

## Overview of Applied Non-IFRS Performance Measures (as of May 2023)



### Illustration of our KPIs

Illustration of our KPIs

Booking Date December 3, 2022

Check-in Date August 10, 2023

Gross Booking Value EUR 3,000

Take Rate 10%

Booking Revenues EUR 300

### Core KPIs

**Booking Revenues\*** Booking Revenues is a non-GAAP operating metric to measure performance that is defined as the net Euro value of bookings before cancellations generated by transactions on the HomeToGo platforms in a reporting period (CPA, CPC, CPL and Subscriptions & Services). Booking Revenues do not correspond to, and should not be considered as alternative or substitute for IFRS Revenues recognized in accordance with IFRS. Contrary to IFRS Revenues, Booking Revenues are recorded at the point in time when the booking is made. Revenues from Subscription & Services are considered equally for Booking Revenues as under IFRS to complement the view.

**Onsite Booking Revenues and Onsite Share\*** Onsite Booking Revenues are a subset of Booking Revenues. Onsite Bookings occur when the complete user journey is conducted on HomeToGo domains. Onsite Share is defined as ratio of Onsite CPA Booking Revenues to Booking Revenues excluding Booking Revenues from Subscriptions & Services that measures the penetration of our Partner base with our Onsite Product. Onsite Bookings allow the Group to realize a higher Take Rate and to establish a closer relationship with the user, which leads to lower marketing expenses over time. Both effects result in a higher profitability of the Group.

**IFRS Revenues** Revenues according to IFRS accounting policies. CPA IFRS Revenues are recognized on check-in date. CPC and CPL Revenues are recognized on booking or click date. IFRS Revenues from Subscriptions & Services are recognized over time or when services are provided. HomeToGo generates revenue through the following main revenue types:

**Cost per Action ("CPA")** CPA is the largest revenue stream, whereby HomeToGo receives a percentage-based commission for successful onsite- or offsite booking referrals, which facilitate a stay. Depending on the contractual terms with the respective partner, the revenue for HomeToGo is either calculated as percentage of the commission or as percentage of the booking value (sometimes called revenue share).

**Cost per Click ("CPC")** HomeToGo receives a fixed commission based on every successful referral click.

**Cost per Lead ("CPL")** HomeToGo receives a fixed commission based on every successful referral inquiry (lead).

**Subscriptions & Services** are related to subscription-based revenue from Partners who can use the platform for listing of their rental objects over a determined period.

**Adjusted EBITDA\*** Net income (loss) before

(i) income taxes;

(ii) finance income, finance expenses;

(iii) depreciation and amortization;

adjusted for

(iv) expenses for share-based compensation and

(v) one-off items. One-off items relate to one-time and therefore non-recurring expenses and income outside the normal course of operational business. Among others those would include for example income and expenses for business combinations and other merger & acquisitions (M&A) activities, litigation, restructuring, government grants and other items that are not recurring on a regular basis and thus impede comparison of the underlying operational performance between financial periods.

### Further financial KPIs (Non-GAAP)

**Gross Booking Value (GBV)\*** GBV is the gross EUR value of bookings on our platform in a reporting period (including all components of the booking amount except for VAT). GBV is recorded at the time of booking and is not adjusted for cancellations or any other alterations after booking. For CPA transactions, GBV includes the booking volume as reported by the Partner. For CPC, GBV is estimated by multiplying the total click value with the expected conversion rate. The total click value is the duration of the search multiplied with the price per night of the clicked offer. This total click value is multiplied with the average conversion rate of that micro conversion source for CPA Partners in the respective month.

**CPA Take Rate\*** CPA Take Rate is the margin realized on the gross booking amount and defined as CPA Booking Revenues divided by GBV from CPA Booking Revenues.

**Cancellation Rate** Cancellation Rate reflects the share of Booking Revenues that are cancelled subsequently, however, before being recognized as IFRS Revenues. This metric is not actively used for steering of the Group, but it is monitored continuously and used for forecasting and budget planning.

### Non-financial KPIs

**Bookings\*** Bookings represent the number of bookings generated by users of the HomeToGo platforms.

**CPA Basket Size\*** CPA Basket Size is defined as CPA Gross Booking Value per booking, before cancellations.

### Other defined terms

**AMIVAC** Provides subscription listing services for both homeowners and professional agencies in France. AMIVAC SAS (Paris, France) is a direct (100%) subsidiary of HomeToGo GmbH.

**Campaign Builder** One of the leading examples of HomeToGo's proprietary advertising tech stack to efficiently scale marketing efforts across multiple markets and brands. Allows the automation of a large set of campaigns by targeting and grabbing search demand from millions of keywords, and serving highly tailored content to travelers on a destination basis.

**e-domizil** Specialist for vacation rentals, including brands e-domizil, e-domizil CH, atraveo and tourist-online.de. e-domizil GmbH (Frankfurt a.M., Germany) is a direct (100%) subsidiary of HomeToGo GmbH and holds the two subsidiaries e-domizil AG (Zurich, Switzerland) and Atraveo GmbH (Düsseldorf, Germany).

**EscapadaRural** ESCAPADA RURAL SERVICIOS PARA PROPIETARIOS SL (Barcelona, Spain) is a direct (100%) subsidiary of HomeToGo GmbH.

**Feries S.r.l** Feries S.r.l operates the main websites agriturismo.it and casevacanza.it. Feries S.r.l (Milan, Italy) is a direct (100%) subsidiary of HomeToGo GmbH.

**HomeToGo Add-ons** Additional services offered on our platform to offer a complete and convenient experience, such as cancellation protection and comprehensive insurance.

**HomeToGo Design System and White Label solution** A proprietary modular tech platform used across various HomeToGo brands and external ones

**HomeToGo Payments** HomeToGo's own payment solution developed in partnership with global market-leading payment solutions.

**NIST Cybersecurity** framework that integrates industry standards and best practices to help organizations manage their cybersecurity risks.

**Offsite Transaction** Transactions where the end booking happens on a Partner's site (referral types could be CPA, CPC, CPL etc.).

**Onsite Transaction** Onsite CPA transaction, where complete user journey (from discovery to completion of booking) happens on HomeToGo domains.

**Partners** Contracted businesses (such as online travel agencies, tour operators, property managers, other inventory suppliers, software partners) or private persons that distribute, manage or own accommodations which they directly or indirectly list on HomeToGo Group platforms.

**Repeat Booking Revenues** Booking Revenues coming from existing customers, i.e. users of our platform that have placed at least one booking before.

**Returning Visitor** Clearly identifiable user, e.g. via cookie or login, returning to one of the HomeToGo Group websites. Hence, the user had at least one lifetime Visit before; data excl. Agriturismo, AMIVAC, e-domizil, EscapadaRural and SECRA.

**SaaS** Software as a service.

**SECRA** Offers software for hosts, rental agencies and destinations facilitates end-to-end management and marketing services for vacation rentals. SECRA GmbH and SECRA Bookings GmbH (both Sierksdorf, Germany) are direct (100%) subsidiaries of HomeToGo GmbH.

**Smobu** All-in-one SaaS solution that connects self-service hosts more easily to partners. Smobu GmbH (Berlin) is a direct (100%) subsidiary of HomeToGo GmbH.