

Q1 2023/24 Ergebnispräsentation

9. Februar 2024



- I. Überblick
- II. Geschäftsentwicklung Q1 2023/24
- III. Ausblick und Zusammenfassung

Agenda

Guter Auftakt in das Geschäftsjahr 2023/24

+3,7%

Umsatz¹ in Q1
vs. VJ

7,0 Mrd. €

+7,8%

Bereinigtes EBIT² in Q1
vs. VJ

248 Mio. €

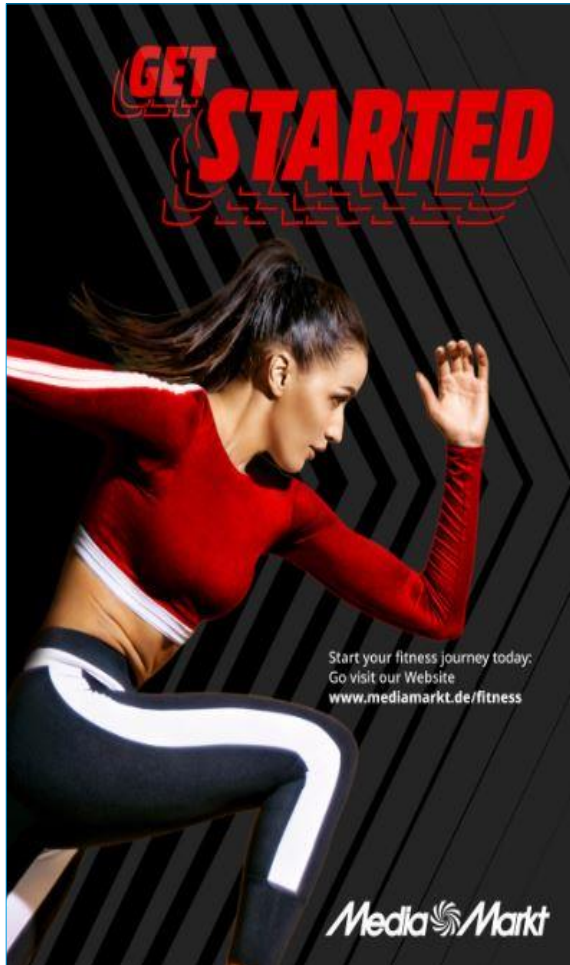
+3 Punkte

NPS vs. VJ

56

Prognose für 2023/24 bestätigt

Erneut auf Wachstumskurs im ersten Quartal



Stationäres Geschäft

Umsatz: +3,7%¹ vs. VJ

Online

Umsatz: +3,9%¹ vs. VJ

Online-Anteil: 26,4%²

+60 Bp vs. VJ

Wachstumsfelder

Marketplace: +125%
Außenumsatz (GMV)

Retail Media:
>90% Ertragswachstum

Operative S&S-Erträge
im Einklang mit
Umsatzwachstum

Länder

Starke Performance in
Benelux, Spanien, Türkei
Verbesserte Profitabilität
in Spanien und Italien

Bruttomarge

Verbesserung: +50 Bp
Primär getrieben durch
Produktmarge

MMS-Club-Mitglieder

40-Millionen-Marke
geknackt

Free Cashflow

1,5 Mrd. € generiert
Liquidität klar über 2 Mrd. €

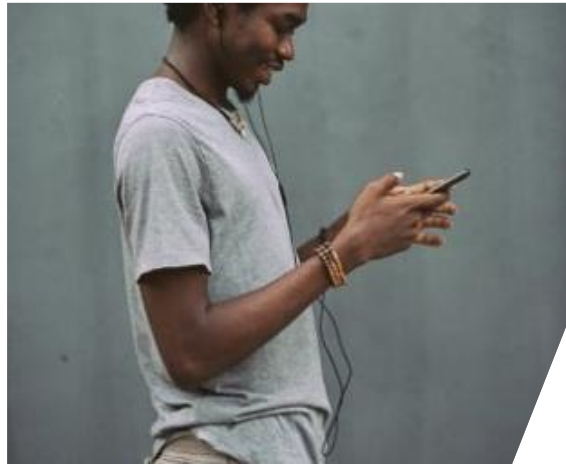
¹Währungs- und portfoliobereinigt. Vor IAS 29. ²Exklusive Schweden und Portugal, vor IAS 29, inklusive Marketplace.

Erfolgreiche „Peak“-Saison, anhaltend hohe Nachfrage nach hochwertigen und energieeffizienten Produkten



/ Gaming

+56% Umsatz-
wachstum vs. VJ



/ Mobile

+13% Umsatz-
wachstum vs. VJ



/ Bodenpflege

+22% Umsatz-
wachstum vs. VJ

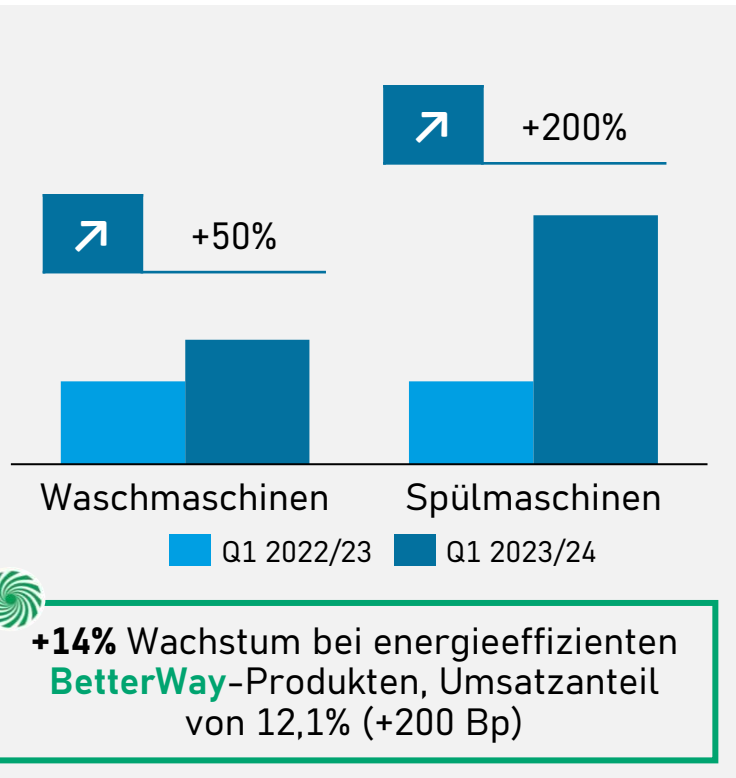


/ „Weiße Ware“

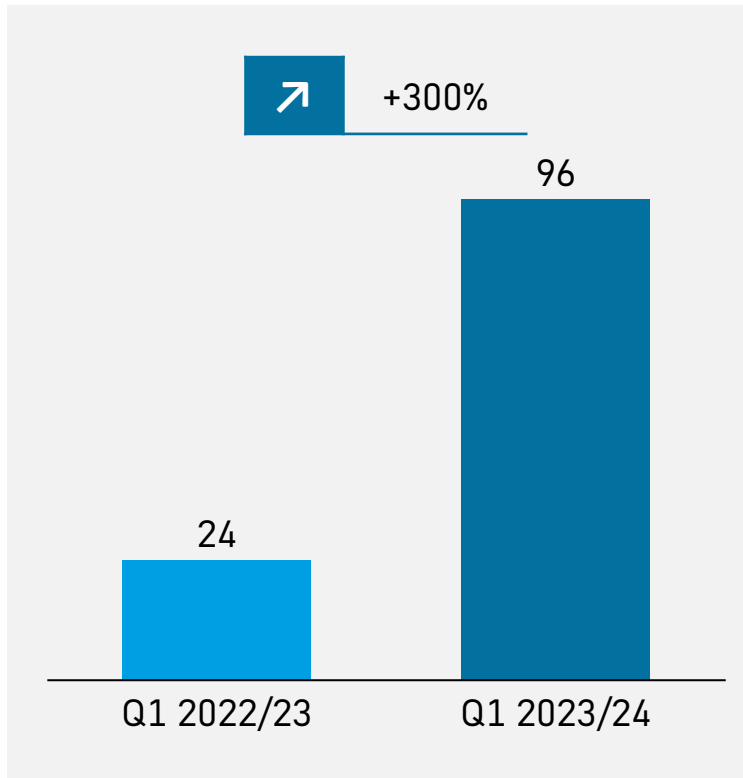
+7% Umsatz-
wachstum vs. VJ

Umweltfreundliche Produkte und Services liegen verstärkt im Trend

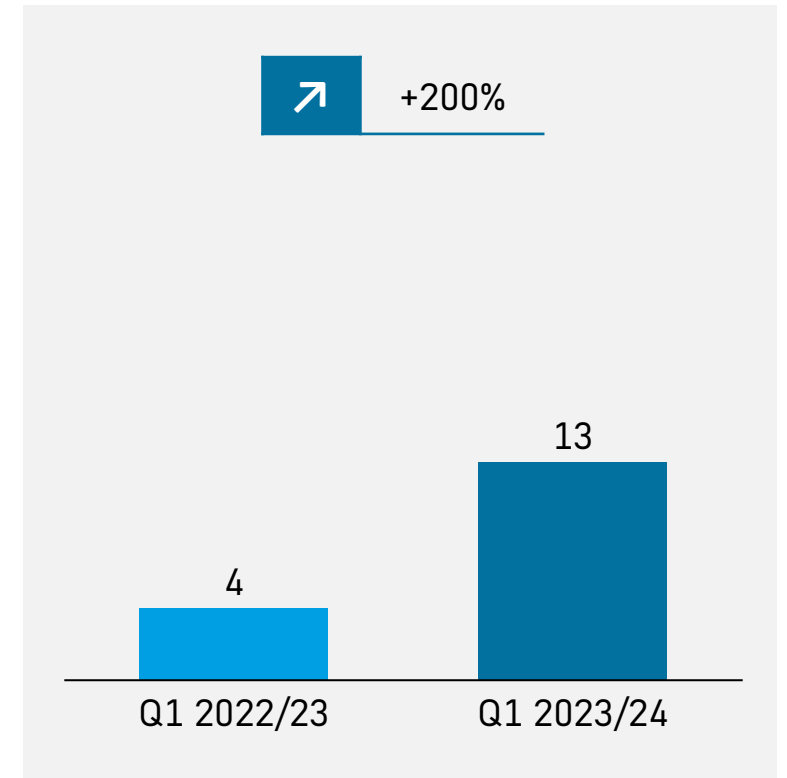
Wachstum bei Produkten mit "A"-Rating



Angekaufte Produkte (in Tsd.)



Wiederaufbereitete Produkte (in Tsd.)



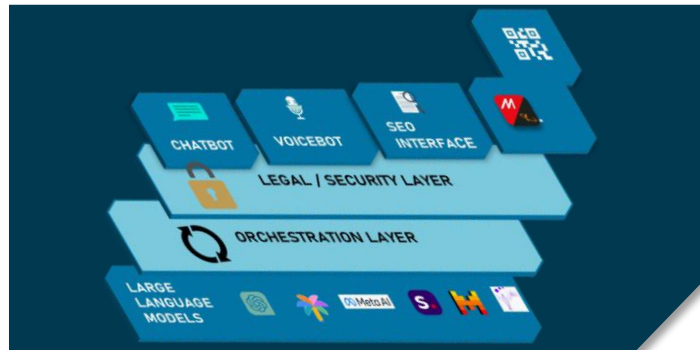
Weiterhin gute Fortschritte bei unseren Mittelfrist-Zielen

Geschäftsfeld	KPI	GJ 2021/22	GJ 2022/23	Ziel GJ 2025/26	Entwicklung Q1 23/24
Kerngeschäft Handel	Club-Mitglieder ¹	34 Mio.	39 Mio.	50 Mio.	↖
Kerngeschäft Handel	Online-Anteil	25%	23%	c. 30%	→
Kerngeschäft Handel	Modernisierungsrate ¹	30%	50%	> 90%	↑
Kerngeschäft Handel	Warenbestand ¹	10,3 Wochen	9,1 Wochen (-11%)	-10%	↑
Space-as-a-Service	Anzahl Lighthouses ¹	5	8	Bis zu 20	↖
Services & Solutions	Anteil in % am Gesamtumsatz ²	4,5%	4,5%	c. 5,5%	→
Marketplace	GMV	65 Mio. €	137 Mio. €	750 Mio. €	↑
Eigenmarken	Eigenmarkenanteil	2,3%	2,4%	c. 5%	→
Retail Media	Ertrag	c. 5 Mio. €	18 Mio. €	c. 45 Mio. €	↑

¹31. Dezember 2023. ²Einnahmen aus Operational Services & Solutions in % des Gesamtnettoumsatzes (ohne z. B. Retail Media, Marktplatzprovisionen und -gebühren, Lieferungen)

Wir haben wichtige Schritte unternommen, um generative KI erfolgreich in unser Geschäft einzubinden

Unser GenAI-Framework



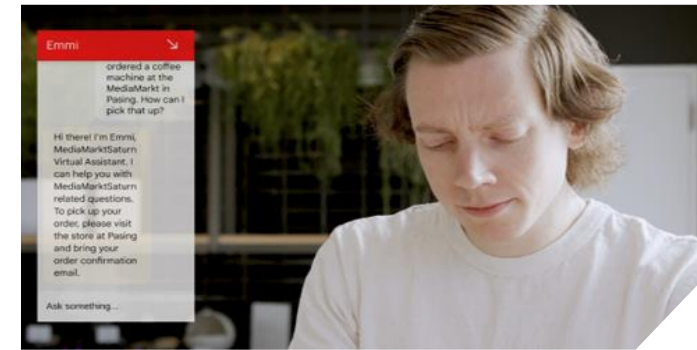
- / Schlanke generative KI-Struktur vorhanden
- / Ideenfindung und Bewertung von über 100 Mitarbeiterideen
- / Umsetzung von 7 Pilotprojekten

KI-Sandbox für Mitarbeitende



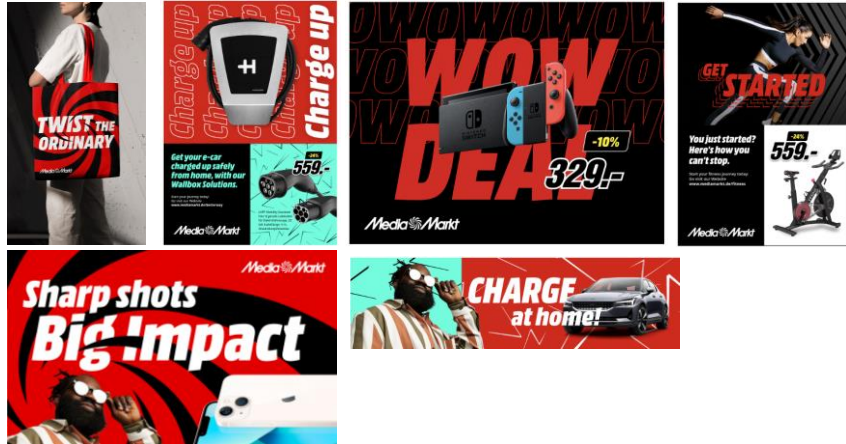
- / Erprobung und Erfahrung mit KI in einer sicheren Umgebung
- / Gehostet in der EU

KI-basiertes Kundenerlebnis



- / Customer Care Chat & Voice Bot
- 24/7-Echtzeit-Support für den Kunden

Entwicklung unserer Marke zum Experience Champion



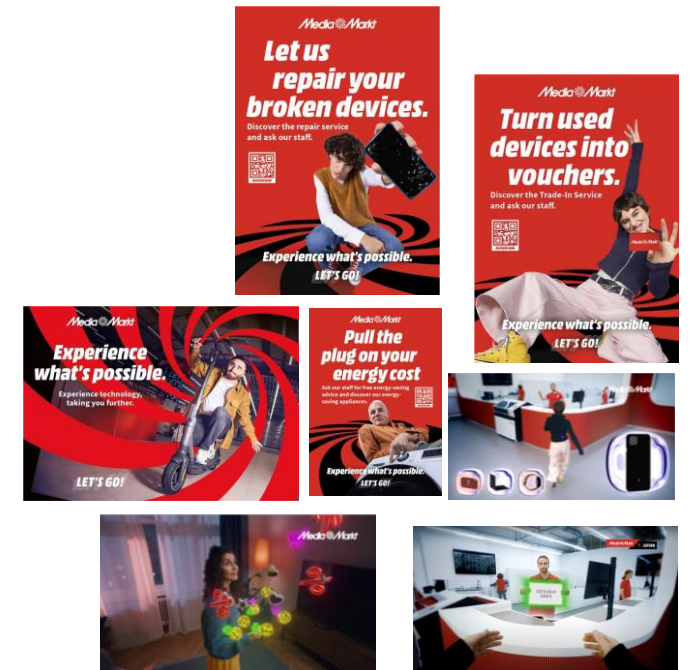
Die Marke mit Sinn zum Leben erweckt

LET'S GO!

Starke Experience Proof Points

EXPERIENCE WHAT'S POSSIBLE

Mutiges, dynamisches Marken-Design



WE CREATE EXPERIENCE ELECTRONICS TO ENRICH PEOPLE'S LIFE

1

Employee Experience

2

Usage Experience

3

Shopping Experience

4

Impact Experience

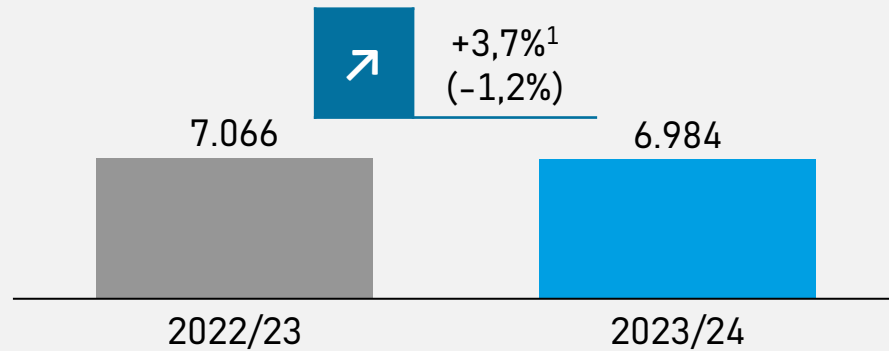
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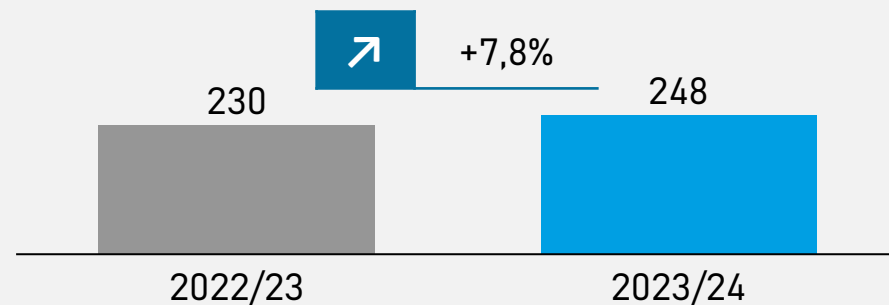
Anhaltende Umsatzdynamik – EBIT deutlich verbessert

Q1-Entwicklung im Jahresvergleich

Gesamtumsatz
(Mio. €)

Bereinigtes EBIT²
(Mio. €)

Umsatz

- / Gute Entwicklung dank wachsendem Online-Geschäft
- / Starke Umsatzdynamik in Benelux und Spanien; Italien bleibt schwierig; Türkei performt weiterhin stark

Bereinigtes EBIT

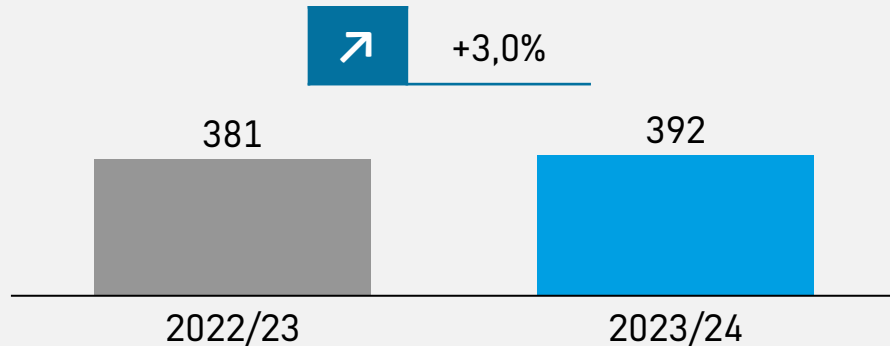
- / Deutliche Verbesserung; Treiber: Höhere Bruttomarge und strikte Kostenkontrolle

¹Währungs- und portfoliobereinigt. Währungseffekt -2,1%, Portfolioeffekt -2,8%. ²Exkl. nach der Equity-Methode einbezogener Unternehmen, bereinigt um Portfolioveränderungen, vor IAS 29 und exkl. nicht regelmäßig wiederkehrender Ergebniseffekte.

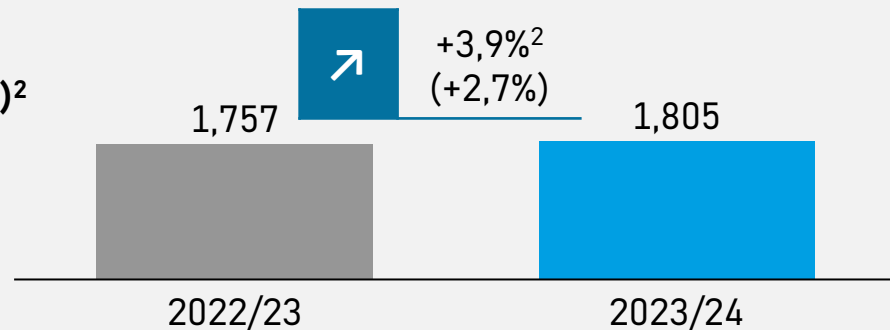
Services & Solutions- und Online-Geschäft wachsen gut, Marketplace wächst deutlich

Q1-Entwicklung im Jahresvergleich (in Mio. €)

Services & Solutions-Umsatz^{1,2}



Online-Umsatz (1P)²



Services & Solutions

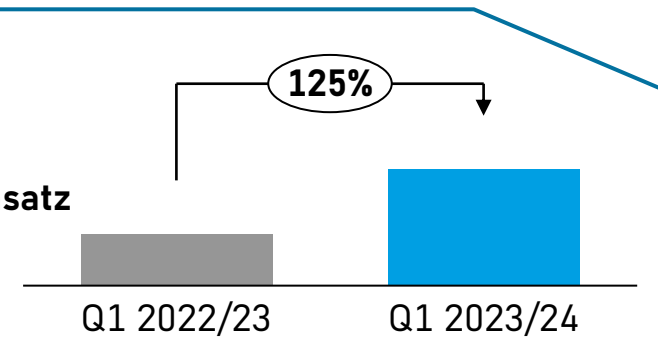
- / Erneutes Wachstum
- / Hohe Nachfrage nach Garantieverlängerungen und Retail-Media-Angeboten, Rückgang bei Powerservices (Installation)

Online-Geschäft

- / Weiterhin starke Entwicklung des Marketplace
- / Online-Anteil einschließlich Marketplace auf 26,4% gestiegen



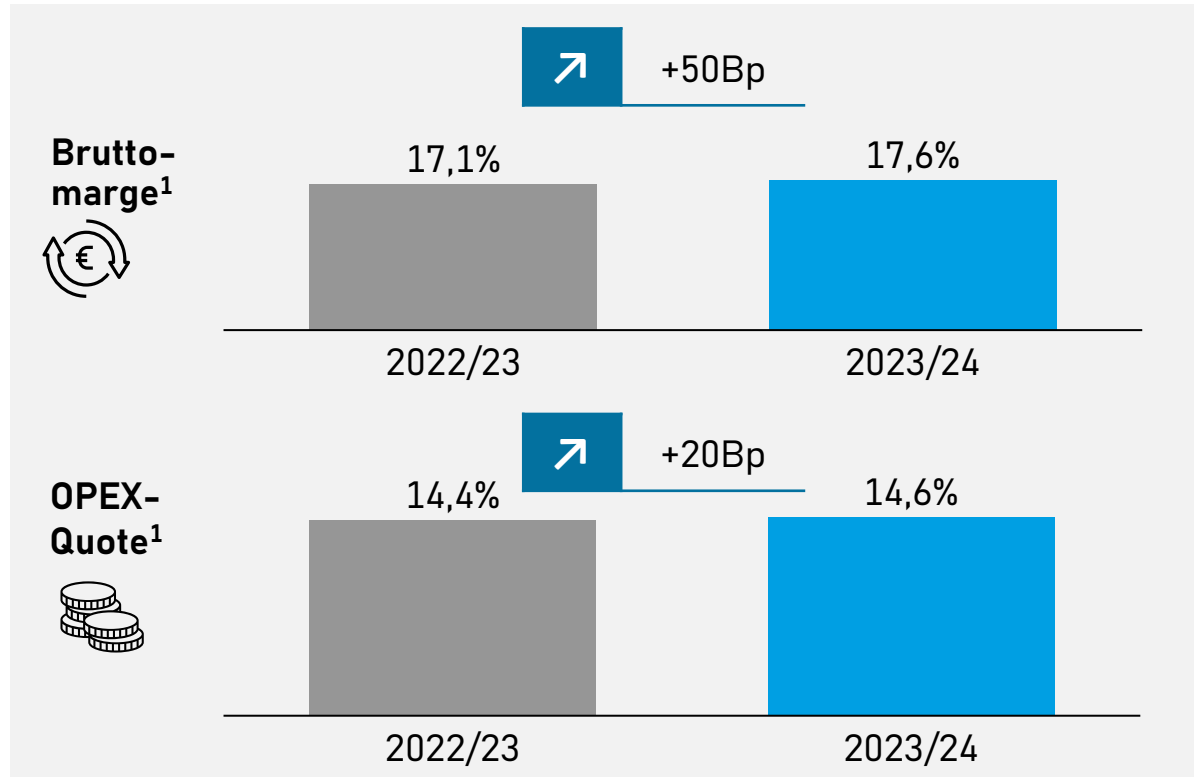
Marketplace Bruttoaußenumsatz (GMV) (Mio. €)



¹Inklusive Services & Solutions, Retail Media, Marktplatzprovisionen und -gebühren, Lieferungen) ²Exklusive Portfolioveränderungen (Schweden, Portugal); vor IAS 29. Wachstum zusätzlich bereinigt um Währungseffekte..

Starke Bruttomarge und strikte Kostenkontrolle als positive Ertragstreiber

Q1-Entwicklung im Jahresvergleich



Bruttomarge

- / Deutlicher Anstieg durch besseren Produktmix zugunsten von Weißer Ware
- / Höhere Produktmarge in sämtlichen Regionen

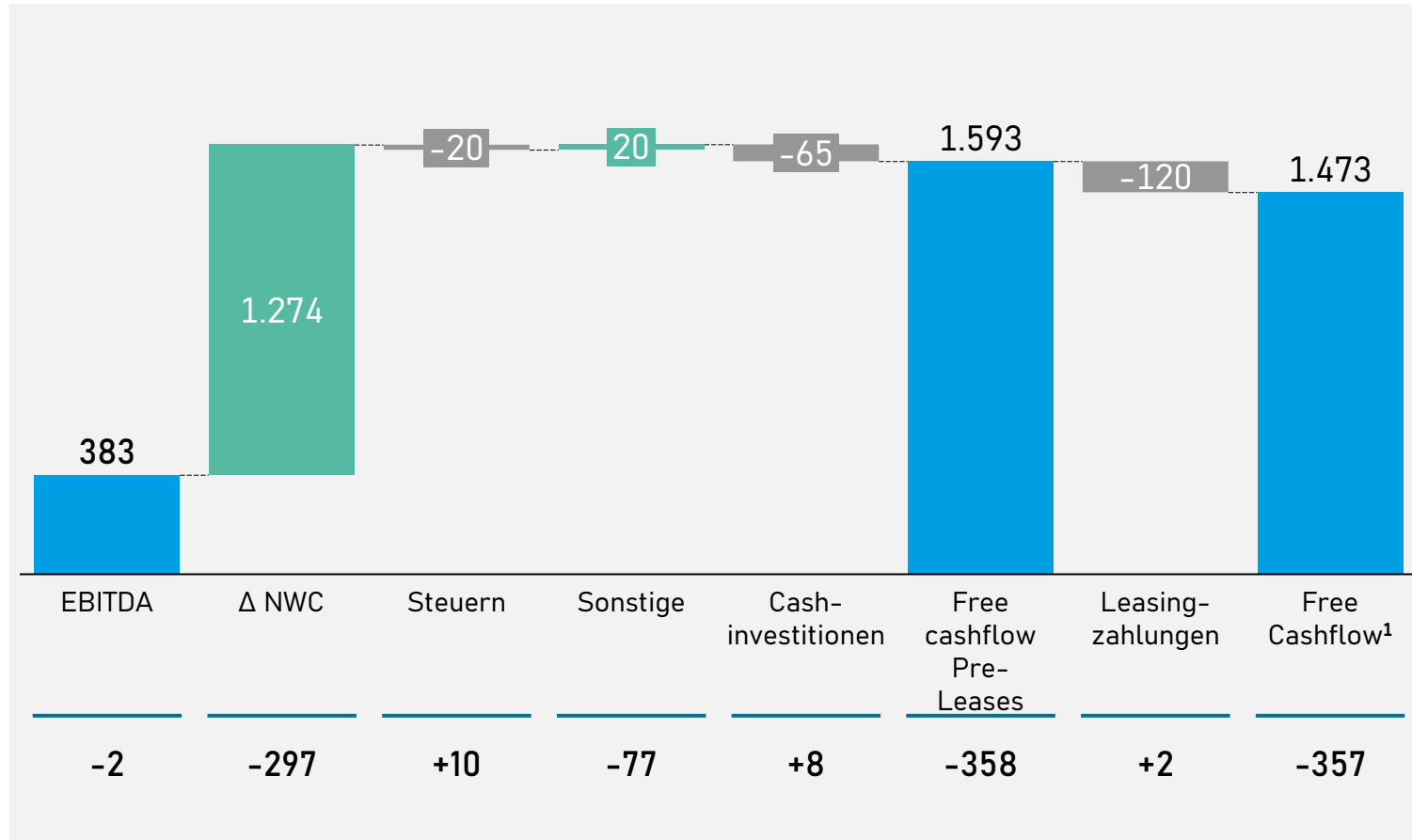
Betriebskosten

- / Übergreifende Kosteninflation durch striktes Kostenmanagement und Kosteneinsparungen abgedeckt

¹Exklusive Portfolioveränderungen (Schweden, Portugal); vor IAS 29.

Starker Free Cashflow mit Liquiditätsposition über 2 Mrd. Euro

Free Cashflow (FCF) in Q1 2023/24 in Mio. € (Vorjahresvergleich)



/ Starke Liquidität trotz hoher Produktverfügbarkeit in „Peak“-Saison

¹Beim leasingbereinigten FCF wird die Rückzahlung von Leasingverbindlichkeiten abgezogen, um eine bessere Vergleichbarkeit des FCF nach IFRS 16 zu erreichen.

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Nach Q1 bestätigen wir unseren Ausblick für 2023/24

// Leichter Anstieg des währungs- und portfoliobereinigten Gesamtumsatzes

// Deutliche Verbesserung des bereinigten EBIT

// Alle Segmente werden zum Umsatzwachstum beitragen

// Verbesserung des bereinigten EBIT durch DACH und West-/Südeuropa



Zusammenfassung

01

Starker Auftakt ins neue Geschäftsjahr

02

Trotz eines schwierigen CE-Marktes hält sich unser Marktanteil stabil

03

Die Dynamik nimmt zu. Unsere Maßnahmen zur Bewältigung der aktuellen Herausforderungen zeigen Wirkung

04

Wir stellen das Kundenerlebnis in den Mittelpunkt und setzen unsere Strategie konsequent um

05

Unser Fokus liegt weiterhin auf Kosten, Rentabilität und Liquidität

06

Wir bestätigen unseren Ausblick für GJ 2023/24

Fragen & Antworten



Dr. Karsten Wildberger

Dr. Kai-Ulrich Deissner

Appendix

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