MYTHERESA

Investor Presentation

May 2024

Legal Disclaimer

MYTHERESA

Forward Looking Statements & Industry Information

This presentation contains forward-looking statements that are subject to risks and uncertainties. All statements other than statements of historical fact or relating to present facts or current conditions included in this presentation are forward- looking statements. Forward-looking statements give the Company's current expectations and projections relating to its financial condition, results of operations, plans, objectives, future performance and business, including statements relating to financing activities, the impact of the COVID-19 global pandemic; the impact of restrictions on identifiers for advertisers (IDFA); future sales, expenses, and profitability; future development and expected growth of our business and industry; our ability to execute our business model and our business strategy; having available sufficient cash and borrowing capacity to meet working capital, debt service and capital expenditure requirements for the next twelve months; and projected capital spending. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," "will," "would," or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words. The forward-looking statements contained in this presentation are based on assumptions that the Company has made in light of its industry experience and perceptions of historical trends, current conditions, expected future developments and other factors it believes are appropriate under the circumstances. As you read and consider this presentation, you should understand that these statements are not guarantees of performance or results. They involve risks, uncertainties (many of which are beyond the Company's control) and assumptions. Although the Company believes that these forward-looking statements are based on reasonable assumptions, you should be aware that many factors could affect its actual operating and financial performance and cause its performance to differ materially from the performance anticipated in the forward-looking statements. The Company believes these factors include, but are not limited to: the Company's ability to effectively compete in a highly competitive industry; the Company's ability to respond to consumer demands, spending and tastes; the Company's ability to respond to any current or future health epidemic or other adverse public health development, such as the COVID-19 pandemic; the Company's ability to acquire new customers and retain existing customers; consumers of luxury products may not choose to shop online in sufficient numbers; the volatility and difficulty in predicting the luxury fashion industry; the Company's reliance on consumer discretionary spending; and the Company's ability to maintain average order levels and other factors. Should one or more of these risks or uncertainties materialize, or should any of these assumptions prove incorrect, the Company's actual operating and financial performance may vary in material respects from the performance projected in these forward-looking statements.

Any forward-looking statement made by the Company in this presentation speaks only as of the date on which it is made. Factors or events that could cause the Company's actual operating and financial performance to differ may emerge from time to time, and it is not possible for the Company to predict all of them. We caution you therefore against relying on these forward-looking statements, and we qualify all of our forward-looking statements by these cautionary statements. The Company undertakes no obligation to publicly update any forward-looking statement, whether as a result of new information, future developments or otherwise, except as may be required by law.

We are not able to forecast net income (loss) on a forward-looking basis without unreasonable efforts due to the high variability and difficulty in predicting certain items that affect net income (loss), including, but not limited to, Income taxes and Interest expense and, as a result, are unable to provide a reconciliation to forecasted Adjusted EBITDA.

Unless otherwise indicated, information contained in this presentation concerning our industry, competitive position and the markets in which we operate is based on information from independent industry and research organizations, other third- party sources and management estimates. Management estimates are derived from publicly available information released by independent industry analysts and other third-party sources, as well as data from our internal research, and are based on assumptions made by us upon reviewing such data, and our experience in, and knowledge of, such industry and markets, which we believe to be reasonable. In addition, projections, assumptions and estimates of the future performance of the industry in which we operate and our future performance are necessarily subject to uncertainty and risk due to a variety of factors, including those described above. These and other factors could cause results to differ materially from those expressed in the estimates made by independent parties and by us. Industry publications, research, surveys and studies generally state that the information they contain has been obtained from sources believed to be reliable, but that the accuracy and completeness of such information is not guaranteed. Forecasts and other forward-looking information obtained from these sources are subject to the same qualifications and uncertainties as the other forward-looking statements in this presentation.

Non-IFRS Measures; Trademarks

This presentation includes certain financial measures not presented in accordance with IFRS including but not limited to Adjusted EBITDA, Adjusted Operating Income and Adjusted Net Income (and Adjusted EBITDA Margin, Adjusted Operating Income Margin and Adjusted Net Income Margin). These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing the Company's financial results. Therefore, these measures should not be considered in isolation or as an alternative to loss after tax, net sales, gross profit or other measures of profitability, liquidity or performance under IFRS. You should be aware that the Company's presentation of these measures may not be comparable to similarly titled measures used by other companies, which may be defined and calculated differently. See the appendix for a reconciliation of certain of these non-IFRS measures to the most directly comparable IFRS measure.

The trademarks included herein are the property of the owners thereof and are used for reference purposes only. Such use should not be construed as an endorsement of the products or services of the Company or the proposed offering.

What You Need to Know about Mytheresa

MYTHERESA

A Unique Business ...

- Leading **curated top luxury fashion digital platform truly differentiated** in terms of assortment and customer focus
- **Globally** present with a complete offering of luxury **womenswear, menswear, kidswear** and **home décor and lifestyle products**
- Finest edit only from **top luxury brands** with constant offering of **capsules, exclusives and events** only available at Mytheresa
- Focus on the true high-end of luxury, wardrobe-building customers with **industry-leading AOVs, repurchase rates and multi-year loyalty**
- Fully committed to **full-price business** supported by in-house **campaign production** and **industry-leading customer satisfaction**

... with Unique Performance

- Combining **consistent double-digit, multi-year GMV growth** outpacing overall online luxury fashion market with **high class financial KPIs**
- **Strong gross profit margin** driven by full-price focus and consistent merchandise sell-out rates
- First-year pay-back of customer acquisition costs (CAC) and **proven track record of CAC reduction** over time
- Consistent and multi-year **track record of positive Adjusted EBITDA** profitability
- **Moderate CapEx requirements** for growth with Technology investments fully reflected in OpEx

Mytheresa Offers a Unique Investment Opportunity

Outstanding **Market Fundamentals** Given Resilience of Luxury and High Growth Potential of Online

A Unique and Differentiated **Value Proposition** Recognized Both by Brand Partners and Customers

A Highly Loyal and Engaged **Luxury Customer Base** Delivering Excellent Economics

A Unique **Business Model** Achieving Excellent Business KPIs as well as Strong Growth and Profitability

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Business Highlights Q3 FY24

Our Business Highlights Q3 FY24

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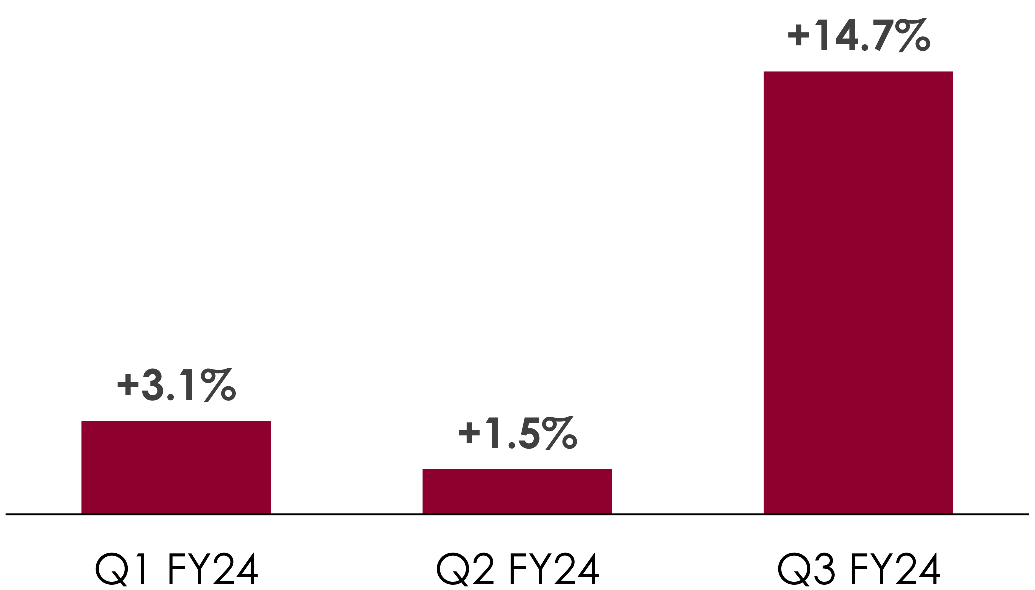
Strong Global Expansion	• Exceptional GMV growth despite ongoing macro headwinds with +14.7% in Q3 FY24 vs. Q3 FY23 • Outstanding GMV growth in the United States of +41.6% in Q3 FY24 vs. Q3 FY23 and total GMV share of the US further expanding to 22.3% • High-impact top customer activations and truly "money can't buy" experiences held in Europe, the US and Asia • Highly successful activations with Courrèges during Shanghai Fashion Week consisting of a capsule launch, creative designer talk, exhibition and VIC/PR dinner involving 550 guests and achieving significant media attention
Continued Brand Support	• Launch of exclusive collections and campaigns in collaboration with Gucci, Bottega Veneta, Saint Laurent, Loewe, Givenchy, Brunello Cucinelli and many more • Launch of Mytheresa Retail Media services to provide selected brand partners with additional opportunities to have visibility with the Mytheresa audience via dedicated paid media placements • Successful operations of 7 major brands under the Curated Platform Model (CPM)
High-Quality Customer Growth	• LTM growth of active customers of +2.8% reaching 862,000 customers • Strong number of first-time buyers in the third quarter with over 118,000 new customers • Customer Cohorts Acquired in Q4 FY23 Show Better Repurchase Rates in Q3 FY24 compared to Q4 FY22 Cohorts after 9 months • Excellent growth of number of Top Customers with +17.0% in Q3 FY24 vs. Q3 FY23 as well as strong increase in average GMV per all customers at +11.5% in Q3 FY24 vs. Q3 FY23
Consistent Strong Operational Performance	• Very good customer satisfaction with an industry-leading Net Promoter Score of 80.6% in Q3 FY24 • Operational indicators in Q3 FY24 showcasing resilience and adaptability of the Mytheresa business model with increased AOV, reduced CAC and stable cost ratios despite challenging macro headwinds • Official inauguration of new distribution center in Halle/Leipzig and continued ramp-up of operations with more than 60% of all customer orders processed at the end of March

Exceptional GMV Growth in Q3 FY24 Despite Ongoing Macro Headwinds

Gross Merchandise Value (GMV)[1]

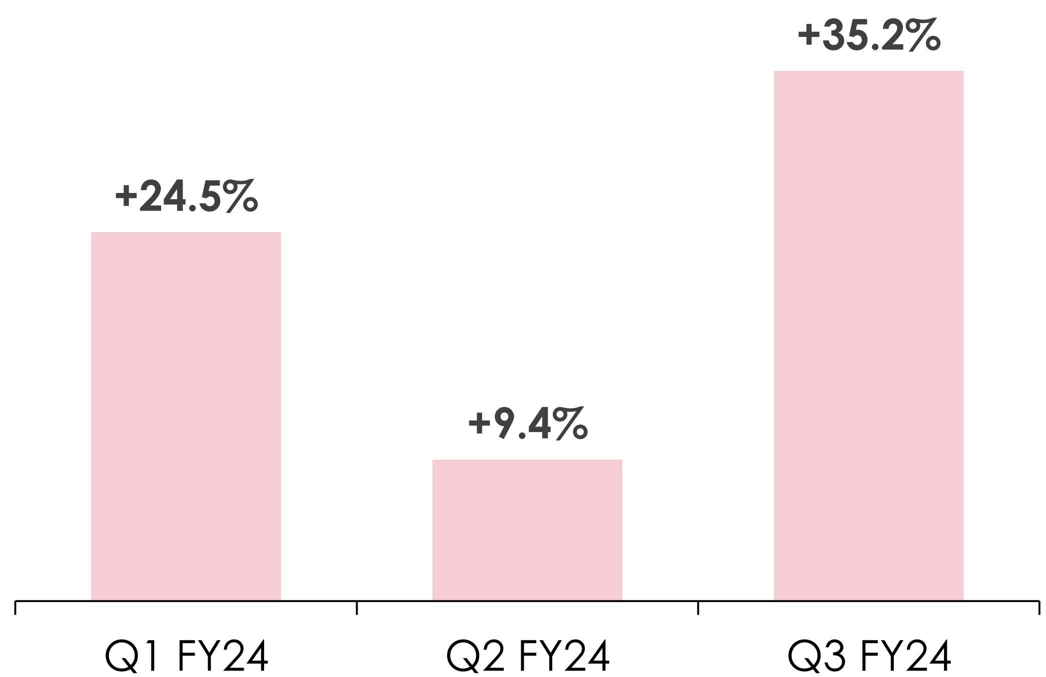
YoY Growth

(in %)



Yo2Y Growth

(in %)



Notes:
1 "Gross Merchandise Value" ("GMV") is an operative measure and means the total Euro value of orders processed. GMV is inclusive of product value, shipping and duty. It is net of returns, value added taxes and cancellations. GMV does not represent revenue earned by us, although GMV and revenue are correlated.

Continued Success Story in the United States With outstanding GMV Growth And Increasing Share of Global GMV

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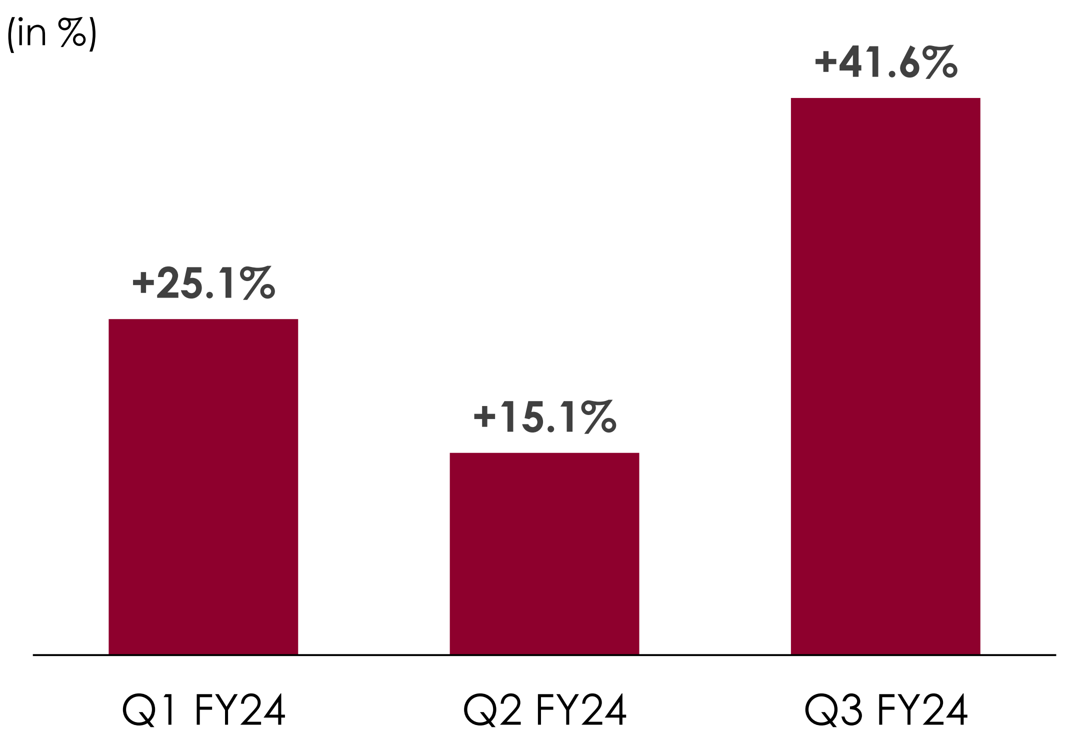
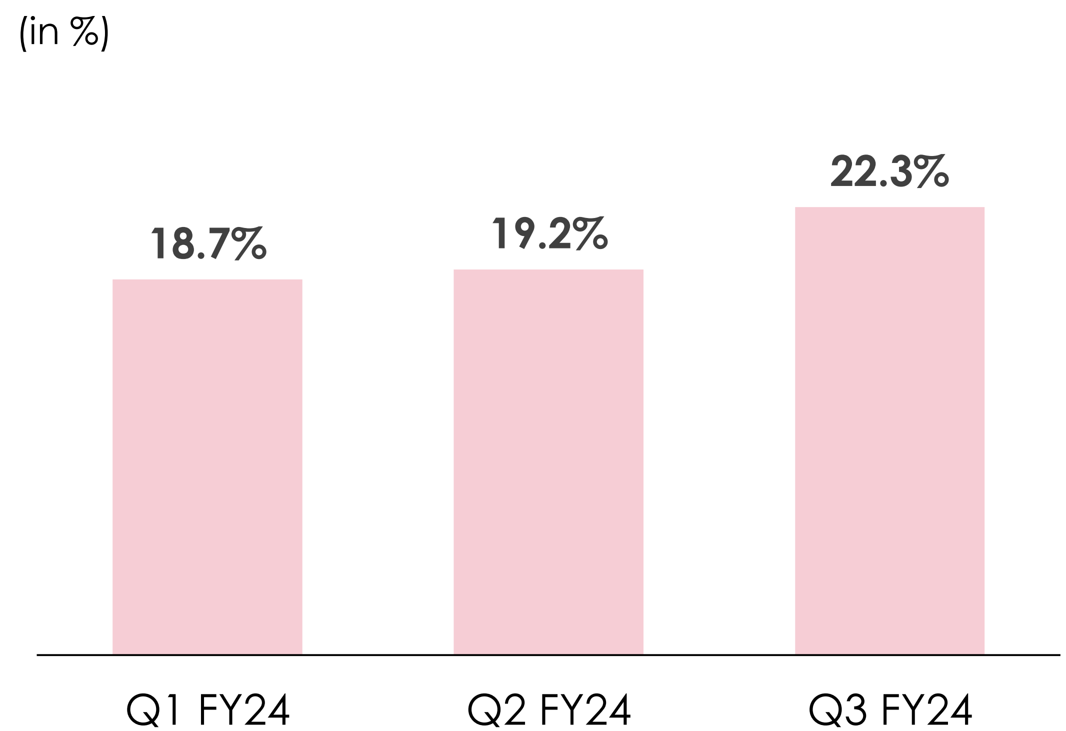
GMV[1] Development United States

YoY Growth



US Share of GMV



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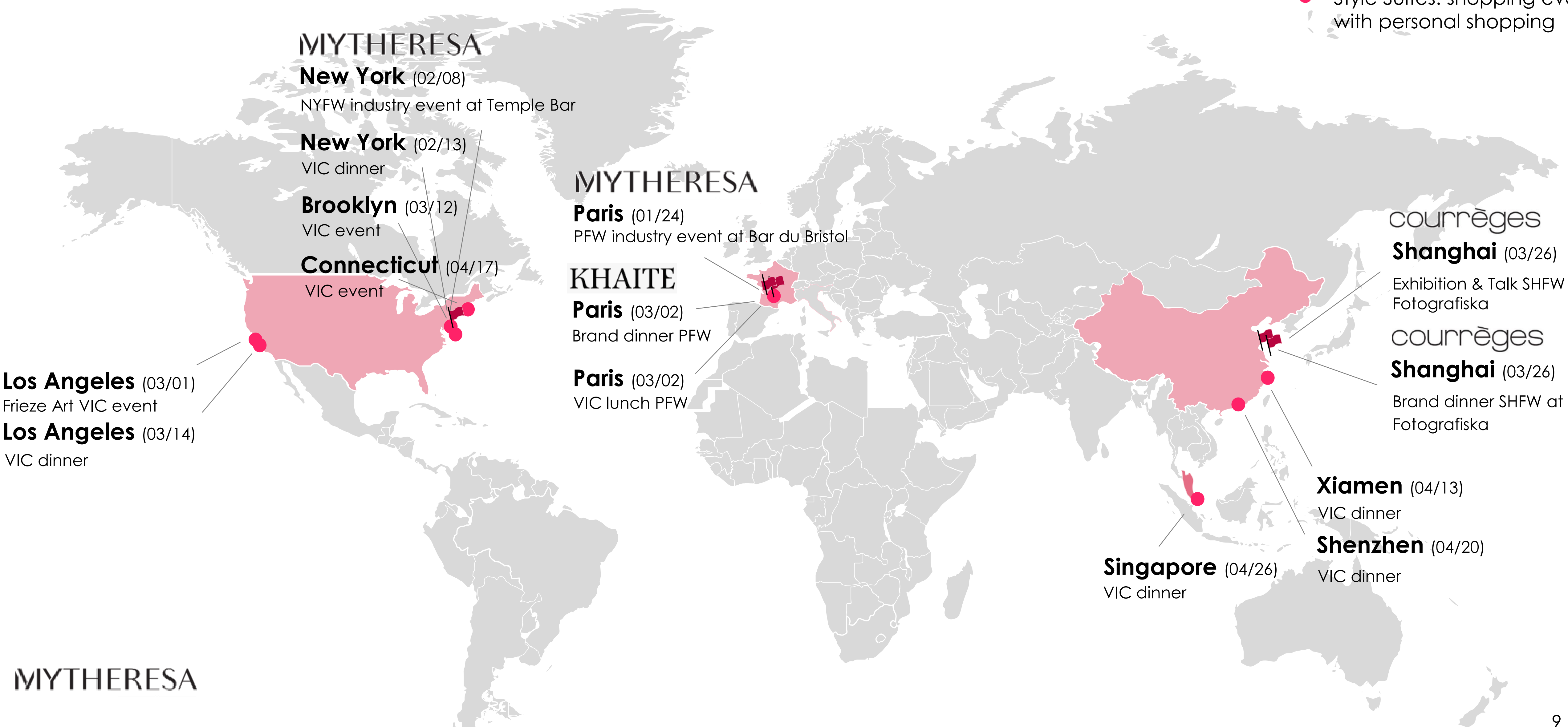
Unique Events & Experiences For Top Customers Of Mytheresa Across the World In Q3 FY24

Money can't buy experiences

Style Suites: shopping events with personal shopping



Unique And High Impact 24 Hour Experience With Three Events To Celebrate Mytheresa x Courrèges at Shanghai Fashion Week

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courrèges

High Visibility and Reach Created

- **24 hour experience | 3 events:** Courrèges and Mytheresa hosted an immersive exhibition, panel talk and intimate dinner as part of the official Shanghai Fashion Week calendar to celebrate their exclusive capsule collection at Fotografiska
- **Strong attendance:** 550 guests including Nicolas Di Felice (Artistic Director of Courrèges) and 150 local university fashion and art students
- **High global visibility:** 165 global press clippings; social media amplification through collaboration with three local KOLs and 110 posts across all platforms

WWD ELLE FASHION NETWORK 服饰美容VOGUE marie claire Harper's BAZAAR CHINADAILY.COM.CN Forbes

High-End Luxury Brand Collaborations in Q3 FY24 Underpinning Mytheresa's Industry Leading Position

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BRUNELLO CUCINELLI

Exclusive pre-launch of the Brunello Cucinelli SS24 collection available on Mytheresa before anyone else

LOEWE

Exclusive launch of Loewe runway styles only available at Mytheresa

GIVENCHY

Exclusive pre-launch of the Givenchy SS24 collection available on Mytheresa before anyone else

SAINT LAURENT

Launch of the Saint Laurent Spring 24 collection

GUCCI ANCORA

Launch of the Gucci Ancora collection as one of only two global platforms

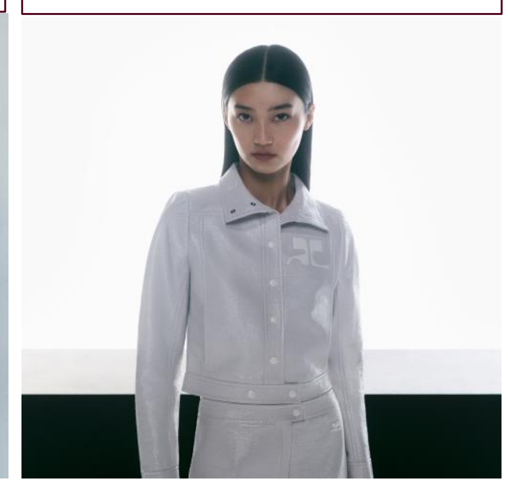
BOTTEGA VENETA

Launch of the Bottega Veneta SS24 collection

KHAITE

Exclusive launch of the Khaite Summer Collection only available at Mytheresa

COURRÈGES



Exclusive capsule collection only available at Mytheresa

Customer Cohorts Acquired in Q4 FY23 Show Stable Repurchase Rates in Q3 vs. Q4 FY22 Cohorts

Q4 FY22
Q4 FY23

New Customers Cohort Month

Percent of Customer Repurchasing in Q3 (Nine Months Later)

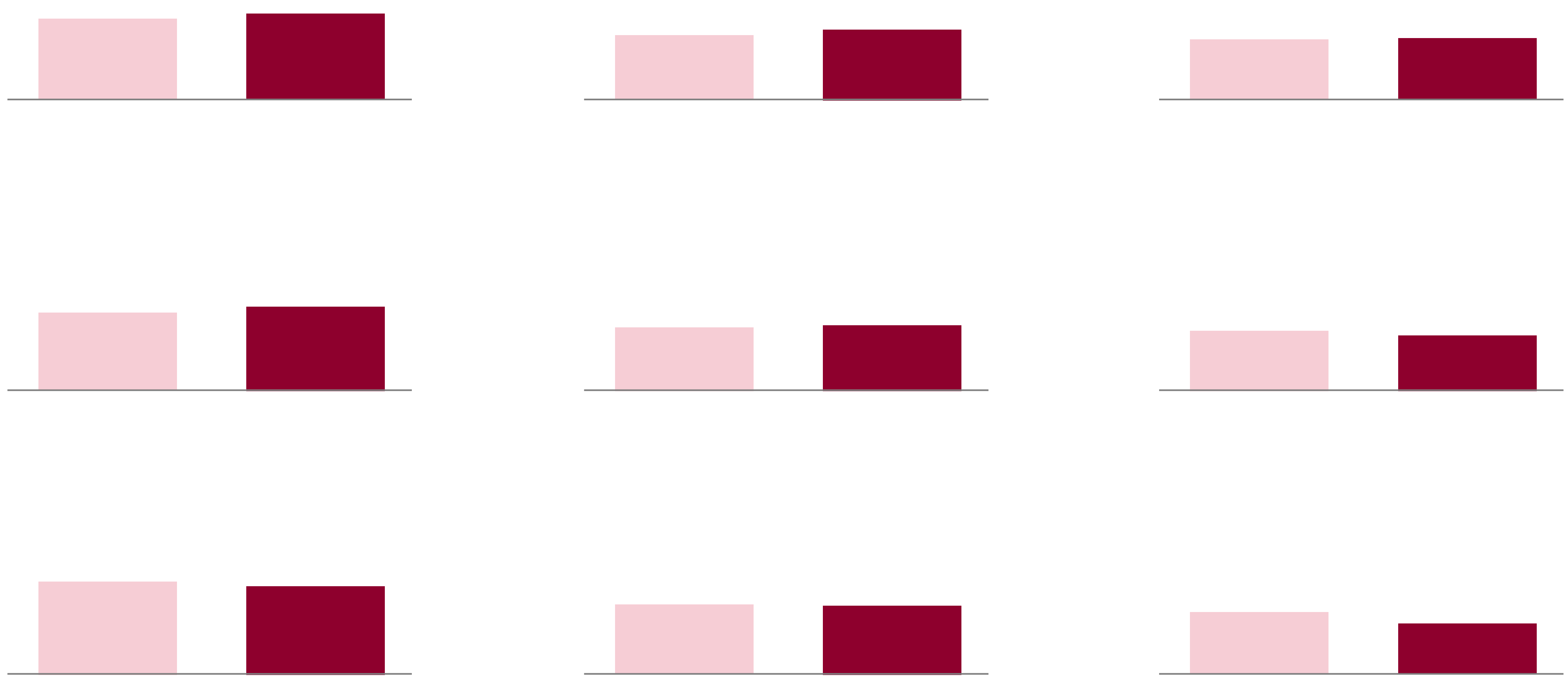
January | **February** | **March**

Q4

April

May

June



Excellent Growth Particularly Of Top Customers And Spend Per Customers Confirms Quality Of Customer Base

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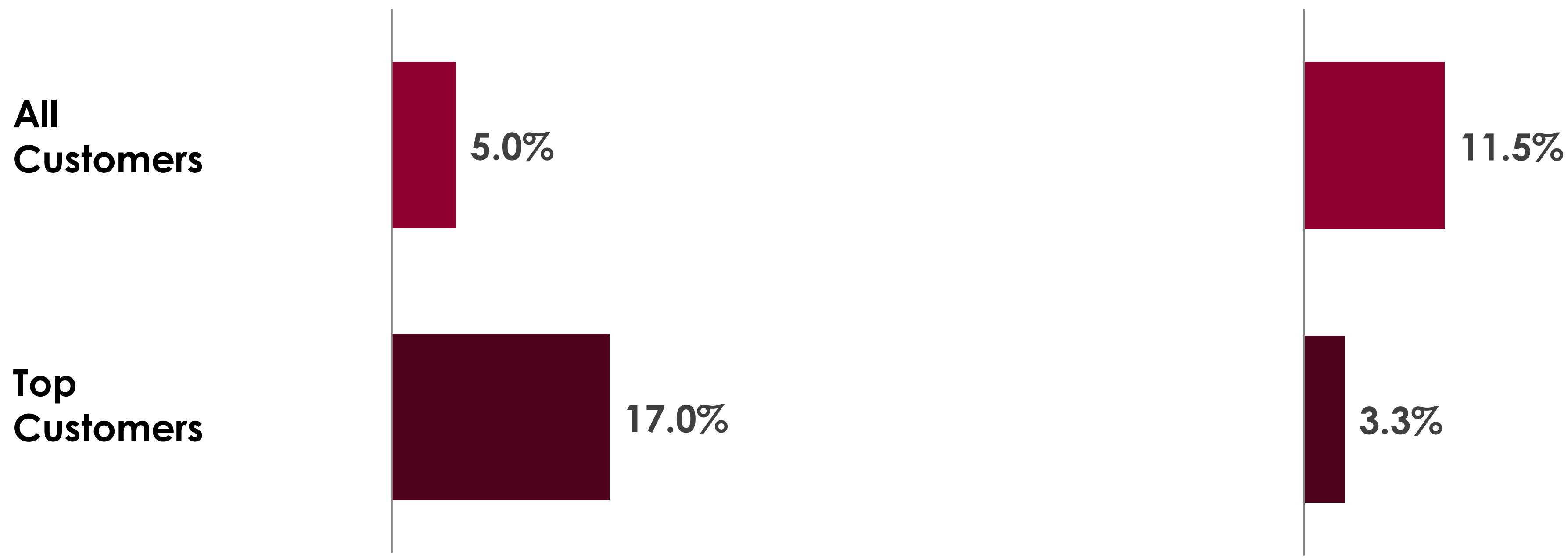
Growth of Customers

Q3 FY24 vs. Q3 FY23

GMV[1] per Customer

Q3 FY24 vs. Q3 FY23



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Mytheresa's Business Model Demonstrates Strong Consistent Performance also in Q3 FY24 Despite Macro Headwinds

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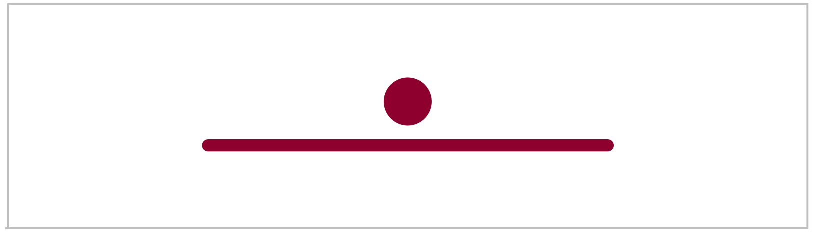
Q3 FY23 | Q3 FY24

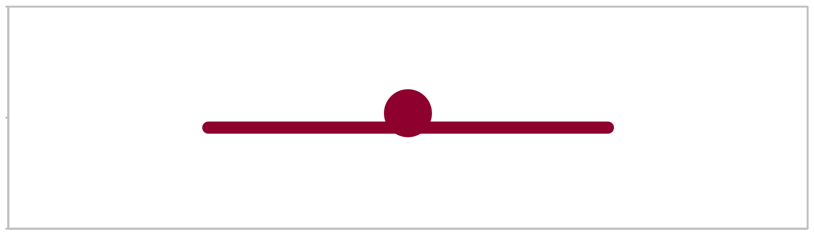
Operational Indicators

AOV Womenswear
In €



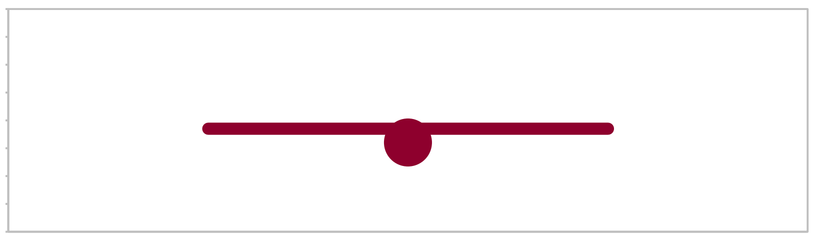
+12.0%

Return Rate Womenswear
In %



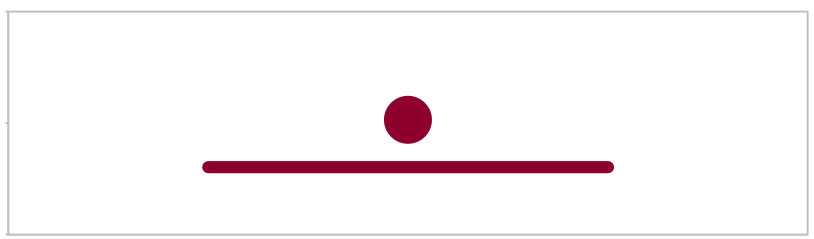
+2.6 pp

CAC
In €



-2.8%

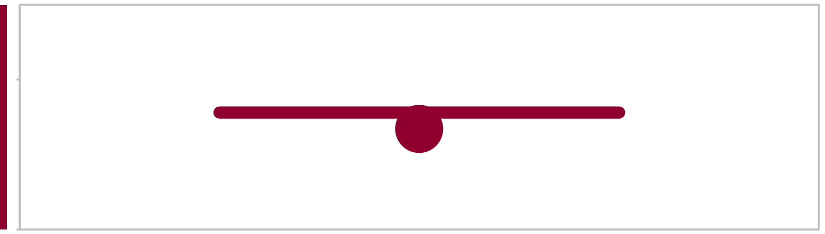
NPS
In %



+8.5 pp

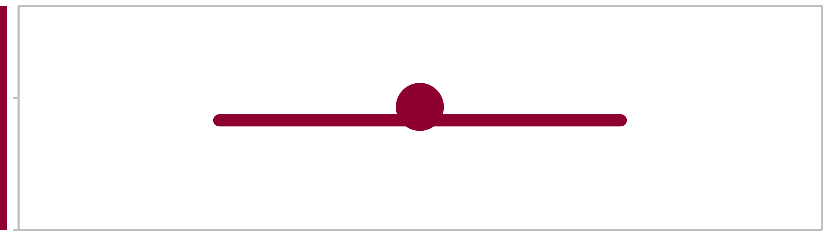
Financial Indicators[1]

Gross Profit Margin



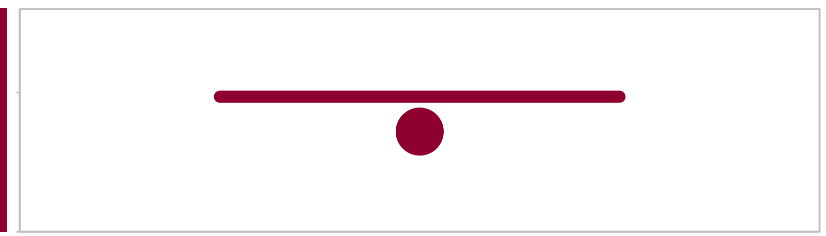
-2.2 pp

Shipping & Payment Cost Margin[2]



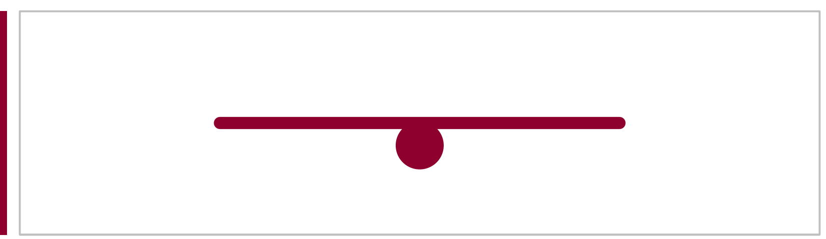
+1.0 pp

Marketing Cost Margin



-2.5 pp

SG&A Margin[3]



-1.3 pp

Notes:
1 Gross Profit Margin is calculated in relation to Net Sales. Shipping & Payment Cost Margin, Marketing Cost Margin and SG&A Margin is calculated in relation to GMV
2 Adjusted to exclude other transaction-related, certain legal and other expenses
3 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

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Financial Highlights Q3 FY24

Profitable Double-digit Topline Growth in Q3 FY24

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	Q3 FY24[1]	YoY GROWTH	FYTD 24[2]	YoY GROWTH
Gross Merchandise Value (GMV) (€MM)	**252.2**	*14.7%*	**675.4**	*6.6%*
LTM Active Customers ('000)	**862**	*2.8%*	**862**	*2.8%*
LTM Total Orders Shipped ('000)	**2,065**	*4.8%*	**2,065**	*4.8%*
Net Sales (€MM)	**233.9**	*17.6%*	**618.7**	*9.5%*
Gross Profit Margin[3]	**43.4%**	*(220 bps)*	**45.2%**	*(480 bps)*
Adjusted EBITDA[4] (€MM)	**9.2**	*183.8%*	**16.3**	*(51.6%)*
Adjusted EBITDA Margin[3,4]	**3.9%**	*230 bps*	**2.6%**	*(340 bps)*
Adjusted Operating Income[4] (€MM)	**5.3**	*4675.1%*	**5.2**	*(79.5%)*
Adjusted Operating Income Margin[3,4]	**2.3%**	*220 bps*	**0.8%**	*(370 bps)*
Adjusted Net Income[4] (€MM)	**4.1**	*193.9%*	**4.2**	*(78.5%)*
Adjusted Net Income Margin[3,4]	**1.8%**	*110bps*	**0.7%**	*(280bps)*

Notes:
1 Represents the three months ended March 31, 2024
2 Represents the nine months ended March 31, 2024
3 As % of Net Sales
4 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

Double-digit GMV And Net Sales Growth In A Consolidating Market Environment

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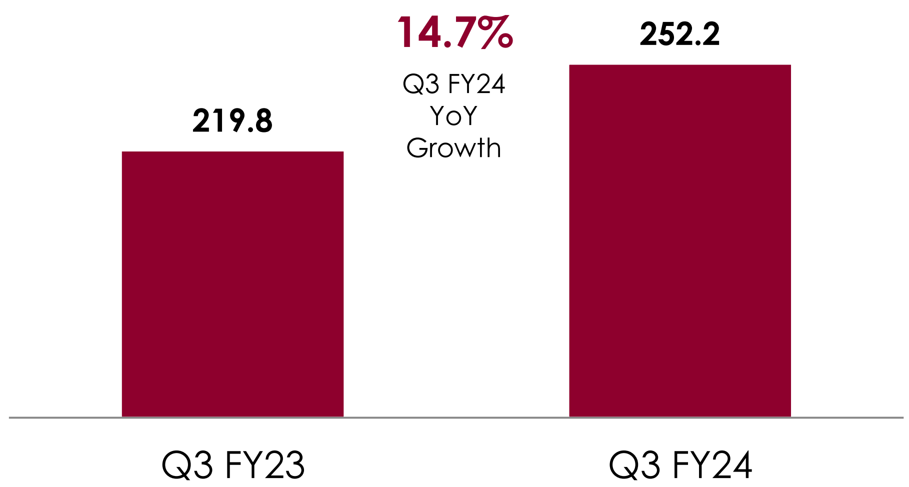
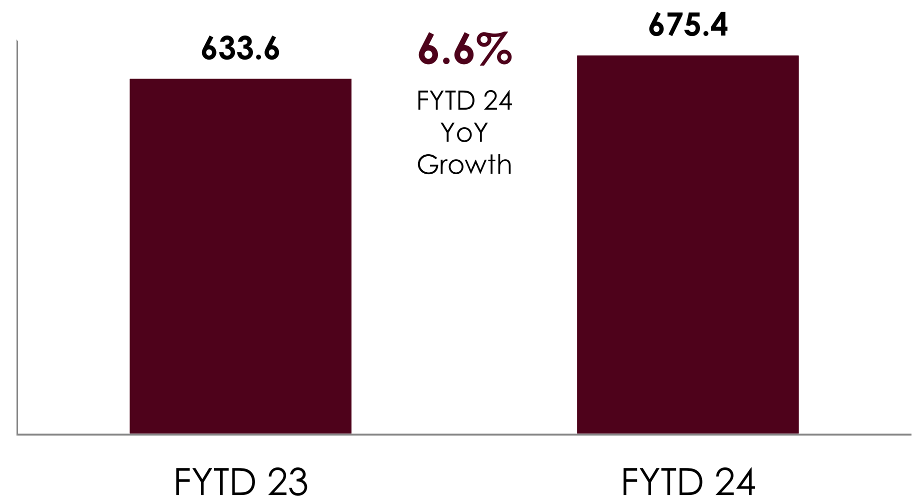
Gross Merchandise Value (GMV)

(€MM)





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Cost Efficiencies In Marketing And Adjusted SG&A

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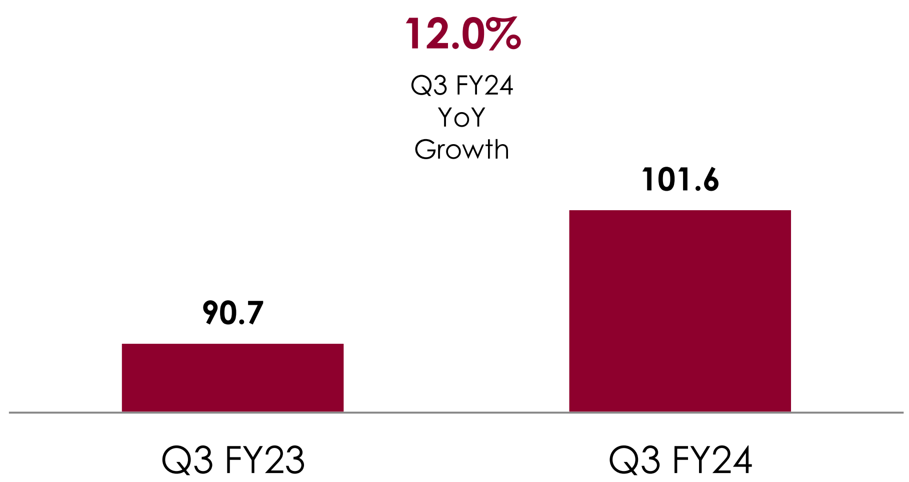
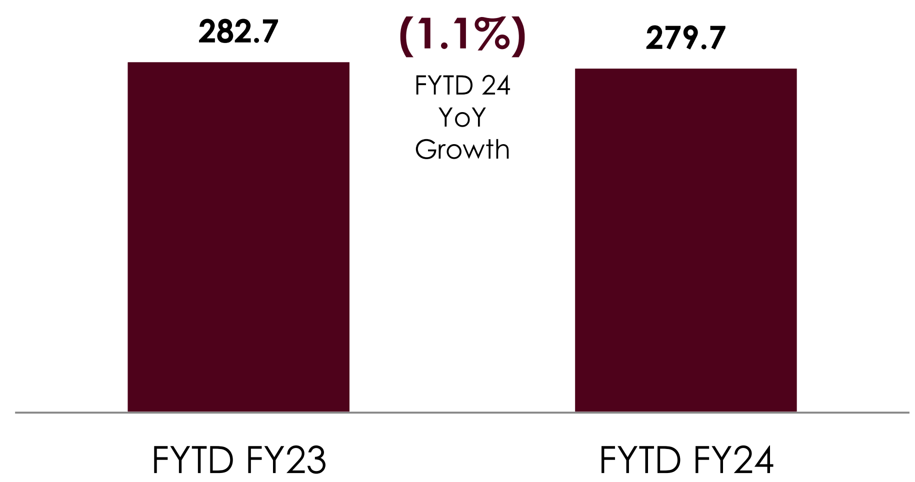
Gross Profit

(€MM)





	Q3 FY24[1]	YoY GROWTH	FYTD 24[2]	YoY GROWTH
Gross Profit (€MM)	**101.6**	*12.0%*	**279.7**	*(1.1%)*
Gross Profit Margin[3]	**43.4%**	*(220 bps)*	**45.2%**	*(480 bps)*
Shipping & Payment[4,5]	**15.3%**	*100 bps*	**14.7%**	*150 bps*
Marketing[4]	**9.2%**	*(250 bps)*	**10.4%**	*(220 bps)*
Adjusted SG&A[4,6]	**12.2%**	*(130 bps)*	**13.9%**	*70 bps*

Notes:
1 Represents the three months ended March 31, 2024
2 Represents the nine months ended March 31, 2024
3 As % of Net Sales
4 As % of GMV
5 Adjusted to exclude other transaction-related, certain legal and other expenses
6 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

Significantly Improved Profitability Level in Q3 FY24

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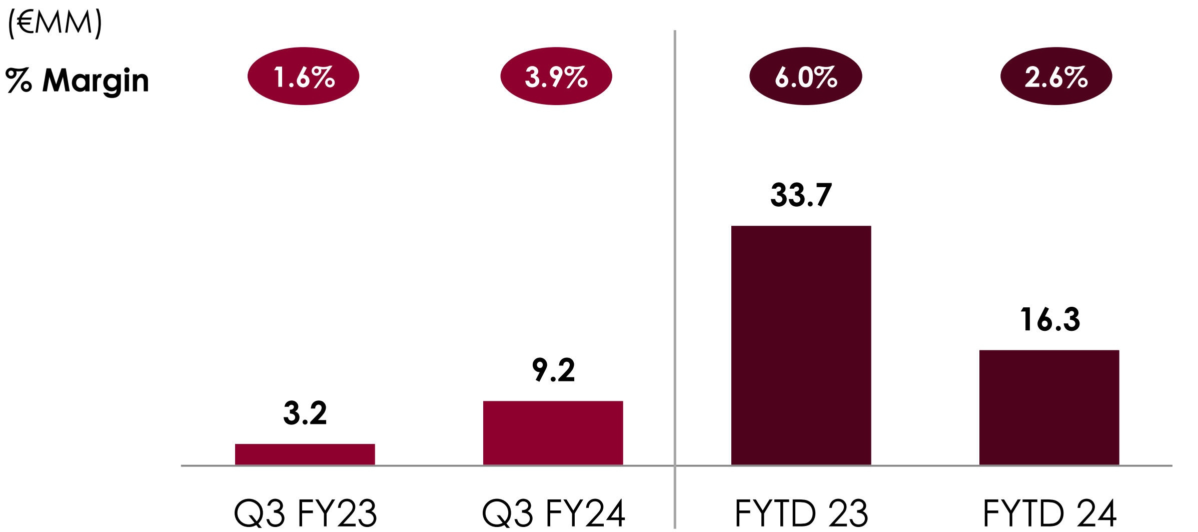
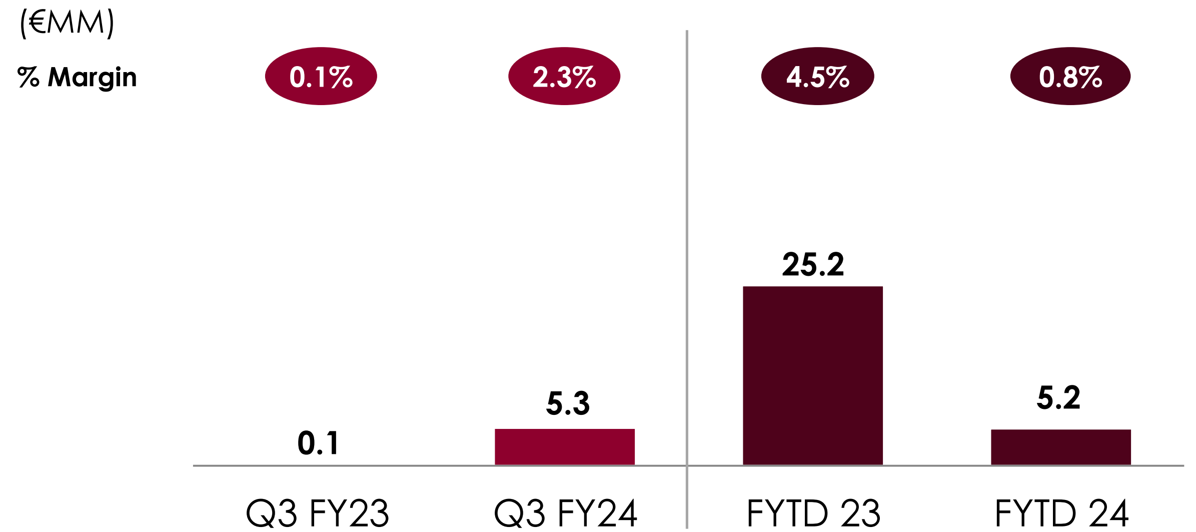
Adjusted EBITDA[4]



Adjusted Operating Income[4]



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Confirmed Top- and Bottom-Line Guidance For Full FY24 At The Lower End Of The Guided Ranges

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Assumptions for Full FY24

1. Continued above market growth in GMV and Net Sales capturing market share
2. Continued excellent Top Customer growth with increasing Net Sales per Top Customer and continued overall growth of the industry's most attractive active customer base
3. Stable total Gross Profit with continuous focus on full price despite promotional environment
4. Resilient profitable growth on Adjusted EBITDA, Adjusted EBIT and Adjusted Net Income level

Top- and Bottomline Guidance for Full FY24

1. Lower end of GMV and Net Sales growth in the range of 8% to 13%
2. Lower end of Adjusted EBITDA[1] margin in the range of 3% and 5%

Notes:
1 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

Mytheresa Confirms Its Medium-Term Growth and Margin Targets Due To Outstanding Business Model Resilience

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(€MM)	FY23[2] Actuals	Medium-Term Targets[1]
GMV *% Growth*	**€856** *15%*	**Low twenties** with stable department AOVs and continued Active Customer Growth
Net Sales *% Growth*	**€769** *11%*	
Gross Profit Margin *as % of Net Sales*	**49.8%**	**Increasing** Gross Margin Continued focus on full price with decreasing promotional environment
Shipping and Payment Costs *as % of GMV*	**13.4%**	**Stable** cost ratio Stable operative cost ratio
Marketing Expenses *as % of GMV*	**13.1%**	**Stable** cost ratio Continued efficiency in Online Marketing and shift to Top Customer activities
SG&A *as % of GMV*	**13.1%[3]**	**Slightly decreasing** cost ratio Due to Cost leverage
Adjusted EBITDA Margin[4] *as % of Net Sales*	**5.3%[3]**	**Increasing** margin due to increasing gross margin and slightly decreasing cost ratios

Notes:
1 These are not projections; they are goals / targets and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section of a prospectus to be issued by the Company in relation to a specific offering. Nothing in this presentation should be regarded as a representation by any person that these goals / targets will be achieved and the Company undertakes no duty to update its goals
2 Fiscal year ends June 30
3 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation
4 We present Adjusted EBITDA per IFRS16 guidance. Right-of-use assets, including leases, are capitalized and amortized according to this accounting convention resulting in an increase in our amortization and interest expense not found with Non-IFRS reporting companies. We suggest analysts and investors evaluate all profitability measures, including net income, when comparing Mytheresa to other companies

Mytheresa Offers a Unique Investment Opportunity

Outstanding **Market Fundamentals** Given Resilience of Luxury and High Growth Potential of Online

A Unique and Differentiated **Value Proposition** Recognized Both by Brand Partners and Customers

A Highly Loyal and Engaged **Luxury Customer Base** Delivering Excellent Economics

A Unique **Business Model** Achieving Excellent Business KPIs as well as Strong Growth and Profitability

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Appendix

Reconciliation to IFRS Metrics

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(€MM)	FY23	Q3 FY23	Q3 FY24	FYTD 23	FYTD 24
Net Income to Adjusted EBITDA:					
Net Income	**(15.1)**	**(5.1)**	**(3.0)**	**(9.4)**	**(20.3)**
Finance Expenses, Net	2.5	0.7	1.3	1.5	3.5
Income Tax Expense	6.6	(2.0)	(0.1)	4.1	(2.5)
Depreciation & Amortization	11.7	3.1	3.9	8.5	11.1
EBITDA	**5.6**	**(3.3)**	**2.1**	**4.7**	**(8.2)**
Other transaction-related, certain legal and other expenses[1]	5.4	0.4	4.1	3.7	10.2
Share-based Compensation[2]	30.0	6.1	3.0	25.3	14.3
Adjusted EBITDA	**41.1**	**3.2**	**9.2**	**33.7**	**16.3**
Adjusted EBITDA Margin reconciliation					
Net Sales	**768.6**	**198.9**	**233.9**	**564.9**	**618.7**
Adjusted EBITDA Margin	**5.3%**	**1.6%**	**3.9%**	**6.0%**	**2.6%**

1 Other transaction-related, certain legal and other expenses represent (i) professional fees, including advisory and accounting fees, related to potential transactions, (ii) certain legal and other expenses incurred outside the ordinary course of our business and (iii) other non-recurring expenses incurred in connection with the costs of establishing our new central warehouse in Leipzig, Germany.

2 Certain members of management and supervisory board members have been granted share-based compensation for which the share-based compensation expense will be recognized upon defined vesting schedules in the future periods. We do not consider share-based compensation expense to be indicative of our core operating performance.

Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	FY23	Q3 FY23	Q3 FY24	FYTD 23	FYTD 24
Net Income to Adjusted Operating Income:					
Net Income	**(15.1)**	**(5.1)**	**(3.0)**	**(9.4)**	**(20.3)**
Finance Expenses, Net	2.5	0.7	1.3	1.5	3.5
Income Tax Expense	6.6	(2.0)	(0.1)	4.1	(2.5)
Operating Income	**(6.1)**	**(6.4)**	**(1.8)**	**(3.8)**	**(19.3)**
Other transaction-related, certain legal and other expenses[1]	5.4	0.4	4.1	3.7	10.2
Share-based Compensation[2]	30.0	6.1	3.0	25.3	14.3
Adjusted Operating Income	**29.4**	**0.1**	**5.3**	**25.2**	**5.2**
Adjusted Operating Income Margin reconciliation					
Net Sales	**768.6**	**198.9**	**233.9**	**564.9**	**618.7**
Adjusted Operating Income Margin	**3.8%**	**0.1%**	**2.3%**	**4.5%**	**0.8%**

Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	FY23	Q3 FY23	Q3 FY24	FYTD 23	FYTD 24
Net Income to Adjusted Net Income:					
Net Income	**(15.1)**	**(5.1)**	**(3.0)**	**(9.4)**	**(20.3)**
Other transaction-related, certain legal and other expenses	5.4	0.4	4.1	3.7	10.2
Share-based Compensation[1]	30.0	6.1	3.0	25.3	14.3
Adjusted Net Income	**20.3**	**1.4**	**4.1**	**19.6**	**4.2**
Adjusted Net Income Margin Reconciliation					
Net Sales	**768.6**	**198.9**	**233.9**	**564.9**	**618.7**
Adjusted Net Income Margin	**2.6%**	**0.7%**	**1.8%**	**3.5%**	**0.7%**
SG&A to Adjusted SG&A:					
SG&A	**(147.6)**	**(36.2)**	**(37.1)**	**(112.9)**	**(117.6)**
Other transaction-related, certain legal and other expenses[1]	5.4	0.4	3.3	3.7	9.0
Share-based Compensation[2]	30.0	6.1	3.0	25.3	14.3
Adjusted SG&A	**(112.2)**	**(29.7)**	**(30.8)**	**(84.0)**	**(94.2)**
Shipping & Payment Cost to Adj. Shipping & Payment Cost					
Shipping & Payment Cost	**(114.8)**	**(31.5)**	**(39.3)**	**(83.1)**	**(100.1)**
Other transaction-related, certain legal and other expenses[1]	--	--	0.8	--	1.1
Adj. Shipping & Payment Cost	**(114.8)**	**(31.5)**	**(38.5)**	**(83.8)**	**(99.0)**