

MYTHERESA

Investor Presentation

February 2025



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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, including statements relating to financing activities; 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; 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.

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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

Q2 FY25

Our Business Highlights Q2 FY25

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Strong Global Expansion

- Very good GMV growth with +11.9% in Q2 FY25 vs. Q2 FY24 and +9.2% in H1 FY25 vs. H1 FY24
- GMV growth in the United States of +17.1% in Q2 FY25 vs. Q2 FY24 and total GMV share of the US expanding to 20.1% in Q2 FY25
- High-impact top customer activations and truly “money can’t buy” experiences held again in Europe, the US and Asia
- 2-week immersive Après-Ski Experience to be started in Aspen in cooperation with Bemelmans Bar to attract and engage with highly relevant target audience
- Announcement of new group name “LuxExperience” upon expected completion of the YOOX NET-A-PORTER acquisition

Continued Brand Support

- Launch of exclusive capsule collections and pre-launches in collaboration with Khaite, Alaïa, Saint Laurent, Loewe, Gucci, Miu Miu, Moncler, Bottega Veneta and many more
- True “money-can’t-buy” multi-day experiences for Top Customers with Zegna and Moncler Grenoble reinforcing Mytheresa's purpose as a community for luxury enthusiasts
- Noteworthy expansion of fine jewelry offer with online launch of highly prestigious Bvlgari brand
- Successful operations of 7 major brands under the Curated Platform Model (CPM)

High-Quality Customer Growth

- Stable LTM active customer base of 843,000 customers
- Good number of first-time buyers in the second quarter with around 100,000 new customers
- Customer Cohorts Acquired in Q3 FY24 Show Stable Repurchase Rates Up To December compared to Q3 FY23 Cohorts after 9 months
- Continuous growth of GMV per Top Customers with +13.6% in Q2 FY25 vs. Q2 FY24

Consistent Strong Operational Performance

- Great customer satisfaction with an industry-leading Net Promoter of 83.3% in Q2 FY25
- Highly consistent Mytheresa business performance in Q2 FY25 with increased AOV, stable return rates, improved gross margin and increased profitability on Adjusted EBITDA and Adjusted Operating Income level

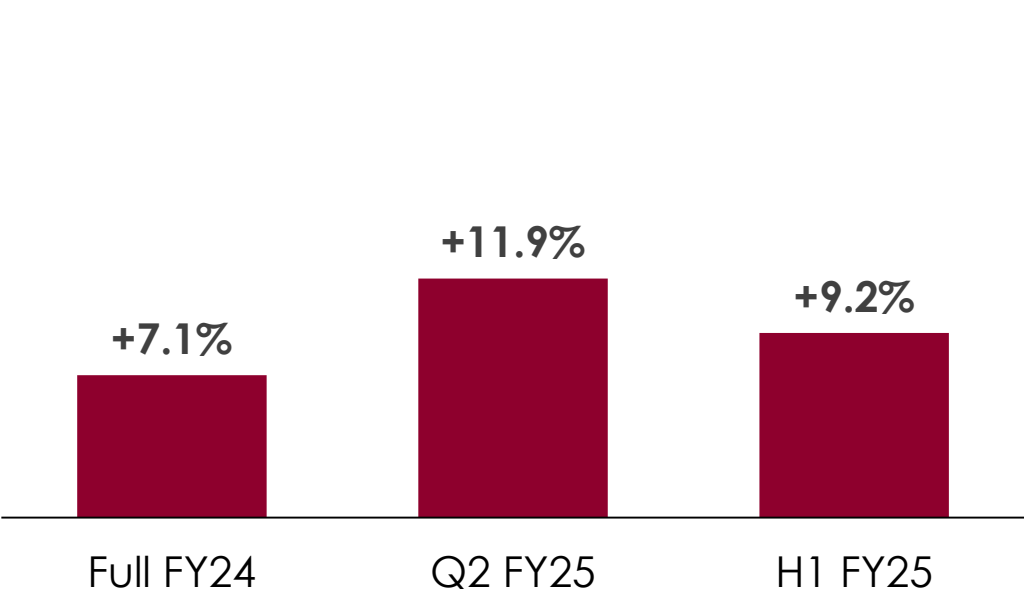
Acceleration of GMV Growth in Q2 FY25 Fully Supporting FY25 Guidance

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Gross Merchandise Value (GMV)¹

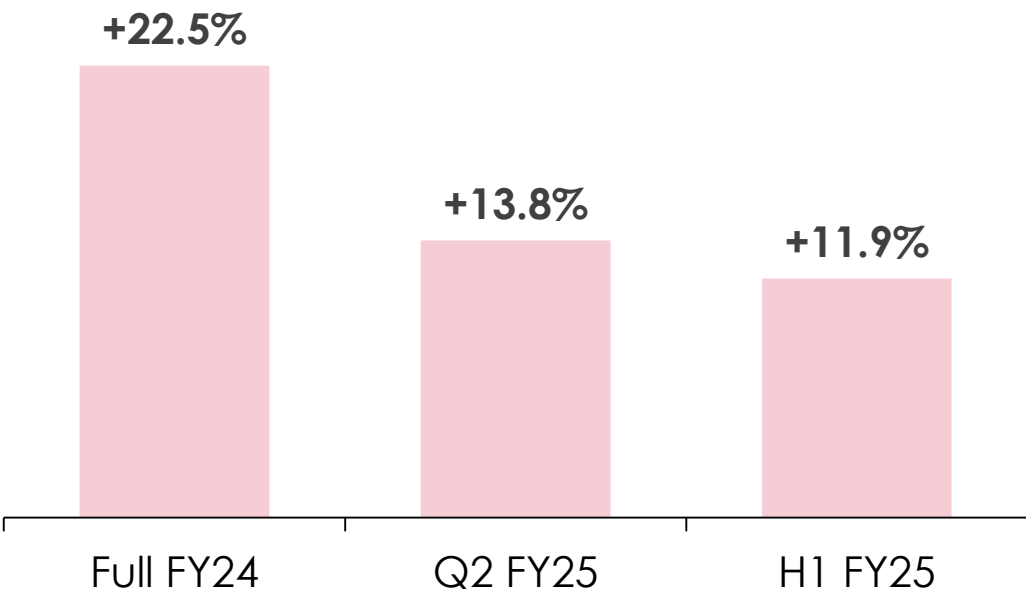
YoY Growth

(in %)



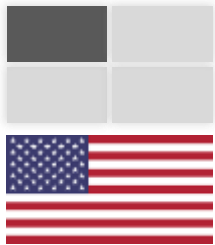
Yo2Y Growth

(in %)



Continued Good GMV Growth In The United States With Significant Share Of Global GMV For The US

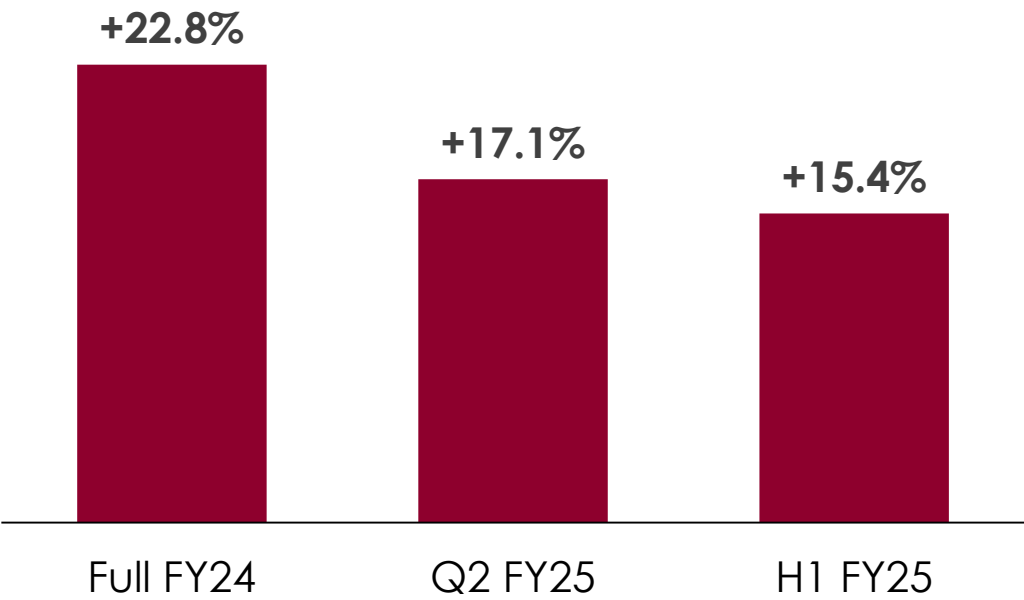
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GMV¹ Development United States

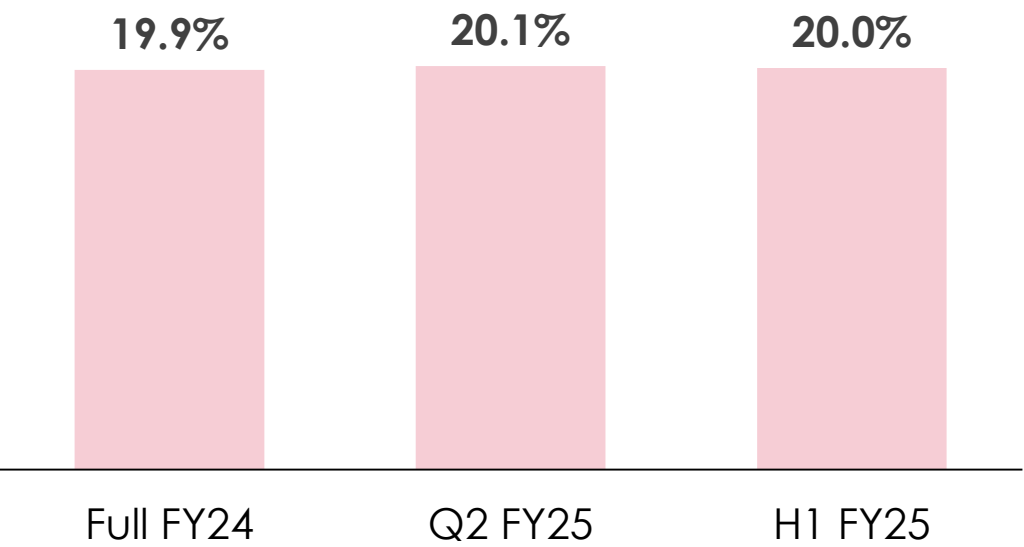
YoY Growth

(in %)

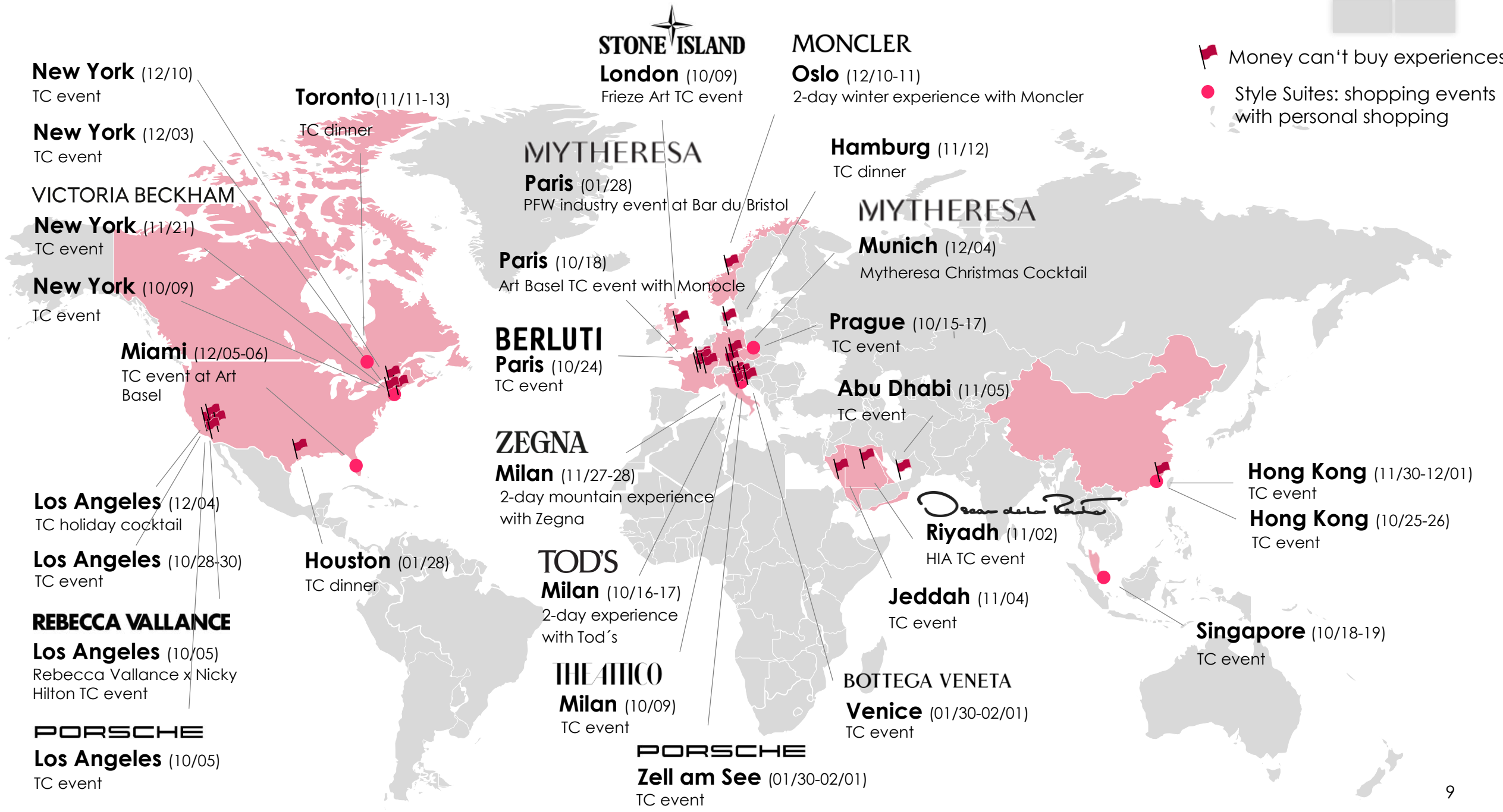


US Share of GMV

(in %)



Unique Events & Experiences For Top Customers Of Mytheresa Across The World In Q2 FY25



Subject To The Expected YOOX NET-A-PORTER (“YNAP”) Acquisition “LuxExperience” Will Be The New Group Name



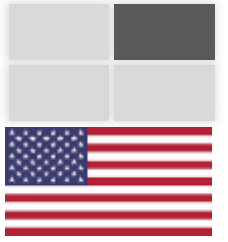
LuxExperience as unifying symbol and home

- MYT Netherlands Parent B.V. to be renamed to “LuxExperience B.V.” as part of the expected acquisition of YOOX NET-A-PORTER (“YNAP”)
- As a newly combined group, LuxExperience will be home to NET-A-PORTER, MR PORTER, YOOX, The OUTNET and Mytheresa, some of the most distinguished store brands in digital luxury with strong identities and unique characteristics
- The renaming reflects the ambition to build a leading global multi-brand digital luxury group that creates communities for true luxury enthusiasts and desirability through unique digital and physical experiences
- The holding will continue to be listed on the New York Stock Exchange (NYSE) with the trade name “LuxExperience” and a new ticker symbol of “LUXE”, Subject to approval and effective with closing



Mytheresa And Bemelmans Bar Create Two-week Immersive Après-Ski Experience In Aspen

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Creating a true destination in Aspen

- **Unique Immersive experience:** Interactive 2-week experience to inspire and entertain our customers with an immersive après-ski experience in Aspen. Guests will be transported into a luxurious, intimate setting to experience the world of Mytheresa.
- **Cooperation with Bemelmans Bar**, a storied New York venue within The Carlyle, a Rosewood Hotel, celebrating the art of entertaining alongside signature martinis and live piano.
- **Highlights will include:**
 - An ice bar, serving as the centerpiece of this experience, with Mytheresa's fine jewelry on display.
 - A shoppable coat check, where customers can explore, try on, and purchase a selection of luxurious coats curated by Mytheresa.
 - A bespoke bar cart with a curated selection of handbags and accessories.
- The experience will run daily from February 14 through March 2 from 3 p.m. to 9 p.m.



WWD
WOMEN'S WEAR DAILY

VOGUE
BUSINESS

WSJ

High-End Luxury Brand Collaborations In Q2 FY25 Underpinning Mytheresa's Industry Leading Luxury Position



MIU MIU



Launch of the Miu Miu Ski collection for WW, available only at Miu Miu and Mytheresa.

KHAITE



Exclusive Pre-Launch of the Khaite Resort 25 collection, available at Mytheresa before anyone else.

ALAIA



Exclusive Pre-Launch of the Alaia Archetypes WW collection, available at Mytheresa before anyone else.

VICTORIA BECKHAM



Launch of the exclusive Victoria Beckham capsule collection for WW, only available at Mytheresa.

SIMONE ROCHA



Launch of the exclusive Simone Rocha capsule collection for WW, only available at Mytheresa.

BOTTEGA VENETA



Launch of the exclusive Bottega Veneta Small Parachute Bag for WW, only available at Mytheresa.

MONCLER GRENOBLE



Launch of exclusive Moncler Grenoble FW24 Runway Looks for WW & MW, only available at Mytheresa.

TOTEME



Launch of the new-season Toteme collection for WW, feat. exclusive styles, only available at Mytheresa.

Noteworthy Expansion Of Fine Jewelry Offer with Online Launch MYTHERESA Of Highly Prestigious Bvlgari Brand

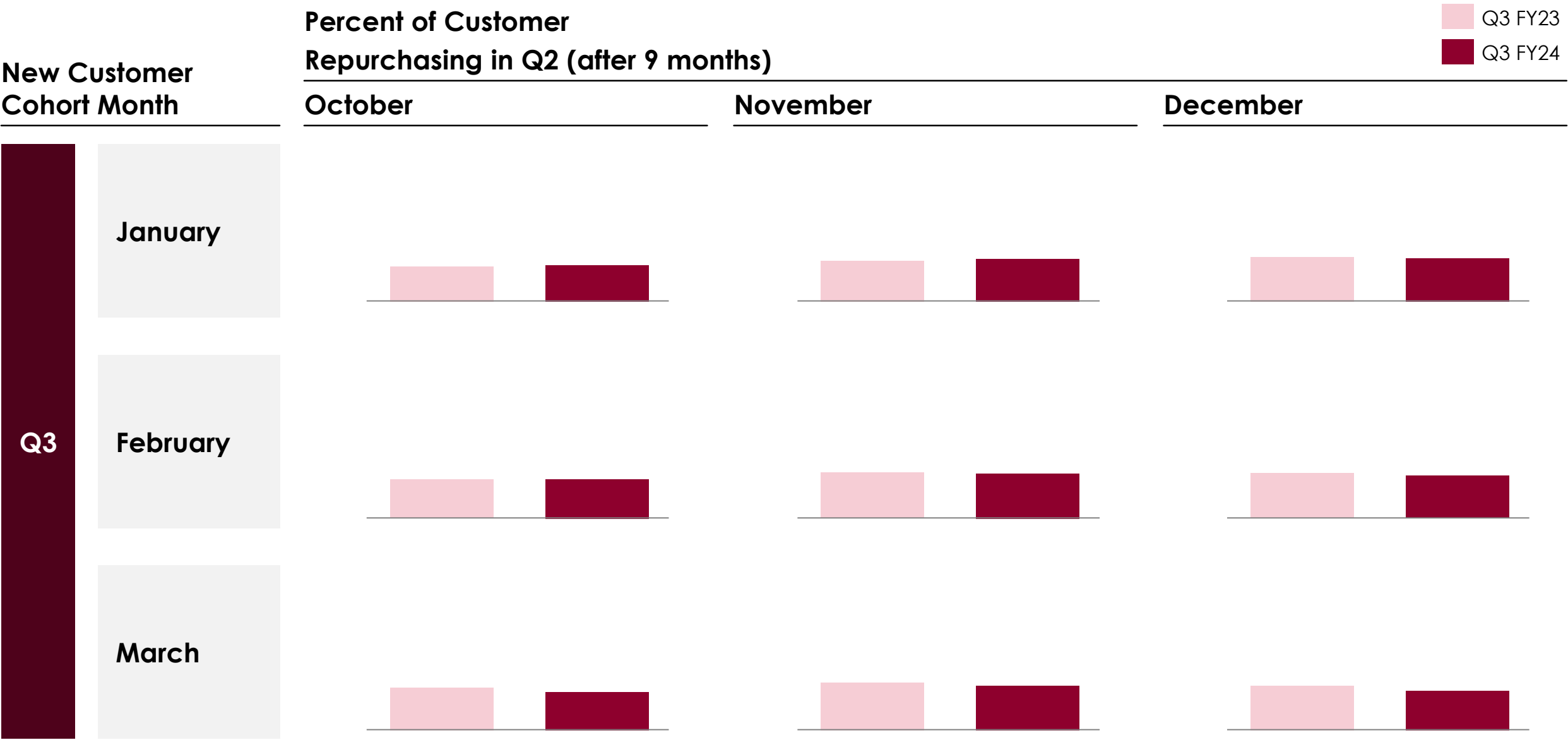


Launch of Bvlgari's Fine Jewelry & Watches edit

- Expansion of Mytheresa's fine jewelry and watches category assortment with online launch of a curated selection of Bvlgari's most iconic Fine Jewelry & Watches collections, available globally on mytheresa.com from January, 29th 2025.
- Brand collaboration with the prestigious Italian maison Bvlgari as a clear result and reinforcement of our strong focus on high-spending Top Customers.
- Fine Jewelry offer including The Bvlgari Tubogas collection, the B.zero1 collection, the iconic Serpenti Viper line, the enchanting Serpenti Tubogas, the Diva Dream collection alongside Watches collections.



Customer Cohorts Acquired in Q3 FY24 Show Stable Repurchase Rates Up To December Vs. Q3 FY23 Cohorts

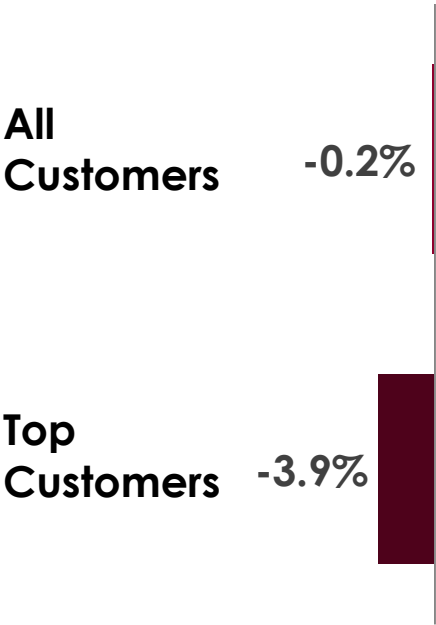


Strong Growth in GMV per Top Customer



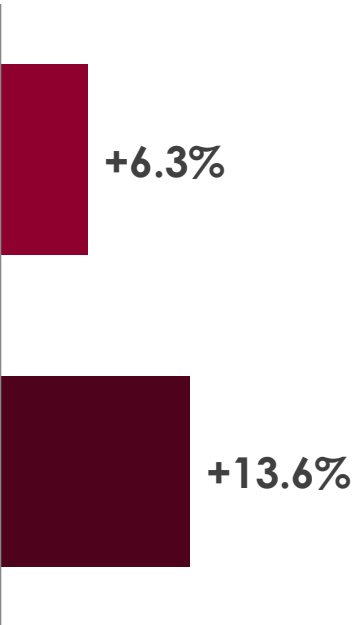
Growth of Customers

Q2 FY25 vs. Q2 FY24



GMV¹ Growth per Customer

Q2 FY25 vs. Q2 FY24

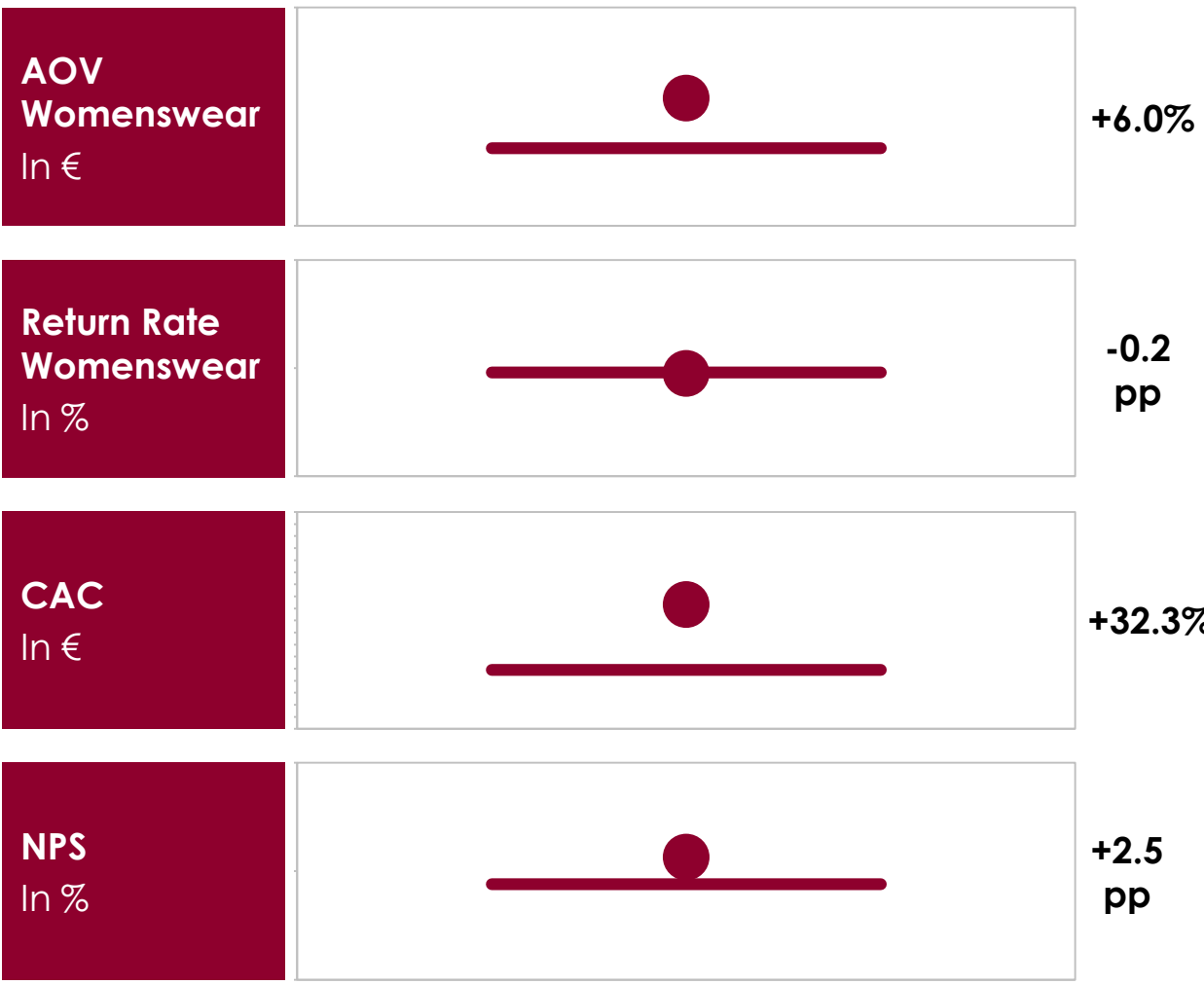


Mytheresa's Business Model With Consistent Performance Despite Challenging Macro-Environment

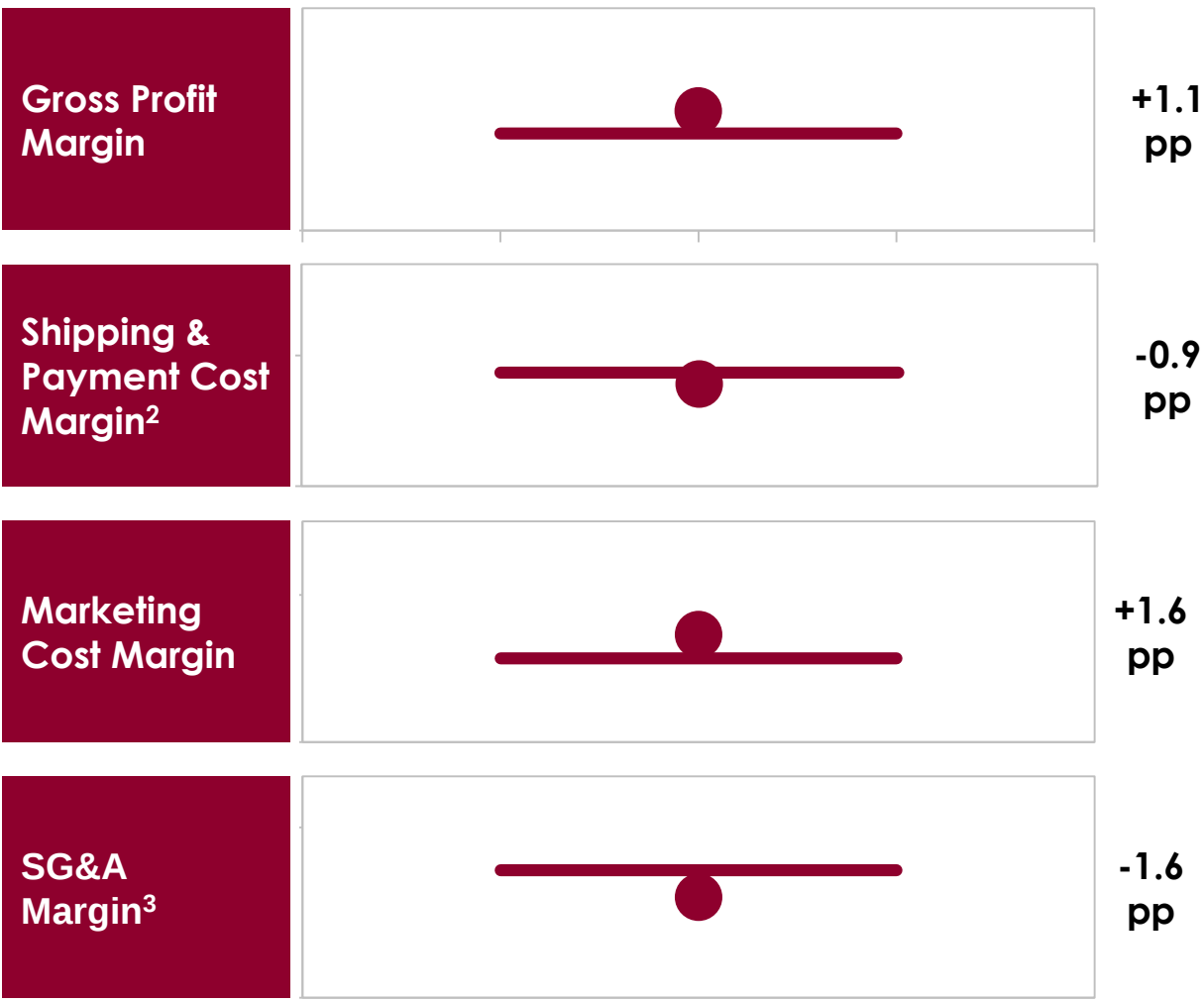


— Q2 FY24 ● Q2 FY25

Operational Indicators



Financial Indicators¹



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

Q2 FY25

Strong Profitable Growth On All Earnings Lines

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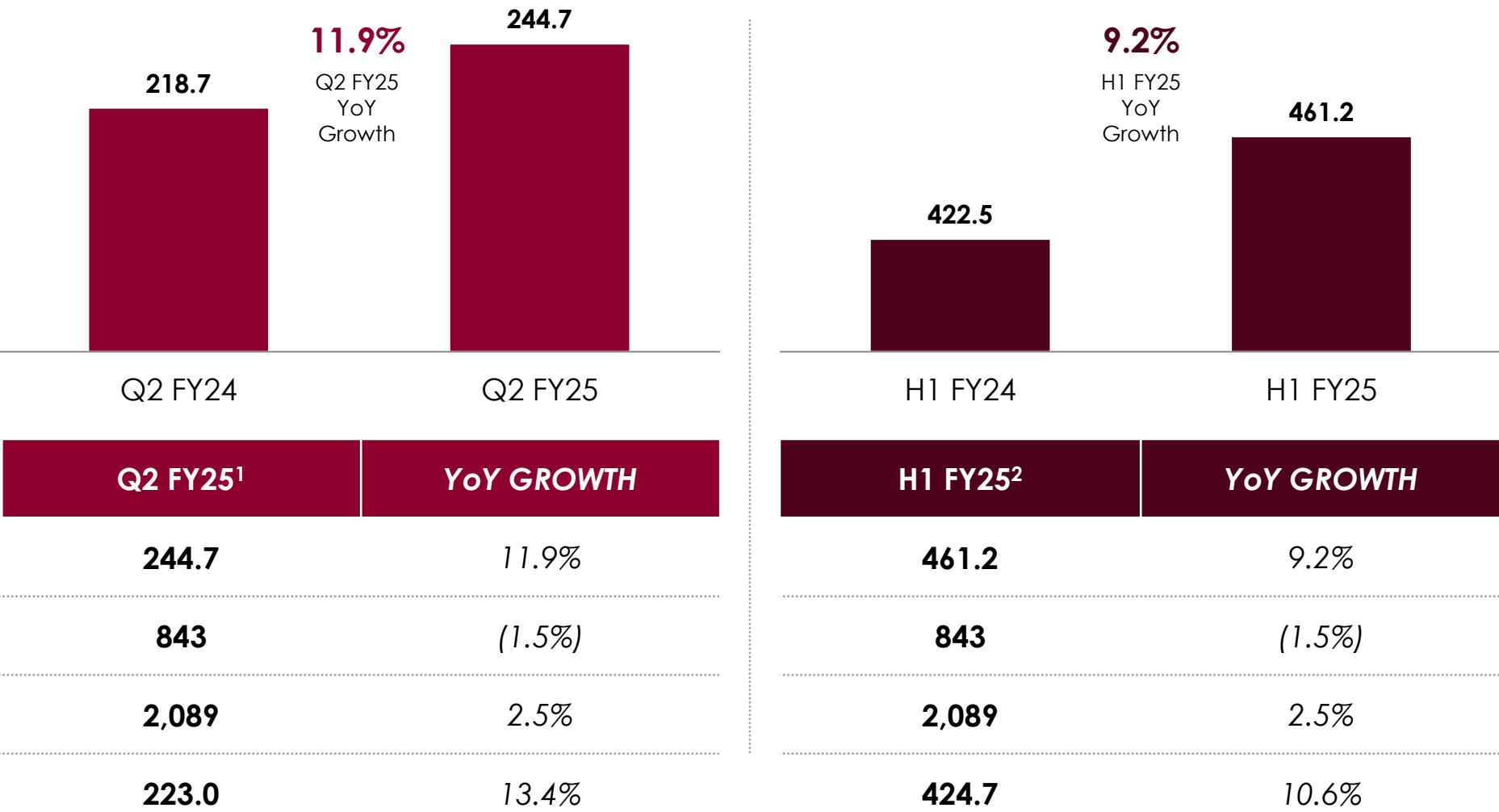
	Q2 FY25 ¹	YoY GROWTH	H1 FY25 ²	YoY GROWTH
Gross Merchandise Value (GMV) (€MM)	244.7	11.9%	461.2	9.2%
LTM Active Customers ('000)	843	(1.5%)	843	(1.5%)
LTM Total Orders Shipped ('000)	2,089	2.5%	2,089	2.5%
Net Sales (€MM)	223.0	13.4%	424.7	10.6%
Gross Profit Margin ³	50.9%	110bps	47.6%	140bps
Adjusted EBITDA ⁴ (€MM)	16.2	114.8%	19.1	199.6%
Adjusted EBITDA Margin ^{3,4}	7.3%	350bps	4.5%	280bps
Adjusted Operating Income ⁴ (€MM)	12.2	232.0%	11.1	1389.3%
Adjusted Operating Income Margin ^{3,4}	5.5%	360bps	2.6%	280bps
Adjusted Net Income ⁴ (€MM)	10.6	299.6%	16.0	2767.1%
Adjusted Net Income Margin ^{3,4}	4.8%	350bps	3.8%	400bps

Notes:
1 Represents the three months ended December 31, 2024
2 Represents the six months ended December 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 Topline Growth

Gross Merchandise Value (GMV)

(€MM)



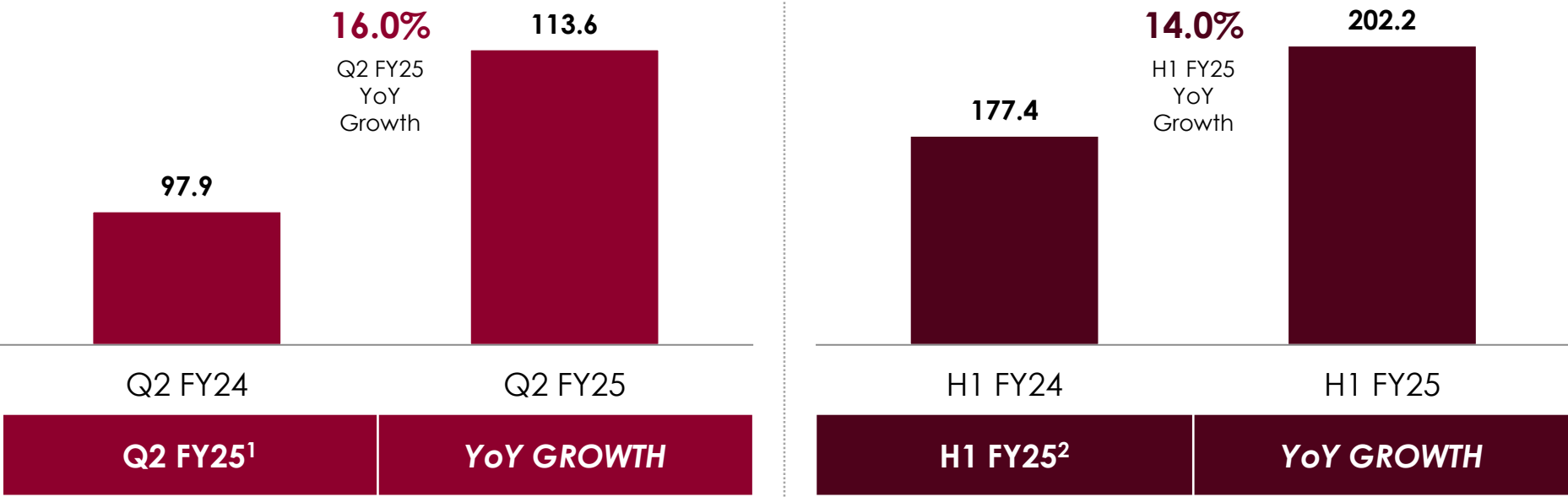
Notes:
1 Represents the three months ended December 31, 2024
2 Represents the six months ended December 31, 2024

Increasing Profitability Levels In H1 In Line With Guidance

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Gross Profit

(€MM)

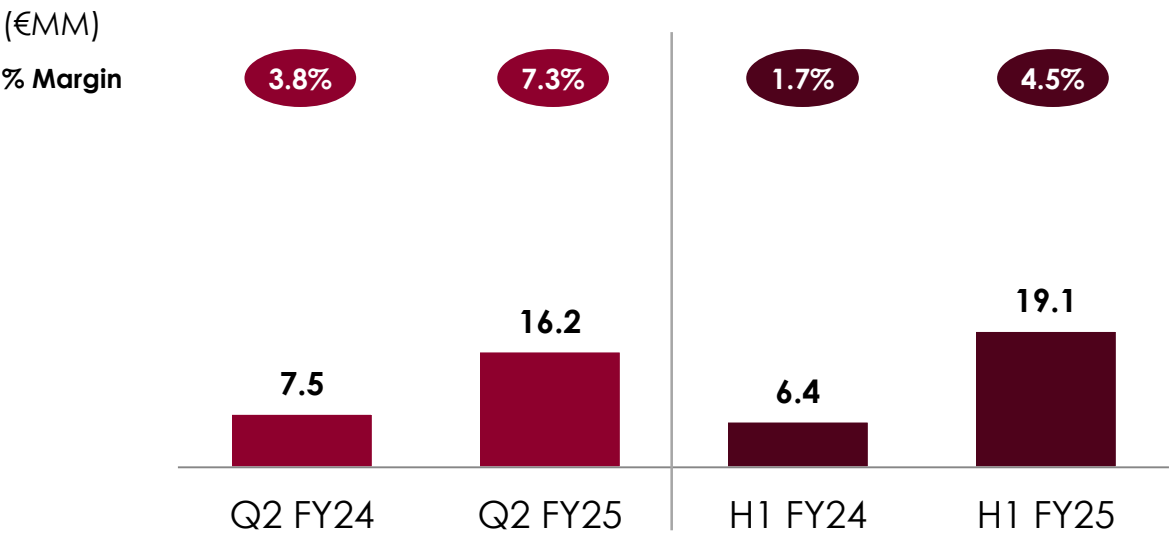


Gross Profit (€MM)	113.6	16.0%	202.2	14.0%
Gross Profit Margin ³	50.9%	110bps	47.6%	140bps
Adj. Shipping & Payment ^{4,5}	13.8%	(90bps)	13.7%	(70bps)
Marketing ⁴	12.3%	160bps	11.9%	80bps
Adjusted SG&A ^{4,6}	13.9%	(160bps)	13.9%	(110bps)

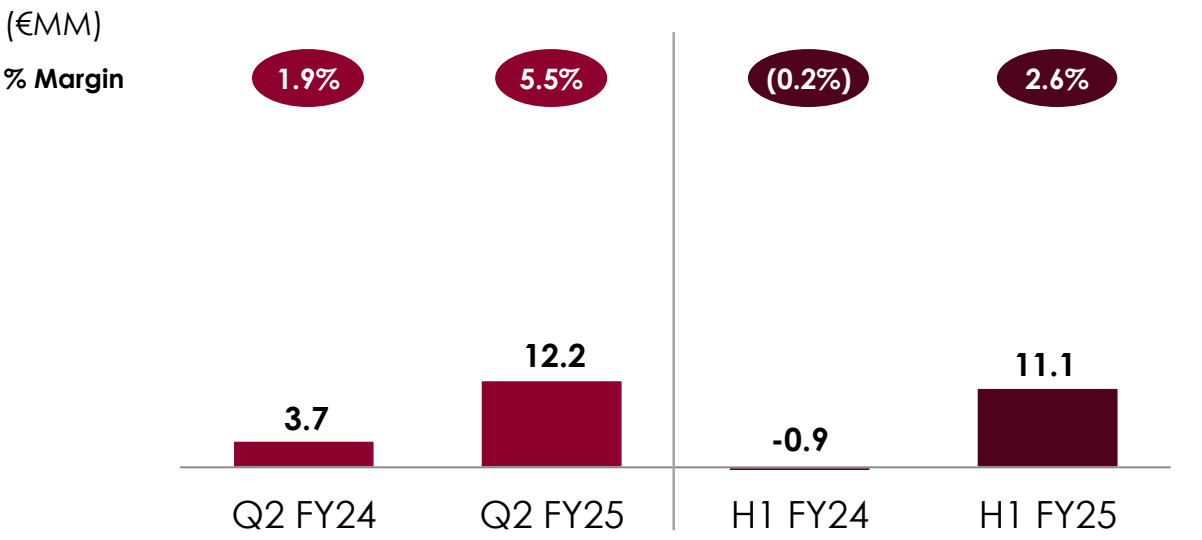
Notes:
1 Represents the three months ended December 31, 2024
2 Represents the six months ended December 31, 2024
3 As % of Net Sales
4 As % of GMV
5 Adjusted to exclude other transaction-related, certain legal and other expenses
6 Adjusted to exclude other transaction-related, certain legal and other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

Good Profitability Levels In Q2 FY25

Adjusted EBITDA⁴



Adjusted Operating Income⁴



	Q2 FY25 ¹	YoY GROWTH	H1 FY25 ²	YoY GROWTH
Adjusted EBITDA ⁴ (€MM)	16.2	114.8%	19.1	199.6%
Adjusted EBITDA Margin ^{3,4}	7.3%	350bps	4.5%	280bps
Adjusted Operating Income ⁴ (€MM)	12.2	232.0%	11.1	1389.3%
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Notes:
1 Represents the three months ended December 31, 2024
2 Represents the six months ended December 31, 2024
3 As a % of Net Sales
4 Adjusted to exclude other transaction-related, certain legal and other expenses and share-based compensation

Confirming Guidance For Full FY25

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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 levels

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 the Form 20-F filed with the U.S. Securities and Exchange Commission on September 12, 2024. 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

23

Mytheresa Offers a Unique Investment Opportunity



Outstanding **Market Fundamentals**
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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 FY24	Q2 FY24	Q2 FY25
<i>Net Income to Adjusted EBITDA:</i>			
Net Income	(24.9)	(5.8)	(4.7)
Finance Expenses, Net	4.8	1.2	2.0
Income Tax Expense	(1.8)	(0.2)	0.2
Depreciation & Amortization	15.2	3.8	3.9
EBITDA	(6.7)	(0.9)	1.4
Other transaction-related, certain legal and other expenses ¹	14.1	3.6	9.6
Share-based Compensation ²	18.5	4.9	5.1
Adjusted EBITDA	25.8	7.5	16.2
<i>Adjusted EBITDA Margin reconciliation</i>			
Net Sales	840.9	196.6	223.0
Adjusted EBITDA Margin	3.1%	3.8%	7.3%

¹Other 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, (iii) other non-recurring expenses incurred in connection with the costs of closing distribution center in Heimstetten, 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

(€MM)	Full FY24	Q2 FY24	Q2 FY25
Net Income to Adjusted Operating Income:			
Net Income	(24.9)	(5.8)	(4.7)
Finance Expenses, Net	4.8	1.2	2.0
Income Tax Expense	(1.8)	(0.2)	0.2
Operating Income	(22.0)	(4.8)	(2.5)
Other transaction-related, certain legal and other expenses ¹	14.1	3.6	9.6
Share-based Compensation ²	18.5	4.9	5.1
Adjusted Operating Income	10.6	3.7	12.2
Adjusted Operating Income Margin reconciliation			
Net Sales	840.9	196.6	223.0
Adjusted Operating Income Margin	1.3%	1.9%	5.5%

Reconciliation to IFRS Metrics

(€MM)	Full FY24	Q2 FY24	Q2 FY25
Net Income to Adjusted Net Income:			
Net Income	(24.9)	(5.8)	(4.7)
Other transaction-related, certain legal and other expenses ³	14.1	3.6	10.1
Share-based Compensation ¹	18.5	4.9	5.1
Adjusted Net Income	7.7	2.7	10.6
Adjusted Net Income Margin Reconciliation			
Net Sales	840.9	196.6	223.0
Adjusted Net Income Margin	0.9%	1.3%	4.8%

3 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, (iii) other non-recurring expenses incurred in connection with the costs of closing distribution center in Heimstetten, Germany and (iv) finance costs in the form of RCF amendment fees.

Reconciliation to IFRS Metrics

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(€MM)	Full FY24	Q2 FY24	Q2 FY25
<i>SG&A to Adjusted SG&A:</i>			
SG&A	(160.6)	(42.0)	(48.7)
Other transaction-related, certain legal and other expenses ¹	14.1	3.6	9.6
Share-based Compensation ²	18.5	4.9	5.1
Adjusted SG&A	(128.0)	(33.9)	(33.9)
<i>Shipping & Payment Cost to Adj. Shipping & Payment Cost</i>			
Shipping & Payment Cost	(135.5)	(32.5)	(33.7)
Other transaction-related, certain legal and other expenses ¹	1.3	0.3	-
Adj. Shipping & Payment Cost	(134.2)	(32.2)	(33.7)
<i>Adjusted Finance (expense) income, net</i>			
Finance (expense) income, net	(4.8)	(1.2)	(2.0)
Adjusted finance expenses	-	-	0.5
Adjusted finance expenses	(4.8)	(1.2)	(1.5)