IMPORTANT NOTICE

This presentation, and the accompanying oral presentation, contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. All statements contained in this presentation and the accompanying oral presentation that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding our expected financial performance, development of the luxury market, future industry dynamics, as well as statements that include the words "expect," "intend," "plan," "believe," "project," "forecast," "estimate," "will," "may," "should," "anticipate" and similar statements of a future or forward-looking nature. These forward-looking statements are based on management’s current expectations. These statements are neither promises nor guarantees, but involve known and unknown risks, uncertainties and other important factors that may cause actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements, including, but not limited to: purchasers of luxury products may not choose to shop online in sufficient numbers; our ability to generate sufficient revenue to be profitable or to generate positive cash flow on a sustained basis; the volatility and difficulty in predicting the luxury fashion industry; our reliance on a limited number of retailers and brands for the supply of products on our Marketplace; our reliance on retailers and brands to anticipate, identify and respond quickly to new and changing fashion trends, consumer preferences and other factors; our reliance on retailers and brands to make products available to our consumers on our Marketplace and to set their own prices for such products; our reliance on information technologies and our ability to adapt to technological developments; our ability to acquire or retain consumers and to promote and sustain the Farfetch brand; our ability or the ability of third parties to protect our sites, networks and systems against security breaches, or otherwise to protect our confidential information; our ability to successfully launch and monetize new and innovative technology; our acquisition and integration of other companies or technologies, for example, Stadium Goods and New Guards Group, could divert management’s attention and otherwise disrupt our operations and harm our operating results; we may be unsuccessful in integrating any acquired businesses or realizing any anticipated benefits of such acquisitions; our dependence on highly skilled personnel, including our senior management, data scientists and technology professionals, and our ability to hire, retain and motivate qualified personnel; Mr. Neves has considerable influence over important corporate matters due to his ownership of us, and our dual-class voting structure will limit your ability to influence corporate matters, including a change of control; and the other important factors discussed under the caption "Risk Factors" in our annual report on Form 20-F filed with the SEC on March 1, 2019, as such factors may be updated from time to time in our other filings with the SEC, which are accessible on the SEC’s website at www.sec.gov.

In addition, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements that we may make. In light of these risks, uncertainties and assumptions, the forward-looking events and circumstances discussed in this presentation and the accompanying oral presentation are inherently uncertain and may not occur, and actual results could differ materially and adversely from those anticipated or implied in the forward-looking statements. Accordingly, you should not rely upon forward-looking statements as predictions of future events. In addition, the forward-looking statements made in this presentation and the accompanying oral presentation relate only to events or information as of the date on which the statements are made in this presentation and the accompanying oral presentation. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events. 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. All subsequent written and oral forward-looking statements attributable to Farfetch, New Guards, their respective boards of directors or any person acting on behalf of any of them are expressly qualified in their entirety by this notice.

This presentation, and the accompanying oral presentation, includes certain financial measures not presented in accordance with the International Financial Reporting Standards (IFRS) including but not limited to, Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted Revenue, Digital Platform Services Revenue, Digital Platform Gross Profit, Digital Platform Order Contribution and Digital Platform Order Contribution 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, revenue, 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. Reconciliations of these non-IFRS measures to the most directly comparable IFRS measure are provided in the Appendix as applicable.

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. Certain figures in this presentation may not recalculate exactly due to rounding. This is because percentages and/or figures contained herein are calculated based on actual numbers and not the rounded numbers presented.
F A R F E T C H at a Glance

Source: Company information as at Q3 2019.

#1 in-season luxury player online

$1.8bn LTM Digital Platform GMV

1.9m Active Consumers
Farfetch’s 3 Original Insights

1. **Digital will transform the luxury industry**

2. **There needs to be a global platform for curated aggregation of the best brands and retailers**

3. **Existing platforms are not tailored to service the modern luxury consumer and not compatible with luxury brands**

- **Revolutionize the luxury shopping experience**
- **Empower and connect consumers, curators and creators through technology**
- **Manage customer experience end-to-end**
Resilient and Consistently Growing Industry with Strong Tailwind Towards Online

Personal Luxury Goods Market Size ($bn)

Online share as % of total market

Attractive Industry Dynamics

~$430bn Global Personal Luxury Goods Market by 2025F

**Emerging Market Growth**
Share of Chinese Consumers (by Nationality) in Personal Luxury Goods Sales

- 2017: 32%
- 2025F: 46%

**Generational Shift**
Gen Y and Z Share in Global Personal Luxury Goods Sales

- 2017: 32%
- 2025F: 45%

**Luxury Purchases Online**
% Online Penetration

- 2017: 9%
- 2018E: 10%
- 2025F: 25%

Introducing Farfetch

Farfetch is the world’s only marketplace for luxury at scale with powerful network effects.
Marketplace Model Allows for the Broadest Range of SKU Count of Luxury Brands Globally

Farfetch is #1 by SKU count for...

Source: RE Analytics as of 30 April 2019; Company information.
1 Shelf value is the combined value of the retail unit price of all SKUs available on Farfetch's Marketplace. EUR to USD as of 30 April 2019.
2 Brands available via direct brand partnerships and retailers on the marketplace.
Farfetch is a Global Platform

1 For the year 2018E excluding RoW which is 5%. Data split by location of consumers.
2 Farfetch GMV in FY 2018.
3 Localized indicates a site with local language and/or currency.
4 Industry demand, according to Bain & Company, based on Europe only.
5 Industry demand, according to Bain & Company, based on Mainland China, Japan and Rest of Asia.

Source: Farfetch GMV Q2 LTM 2019, offices and sites from Company information; industry demand from Bain & Company.
Large, Diverse and Affluent Customer Base

**THE ONLY MARKETPLACE AT SCALE**
- 2.8m marketplace consumers¹

**ATTRACTIVE CUSTOMER BASE¹**
- >50% customers are Millennials
- ~60% female
- ~40% male

**DIVERSIFIED CUSTOMER BASE²**

**CONSISTENT ANNUAL SPEND WITH FARFETCH³**
- $1,000+ average annual spend

**AFFLUENT CUSTOMERS⁴**
- $120k average customer household income

---

**Key factors of Farfetch’s appeal**

**Range of brands**
- Alexander McQUEEN
- Chloé
- Mont BLANC
- SAINT LAURENT
- Church's
- FENDI
- MARC JACOBS
- MIU MIU

**Hottest & unique products**

**Quality & authenticity**

**Luxury service**

---

¹ Cumulative as at December 2018. ² Based on Farfetch customer survey as at January 2019, pro forma to include Stadium Goods. ³ Defined as Number of Orders / Active Customers * AOV as of December 31, 2018. ⁴ Based on Farfetch customer survey as at January 2019.
Farfetch Controls Every Step of the Luxury Experience

**Production**
- **THE SELLER SENDS THE PRODUCT SAMPLE FOR PHOTOGRAPHY**
- **CONTENT CREATION**
- **PRODUCT LIVES ON MARKETPLACE**

**Centralized Digital Marketing and Analytics**

**Marketplace and Fulfillment**
- **DATA-DRIVEN DEMAND GENERATION**
- **CONSUMER DISCOVERS, SHOPS AND MAKES PAYMENT ON FARFETCH**
- **SECURE PAYMENTS**
- **CONSUMER RECEIVES THE PRODUCT**
- **PREFERRED CARRIERS COLLECT THE ITEMS FROM SELLER**
- **CUSTOMER RECEIVES THE PRODUCT**

**Farfetch Takes Care of Customs Clearance & Duties**

**Customer Service**
- **CUSTOMER LOYALTY PROGRAMME**
- **FREE RETURNS**
- **LOCALIZED MULTI-LINGUAL CUSTOMER SERVICE**

**Farfetch Access**

- **F90 STORE-TO-DOOR IN 90 MINUTES IN 9 CITIES**
- **AVG. 3.3 DAY DELIVERY**
- **SAME DAY DELIVERY IN 18 CITIES**
- **STRONG SELLER GUIDELINES FOR CONSISTENT CONSUMER EXPERIENCE**

**Free Returns**

**Customer Loyalty Programme**

**Localized Multi-Lingual Customer Service**

**Farfetch Takes Care of Customs Clearance & Duties**

**Customer Service**

**Farfetch Access**

**End-to-end solution supports 30%+ third-party take rate**

1 Data as at 30 September 2019.
Combining the global tastemakers’ talent & audience with Farfetch’s platform capabilities & data to create culturally relevant original content (“Brands of the Future”)
New Guards Group Brands Affinity with Marketplace Brands

Farfetch Multi-Item Orders¹

- c. 70% orders are multibrand
- c. 30% orders are monobrand

When Buying NGG Brands Items, Customers also Included Items from Other Brands in their Basket...

Obtained via Boutique or Direct Brand Network

¹ Based on orders with multiple items made on Farfetch.com in Q3 2019.
Multiple Levers will Drive Future Growth

- Building the Farfetch brand
- Expanding into new categories and offerings
- Adding brands, boutiques, department stores and other luxury sellers
- Investing in new technologies and innovation
- Increasing supply from existing luxury sellers
- Increasing lifetime value of existing customers and attracting new customers
- Developing brands and original content via Brand Platform
- Adding brands, boutiques, department stores and other luxury sellers
Farfetch’s Finance Strategy

✓ Drive GMV growth and continue to capture market share as the category leader

✓ Continue to drive attractive unit economics in Farfetch’s consumer base

✓ Scale the business to drive operating leverage

✓ Invest in technology and marketing to deliver sustainable growth with a clear path to profitability

✓ Deliver platform-level EBITDA margins, with favorable working capital dynamics and low capital expenditure
Results of Operations – Q3’19

All figures in USDm

GMV\(^1\)

Revenue

(Cost of Revenue)

Gross Profit

(Demand Generation Expense)

(General and Administrative)\(^3\)

(Technology Expense)

Adjusted EBITDA\(^4\)

Loss After Tax

Digital Platform

Digital Platform Fulfilment

Brand Platform

In-Store

Group

\(^1\) GMV is inclusive of product value, shipping and duties and net of returns, value added taxes and cancellations.
\(^2\) Refers to Digital Platform Services Revenue. Non-IFRS financial measure, please refer to reconciliations to IFRS measures in the Appendix.
\(^3\) Excludes other items (outside the normal scope of our ordinary activities or non-cash items).
\(^4\) Non-IFRS financial measure, please refer to reconciliations to IFRS measures in the Appendix.

\(\$492\)

\(\$255\)

\((\$140)\)

\(\$115\)

\((\$34)\)

\((\$94)\)

\((\$22)\)

\((\$36)\)

\((\$85)\)
# Year to Date Summary Historical Financials

<table>
<thead>
<tr>
<th></th>
<th>Q1’19</th>
<th>Q2’19</th>
<th>Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Platform GMV</strong></td>
<td>+44%</td>
<td>+44%</td>
<td>+37%</td>
</tr>
<tr>
<td><strong>Digital Platform Order Contribution</strong></td>
<td>35%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td><strong>Technology Expense</strong></td>
<td>14%</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>General &amp; Administrative</strong></td>
<td>42%</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>(21%)</td>
<td>(21%)</td>
<td>(16%)</td>
</tr>
</tbody>
</table>

1. The introduction of the term “Digital Platform”, with reference to GMV, Revenue and other metrics is intended to distinguish between activities that occurred through our owned and operated e-commerce platforms (e.g. Farfetch.com, BrownsFashion.com, off—white.com) and the Brand Platform operations of New Guards Group, where GMV and Revenue are derived from the Company’s transactions with independent third party retailers or wholesalers. Such metrics were previously referred to as “Platform.” No changes have been made to how we calculate the Digital Platform metrics from how we calculated Platform metrics.

2. Non-IFRS financial measures, please refer to reconciliations to IFRS measures in the Appendix.
Industry Leading Contribution Margins and Payback Period

2018 GMV (USD) BY CHANNEL

Free or low cost channels: Direct, SEO, Email, referral
High cost channels: PPC, affiliates, display

EXISTING CUSTOMER COHORT MARKETPLACE ORDER CONTRIBUTION

Q2 2015 Cohort Order Contribution in Q2 2019

55%

RATIO OF LIFETIME VALUE OF A CUSTOMER TO CONSUMER ACQUISITION COST¹

<table>
<thead>
<tr>
<th></th>
<th>2015 Cohort</th>
<th>2016 Cohort</th>
<th>2017 Cohort</th>
<th>2018 Cohort</th>
</tr>
</thead>
<tbody>
<tr>
<td>&gt;1.0x 6 months LTV / CAC</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>&gt;2.25x 12 months LTV / CAC</td>
<td>×</td>
<td>×</td>
<td>✔</td>
<td></td>
</tr>
<tr>
<td>&gt;3.0x 24 months LTV / CAC</td>
<td>×</td>
<td></td>
<td>✔</td>
<td></td>
</tr>
</tbody>
</table>

Source: Company information.

¹CAC is the demand generation expense attributable only to new consumer acquisition during a specific time period, divided by the number of new consumers acquired during the same period. LTV is the cumulative Digital Platform Order Contribution, calculated as gross profit less demand generation expense, excluding demand generation expense attributable to any new consumer of time, attributable to a particular consumer cohort since the acquisition of those consumers, divided by the number of consumers acquired during the cohort period.
Farfetch exists for the Love of Fashion. Farfetch believes in empowering individuality. Farfetch’s mission is to be the global technology platform for luxury fashion, connecting creators, curators, and consumers.
Reconciliation of Non-IFRS Measures

**USDm**

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
<th>YTD Q3’18</th>
<th>YTD Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss after tax</td>
<td>$(77)</td>
<td>$(80)</td>
<td>$(146)</td>
<td>$(279)</td>
</tr>
<tr>
<td>Net finance (income)/expense</td>
<td>(1)</td>
<td>6</td>
<td>(5)</td>
<td>22</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>1</td>
<td>(0)</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>6</td>
<td>35</td>
<td>16</td>
<td>64</td>
</tr>
<tr>
<td>Share based payments¹</td>
<td>38</td>
<td>32</td>
<td>51</td>
<td>116</td>
</tr>
<tr>
<td>Other items ²</td>
<td>-</td>
<td>(27)</td>
<td>-</td>
<td>(26)</td>
</tr>
<tr>
<td>Share of results of associates</td>
<td>0</td>
<td>0</td>
<td>(0)</td>
<td>(0)</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>$(32)</td>
<td>$(36)</td>
<td>$(81)</td>
<td>$(103)</td>
</tr>
</tbody>
</table>

**USDm**

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
<th>YTD Q3’18</th>
<th>YTD Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$135</td>
<td>$255</td>
<td>$407</td>
<td>$639</td>
</tr>
<tr>
<td>Less: Digital Platform Fulfilment Revenue</td>
<td>(22)</td>
<td>(27)</td>
<td>(72)</td>
<td>(83)</td>
</tr>
<tr>
<td><strong>Adjusted Revenue</strong></td>
<td>113</td>
<td>228</td>
<td>335</td>
<td>555</td>
</tr>
<tr>
<td>Less: Brand Platform Revenue</td>
<td>-</td>
<td>(63)</td>
<td>-</td>
<td>(63)</td>
</tr>
<tr>
<td>Less: In-Store Revenue</td>
<td>(4)</td>
<td>(9)</td>
<td>(11)</td>
<td>(18)</td>
</tr>
<tr>
<td><strong>Digital Platform Services Revenue</strong></td>
<td>$109</td>
<td>$156</td>
<td>$323</td>
<td>$475</td>
</tr>
</tbody>
</table>

The introduction of the term “Digital Platform”, with reference to GMV, Revenue and other metrics is intended to distinguish between activities that occurred through our owned and operated e-commerce platforms (e.g. Farfetch.com, BrownsFashion.com, off---white.com) and the Brand Platform operations of New Guards Group, where GMV and Revenue are derived from the Company’s transactions with independent third party retailers or wholesalers. Such metrics were previously referred to as “Platform.” No changes have been made to how we calculate the Digital Platform metrics from how we calculated Platform metrics.

¹ Represents share based payment expense.
² Represents other items, which are outside the normal scope of our ordinary activities or non-cash items, including transaction related legal and advisory expenses of $2.5m, $2.2m and $5.1m in first, second and third quarter 2019 respectively. There was also a release of $4.0m of provisions related to taxes in second quarter 2019. There was also a net gain in third quarter 2019 of $32.3 million recognized on the revaluation of liabilities held at fair value and impacted by movements in our share price, comprised of the fair value revaluation gain of $53.8 million in respect of our partnership with Chalhoub Group, partially offset by a charge in respect of the fair value remeasurement ($21.5 million) of shares issued following the acquisition of New Guards Group. Other items in third quarter 2019 also included a $5 million loss on impairment of investments carried at fair value. There were no such items in 2018. Other items is included within selling, general and administrative expenses.

**DEFINITIONS**

- Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue, Digital Platform Services Revenue, Digital Platform Gross Profit, Digital Platform Order Contribution, and Digital Platform Order Contribution Margin, Total Technology Investment are supplemental measures of our performance that are not required by, or presented in accordance with, IFRS. These metrics are not measurements of our financial performance under IFRS and should not be considered as an alternative to loss after tax, revenue or any other performance measure derived in accordance with IFRS.

- We define Adjusted EBITDA as loss after taxes before net finance costs, income tax expense and depreciation and amortization, further adjusted for share based compensation expense, other items (representing items outside the normal scope of our ordinary activities) and share of results of associates. We define Adjusted EBITDA Margin as Adjusted EBITDA calculated as a percentage of Adjusted Revenue. We define Adjusted Revenue as revenue less Platform Fulfilment Revenue. We define Digital Platform Services Revenue as Adjusted Revenue less Brand Platform Revenue and In-Store Revenue.

- We caution investors that amounts presented in accordance with our definitions of Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue, Digital Platform Services Revenue and or Total technology investment may not be comparable to similar measures disclosed by other companies, because not all companies and analysts calculate Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue and Digital Platform Services Revenue or Total technology investment in the same manner.
## Reconciliation of Non-IFRS Measures (continued)

### USDm

<table>
<thead>
<tr>
<th></th>
<th>Q3’18</th>
<th>Q3’19</th>
<th>YTD Q3’18</th>
<th>YTD Q3’19</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit</td>
<td>$67</td>
<td>$115</td>
<td>$204</td>
<td>$284</td>
</tr>
<tr>
<td>Less: Brand Platform Gross Profit</td>
<td>0</td>
<td>(27)</td>
<td>0</td>
<td>(27)</td>
</tr>
<tr>
<td>Less: In-Store Gross Profit&lt;sup&gt;1&lt;/sup&gt;</td>
<td>(2)</td>
<td>(4)</td>
<td>(5)</td>
<td>(8)</td>
</tr>
<tr>
<td>Digital Platform Gross Profit</td>
<td>65</td>
<td>83</td>
<td>199</td>
<td>248</td>
</tr>
<tr>
<td>Less: Demand generation expense</td>
<td>(22)</td>
<td>(34)</td>
<td>(63)</td>
<td>(100)</td>
</tr>
<tr>
<td>Digital Platform Order Contribution</td>
<td>$43</td>
<td>$49</td>
<td>$136</td>
<td>$148</td>
</tr>
<tr>
<td>Technology expense</td>
<td>$19</td>
<td>$22</td>
<td>$50</td>
<td>$62</td>
</tr>
<tr>
<td>Payments for intangible assets</td>
<td>12</td>
<td>24</td>
<td>31</td>
<td>58</td>
</tr>
<tr>
<td>Total Technology investment</td>
<td>$31</td>
<td>$46</td>
<td>$81</td>
<td>$120</td>
</tr>
<tr>
<td>$ per share</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Earnings per share</td>
<td>(0.30)</td>
<td>(0.28)</td>
<td>(0.57)</td>
<td>(0.93)</td>
</tr>
<tr>
<td>Share based payments&lt;sup&gt;2&lt;/sup&gt;</td>
<td>0.15</td>
<td>0.11</td>
<td>0.19</td>
<td>0.39</td>
</tr>
<tr>
<td>Amortization of acquired intangible assets</td>
<td>-</td>
<td>0.06</td>
<td>-</td>
<td>0.08</td>
</tr>
<tr>
<td>Other items&lt;sup&gt;3&lt;/sup&gt;</td>
<td>-</td>
<td>(0.07)</td>
<td>-</td>
<td>(0.07)</td>
</tr>
<tr>
<td>Share of results of associates</td>
<td>0.00</td>
<td>(0.00)</td>
<td>(0.00)</td>
<td>(0.00)</td>
</tr>
<tr>
<td>Adjusted EPS</td>
<td>(0.15)</td>
<td>(0.18)</td>
<td>(0.38)</td>
<td>(0.53)</td>
</tr>
</tbody>
</table>

<sup>1</sup> In-Store Gross Profit is In-Store Revenue less the direct cost of goods sold relating to In-Store Revenue.

<sup>2</sup> Represents share based payment expense.

<sup>3</sup> Represents other items, which are outside the normal scope of our ordinary activities or non-cash items, including transaction related legal and advisory expenses of $2.5m, $2.2m and $5.1m in first, second and third quarter 2019 respectively. There was also a release of $4.0m of provisions related to taxes in second quarter 2019. There was also a net gain in third quarter 2019 of $32.3 million recognized on the revaluation of liabilities held at fair value and impacted by movements in our share price, comprised of the fair value revaluation gain of $53.8 million in respect of our partnership with Chalhoub Group, partially offset by a charge in respect of the fair value remeasurement ($21.5 million) of shares issued following the acquisition of New Guards Group. Other items in third quarter 2019 also included a $5 million loss on impairment of investments carried at fair value. There were no such items in 2018. Other items is included within selling, general and administrative expenses.

### DEFINITIONS

- Digital Platform Order Contribution is defined as Digital Platform Gross Profit less demand generation expense. Digital Platform Gross Profit and Digital Platform Order Contribution are not measurements of our financial performance under IFRS and do not purport to be alternatives to gross profit or loss after tax derived in accordance with IFRS.

- We believe that Digital Platform Gross Profit and Digital Platform Order Contribution are useful measures in evaluating our operating performance because they take into account demand generation expense and are used by management to analyze the operating performance of our digital platform for the periods presented. We also believe that Digital Platform Gross Profit and Digital Platform Order Contribution are useful measures in evaluating our operating performance within our industry because they permit the evaluation of our platform productivity, efficiency and performance.

- Total Technology Investment consists of technology expense plus capitalized cash payments for intangible assets.

- Adjusted EPS is defined as earnings per share further adjusted for share based payments, amortization of acquired intangible assets, other items (outside the normal scope of our ordinary activities) and share of results of associates. Adjusted EPS provides a basis for comparison of our business operations between current, past and future periods by excluding items that we do not believe are indicative of our core operating performance. Adjusted EPS may not be comparable to similarly titled metrics of other companies.