

MYTHERESA

Investor Presentation

September 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.

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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.

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





MYTHERESA

Business Highlights
Q4 FY24 & Full FY24

Our Business Highlights Q4 FY24 & Full FY24

MYTHERESA

Strong Global Expansion	• Accelerated GMV growth in H2 of FY24 as compared to H1 with +11.4% vs. H2 of FY23 and for full FY24 +7.1% vs. full FY23 • Continued strong GMV growth in the United States of +22.8% in FY24 vs. FY23 and total GMV share of the US further expanding to 19.9% for full FY24 • High-impact top customer activations and truly “money can’t buy” experiences held again in Europe, the US and Asia • Highly successful 8 week pop-up shopping experience in East Hampton in collaboration with Flamingo Estate attracting over 6,000 guests and supported by Porsche, Missoni, Etro, Globe-Trotter, Ananya, Joseph Altuzarra and many more.
Continued Brand Support	• Launch of exclusive collections and campaigns in collaboration with Valentino, Brunello Cucinelli, Bottega Veneta, Saint Laurent, Loewe, Gucci and many more • True “money-can’t-buy “ multi-day experiences for Top Customers with Brunello Cucinelli, Dolce & Gabbana and Valentino reinforcing Mytheresa’s purpose as a community for luxury enthusiasts • Successful operations of 7 major brands under the Curated Platform Model (CPM)
High-Quality Customer Growth	• Stable LTM active customer base reaching 852,000 customers • Strong number of first-time buyers in the fourth quarter with over 105,000 new customers • Customer Cohorts acquired in Q1 FY24 show stable repurchase rates in Q4 FY24 compared to Q1 FY23 cohorts after 9 months • Strong growth of number of Top Customers with +3.4% as well as strong increase in average GMV per Top Customers at +4.6% in Q4 FY24 vs. Q4 FY23
Consistent Strong Operational Performance	• Great customer satisfaction with an industry-leading Net Promoter Score of 83.0% in Q4 FY24 • Operational indicators in Q4 FY24 demonstrate again high resilience and consistency of the Mytheresa business model with increased AOV, reduced CAC and increased profitability on Adjusted EBITDA and Adjusted Operating Income level despite challenging macro headwinds • Successful ramp-up of operations at Leipzig warehouse with more than 80% of all customer orders processed at the end of July; decision taken to close warehouse in Heimstetten to further improve customer satisfaction and increase efficiencies

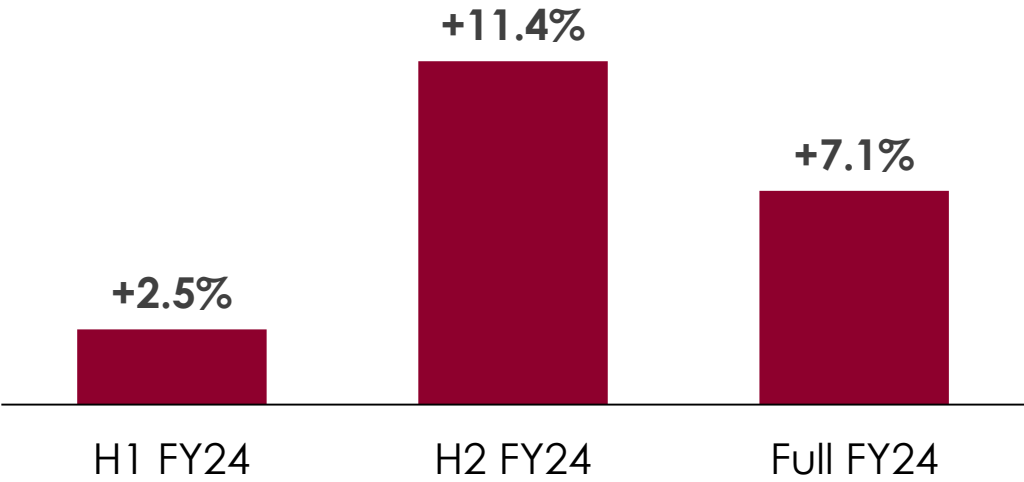
Strong Acceleration of GMV Growth in H2 Driving Business Growth for Full FY24



Gross Merchandise Value (GMV)¹

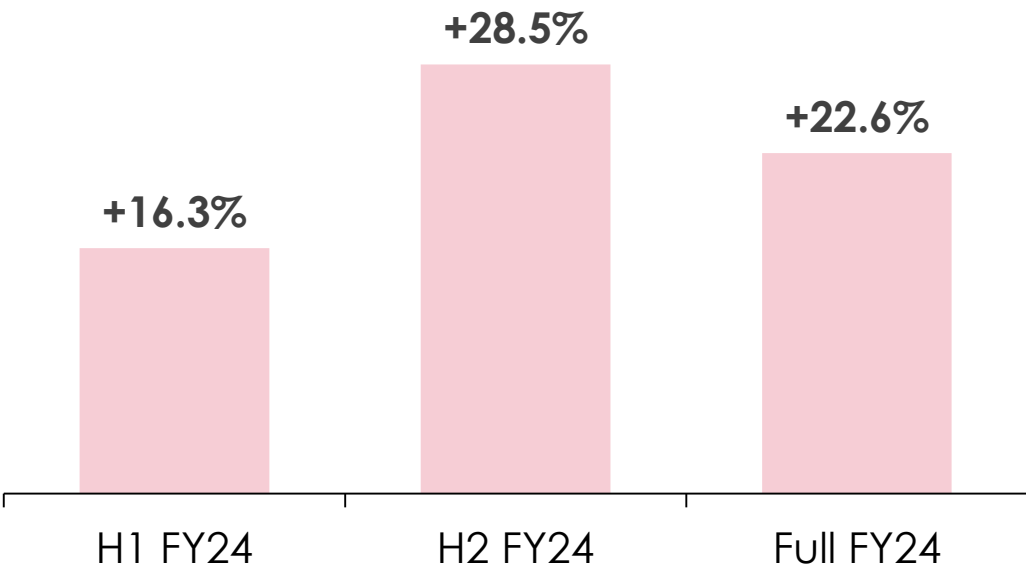
YoY Growth

(in %)



Yo2Y Growth

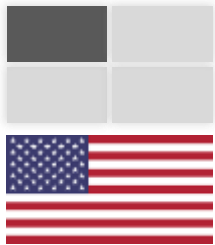
(in %)



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 Strong Growth in the United States And Increasing Share of Global GMV in FY24

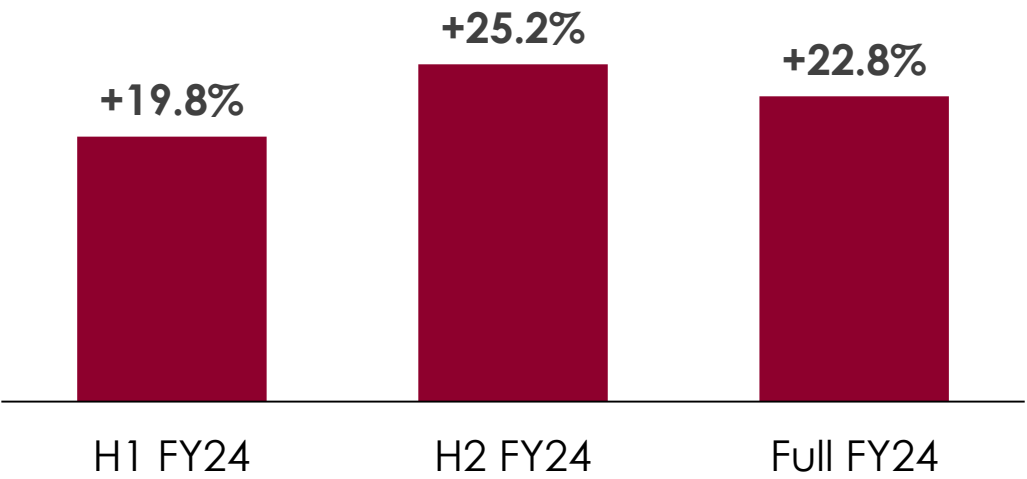
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GMV¹ Development United States

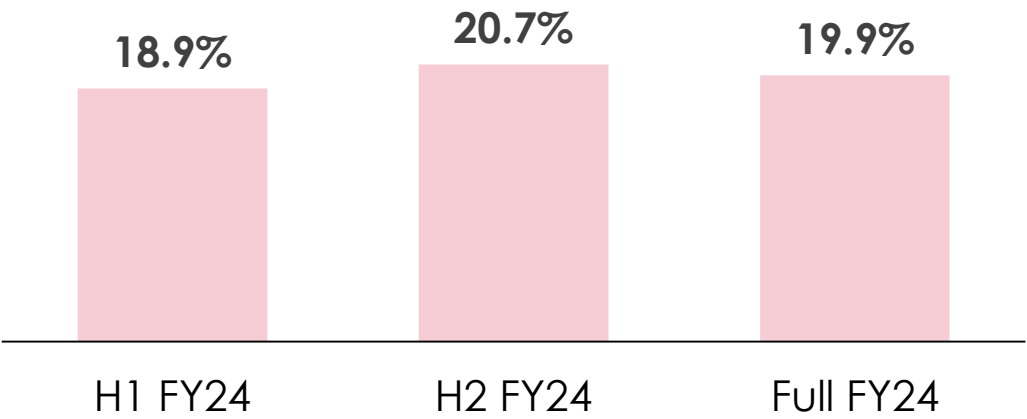
YoY Growth

(in %)



US Share of GMV

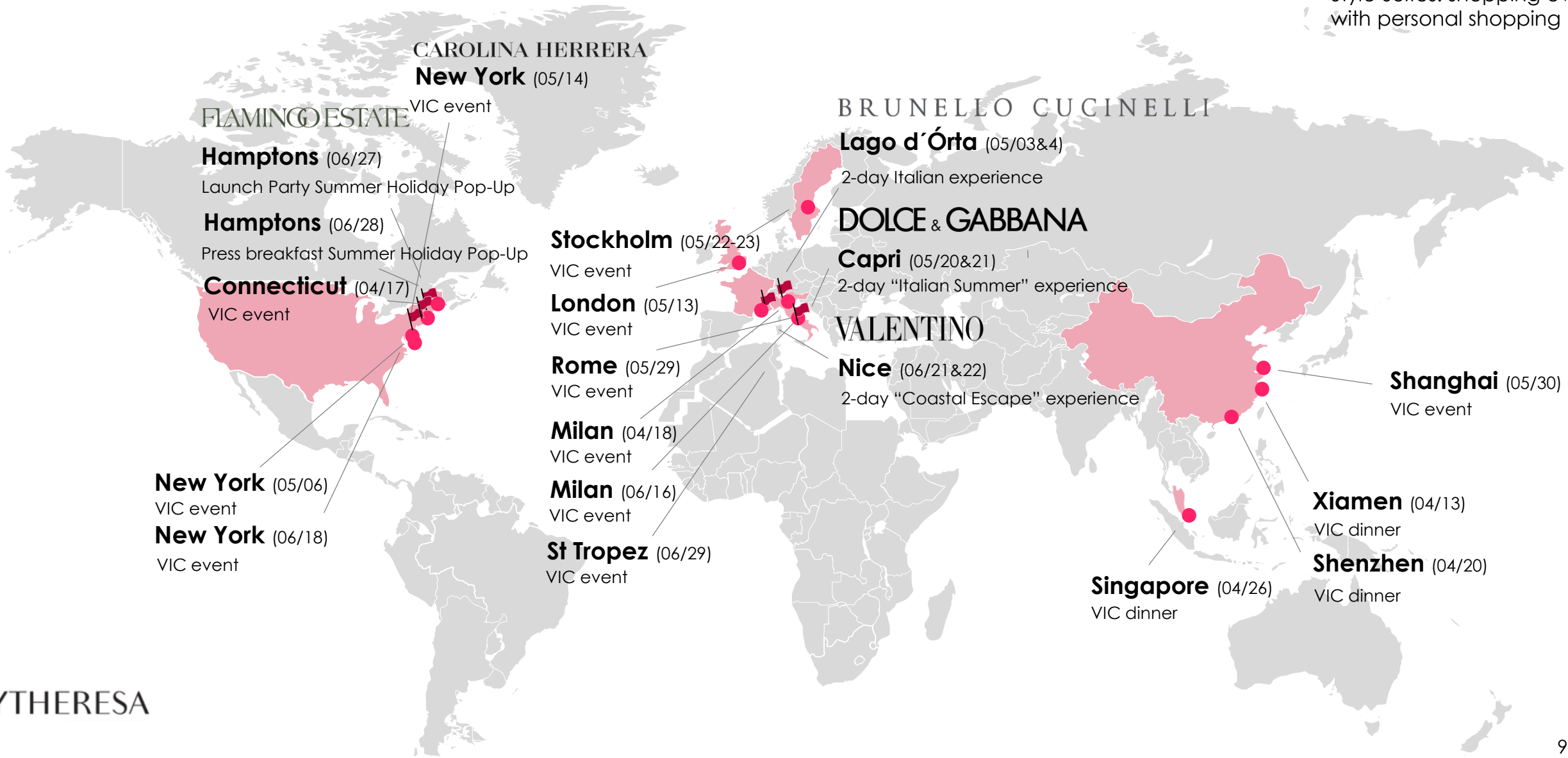
(in %)



Unique Events & Experiences For Top Customers Of Mytheresa Across the World In Q4 FY24

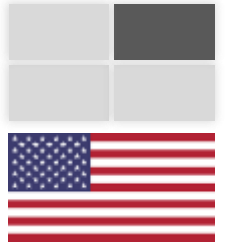


- Money can't buy experiences
- Style Suites: shopping events with personal shopping



Mytheresa and Flamingo Estate Create Another Successful Immersive Physical Luxury Shopping Experience in East Hampton

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Creating a true destination in East Hampton

- **Unique Immersive experience:** Interactive 8 week pop-up experience to inspire and entertain our customer with an immersive physical luxury shopping destination in East Hampton to complement our digital platform. Porsche displayed their not yet on the market Macan and Taycan electric cars for clients to sit inside and test drives.
- **High caliber visitors:** Over 6,000 registrations, 64% were new and highly engaged with our fine jewelry assortment.
- **Weekly Brand Programming:** Mytheresa offered brand partner programming each week including monogramming and embroidering with Missoni, Etro, Globe-Trotter, Ananya, Ruslan Baginskiy, Savette, and Joseph Altuzarra.
- **Extraordinary social buzz in the Hamptons:** Over 27 features including the cover of WWD, and over 350 syndicated pieces in the press with an overall potential reach of 265M.

VOGUE

Robb Report

HAMPTONS
MAGAZINE

WWD
WOMEN'S WEAR DAILY

FT FINANCIAL
TIMES

VOGUE
BUSINESS

CULTURED

BAZAAR
Harpers

High-End Luxury Brand Collaborations in Q4 FY24 Underpinning Mytheresa's Industry Leading Luxury Position



DOLCE & GABBANA



Launch of the exclusive Capri-inspired capsule collection for WW and KW, only available at Mytheresa

GIVENCHY



Launch of the Givenchy's exclusive Plage collection, only available at Mytheresa

LOEWE X ON



Launch of the LOEWE X ON WW and MW collections featuring exclusive RTW styles

VALENTINO



Launch of the Valentino Exclusive Escape Collection for WW, only available on Mytheresa

BOTTEGA VENETA



Launch of the Bottega Veneta Pre-Fall 24 collection, only available at Mytheresa

LORO PIANA



Launch of the Exclusive Into the Wild capsule collection for WW and MW, only available on Mytheresa

SAINT LAURENT



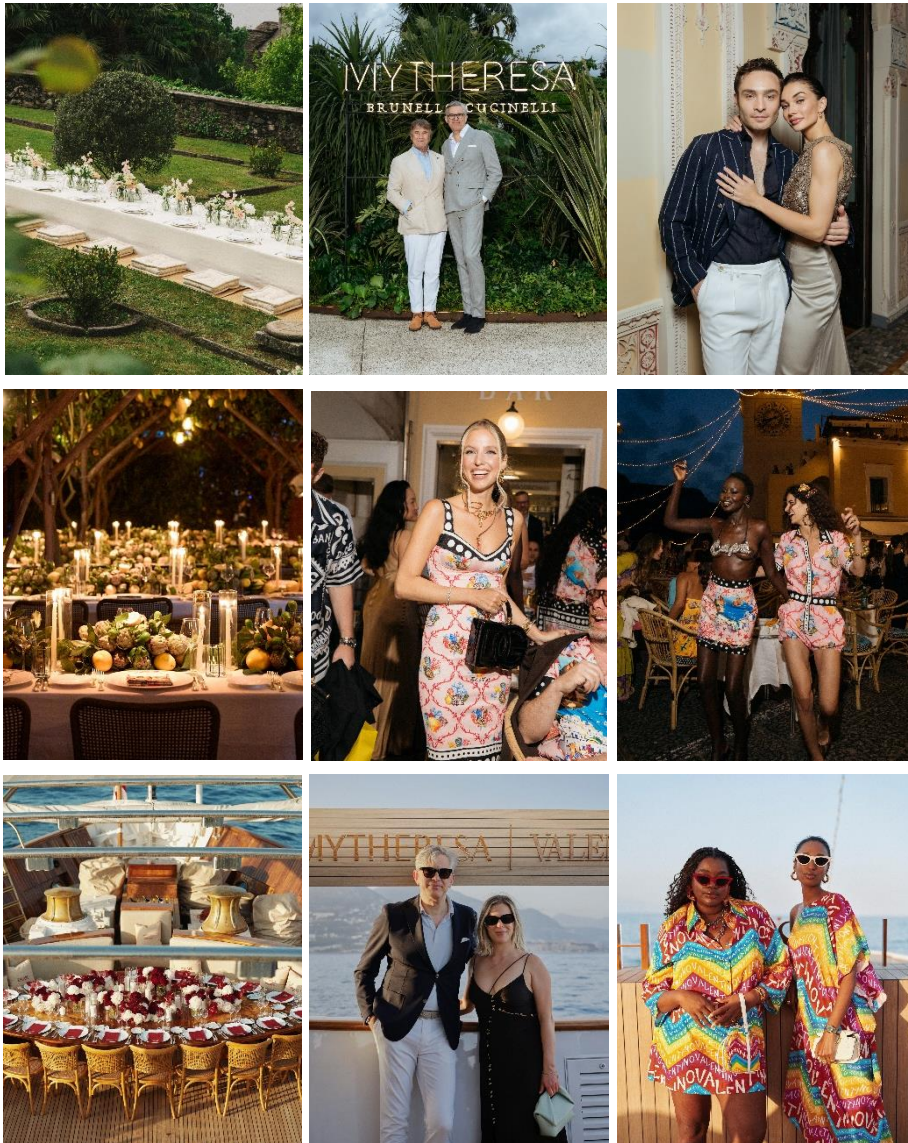
Exclusive pre-launch of Saint Laurent's Le 5 a 7 mini supple bag, available on Mytheresa before anyone else

GUCCI



Exclusive pre-launch of Gucci's Fall Winter 24 RW MW collection, available on Mytheresa before anyone else

Mytheresa Builds a Community for Luxury Enthusiasts Through Extraordinary Money-Can't Buy Experiences



Creating desirability through physical experiences

- **Building a community for luxury enthusiasts:** Bringing together true luxury brands and high-end luxury customers from all over the world
- **3 extraordinary money can't buy experiences :**
 - An intimate dinner and picnic with **Brunello Cucinelli** at Lake D'Orta
 - An authentic Italian experience on the picturesque island of Capri for the launch of the exclusive **Dolce&Gabbana** collection
 - A private dinner and tour on board of the Iconic Christina O. sailing along the French Riviera for the launch of the **Valentino** Escape 2024 Capsule Collection
- **High caliber celebrity guests:** Brunello Cucinelli, Ed Westwick, Kelly Rutherford, Alice Pagani, Poppy Delevingne, Leonie Hanne, Gabriella Karefa-Johnson and Julia Sarr-Jamois amongst others

VOGUE
BUSINESS

AD

BAZAAR

Forbes

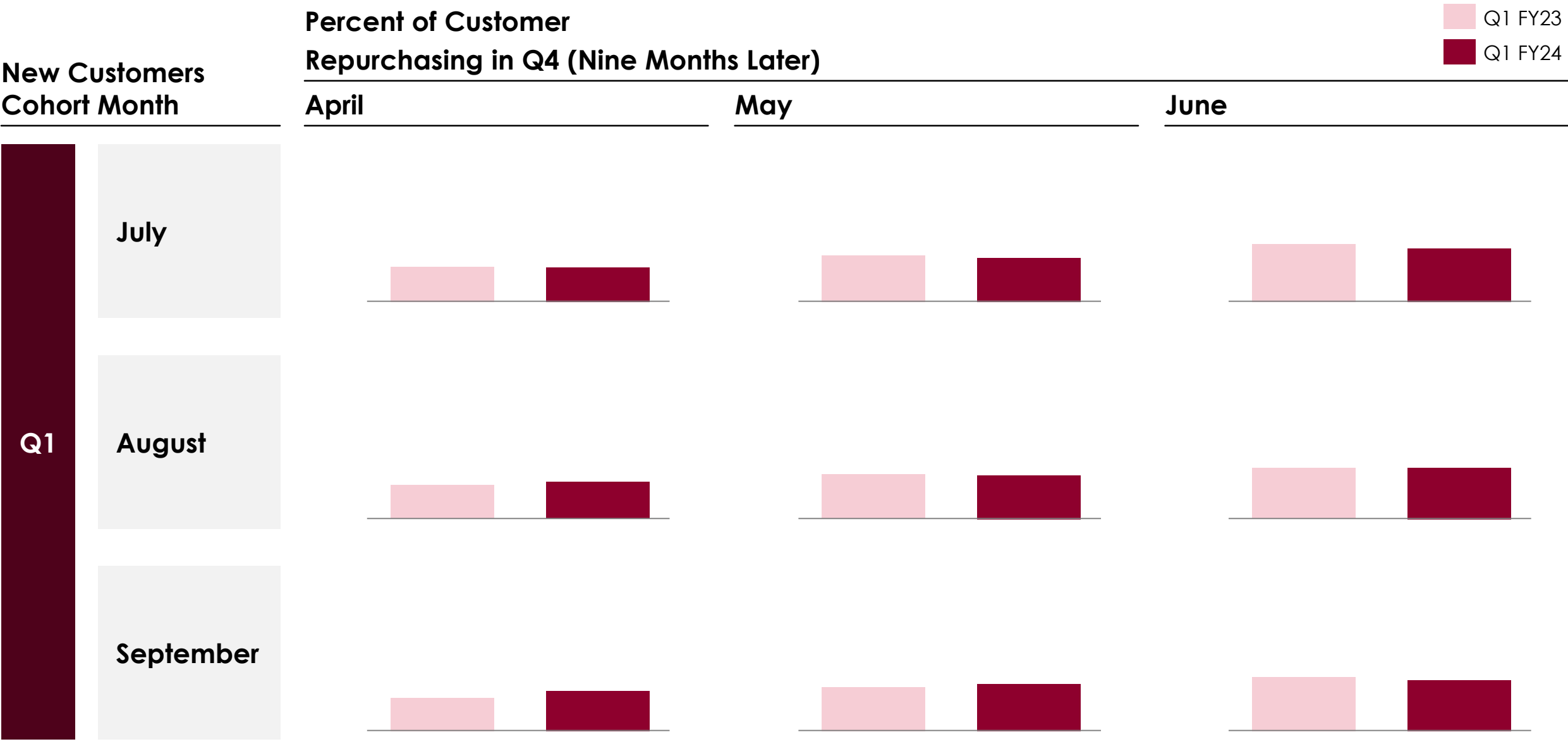
WWD
WOMEN'S WEAR DAILY

L'OFFICIEL

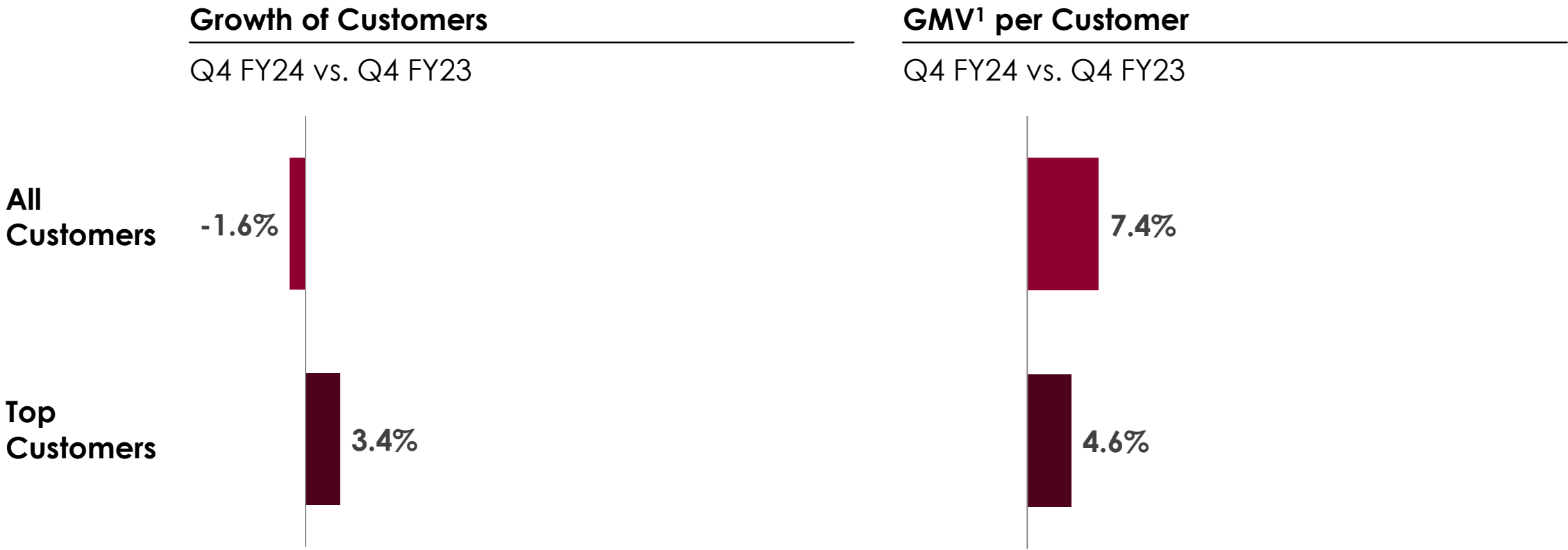
VOGUE

HIA

Customer Cohorts Acquired in Q1 FY24 Show Stable Repurchase Rates in Q4 vs. Q1 FY23 Cohorts



Strong Growth Of Top Customers And Spend Per Customers Confirms High Quality Of Customer Base



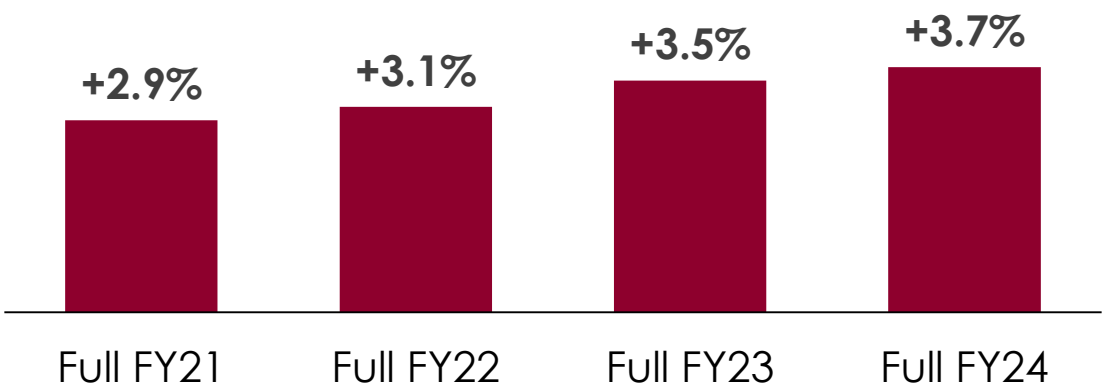
Strong Expansion of Top Customer GMV Demonstrates Unique Positioning and Strength of Mytheresa Business

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Top Customers Development

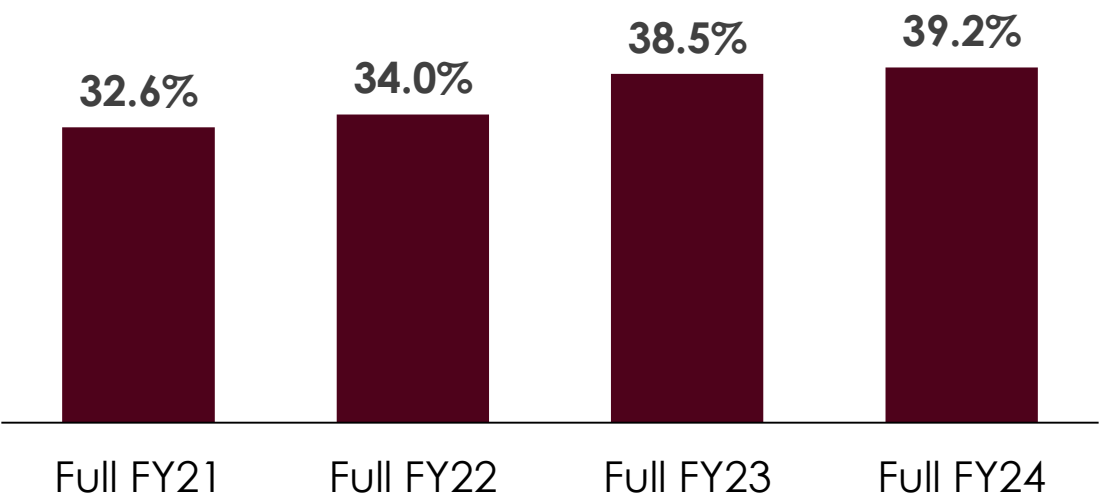
Share of Total Customers

(in %)



Share of Total GMV

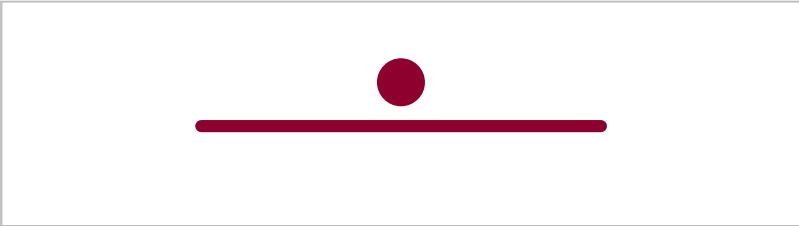
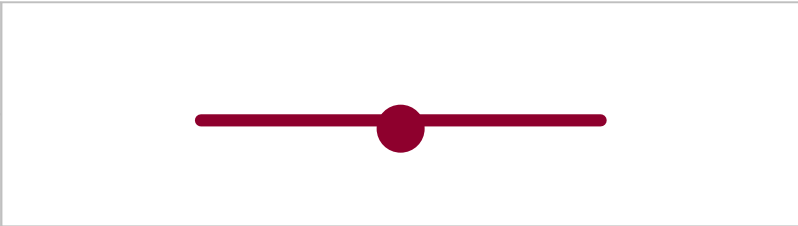
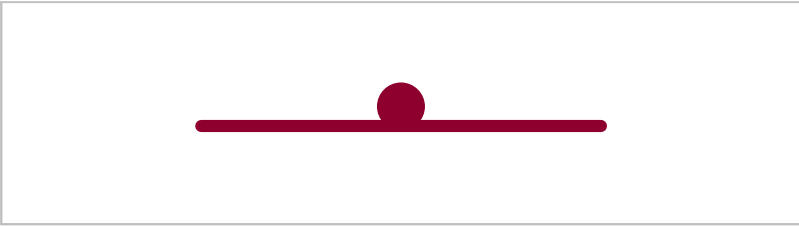
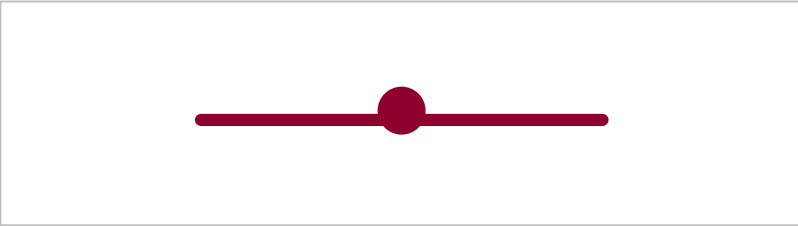
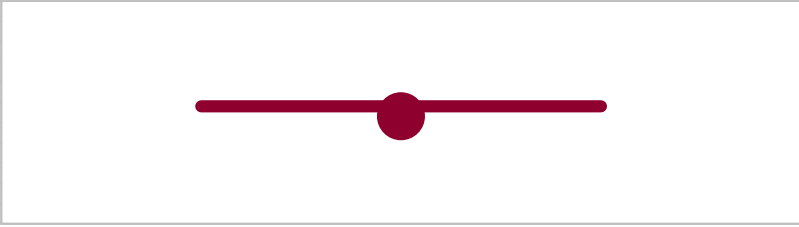
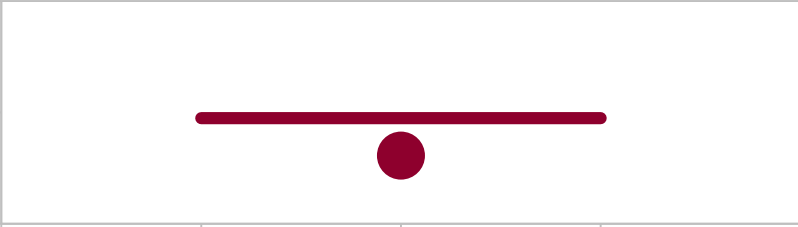
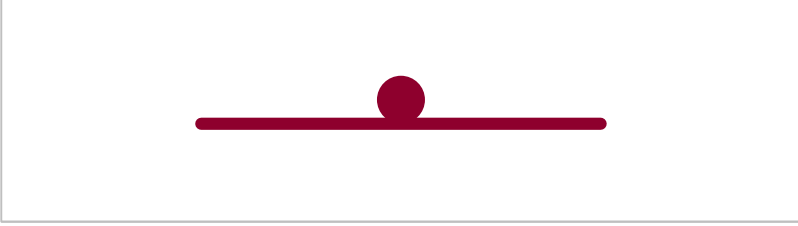
(in %)



Mytheresa's Business Model Continues to Demonstrates Strong Performance and Consistency in Q4 FY24 Despite Macro Headwinds

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— Q4 FY23 ● Q4 FY24

Operational Indicators			Financial Indicators ¹		
AOV Womenswear In		+6.0%	Gross Profit Margin		-1.5 pp
Return Rate Womenswear In %		+3.6 pp	Shipping & Payment Cost Margin ²		+0.7 pp
CAC In		-2.5%	Marketing Cost Margin		-3.4 pp
NPS In %		+7.3 pp	SG&A Margin ³		+1.4 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

Q4 FY24 & Full FY24

Strong Profitable Growth With Improved Performance in Q4 FY24

	Q4 FY24 ¹	YoY GROWTH	Full FY24 ²	YoY GROWTH
Gross Merchandise Value (GMV) (MM)	239.3	7.8%	913.6	7.1%
LTM Active Customers ('000)	852	(0.5%)	852	(0.5%)
LTM Total Orders Shipped ('000)	2,090	3.9%	2,090	3.9%
Net Sales (MM)	223.2	9.7%	840.9	9.8%
Gross Profit Margin ³	47.4%	(150bps)	45.7%	(390bps)
Adjusted EBITDA ⁴ (MM)	10.6	50.7%	25.8	(32.8%)
Adjusted EBITDA Margin ^{3,4}	4.7%	120bps	3.1%	(190bps)
Adjusted Operating Income ⁴ (MM)	6.5	68.9%	10.6	(60.3%)
Adjusted Operating Income Margin ^{3,4}	2.9%	100bps	1.3%	(220bps)
Adjusted Net Income ⁴ (MM)	4.5	295.3%	7.7	(58.4%)
Adjusted Net Income Margin ^{3,4}	2.0%	140bps	0.9%	(150bps)

Notes:

1 Represents the three months ended June 30, 2024

2 Represents the twelve months ended June 30, 2024

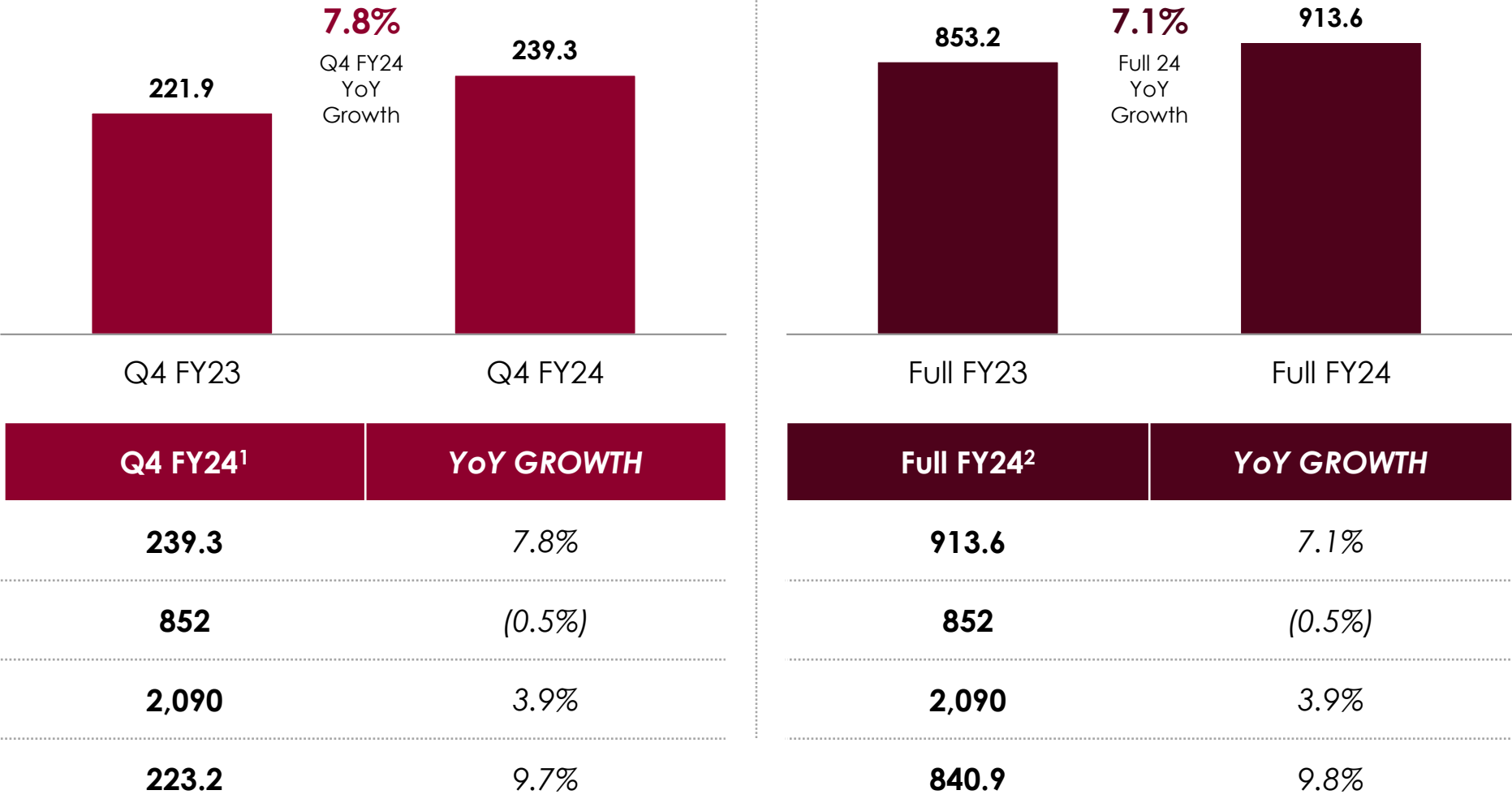
3 As % of Net Sales

4 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

GMV and Net Sales Growth Based on Continued Momentum in MYTHERESA Q4 FY24

Gross Merchandise Value (GMV)

(MM)

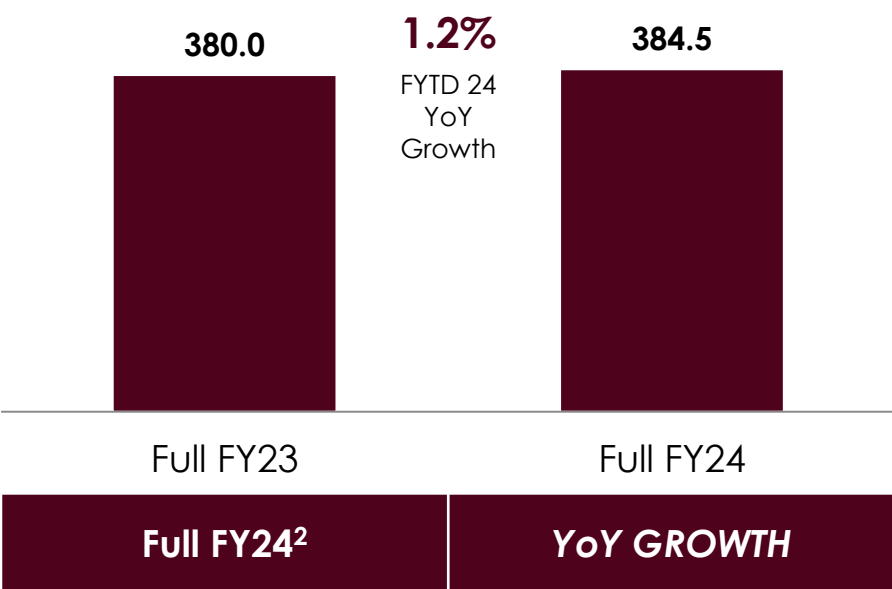
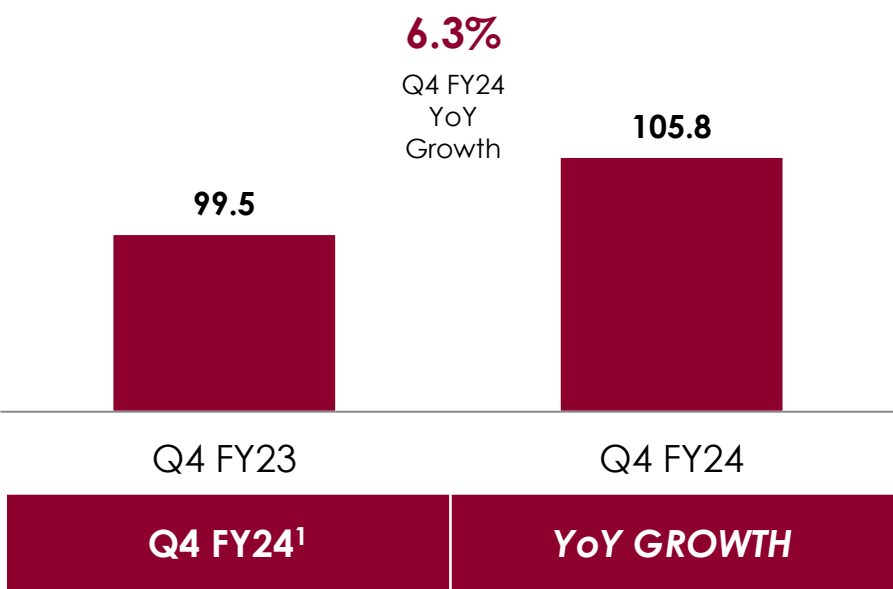


Notes:
1 Represents the three months ended June 30, 2024
2 Represents the twelve months ended June 30, 2024

Significant Cost Efficiencies In Marketing Achieved

Gross Profit

(MM)



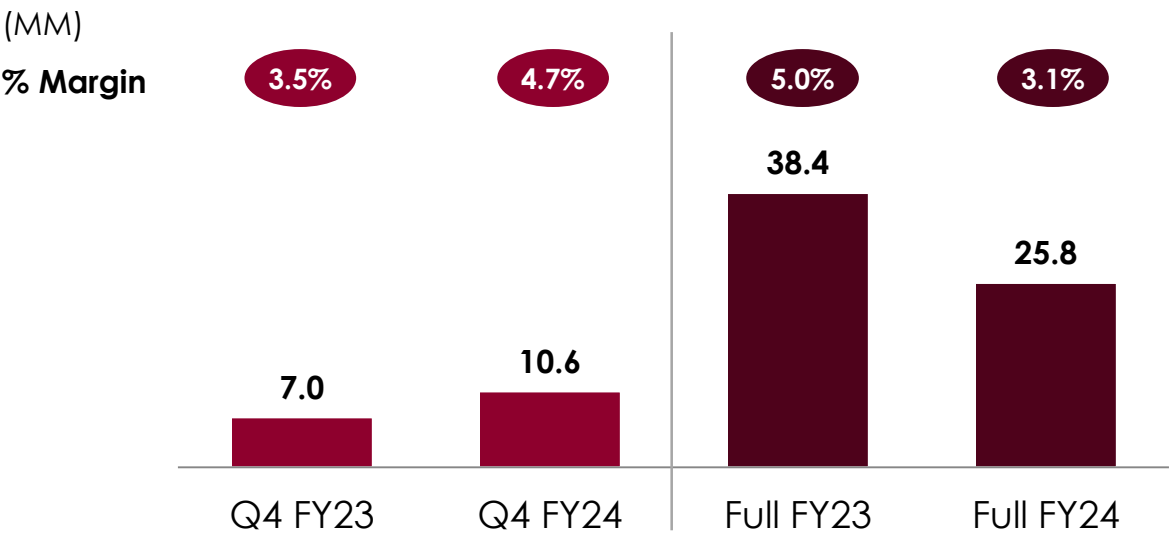
Gross Profit (MM)	105.8	6.3%
Gross Profit Margin ³	47.4%	(150bps)
Shipping & Payment ^{4,5}	14.7%	70bps
Marketing ⁴	11.1%	(340bps)
Adjusted SG&A ^{4,6}	14.1%	140bps

384.5	1.2%
45.7%	(390bps)
14.7%	120bps
10.6%	(250bps)
14.0%	80bps

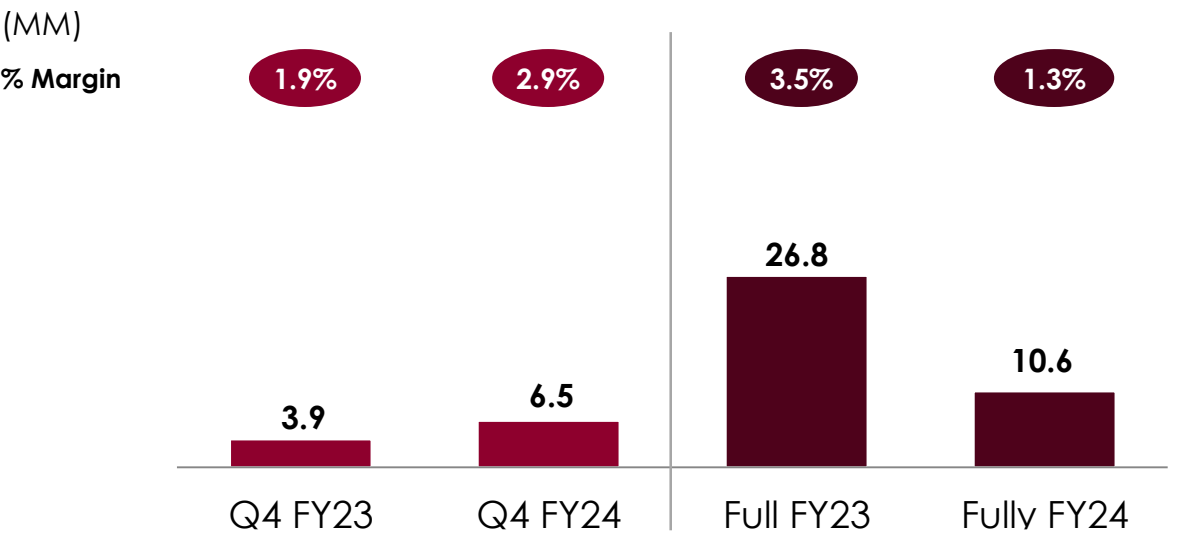
Notes:
1 Represents the three months ended June 30, 2024
2 Represents the twelve months ended June 30, 2024
3 As % of Net Sales
4 As % of GMV
5 Adjusted to exclude other transaction-related, certain legal and other expenses
6 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

Significantly Improved Profitability Level in Q4 FY24

Adjusted EBITDA⁴



Adjusted Operating Income⁴



	Q3 FY24 ¹	YoY GROWTH	FYTD 24 ²	YoY GROWTH
Adjusted EBITDA ⁴ (MM)	10.6	50.7%	25.8	(32.8%)
Adjusted EBITDA Margin ^{3,4}	4.7%	120bps	3.1%	(190bps)
Adjusted Operating Income ⁴ (MM)	6.5	68.9%	10.6	(60.3%)
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Adjusted Net Income ⁴ (MM)	4.5	295.3%	7.7	(58.4%)

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3 As a % of Net Sales
4 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

Guidance For Full FY25 Again Anticipating Profitable Growth For Mytheresa

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Assumptions for Full FY25

- 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** Improving Gross Profit with continuous focus on full price despite promotional environment
- 4** Resilient profitable growth on Adjusted EBITDA, Adjusted Operating Income and Adjusted Net Income level

Top- and Bottomline Guidance for Full FY25

- 1** GMV and Net Sales growth in the range of 7% to 13%
- 2** Adjusted EBITDA¹ 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)	FY24 ² Actuals	Medium-Term Targets ¹
GMV <i>% Growth</i>	914 <i>7%</i>	Low twenties with stable department AOVs and continued Active Customer Growth
Net Sales <i>% Growth</i>	841 <i>10%</i>	
Gross Profit Margin <i>as % of Net Sales</i>	45.7%	Increasing Gross Margin Continued focus on full price with decreasing promotional environment
Shipping and Payment Costs <i>as % of GMV</i>	14.7%	Stable cost ratio Stable operative cost ratio
Marketing Expenses <i>as % of GMV</i>	10.6%	Stable cost ratio Continued efficiency in Online Marketing and shift to Top Customer activities
SG&A <i>as % of GMV</i>	14.0%³	Slightly decreasing cost ratio Due to Cost leverage
Adjusted EBITDA Margin⁴ <i>as % of Net Sales</i>	3.1%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

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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)	Full FY23	Full FY24	Q4 FY23	Q4 FY24
<i>Net Income to Adjusted EBITDA:</i>				
Net Income	(17.0)	(24.9)	(5.4)	(3.6)
Finance Expenses, Net	2.5	4.8	1.0	1.3
Income Tax Expense	5.9	(1.8)	1.8	0.7
Depreciation & Amortization	11.7	15.2	3.2	4.1
EBITDA	3.0	(6.7)	0.5	2.5
Other transaction-related, certain legal and other expenses ¹	5.4	14.1	1.8	3.9
Share-based Compensation ²	30.0	18.5	4.7	4.2
Adjusted EBITDA	38.4	25.8	7.0	10.6
<i>Adjusted EBITDA Margin reconciliation</i>				
Net Sales	766.0	840.9	203.4	223.2
Adjusted EBITDA Margin	5.0%	3.1%	3.5%	4.7%

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)	Full FY23	Full FY24	Q4 FY23	Q4 FY24
<i>Net Income to Adjusted Operating Income:</i>				
Net Income	(17.0)	(24.9)	(5.4)	(3.6)
Finance Expenses, Net	2.5	4.8	1.0	1.3
Income Tax Expense	5.9	(1.8)	1.8	0.7
Operating Income	(8.7)	(22.0)	(2.6)	(1.6)
Other transaction-related, certain legal and other expenses ¹	5.4	14.1	1.8	3.9
Share-based Compensation ²	30.0	18.5	4.7	4.2
Adjusted Operating Income	26.8	10.6	3.9	6.5
<i>Adjusted Operating Income Margin reconciliation</i>				
Net Sales	766.0	840.9	203.4	223.2
Adjusted Operating Income Margin	3.5%	1.3%	1.9%	2.9%

Reconciliation to IFRS Metrics

MYTHERESA

(€MM)	Full FY23	Full FY24	Q4 FY23	Q4 FY24
<i>Net Income to Adjusted Net Income:</i>				
Net Income	(17.0)	(24.9)	(5.4)	(3.6)
Other transaction-related, certain legal and other expenses	5.4	14.1	1.8	3.9
Share-based Compensation ¹	30.0	18.5	4.7	4.2
Adjusted Net Income	18.4	7.7	1.1	4.5
<i>Adjusted Net Income Margin Reconciliation</i>				
Net Sales	766.0	840.9	203.4	223.2
Adjusted Net Income Margin	2.4%	0.9%	0.6%	2.0%
<i>SG&A to Adjusted SG&A:</i>				
SG&A	(147.6)	(160.6)	(34.8)	(41.9)
Other transaction-related, certain legal and other expenses ¹	5.4	14.1	1.8	3.9
Share-based Compensation ²	30.0	18.5	4.7	4.2
Adjusted SG&A	(112.2)	(128.0)	(28.3)	(33.8)
<i>Shipping & Payment Cost to Adj. Shipping & Payment Cost</i>				
Shipping & Payment Cost	(114.8)	(135.5)	(31.0)	(35.4)
Other transaction-related, certain legal and other expenses ¹	-	1.3	-	0.2
Adj. Shipping & Payment Cost	(114.8)	(134.2)	(31.0)	(35.2)