

Scout24

with **Growing
Impact**

Deep Dive Resegmentation



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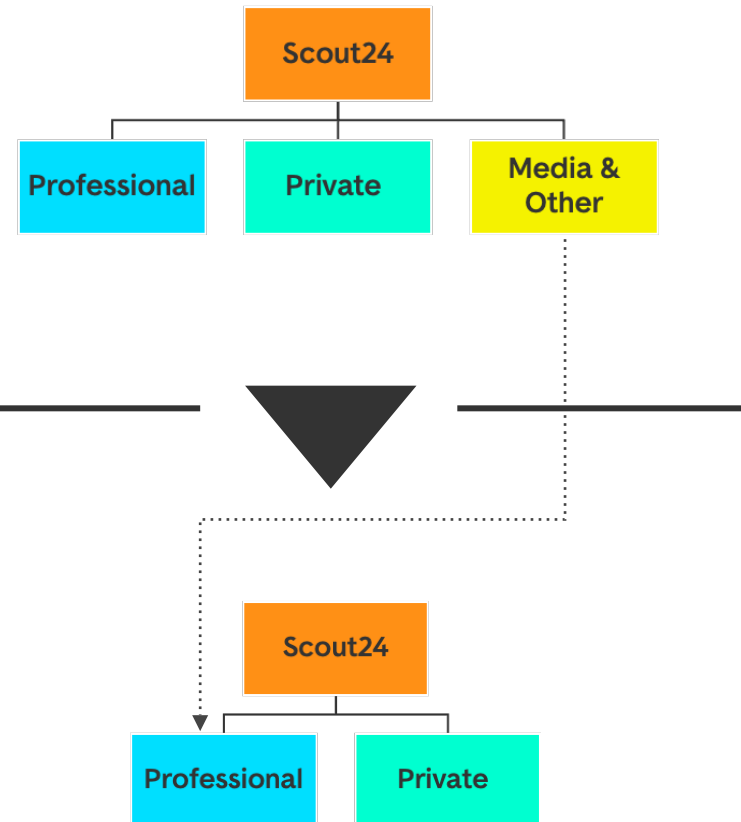
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Introducing updated segment structure

In 2022, we decided to flip the segmentation to a customer-based segmentation but leaving **Austria, the CRM business and Ads business** separately.

Starting in Q3 2024, we update our segment reporting by folding **Media & Other** into the **Professional Segment**

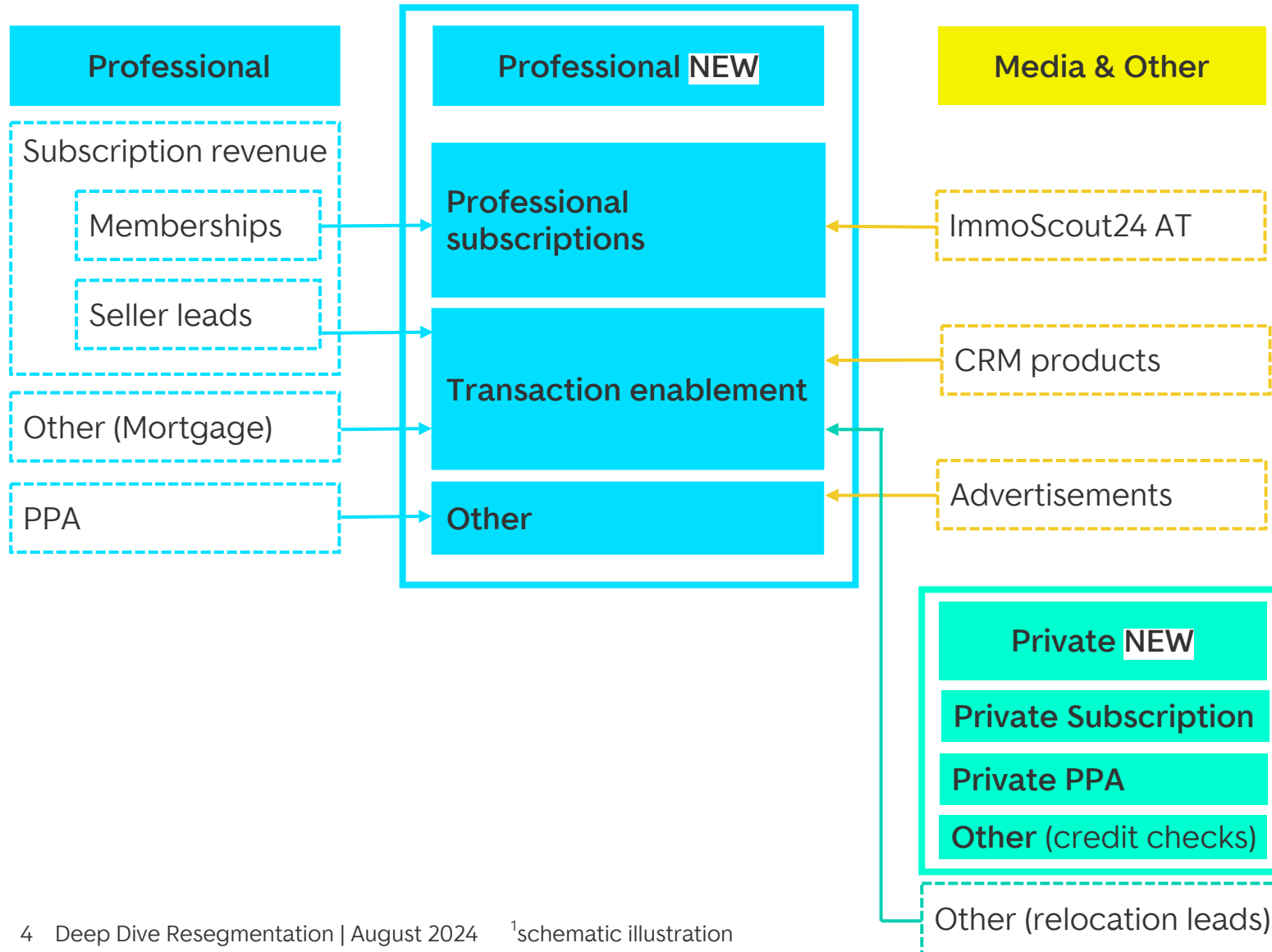


Resegmentation as a logical next step on the back of our **updated growth strategy** with focus on interconnectivity and to align with how we operate internally

Simplification of segment reporting by subsuming former Media & Other segment into the Professional segment

The new segment structure provides a **clearer picture of the company's strategic priorities and growth areas**

Illustration of New Professional and Private Segment Structure¹



Professional subscriptions: subscriptions will include ImmoScout24 AT

Transaction enablement seller and mortgage leads, all of Sprengnetter, relocation leads and CRM products

Professional Other PPA Professional and revenues from advertisements

Professional ARPU based on number of Professional customers incl. AT

Private segment relocation leads are moved to Transaction Enablement

NEW Professional segment - Q2 and H1 Pro-Forma

(EUR m)	Q2 2024	Q2 2023	+/-	H1 2024	H1 2023	+/-
Professional revenue	101.1	87.9	+15.0%	200.4	176.4	+13.6%
Subscription revenue	73.3	67.0	+9.4%	145.3	132.4	+9.7%
# Customers (period average)	24,420	24,034	+1.6%	24,292	23,951	+1.4%
Resulting ARPU (in €)	1,000	929	+7.6%	997	922	+8.2%
Transaction enablement revenue	22.3	14.8	+50.4%	44.0	32.1	+36.9%
Other revenue	5.5	6.1	-9.1%	11.1	11.9	-6.2%
Professional ooEBITDA	63.9	59.7	+7.1%	124.1	112.0	+10.8%
Professional ooEBITDA margin	63.2 %	67.9 %	-4.7pp	61.9 %	63.5 %	-1.6pp

Segment revenue growth slightly lower in new structure - faster growing AT business is offset by slower growing CRM, ads and relocation business

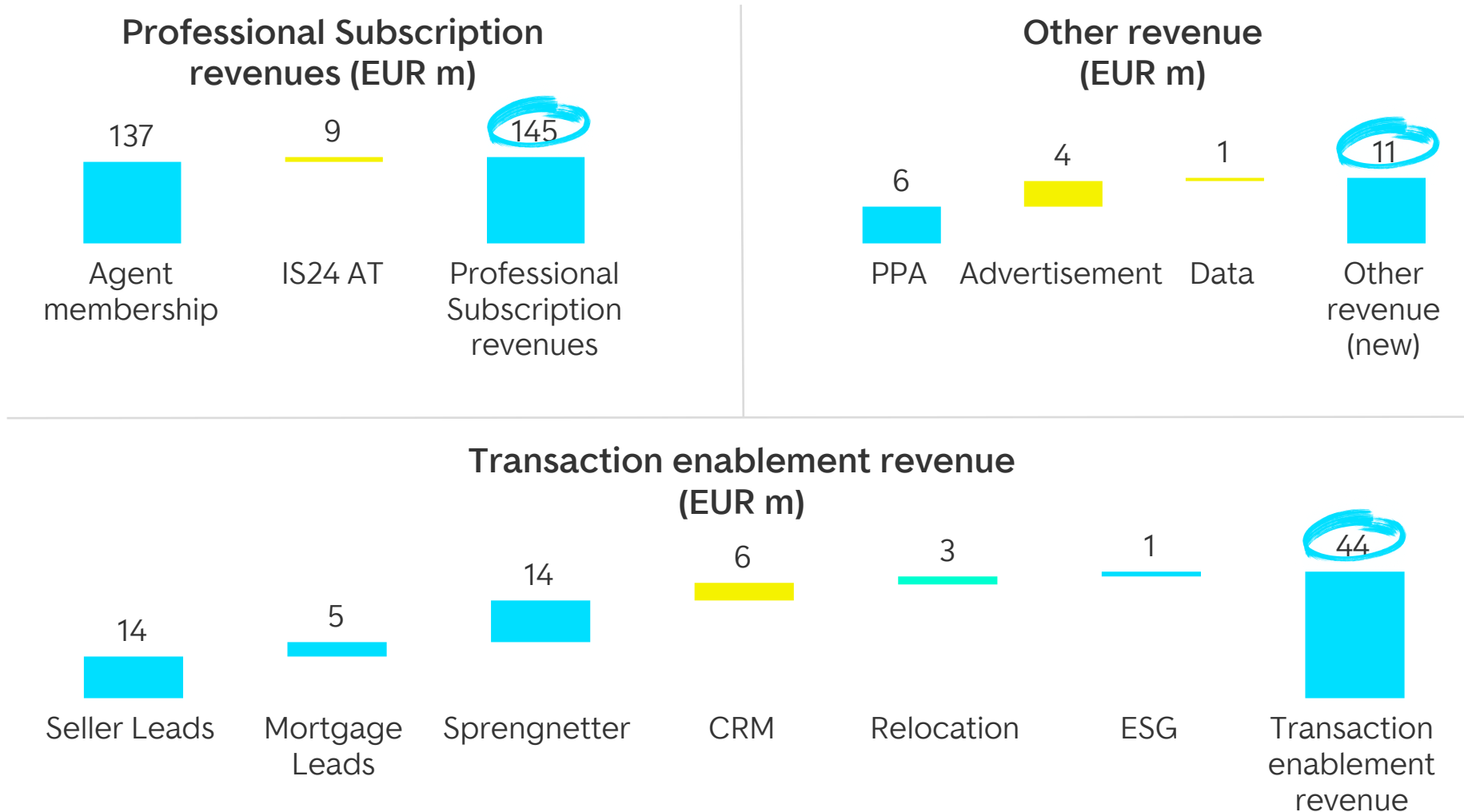
Subscription revenue slightly higher in new structure due to successful AT business

Transaction enablement revenue growth driven by Sprengnetter consolidation

Core ARPU growth significantly higher; increased customer count due to AT

ooEBITDA margin slightly lower in new structure as all business transferred to Professional with lower margins vs. segment margin in old structure

New Professional Segment - H1 2024 revenue contribution by products



H1 2024:
Professional
Segment total
revenue:
EUR 200 million

NEW Private segment - Q2 and H1 Pro-Forma

(EUR m)	Q2 2024	Q2 2023	+/-	H1 2024	H1 2023	+/-
Private revenue	38.4	34.1	+12.8%	75.2	67.4	+11.6%
Subscription revenue	21.8	17.2	+26.7%	42.2	34.3	+23.3%
# Customers (period average)	435,657	342,661	+27.1%	424,423	342,349	+24.0%
Resulting ARPU (in €)	16.7	16.8	-0.3%	16.6	16.7	-0.6%
PPA revenue	13.2	12.9	+2.3%	25.6	24.7	+3.9%
Other revenue	3.4	4.0	-13.7%	7.4	8.5	-13.0%
Private ooEBITDA	23.1	18.6	+24.3%	42.4	34.5	+23.0%
Private ooEBITDA margin	60.0 %	54.5 %	+5.5pp	56.4 %	51.2 %	+5.2pp

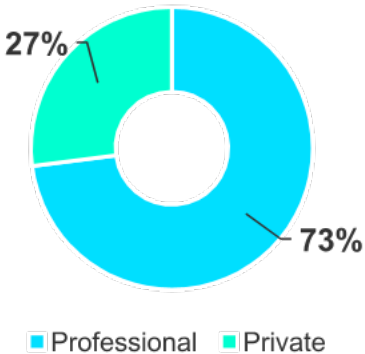
Only change: relocation leads moved to Professional

Hence total segment revenues slightly lower vs. old structure

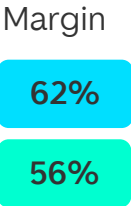
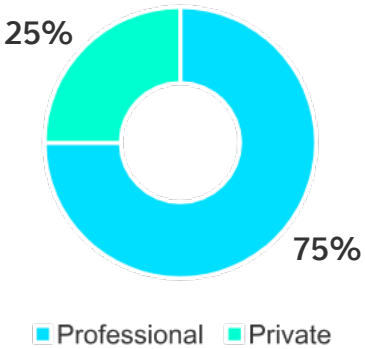
All metrics except Other revenue remain unchanged

Revenue & ooEBITDA Split H1 2024

Revenue – **new** segments



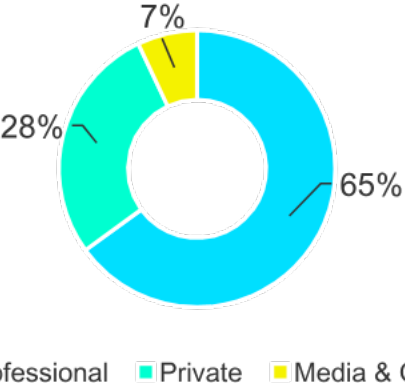
ooEBITDA – **new** segments



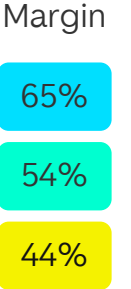
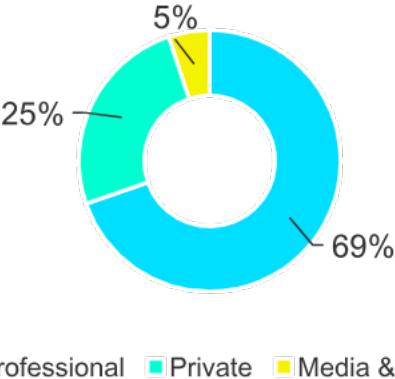
Increasingly balanced relative ooEBITDA margins between both segments

New Professional segment with higher revenue contribution as the majority of former Media & Other Segment is included

Revenue – old segments



ooEBITDA – old segments



New Professional ooEBITDA margin lower as transferred Media & Other business lines come in at margins below old segment structure

Key take-aways resegmentation

New segment structure aligns with our strategy and simplifies reporting

Officially effective from 3Q 2024 earnings report onwards

Full and transparent pro-forma disclosure provided today to aid transition and modelling

Pro-forma numbers going back to 2022 are available on IR website

More details available in Half-year Report 2024

Q&A



Scout24

9M/Q3 results – 31 October 2024

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