

FY 2023 Results

15th March 2024

SHOWROOM
● **GROUP**



Agenda

Executive Summary

FY 2023 Financial results

2024 Outlook

Key business highlights

Strong resilience of the Group amidst a challenging market

SHOWROOM
● GROUP

€1bn GMV

+6% growth
y-o-y



Acceleration of the ACE roadmap



Successful launch of ShowroomBy:
26 campaigns, 34m impressions,
+44K followers



Rejuvenated identity with
new colors and logos



Rationalization of SRP
Logistic network



Agenda

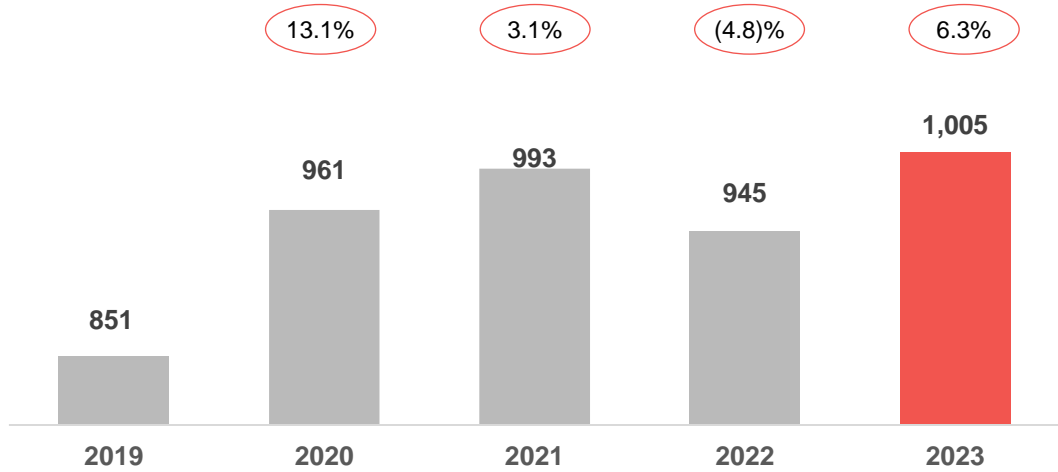
Executive Summary

FY 2023 Financial results

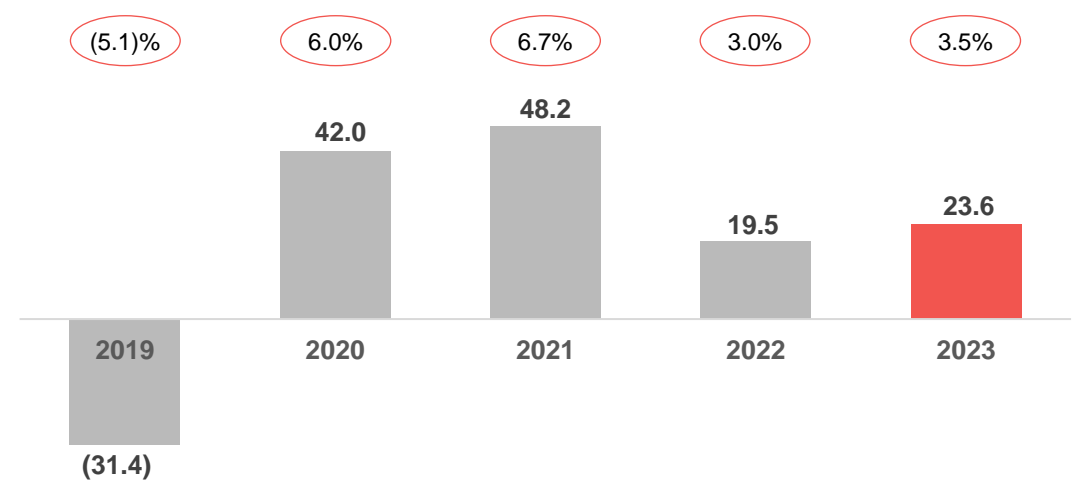
2024 Outlook

Key financial highlights

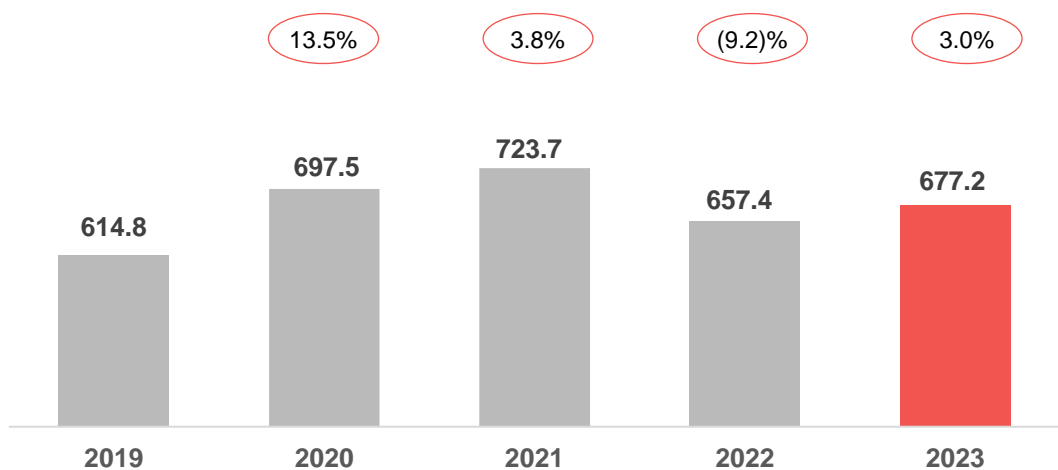
Gross merchandise value (€m, % Growth)



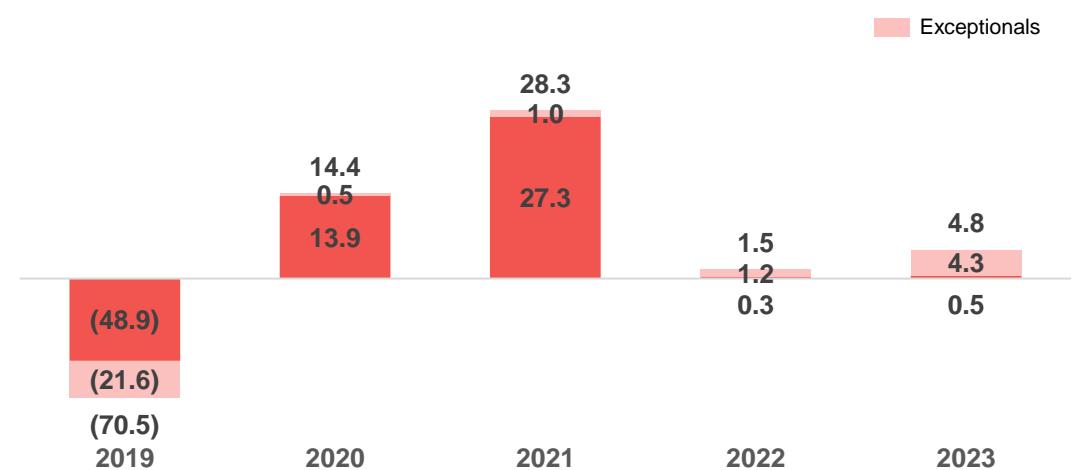
EBITDA IFRS (€m, % Margin)



Net Revenue IFRS (€m, % Growth)



Adjusted¹ Net Results (€m, % Margin)

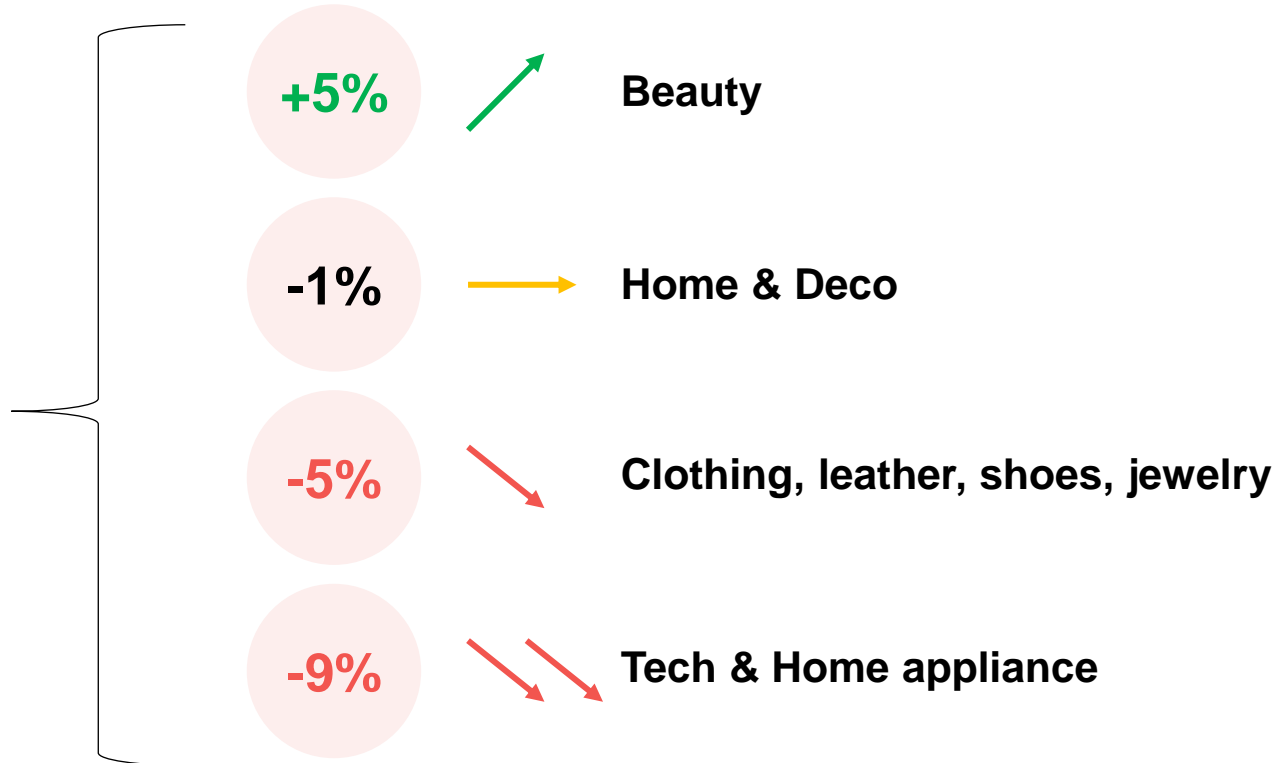


Note:
1 Adjusted for non recurring exceptionals items

French market overview : Challenging environment for E-commerce

Evolution of the sales 2023 vs 2022

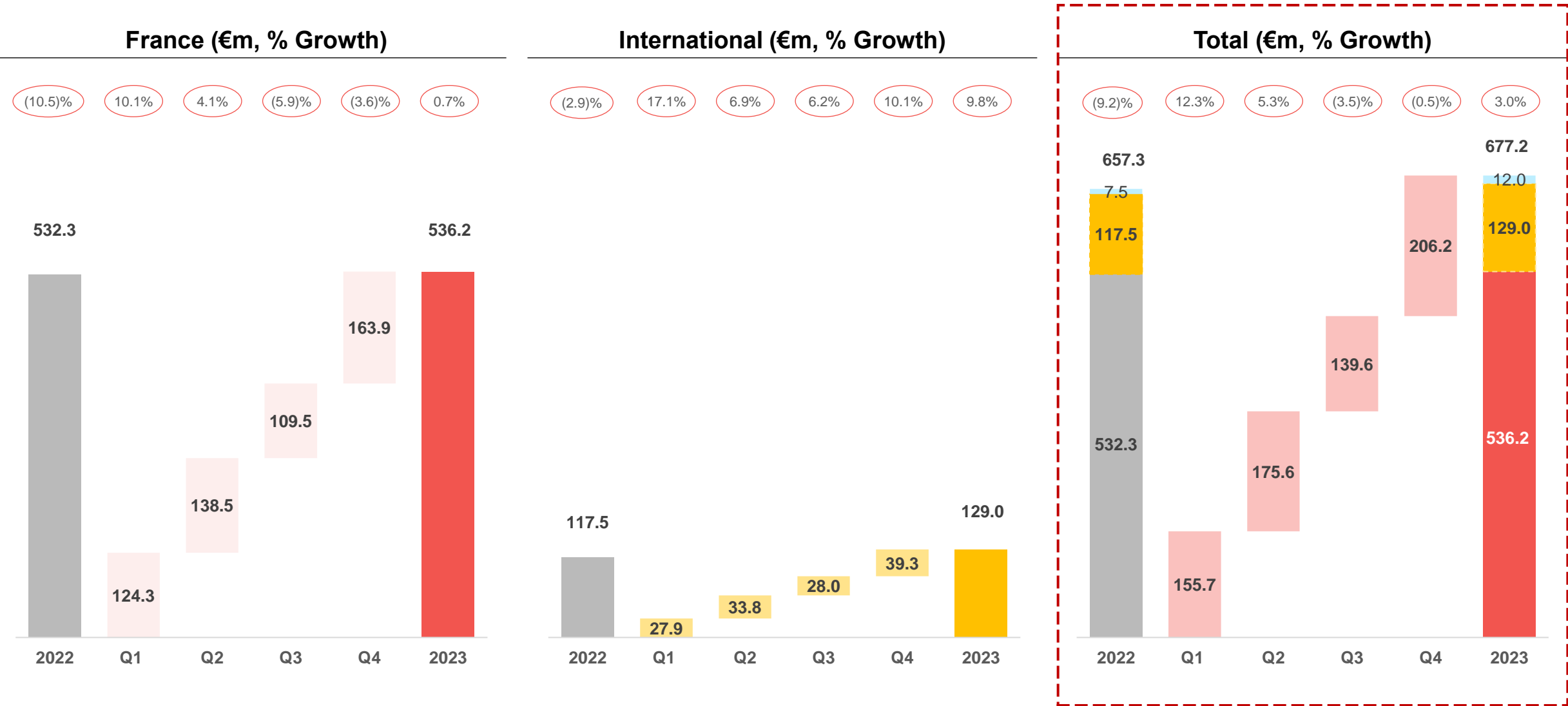
-1.8%
of growth over
2022-2023 on
**overall
e-commerce
retail product
sales** in France



Aggressive acquisition marketing strategy from **Chinese new competitors** and growing appeal of secondhand have contributed to incumbent e-retailers losing customers, especially in the **Fashion** and **Home** categories.

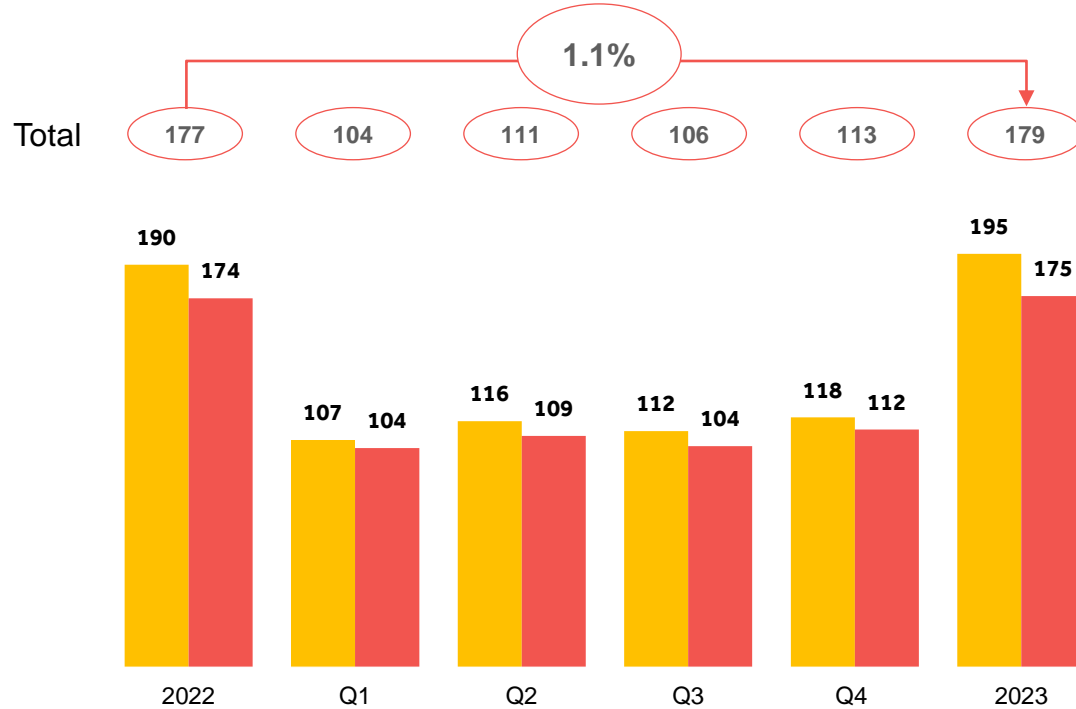


Net Revenue IFRS by geographies

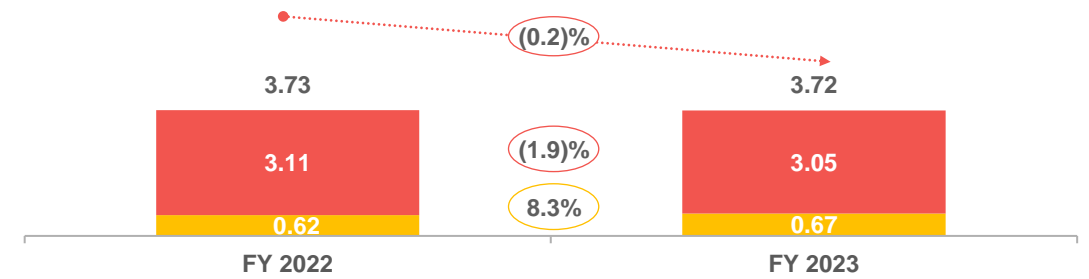


Key operational metrics on Showroomprive Group full perimeter

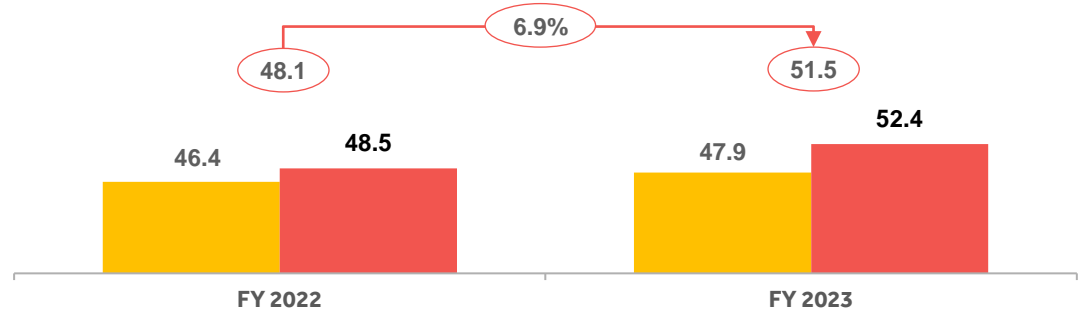
Average revenue per buyer – By geography (€, % Growth)



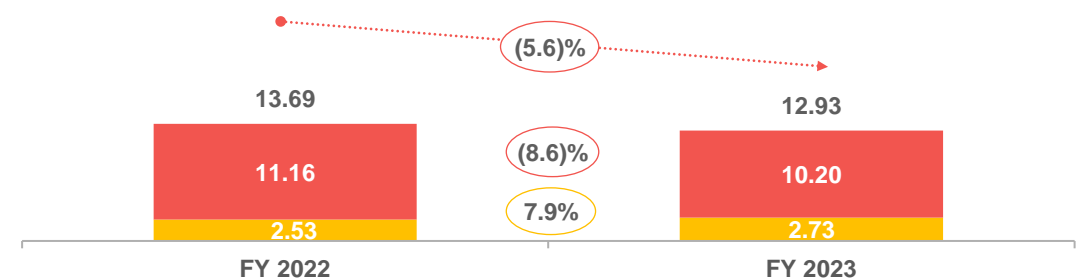
Number of buyers – By Geography (m)



Average basket size (€)



Total orders (m)



INCREASE IN REVENUE PER BUYER DRIVEN BY CONTINUED INCREASE IN THE AVERAGE BASKET SIZE MORE THAN COMPENSATING THE LOWER NUMBER OF ORDERS AND FLAT NUMBER OF BUYERS

France International

2023 performance by platform

FY2023 revenues of €677m, representing a 3.0% y-o-y (0.5% L-f-L)

SHOWROOM
PRIVÉ
Internet sales



(1.0)% vs. 2022

beautéprivée



(5.8)% vs. 2022

THE BRADERY



76% vs. 2022

Strong performance from our Growth levers

SRP Services



+15% growth y-o-y

- +Strong resilience from SRP Media in a challenging environment
- Over 800 operations in 2023 (+10% y-o-y)
- Launch of partnership with Citrus Ad with promising results

Travel



+12% GMV growth y-o-y

- Strong resilience from our Leisure activity
- Slower than anticipated ramp-up of Medium-to-Long haul
- Late price adjustment from Tour operators impacting peak sales

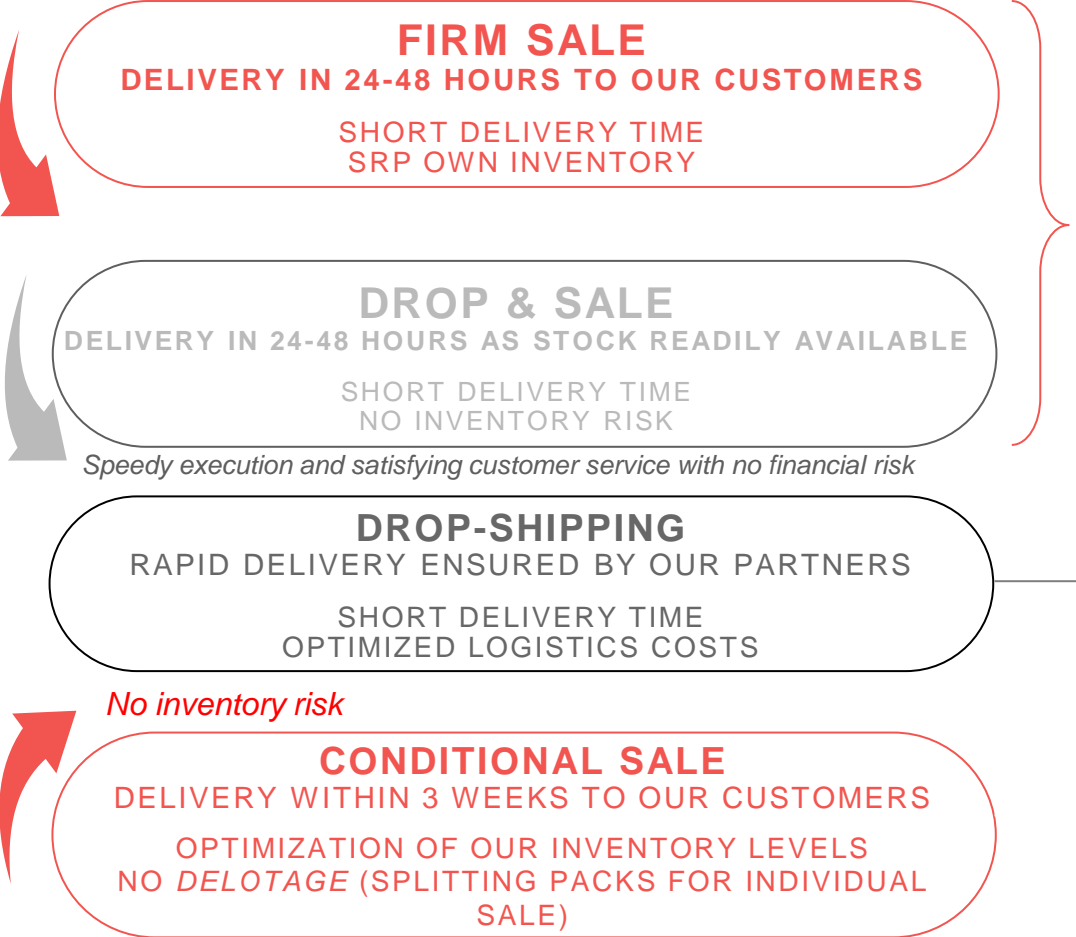
Marketplace



+85% GMV growth y-o-y

- €33m GMV achieved in 2023
- Continued ramp-up with onboarding of 52 new suppliers
- Continued operational improvement to enhance customers experience

An adaptative sales mix over time



REVENUE BREAKDOWN

FY 2021	FY 2022	FY 2023
28%	34%	38%
28%	32%	32%
44%	34%	30%



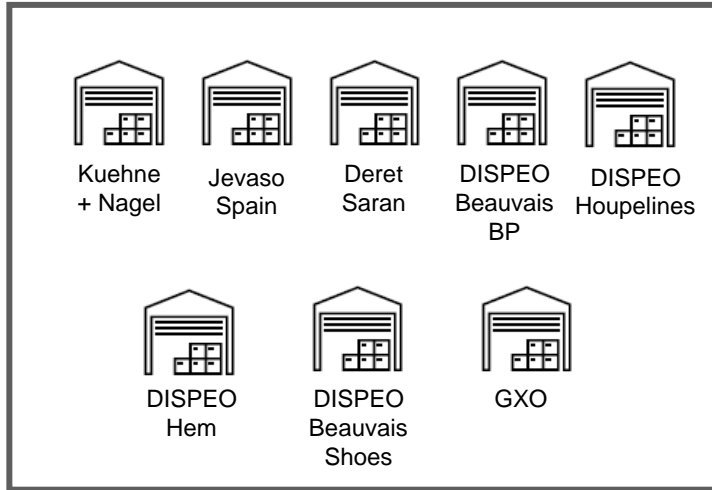
Strict cost control enabled an increased in profitability

- Rationalisation of our logistics network in order to optimise our stockage capabilities as well as the utilisation of Astrolab
 - Closure of 3 external warehouses and reduction of stockage capacity in 1 warehouse, while increasing the optionality in another one
- Shipping fare increase in March 2023 compensated the increase in transportation cost over the year
- Marketing costs largely kept under control, as investments geared towards reactivation of members and on a ROI-basis while keeping the ability to recruit a solid 2.5m members
- G&A costs increase due to a large inflation-related increase in staff cost (mainly in our growth levers) but tight control remain especially over recruitments
- Increased EBITDA from €19.5m in 2022 to €23.6m in 2023, representing a 52bps increase in margin to reach 3.5%

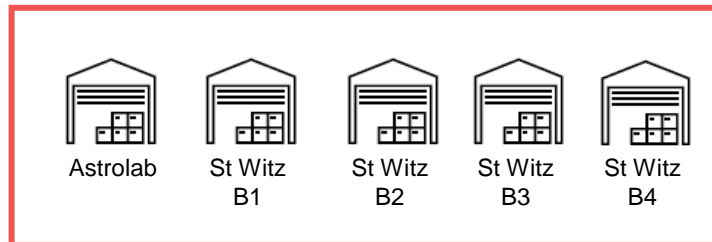
Rationalisation of our logistic network

FY 2022 logistic network

8 locations – 3 PL

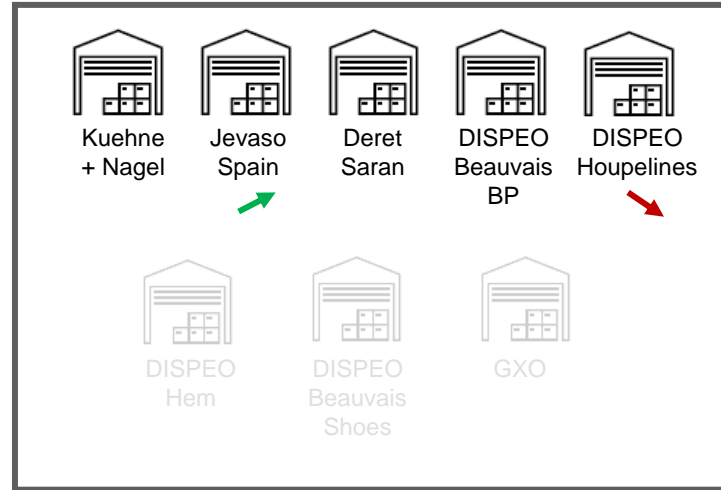


5 locations – Internal

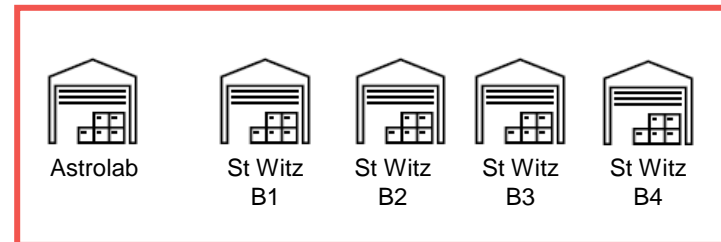


FY 2023 logistic network

5 locations – 3 PL



5 locations – Internal



2023 rationalization Cost savings

- FY2023 recorded savings: €600K
- Exceptional costs: €1.5m

P&L Overview

€ in millions	FY 2021A	FY 2022A	FY 2023	22-23 % Growth	19-23 CAGR
Net Revenues	723.8	657.4	677.2	3.0%	2.4%
Cost of Goods Sold	(435.8)	(412.7)	(418.3)	1.4%	(0.6%)
Gross Margin	288.1	244.7	258.8	5.8%	8.4%
As % Revenues	39.8%	37.2%	38.2%	100 bps	776 bps
Marketing	(29.3)	(24.8)	(27.7)	12.0%	2.9%
As % Revenues	4.0%	3.8%	4.1%	33 bps	8 bps
Logistics & Fulfilment	(163.5)	(153.5)	(152.0)	(1.0%)	(0.1%)
As % Revenues	22.6%	23.4%	22.5%	(90) bps	(230) bps
General & Administrative Expenses	(63.1)	(62.2)	(71.0)	14.1%	5.5%
As % Revenues	8.7%	9.5%	10.5%	102 bps	118 bps
Total Opex	(255.9)	(240.5)	(250.7)	4.3%	1.7%
As % Revenues	35.4%	36.6%	37.0%	44 bps	(104) bps
EBITDA	48.2	19.5	23.6	21.1%	n.m
% Margin	6.7%	3.0%	3.5%	52bps	n.m
Current Operating Profit	32.2	4.2	8.1	90.7%	n.m
% Margin	4.4%	0.6%	1.2%	55 bps	n.m
Other Op. income and expenses	(3.2)	(2.5)	(7.0)	177.4%	n.m
Operating Profit	28.9	1.7	1.1	(35.9%)	n.m
% Margin	4.0%	0.3%	0.2%	(10) bps	n.m
Net Finance costs	(1.1)	(1.0)	(1.9)	90.5%	n.m
Other fin. income and expenses	(0.0)	(0.0)	1.7	n.m	n.m
Profit Before Tax	27.8	0.7	0.9	32.1%	n.m
Income Tax	(0.5)	(0.4)	(0.5)	34.5%	n.m
Net Income	27.3	0.3	0.5	54.5%	n.m
% Margin	3.8%	0.0%	0.1%	2bps	n.m

- 1 Revenue growth of 3% driven by the strong momentum at The Bradery
- 2 Improved gross margin driven by:
 - Strong growth from the Marketplace and Travel & Leisure segment highly contributing to Gross margin
 - Reaping the rewards from our tougher negotiation policy with suppliers implemented end of FY22
- 3 Increased marketing expenses due to notoriety campaign launched in H2 2023 as well as higher expenses from The Bradery
- 4 Gains in efficiency and first rewards from our logistic rationalization effort enabled a 90 Bps decrease as percentage of revenue
- 5 Improved EBITDA to €23.6m and margin by 52Bps
- 6 Operating profit highly impacted by exceptional items:
 - Logistic network rationalisation related costs (€1.5m)
 - The Bradery acquisition-related provisions (€2.9m)
 - Free shares options
- 7 Net finance cost kept minimal despite rate spike thanks to an active cash management
- 8 Net results improvement despite high exceptionals

Cash Flow, Net Debt and inventory position

Cash Flow Statement

€m	2021	2022	2023
EBITDA	48.2	19.5	23.6
Change in Working Capital	(5.1)	5.8	(9.4)
Taxes	(5.3)	(4.8)	2.5
Interests	(1.1)	(0.9)	(1.9)
Other	(0.6)	(1.1)	(2.7)
1 Cash Flow from Operations	36.1	18.4	12.1
2 Cash Flow from Investment	(12.8)	(16.2)	(9.2)
O/w R&D	(5.7)	(6.1)	(7.3)
Loan Issuance	49.7		
Loan Repayment	(103.0)	(13.1)	(13.5)
Other	(1.3)	(5.1)	(2.3)
3 Cash Flow from Financing	(54.7)	(18.2)	(15.9)
Net change in cash	(31.3)	(16.0)	(12.9)
4 Free Cash Flow before Tax	30.3	9.1	5.1
% EBITDA	62.9%	46.7%	21.4%

- 1 Cash flow from operations to remain satisfactory at €12m but was negatively impacted by change in working capital
 - Negative change in working capital due to the seizure of one-time opportunities arisen from liquidation of some major brands
- 2 Capex return to a more normalized level despite greater IT investment made to support growth
 - 2022 Capex impacted by the acquisition of The Bradery

Net Debt position

€m	Dec-22	Jun-23	Dec-23
Gross Cash	83.5	74.6	70.6
Gross Debt	58.0	56.8	42.3
Net Debt / (Cash) inc. IFRS	(25.5)	(17.8)	(28.2)
Net Debt / (Cash) ex. IFRS	(40.9)	(32.0)	(38.2)

Inventory position

	€m
31-Dec-22	78.7
30-Jun-23	80.7
31-Dec-23	89.9

- 3 Normalised cash flow from financing in line overall
 - Year 3 of debt repayment of €10m
 - €20m RCF facility yet undrawn
- 4 Free Cash flow The Free Cash flow (defined as EBITDA-Capex-Change in Working Capital) to remain positive despite negative change in working capital



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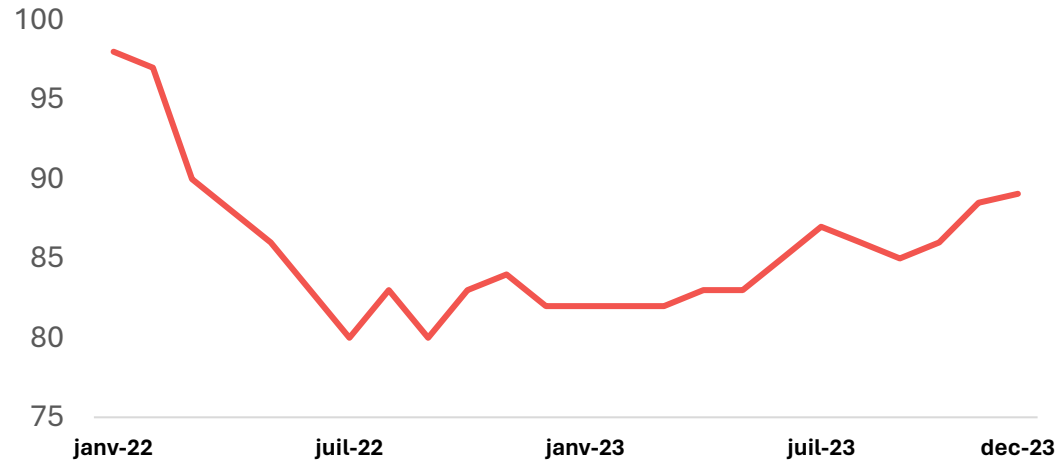
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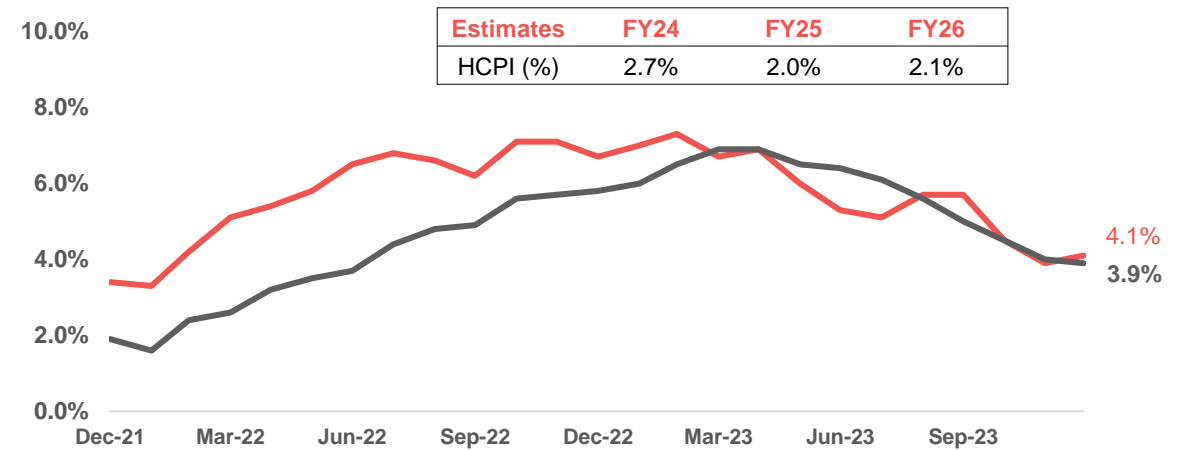
2024 Outlook

Challenging market environment

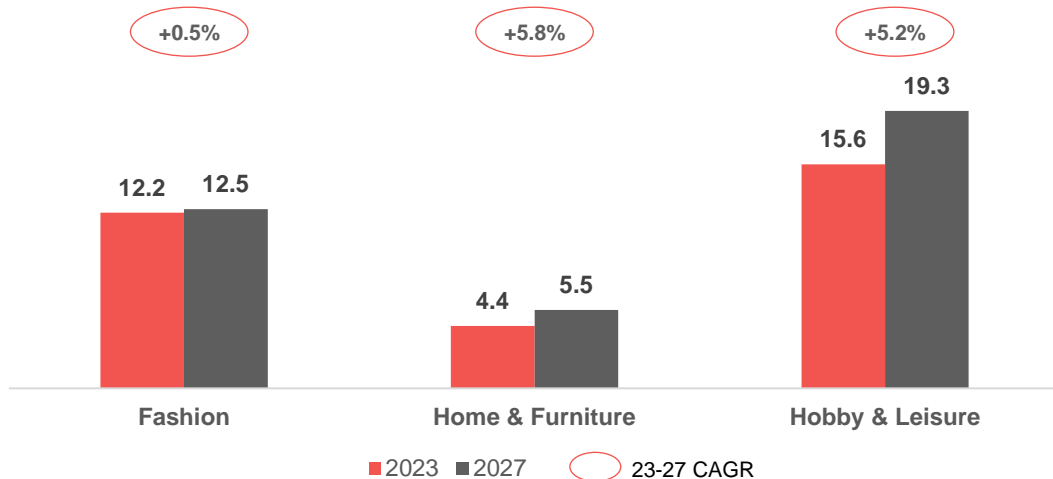
Consumer Confidence – France



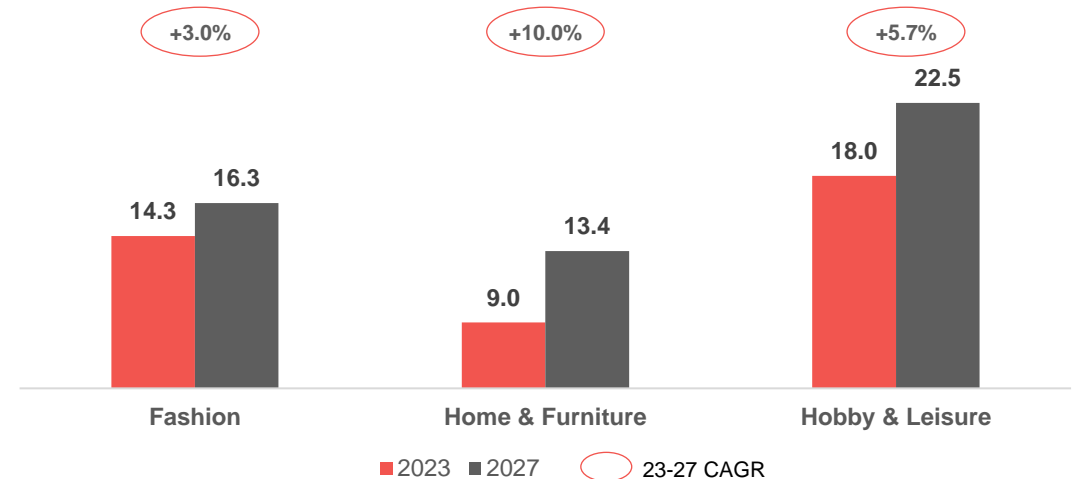
Inflation (%) – France



E-commerce 23A-27E market volume (\$bn) – France



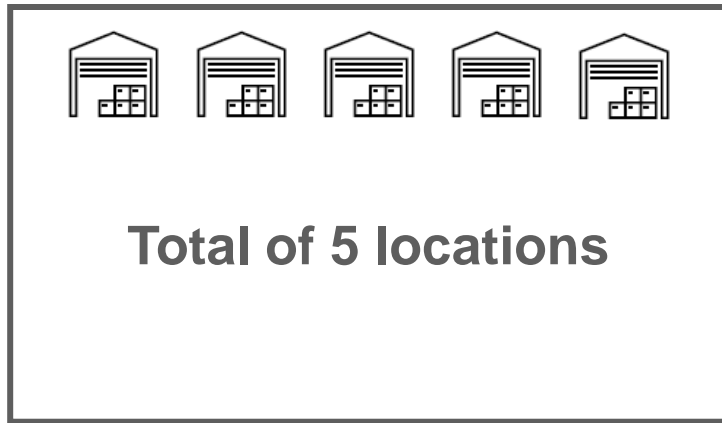
E-commerce 23A-27E market volume (\$bn) – SRP International countries



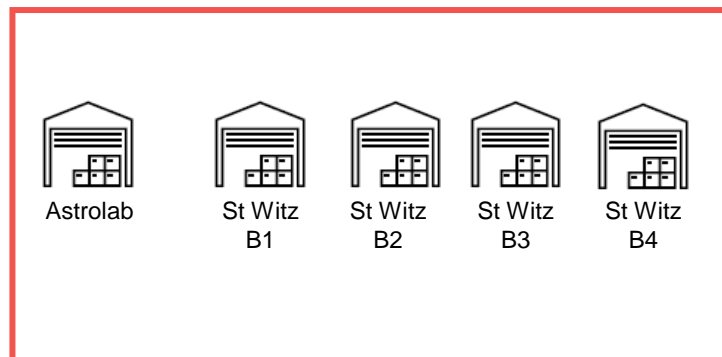
Further rationalisation of our logistic network

FY 2023 logistic network

3 PL

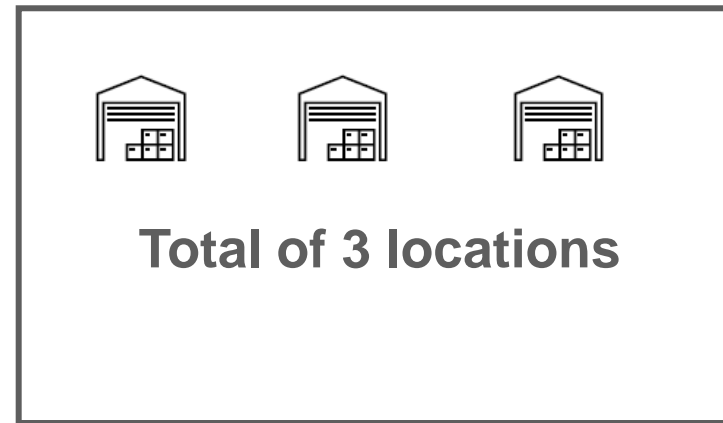


5 locations – Internal

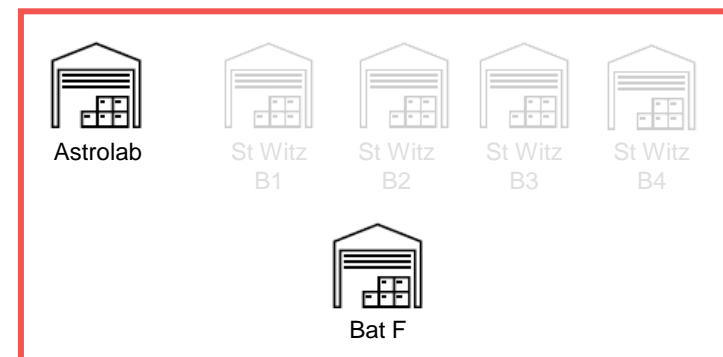


FY 2024-2025 logistic network

3 PL



2 locations – Internal



2024 rationalization Cost savings

- Further rationalisation effort initiated end 2023 as an opportunity to seize a building juxtaposed to Astrolab has arisen
- Momentarily increase in costs in 2024 as fixed costs-related to 2 warehouses will be born (Deret + Bat F)
- St Witz closure expected on Dec-2024 therefore incurring a full year cost
- Run-rate savings of €7.6m from 2026 onwards on fixed costs
- Other cost savings expected in Staff costs and other items

Acceleration of our ACE roadmap over 2024

ADAPT

Leverage key assets to meet customers expectations



Enhance **customer experience** to boost value proposition



Reinforce **permanent offer**



Rejuvenate **SRP image**



Strengthens RSE strategy initiated with Move Forward

CONSOLIDATE

Strengthens Operational excellency



Further monetize our **unique member base**



Consolidate our **brand partners portfolio**



Focus on a **lean, efficient and monitored business**



Attract, retain and develop our talents

EXPAND

New Territories



Gain shares in growing verticals (travel, beauty, etc.)



Create more value with profitable B2B services (Media, Studio, Logistics)



Develop international presence in dynamic markets



Enhance our offer via the marketplace acceleration



Innovation-centric

SHOWROOM
● **PRIVÉ**