MYTHERESA

Investor Presentation

November 2023



Legal Disclaimer

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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 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.

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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.

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What You Need to Know about Mytheresa

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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 GMV multi-year growth** outpacing overall online luxury fashion market with **high quality 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 Q1 FY24

Our Business Highlights Q1 FY24

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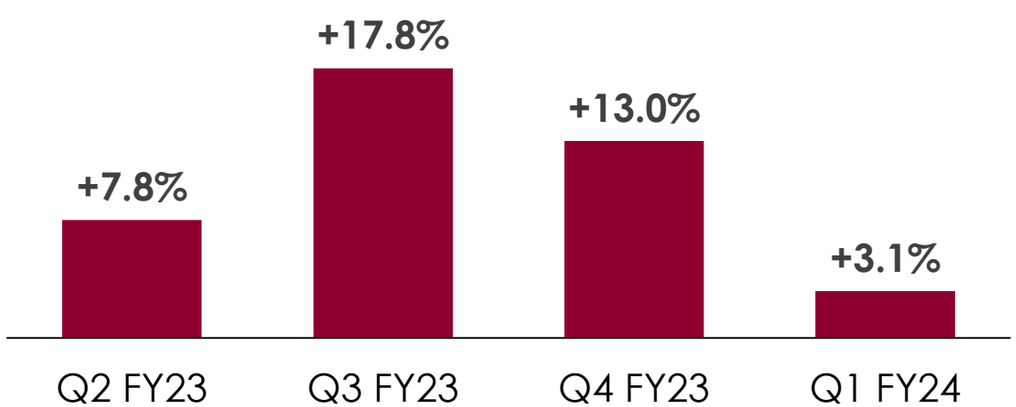
Strong Global Expansion	• Global GMV growth with +3.1% vs. Q1 FY23 and +24.5% vs. Q1 FY22 in a challenging macro environment • Strongest regional GMV growth again in the United States with +25.1% vs. Q1 FY23 and increased total GMV share of the US of 18.7% • Many high-impact top customer and brand activations held in Europe and the United States, with truly 'money can't buy' experiences • Opening of the second truly immersive physical luxury shopping experience in partnership with Flamingo Estate planned for December in Los Angeles
Continued Brand Support	• Launch of exclusive capsule collections and pre-launches in collaboration with Loewe, Brunello Cucinelli, The Row, Missoni, Manolo Blahnik, Loro Piana and many more • Exclusive launch of Bucherer Fine Jewellery online as part of the overall partnership with Bucherer and the strategic expansion of the fine jewelry assortment with 30 new additional brands in the next months • Successful operations of 7 major brands under the Curated Platform Model (CPM)
High-Quality Customer Growth	• LTM growth of active customers of 8.2% in Q1 FY24 reaching 865,000 customers • Good number of first-time buyers in Q1 FY24 with over 109,000 customers • Stable repurchase rates in Q1 FY24 of customer cohorts acquired in Q1 FY23 compared to Q1 FY22 cohorts • Again growth of number of top customers outpacing other customers with 19.0% in Q1 FY24 vs. Q1 FY23 • Continued strong growth of GMV generated by Top Customers in Q1 FY24 with +9.7% vs. Q1 FY 23 and +39.0% vs. Q1 FY22
Consistent Strong Operational Performance	• Customer satisfaction with Net Promoter Score of 62.5% in Q1 FY24 due to transition to new warehouse in Leipzig • Operational indicators in Q1 FY24 underlining resilience and adaptability of the Mytheresa business model with increased AOV and stable operational cost ratios despite macro headwinds • Second ESG achievement report published highlighting progress against defined ESG commitments • Successful start of operations in new Leipzig distribution center in first week of September with ramp up of staff and throughput on plan

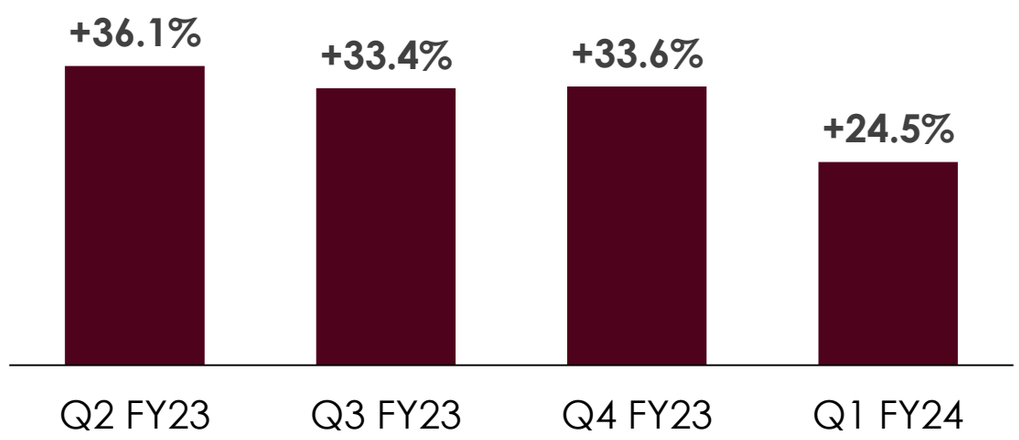
Growth in Q1 FY24 Affected By A Very Difficult Macro Environment

Gross Merchandise Value (GMV)[1]

YoY Growth



Yo2Y Growth



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.

United States Growth in Q1 FY24 Again Far Above Market Trend and Increasing Importance of Region for Mytheresa

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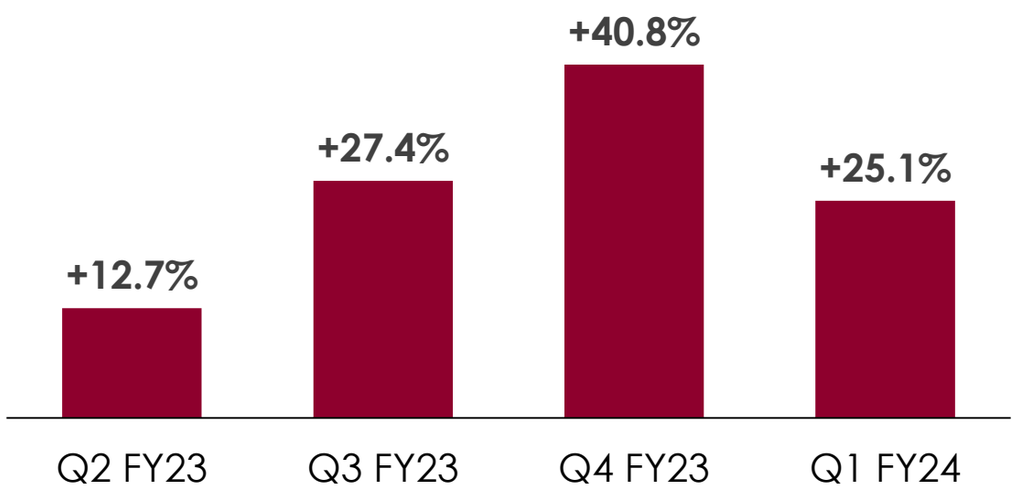
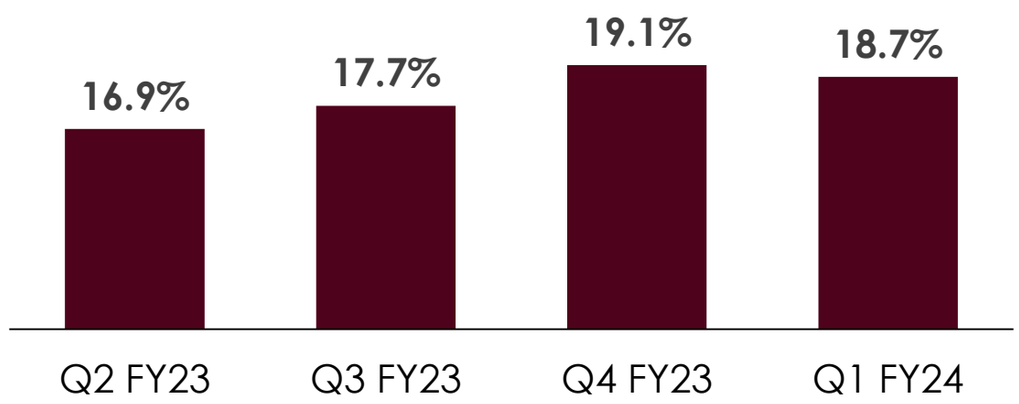
GMV[1] Development United States

YoY Growth



US Share of GMV



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High-End Luxury Brand Collaborations in Q1 FY24 Underpinning Mytheresa's Industry Leading Position

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LOEWE



Exclusive Runway styles only available at Mytheresa

BRUNELLO CUCINELLI



Exclusive capsule collection only available at Mytheresa & Mytheresa Men

LORO PIANA



Exclusive capsule collection only available at Mytheresa

MONCLER



Launch of limited-edition Karakorum jackets at Mytheresa

MANOLO BLAHNIK



Launch of Manolo Blahnik on Mytheresa as a selected partner

THE ROW



Exclusive capsule collection only available at Mytheresa Men

GUCCI



Launch of Gucci Fall-Winter'23 collection

BOTTEGA VENETA



Launch of Bottega Veneta Fall-Winter'23 collection

Customer Cohorts Acquired in Q1 FY23 Show Stable Purchasing Behavior in Q1 FY24

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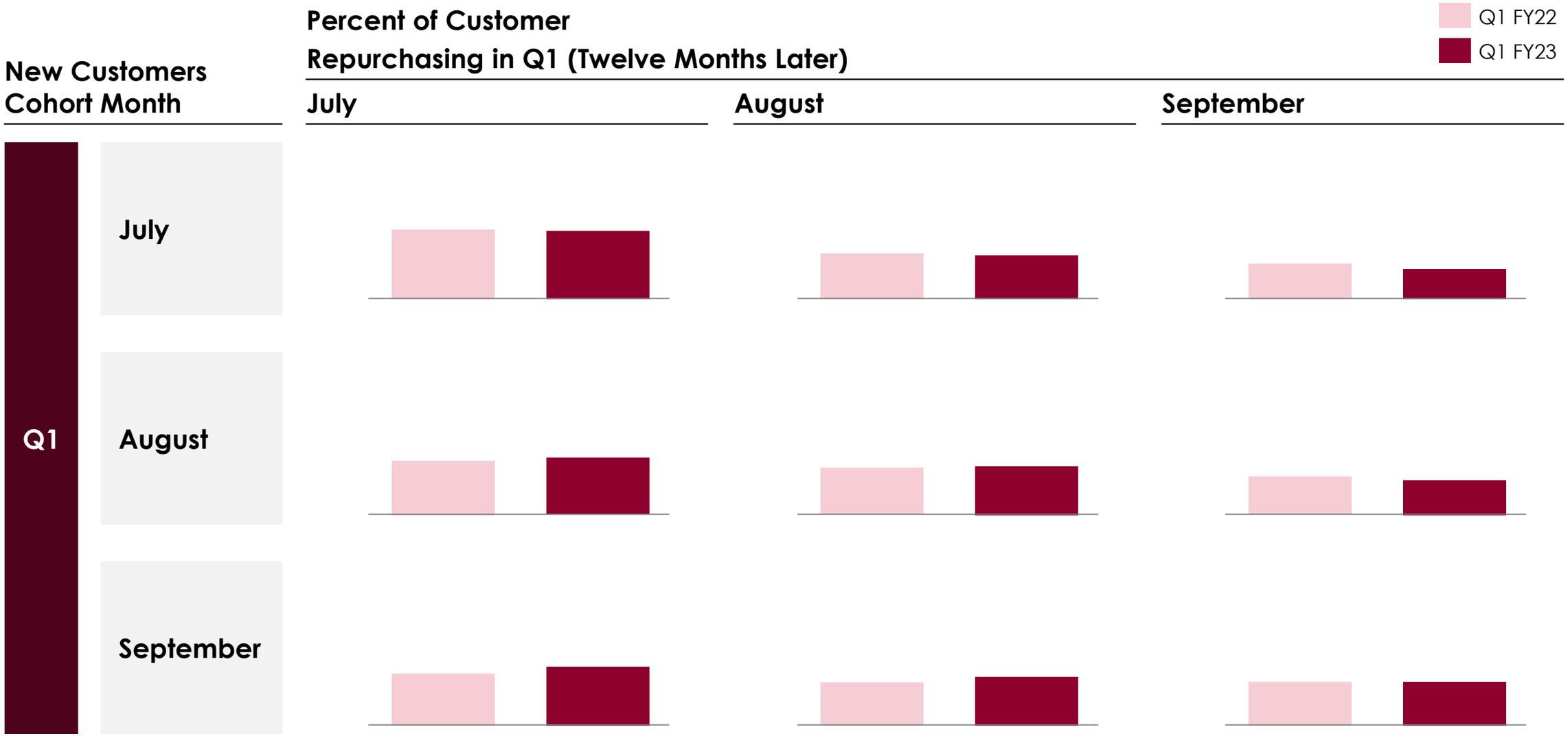

Continued Strong Growth Particularly of Top Customers in a Challenging Market Environment

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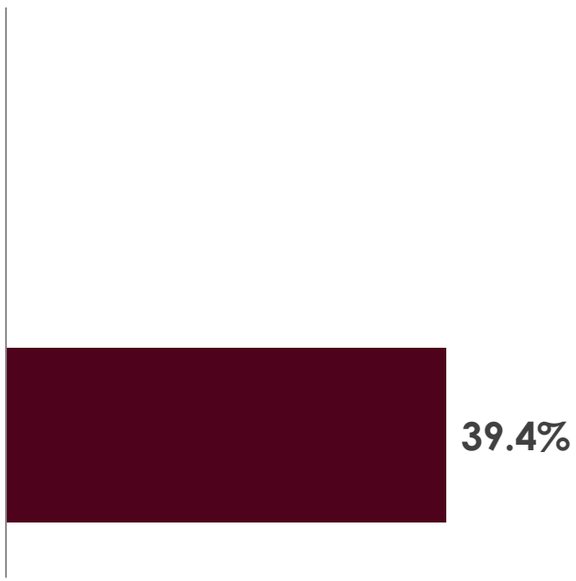
Growth of Customers

Q1 FY24 vs. Q1 FY23



GMV[1] Share of Top Customers

Q1 FY24 LTM



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Second ESG Report Published by Mytheresa Highlighting Progress Towards ESG Commitments

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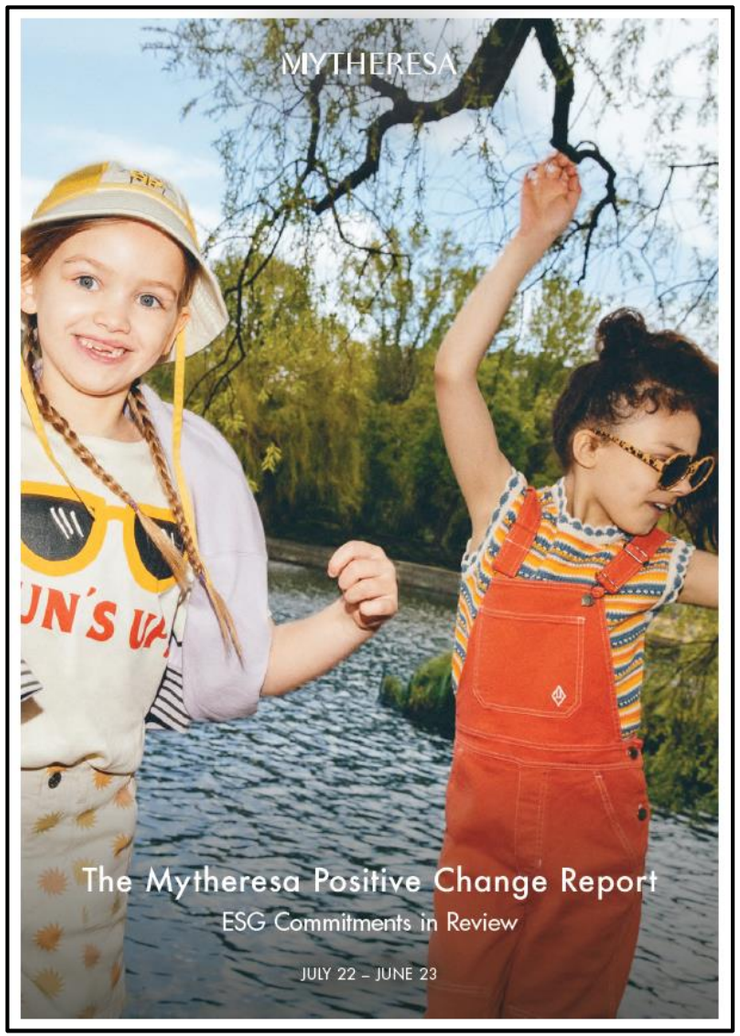

Key Highlights

- **Limited our impact on the planet**: 92% of electricity from renewable sources, 12% decrease of direct CO_2 emissions (scope 1) and indirect emissions from purchased energies (scope 2), decrease of CO_2 emissions per order (-11%), 87% of waste recycled in HQ and warehouse. Reduced impact of packaging and consumables: replacement.
- **Fostered Diversity & Inclusion:** International and diverse team with 93 nationalities, 58% women in leadership, 62% women in total and more than 300 new-joiners trained on D&I essentials. Improved gender pay-gap (-18%) below German average.
- **Nurtured responsible sourcing:** Fur-free retailer since January 2023 and launch of new policy banning angora and rabbit hair. Creation of a Responsible Sourcing Guidance and of a Partner Code of Conduct for all vendors.
- **Promoted responsible consumption:** Expansion of our partnership with Vestiaire Collective and increase in the number of products listed (+140%) and their total buyback value (+88%). Launch of CPO Watches in partnership with Bucherer.
- **Strengthened ESG approach:** Identification of 10 material ESG topics and publication of revised and more ambitious commitments.



MYPLANET **MYTALENT** **MYPRODUCT** **MYPOLICY**

Notes:
(1): Post-Consumer Recycled

Mytheresa's Business Model Continues to Demonstrate Solid Performance in Q1 FY24 Despite Macro-economic Headwinds

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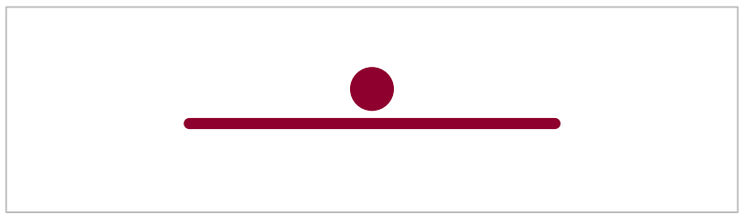
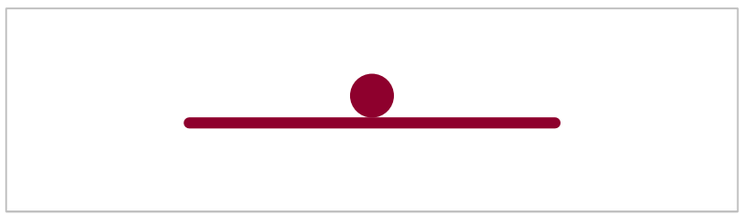
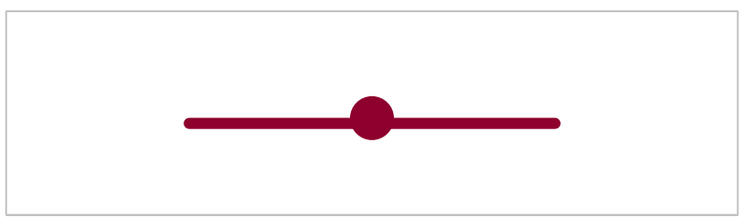
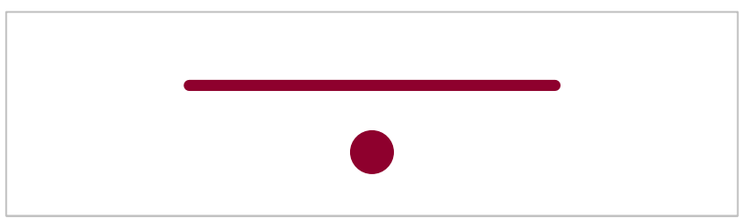
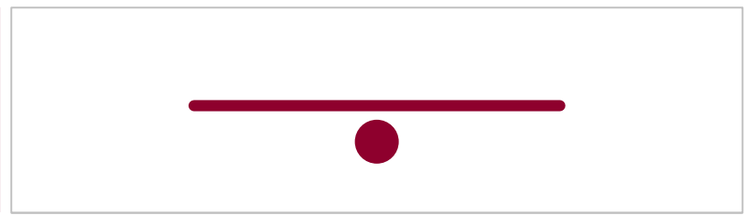
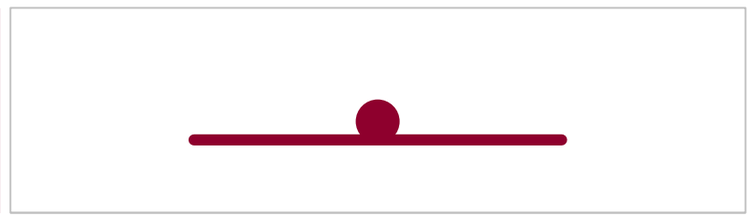
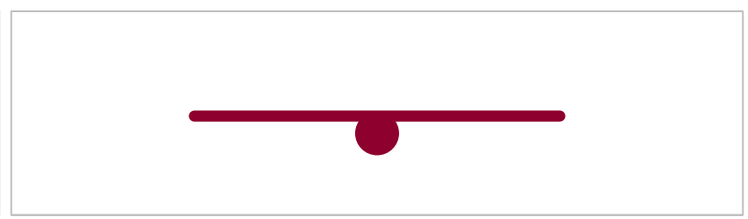
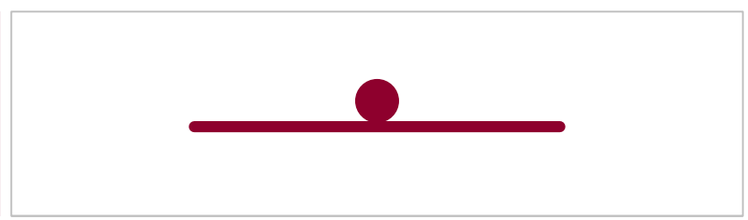
Q1 FY23 Q1 FY24

Operational Indicators

AOV Womenswear In €		**+3.0%**
Return Rate Womenswear In %		**+4.0 pp**
CAC In €		**+1.6%**
NPS In %		**-13.1 pp**

Financial Indicators[1]

Gross Profit Margin		**-7.4 pp**
Shipping & Payment Cost Margin		**+1.7 pp**
Marketing Cost Margin		**-1.2 pp**
SG&A Margin[2]		**+1.0 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 certain legal and other expenses and share-based compensation

State-Of-The-Art Distribution Center At Leipzig Airport Ready For Future Multi-Year Growth And Service Expansion

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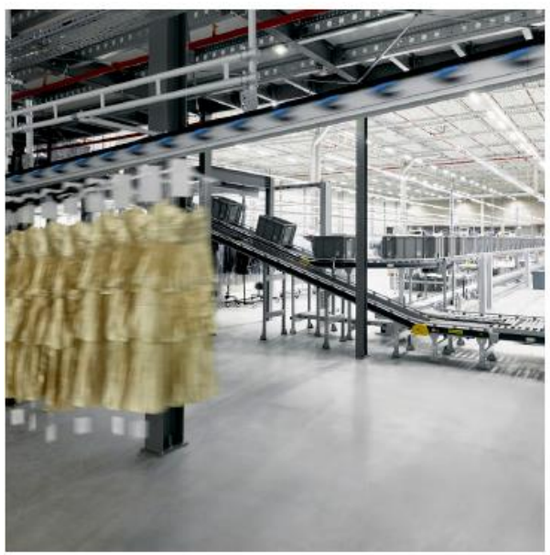



Start of Operations in New Facility as of September 24

The Location

- The new 55,000 sqm distribution center at Halle/Leipzig Airport optimizes proximity to a Cargo Airport, enhancing **global competitiveness**
- Benefits include **expedited international shipping, later cut-off times, and quicker deliveries** to the US, with the ratio of next-day deliveries to the East Coast increasing up to 30%
- The Asia Pacific region now offers **weekend service** for orders placed until 11 pm CET on Saturdays

The Partnership with DHL

- Mytheresa's strong partnership with DHL Express allows for late feeding into their network and **fast responses to customer demands**
- DHL's air hub late night direct injection enables shipping one day in advance for 20% of orders, **faster returns** processing, and **improved delivery times, including same-day and next-day options**

The Commitment

- Mytheresa's Leipzig distribution center reflects a **commitment to the local community**, with over 1,000 job opportunities planned by 2030
- Excellent **employer value proposition by Mytheresa** with secure work environment, low physical work strain, modern facilities, fair work hours, an in-house canteen, and free public transportation



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Financial Highlights Q1 FY24

Solid Performance in Q1 FY24 Despite Difficult Macro

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	Q1 FY23[1]	Q1 FY24[2]	*YoY GROWTH*
Gross Merchandise Value (GMV) (€MM)	**197.9**	**204.1**	*3.1%*
LTM Active Customers ('000)	**800**	**865**	*8.2%*
LTM Total Orders Shipped ('000)	**1,839**	**2,027**	*10.2%*
Net Sales (€MM)	**175.9**	**187.8**	*6.8%*
Gross Profit Margin[3]	**49.9%**	**42.5%**	*(740bps)*
Adjusted EBITDA[4] (€MM)	**12.7**	**(0.8)**	*(106.6%)*
Adjusted EBITDA Margin[3,4]	**7.2%**	**(0.4%)**	*(760bps)*
Adjusted Operating Income[4] (€MM)	**10.1**	**(4.2)**	*(141.8%)*
Adjusted Operating Income Margin[3,4]	**5.8%**	**(2.3%)**	*(810bps)*
Adjusted Net Income[4] (€MM)	**7.2**	**(2.9)**	*(140.9%)*

Notes:
1 Represents the three months ended September 30, 2022
2 Represents the three months ended September 30, 2023
3 As % of Net Sales
4 Adjusted to exclude certain legal and other expenses and share-based compensation

High Single-Digit Net Sales Growth in Q1 FY24

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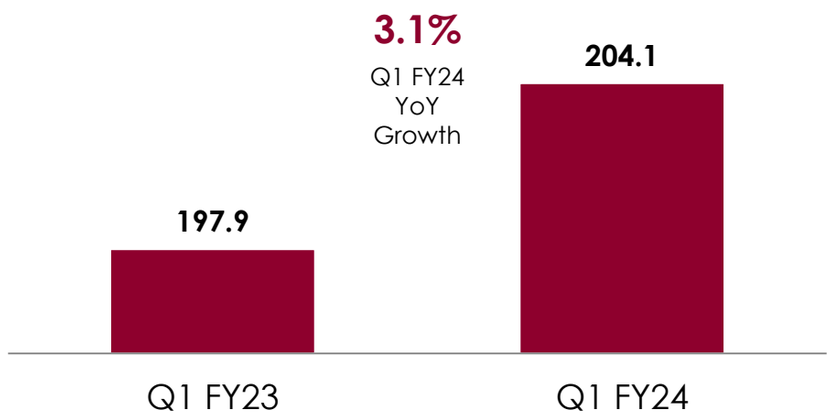
Gross Merchandise Value (GMV)

(€MM)



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Notes:
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Gross Margins Pressured As Expected Due To Aggressive Competitor Promotions

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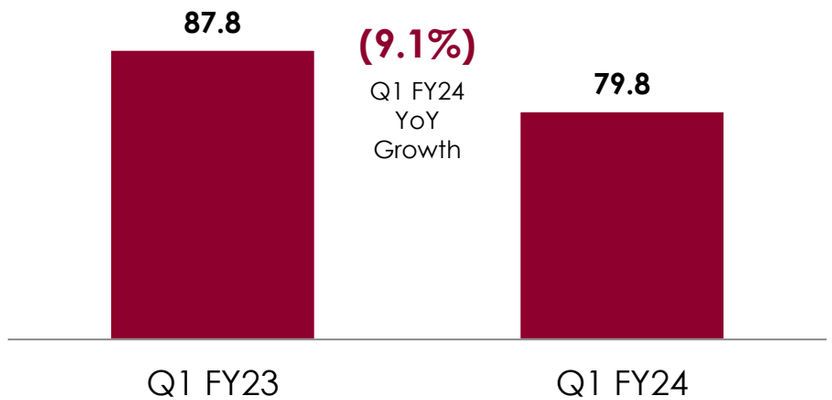
Gross Profit

(€MM)



	Q1 FY23[1]	Q1 FY24[2]	*YoY Change*
Gross Profit Margin[3]	49.9%	42.5%	*(740bps)*
Shipping & Payment[4]	12.1%	13.9%	*(170bps)*
Marketing[4]	12.8%	11.6%	*120bps*
SG&A (Adjusted)[4,5]	13.5%	14.5%	*(100bps)*

Notes:
1 Represents the three months ended September 30, 2022
2 Represents the three months ended September 30, 2023
3 As % of Net Sales
4 As % of GMV
5 Adjusted to exclude certain legal and other expenses and share-based compensation

Expected Profitability Levels in Q1 FY24

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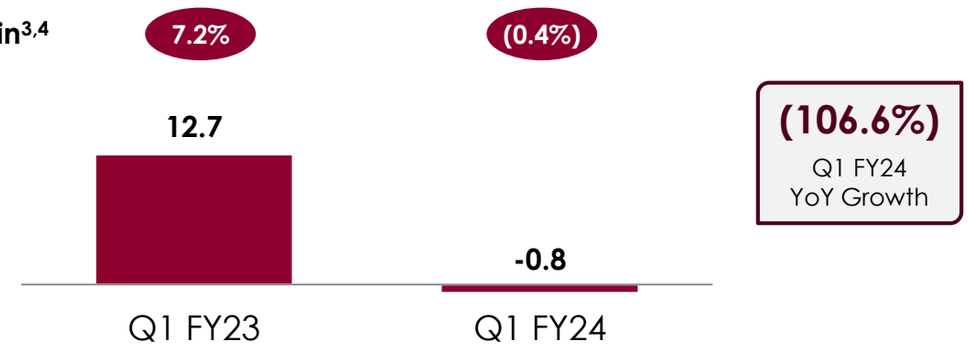
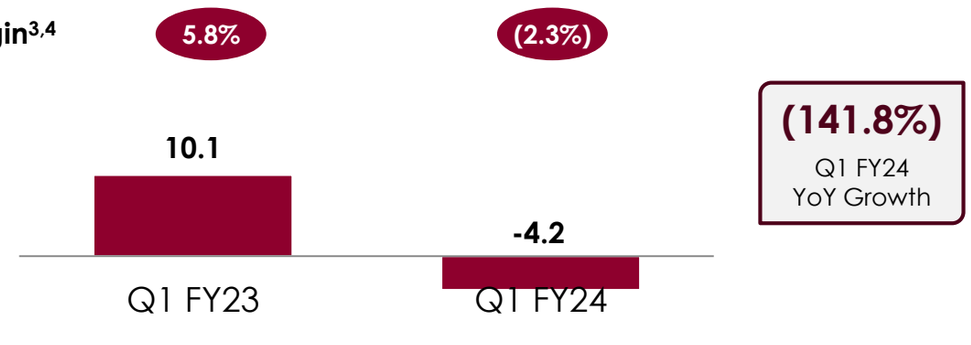
Adjusted EBITDA

(€MM)



Adjusted Operating Income

(€MM)



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Confirmed Guidance 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. Gross Profit Growth with continuous focus on full price despite promotional environment
4. Resilient profitable growth on Adjusted EBITDA, Adjusted EBIT and Adjusted Net Income level

Guidance for Full FY24

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

Notes:
1 Adjusted to exclude 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 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



MYTHERESA

Appendix



Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	FY23	Q1 FY23	Q1 FY24
Net Income to Adjusted EBITDA:			
Net Income (loss)	**(15.1)**	**(3.8)**	**(11.9)**
Finance Expenses, Net	2.5	0.4	1.0
Income Tax Expense (benefit)	6.6	2.6	(2.3)
Depreciation & Amortization	11.7	2.5	3.4
EBITDA	**5.6**	**1.7**	**(9.8)**
Other transaction-related, certain legal and other expenses	5.4	1.5	2.4
Share-based Compensation[1]	30.0	9.5	6.5
Adjusted EBITDA	**41.1**	**12.7**	**(0.8)**
Adjusted EBITDA Margin reconciliation			
Net Sales	**768.6**	**175.9**	**187.8**
Adjusted EBITDA Margin	**5.3%**	**7.2%**	**(0.4%)**

1 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. Our methodology to adjust for share-based compensation and subsequently calculate Adjusted EBITDA, Adjusted Operating Income and Adjusted Net Income includes both share-based compensation expense connected to the IPO and share-based compensation expense recognized in connection with grants under the Long-Term Incentive Plan (LTI) for the Mytheresa Group key management members and share-based compensation expense due to Supervisory Board Members Plans. We do not consider share-based compensation expense to be indicative of our core operating performance. For further information about how we calculate these measures and limitations of its use including a reconciliation of amounts under our former methodology to our current methodology, see our annual report on Form 20-F filed on September 14, 2023.

Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	FY23	Q1 FY23	Q1 FY24
Net Income to Adjusted Operating Income:			
Net Income (loss)	**(15.1)**	**(3.8)**	**(11.9)**
Finance Expenses, Net	2.5	0.4	1.0
Income Tax Expense (benefit)	6.6	2.6	(2.3)
Operating Income (loss)	**(6.1)**	**(0.9)**	**(13.2)**
Other transaction-related, certain legal and other expenses	5.4	1.5	2.4
Share-based Compensation[1]	30.0	9.5	6.5
Adjusted Operating Income	**29.4**	**10.1**	**(4.2)**
Adjusted Operating Income Margin reconciliation			
Net Sales	**768.6**	**175.9**	**187.8**
Adjusted Operating Income Margin	**3.8%**	**5.8%**	**(2.3%)**

Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	FY23	Q1 FY23	Q1 FY24
Net Income to Adjusted Net Income:			
Net Income (loss)	**(15.1)**	**(3.8)**	**(11.9)**
Other transaction-related, certain legal and other expenses	5.4	1.5	2.4
Share-based Compensation[1]	30.0	9.5	6.5
Adjusted Net Income	**20.3**	**7.1**	**(2.9)**
Adjusted Net Income Margin Reconciliation			
Net Sales	**768.6**	**175.9**	**187.8**
Adjusted Net Income Margin	**2.6%**	**4.1%**	**(1.6%)**
SG&A to Adjusted SG&A:			
SG&A	**(147.6)**	**(37.6)**	**(38.4)**
Other transaction-related, certain legal and other expenses	5.4	1.5	2.4
Share-based Compensation[1]	30.0	9.5	6.5
Adjusted SG&A	**(112.2)**	**(26.6)**	**(29.5)**