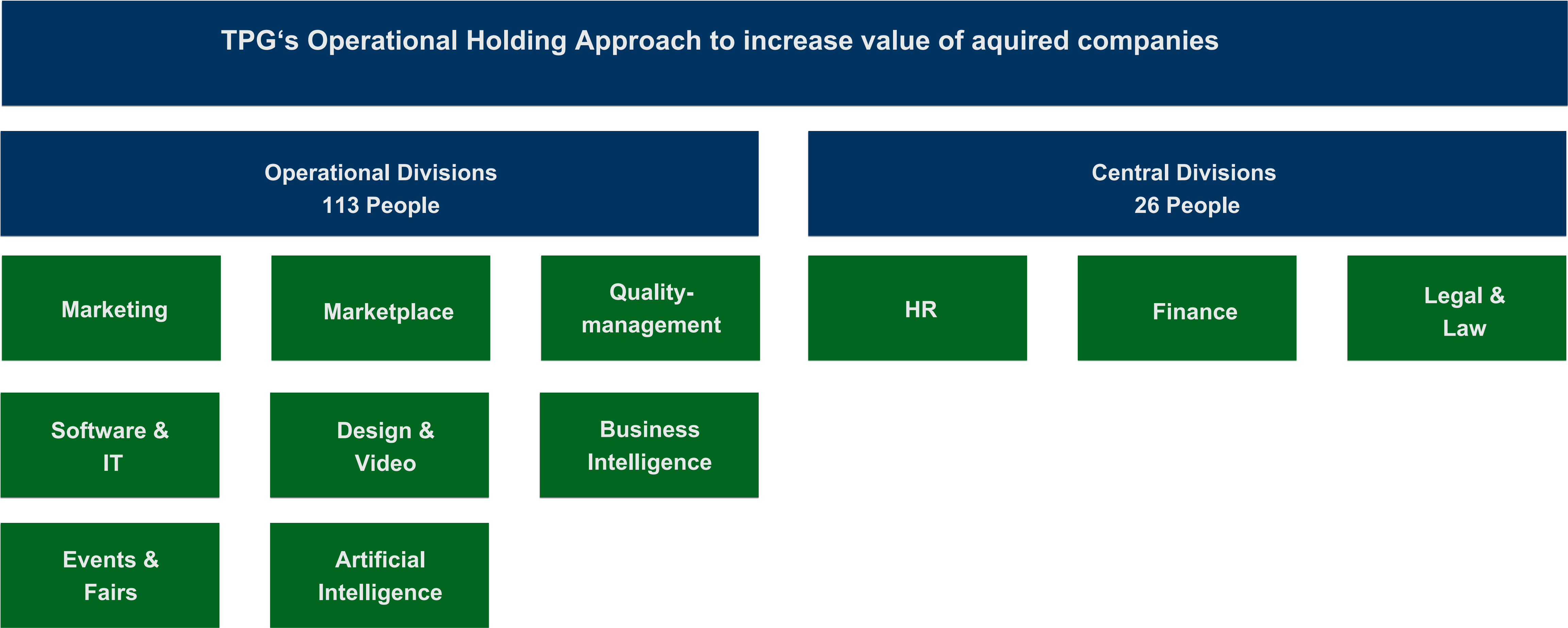
- Industry-specific reasons: 45%
- Target-specific reasons: 40%
(management, valuation, financials, IT, exit strategy)
- Lack of synergies: 11%
- Others reasons: 4%

REASONS to STOP DD-PHASE

- DD red flag findings: 52%
(legal, financial, tax, ESG, IT HR, Marketing/Commercial)
- Lack of synergies: 42%
(software synergies, revenue synergies, cost synergies)
- Others reasons: 6%



OUR PORTFOLIO MANAGEMENT





Outlook



VISION: EUROPE'S LEADING PLATFORM GROUP

OVER THE NEXT THREE YEARS, TPG WILL ACCELERATE GROWTH ACROSS FOUR STRATEGIC DIMENSIONS

Geographic & Marketplace Expansion

- Currently **~70% revenues from DACH + Netherlands**.
- Strong opportunity to expand further **across Europe and into the US/Asia**.
- Goal: broaden platform coverage and increase international revenue share

TPG One Software Architecture

- TPG ONE as the scalable backbone – **continuous investments in IT & automation**.
- Development of new products like **TPG Pay** to deepen integration and create additional revenue streams.
- Increased automation with AI → higher efficiency, lower costs, stronger margins.

Growth through M&A & Ecosystem Expansion

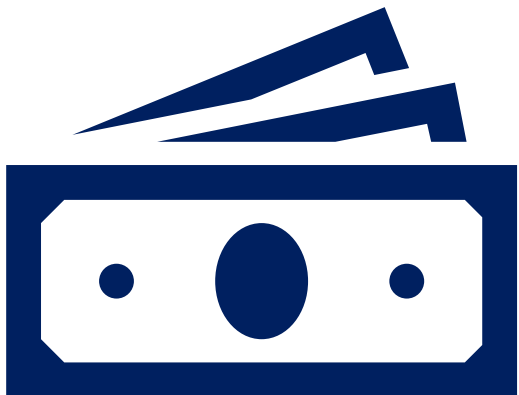



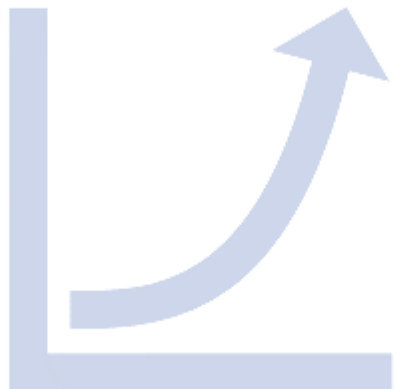

- Disciplined acquisition strategy: each acquisition brings **new merchants, brands and customers**.
- Seamless integration into TPG ONE → immediate synergies and scaling effects.
- Focus on high-value verticals where network effects multiply growth.

New Segments: Optics & Hearing, Pharma

- **Optics & Hearing:** Hybrid B2C model (online + 30+ stores), expected €55–60m revenues in 2026 with 25% EBITDA-margin. Expansion to 60–70 stores and 500+ connected opticians with myglasses.
- **Pharma:** Expansion pipeline includes additional B2B platforms in Europe. Both markets represent multi-billion € growth opportunities.



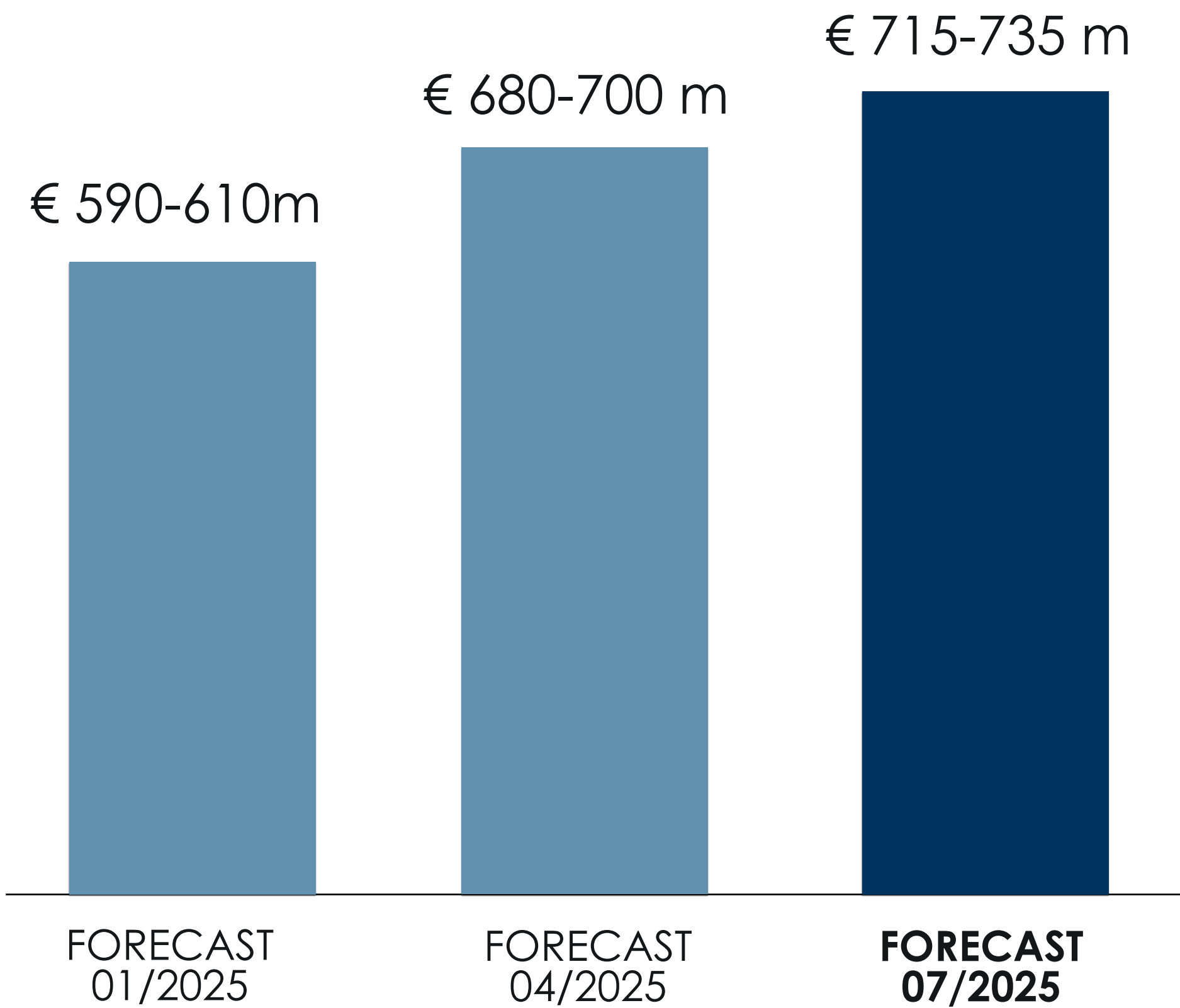
TPG: GUIDANCE 2025 (07/2025) - CONFIRMED

2025 FY					
Revenue €715-735m	Adj. EBITDA €54-58m	GMV €1.3bn	Leverage 1.5 – 2.3x	Partners 16.500	Industries 30
					

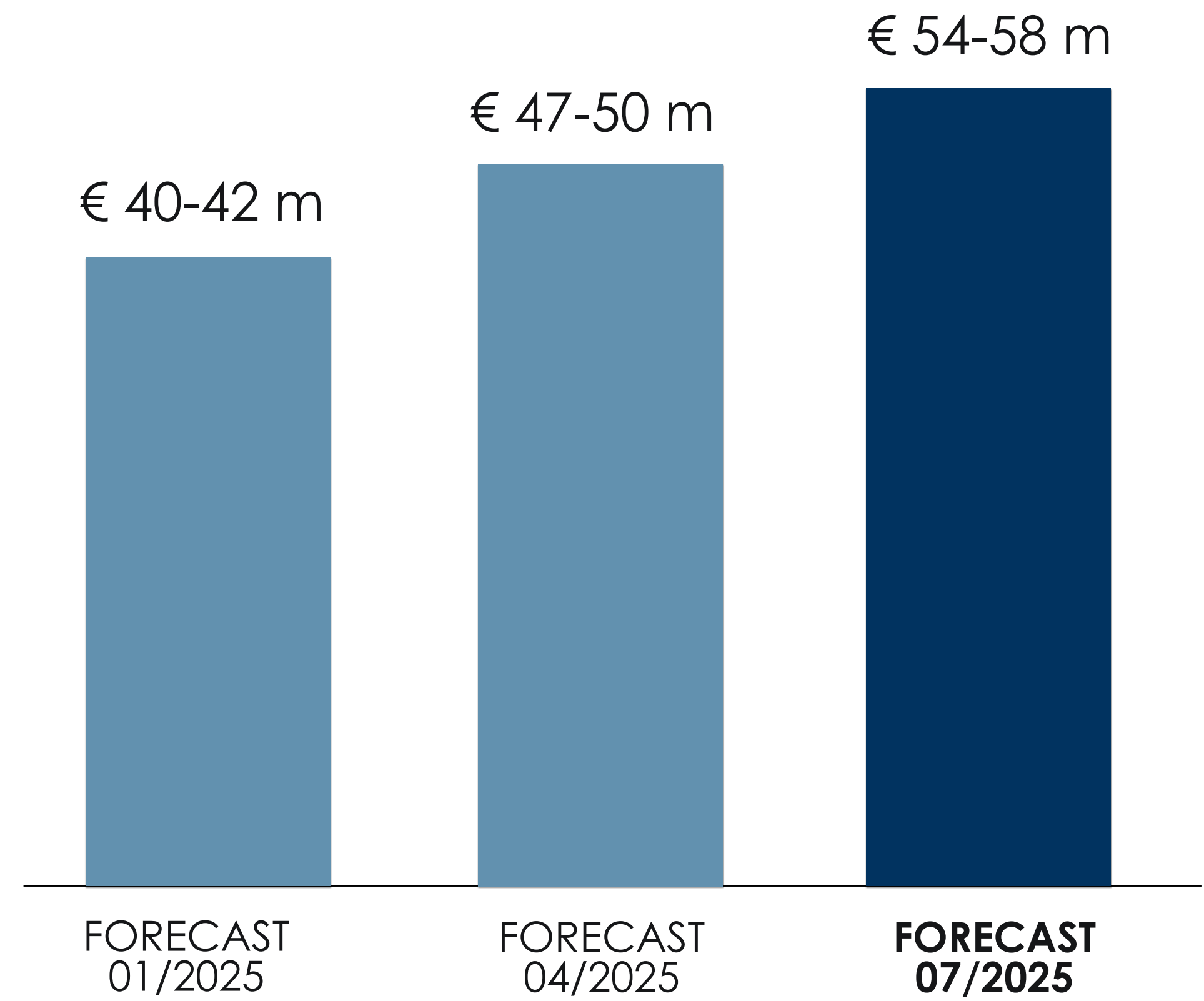


GUIDANCE UPDATE 07/2025

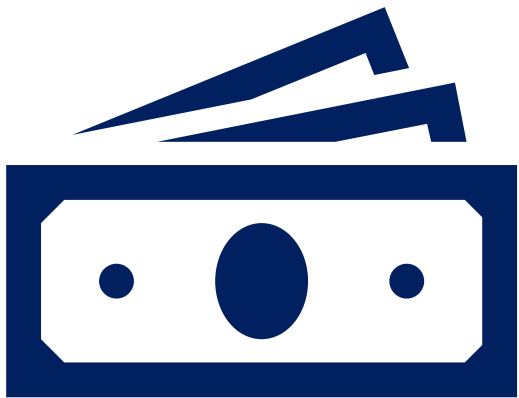



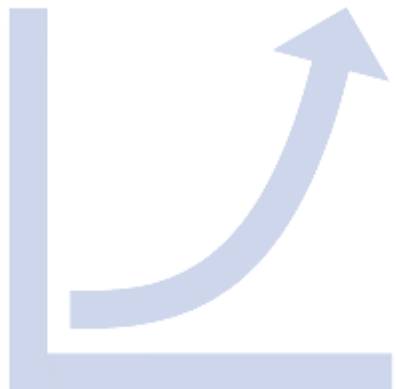

Revenue Guidance 2025e



EBITDA Guidance 2025e



TPG: MIDTERM GUIDANCE (10/2025) **NEW**

MIDTERM GUIDANCE (2026)					
Revenue >€1.0 bn	Adj. EBITDA €70-80m	GMV €1.7bn	Leverage 1.5 – 2.3x	Partners >18.000	Industries 35
					



FINANCIAL CALENDAR

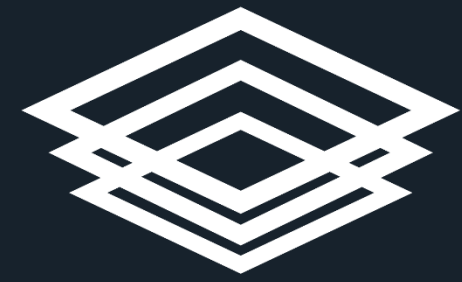
DATE	EVENT
NOV 24, 2025	German Equity Forum 24 - 26 November , Frankfurt/Main
NOV 14, 2025	Publication Quarterly Statement (call-date Q3)
NOV 13, 2025	Münchner Kapitalmarkt Konferenz (MKK) , Munich
OCT 07, 2025	Quirin Privatbank SME Conference , Paris
OCT 02, 2025	Strategy and Update Session / Registration for virtual participation: http://bit.ly/3VMbz07 , Streaming
OCT 02, 2025	Strategy and Update Session / Registration for in-person attendance (professional investors, analysts, and media representatives): https://bit.ly/3KO7ar3 , Frankfurt/Main

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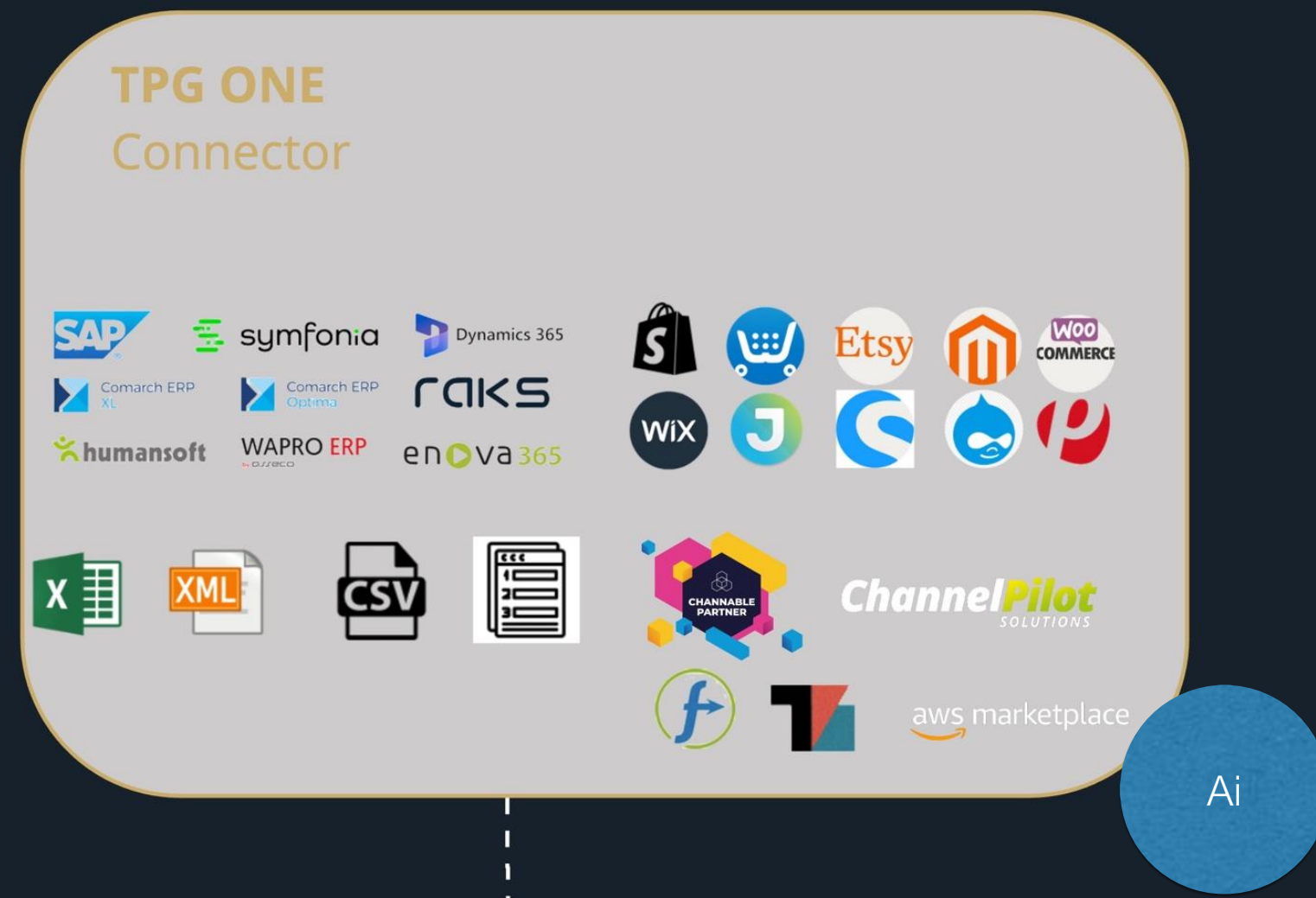


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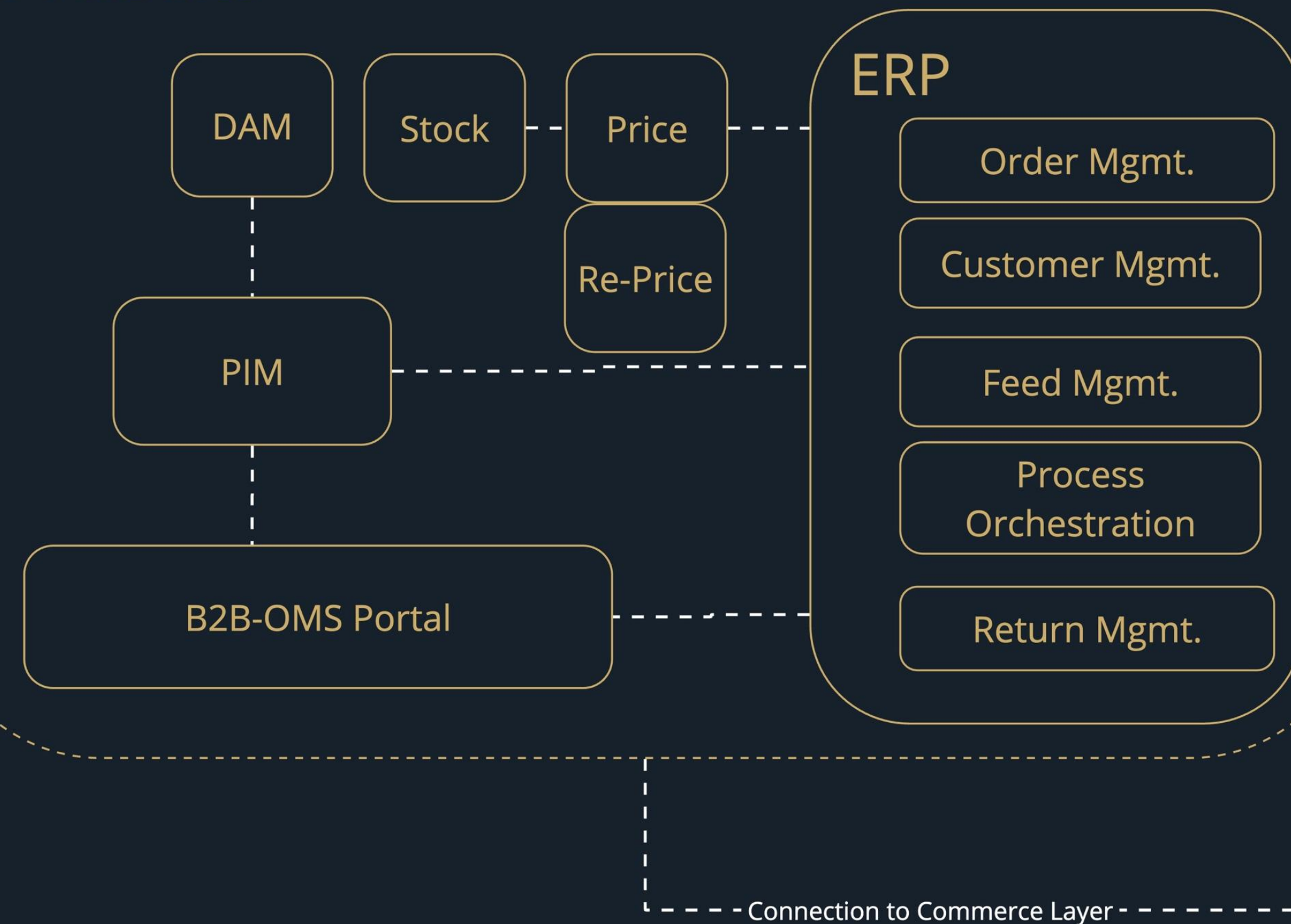
UPDATE

IT & TPG PAY





TPG ONE Cloud



TPG ONE CONNECTOR & CLOUD

1. TPG ONE CONNECTOR:

- Connection of all major ERP Systems
- Connection to all major Shop Systems
- Connection to all major Feed-Engines
- Option for simple files transfer and upload

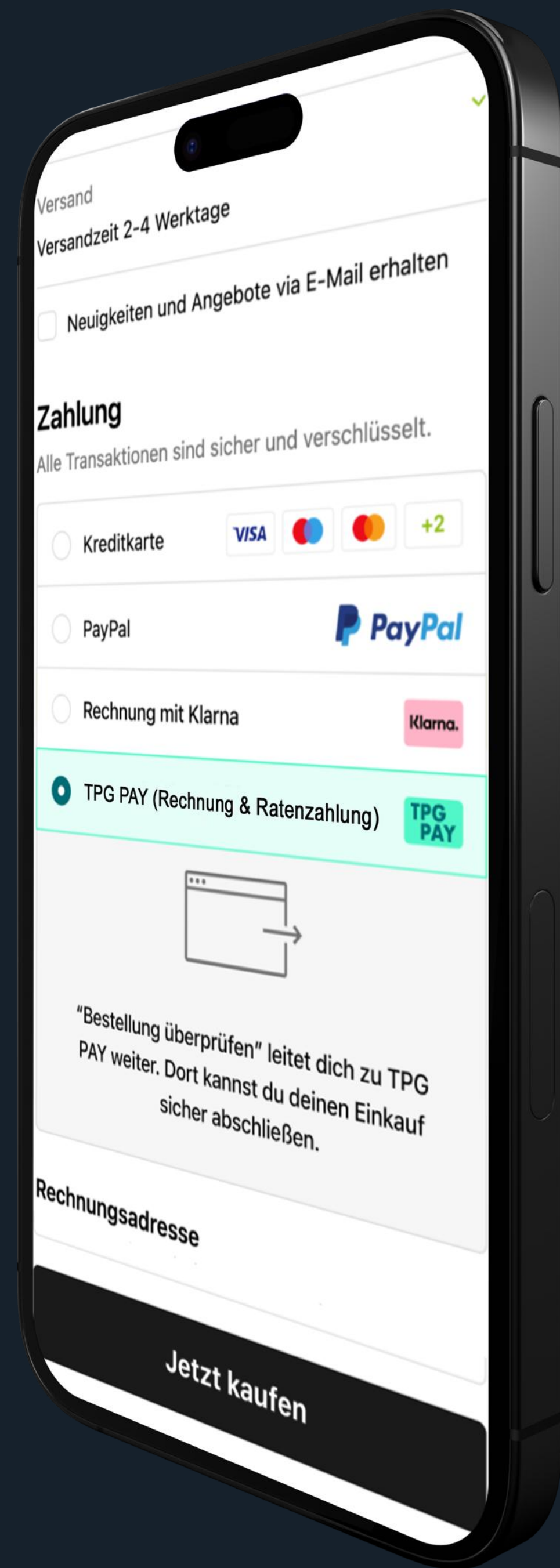
2. Ai Data Enrichment:

- Ai category mapping
- Ai product data enrichment out of product image,
EAN, brand, title, or description
- Ai image generation: for e.g. recoloring

3. TPG ONE CLOUD:

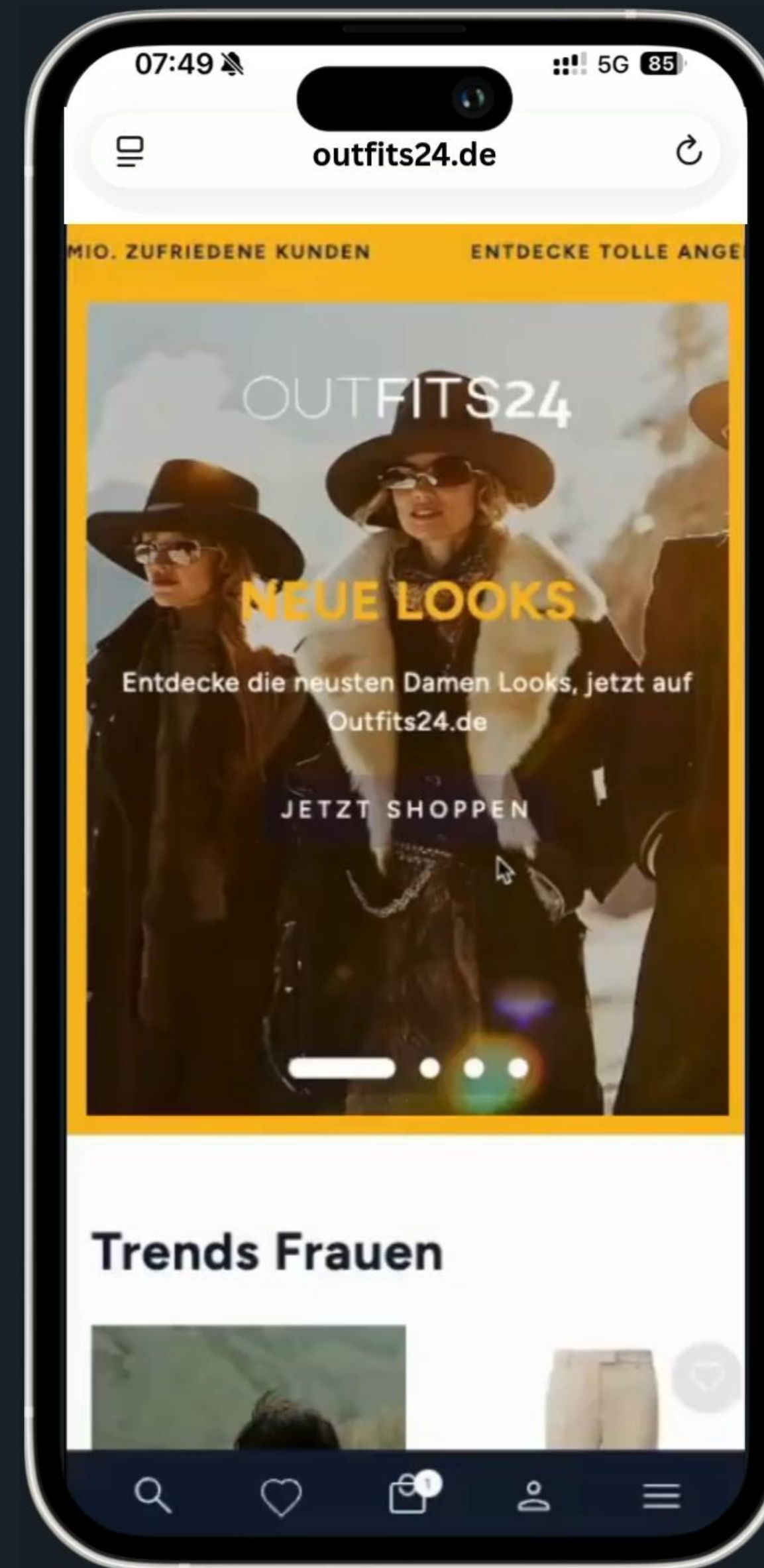
- Own build high performance PIM
- Pricing Layer with live Re-Pricer
- Own build Order Management System for retailers
- Own build internal ERP for orchestration of all orders of all TPG shops



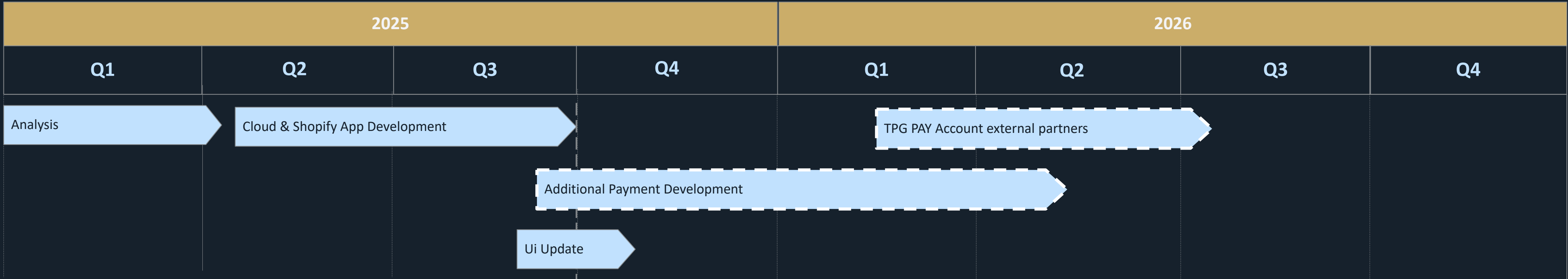
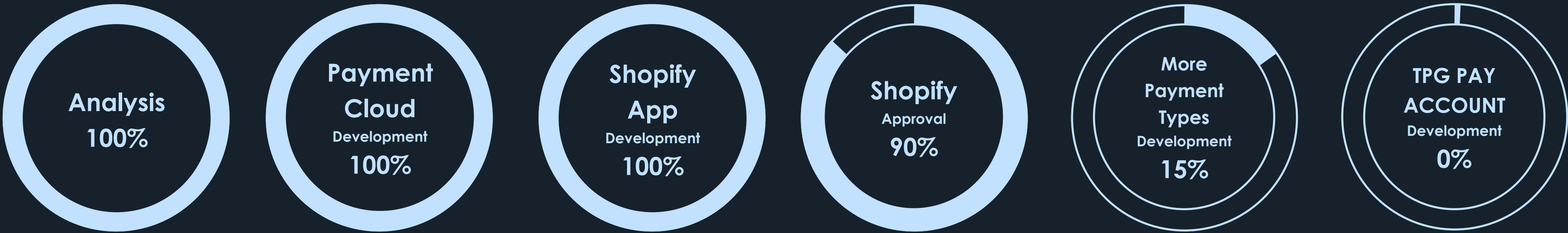




DEMO



TIMELINE

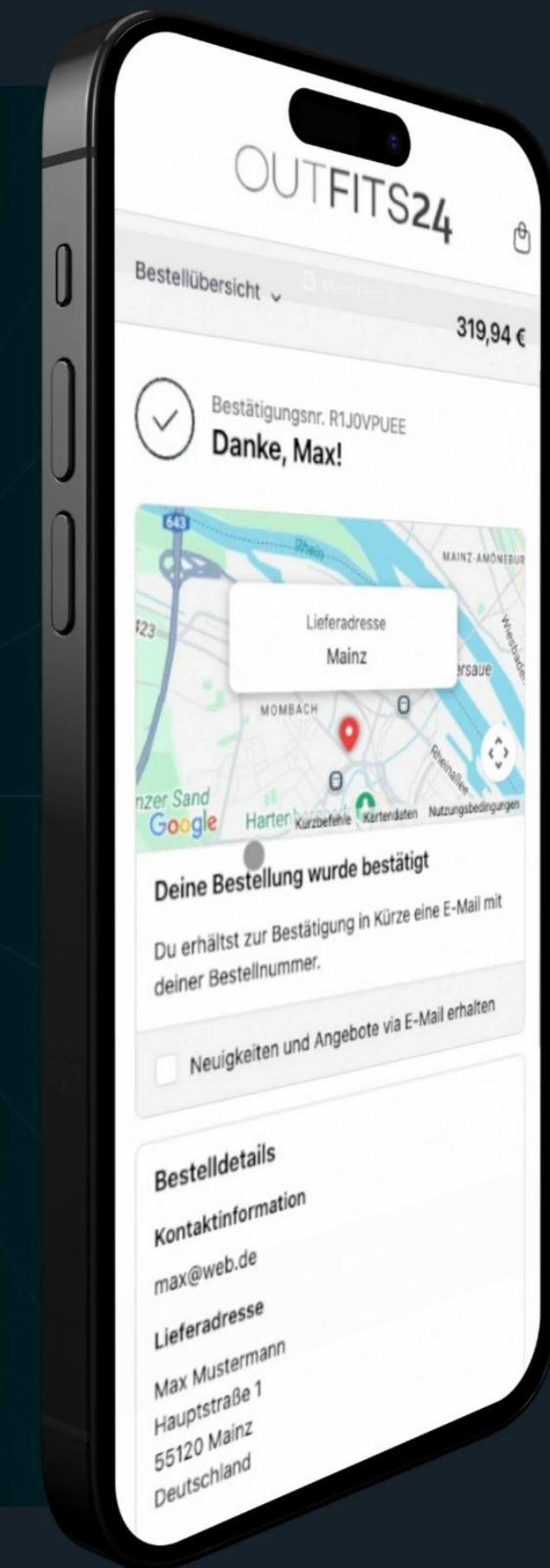
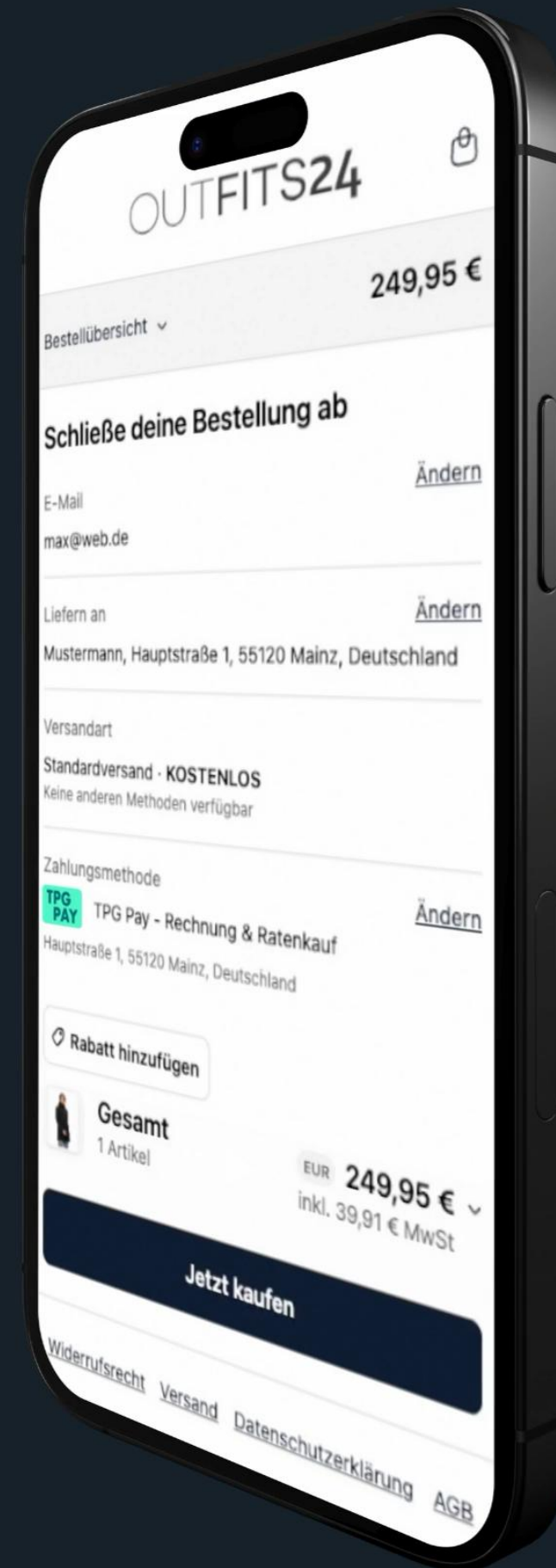


Go Live
Version 1

- - - - - = no confirmed release date



RISK CHECKS



- ✓ Device Fingerprinting
- ✓ AI-powered pattern recognition
- ✓ Partner / Network integrationen
- ✓ Multisource / Historical Analyses
- ✓ Real-time Risk Scoring



TPG PAY: UNIFIED PAYMENT PLATFORM STRATEGY

Central TPG Account

Register once, shop anywhere across TPG Group. Single identity for invoicing and installment payments creates seamless customer experience.

Customer Network Effect

Cross-selling and loyalty measurement across all group brands. Network grows stronger with each additional customer.

Scalable Infrastructure

Open platform supporting wallet, A2A, and card payments. Built for flexibility and future payment innovations.

Third-Party Integration

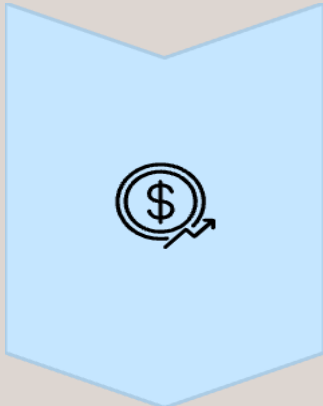
Platform extends to external partners and shops, focusing on specific target groups and shopping baskets for optimal results.





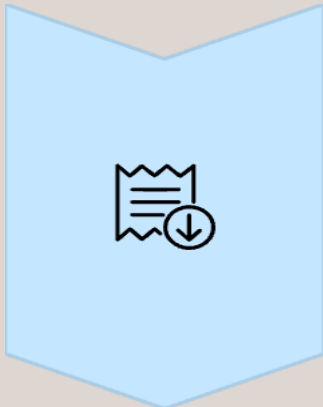
TPGPAY

STRATEGIC BENEFITS ANALYSIS



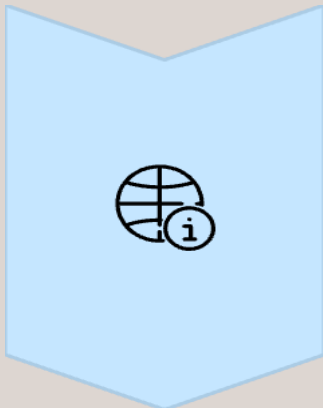
Enhanced Conversion Rates

Invoice and installment options are proven conversion boosters in DACH markets, directly impacting basket sizes and purchase completion rates.



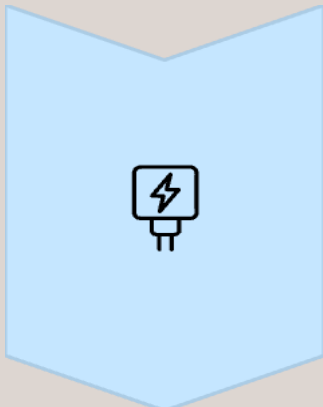
Reduced Operational Costs

Lower PSP dependency means reduced fees, greater control over settlement processes, and elimination of lengthy onboarding procedures for new shops.



Valuable Data Retention

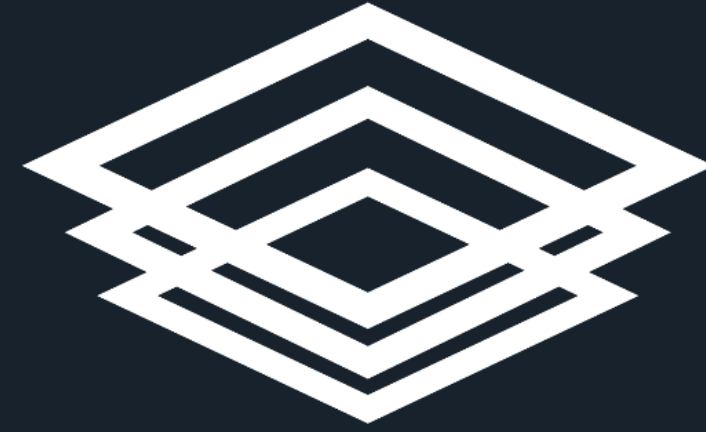
Payment behavior, risk scoring, and customer lifetime value data remains within TPG ecosystem for enhanced marketing and business intelligence.



Accelerated Market Expansion

New shops launch immediately with full payment capabilities, enabling rapid scaling across markets without technical barriers.





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TPG & AI

OCTOBER 2025

AI AS “BUZZ” WORD? NO!

AI AS AN OPERATIONAL EFFICIENCY DRIVER

Area	AI Use Case	Impact
Product Data / Catalog Management	AI image recognition → tag generation, category assignment, automated product descriptions	-80% manual workload, faster merchant onboarding
Customer Service	AI-powered auto-replies & ticket routing, AI co-pilot for agents	-50% Level 1 tickets, faster response times
Logistics & Returns	Return probability scoring, anomaly detection (lost parcels, fraud)	Reduced operational cost & risk
Pricing & Promotions	Dynamic pricing based on demand / competition	Margin protection + revenue uplift

AI PHOTO CREATION

fashionette

NEW DESIGNER TASCHEN SCHUHE KLEIDUNG SONNENBRILLEN ACCESSOIRES SCHMUCK & UHREN PRE-LOVED MEN SALE INSPIRATION

an > Crossbody Bags | Coccinelle



COCCINELLE

Boheme Suede Bimaterial Alga/Alg.
Crossbody Bag


~~350 €~~ **203 €** -42%

19,45 € / Monat in 12 Raten



 IN DEN WARENKORB

Lieferung innerhalb Deutschlands ca.: Montag, 01.12.2023
Express-Versand
(mehr Details)

 ZUM GRÖßENWÄHLER

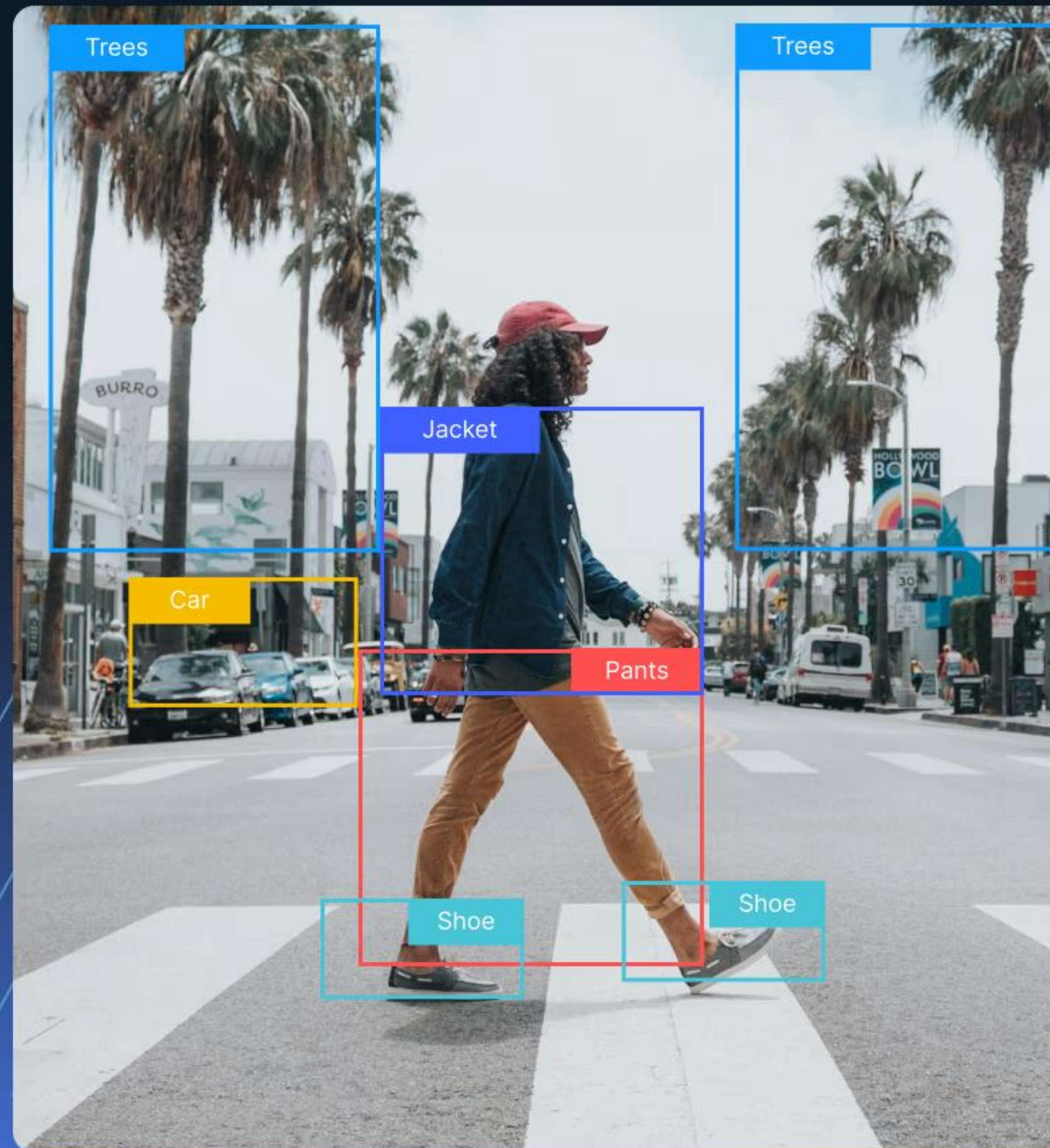
PRODUKTMERKMALE

DAS PASST IN DIE TASCHE

✈️ Sammle 203 Meilen für diesen Einkauf! [\(weitere Infos\)](#)

From current
status to AI photo
creation, we
save -80% costs
and work force.

AI TAGGING



Tags

Jacket X

Trees X

Pants X

Shoes X

Car X

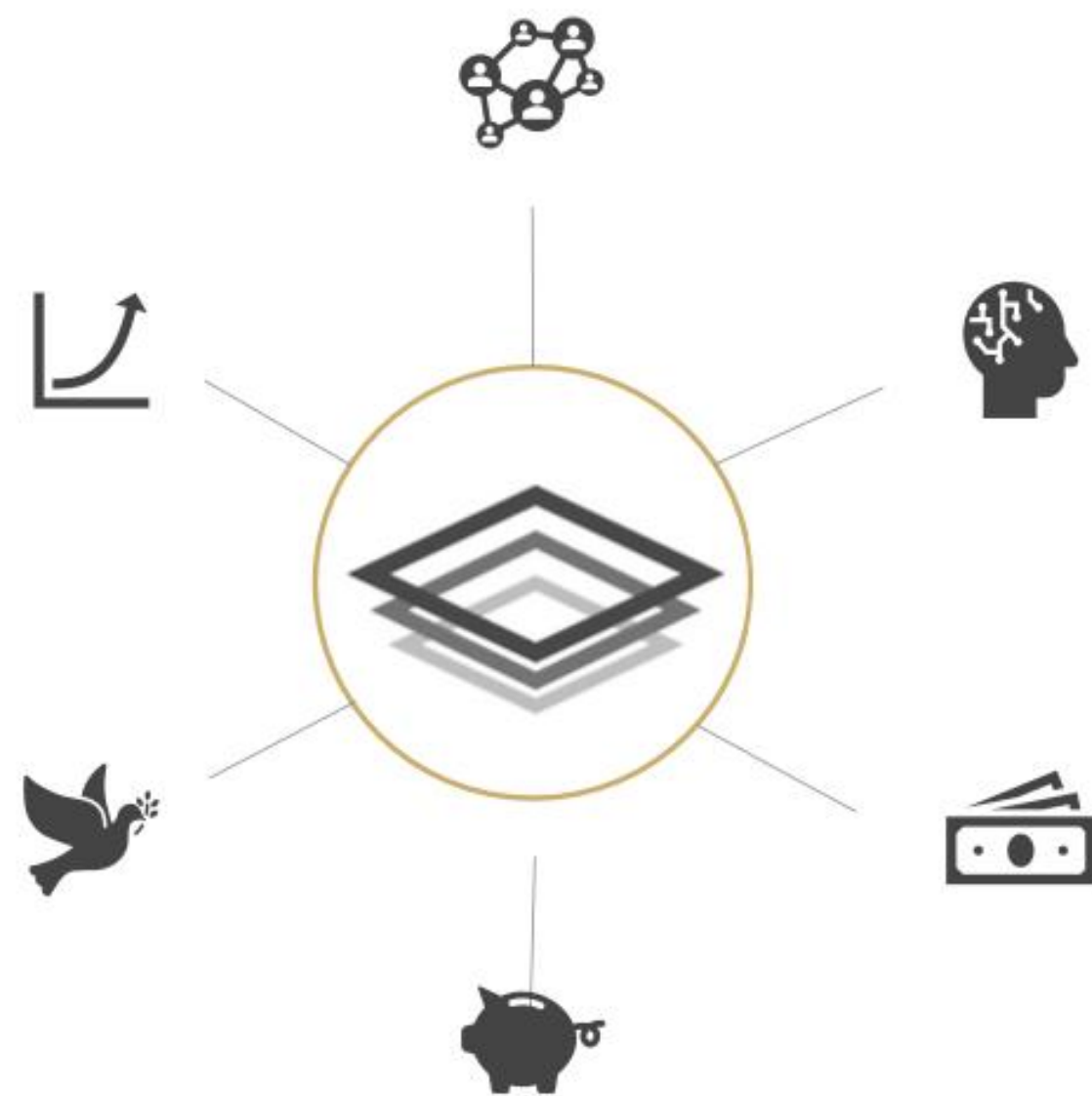
AI AS A CONVERSION & GROWTH ENGINE

AI PERSONALIZES EVERY TOUCHPOINT TO DRIVE ENGAGEMENT AND SALES

Area	AI Use Case	Impact
Site Search & Navigation	Semantic / AI-driven search (understands intent, not just keywords)	+15–25% conversion in search sessions
Cross-Sell & Recommendations	Vision AI → “Shop the Look / Similar Items / Complementary Products”	Higher Average Order Value (AOV)
CRM & Email Marketing	AI-generated content & optimal send-time prediction	+20–30% open/click rates
Landing Page & Campaign Creation	AI-generated variants and localizations	Faster campaign production & scaling

FROM MANUAL DECISION-MAKING TO AN AUTONOMOUS, DATA-DRIVEN COMMERCE INFRASTRUCTURE

*WE DON'T JUST ACQUIRE BRANDS —
WE PLUG THEM INTO A PERFORMANCE
ENGINE*



BUILDING THE TPG SHARED SERVICE INFRASTRUCTURE

Benefit	What It Means in Practice
Scalability without headcount growth	New brands plug into existing dev & marketing teams
Faster time-to-market	Product data, campaigns & marketplace listings launched within days
Cost leverage	Group-level carrier, PSP & software contracts reduce OPEX by 10–20%
Data intelligence shared across all brands	Learnings from one company directly improve the others

BUILDING THE TPG SHARED SERVICE INFRASTRUCTURE

Shared Service Domain	Dedicated Team	Value for Portfolio Companies
Technology & Development	60+ developers across backend, frontend, integrations, automation	Fast feature rollout, marketplace integrations, cross-listing engine
Marketing & Growth	Central performance, CRM, SEO & content teams	Hands-on execution of acquisition & retention campaigns
Commercial & Procurement	Group-level contracting for logistics, PSPs, SaaS tools	Significant cost savings through consolidated negotiations

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