

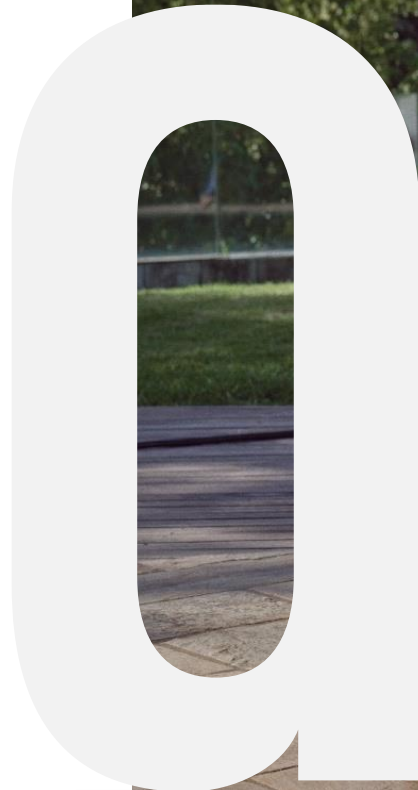
# ANSWEAR.COM INVESTOR PRESENTATION 2024

April 2025



Q.

# THE VISION OF A MARKET LEADER IN THE PREMIUM & HIGH-END FASHION SEGMENT IN CENTRAL EUROPE



# BUILDING A UNIQUE PREMIUM & HIGH-END FASHION GROUP IN THE CEE REGION

	~2019 YESTERDAY	~2024 TODAY	~2026 TOMORROW
Revenue	<b>311</b> mln PLN	<b>1 509</b> mln PLN	
EBITDA	<b>9,6</b> mln PLN	<b>34,4</b> mln PLN	
Premium brand %	<b>41</b> %	<b>71</b> %	
AOV	<b>221</b> PLN	<b>416</b> PLN	
Number of markets	<b>7</b>	<b>12</b>	
Number of visits	<b>116</b> mln	<b>329</b> mln	

## IPO Goals Achieved and Dynamic Growth

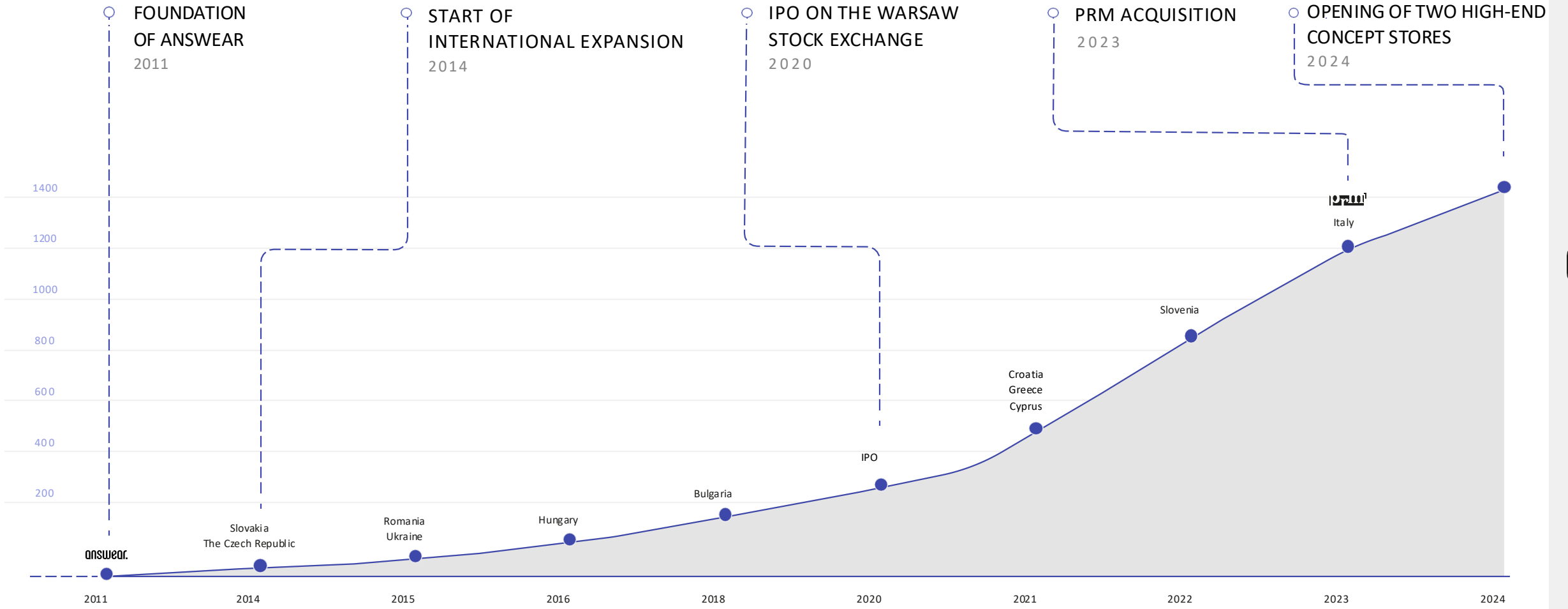
- We have successfully exceeded all targets outlined in the IPO prospectus
- Our business has scaled multiple times
- We have entered new markets

## Business Transformation Towards the Premium & High-End Segment:

- Acquired the PRM & Sneaker studio brands
- Opened two concept stores in Warsaw
- Invested in marketing and brand repositioning
- EBITDA includes transformation-related costs

The Vision of a Market Leader in the Premium & High-End Fashion Segment in Central Europe

# WE ARE THE FASTEST-GROWING FASHION E-COMMERCE PLATFORM IN EUROPE



**CAGR 2011-2024 = 48%**

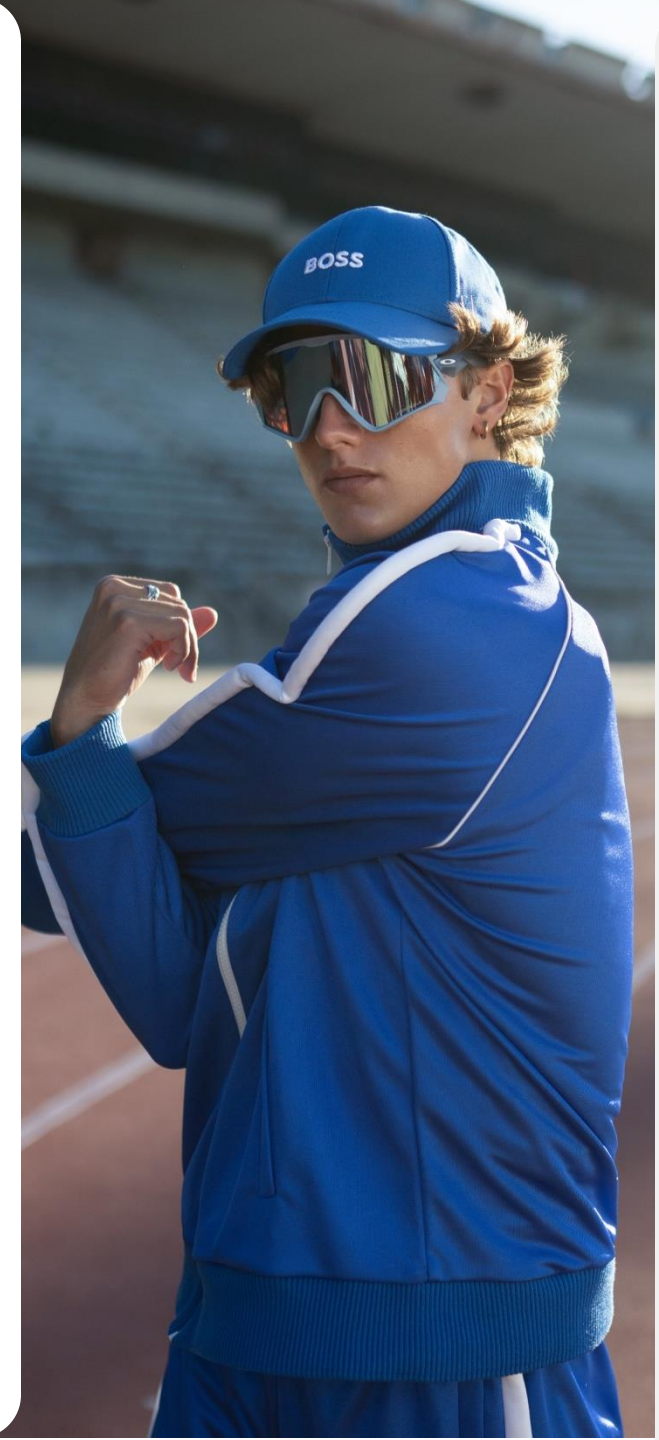
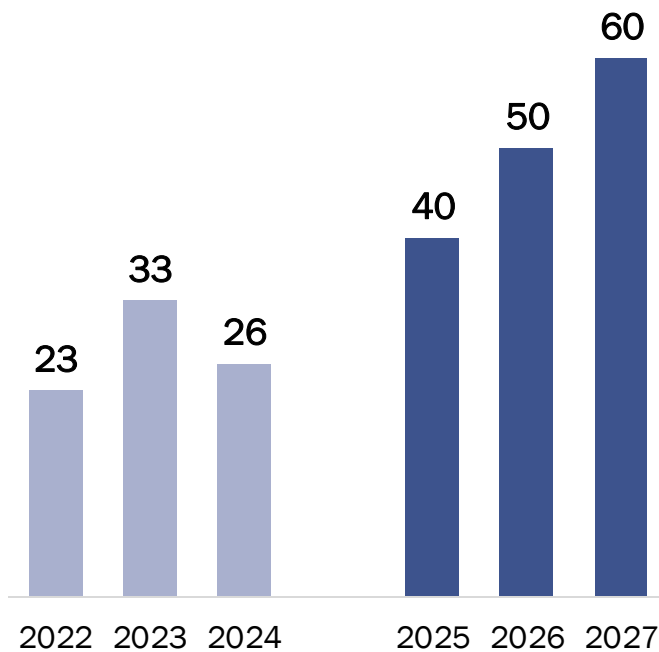
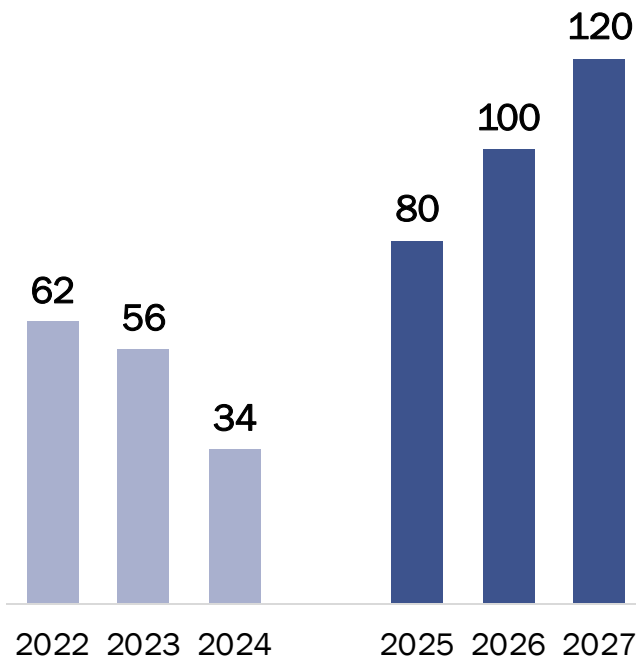
# AMBITIOUS INCENTIVE PROGRAM

We Always Look Ahead

— Goals for the Coming Years

Performance Target: EBITDA (PLN million)

Market Target: Share Price (PLN)



# Building a Unique Premium & High-End Fashion Group in the CEE Region

## Offer Structure

## Target Groups

## Selected Brands



HIGH-END

~**20** k SKUs  
**260** Brands  
**15** %   
**80** %   
**472** PLN AOV  
**99** % Premium & Luxury  
**5** %

- Men (60%) and women (40%), customers defined not strictly by age (with a majority from Gen Y and Gen Z) but by lifestyle and interests related to fashion, art, design, and culture.
- Fashion as an expression of self-awareness and identity – from limited collections and exclusive sneakers to top-tier designer brands.



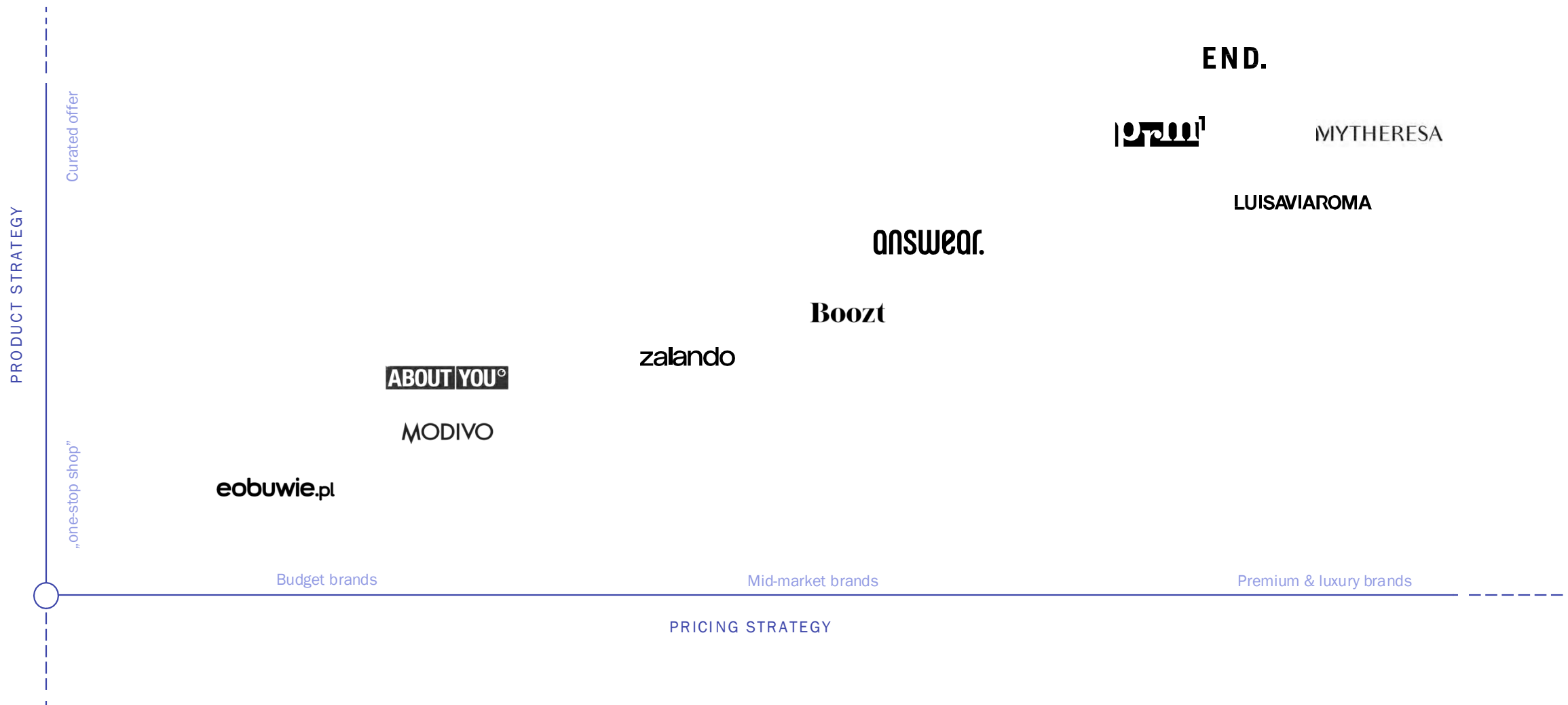
PREMIUM

~**246** k SKUs  
**866** Brands  
**43** %   
**33** %   
**416** PLN AOV  
**71** % Premium  
**24** %

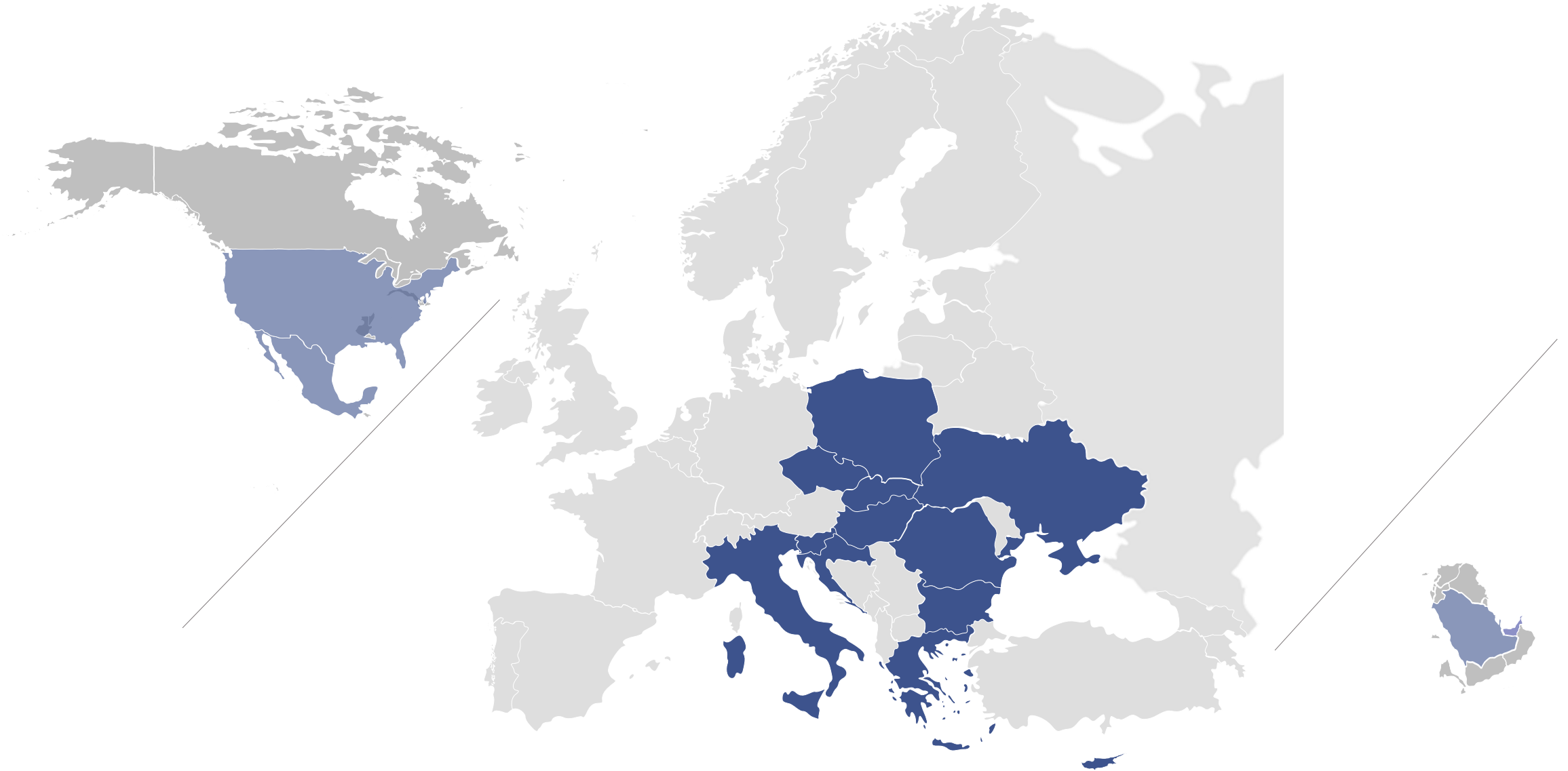
- Women (approx. 70%) of various ages, living in large cities.
- Aspirational, fashion- and lifestyle-oriented, with strong purchasing power.



# CREATING OUR OWN SPACE



# STRONG GEOGRAPHICAL DIVERSIFICATION ENABLES US TO MINIMIZE RISKS ASSOCIATED WITH SPECIFIC MARKETS.



# THE FASTEST-GROWING FASHION E-COMMERCE IN EUROPE

Q4 2024 Summary

**533** mIn PLN

Revenue  
+ **24%** r/r

**217** mIn PLN

Gross Margin  
+ **32%** r/r

**40,7** %

Gross margin  
+ **2,7 p.p.** r/r

**39** mIn PLN

EBITDA  
+ **116%** r/r

**416** PLN

AOV  
+ **6%** r/r

**2 455** K PLN

Active costumers  
+ **19%** r/r

## WE HAVE RETURNED TO OUR PREVIOUS GROWTH TRAJECTORY

We have rebuilt our revenue growth dynamics (top-line), and operational profitability has returned to a satisfactory level. We have completed the phase of intensive investments and are now beginning to reap the rewards – the effects are already visible in the results.

## WE HAVE ACHIEVED 80% OF OUR PREMIUMIZATION TRANSFORMATION

We have successfully restructured our portfolio towards higher-margin, value-added products. The new offerings have attracted new, more demanding customers, willing to pay more for quality and design. The average basket value is increasing, sales structure is improving, and the brand is strengthening its position in the premium segment.

## WE ARE SATISFIED WITH THE DEVELOPMENT OF THE PRM BRAND

In Q4'24, PRM experienced dynamic revenue growth, nearly doubling year-over-year, and approaching positive EBITDA (-0.4 million PLN). The repositioning strategy, new offerings, and intensified marketing efforts are starting to pay off – we are seeing a clear positive trend.

## WE HAVE AMBITIOUS PLANS FOR THE COMING YEARS

We have implemented an ambitious incentive program, reinforcing our belief in continued dynamic growth and a return to attractive EBITDA growth trajectories. We are targeting more than double year-over-year EBITDA in 2025, with a goal of 100 million PLN by 2026.

# CONSISTENT PREMIUMIZATION OF THE OFFERING



# THOUGHTFUL STRATEGY FOCUSED ON INCREASING MARGINS, BRAND STRENGTH, AND DIFFERENTIATING FROM COMPETITION

— Why premium?

## HIGHER MARGINS AND PROFITABILITY

Premium products are characterized by higher prices, which allows for better margins and higher profitability, even with fixed operational costs.

## LONGER PRODUCT LIFESPAN

Premium fashion products are typically made from better materials and with more attention to detail, resulting in longer durability, which is appreciated by discerning consumers.

## GROWING DEMAND IN THIS SEGMENT

The increasing interest in premium fashion, especially among those seeking unique and luxury products, creates an opportunity for growth in this prestigious market segment.

## STRONGER BRAND POWER AND CUSTOMER LOYALTY

Premium fashion brands build a stronger identity, leading to greater customer loyalty, with consumers more likely to return to brands that offer high-quality products.

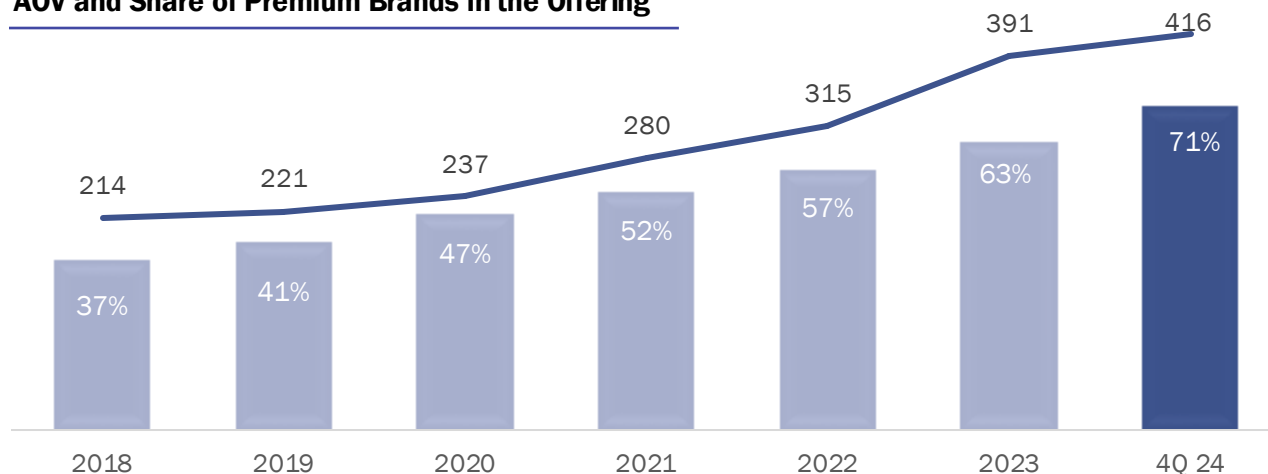
## Indicative Transaction Economics for Different Brands

	Entry Price	Premium
Margin I	x	1,8x
Logistics	x	x
Margin II	x	2,2x
Margin III	x	1,9x
Margin IV	x	1,9x

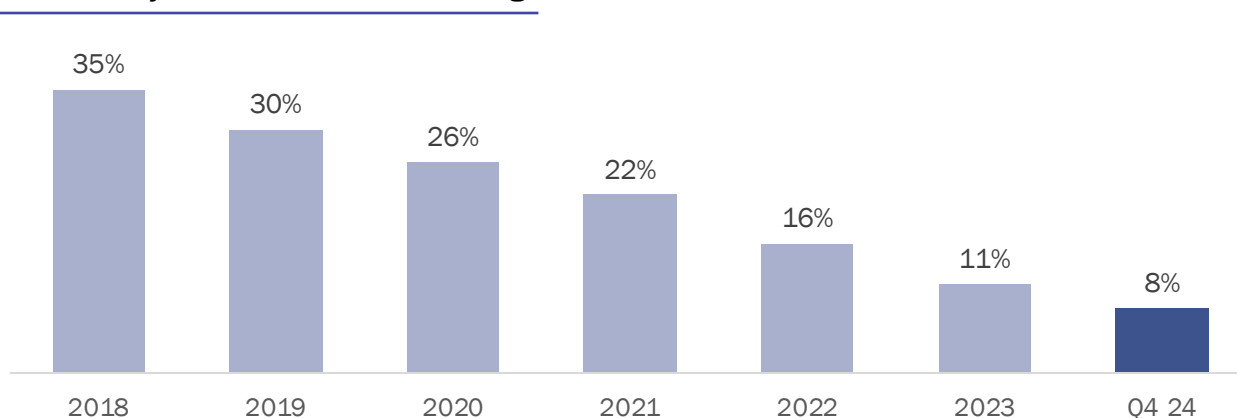
Key operational costs, such as delivery costs, storage, general management expenses, and offline advertising, **are fixed for both Entry Price and Premium brands**, resulting in a greater impact on the profitability of premium brands.

# WE ARE CONSISTENTLY INCREASING THE NUMBER OF PREMIUM BRANDS IN OUR OFFERING...

**AOV and Share of Premium Brands in the Offering**



**Share of Entry Price Brands in the Offering**



In 2024, Answear completed 80% of the premiumization transformation of its offering.

Brands appreciate our premium quality, which grants us access to higher segments (e.g., Adidas Originals, New Balance) as well as limited edition collections (e.g., Karl Lagerfeld Studio).

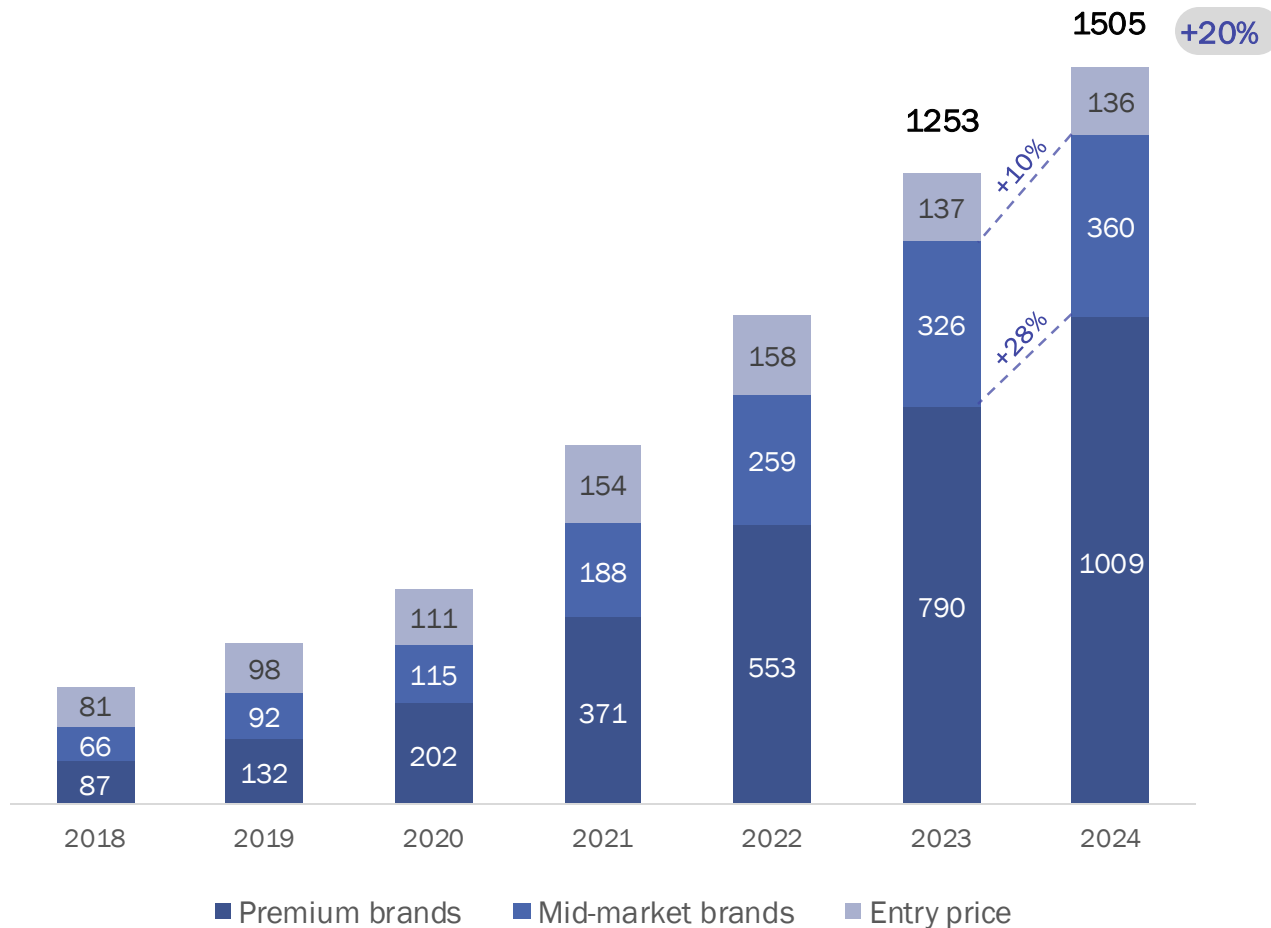
Some brands are choosing to discontinue cooperation with our competitors.

Selected Brands Acquired in 2024:



# ... ALLOWING US TO REACH A NEW CUSTOMER GROUP

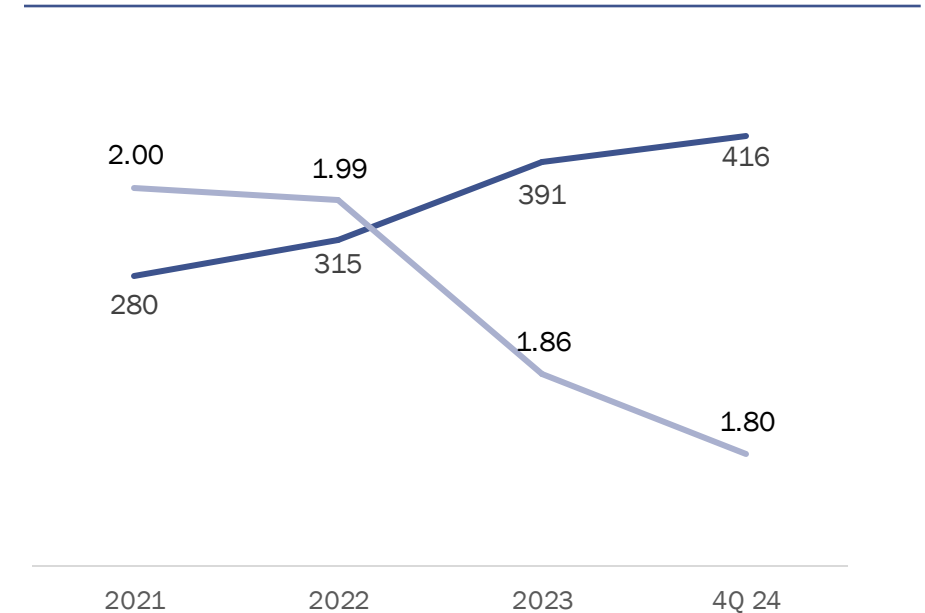
**SALES BY SEGMENT (in million PLN)**



The premium segment has grown at a faster pace than the Company's overall revenue, while simultaneously reducing the portfolio of lower-segment brands.

The average order value is increasing, while the number of products per basket is decreasing, suggesting that customers are purchasing fewer items but with a higher unit price. This trend reflects the effectiveness of our premiumization strategy.

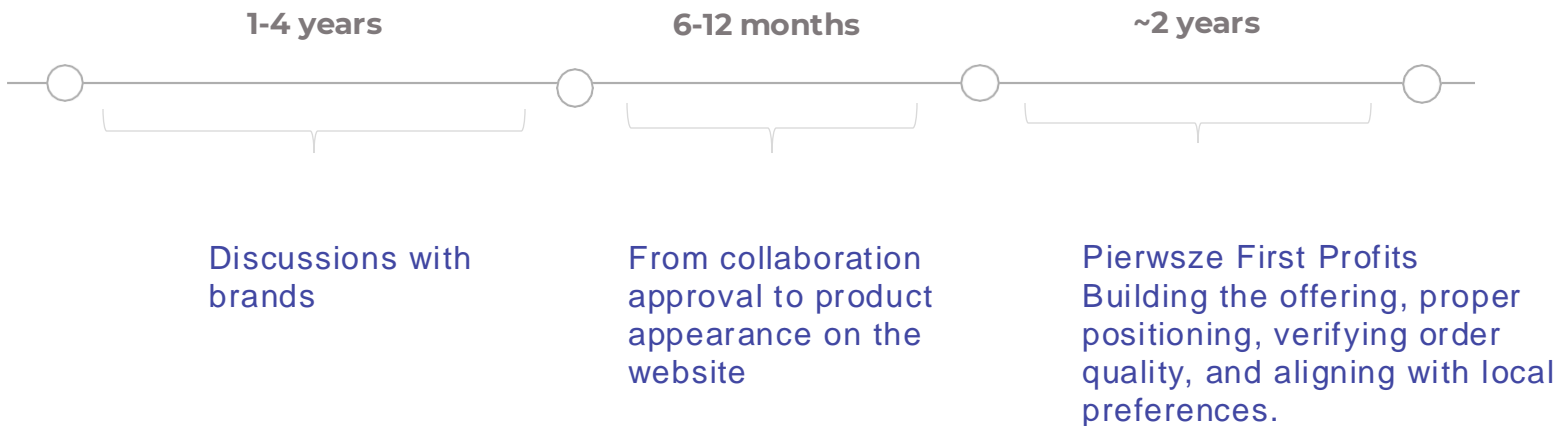
**AOV and Average Number of Products in the Basket**



# A DEMANDING BRAND ACQUISITION PROCESS THAT WE HAVE MASTERED

The brand acquisition process, especially in the premium segment, is time-consuming but crucial for continued growth.

After the first year, we can see which brands are successful and which do not meet expectations. This allows us to efficiently increase budgets for the top-performing brands and eliminate those that do not deliver the expected results.





# CASE STUDY: SELECTED BESTSELLERS

**answear.**

**Footwear** 

Units Sold: **2,4 k.**  
Revenue: **1,4 mln PLN**  
Product Margin: **51,6%**  
Weeks in Offer: **18**  
Price: **819,99 PLN**

**Handbag** 

Units Sold : **1 k.**  
Revenue: **1,2 mln PLN**  
Product Margin: **37,3%**  
Weeks in Offer: **9**  
Price: **2 139,90 PLN**

**Sports Footwear** 

Units Sold : **2,4 k.**  
Revenue: **0,9 mln PLN**  
Product Margin: **38,9%**  
Weeks in Offer: **47**  
Price: **549,99 PLN**

**10001**

**Sneakers**   
Brand: X

Units Sold : **2,1 k.**  
Revenue: **0,9 mln PLN**  
Product Margin: **46,01%**  
Weeks in Offer: **41**  
Price: **499,99 PLN**

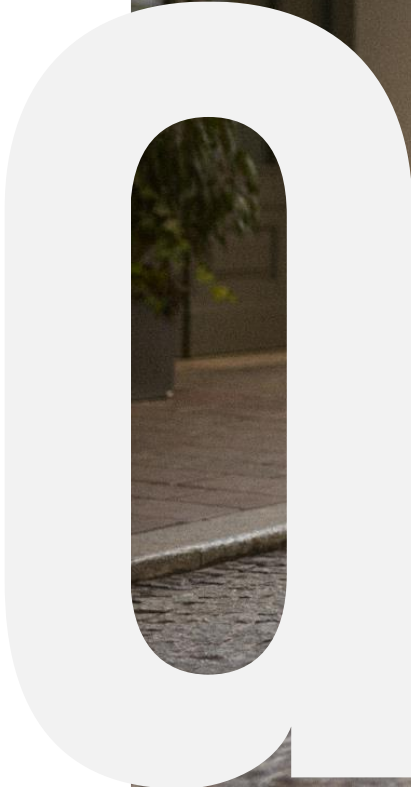
**Sneakers**   
Brand: Y

Units Sold: **74 k.**  
Revenue: **0,13 mln PLN**  
Product Margin: **49,98%**  
Weeks in Offer: **1**  
Price: **2 389,90 PLN**

**Sneakers**   
Brand: Z

Units Sold: **291 k.**  
Revenue: **0,2 mln PLN**  
Product Margin: **38,44%**  
Weeks in Offer: **5**  
Price: **899,99 PLN**

**WE ARE  
CONSISTENTLY  
STRENGTHENING  
OUR BRAND  
POWER**



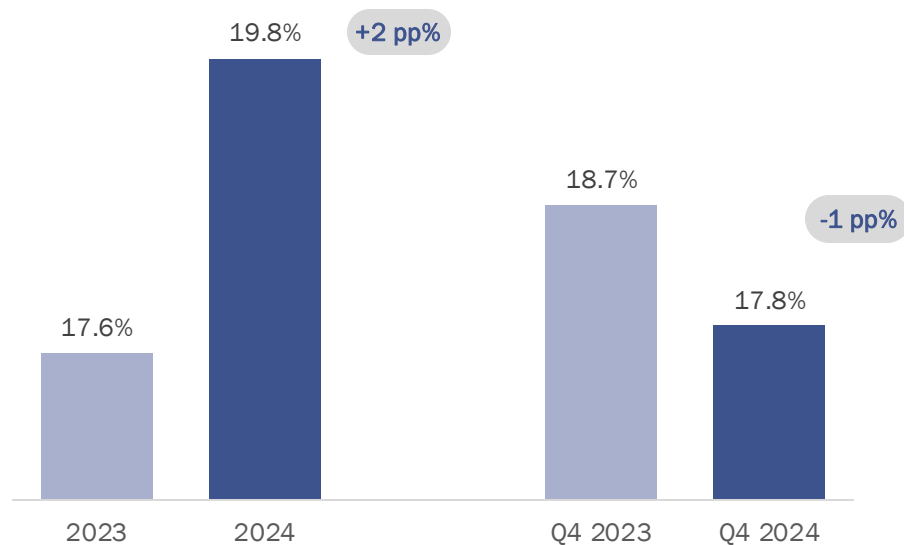
# WE LAUNCHED LARGE-SCALE, HIGH-REACH MARKETING CAMPAIGNS...

The "Dress Life in What Matters" campaign, launched in May 2024, emphasized fashion, intangible values, and unique products—reinforcing our premiumization strategy.

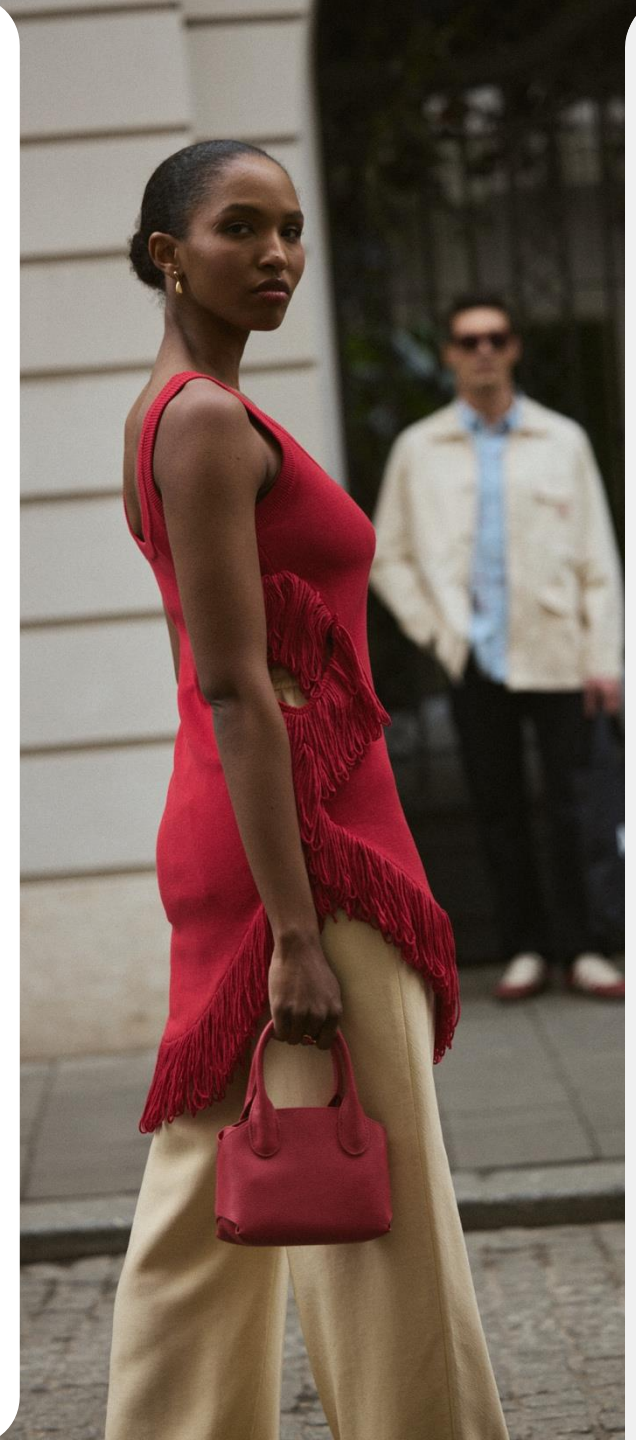
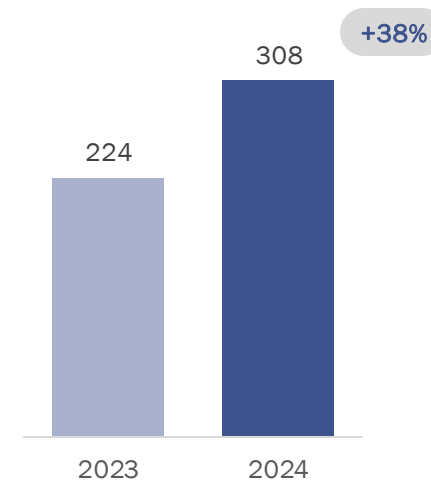
PRM's "PRIME CHOICE" strategy, introduced through a campaign featuring Jakub Józef Orliński as brand ambassador in April 2024, marked a new direction for PRM and has been followed by a series of targeted, local marketing initiatives.

Unprecedented marketing investments in 2024 were essential to successfully drive our transformation into the premium segment.

## MARKETING EXPENSES



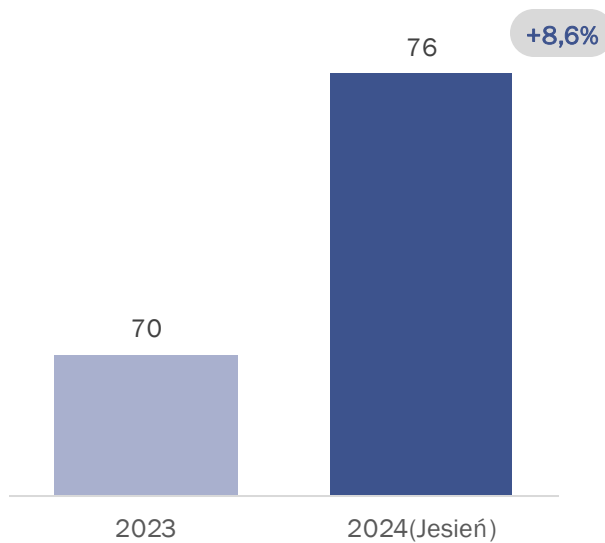
## MARKETING COSTS (in million PLN)





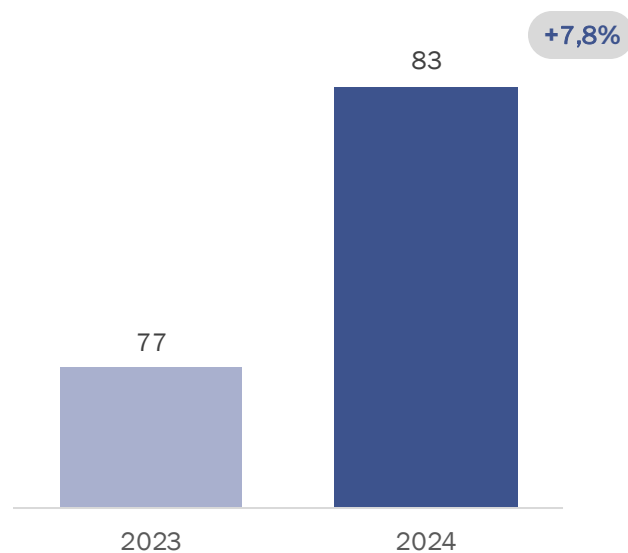
# ... WHICH SIGNIFICANTLY STRENGTHENED THE POWER AND PERCEPTION OF OUR BRANDS

## AIDED BRAND AWARENESS – ANSWER



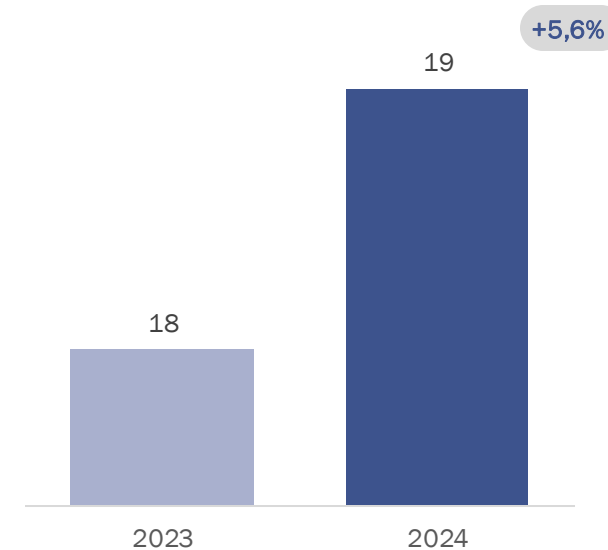
Average Competitor Growth: **6.66%**

## AIDED BRAND AWARENESS AMONG PREMIUM CUSTOMERS



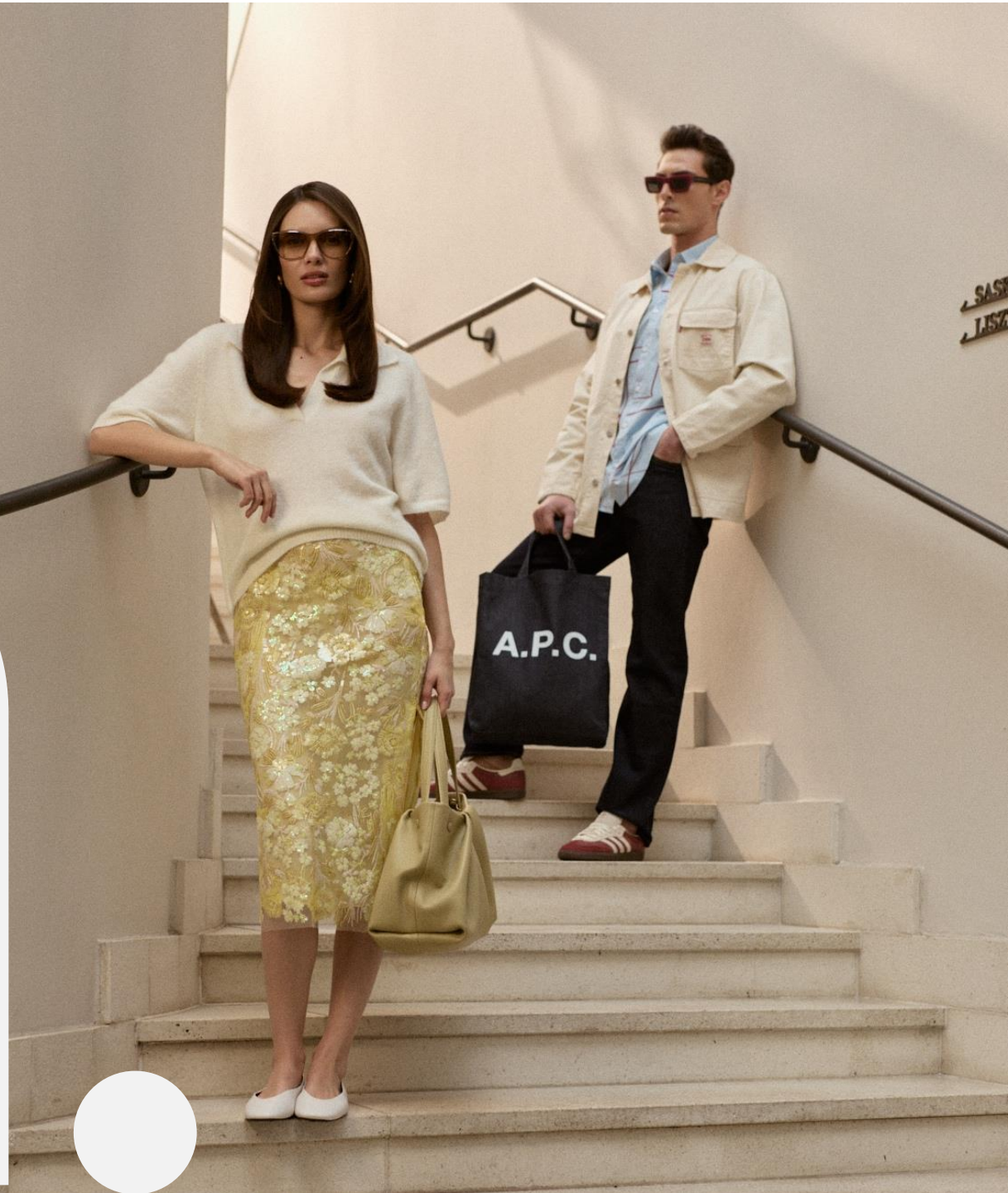
Average Competitor Growth: **6.28%**

## UNAIDED BRAND AWARENESS AMONG PREMIUM CUSTOMERS



Average Competitor Growth: **6.28%**

**THE INVESTMENT IN  
OUR CONCEPT STORE  
IS A MAJOR  
DIFFERENTIATOR FOR  
OUR BRANDS AND  
ATTRACTS NEW,  
UNIQUE LABELS**



# ... WHICH HAVE SIGNIFICANTLY ENHANCED THE STRENGTH AND PERCEPTION OF OUR BRANDS



## ANSWEAR CONCEPT STORE

2,000 sqm of immersive brand experience

The Answear.com showroom includes a café, tailoring and product personalization zones, an event space, and VIP fitting rooms with personal stylist services.

The store features a unique design, including custom-made furniture and huge storefront windows that create a standout visual identity.



## PRM CONCEPT STORE

600 sqm of curated high fashion and culture

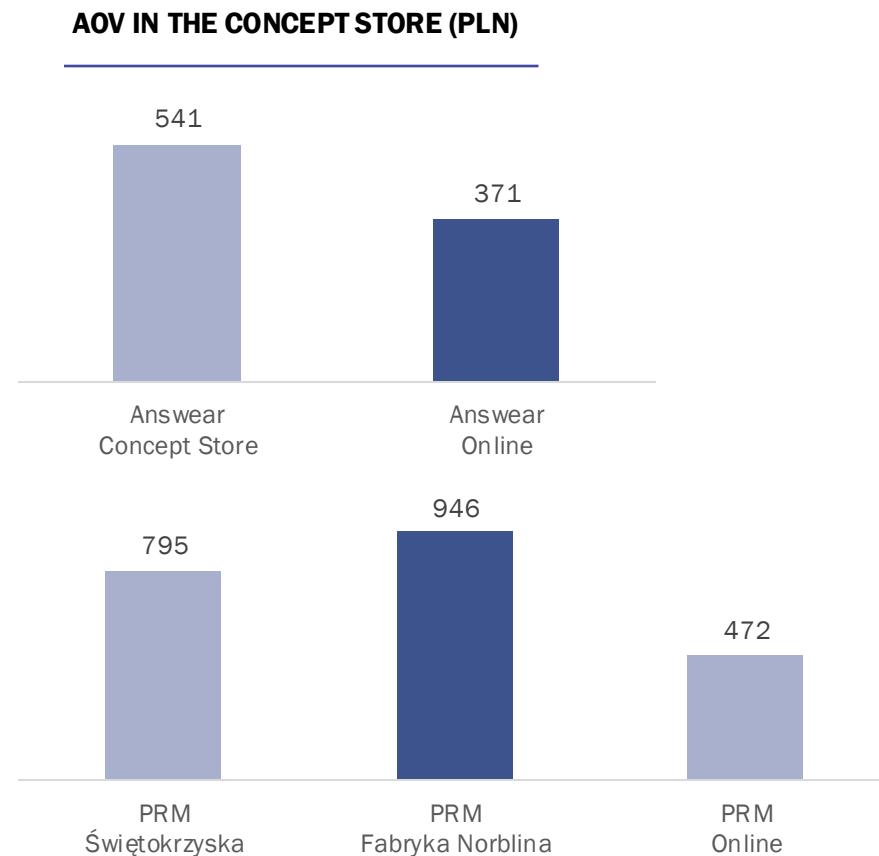
600 sqm of curated high fashion and culture  
A one-of-a-kind location in Warsaw showcasing a selective portfolio of high fashion brands, including labels previously unavailable in this part of Europe

Beyond fashion, the space is filled with art, design, and culture, featuring a dedicated vinyl zone for a multidimensional experience

# A UNIQUE MARKETING AND BRAND IMAGE DIMENSION

The concept store also serves as a meeting point for both customers and individuals from the worlds of fashion and culture. Events organized in collaboration with partner brands offer a unique opportunity to explore their offerings and the ideas behind the favorite labels of Answear customers.

	CONCEPT STORE	TRADITIONAL STORE
Strategic Objective:	Strengthening brand awareness and building customer loyalty	Maximizing Sales and Profitability per m <sup>2</sup>
Brand & Collection Curation	Selection of 3-5 new brands per season. Introduction of 5-10 limited collections per season	Permanent assortment curated based on sell-through data and turnover
Marketing Support	Brand collaborations, additional partner marketing budgets	Standard promotional campaigns (e.g., seasonal, discount-driven)
Marketing KPIs:	Number of marketing activations with partners	In-store footfall
Sales KPIs:	Impact on online sales (omnichannel conversion)	- Sales per sqm - Conversion rate
Operational KPIs:	- Number of in-store events / activations - Brand partnerships	- Product turnover - Stocking per sqm - Gross margin



# WE ORGANIZE EXCLUSIVE EVENTS

- Grey Days x New Balance
- New Collection Launch Adidas Originals
- Event with Lacoste
- Launch of the Ray-Ban Eyewear Collection, featuring Lenny Kravitz – an event for influencers, media, and brand enthusiasts.
- Launch of the latest Karl Lagerfeld Studio collection, available exclusively in Poland at the Answear Concept Store.
- Launch of the new Dr. Martens collection
- XMASS GIFT SHOPPING z AX i PINKO
- Event with Marciano by Guess
- Opening of the MMC Studio pop-up store zone
- Workshop Puma Slow Space



## MARKI POZYSKANE DZIĘKI CONCEPT STORE

BALLY BOGNER BY FAR

ZADIG&VOLTAIRE **MISSONI** 

**RUSLAN BAGINSKIY** Nanushka

MM© PATOU YUZEFI

Theory  FILIPPA  
K

SLEEPER MACKAGE I R O

STAND STUDIO **AERON**

# WE CREATE A UNIQUE SPACE AND ORGANIZE EXCLUSIVE EVENTS



The New Space Opens the Door to Collaborations with More Top Brands

Collaborations based on offering space to partners for product display.

A space designed to provide premium customer service and build a community around the brand, attracting a wide audience from the worlds of music, art, and culture.

## Porsche Trick & Tunes w PRM

A dedicated event for VIP customers of the Porsche



## Vinyl Corner in PRM

Opening of the Vinyl Corner in collaboration with Poland's most popular jazz musician, Wojtek Mazolewski.



## Adidas Originals Zone

A dedicated area in the Concept Store, designed to showcase top models and limited-edition collections from the Adidas Originals brand.



**OUR OPERATIONAL  
EXCELLENCE  
ALLOWS US TO  
HANDLE OVER  
36,000 ORDERS  
DAILY**

Q



# EFFICIENT OPERATIONAL MODEL

## FULL CONTROL OVER KEY PROCESSES AND THEIR OPTIMIZATION

### CENTRAL WAREHOUSE

A logistics centre covering 39,000 m<sup>2</sup> (with the possibility to expand by 20,000 m<sup>2</sup>), handling a GMV of €500 million. It ensures the fastest and most cost-effective deliveries in the region through local hubs and couriers.

### IN-HOUSE PHOTO/VIDEO STUDIO

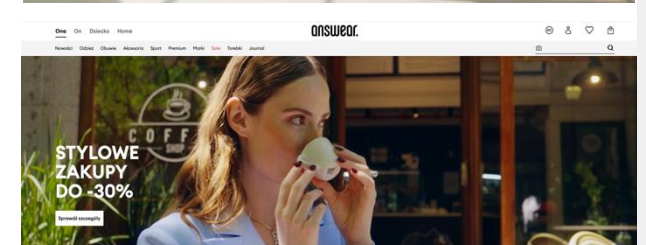
An in-house photo/video studio of 2,100 m<sup>2</sup> (12 studios, image studio, 12 packshot stations), enabling Answear.com and PRM.com to create unique photoshoots and videos, setting the company apart and boosting conversion rates.

### PLATFORM & MOBILE APP

A constantly improved platform and mobile app, operating in 14 languages, built on modern technologies with fast performance, high UX, and an efficient shopping process. It is used by both Answear.com and PRM.

### CONCEPT STORE

Two modern concept stores—Answear (2,000 m<sup>2</sup>) and PRM (600 m<sup>2</sup>)—located in the Norblin Factory, combining commercial, branding, and cultural functions. These stores support the acquisition of brands with selective distribution



# UNIKALNE SYNERGIE

## KORZYŚCI Z PRZEJĘCIA PRM

### Uwiarygodnienie i wzmocnienie pozycji całej grupy w segmencie premium:

Pozyskanie adidas originals i konsekwentna poprawa jakości oferty z wyższej segmentacji tej marki

Pozyskanie marek z dotychczasowej wishilist jak m.in. Veja, A.P.C, C.P. Company, MM6 Maison Margiela, Kenzo (dostępne wkrótce), J.W. Anderson, Coperni, Common Projects

Zwiększenie wolumenów zamówieniowych grupy, pozwalające na pozyskanie lepszych warunków zakupowych, co powinno być widoczne w marżach w najbliższych sezonach

Możliwość cross-sprzedaży

answear. + 

## KORZYŚCI Z DOŁĄCZENIA DO ANSWEAR

### Wykorzystanie zasobów i skali działalności Answear:

Efektywna logistyka, najszybsza dostawa w CEE

Nowoczesny magazyn i studio photo

Własne rozwiązania e-commerce

Zoptymalizowane koszty jednostkowe per transakcja

Pozyskanie marek (m.in. Heliot Emil, Nanushka, Remain, Sunnei, Rotate )

Możliwość cross-sprzedaży

# ROZWÓJ SEGMENTU LUXURY FASHION SNEAKERS & STREETWEAR

Dynamiczny wzrost rynku luxury sneakers & streetwear

## Konsument

- 80% klientów marek luksusowych sneakersów to pokolenie Z i millenialsi
- 91% nabywców luksusowych produktów to osoby w wieku 21–40 lat
- Personalizacja, wyrazistość stylu i storytelling kluczowe dla decyzji zakupowych

## Rynek napędzany kolaboracjami i limitowanymi edycjami

- Ikoniczne współprace: Supreme x Louis Vuitton, Stone Island x Moncler
- Limitowane edycje zwiększają popyt i wartość na rynku wtórnym
- Rynek odsprzedaży: ponad 30 mld USD | ceny wyższe nawet o 59% od detalicznych

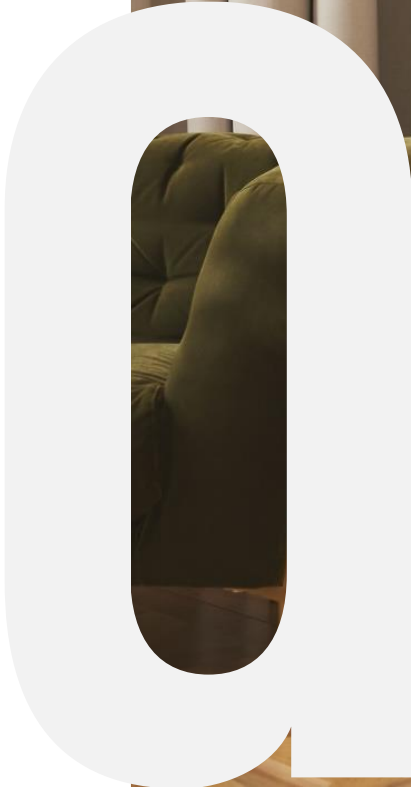
# 637 mld USD

Wartość rynku streetwear w 2034.  
CAGR od 2023: 8%

# 76 mld USD

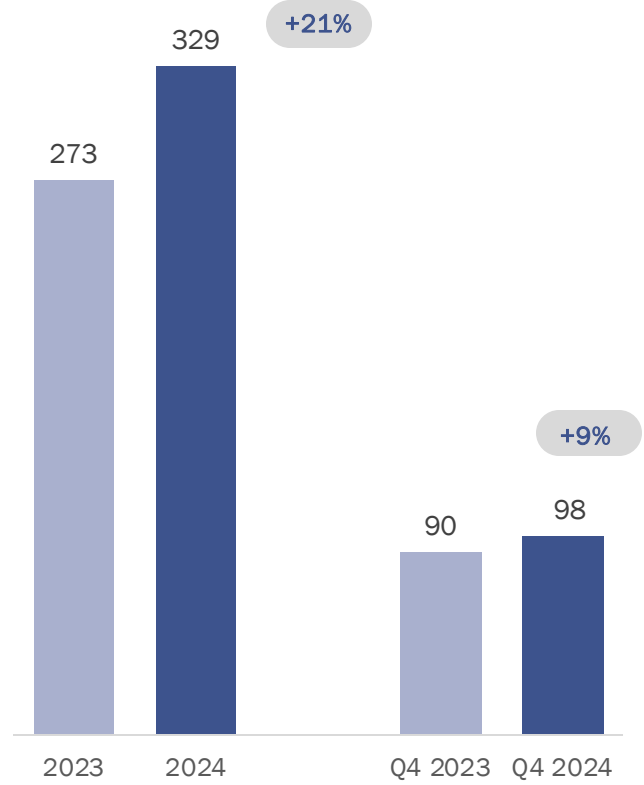
Wartość rynku luksusowego  
obuwia w 2034.  
CAGR od 2023: 7%

**WE CONSTANTLY  
INCREASE THE  
SCALE OF OUR  
BUSINESS**

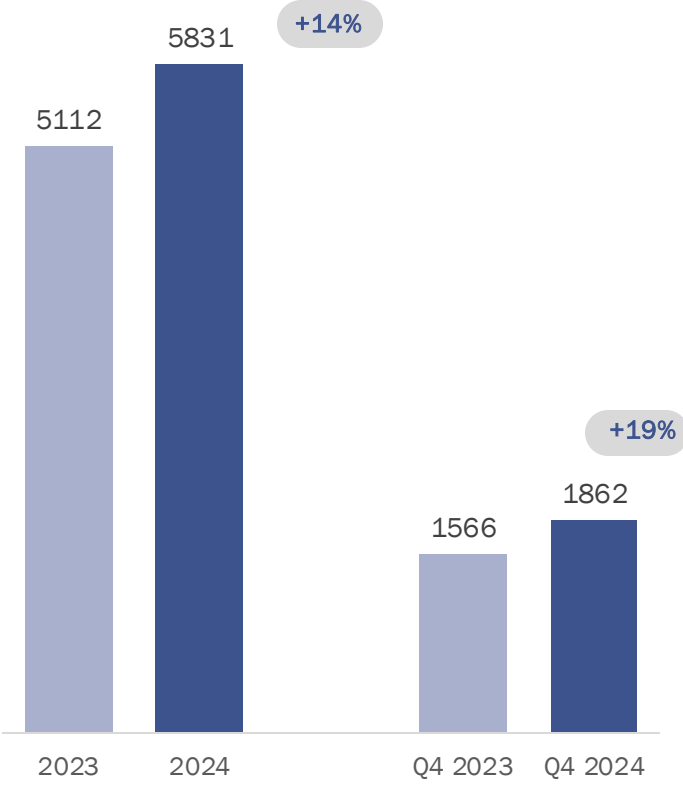


# WE CONTINUOUSLY INCREASE TRAFFIC TO OUR WEBSITES

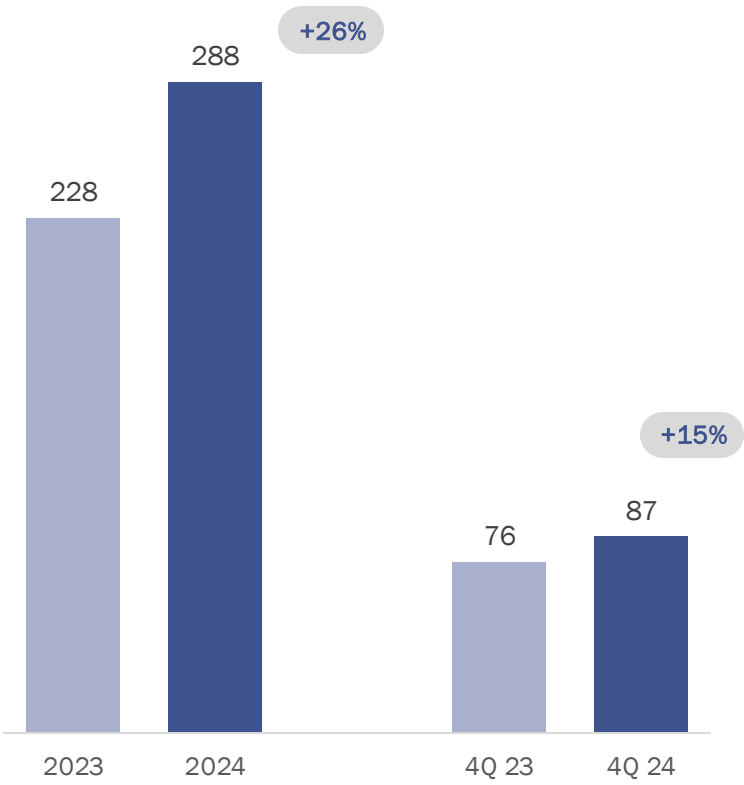
Total Visits (in millions)



Number of Orders (in thousands)



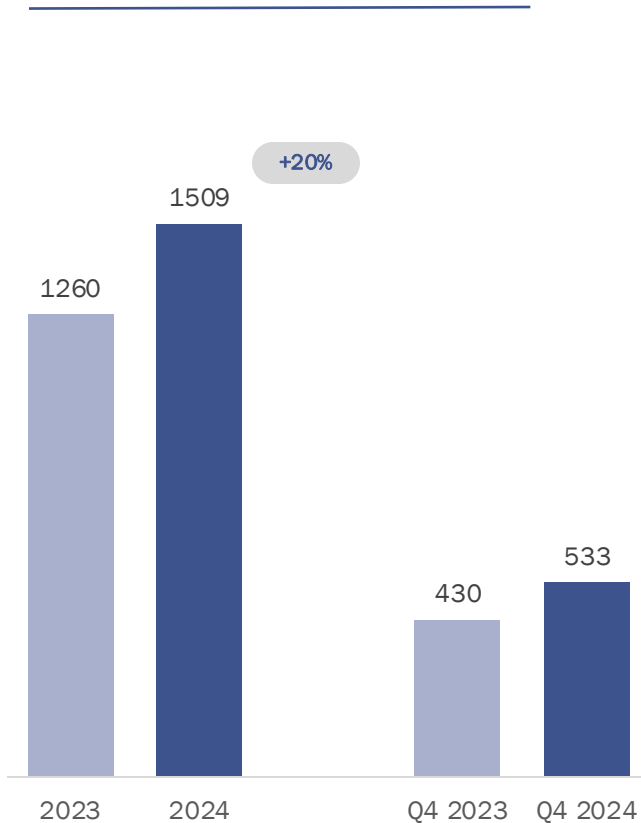
Mobile Channel Visits (in thousands)



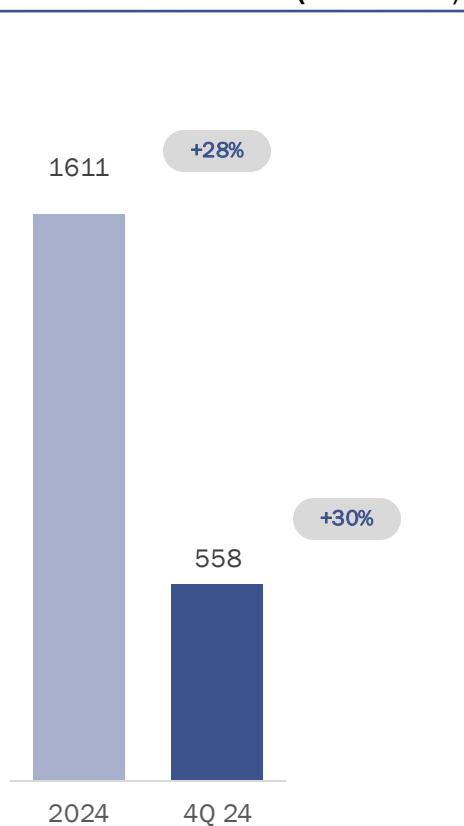
# OVER 1.5 BILLION PLN IN SALES REVENUE

WE CONSISTENTLY GROW DESPITE A CHALLENGING MARKET ENVIRONMENT

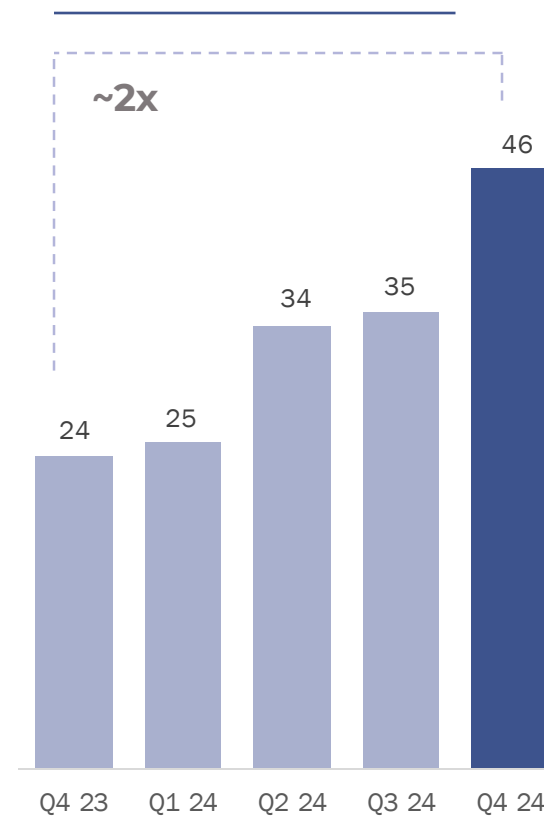
**SALES REVENUE (million PLN)**



**REVENUE IN CONSTANT CURRENCIES (million PLN)**

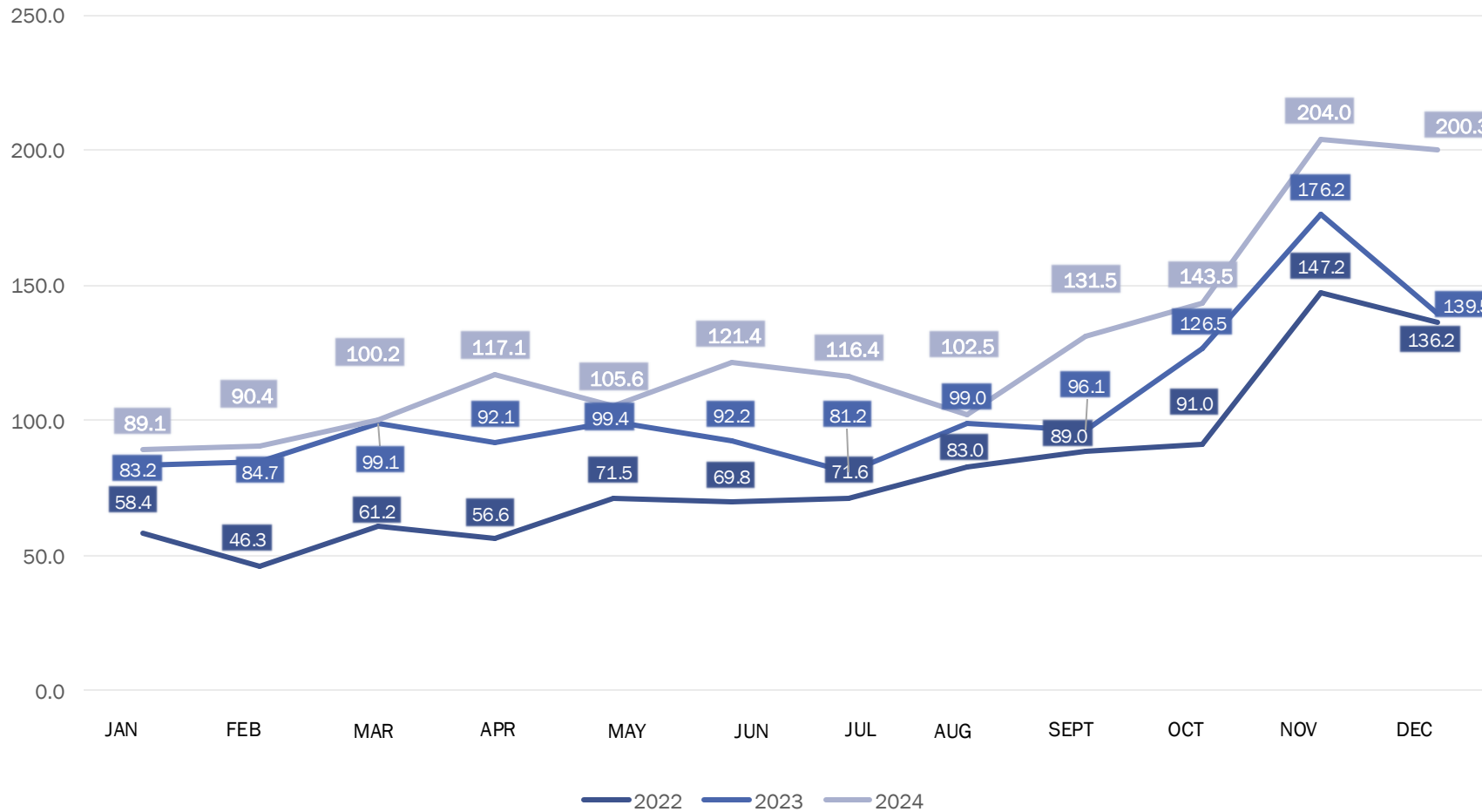


**PRM REVENUE (million PLN)**



- Return to the Previous Growth Trajectory
- Continued growth despite adverse external factors, geopolitical challenges, and PLN appreciation
- Strong dynamics driven by an excellent sales period in Q4
- The rapid development of PRM, with nearly 2x year-over-year revenue growth

# WE CONSISTENTLY IMPROVE SALES PERFORMANCE ACROSS INDIVIDUAL MONTH



## January - February

Lower sales due to a limited AW23 purchasing budget and smaller inventory for winter sales

## March - April

Strong SS24 season sales – well-selected product offer

## May

Increased marketing investments – branding activities both online and offline for Answear

## June - July

Sales supported by a TV campaign and a successful summer sale

## August

Marketing costs optimisation (CSR ANS: 16.2%, PRM: 22.4%)

## September - October

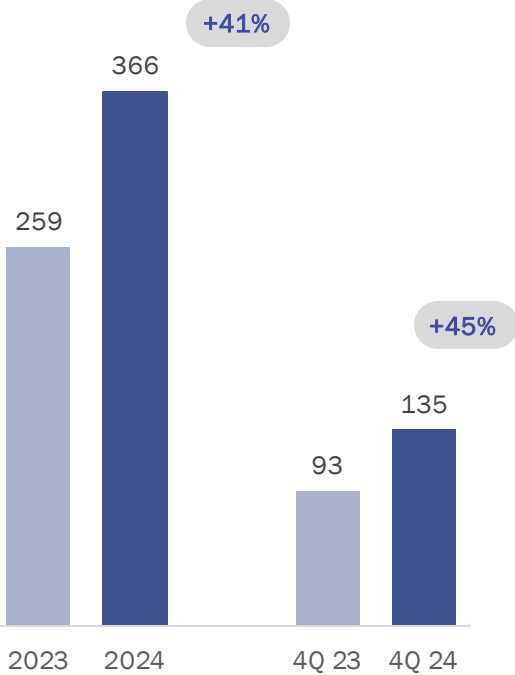
Improved weather supports AW collection sales; continued growth despite a high base

## November - December

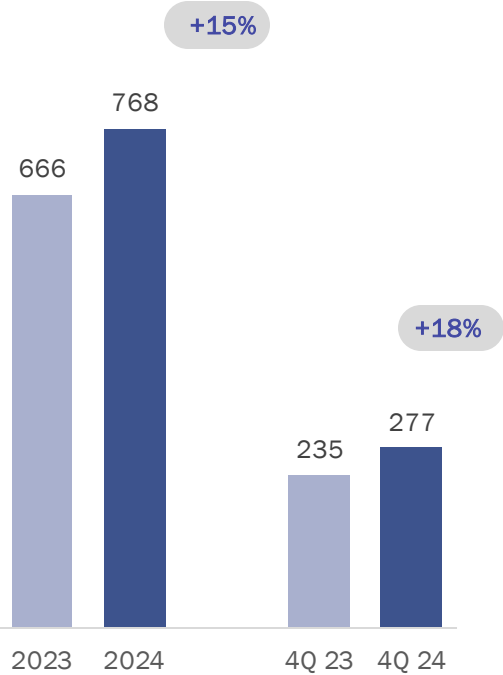
Strong year-end performance – December sales comparable to November, positive outlook for the upcoming year

# WIDE GEOGRAPHICAL PRESENCE LIMITS OUR EXPOSURE TO RISKS IN INDIVIDUAL MARKETS

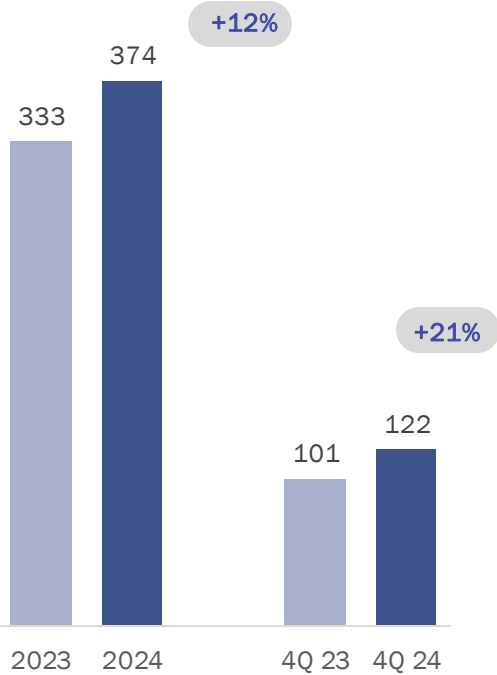
**POLAND (PLN million)**



**EU COUNTRIES EXCL. POLAND (PLN million)**



**NON-EU COUNTRIES (PLN million)**



There is a strong growth momentum in the Polish market, where the opening of Answear and PRM physical stores –and a wide-reaching marketing campaign - contributed to the increase in sales.

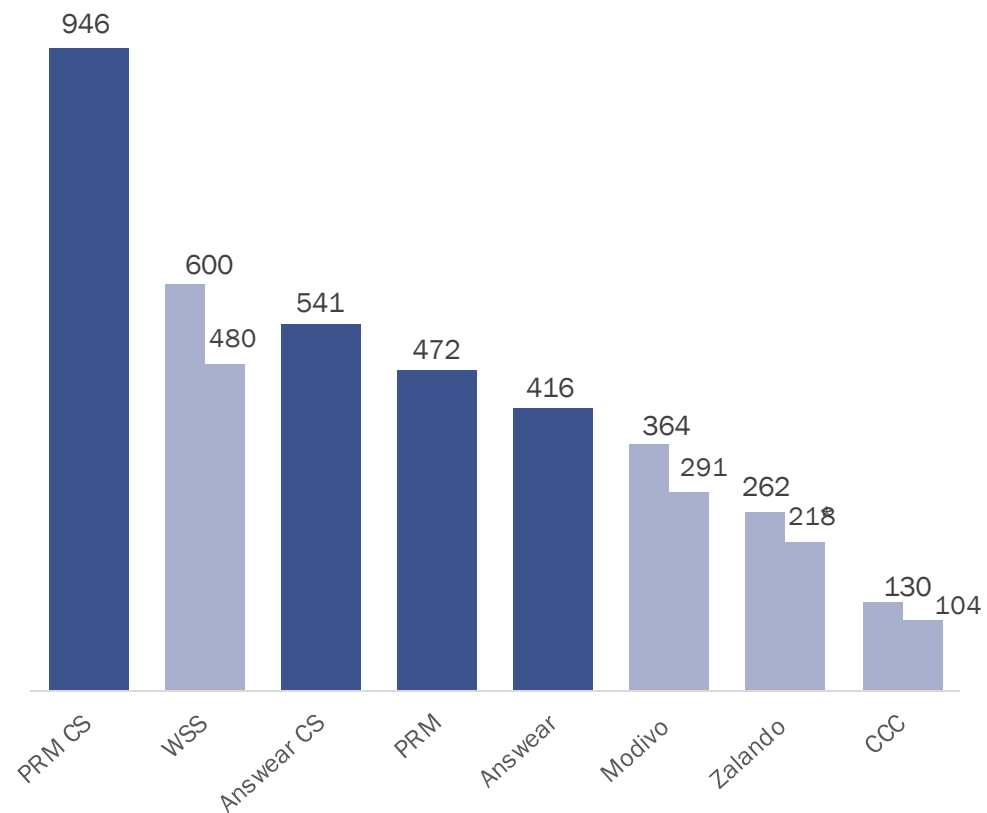
The strong PLN negatively impacted reported sales growth:

+10 p.p. higher growth in the EU (excluding Poland) segment when adjusted for FX Impact

+17 p.p. higher growth outside the EU when adjusted for FX Impact

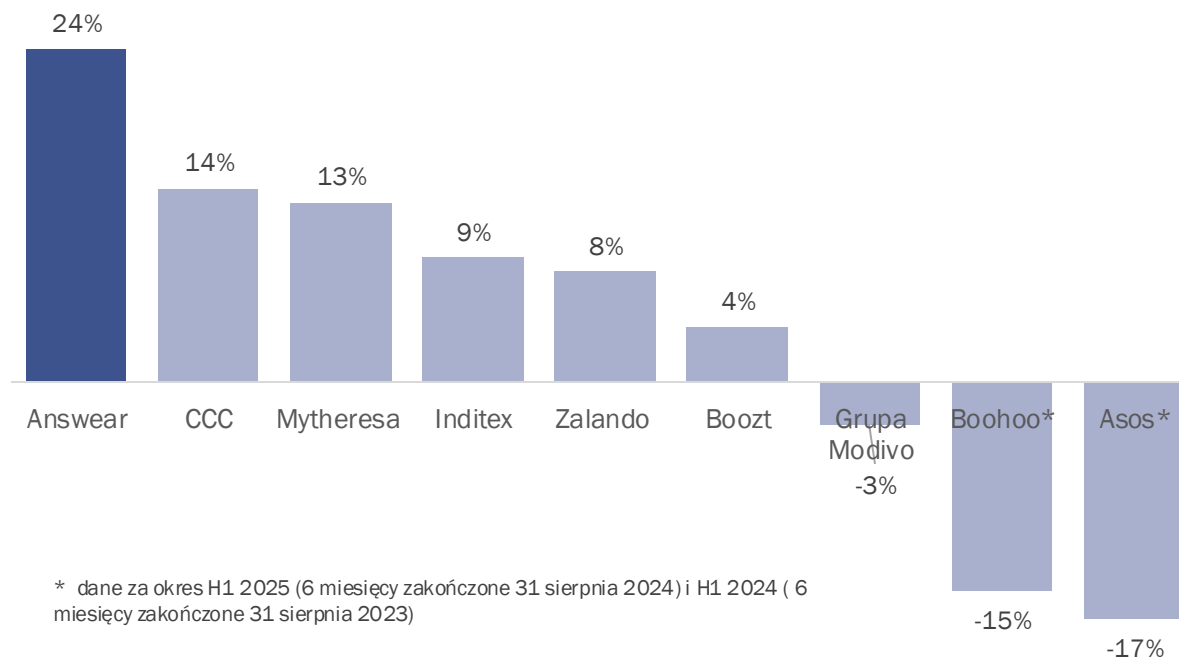
# WE STAND OUT POSITIVELY AGAINST COMPETITORS

**AOV Q4 (PLN)**



\* Wartość brutto AOV

**REVENUE GROWTH DYNAMICS Q4 (PLN)**



\* dane za okres H1 2025 (6 miesięcy zakończone 31 sierpnia 2024) i H1 2024 (6 miesięcy zakończone 31 sierpnia 2023)

**WE HAVE COMPLETED  
THE PHASE OF KEY  
INVESTMENTS AND  
ARE ALREADY SEEING  
THE FIRST RESULTS**



# A Well-Considered Investment in Strategic Business Transformation...

**308** mln PLN

Marketing costs in 2024 vs. 224 mln PLN in 2023

**30,7** mln PLN

Main investment outlays in 2024 vs. 11,6 mln PLN in 2023

19,2 mln PLN

Investment in Answer and PRM concept store

7,2 mln PLN

Platform development

1,9 mln PLN

Warehouse equipment

2,2 mln PLN

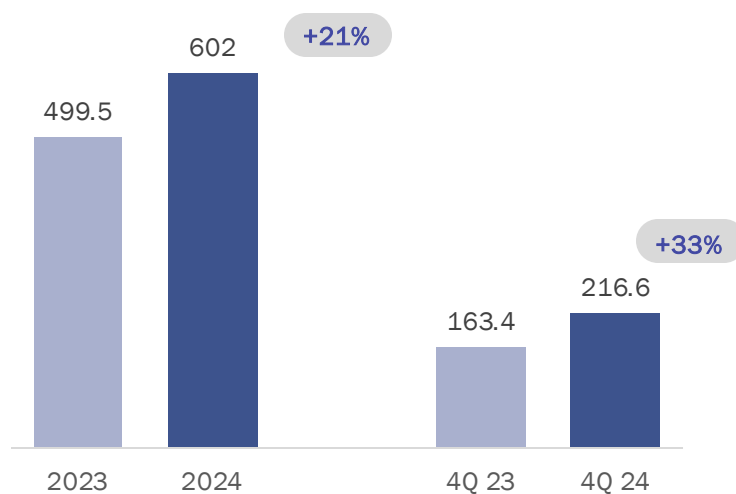
IT hardware and systems

0,2 mln PLN

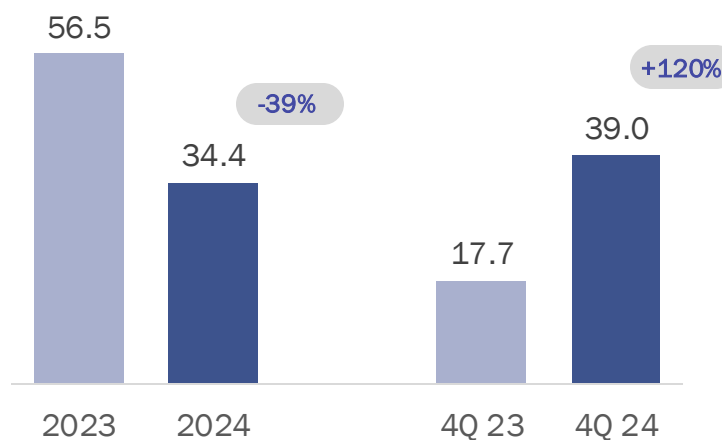
Equipment, hardware, and photo studio

... TEMPORARILY IMPACTED OUR PROFITABILITY, BUT WE ARE ALREADY SEEING THE FIRST EFFECTS OF THESE INVESTMENTS

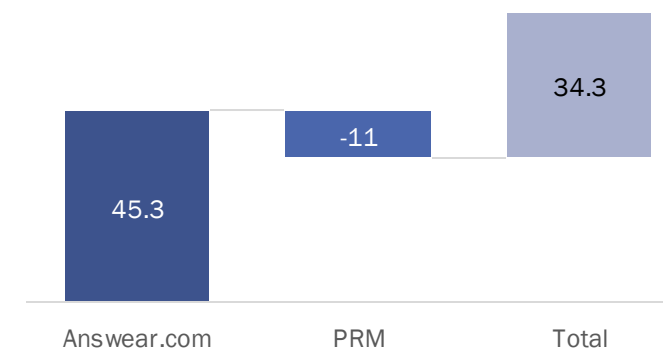
GROSS MARGIN (mln PLN)



EBITDA (mln PLN)



EBITDA (mln PLN)



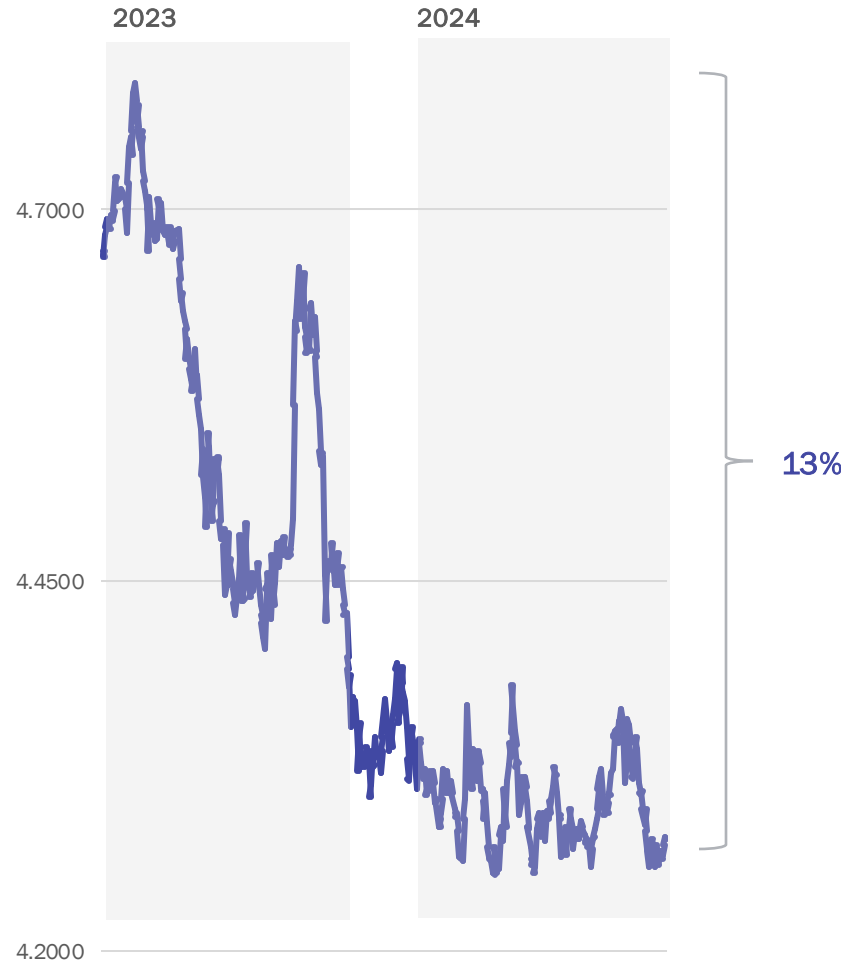
# THE APPRECIATION OF THE ZLOTY ADVERSELY AFFECTED SALES AND BUSINESS PROFITABILITY

The strengthening of the Polish zloty against the EUR and most CEE currencies had a negative impact on sales dynamics and margins, with around 76% of Answear's sales generated outside Poland

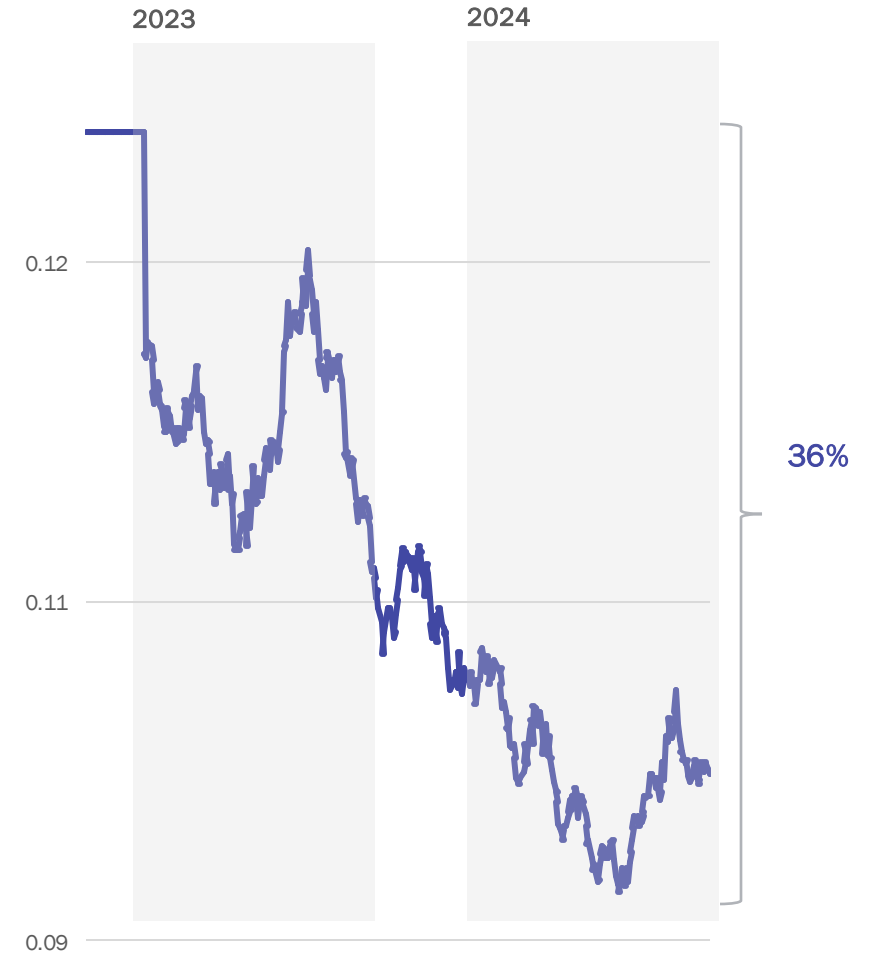
Around 25% of sales were generated in the Ukrainian market, where the depreciation of the hryvnia against the zloty led to a decline in revenues

Limited ability to respond to the appreciation of the zloty by increasing prices due to a highly competitive environment

EUR/PLN exchange rate from 01.01.2023 to 31.12.2024

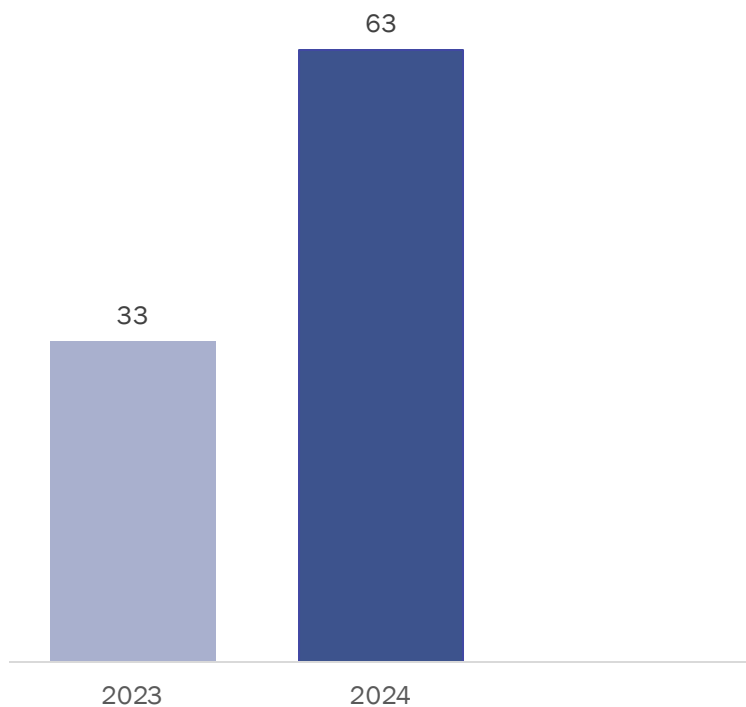


UAH/PLN exchange rate from 01.01.2023 to 31.12.2024



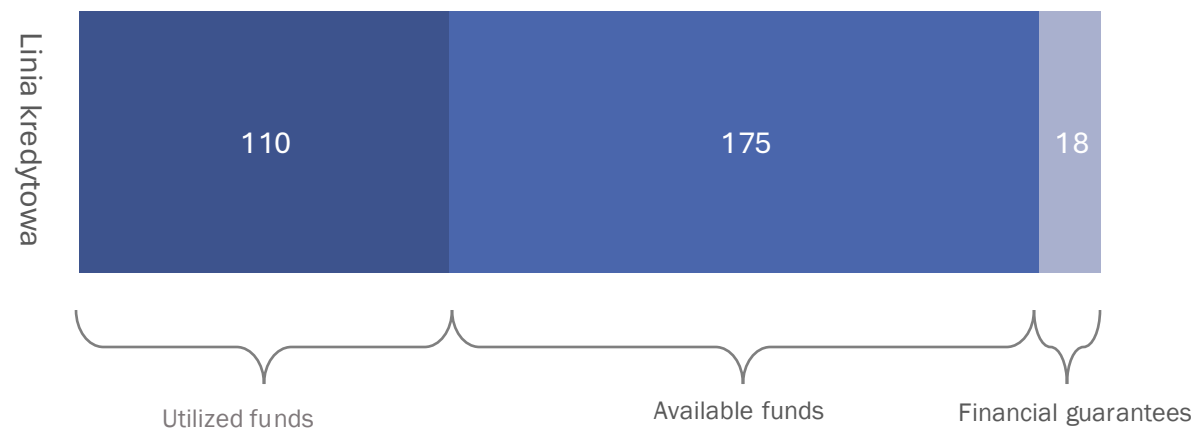
# WE MAINTAIN A STABLE CASH POSITION THAT PROVIDES ROOM FOR FURTHER GROWTH

**NET BANK DEBT (PLN million)\***



\* As of 31/12/2024

**CREDIT LINE (PLN million)**



- The growing scale of operations results in higher working capital requirements
- Growth financing secured through the use of credit lines and factoring
- The company consistently increases available credit limits to adapt to the expanding scale and seasonality of the business

**STRATEGIC  
ACTION PLAN  
DRIVING  
CONTINUED  
GROWTH**

Q



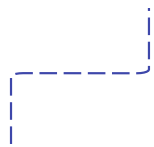
# THE KEY PILLARS OF OUR BUSINESS GROWTH



**MARKETING  
ACTIVITIES**

**ATTRACTIVE  
BRANDS IN THE  
PORTFOLIO**

THESE PILLARS ENABLE THE EXECUTION OF OUR STRATEGIC GROWTH OBJECTIVES



Effectively reaching new customers in the premium segment



Increasing market share in existing markets



Geographic expansion into high-potential new markets



Repositioning the brand towards the premium segment to enhance profitability and customer loyalty



Optimizing costs and pricing strategy to improve margins and overall profitability

# ACHIEVEMENTS OF 2024



## answear.

### PRODUCT PORTFOLIO DEVELOPMENT

- Launched premium skiwear category
- Expanded the outdoor product range
- Enlarged the premium handbag offering
- Acquired x new brands

### MARKETING

- Development of a new communication strategy and execution of the “Dress Life in What Matters” campaign
- Opening of the concept store
- Organization of several events at the concept store

## prada

### PRODUCT PORTFOLIO DEVELOPMENT

- Introduction of X new brands
- Introduction of unique products:
  - adidas x Sporty & Rich
  - adidas x Liberty London
  - adidas x BAPE
  - New Balance Made in UK
  - New Balance Made in US
  - Salomon x MM6 Maison Margiela

### MARKETING

- Launched the “Prime Choice” campaign
- Opening of the concept store
- Organization of numerous events both in the Concept Store and beyond, along with partnerships in key lifestyle events across the country

# OUR PLANS FOR 2025

## answear.

### PRODUCT PORTFOLIO DEVELOPMENT

- Further expansion of the product portfolio and acquisition of new brands

### MARKETING

- Executing practical marketing activities with the highest ROI
- High-quality initiatives that build brand awareness and develop a “love brand”
- Strengthening cooperation with partner brands
- Optimising digital marketing costs while continuing to grow sales

## pru!

### PRODUCT PORTFOLIO DEVELOPMENT

- Further expansion of the product portfolio and acquisition of new brands

### MARKETING

- Launch of the mobile application
- Introduction of the loyalty program
- Organization of high-quality events and brand collaborations
- Cross-promotional activities, especially in the international market

Revenue and Profitability Growth as a Result of Implemented Investments and Ongoing Optimization Efforts

# ATTRACTIVENESS OF ANSWEAR

## WHY ANSWEAR?

### **WE ARE BACK ON A STRONG GROWTH TRAJECTORY**

We are currently the fastest-growing fashion e-commerce platform in Europe, with an expanding scale of operations and improving profitability.

### **WE ARE REAPING THE BENEFITS OF COMPLETED INVESTMENTS**

We have finished the phase of intense product and marketing development. Now, our focus is on increasing profitability and monetizing the changes we've implemented..

### **DYNAMIC GROWTH OF PRM**

The PRM brand is experiencing dynamic growth, consistently improving profitability, and is now making a tangible contribution to the overall Group's results.

### **WE HAVE A CLEAR AMBITION**

Our goal is to become the number-one brand in premium and high-end fashion in Central Europe. We are executing this vision consistently and have the infrastructure in place to support further growth.

### **ESOP DEMONSTRATES OUR CONFIDENCE IN THE FUTURE**

Our target of reaching 100 million PLN in EBITDA by 2026 reflects both our ambition and confidence in the scalability of our business model.

### **WE SEE SIGNIFICANT POTENTIAL AT CURRENT VALUATION**

Despite the considerable growth in business scale, our share price remains close to the level it was at the time of our IPO.



# THANK YOU FOR YOUR ATTENTION

FEEL FREE TO CONTACT US:

[investor.relations@answear.com](mailto:investor.relations@answear.com)

[p.strzyzewski@innervalue.pl](mailto:p.strzyzewski@innervalue.pl)

