IMPORTANT NOTICE

This presentation and the accompanying oral presentation contain 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, any further transactions and any related benefits, future opportunities and anticipated business levels, future financial or operating performance, planned activities and objectives, anticipated growth resulting therefrom, market opportunities, strategies, competition and other expectations, the anticipated impact of the COVID-19 pandemic on Farfetch and the broader luxury industry, future growth of the luxury industry, acceleration of online penetration of the luxury industry, statements regarding our profitability for 2021, as well as statements that include the words "expect," "intend," "plan," "believe," "project," "forecast," "estimate," "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, in particular in light of COVID-19 and its impact on consumer spending patterns; 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; the effect of the COVID-19 pandemic on our business and results of operations, as well as on the luxury fashion industry and consumer spending more broadly, and our ability to successfully implement our business plan during a global economic downturn caused by the COVID-19 pandemic; impact of general economic factors, natural disasters or other unexpected events; 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 U.S. Securities and Exchange Commission (“SEC”) for the fiscal year ended December 31, 2019 and in Exhibit 99.2 to our Current Report on Form 8-K filed with the SEC on April 27, 2020, 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 include 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 EPS, Adjusted Revenue, 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 measures are provided in the Appendix as applicable.

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.
Farfetch exists for the love of fashion
We believe in empowering individuality

We operate the only truly global luxury digital marketplace at scale
LUXURY NEW RETAIL IS AN EVOLUTION OF THE FARFETCH STRATEGY

Long in the making…

- 2008: Launched the Farfetch Marketplace
- 2015: Farfetch started operations in China
- 2016: Farfetchos event / launched store of the future
- 2018: Launched Farfetch.cn
- 2020: Farfetch started operations in China
- 2021: Mid 2021 launch on Tmall
- 2022: Launched Farfetch platform solutions (previously Black & White)

Leadership:
- José Neves, Founder and CEO of Farfetch
- Alibaba Group
- Johann Rupert, Chairman of Richemont
- François-Henri Pinault, Chairman of Kering

LNR Steering Group
1. Marketplaces
2. Enterprise Solutions
3. Brand Platform

Digital Platform

Brand Platform

Photography
Product Catalogue
Marketing
Inventory Management
Payments
Fulfilment
Customer Service
Media Solutions

Design
Production
Wholesale Distribution
Brand Development

FPS
Store of the Future

FARFETCH
STADIUM GOODS
CURIOUSITY CHINA
NEWGUARDSGROUP
FOR THE PAST TWO YEARS WE HAVE GROWN MORE THAN 2X AS FAST AS THE ONLINE LUXURY MARKET

## Q3’20 – DRIVING GMV, REVENUE AND GROSS PROFIT GROWTH

### GMV

<table>
<thead>
<tr>
<th></th>
<th>Q3 19</th>
<th>Q3 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group</td>
<td>$492</td>
<td>$798</td>
</tr>
<tr>
<td>Digital Platform</td>
<td>$420</td>
<td>$674</td>
</tr>
<tr>
<td>Brand Platform</td>
<td>$63</td>
<td>$112</td>
</tr>
</tbody>
</table>

%YoY growth: 62.2%  
%YoY growth: 60.4%  
%YoY growth: 79.2%

### REVENUE

#### Adjusted Revenue

<table>
<thead>
<tr>
<th></th>
<th>Q3 19</th>
<th>Q3 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group</td>
<td>$228</td>
<td>$387</td>
</tr>
<tr>
<td>Digital Platform Services Revenue</td>
<td>$156</td>
<td>$263</td>
</tr>
<tr>
<td>Brand Platform Revenue</td>
<td>$63</td>
<td>$112</td>
</tr>
</tbody>
</table>

%YoY growth: 69.5%  
%YoY growth: 68.1%  
%YoY growth: 79.2%

### GROSS PROFIT

<table>
<thead>
<tr>
<th></th>
<th>Q3 19</th>
<th>Q3 20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group</td>
<td>$115</td>
<td>$209</td>
</tr>
<tr>
<td>Digital Platform Services Revenue</td>
<td>$83</td>
<td>$143</td>
</tr>
<tr>
<td>Brand Platform Revenue</td>
<td>$27</td>
<td>$59</td>
</tr>
</tbody>
</table>

%YoY growth: 81.6%  
%YoY growth: 72.1%  
%YoY growth: 113.9%

### Targeting first quarter of Adjusted EBITDA profitability in Q4 2020

Note: Q3’19 figures do not include New Guards figures prior to acquisition in August 2019.

1 Non-IFRS financial measures, please refer to reconciliations to IFRS measures in the Appendix. 2 Group Revenue refers to Adjusted Revenue, Digital Platform Revenue refers to Digital Platform Services Revenue and Brand Platform refers to Brand Platform Revenue. 3 Reported Brand Platform GMV, Revenue and Gross Profit. 4 Digital Platform Gross Profit Margin means Digital Platform Gross Profit calculated as a percentage of Digital Platform Services Revenue. We provide fulfilment services to Marketplace consumers and receive revenue from the provision of these services, which is primarily a pass-through cost with no economic benefit to us. Therefore, we calculate our Digital Platform Gross Profit Margin, including Digital Platform third-party and first-party gross profit margin, excluding Digital Platform Fulfilment Revenue.
RESILIENT GROWING INDUSTRY WITH STRONG TAILWIND TOWARDS ONLINE

Personal Luxury Goods Market ($bn)

<table>
<thead>
<tr>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>170</td>
<td>157</td>
<td>178</td>
<td>198</td>
<td>221</td>
<td>226</td>
<td>234</td>
<td>261</td>
<td>260</td>
<td>271</td>
<td>280</td>
<td>300</td>
<td>213</td>
<td>304</td>
<td>352</td>
</tr>
</tbody>
</table>

ATTRACTIVE INDUSTRY DYNAMICS

Large and Resilient TAM

Global Market for Personal Luxury Goods

2019E: $300bn
2025F: $352bn
CAGR: ~3%

Luxury Purchases Online

% Online Penetration

2019E: 12%
2025F: 30%
CAGR: ~20%

Generational Shift

Millennial and Gen Z Share in Global Personal Luxury Goods Sales

2019E: 39%
2025F: 60%
CAGR: ~10%

Emerging Market Growth

Share of Chinese Consumers in Personal Luxury Goods Sales

2019E: 35%
2025F: 49%
CAGR: ~9%

ACCELERATING THE DIGITIZATION OF THE LUXURY INDUSTRY

Partnership with Alibaba and Richemont combines three exciting developments

LUXURY NEW RETAIL – THE GLOBAL OPPORTUNITY

ACCELERATED CHINA STRATEGY – FARFETCH CHINA + TMALL

$1.15 BILLION INVESTMENTS UNDERPINNING THE STRATEGY
THE CHINESE LUXURY MARKET IS A MASSIVE OPPORTUNITY

Chinese consumers represented 35% of luxury consumption in 2019.

By 2025 will account for nearly half of the Global Personal Luxury Goods Market.

By 2025, the Chinese Luxury Market will be:

$170+ Billion

~$70 billion spent by Chinese luxury consumers while traveling, which would need to be repatriated as international travel is expected to decline up to 80% in 2020.

Millennials and Gen Z showing dynamism and increasing willingness to buy luxury, in particular from China and Southeast Asia, contributing to 150% of the expected growth from 2019-2035.


THE FARFETCH CHINA ECOSYSTEM GOING FORWARD

1 Represents the number of brands listed on the Farfetch Marketplace as at 30 June 2020.
2 Represents all online units (season agnostic) on the Farfetch Marketplace as at end of the quarter ended 30 June 2020.
3 Represents physical supply as at 30 June 2020 (i.e. where the product is shipped from).
4 Global FPS (including CuriosityChina) clients as at 30 June 2020.

TO BE ADDED WITH ALIBABA PARTNERSHIP
- 757 million Alibaba consumers
- Farfetch Luxury shopping channels on China’s premier luxury destinations within Tmall marketplace and Alibaba’s cross-border marketplace Tmall Global
- Multi-brand solutions through a single integration with Farfetch
LEVERS TO DRIVE PROFITABILITY

GROW GMV AHEAD OF THE OVERALL INDUSTRY

DRIVE IMPROVED UNIT ECONOMICS

SCALE FIXED COST BASE AND CAPITALIZE ON INVESTMENTS MADE

Continuing to target Adjusted EBITDA profitability for FY 2021
| ✔ | **The world’s only truly global marketplace for luxury at scale** with powerful network effects |
| ✔ | **Digital Platform GMV with growth ahead of the industry** – 48% CAGR 2017-2019 vs 21% for Online Luxury |
| ✔ | **Resilient business model** – **Operational throughout** the COVID-19 crisis |
| ✔ | Well positioned to capitalize on long-term structural trends |
| ✔ | **Luxury New Retail initiative with Alibaba and Richemont to accelerate digitization of the luxury industry** |
| ✔ | **Brand Platform leading the New Luxury Paradigm** with unique original content |
| ✔ | **Well capitalized** as we continue to **focus on the path to Adjusted EBITDA profitability** |
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Q3’20 RECONCILIATION OF NON-IFRS MEASURES

<table>
<thead>
<tr>
<th>USDm</th>
<th>Q3’19</th>
<th>Q3’20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss after tax</td>
<td>$ (90)</td>
<td>$ (537)</td>
</tr>
<tr>
<td>Net finance expense</td>
<td>11</td>
<td>14</td>
</tr>
<tr>
<td>Income tax expense</td>
<td>-</td>
<td>3</td>
</tr>
<tr>
<td>Depreciation and amortization</td>
<td>35</td>
<td>54</td>
</tr>
<tr>
<td>Share based payments¹</td>
<td>32</td>
<td>82</td>
</tr>
<tr>
<td>(Gains)/Losses on items held at fair value and remeasurements²</td>
<td>(32)</td>
<td>373</td>
</tr>
<tr>
<td>Other items³</td>
<td>10</td>
<td>1</td>
</tr>
<tr>
<td>Impairment losses on tangible assets</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Share of results of associates</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td><strong>$ (36)</strong></td>
<td><strong>$ (10)</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>USDm</th>
<th>Q3’19</th>
<th>Q3’20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>$ 255</td>
<td>$ 438</td>
</tr>
<tr>
<td>Less: Digital Platform Fulfilment Revenue</td>
<td>(27)</td>
<td>(51)</td>
</tr>
<tr>
<td><strong>Adjusted Revenue</strong></td>
<td><strong>$ 228</strong></td>
<td><strong>$ 387</strong></td>
</tr>
</tbody>
</table>

DEFINITIONS

- Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue, Digital Platform Order Contribution and Digital Platform Order Contribution Margin 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.

- Adjusted EBITDA means loss after taxes before net finance expense/(income), income tax expense/(benefit) and depreciation and amortization, further adjusted for share based compensation expense, share of results of associates and items outside the normal scope of our ordinary activities (including other items, within selling, general and administrative expenses, losses/(gains) on items held at fair value and remeasurements through profit and loss, and impairment losses on tangible assets). Adjusted EBITDA 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.

- We caution investors that amounts presented in accordance with our definitions of Adjusted EBITDA, Adjusted EBITDA Margin, Adjusted EPS, Adjusted Revenue, Digital Platform Order Contribution and Digital Platform Order Contribution Margin may not be comparable to similar measures disclosed by other companies, because not all companies and analysts calculate such measures in the same manner.

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¹ Represents share based payment expense.
² Represents fair value gains on remeasuring the embedded derivative liability associated with convertible senior notes and the Chalhoub put option liability.
³ Represents Other Items, which are outside the normal scope of our ordinary activities or non-cash items.
Q3’20 RECONCILIATION OF NON-IFRS MEASURES (CONT’D)

DEFINITIONS

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

- We believe that Digital Platform Order Contribution is a useful measure in evaluating our operating performance because it takes into account demand generation expense and is used by management to analyze the operating performance of our digital platform for the periods presented. We also believe that Digital Platform Order Contribution is a useful measure in evaluating our operating performance within our industry because it permits the evaluation of our platform productivity, efficiency and performance.

<table>
<thead>
<tr>
<th>USDm</th>
<th>Q3’19</th>
<th>Q3’20</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Platform Gross Profit</td>
<td>$83</td>
<td>$143</td>
</tr>
<tr>
<td>Less: Demand generation expense</td>
<td>(34)</td>
<td>(46)</td>
</tr>
<tr>
<td>Digital Platform Order Contribution</td>
<td>$49</td>
<td>$97</td>
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</table>