MYTHERESA

Investor Presentation

May 2021



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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. 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.

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 Net Income and Adjusted Operating Income. 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 and kidswear**
- 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 customers with **industry-leading AOVs, repurchase rates and multi-year loyalty**
- Fully committed to **full-price business** supported by consistently **high sell-out rates** and **industry-leading customer satisfaction**

… with Unique Performance

- Combining **consistent net sales growth > 20% p.a.** outpacing overall online luxury fashion market with **high quality financial KPIs**
- **Stable gross profit m**argin 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 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 Costumers

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





MYTHERESA

Business Highlights Q3 FY21

Our Business Highlights Q3 FY21

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Strong Global Expansion	• Accelerating growth across all geographies with +47.5% vs. Q3 FY20 and +66.1% vs. Q3 FY19 • Outstanding growth in the United States with +75,8% as consumer sentiment improved • Recent announcements of further investments in local presence in the United States
Continued Brand Support	• Strong ongoing support of brand partners with the launch of exclusive capsule collections and pre-launches in collaboration with Burberry, Bottega Veneta, Marine Serre x Jimmy Choo, Simone Rocha, Totême, The Attico and Loewe as well as the launch of Dior Eyewear • Digital events targeting top customers in collaboration with the designers of Roger Vivier, Simone Rocha Johanna Ortiz and Repossi
High-Quality Customer growth	• LTM growth of active customers of 34% and reaching 621,000 customers • Again record growth of first-time buyers in Q3 FY21 • Growth in average net sales per customers across first-time buyers, Standard Customers and especially Top Customers in Q3 FY21 • Repurchase rates of newly acquired customer cohorts show clear positive trend
Consistent Strong Performance	• Maintained business continuity in all operations with focus on health and well-being of all Mytheresa employees as top priority • Further decreased customer acquisition costs, achieved stable AOV and declining return rates in womenswear • Saw significant increase in customer satisfaction with a Net Promoter Score of 86% in Q3 FY21 • Achieved stable gross profit margin and delivered positive operational cost margin trends

Strong Top-Line Momentum Continuing in Q3 FY21 and Acceleration also Evident at 2 Year Comparison

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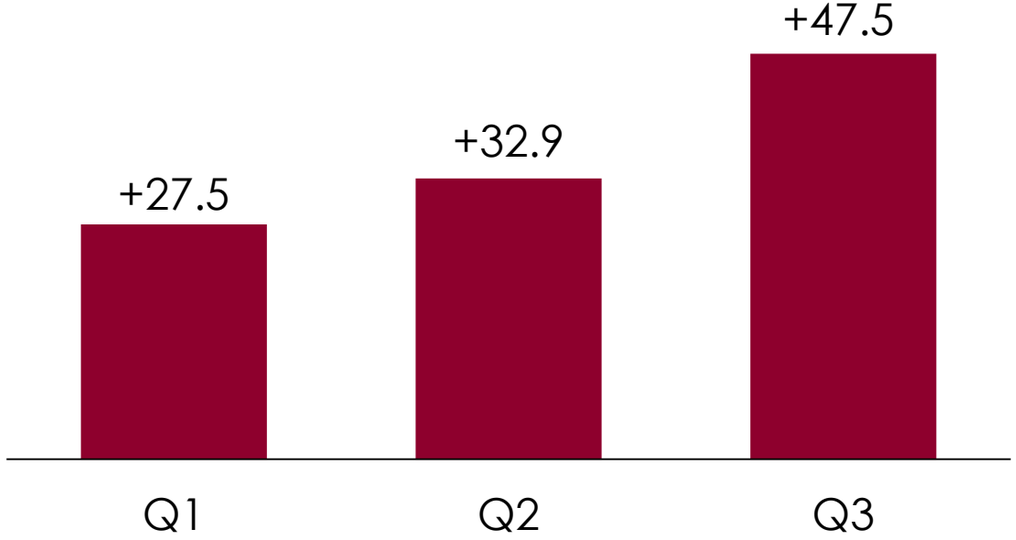
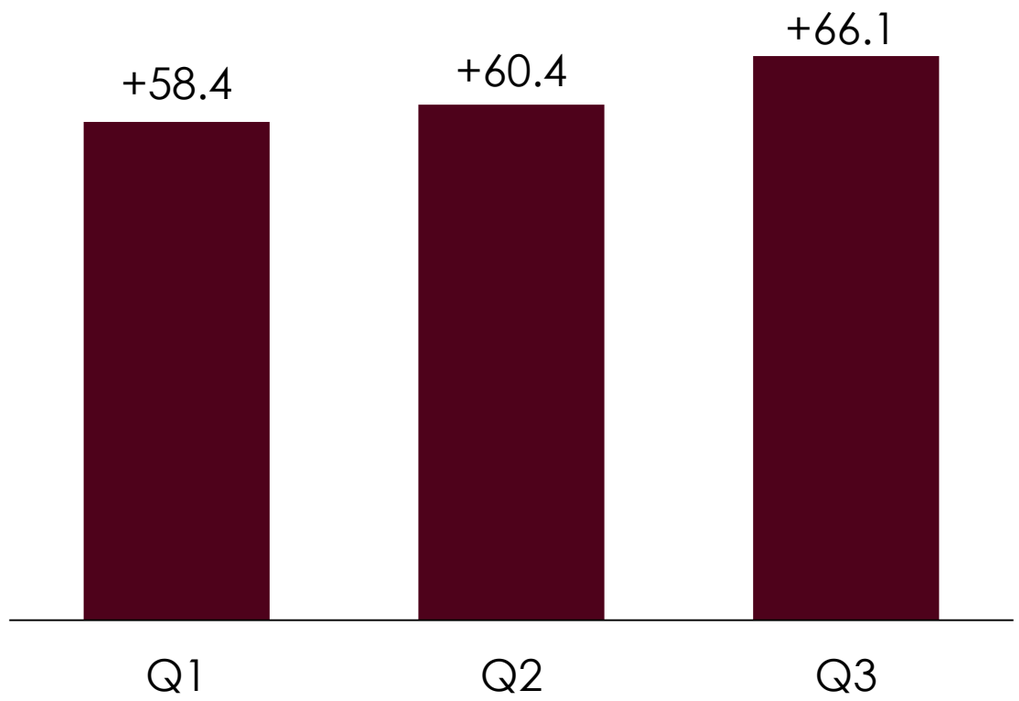
Net Sales growth

(%)

FY 21 vs. FY 20



FY 21 vs. FY 19



Strong Growth Momentum in the US Further Pushed by Recently Announced Investments into the Market

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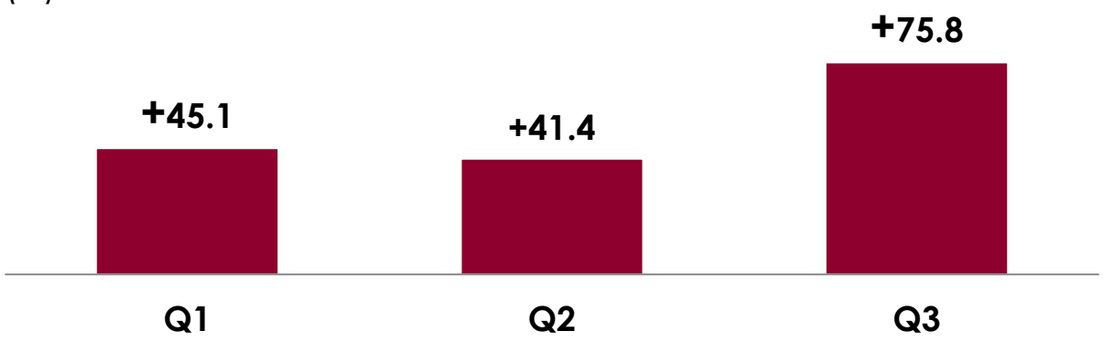
Net Sales growth FY21 vs. FY20

(%)



New local leadership as of June 1st …

Heather Kaminetsky President North America



Digital and fashion experience

- M. Gemi,
- Riley Home
- Borderfree
- Net-a-Porter
- Barneys New York

… and more local brand awareness initiatives

WSJ

- Sponsor of digital events targeting HNWI
- 1st event with **Kris Jenner** on April12th resulted in social media and press buzz

eyeswoon ATHENA CALDERONE

- Social and digital collaboration started in April with Athena Calderone // Eyeswoon targeting high luxury clients

Continued Success with High-End Luxury Brand Collaborations in Q3 FY21 Underpinning Our Unique Value Proposition

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BURBERRY



Outerwear archives capsule only available at selected Burberry stores and Mytheresa

BOTTEGA VENETA



Shoes & bags exclusive items only available at Mytheresa

MARINE SERRE X JIMMY CHOO



Exclusive capsule with Marine Serre and Jimmy Choo available only at Jimmy Choo and Mytheresa

TOTÊME



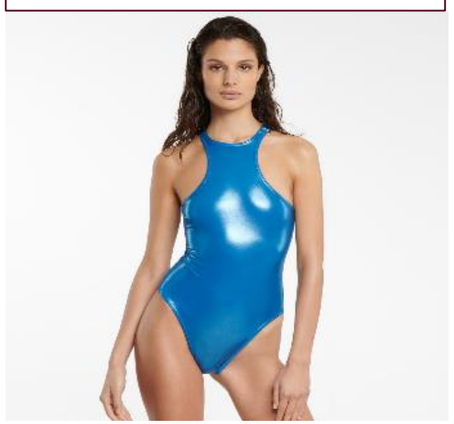
Exclusive capsule collection only available on Mytheresa

SIMONE ROCHA



Exclusive Bridal Collection only available at Mytheresa

THE ATTICO



Global pre-Launch of the Swimwear only at the Attico and Mytheresa

LOEWE



Exclusive elephant bag available only at Loewe and Mytheresa

DIOR EYEWEAR



Launch of DIOR Eyewear new to Mytheresa

DIGITAL DESIGNER EVENTS IN Q3

REPOSSI

Roger Vivier PARIS

Simone Rocha

Johanna Ortiz

Strong Growth of Customer Numbers in Q3 FY21 and at the Same Time Continued Quality Growth

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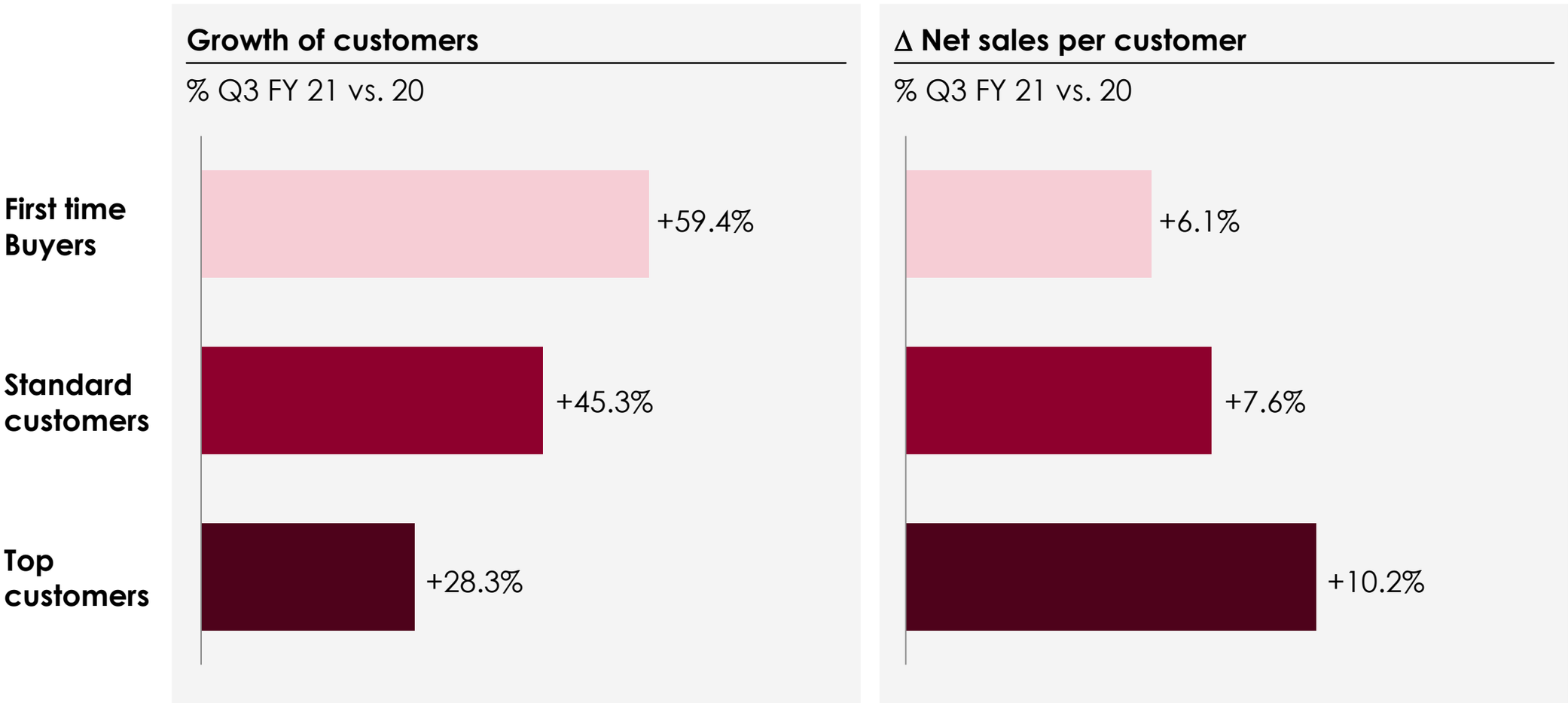

Customer Cohorts Acquired in Q2 FY21 Show Very Strong Purchasing Behavior in Q3 FY21

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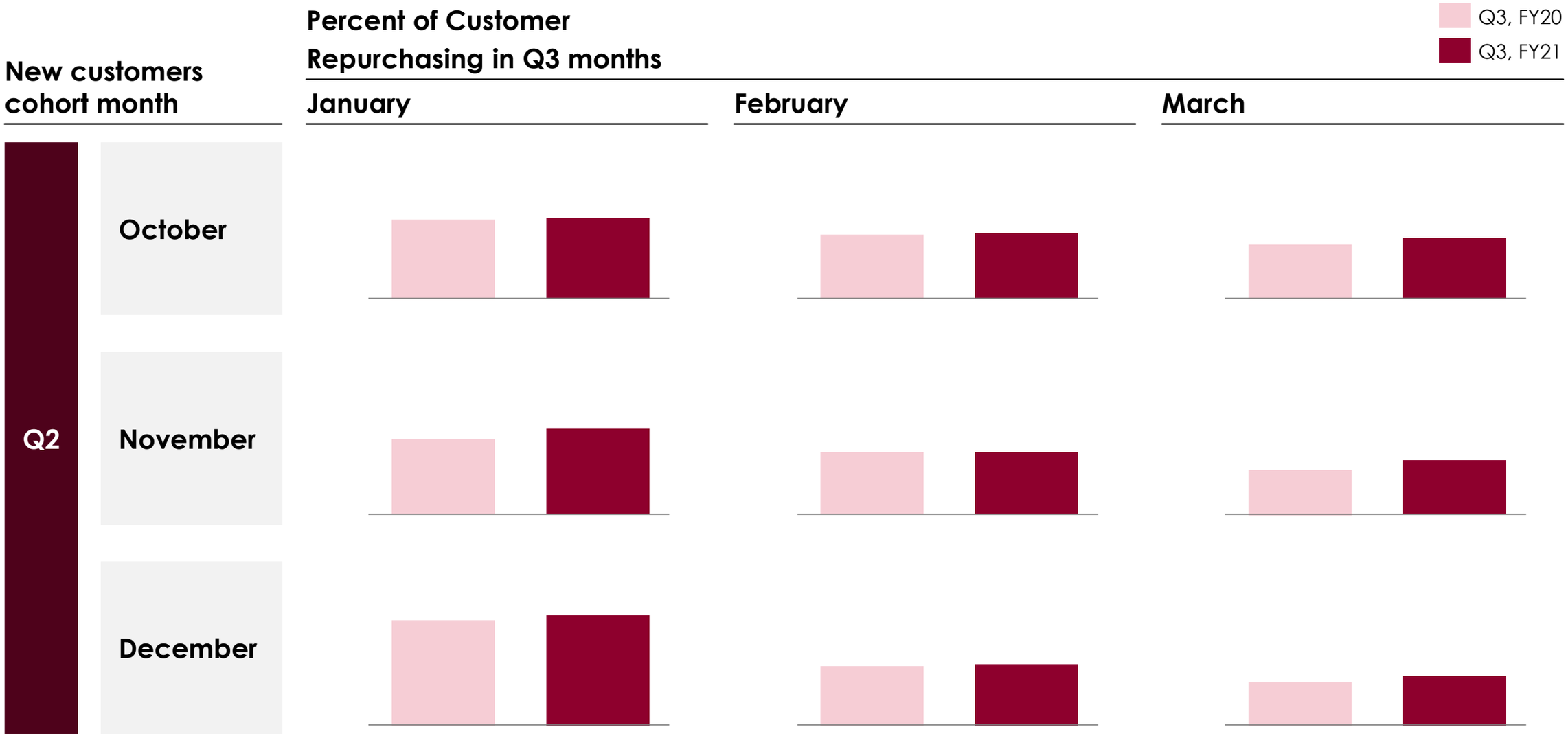

Mytheresa's Business Model Continues to Demonstrate Uniquely Consistent Performance

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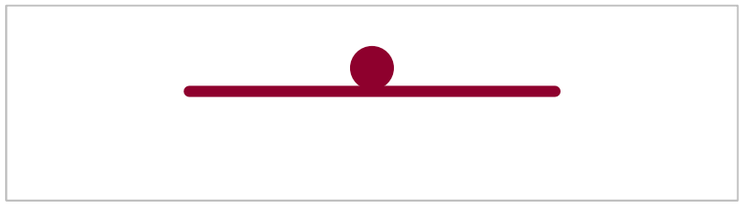
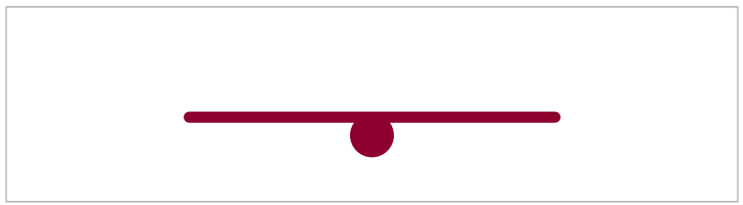
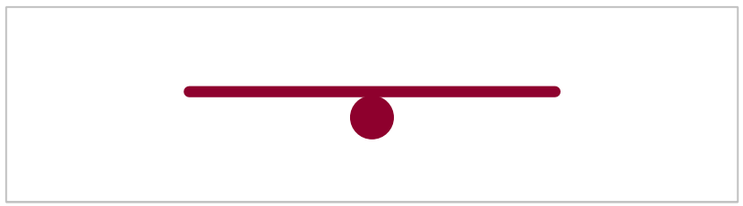
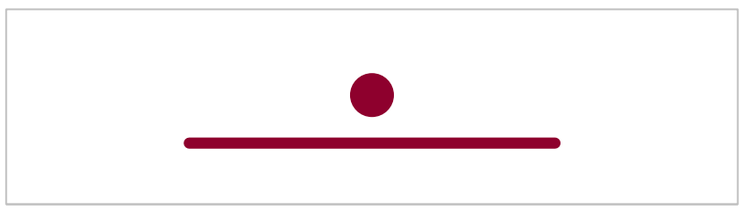
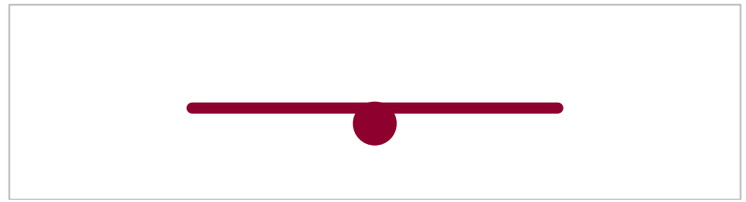
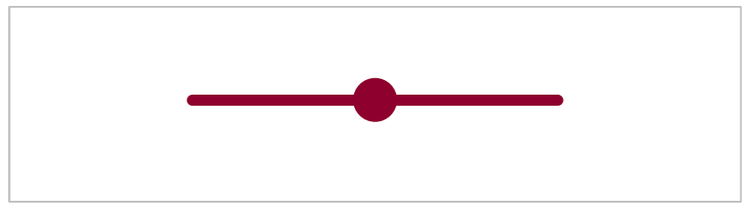
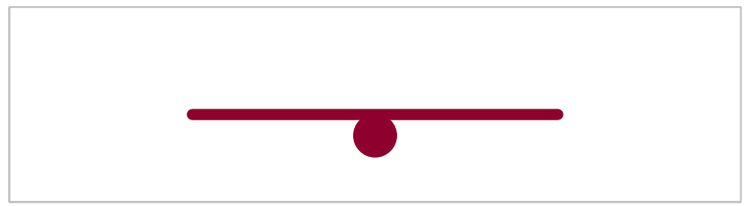
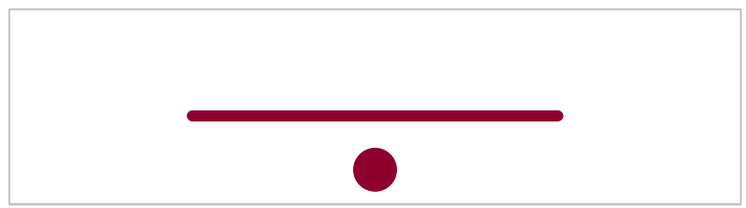
Q3, FY20 Q3, FY21

Operational Indicators

AOV Womenswear		+1%
Return Rate Womenswear		-3.8 pp
CAC		-3%
NPS		+4.9 PP

Financial Indicators

Gross Profit Margin		-0.8 pp
Shipping & Payment Cost Margin		0.0 pp
Marketing Cost Margin		-1.1 pp
SG&A Margin Adjusted		-3.7 PP



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Financial Highlights Q3 FY21

Strong Performance Continuing in Q3 FY21

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	Q3 FY21 (1)	YoY GROWTH	Q1-Q3 FY21 (2)	YoY GROWTH
LTM Active Customers ('000)	**621**	***34.1%***	**621**	***34.1%***
LTM Total Orders Shipped ('000)	**1,384**	***32.3%***	**1,384**	***32.3%***
Net Sales (€MM)	**164.8**	***47.5%***	**449.7**	***36.2%***
Gross Profit Margin	43.9%	*(80 bps)*	46.6%	*(20) bps*
Adjusted Operating Income (€MM)	9.1	*635.1%*	37.6	*157.6%*
Adjusted Operating Income Margin	5.5%	*440 bps*	8.4%	*400 bps*
Adjusted EBITDA (€MM)	**11.1**	***257.1%***	**43.7**	***114.9%***
Adjusted EBITDA Margin	**6.8%**	***400 bps***	**9.7%**	***350 bps***
Adjusted Net Income (€MM)	4.5	*N/A*	24.5	*148.1%*

Notes:
1. Represents the three months ended March 31, 2021
2. Represents the nine months ended March 31, 2021

Strong Business Growth in Q3 FY21

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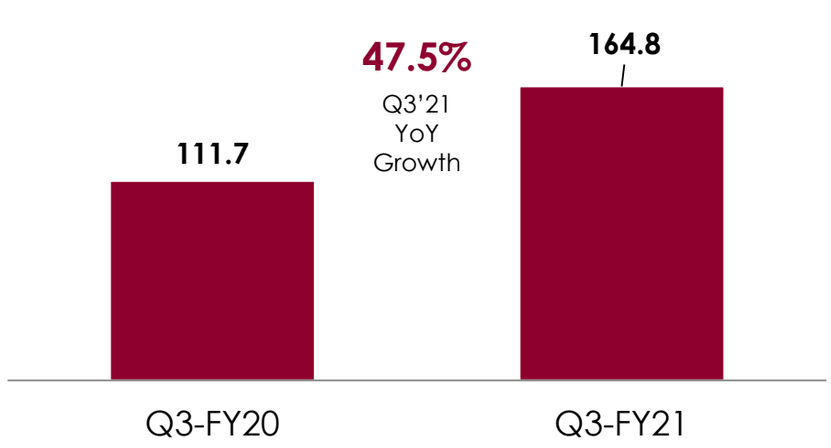
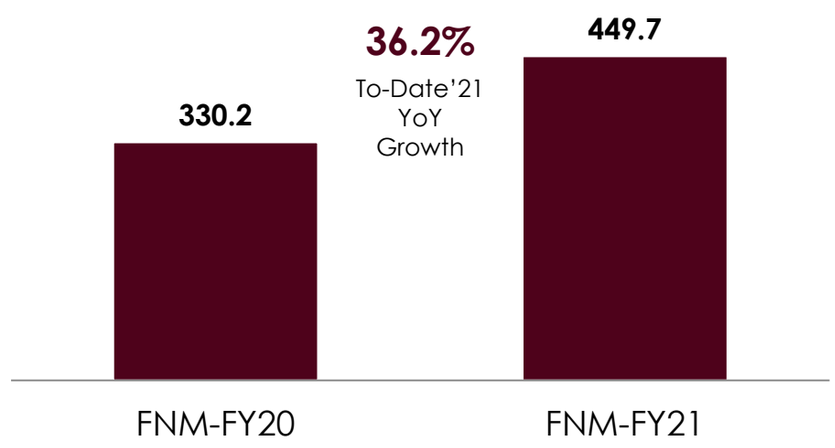
Net Sales

(€MM)





	Q3 FY21 (1)	YoY GROWTH	Q1-Q3 FY21 (2)	YoY GROWTH
LTM Active Customers ('000)	621	34.1%	621	34.1%
LTM Total Orders Shipped ('000)	1,384	32.3%	1,384	32.3%
Net Sales (€MM)	164.8	47.5%	449.7	36.2%

Notes:
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Continued Consistency in Financial Performance in Q3 FY21

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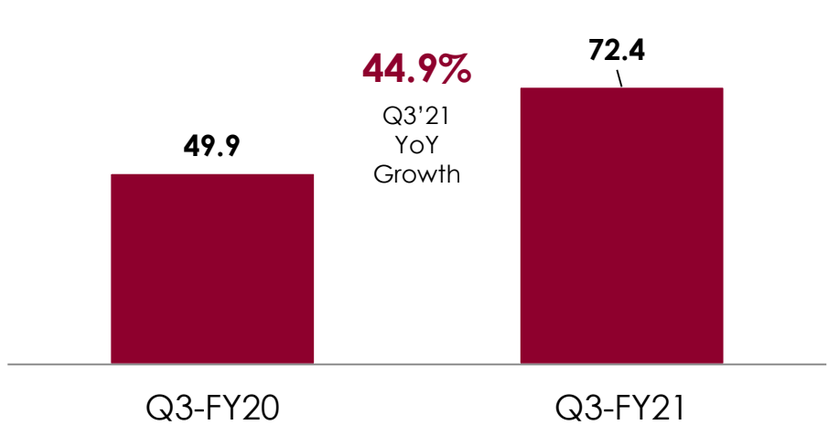
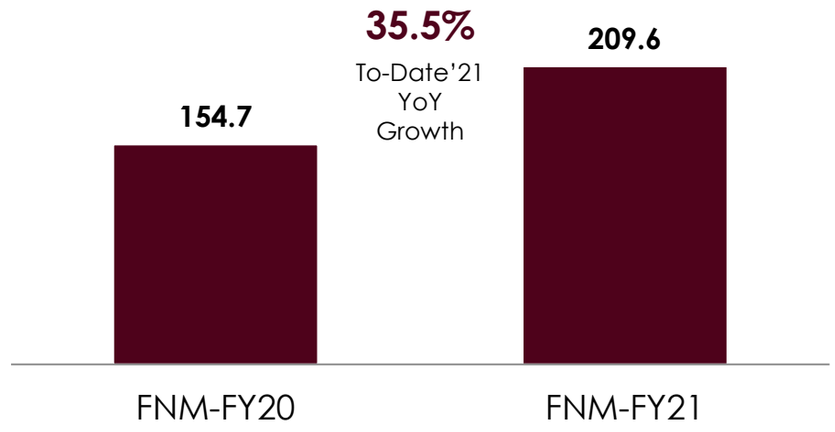
Consistent Gross Profit

(€MM)





(% of Net Sales)	Q3 FY21 (1)	*YoY Change*	Q1-Q3 FY21 (2)	*YoY Change*
Gross Profit Margin	43.9%	***(80) bps***	46.6%	***(20) bps***
Shipping & Payment	11.7%	***(0) bps***	11.5%	***(80) bps***
Marketing	13.4%	***(110) bps***	13.2%	***(180) bps***
SG&A (Adjusted)	12.3%	***(360) bps***	12.0%	***(220) bps***

Notes:
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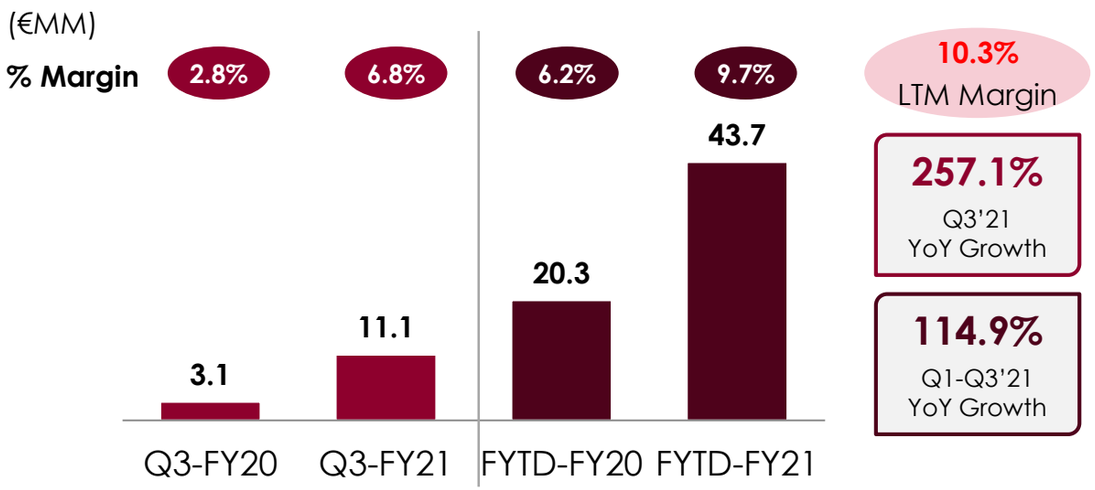
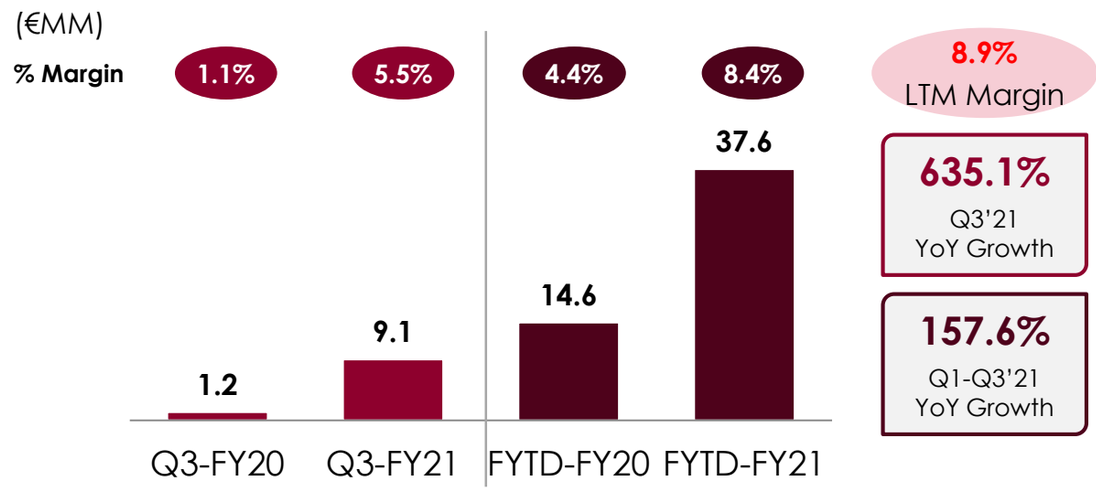
Strong Profitability in Q3 FY21 Above Longer-Term Expectations MYTHERESA

Adjusted EBITDA (2)



Adjusted Operating Income (3)



	Q3 FY21 (1)	YoY GROWTH	Q1-Q3 FY21 (2)	YoY GROWTH
Adjusted Operating Income (€MM)	€9.1	***635.1%***	€37.6	***157.6%***
Adjusted Operating Income Margin	5.5%	***440 bps***	8.4%	***400 bps***
Adjusted EBITDA (€MM)	€11.1	***257.1%***	€43.7	***114.9%***
Adjusted EBITDA Margin	6.8%	***400 bps***	9.7%	***350 bps***
Adjusted Net Income (€MM)	€4.5	***N/A***	€24.5	***148.1%***

Notes:
1. Represents the three months ended March 31, 2021
2. Represents the nine months ended March 31, 2021

Outlook and Guidance

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Assumptions for Full Year Fiscal 2021

1. **Positive underlying trends** in new customer quality and customer cohort performance
2. **Gross margin** stability reflecting our ability to drive full price sell-through
3. Continued **marketing spend effectiveness** combining decreasing CACs with brand awareness investments
4. Continued **SG&A cost leverage** with public company costs ramp-up

Guidance for Full Year Fiscal 2021

1. Net sales in the range of **600€ million to 605€ million**, representing **33% to 35% growth**
2. Adjusted EBITDA in the range of **55€ million to 59€ million**
3. Adjusted EBITDA Margin of **9.1% to 9.8%**

We Have Clearly Defined Our Long-Term Targets [1]

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(€MM)	FY2018 [2]	FY2019 [2]	FY2020 [2]	Long-Term Target
Revenue % Growth	**€304** *24%*	**€379** *25%*	**€449** *19%*	**Low-Mid Twenties** with stable AOVs and continued strong Active Customer Growth
Gross Profit Margin	**47.1%**	**46.9%**	**46.7%**	**Stable** Gross Margin Continuing price integrity
Shipping and Payment Costs as % of Net Sales	**11.9%**	**11.2%** [3]	**11.5%** [3]	**Stable** cost ratio Continuing Internationalization
Marketing Expenses as a % of Net Sales	**15.7%**	**14.7%**	**13.9%**	**Stable** cost ratio Continued efficiency in Marketing spend
SG&A as a % of Net Sales	**13.1%** [3]	**13.1%** [3]	**13.5%** [3]	**Stable** cost ratio Cost leverage, but higher public company costs
Adj. EBITDA Margin [4]	**6.9%**	**8.0%**	**8.0%**	**Stable** margin Consistent cost structure

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 ended June 30
3. Adjusted for US Sales Tax, IPO preparation cost, any strategic investor sale preparation costs, and share-based payments
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 Costumers

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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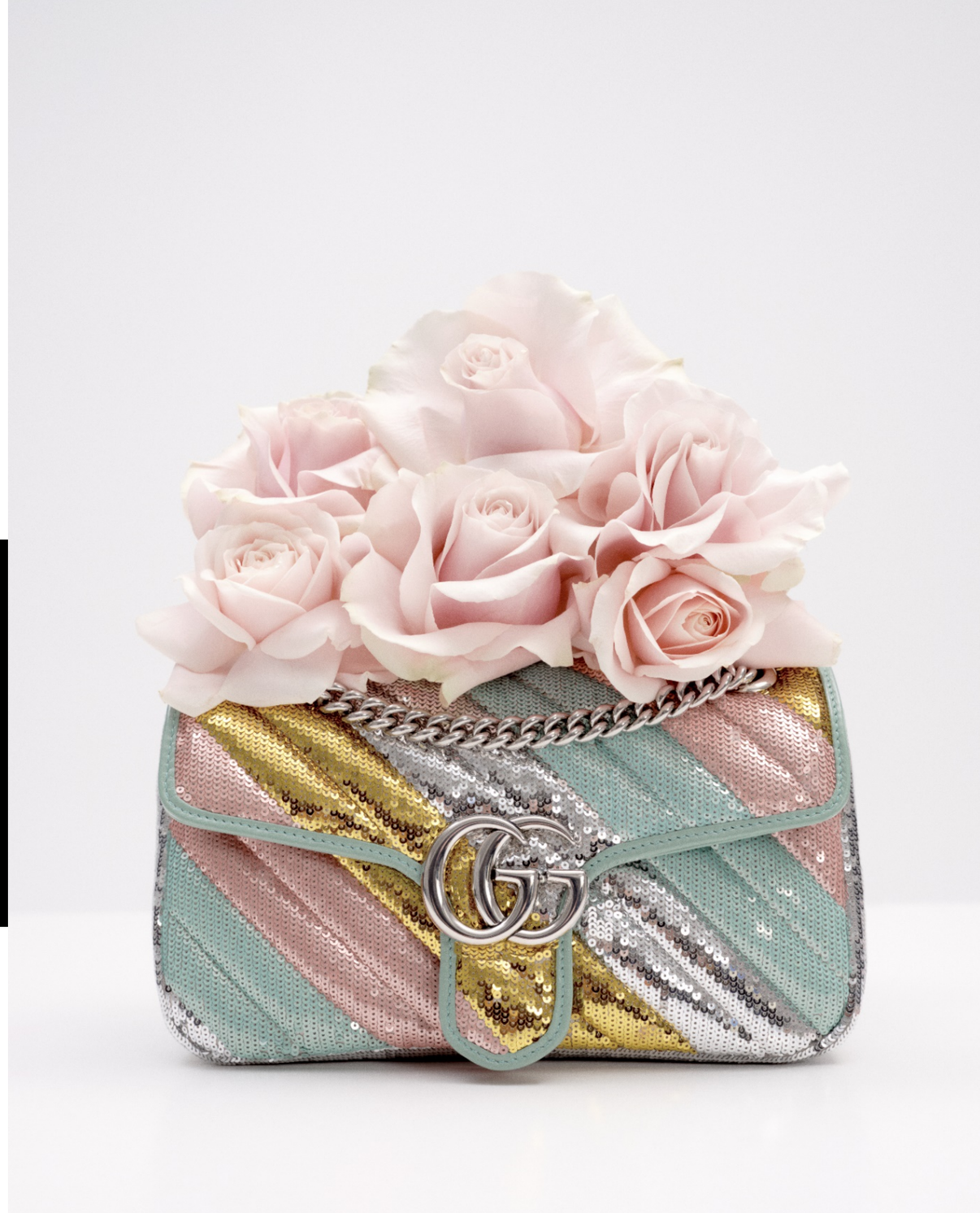
Appendix



Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	2018	2019	2020	Q3 2020	Q3 2021
Net Income to Adjusted EBITDA:					
Net Income	**5.5**	**1.7**	**6.4**	**(6.7)**	**(50.0)**
Finance Expenses, Net	4.8	14.0	11.1	5.5	(4.6)
Income Tax Expense	3.5	3.4	3.4	(0.2)	3.8
Depreciation & Amortization [1]	6.8	7.7	7.9	1.9	2.0
EBITDA	**20.6**	**26.8**	**28.8**	**0.5**	**(48.7)**
United States Sales Tax	--	1.5	1.3	0.4	0.0
Strategic Investor Sale Preparation Costs	--	2.1	--	--	--
IPO Preparation and Transaction Costs	--	--	5.2	2.2	3.3
Share-based Compensation Expense [2]	0.3	0.2	0.1	0.0	56.5
Adjusted EBITDA	**20.9**	**30.5**	**35.4**	**3.1**	**11.1**
Net Income to Adjusted Operating Income:					
Net Income	**5.5**	**1.7**	**6.4**	**(6.7)**	**(50.0)**
Finance Expenses, Net	4.8	14.0	11.1	5.5	(4.6)
Income Tax Expense	3.5	3.4	3.4	(0.2)	3.8
Operating Income	**13.8**	**19.1**	**20.9**	**(1.4)**	**(50.7)**
United States Sales Tax	--	1.5	1.3	0.4	0.0
Strategic Investor Sale Preparation Costs	--	2.1	--	--	--
IPO Preparation and Transaction Costs	--	--	5.2	2.2	3.3
Share-based Compensation Expense [2]	0.3	0.2	0.1	0.0	56.5
Adjusted Operating Income	**14.1**	**22.8**	**27.5**	**1.2**	**9.1**

Note:
1. Depreciation and amortization expense related to right-of-use assets capitalized under IFRS 16 was €5.1 for fiscal 2018, fiscal 2019 and fiscal 2020, €1.3 for Q3 2020 and €1.3 for Q3 2021
2. With the effective IPO, certain key management personnel received a one-time share-based compensation. We do not consider these expenses to be indicative of our core operating performance.

Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	2018	2019	2020	Q3 2020	Q3 2021
Net Income to Adjusted Net Income:					
Net Income	**5.5**	**1.7**	**6.4**	**(6.7)**	**(50.0)**
United States Sales Tax	--	1.5	1.3	0.4	0.0
Strategic Investor Sale Preparation Costs	--	2.1	--	--	--
IPO Preparation and Transaction Costs	--	--	5.2	2.2	3.3
Share-based Compensation Expense [1]	0.3	0.2	0.1	0.0	56.5
Finance Expenses on Shareholder Loans	4.2	13.3	9.6	5.4	(5.0)
Income Tax Effect	(1.0)	(2.9)	(3.3)	(1.4)	(0.4)
Adjusted Net Income	**9.1**	**15.8**	**19.3**	**(0.1)**	**4.5**

Note:

1. With the effective IPO, certain key management personnel received a one-time share-based compensation. We do not consider these expenses to be indicative of our core operating performance.