

# H1 2015 Results Update

30 SEPTEMBER 2015, BERLIN

## SUMMARY

• *Rocket Internet's Proven Winners and Emerging Stars performance on track* • *Strong weighted top line growth of 142% in net revenues/GMV and margin improvement for Proven Winners in H1 2015 vs. H1 2014* • *Transition of Rocket Internet's financial reporting to IFRS* • *Nine new companies launched YTD* • *LPV increase of EUR 3.4 billion since IPO*

**B**erlin, Germany, 30<sup>th</sup> September 2015 – During H1 2015, Rocket Internet SE (“Rocket Internet”, “Rocket”, “the Company”) continued to capitalize on the significant market opportunities in the global online economy through its network of companies, which have been performing in line with expectations. The Proven Winners recorded an average weighted net revenues/Gross Merchandise Volume (GMV) period-over-period growth of 142% in H1 2015. The Proven Winners continue to show strong operating leverage with an average EBITDA margin improvement of six percentage points in H1 2015 compared to H1 2014. The Emerging Stars mostly continued on their promising growth trend.

Rocket Internet increased its Last Portfolio Value (“LPV”) by EUR 3.4 billion since the IPO in October 2014, which corresponds to an increase of 38% in the LPV (plus net cash) per share from EUR 32 at IPO to EUR 44 now. The recent financing round at HelloFresh valuing this Proven Winner at EUR 2.6 billion post money contributed EUR 1.1 billion.

Rocket Internet successfully completed its transition to International Financial Reporting Standards (“IFRS”). This is an important step towards the envisaged Prime Standard uplisting and further increases Rocket’s financial transparency. Under IFRS, revenues amounted to EUR 71.3 million in H1 2015, increasing slightly compared to H1 2014. The result for the period changed from a profit of EUR 91.9 million in H1 2014 to a loss of EUR 45.9 million in H1 2015, predominantly driven by one-off effects such as a reduction in deconsolidation gains, by employee benefit expenses and partially offset by higher financial income.

The Rocket Internet platform is well on track to start 10 new companies in 2015, nine of which have been launched to date.

Oliver Samwer, Founder and Chief Executive Officer of Rocket Internet commented: „Our Proven Winners continue on their strong growth trajectory in 2015. The H1 financials demonstrate growth as well as improvements in profitability. Rocket’s transition to IFRS shows

the strong progress that we have made in terms of financial reporting in the group and our focus on increasing transparency.“

For an overview of the Proven Winners H1 2015 financials, please see the appendix or visit our website.

Rocket Internet holds a capital markets day in London on September 30<sup>th</sup> and in New York on October 1<sup>st</sup>.

**Ends**

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### **About Rocket Internet**

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models that satisfy basic consumer needs across four main sectors: eCommerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit [www.rocket-internet.com](http://www.rocket-internet.com).

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## ABOUT ROCKET INTERNET

### **Our Mission**

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### **Our Focus**

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

### **Our Strategy**

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

### **Our Platform**

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation

among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.

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