

# Zalando Q4/19 Factsheet

1 27 February 2020 |



## HIGHLIGHTS

In 2019, we delivered against our strong growth ambitions and made strong progress on our strategic agenda

- **Starting point strategy:** Accelerated traffic (+33% YoY) and active customer growth (+4.6m YoY)
- **Strong financial performance in Q4:** GMV +24.3%, revenue +19.5%, adj. EBIT €110.4m
- **Platform transition:** 15% Partner Program share (+5pp) in Q4 and strong progress along our B2B services ZFS and ZMS

## FIGURES

|                                               | Q4/18          | Q4/19          | Δ Q4/18<br>Q4/19 |
|-----------------------------------------------|----------------|----------------|------------------|
| <b>Group Key Performance Indicators</b>       |                |                |                  |
| Site Visits (m)                               | 960.7          | 1267.5         | 31.9%            |
| Active Customers (m)                          | 26.4           | 31.0           | 17.1%            |
| Number of Orders (m)                          | 34.1           | 42.6           | 24.8%            |
| Average Order per Active Customer (LTM)       | 4.4            | 4.7            | 6.5%             |
| Average Basket Size (in €) (LTM)              | 57.1           | 56.7           | (0.8%)           |
| <b>Results of Operations</b>                  |                |                |                  |
| <b>Gross merchandise value (GMV) (in €bn)</b> | <b>2,043.7</b> | <b>2,540.7</b> | <b>24.3%</b>     |
| <b>Revenue (in €m)</b>                        | <b>1,661.6</b> | <b>1,985.9</b> | <b>19.5%</b>     |
| Fashion Store                                 | 1,539.1        | 1,820.5        | 18.3%            |
| there of DACH                                 | 763.5          | 876.9          | 14.8%            |
| there of Rest of Europe                       | 775.6          | 943.6          | 21.7%            |
| <b>Adjusted EBIT (in €m)</b>                  | <b>117.8</b>   | <b>110.4</b>   | <b>(6.3%)</b>    |
| Fashion Store                                 | 110.9          | 98.4           | (11.3%)          |
| there of DACH                                 | 71.1           | 85.5           | 20.3%            |
| there of Rest of Europe                       | 39.7           | 12.9           | (67.5%)          |
| <b>Adjusted EBIT (as % of revenue)</b>        | <b>7.1%</b>    | <b>5.6%</b>    | <b>(1.5pp)</b>   |
| <b>Financial Position (in€m)</b>              |                |                |                  |
| Net working capital                           | (84.3)         | (147.7)        | (75.2%)          |
| Cash flow from operating activities           | 233.9          | 243.3          | 4.0%             |
| Cash flow from investing activities           | (108.9)        | (121.1)        | (11.2%)          |
| Capex                                         | 109.0          | 121.1          | 11.0%            |

## OUTLOOK

2020 outlook in line with mid-term guidance:

- GMV growth in 20 – 25% range; revenue growth in 15 – 20% range
- Adj. EBIT: €225 – 275m range
- Slightly negative working capital and around €330m capex

Excluding a potential  
negative impact from  
Coronavirus