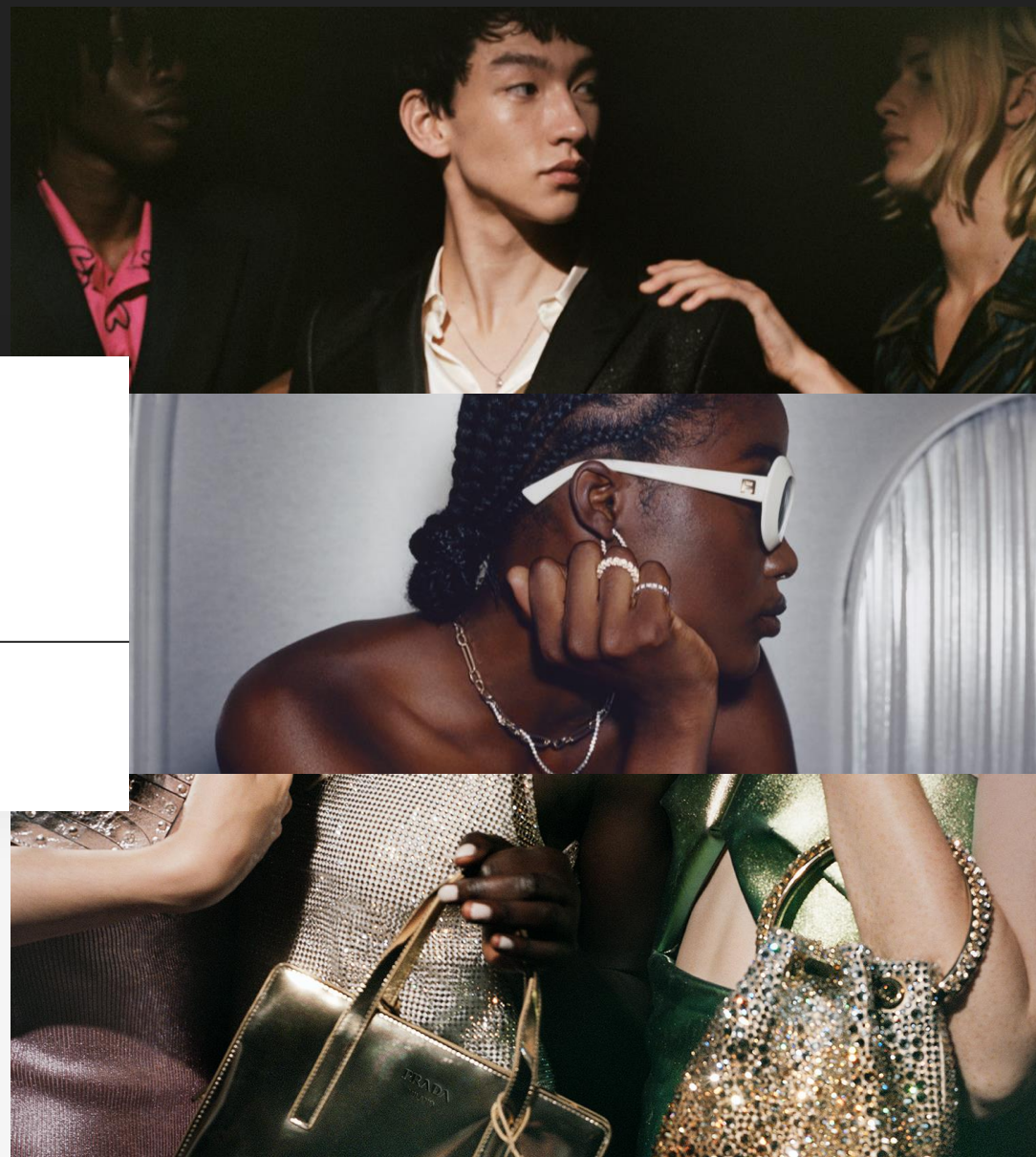


# FARFETCH CAPITAL MARKETS DAY 2022

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DECEMBER 01, 2022



# CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

The presentations and accompanying oral presentations contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. We intend such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements contained in these presentations and the accompanying oral presentations that do not relate to matters of historical fact should be considered forward-looking statements, including, without limitation, statements regarding our expectations in relation to the anticipated benefits of our partnerships with Neiman Marcus Group, Ferragamo, and Authentic Brands Group, the timing and completion of and expected benefits from the transactions involving Richemont Maisons, NET-A-PORTER, YNAP and Alabbar and in relation to regulatory approval, the growth of the luxury goods market, future opportunities, planned investments, market opportunities, strategies and other expectations, our expected future financial and operating performance including for the fiscal years ending December 31, 2022, 2023, 2024 and 2025, statements regarding future profitability, as well as statements that include the words “expect,” “intend,” “plan,” “believe,” “estimate,” “project,” “forecast,” “target,” “may,” “should,” “anticipate,” “will,” “could,” “aim,” “continue” 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: macroeconomic factors, natural disasters, pandemics or other unexpected events that may adversely affect our business, our ability to generate sufficient revenue to be profitable or to generate positive cash flow on a sustained basis; our reliance on luxury sellers to make products available to consumers on our Marketplaces and set their own prices for such products and their adoption of selective distribution models; the impact of fluctuations in foreign exchange rates; the effects of the COVID-19 pandemic; our global operations involve additional risks, such as exposure to local economic or political instability, for example, in connection with the war between Russia and Ukraine; purchasers of luxury products may not choose to shop online in sufficient numbers; the volatility and difficulty in predicting the luxury fashion industry; our reliance on a limited number of luxury sellers for the supply of products on our Marketplaces; our reliance on luxury sellers to anticipate, identify and respond quickly to new and changing fashion trends, consumer preferences and other factors; our reliance on third-party warehouse partners; delays and disruptions with suppliers and distribution partners; New Guards’ dependence on its production, inventory management and fulfillment processes and systems; our ability to acquire or retain consumers and to promote and sustain the Farfetch brand; our reliance on information technologies and our ability to adapt to technological developments; our ability to successfully utilize our data; our ability to manage our growth effectively; the increasing impact of and focus on environmental, social and governance matters; José Neves, our Chief Executive Officer, 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, 2021, as such factors may be updated from time to time in our other filings with the SEC, accessible on the SEC’s website at [www.sec.gov](http://www.sec.gov) and on our website at <http://farfetchinvestors.com>.



# CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS (CONTINUED)

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 our 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 these presentations and the accompanying oral presentations 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 these presentations and the accompanying oral presentations relate only to events or information as of the date on which the statements are made in these presentations and the accompanying oral presentations. 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 these presentations 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. As future-year projections move farther out in time they are subject to greater assumptions and uncertainty. 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 us, our Board of Directors or any person acting on our behalf are expressly qualified in their entirety by this notice.

The presentations and the accompanying oral presentations include certain financial measures not presented in accordance with 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, Free Cash Flow, and constant currency information. These financial measures are not measures of financial performance in accordance with IFRS and may exclude items that are significant in understanding and assessing our 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 our 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 historical non-IFRS measures to the most directly comparable IFRS measures are provided in the Appendix, as applicable. A reconciliation of the Company's forward-looking non-IFRS measures to the most directly comparable IFRS financial measure cannot be provided without unreasonable efforts and is not provided because of the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations, including adjustments that are made for future changes in the fair value of cash-settled share-based payment liabilities; foreign exchange gains/(losses) and the other adjustments reflected in our reconciliation of historical non-IFRS financial measures, the amounts of which, could be material.

Certain figures in these presentations 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.

# BUILDING THE LEADING GLOBAL PLATFORM FOR THE LUXURY INDUSTRY

**José Neves**  
Founder, Chairman and CEO



FARFETCH



# HOW IT ALL STARTED

1982



1994

"For the Love of Fashion"



1996



2001



2008

FARFETCH



# LUXURY IS A VERY LARGE AND RESILIENT INDUSTRY



Sources: Bain-Altagamma "Luxury Goods Worldwide Market Study, (November 2022). Bain & Company and Altagamma: "The Future Of Luxury: A Look Into Tomorrow To Understand Today (November 2018)", Bain Altagamma "Luxury Goods Worldwide Market Study, Fall 2021" (November 2021). Data converted from EUR to USD at an exchange rate of 1.0367 (15-Nov-22). Bain estimates a TAM in 2023E of €360bn- €380bn; and in 2030E of €540bn- €580bn.

# MISSION

To be the  
leading global platform for the  
luxury industry, connecting  
creators, curators and consumers



**FARFETCH**

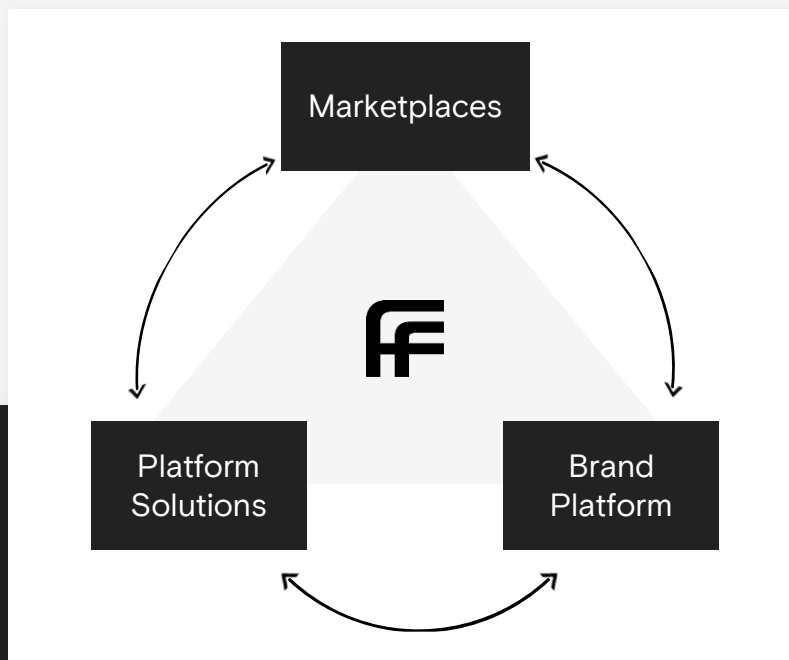




# WE'VE BUILT A PLATFORM TAILORED TO THE NEEDS OF THE LUXURY INDUSTRY



**Luxury Industry**  
(Curators & Creators)



**Consumers**

# OUR PLATFORM WAS MEANT TO BE SCALABLE



## CHAPTER ONE

**Building a global platform**



## CHAPTER TWO

**Leveraging**  
Platform capabilities

**Expanding**  
Profitability and delivering  
positive cash flow

# WHILE ALSO BUILDING A PLATFORM FOR GOOD

Positively Farfetch strategy underpins our mission to become the global platform for good in luxury  
– empowering everyone we work with to choose, act and think positively





# 2025 TARGETS

\$10bn

GMV

10%

Adj. EBITDA Margin<sup>1</sup>

Note: 2025F figures represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.

1. Non-IFRS financial measure





# OUR PLATFORM SOLUTIONS

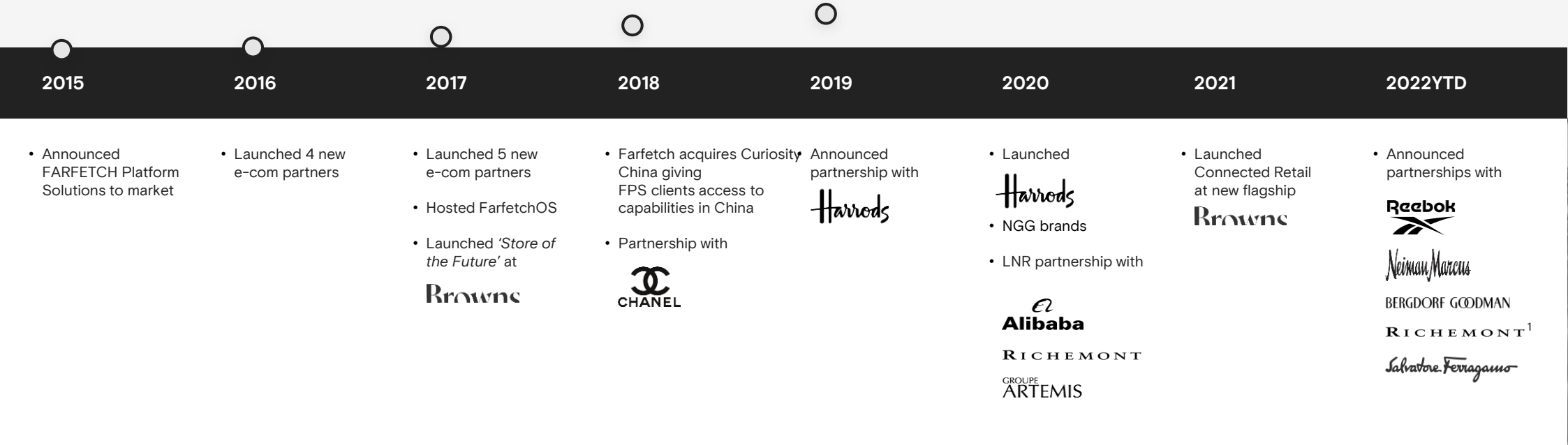
**Kelly Kowal**  
Chief Platform Officer



**FARFETCH**

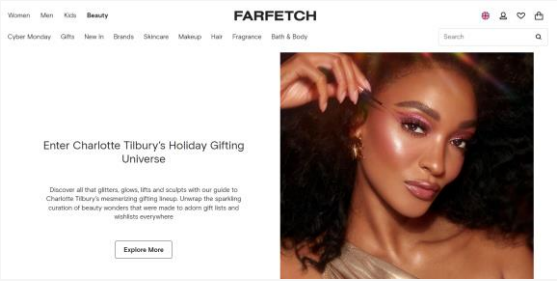
# FPS IS THE TECHNOLOGY PARTNER OF CHOICE IN THE LUXURY INDUSTRY

GMV

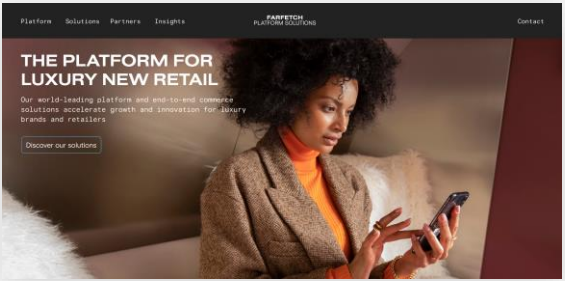




# OUR PLATFORM WAS BUILT BY LUXURY, FOR LUXURY



FARFETCH MARKETPLACES



FARFETCH PLATFORM SOLUTIONS (FPS)



## FARFETCH PLATFORM



Content  
Creation



Inventory  
Management



Product  
Catalog



Marketing



Payment



Fulfillment



Customer  
Service



Connected  
Retail

## FARFETCH PLATFORM



THIRD PARTY INTEGRATIONS

EXTERNAL SERVICE PROVIDERS

# OUR PLATFORM OFFERING IS UNIQUE AND BUILT AROUND 4 KEY USP<sub>s</sub>

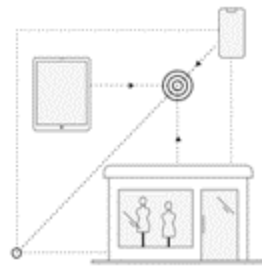
## GLOBAL PARTNERSHIP

Unrivalled global capabilities with expertise in China



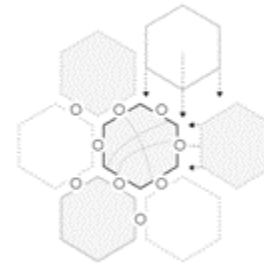
## CONNECTED RETAIL

Reinventing the consumer experience through online and offline integrations



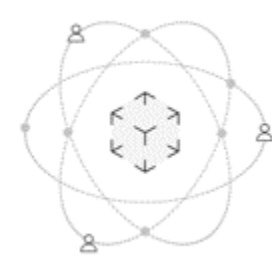
## MODULAR SOLUTIONS

Modular commerce solutions bespoke to your retail strategy



## CONSUMER-LED INNOVATION

Pioneering platform defining the future of luxury retail



# FPS CORE SOLUTIONS ENABLE DIFFERENT WAYS TO PARTNER

Products that are powered by the FARFETCH Platform

## END-TO-END COMMERCE

Transform the digital  
experience with e-commerce  
designed for luxury

EXAMPLE SERVICE PROVIDER



## E-CONCESSIONS AS A SERVICE

Connect brand inventory to  
retailers globally without  
committing to wholesale

EXAMPLE SERVICE PROVIDER



## GLOBAL LOGISTICS & PAYMENTS

Manage and fulfil orders  
globally with Logistics by FPS

EXAMPLE SERVICE PROVIDER



## CONNECTED RETAIL

Reinvent the retail  
experience with FARFETCH  
in-store technology

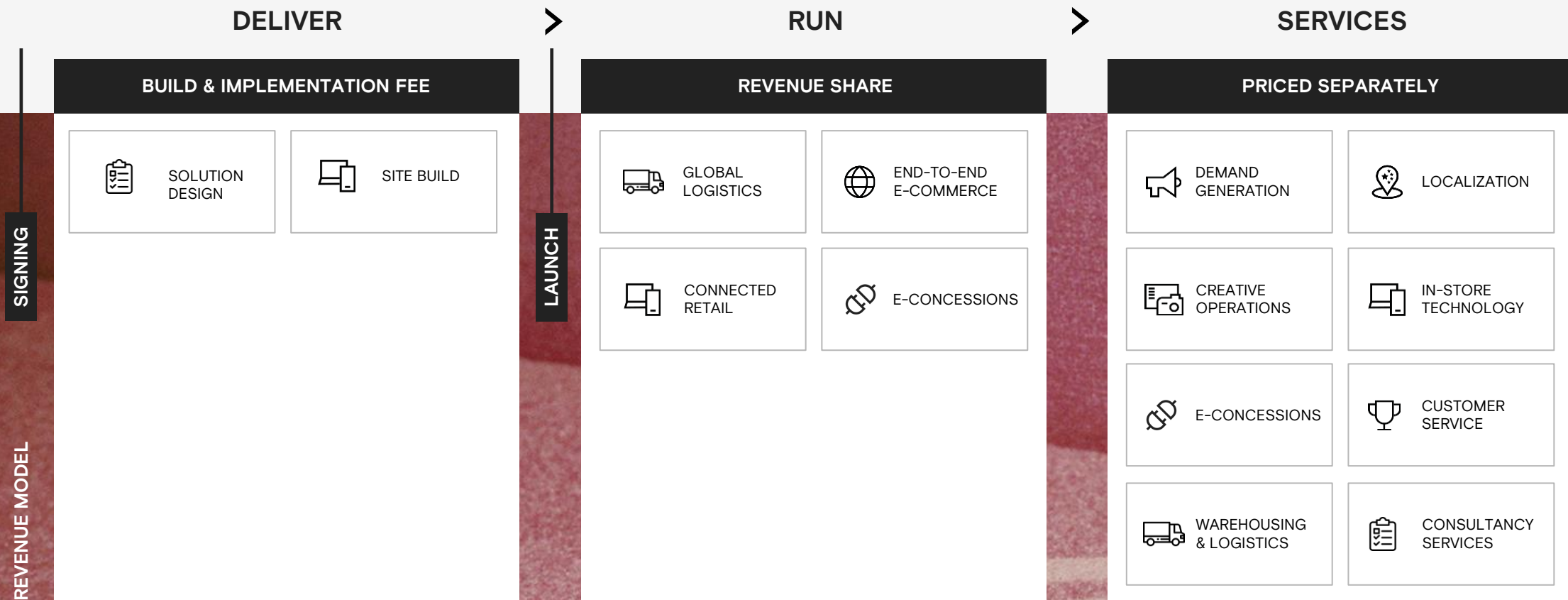
EXAMPLE SERVICE PROVIDER



**2025F TAM: \$441bn**



# WE HAVE A VERY STRONG REVENUE ENGINE





# PRICING IS DRIVEN BY TARGET MARGINS

TARGET MARGIN



OPERATIONAL  
COSTS

SERVICES &  
SOLUTIONS

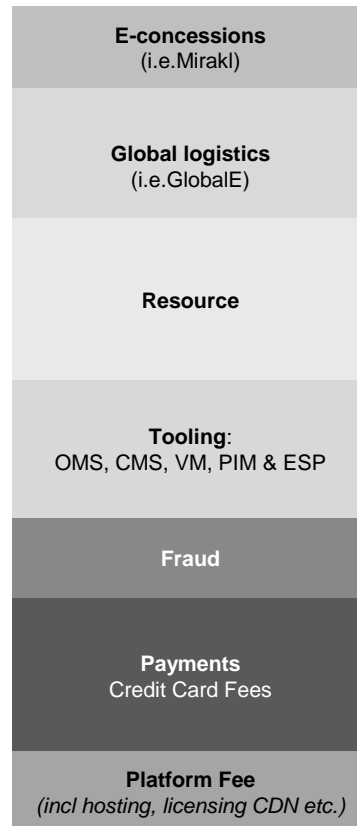
ORDER  
VOLUMES



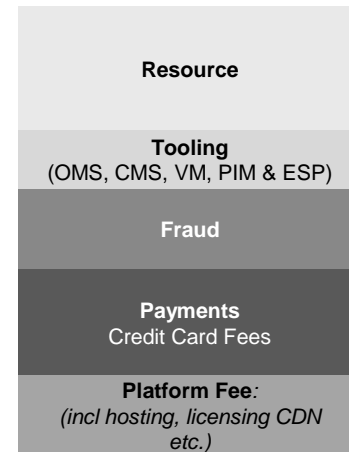
REVENUE MODEL / TAKE-RATE

# FPS REVENUE MODEL PROVIDES ECONOMIES OF SCALE

## EXAMPLE COMPETITOR OFFERING



## FPS



Logistics Cost Savings

All inclusive FPS Take  
Rate incl savings

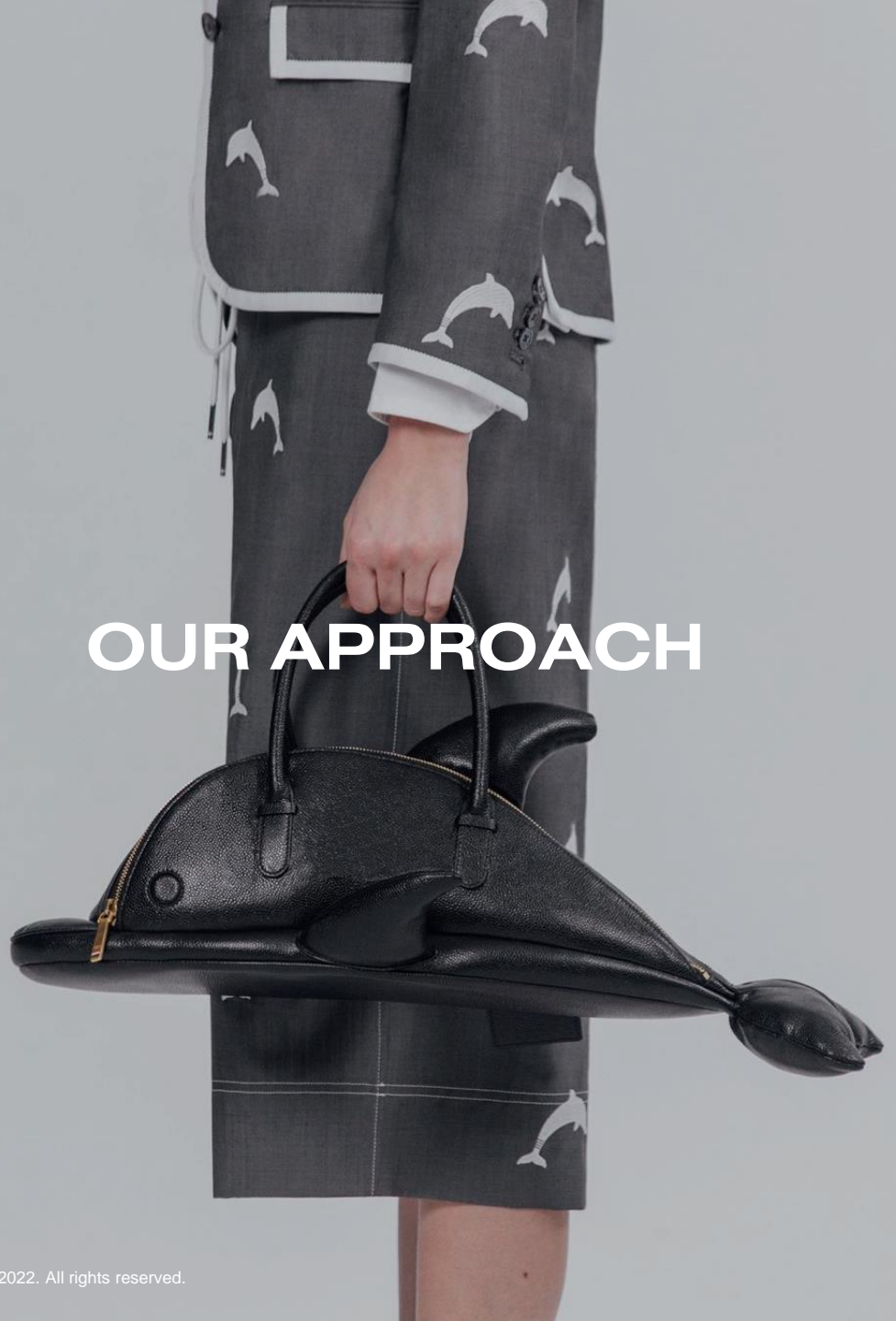




“ Farfetch has been a strong partner for Harrods. We selected Farfetch due to their Software as a Service Platform whilst allowing us the capabilities to enhance our front end with FPS, moving away from a complex in house stack of multiple vendors and has made economic sense to Harrods. Their experience in Luxury and willingness to mature their platform for multi-category has been essential in our partnership.”

– *Andreas Efsthathiou, CIO at Harrods*





## OUR APPROACH

THOM BROWNE.  
NEW YORK



**FARFETCH**  
PLATFORM SOLUTIONS

The iconic tailoring brand partnered with FARFETCH Platform Solutions to unlock their international offering and expand their customer base beyond USA.

- A rebranded website
- Localized and translated websites in Chinese, Japanese and Korean
- Global logistics
- Localized payments and currencies
- International digital marketing



## THE RESULTS

THOM BROWNE.  
NEW YORK



FARFETCH  
PLATFORM SOLUTIONS

- International shipping to 190 countries
- +833% YoY from launch in South Korea<sup>1</sup>
- +147% YoY from launch in China<sup>2</sup>
- +36% YoY from launch in Japan<sup>2</sup>
- Total global growth +173%<sup>3</sup>

“ We chose to partner with FPS because we see them as an excellent technology company that can help us build the future of luxury retail.

– Rodrigo Bazan, CEO Thom Browne





# 360 FARFETCH PARTNERSHIP RESULTS IN 67% CAGR

THOM BROWNE.  
NEW YORK

FARFETCH



CURIOSITYCHINA  
by FARFETCH



FARFETCH  
MARKETPLACE

FPS  
FULL SUITE

IN-STORE  
TECHNOLOGY

CURIOSITYCHINA

FULFILMENT BY  
FARFETCH

67% Revenue CAGR

2017

2018

2019

2020

2021



x

**FARFETCH**  
PLATFORM SOLUTIONS

## OUR APPROACH

The designer Parisian brand partnered with FARFETCH Platform Solutions to reach new international markets and expand the brand offering globally which included introducing:

- Global logistics
- Localized domains in Asia
- The introduction of womenswear
- A connected shopping journey



## THE RESULTS



- **58% Revenue CAGR<sup>1</sup>**
- **44% of revenue from non-European markets in Year 6, up from 27% in Year 1**
- **Increased shipping from 25 to 190 locations**



x

**FARFETCH**  
PLATFORM SOLUTIONS

## BRANDED COMMERCE

We created an innovative digital experience by replicating Harrods' world-class in-store experience online



## E-CONCESSIONS

Unlocking the e-concession model for Harrods.com, connecting with brand inventory integrated in the platform



## CHINA

Partnership with CuriosityChina to drive awareness and customers



## IN-STORE APP

Enabling retail staff to process transactions both on the shop floor and remotely to customers around the world





# Harrods x FARFETCH PLATFORM SOLUTIONS

FARFETCH Platform Solutions' e-concession solution delivered a stock integration layer enabling partner brand inventory to be sold on Harrods' website

**BURBERRY**

**GUCCI**

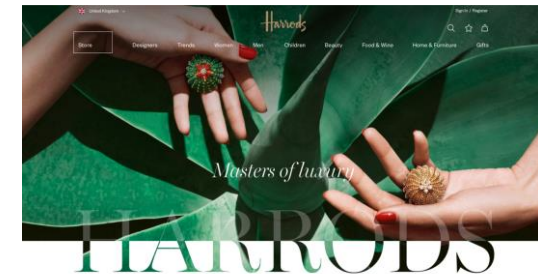
  
**BRUNELLO CUCINELLI**

**ZEGNA**

**BALMAIN**  
PARIS



**FARFETCH** PLATFORM



## THE RESULTS

- Stock for e-concessions brands has increased 482% since 2020<sup>1</sup>, with online items increasing +25%
- CAGR of brand partners revenue is tracking at +38% since 2020

# WE WILL CONTINUE TO EVOLVE AND AIM TO CONTINUE TO BE THE PARTNER OF CHOICE

OUR  
MISSION

Be the **technology partner of choice** in the luxury industry by  
building a platform for **scale**, delivering a product & service offering **built for luxury**

2023-2025 OBJECTIVES

## DELIVER

Recognized as the enterprise-  
grade platform for luxury

## SCALE

The leading connected  
retail offer

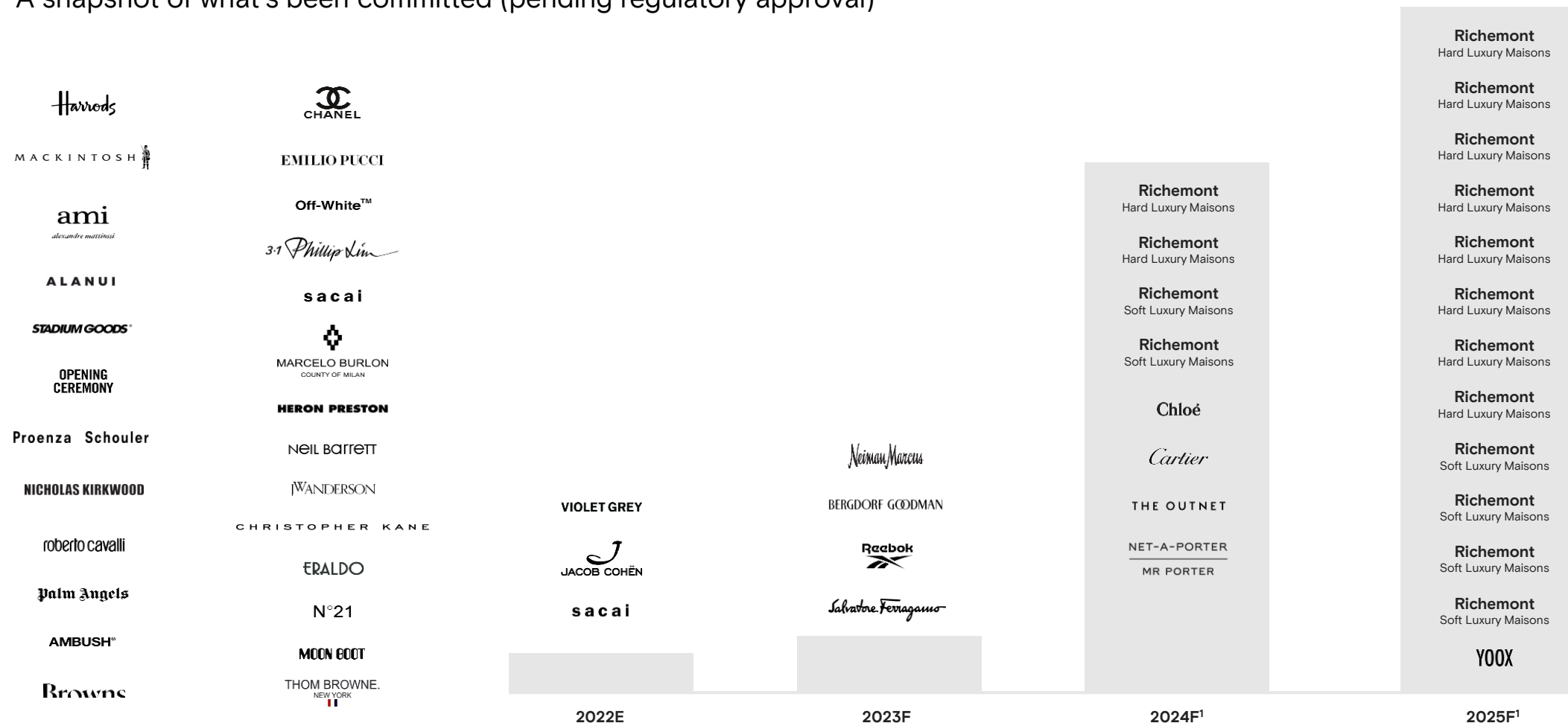
## EVOLVE

Differentiated product &  
service offer for luxury

**Superbrand** and key **enterprise multi-brands partnerships** penetration

# WE WILL HAVE MORE THAN DOUBLED OUR CLIENT PORTFOLIO BY 2025

A snapshot of what's been committed (pending regulatory approval)







## KEY HIGHLIGHTS

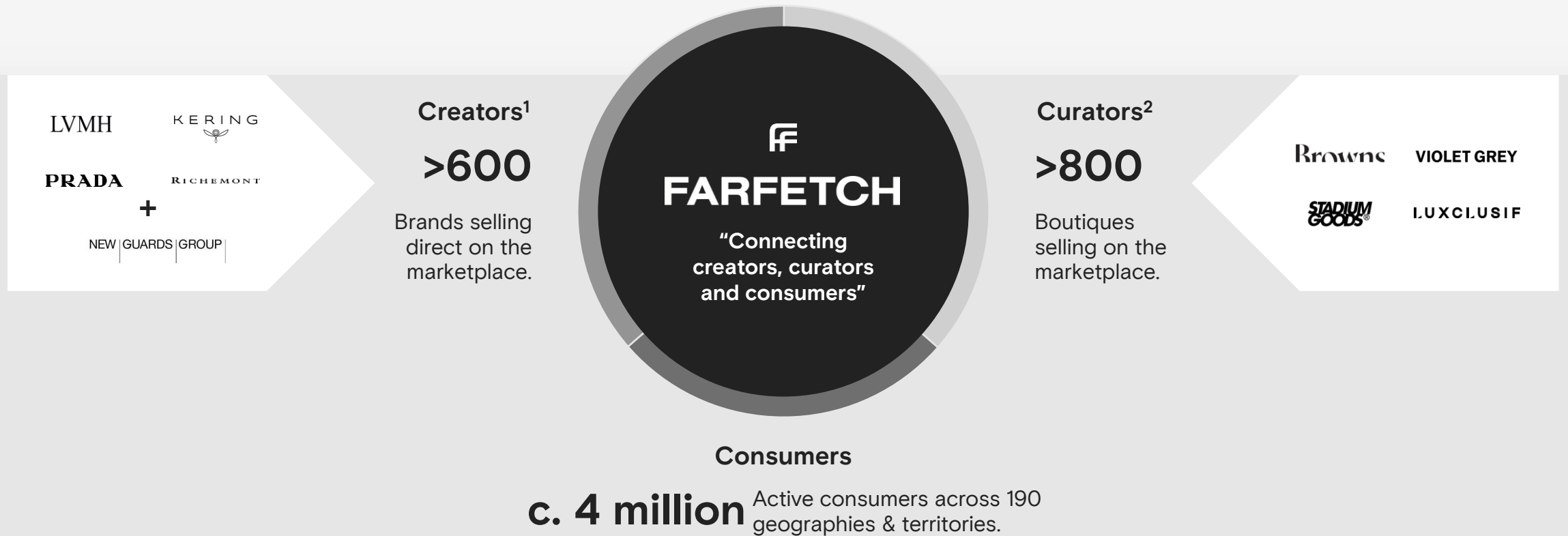
- Platform services tailored to meet the specific needs of the luxury industry
- Scalable, integrated platform with unique, module capabilities
- Economic model focused on profitability
- Significant step change expected in next few years

# OUR MARKETPLACES

**Edward Sabbagh**  
Chief Marketplace Officer



# WE ARE A GLOBAL PLATFORM FOR LUXURY CONNECTING CREATORS, CURATORS, AND CONSUMERS

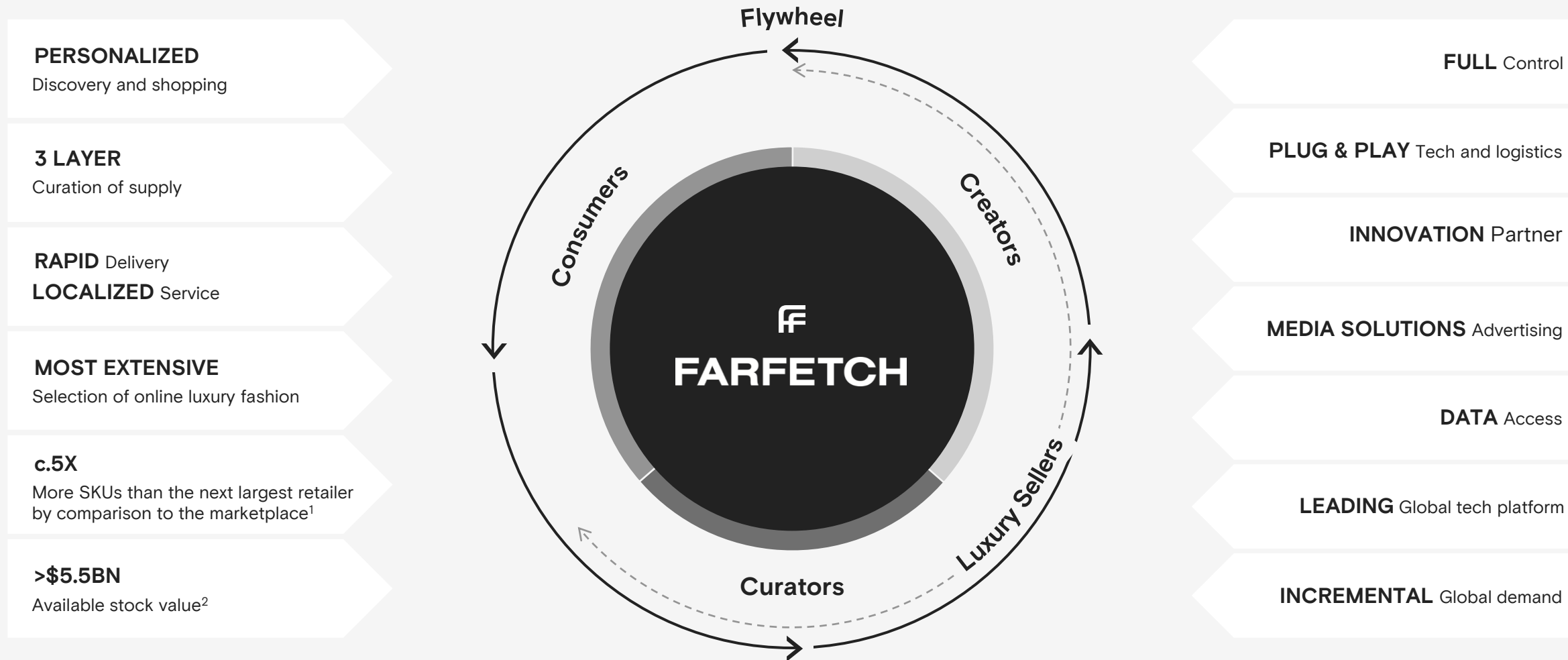


1) Examples of personal luxury goods brands

2) Examples of curators within the Farfetch Group



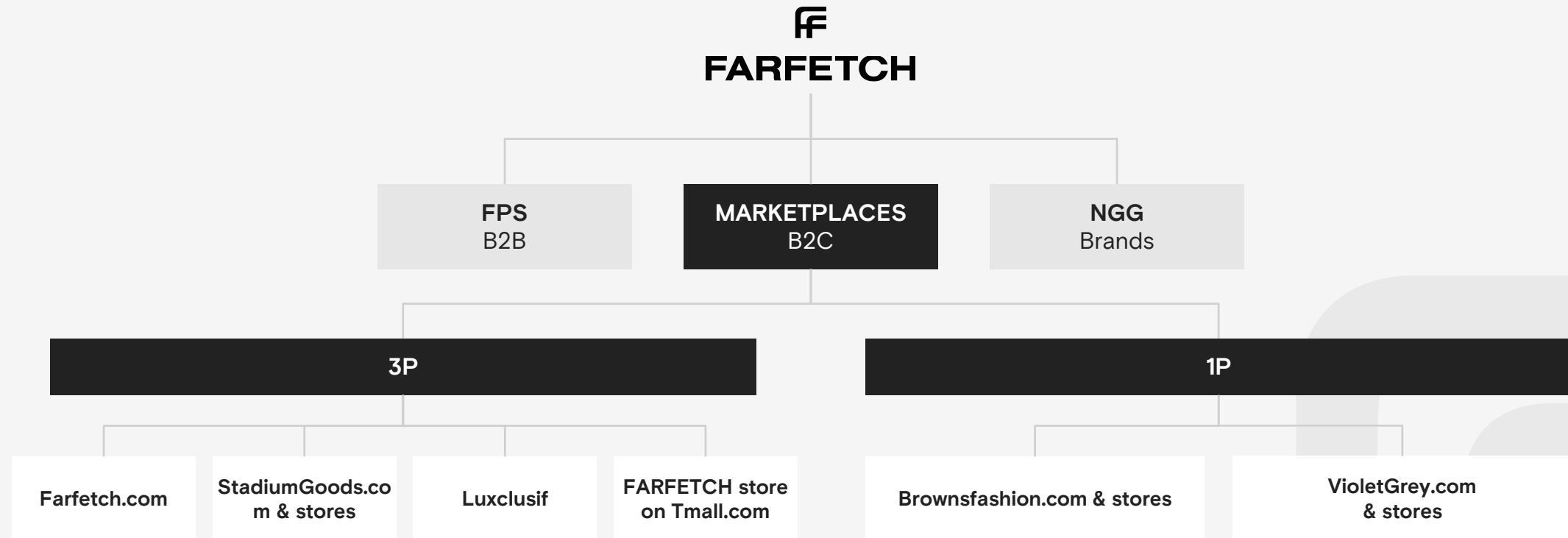
# WE OFFER A SUPERIOR VALUE PROPOSITION ACROSS THE LUXURY ECOSYSTEM



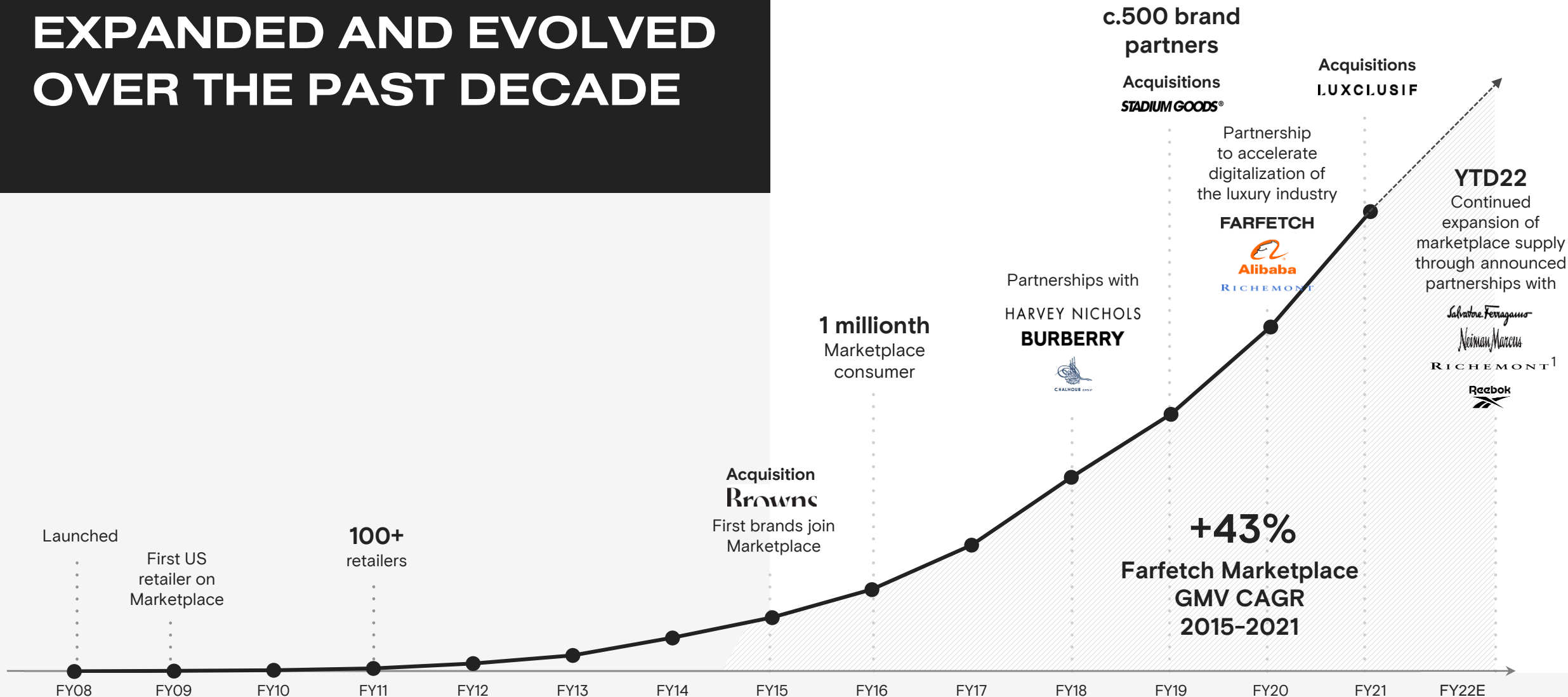
1) Farfetch internal analysis as of Q3'22.

2) Combined value of all stock units available on our marketplace multiplied by each item's retail unit price. Stock value as of end of Q3'22.

# FARFETCH MARKETPLACES STRUCTURE



# THE MARKETPLACE HAS EXPANDED AND EVOLVED OVER THE PAST DECADE



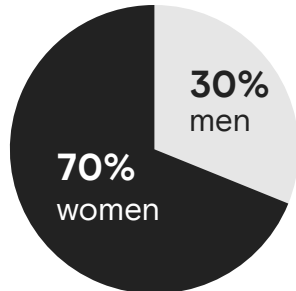
1. As part of a deal that will also see Farfetch acquire a significant minority stake in YNAP, which is subject to regulatory approval



# FARFETCH HAS A YOUNG, DIGITALLY NATIVE, AFFLUENT AND INTERNATIONAL CUSTOMER BASE



7/10 ARE WOMEN<sup>1</sup>



THEY ARE YOUNG

	FARFETCH	Personal Luxury Goods Market 2022E <sup>2</sup>
Gen Z	22%	18%
Millennial	52%	47%
Gen X + Boomers	26%	35%



THEY ARE GLOBAL

- 190 countries & territories
- Significant player in the **Top 20 countries** we operate in

Note: Russia, Ukraine and Belarus were excluded in 2022

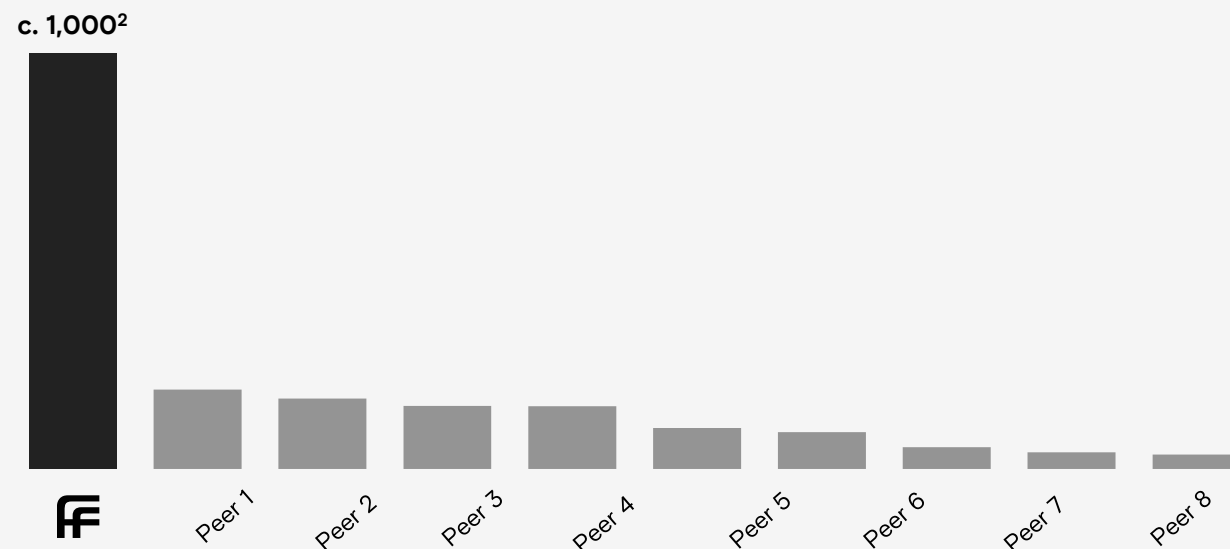
1) Farfetch Annual Customer Profiling Survey, March 2022, n=7133.

2) Bain-Altagamma "Luxury Goods Worldwide Market Study, (November 2022).

# FARFETCH IS A PRIMARY DESTINATION FOR ONLINE LUXURY

## Web traffic relative to other online retailers<sup>1</sup>

Visits in #m



**700**

Ranked in the **top 700** websites globally<sup>3</sup>

**>5x**

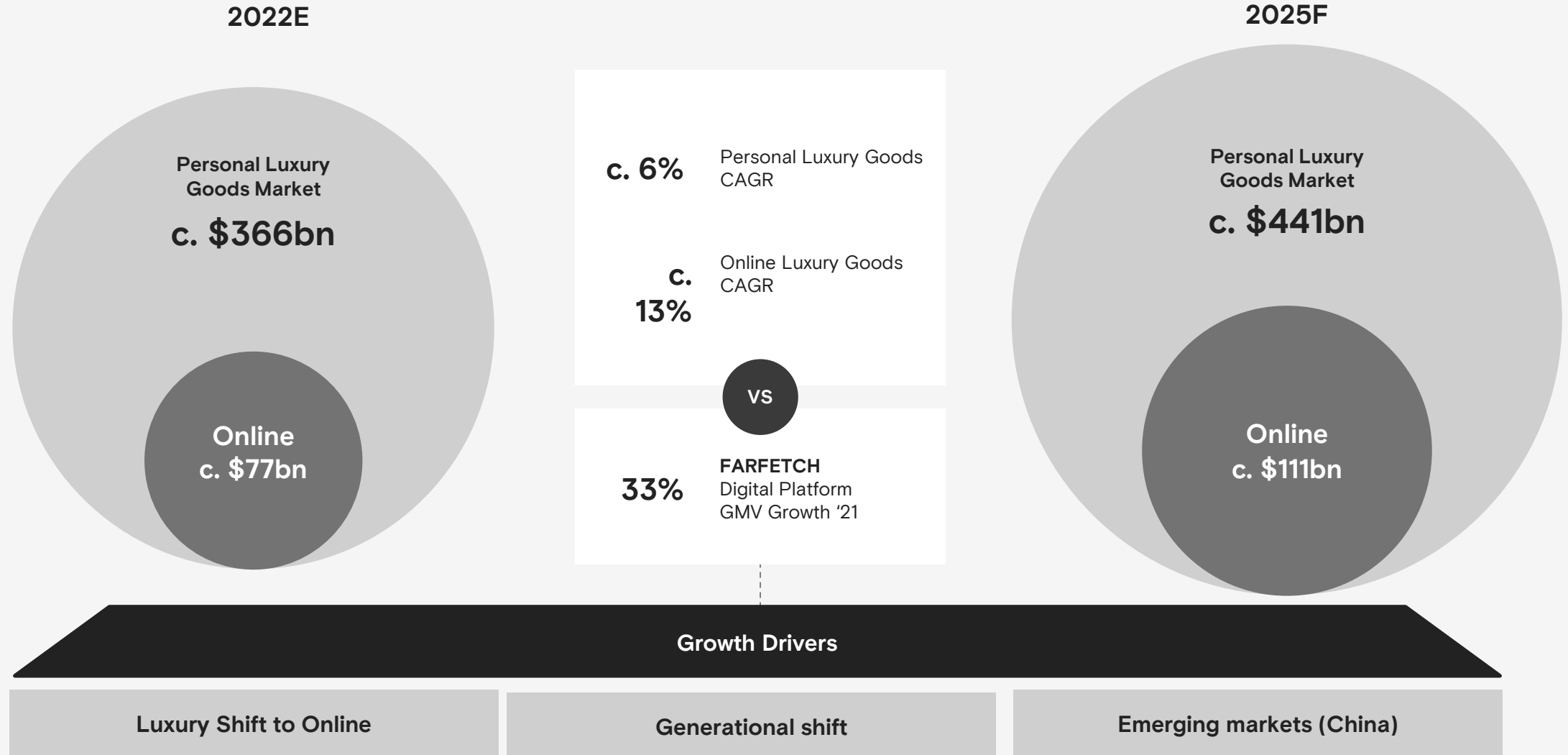
**Wider** global reach vs next largest retailer<sup>1</sup>

1) Similarweb data as of 01-Aug-2022

2) Based on management information; LTM as of Q3'22

3) Based on Semrush data as of Q3'22

# THE MARKETPLACE IS A >\$100 BILLION OPPORTUNITY



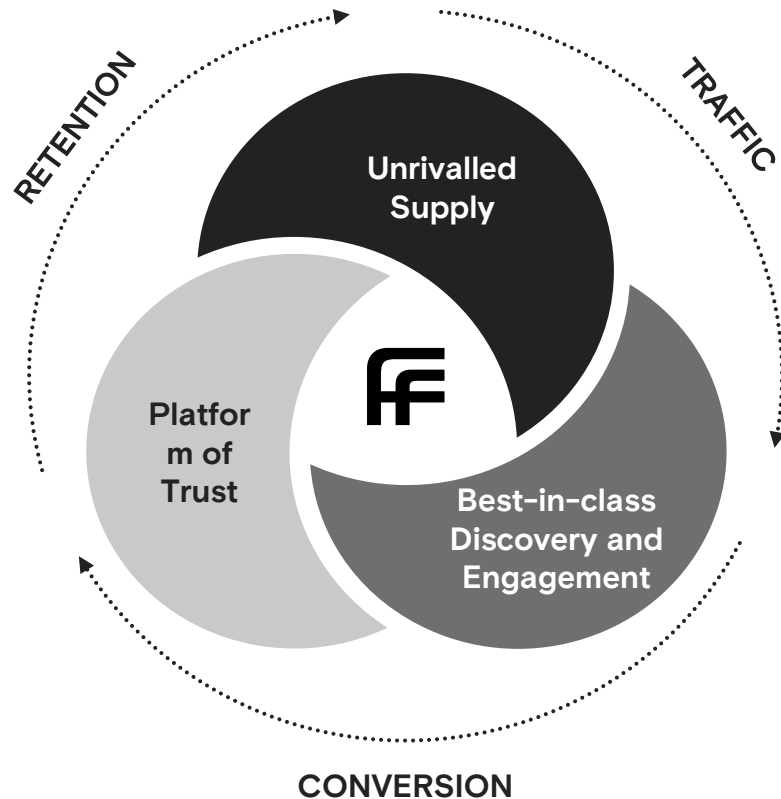
Note: Bain-Altagamma "Luxury Goods Worldwide Market Study, (November 2022).

Bain-Altagamma data as follows: 2022E Global Personal Luxury Goods market size of €353bn, 21% Online (€74bn); 2025F market size of €425bn using 13% CAGR to calculate Online (€107bn).

Data converted at EUR to USD at an exchange rate of 1.0367 (15-NOV-22).



# HOW DO WE CONTINUE GOING AFTER THIS OPPORTUNITY?



2025F

**\$3.8 Billion** GMV

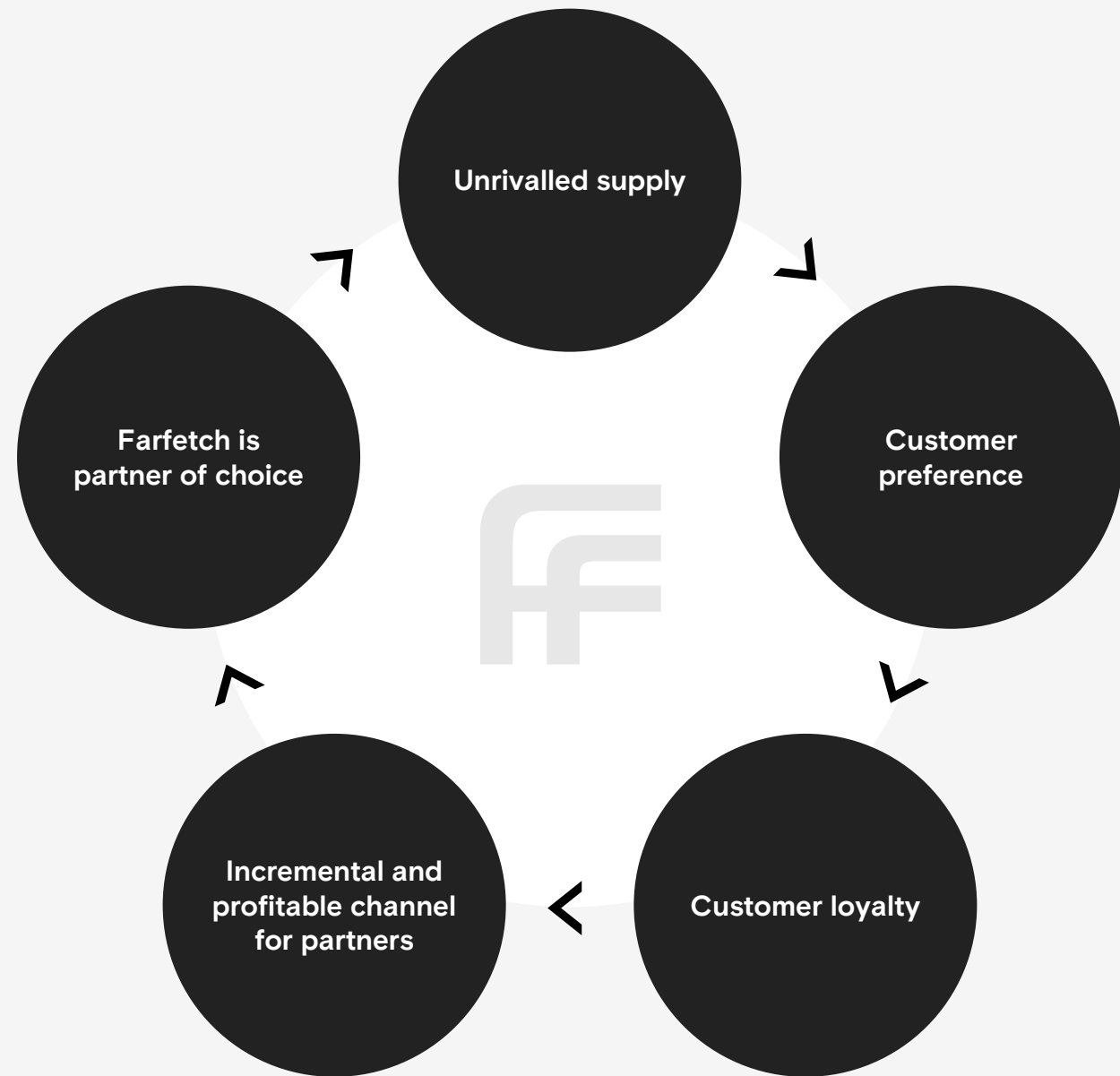
**c. 40%** OC%



# UNRIVALLED SUPPLY

# THE SUPPLY FLYWHEEL

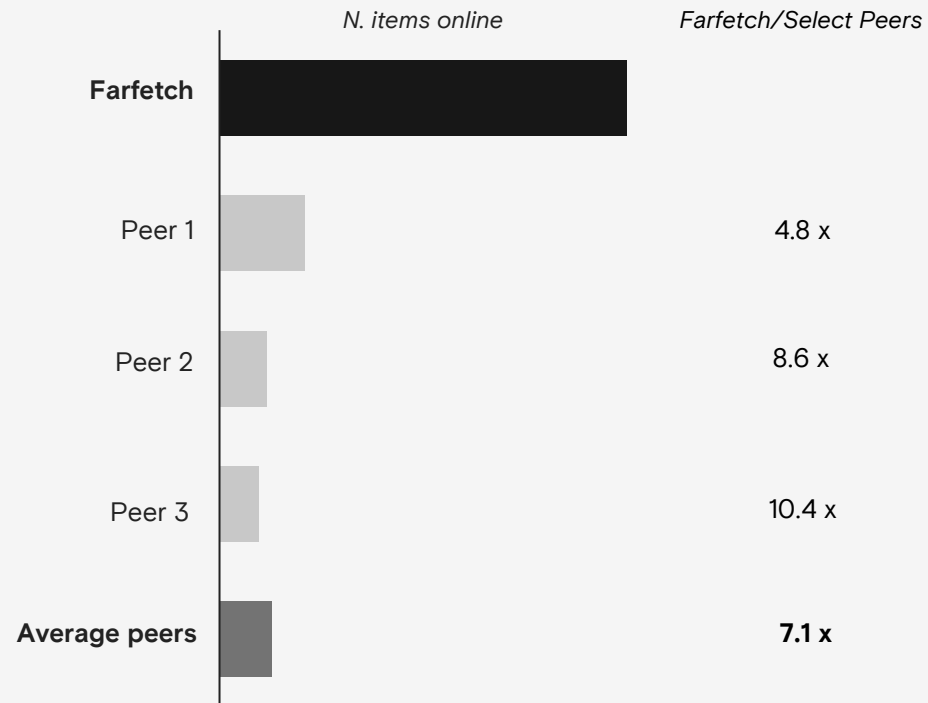
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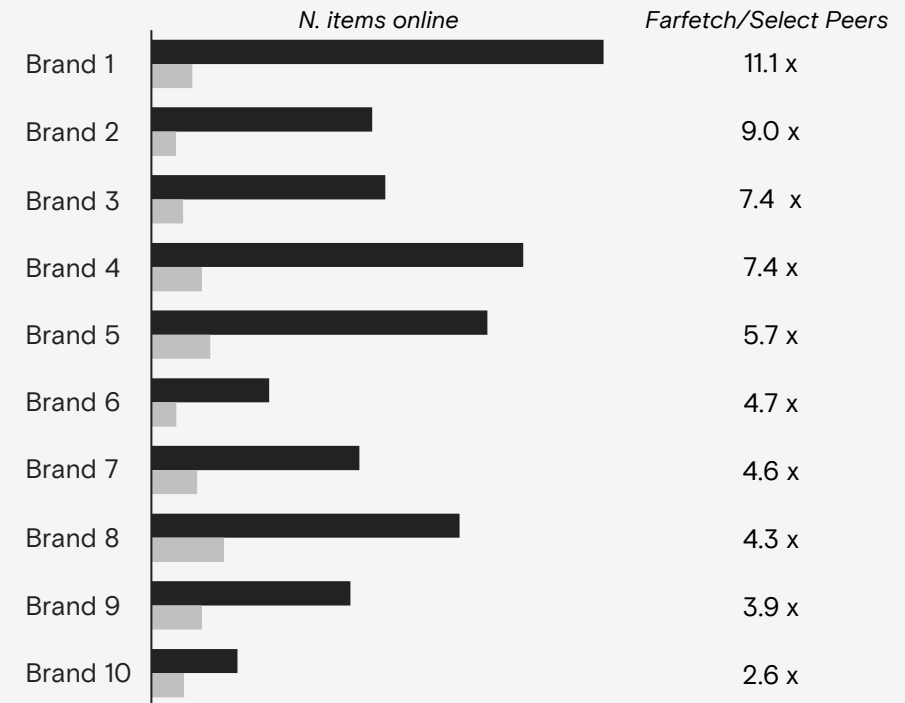


# FARFETCH HAS HIGHER BREADTH OF ASSORTMENT THANKS TO UNIQUE BUSINESS MODEL

## Overview by other retailers



## Overview by top brands













Farfetch Avg. peers

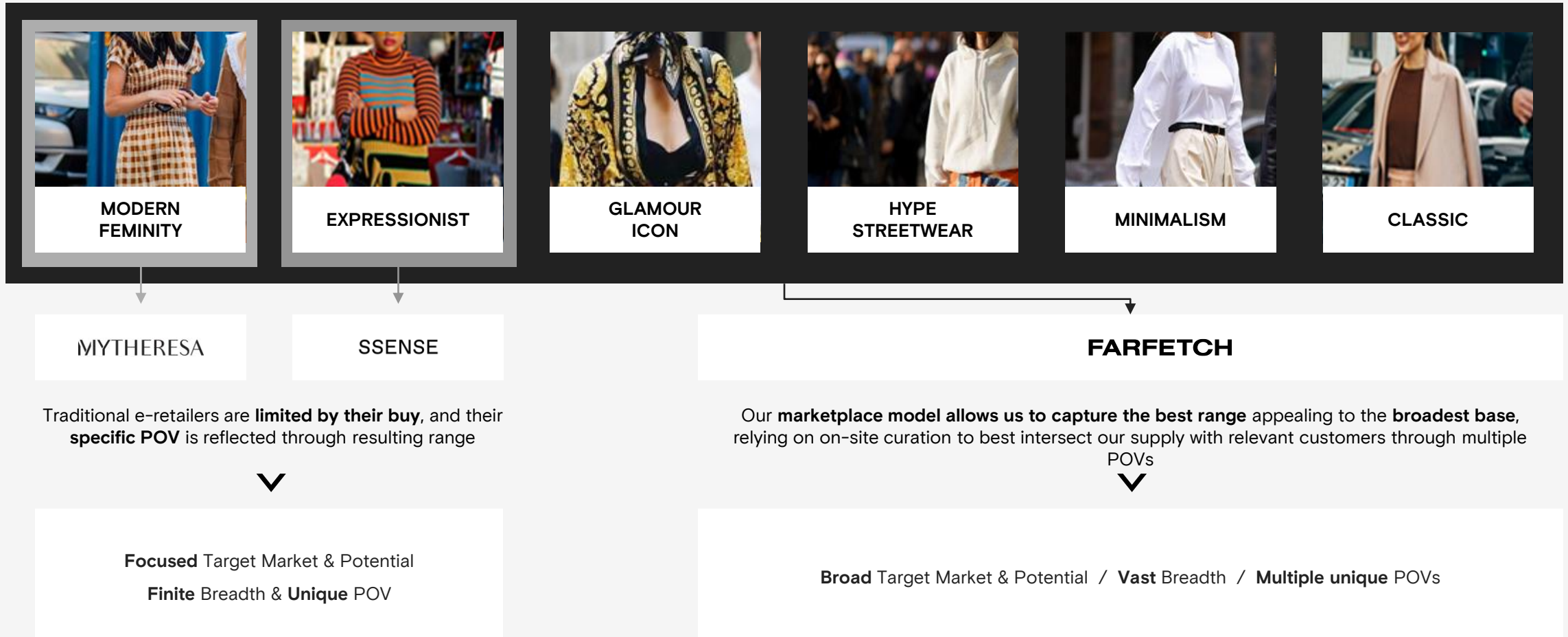
# FARFETCH SHOWCASES CORE IN-SEASON HOT ITEMS & CATEGORIES

## Top 10 Q3 Hottest Products (Lyst Index)

✓ = Stocked on FARFETCH

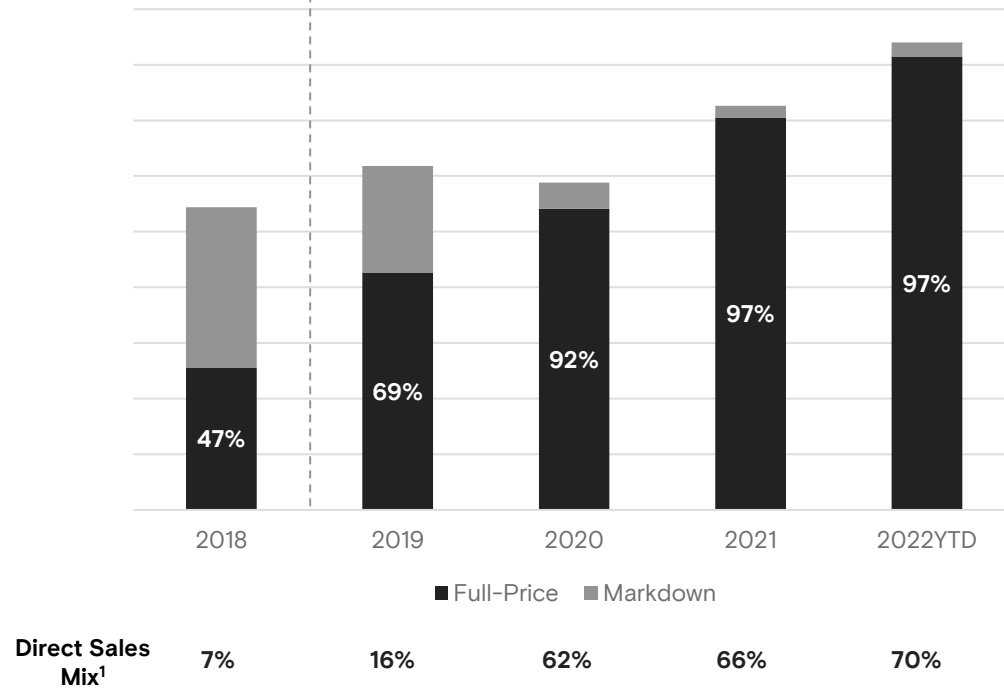
<p>1</p>  <p>Miu Miu ballet flats ✓</p> <p>Avg. Stock Value Q3: <b>\$10k</b> Avg. Miu Miu Ballet Shoe Stock Q3: <b>\$410k</b></p>	<p>2</p>  <p>Birkenstock Boston clog ✓</p> <p>Avg. Stock Value Q3: <b>\$4k</b> Q3 Birkenstock Shoe Stock vs. 2021: <b>+70% YoY</b></p>	<p>3</p>  <p>Prada logo tank top ✓</p> <p>Avg. Stock Value Q3: <b>\$36k</b> Q3 Prada Womens Tops Stock vs. 2021: <b>+80% YoY</b></p>	<p>4</p>  <p>Ugg Taz slipper ✓</p> <p>Avg. Stock Value Q3: <b>\$5k</b> Q3 UGG Slippers Stock vs. 2021: <b>+127% YoY</b></p>	<p>5</p>  <p>Adidas Samba sneaker ✓</p> <p>Avg. Stock Value Q3: <b>\$70k</b> Avg. Adidas Trainers Stock Q3: <b>~16,000 units</b></p>
<p>6</p>  <p>Diesel B-IDR belt ✓</p> <p>Avg. Stock Value Q3: <b>\$5k</b> Q3 Diesel Belts Stock vs. 2021: <b>+186% YoY</b></p>	<p>7</p>  <p>Patagonia Better Sweater fleece ✓</p> <p>Avg. Stock Value Q3: <b>\$3k</b> Q3 Patagonia Sweater Stock vs. 2021: <b>+90% YoY</b></p>	<p>8</p>  <p>Gucci 1953 horsebit leather loafer ✓</p> <p>Avg. Stock Value Q3: <b>\$510k</b> Q3 Gucci Loafers Stock vs. 2021: <b>+322% YoY</b></p>	<p>9</p>  <p>Valentino Garavani mini one stud bag ✓</p> <p>Avg. Stock Value Q3: <b>\$36k</b> Avg. Valentino Bags Stock Q3: <b>\$13M</b></p>	<p>10</p>  <p>Balenciaga swift oval sunglasses ✓</p> <p>Avg. Stock Value Q3: <b>\$13k</b> Avg. Balenciaga Eyewear Stock Q3: <b>\$750k</b></p>

# OUR UNIQUE BREADTH ADVANTAGE ALLOWS US TO TALK TO MULTIPLE POVS AND THE BROADEST BASE OF CUSTOMERS



## Brand X

Direct Partnership  
Launched



1) Mix on Farfetch.com

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## OUR MARKETPLACE STRUCTURE ENABLES OUR SUPPLY PARTNERS TO PURSUE HIGHER FULL PRICE SELLING

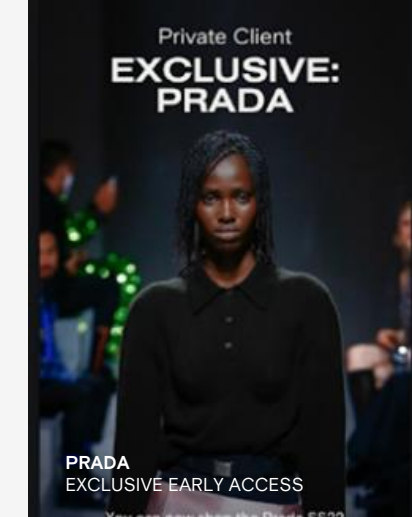
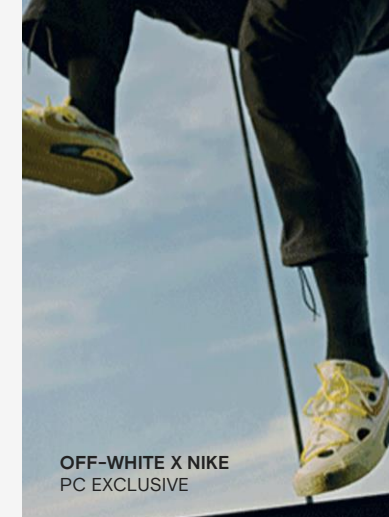
Brand X launched a direct partnership with Farfetch in January 2020.

Farfetch was able to adjust achieving their key strategic objectives:

- **Shift Full Price:** FP sales are expected to double this year with MD accounting for only 3% of total sales
- **Shift to Direct:** Direct sales % increased from 16% to 62% in 2020

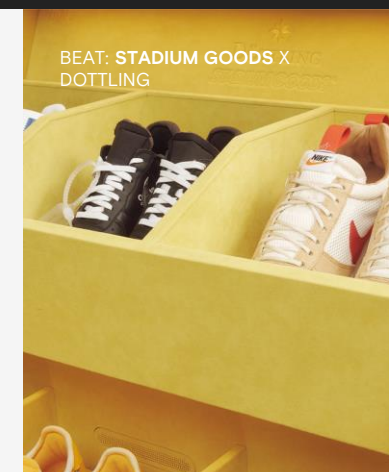
Stock levels significantly increased with the launch of the Direct Partnership





# BRANDS WANT TO PARTICIPATE WITH FARFETCH ON THE 'SPECIAL' MOMENTS WITHIN LUXURY

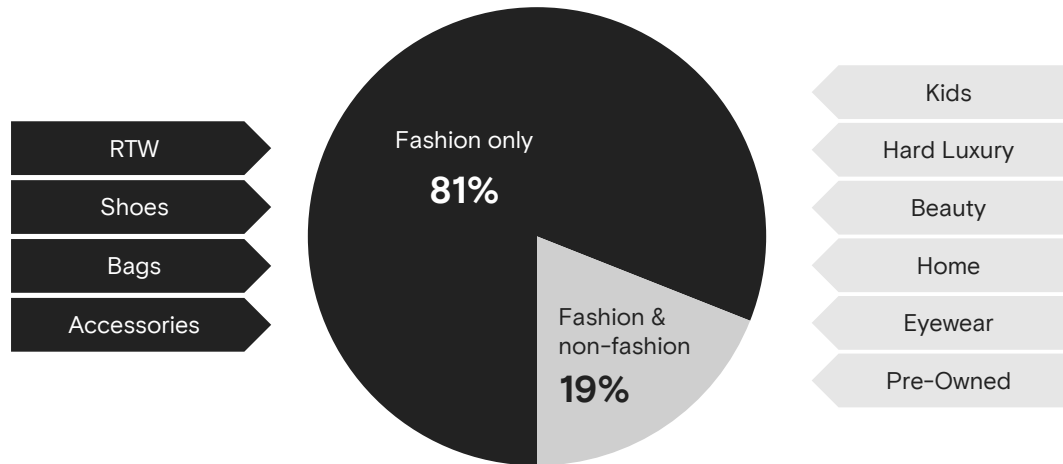
Exclusives, Events, Activations



FARFETCH

# FARFETCH CONTINUES TO ADD NEW CATEGORIES TO DIFFERENTIATE ON SUPPLY

## Mix of fashion customers that also shopped non-fashion categories



In the past 2 years,  
**c. 20%** of Farfetch customers  
bought at least **one other**  
**category on top of fashion**<sup>1</sup>

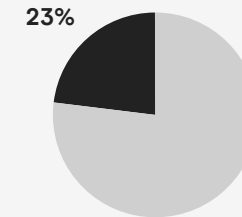
### Customers that bought at least 1 non-fashion category drove<sup>1</sup>

- 2x GMV growth
- +11 pts PC GMV mix
- 4x AOV growth
- -5 pts returns rate

## Landmark Richemont deal unlocks expansion of a hard luxury, opening up participation from brands and customers<sup>2</sup>

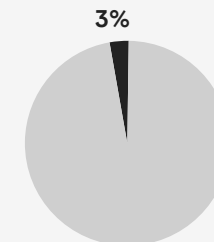
### Luxury industry watches & jewelry mix

2021E<sup>3</sup>

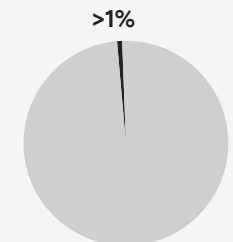


### FARFETCH Marketplace watches & jewelry mix

Demand - GMV  
FY'21A



Supply - stock units<sup>4</sup>  
FY'21A



1. Data based on all customers that purchased on Farfetch.com in the past 2 years

2. As part of a deal that will also see Farfetch acquire a significant minority stake in YNAP, which is subject to regulatory approval

3. Bain-Altgamma Luxury Goods Worldwide Market Study (November 2021). Watches and jewelry aggregate market size of €62bn.

4. Mix of stock units on the Farfetch Marketplace as of December 31, 2021.



# BEST-IN-CLASS DISCOVERY AND ENGAGEMENT



# DISCOVERY & ENGAGEMENT CUSTOMER EXPERIENCES



## **PERSONALIZATION MACHINE LEARNING ALGORITHMS**

Data-driven search, rankings and recommendations capabilities for customers powered by our sophisticated algorithms



## **INSPIRATIONAL & CURATED JOURNEYS**

Connected and personalized shopping journeys to help our customers to navigate our vast supply and discover products that resonate with their style



## **PERSONALIZED AND TARGETED COMMUNICATIONS**

Communication and messaging personalized to customers at the right place and right time to garner interest and drive engagement



## **ULTIMATE PRIVATE CLIENT EXPERIENCE & FASHION CONCIERGE**

Unique business model and specialized services driving loyalty with our highest spending and most valuable clients.



# POWERING PERSONALIZED DISCOVERY

## Customer Segment Product Rankings

- SmartRank algorithm, **+1.8%** increase in add to bag in latest iteration only, -1.3% reduction in exit rate on category pages

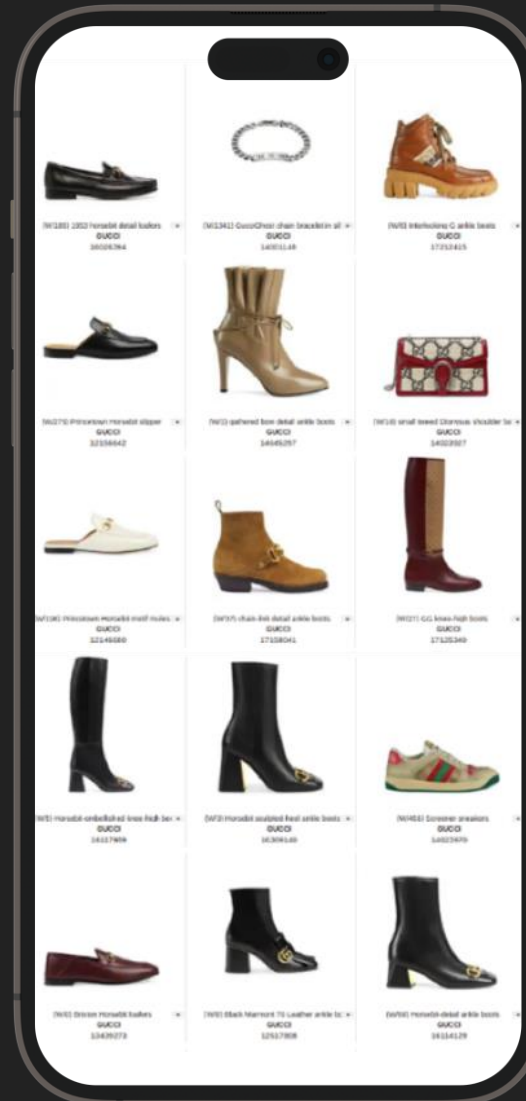
## Search

- **37%** of all Farfetch GMV comes from products discovered through our Search feature with an uplift of **6.7%** YoY

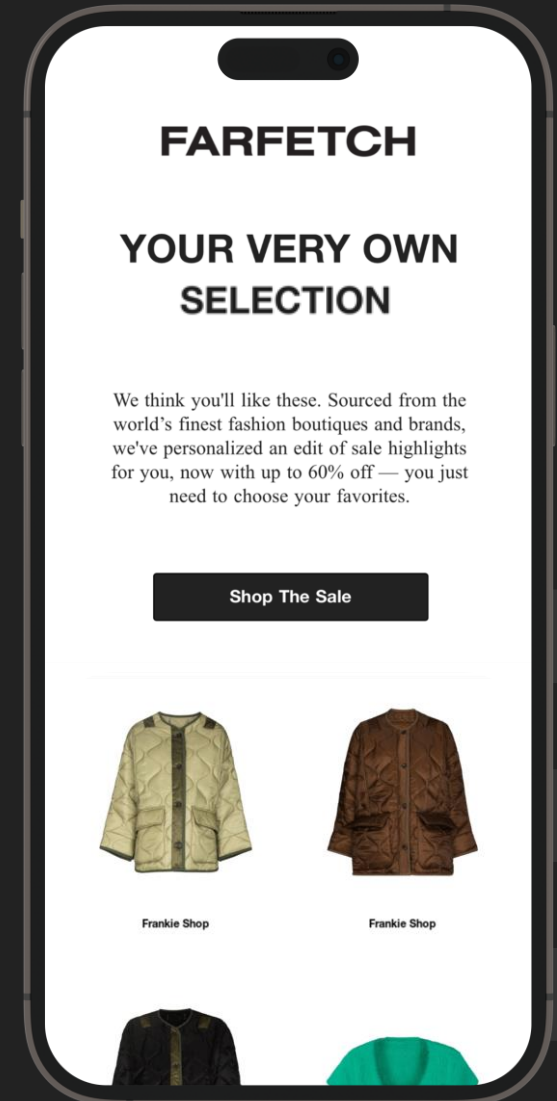
## Algorithms

- **'Inspire'** algorithm leverages product data to recommend complementary products to **'Complete the Look'** increasing visit conversion rate by **1.4%**
- Tailor, size and fit engine, recently launched to improve customers' shopping experience related to size and fit

## Customer Segment Product Rankings



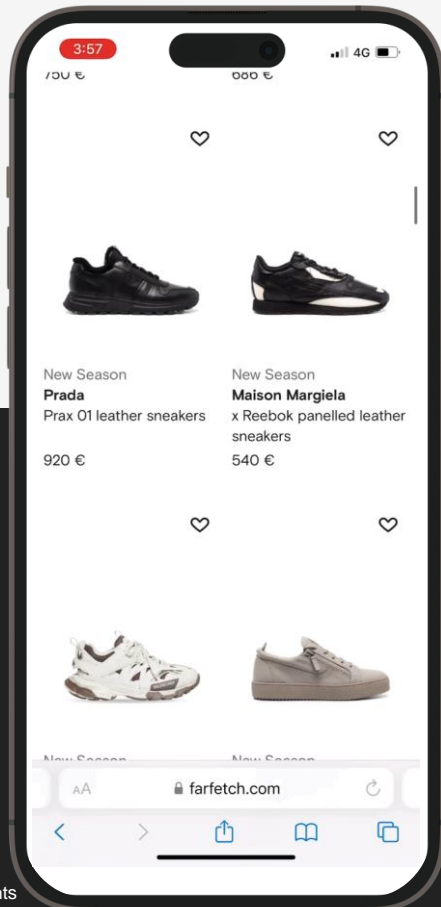
## Personalized Recommendations Email



# INSPIRATIONAL & CURATED JOURNEYS

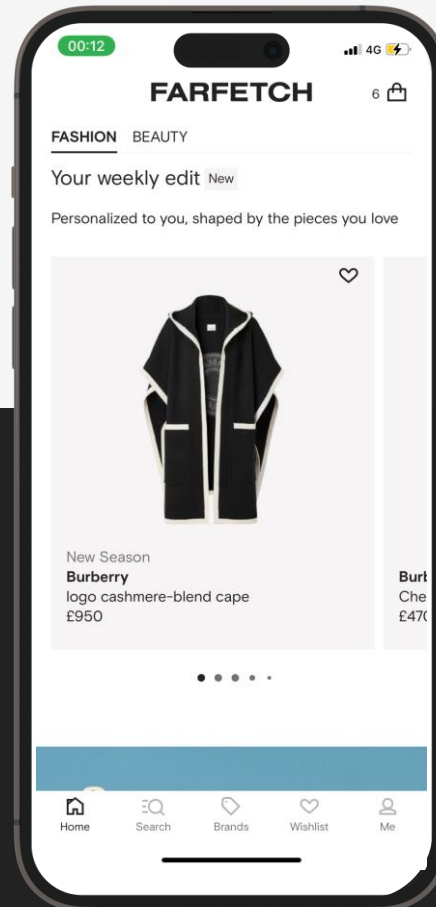
## Integrated Editorial Content

- Strategically placed into the discovery of product categories and also featured in livestream shopping



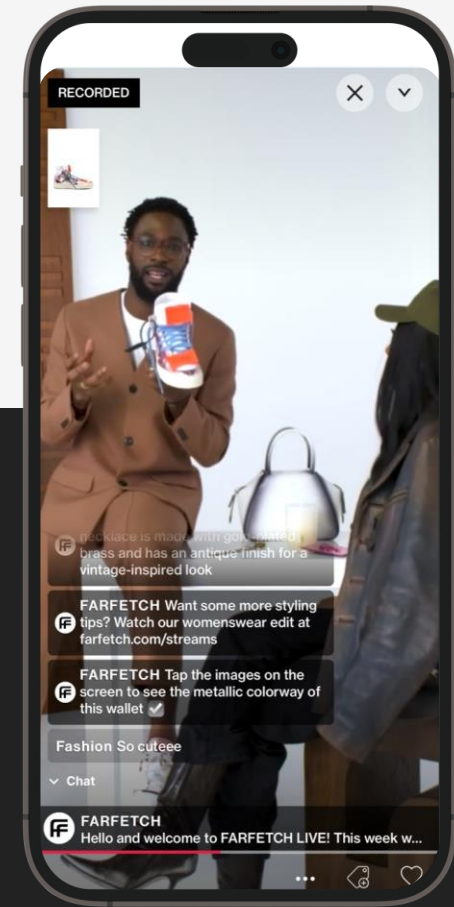
## Weekly Edit

- Personalized weekly recommendations of the latest in fashion
- 'Complete the Look' increased conversion rate by 1.4%



## Livestream Shopping

- Streaming weekly and allows users to shop while watching and interacting with video streaming content (currently available in selected markets only)



# PERSONALIZATION AND TARGETED COMMUNICATIONS

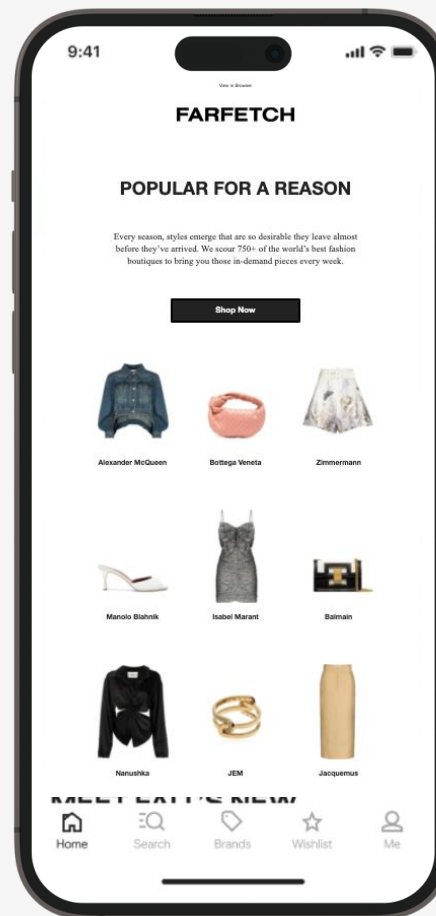
**+39%** Engagement

**-34%** Opt-Out Rate

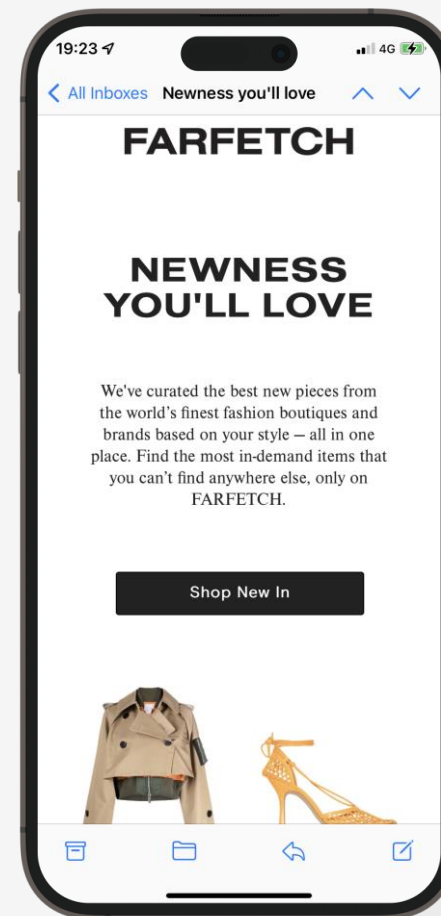
**+11%** Conversion Rate

**+89%** GTV Per Send

Full Price Style Aesthetics  
(140 variants)



Newness Emails based on  
designer preferences



Triggered email &  
push



# ULTIMATE PRIVATE CLIENT EXPERIENCE

We provide our top customers with industry benchmark services as well as “Dream experiences”

- Dedicated stylist service with early access to new deliveries and exclusive merchandise
- Exclusive access to “Dream experiences”

Fashion Concierge has been able to source rare pieces for record-breaking sales as well as driving a 30% higher retention rate to Farfetch<sup>1,2</sup>



Richard Mille Watch

Delivered to  
Middle-Eastern client  
for \$2.4m



8.01ct Diamond

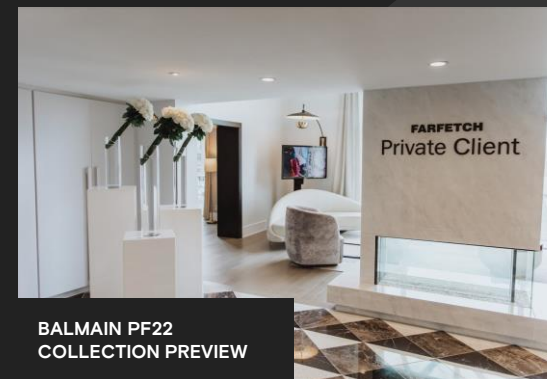
Sourced for  
client in Hong Kong  
for \$360k



Birkin 30 Himalaya  
Niloticus with Diamond  
Hardware

Sourced for  
client in Hong Kong  
for \$503k

1) vs. Customers who do not use Fashion Concierge



BALMAIN PF22  
COLLECTION PREVIEW



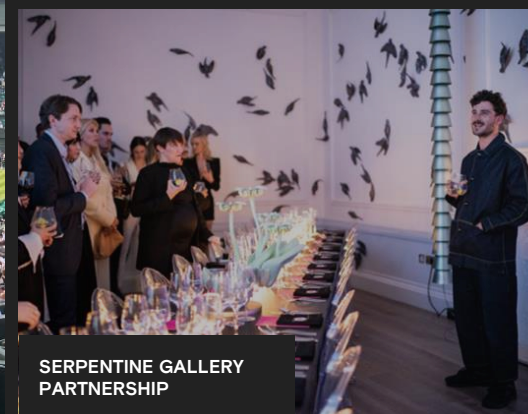
RICHARD MILLE  
WATCH



RALPH LAUREN X FARFETCH BRANDED SUITE  
X WIMBLEDON CENTER COURT TICKETS



PARIS FASHION WEEK PC  
EXPERIENCE



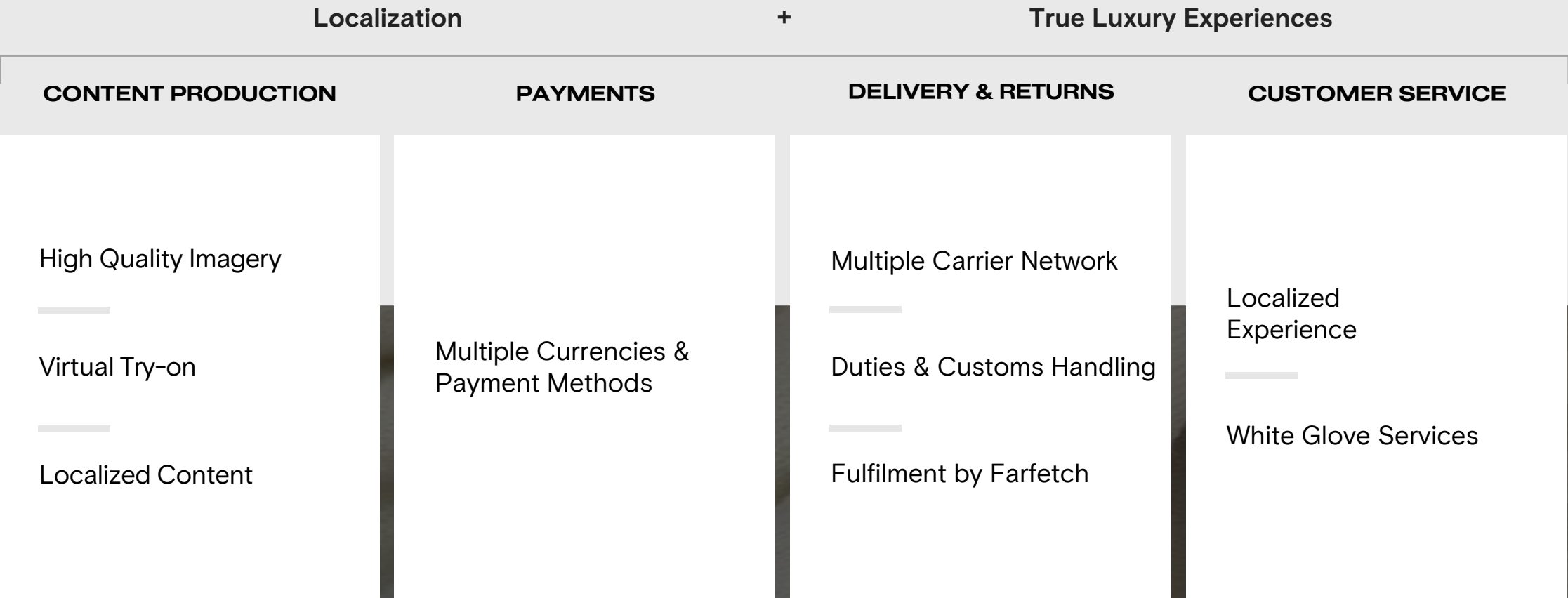
SERPENTINE GALLERY  
PARTNERSHIP





# PLATFORM OF TRUST

# INTEGRATED OPERATIONS ARE A MUST TO DRIVE BEST-IN-CLASS LUXURY EXPERIENCES AND BUILD CUSTOMER TRUST



# DELIVERY & RETURNS

## Supply Chain with Thousands of Sellers Spread Globally Fully Managed In-house

**+2000** sellers stock  
points around the  
world with real-time  
single view of inventory



 15+ Available Carriers

 Duties & Customs Handling

 Free worldwide returns

**From +50 Countries  
to 190 Countries**

## Delivery Proposition with Multiple Options to Our Customers


PREMIUM OPTIONS

- ☐ Standard delivery
- ☐ Express delivery
- ☐ Same Day delivery
- ☐ 90 Minutes Delivery

## Fulfilment by FARFETCH to better match supply and demand

*Leveraging data to optimize order allocation*

 Operating 8 warehouses in key luxury regions

 Beauty and all 1<sup>st</sup> Party 100% utilizing  
Fulfilment by FARFETCH





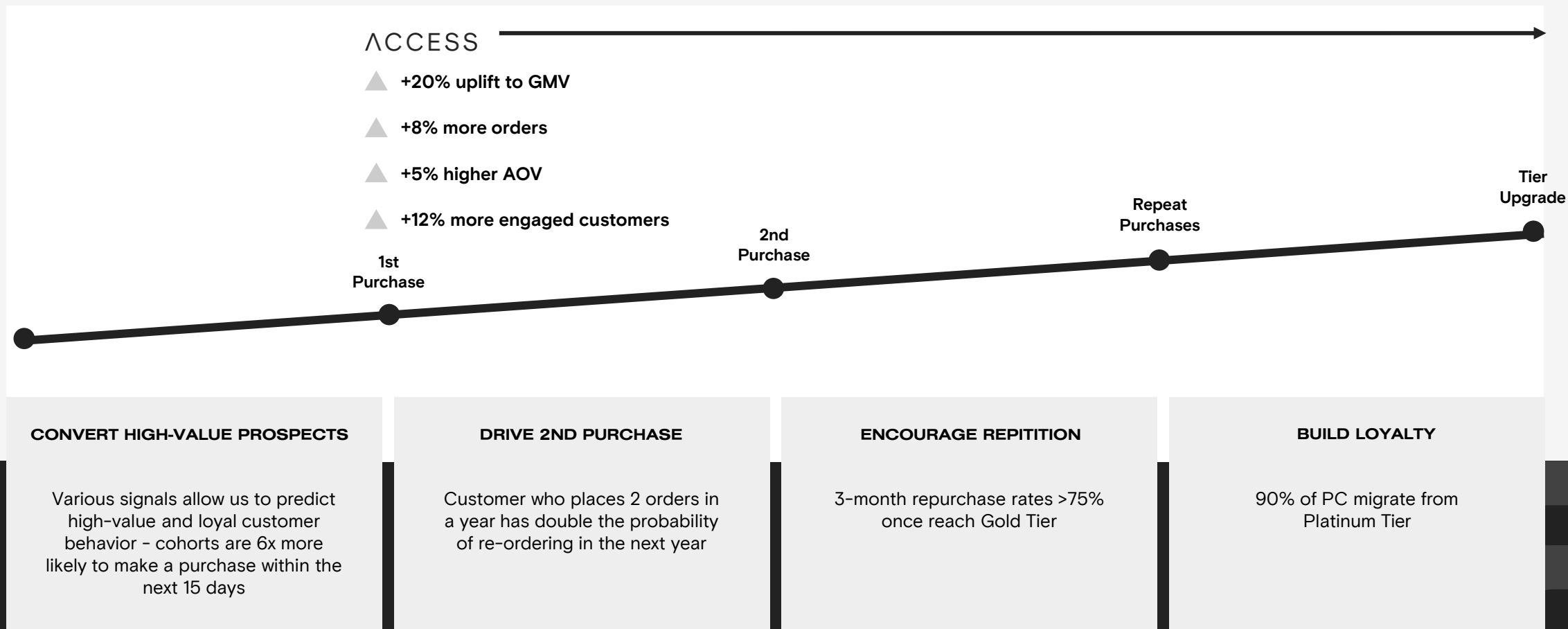
# DRIVING PROFITABILITY IN THE MARKETPLACE



# OUR STRATEGY IS THE WINNING FORMULA TO DRIVE GROWTH & PROFITABILITY



# OUR ACCESS LOYALTY PROGRAM IS DESIGNED TO DRIVE TIER MIGRATION & HIGHER RETENTION



# FARFETCH IS GROWING & NURTURING THE PRIVATE CLIENT OF THE FUTURE

## Private Client Customer Profile

ACCESS  
Private Client

ACCESS  
Platinum

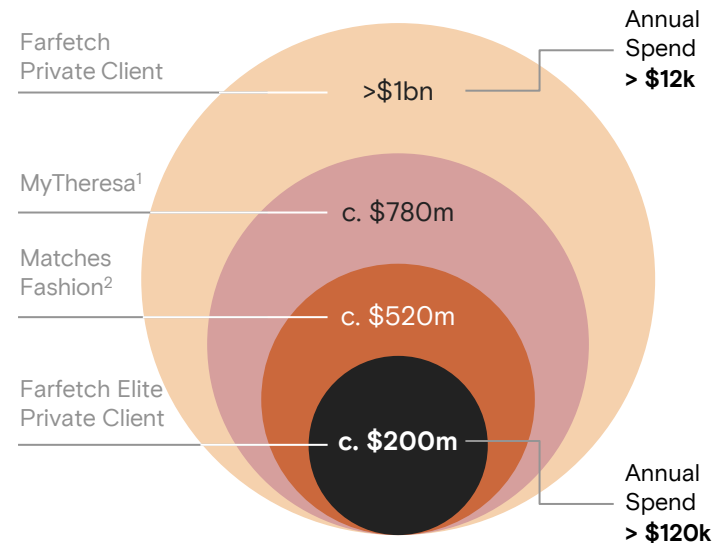
ACCESS  
Gold

ACCESS  
Silver

ACCESS  
Bronze

Age: 38  
Gender: 60/40 Female  
Gen Z + Millennial: 66%  
Spend Online: 74%

## Private Client GMV



Note: Farfetch Annual Customer Profiling Survey, March 2022, n=7133.

1) MyTheresa FY22 GMV (ending June 2022) of €747.3m, data converted from EUR to USD at an exchange rate of 1.0478 (as of 30-JUN-2022)

2) Matches Fashion FY21 GMV/Revenue (ending January 2022) of £386.6m; data converted from GBP to USD at an exchange rate of 1.3446 (as of 31-JAN-2022)



# ACHIEVED TRUSTED STATUS WITH OUR PRIVATE CLIENTS AS EVIDENCED BY C. 95% RETENTION

Orders per customer<sup>1</sup>



AOV<sup>1</sup>



Spend per customer<sup>1</sup>

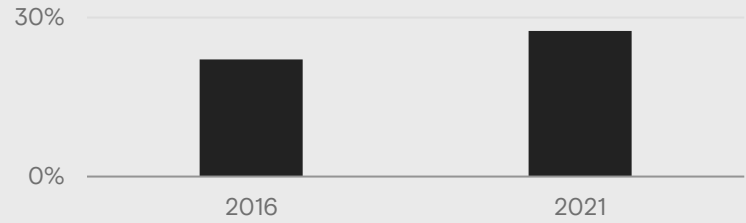


Vs Average FARFETCH Customer

Private Client Retention Rate<sup>2</sup>



Private Client Share of GMV



Note: Retention Rate is defined as % of customers who have made a purchase within the year  
1) Order per customer, Average Order Value, and Spend per customer are based on purchases made in the last 12 months by current PCs and non-PCs  
2) Retention rate is the % of customer who were PCs vs non-PCs 12 months ago, who made at least one purchase in the last 12 months



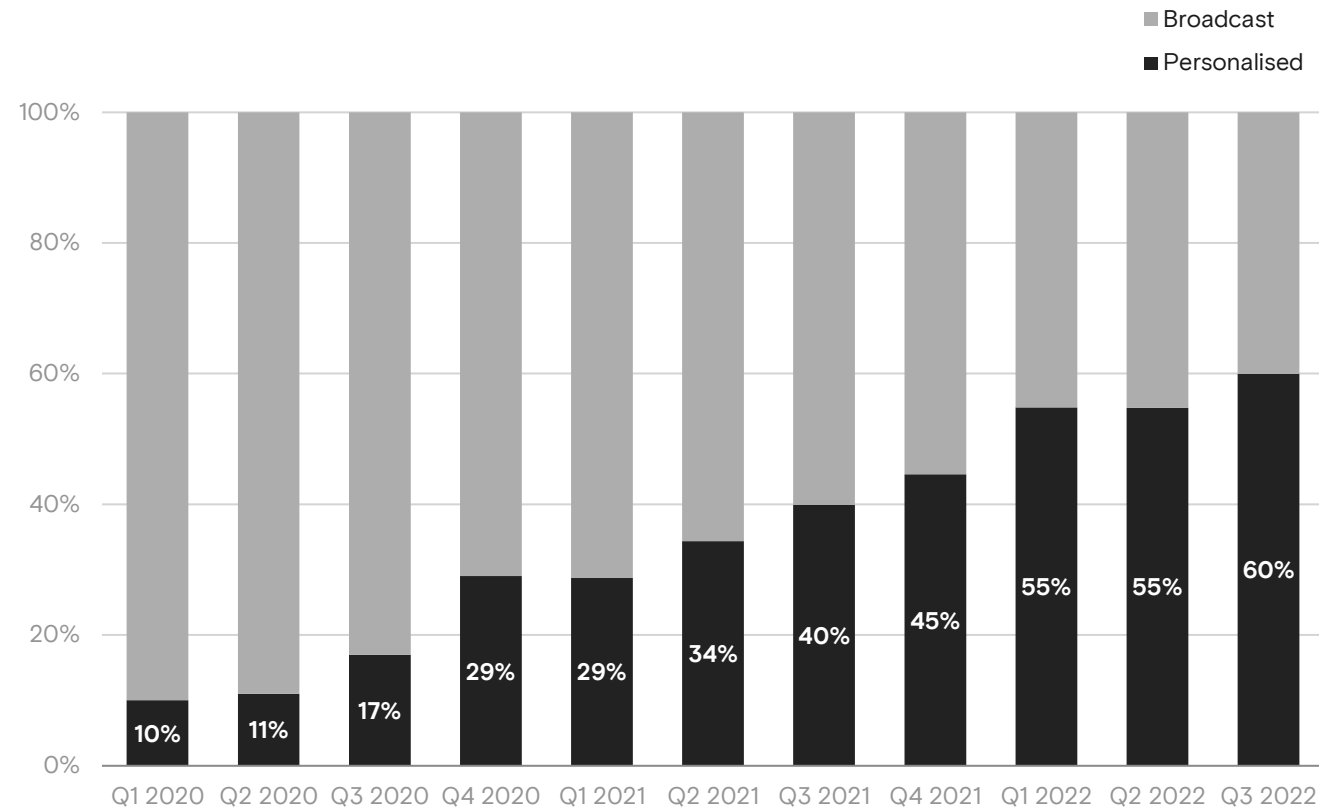
# EVOLUTION OF PERSONALIZATION DRIVING BETTER CONVERSION AND RETENTION IN OUR CRM CHANNELS

## Personalization Evolution For CRM

Personalized comms have

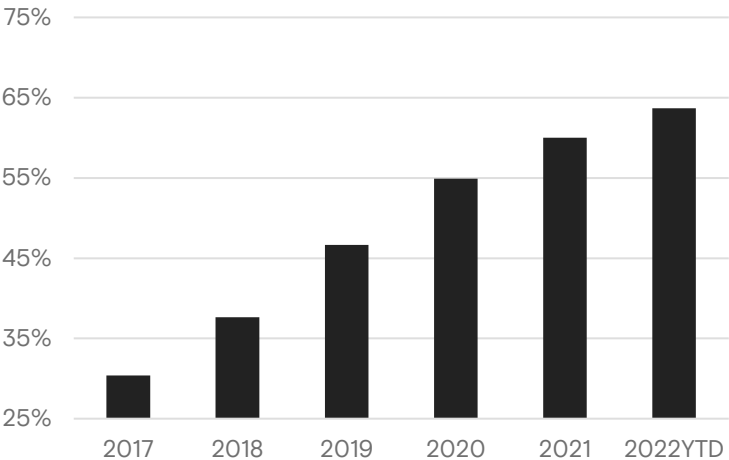
**66% better  
conversion rate**

than non-personalized comms



# APP IS NOT ONLY MORE PROFITABLE BUT HAS HIGHER ADOPTION AMONG FARFETCH CUSTOMERS

Proportion to Existing Customers Placing App Orders



#1 in terms of total downloads in last 90 days globally<sup>1,2</sup>

#1 in terms of total downloads in last 90 days in the US<sup>1,2</sup>

>3x more App downloads vs next largest retailer at 250k+ installs a week<sup>3</sup>

c. 2x higher customer repurchase within 3 months when using the app for first order vs non-app user<sup>4</sup>

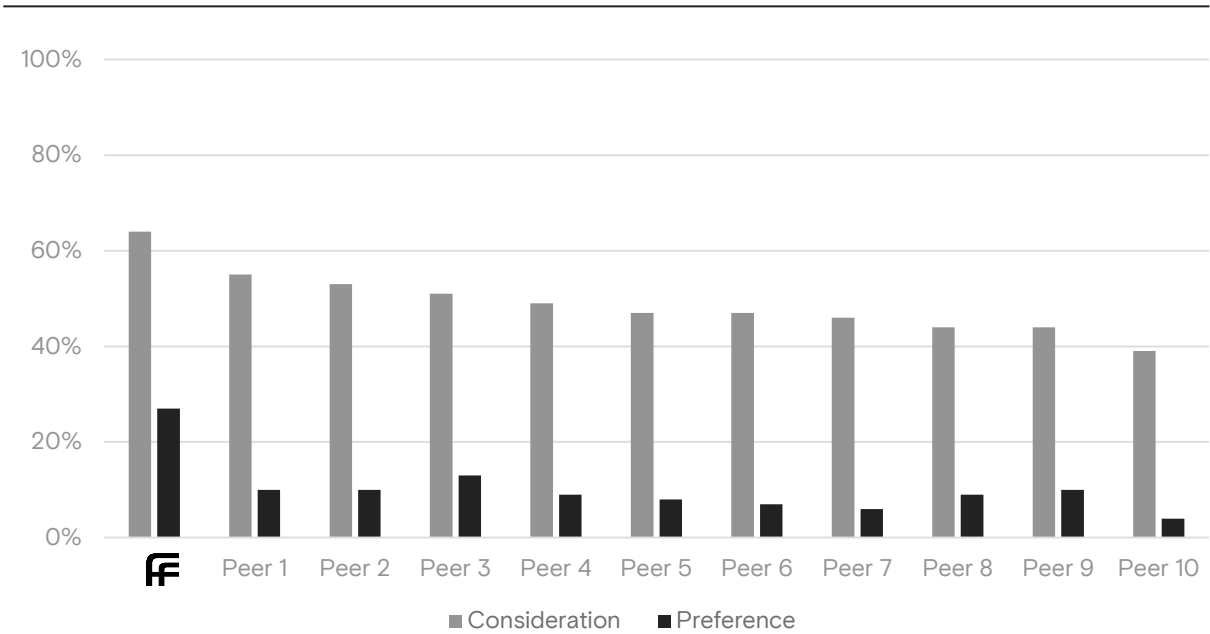
App users drive 30% more revenue and 40% more profit over 12 months<sup>5</sup>

1) Vs Peers set which includes Saks, Ssense, Neiman Marcus, Gucci, Mr Porter, Net-a-Porter, MyTheresa, Burberry, LuisaViaRoma, Bergdorf Goodman, and Saint Laurent  
2) Volume of global downloads for the past 90 days as per data.ai  
3) Based on internal data  
4) Sourced from internal data - we see 22% of new customers repurchase within 3 months when using the app for their first order, compared to a 12% repurchase rate from new customers who use the web  
5) Based on internal data

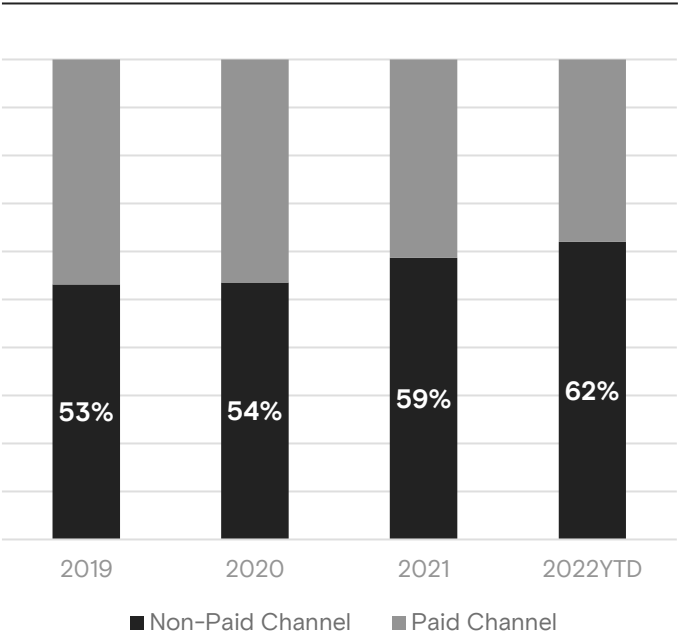


# INVESTMENTS IN BRAND BUILDING HAVE MADE FARFETCH THE MOST PREFERRED DESTINATION FOR LUXURY

2022 Consideration & Preference of Farfetch vs Peers<sup>1</sup>



GMV By Channel

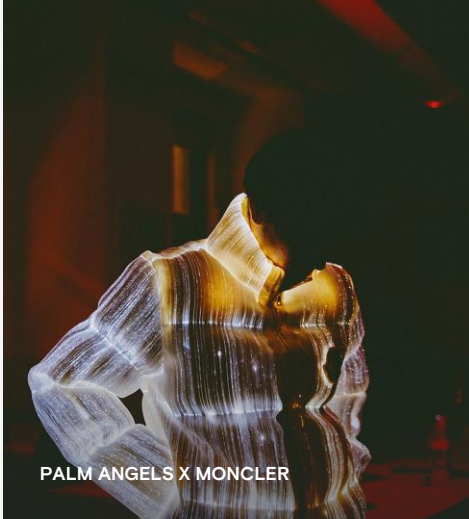


1) Consideration & Preference Anonymous Survey Question: Which of these statements best describes how you feel about shopping at the following online retailer? Base: All aware of brand (n=varies, 2022)





NIKE X OFF-WHITE



PALM ANGELS X MONCLER



AMBUSH X BULGARI



OFF-WHITE X AC MILAN



OFF-WHITE X LEVI'S

## NEW GUARDS DRIVING ORGANIC TRAFFIC TO THE MARKETPLACE VIA EXCLUSIVE STOCK



OFF-WHITE X MLB

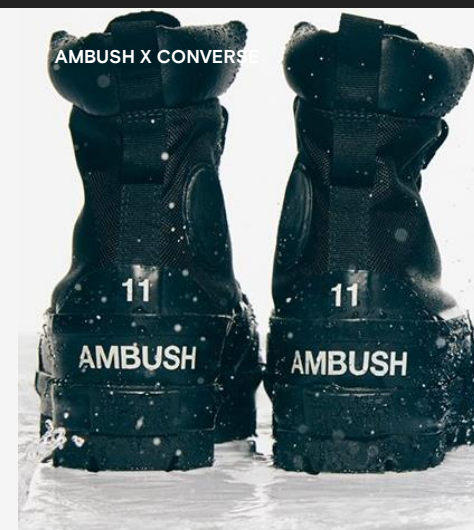
© Farfetch, 2022. All rights reserved.



OFF-WHITE X JIMMY CHOO



PALM ANGELS X VANS



AMBUSH X CONVERSE



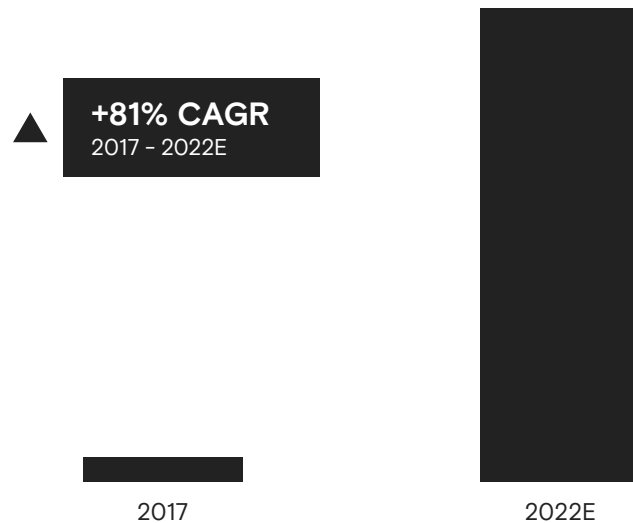
HERON PRESTON X UGG

FARFETCH



# OUR VISION IS TO BE THE #1 MEDIA PARTNER FOR LUXURY BRANDS & RETAILERS

## Media Solutions Revenue By Year



## Ad Product Pillars

*Our seven key advertising products will underpin all services in FARFETCH Media Group*

Content & Creative
Audiences: Targeting & Decision Engine
Loyalty & Access
Sponsored Brand Ads
Sponsored Product Ads
Insights & Reporting
Custom Solutions: Experimental & Offline



## SCALING LOGISTICS COSTS THROUGH OPERATIONAL EFFICIENCIES DESPITE INFLATIONARY PRESSURES

● 2019 ● 2022<sup>1</sup>



**Subsidized logistics costs  
per order -18% since 2019**

**Shipping costs per order  
-12% since 2019**

**US inflation +6.5 pts  
since 2019**

1) For the 9 months ending 30-Sept-2022

# SUMMARY

- ▲ Operating in a **very attractive industry**, growing via our **global platform** with a **superior value proposition**
- ▲ **Clear strategy** to go after the **over \$100 billion opportunity** by  
1) leveraging our unrivalled supply 2) delivering best-in-class discovery and engagement to effectively be 3) a platform of trust
- ▲ **Strategy will drive profitability** through **LTV growth**, **customer acquisition** and **engagement efficiencies** and **operational leverage**





# FOUNDATIONS FOR LONG-TERM SUCCESS IN CHINA

**Judy Liu**  
President, APAC

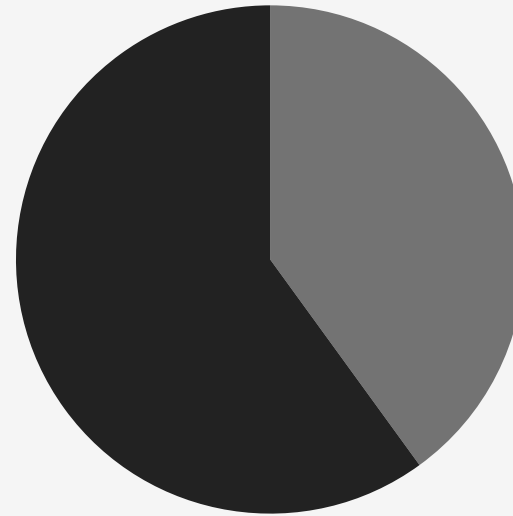


FACEBOOK  
EARFETCH





# CHINA: A MASSIVE OPPORTUNITY



**40%**

of the global personal  
luxury goods market will  
be driven by Chinese  
customers<sup>1</sup> by 2030

By 2030, the Chinese<sup>1</sup> luxury  
market will be:

**240+ Billion USD**

1. Based on nationality

Source: Bain-Altagamma "Luxury Goods Worldwide Market Study, (November 2022). Data converted from EUR to USD at an exchange rate of 1.0367 (15-Nov-22). Bain estimates a TAM 2030E of €540bn- €580bn.

**FARFETCH**

# B2C

**FARFETCH**

发发奇

# B2B

**CURIOSITYCHINA**

by **FARFETCH**

# B2C

**FARFETCH**

发发奇

# FARFETCH CHINESE LUXURY CUSTOMERS ARE YOUNG AND MOBILE OBSESSED, WITH STRONG PURCHASING POWER

Very  
Young

High  
Spending

Fashion  
Lovers

Highly  
Engaged

Mobile  
Obsessed

**<30**

average age<sup>1</sup>

**90%**

are Millennials &  
GenZ<sup>2</sup>

**>\$800**

AOV, 30% more  
than Farfetch  
global average<sup>3</sup>

**60%+**

GMV from ready-  
to-wear product<sup>5</sup>

**600+**

visits  
on Farfetch per  
Private Client<sup>6</sup>

**~90%**

GMV from mobile  
app in Mainland  
China<sup>8</sup>

**~5 yrs**

younger vs. global  
Farfetch customer  
average<sup>2</sup>

**X2**

double the  
Farfetch global  
LTV<sup>4</sup>

**80%+**

brand sales rate  
covers ~3500  
brands<sup>5</sup>

**~40**

orders annually  
per Private Client<sup>7</sup>

**99%+**

registration through  
mobile number<sup>8</sup>

1. Farfetch China Fashion Luxury Consumer Research on July, 2022; 2. FARFETCH Customer Profiling 2022; 3. AOV in China region and compared to rest of world for 2022 week 42; 4. New customer in mainland China and compared to Global from Q1 2021 LTV (270 days); 5. # of brands sold / # of brands available, YTD 2022 as of Oct. 25 in China Mainland; 6. YTD 2022 as of Oct. 1; 7. Order per Private Client in 2021; 8. YTD 2022 as of Oct. 24  
Source: Internal Data; Desktop Research; Customer Survey; FARFETCH China



# FARFETCH OFFERS AN EXCEPTIONAL LOCALIZED EXPERIENCE FOR CHINESE LUXURY CUSTOMERS

PRIVATE CLIENT  
PIONEER



STRONG  
LOCAL BRAND



EXCEPTIONAL  
LOCALIZED  
EXPERIENCE



RETENTION

TRAFFIC

Unrivalled  
Supply

**FARFETCH**  
发发奇

Multi-channel  
Eco-system

Most  
Trusted  
Platform

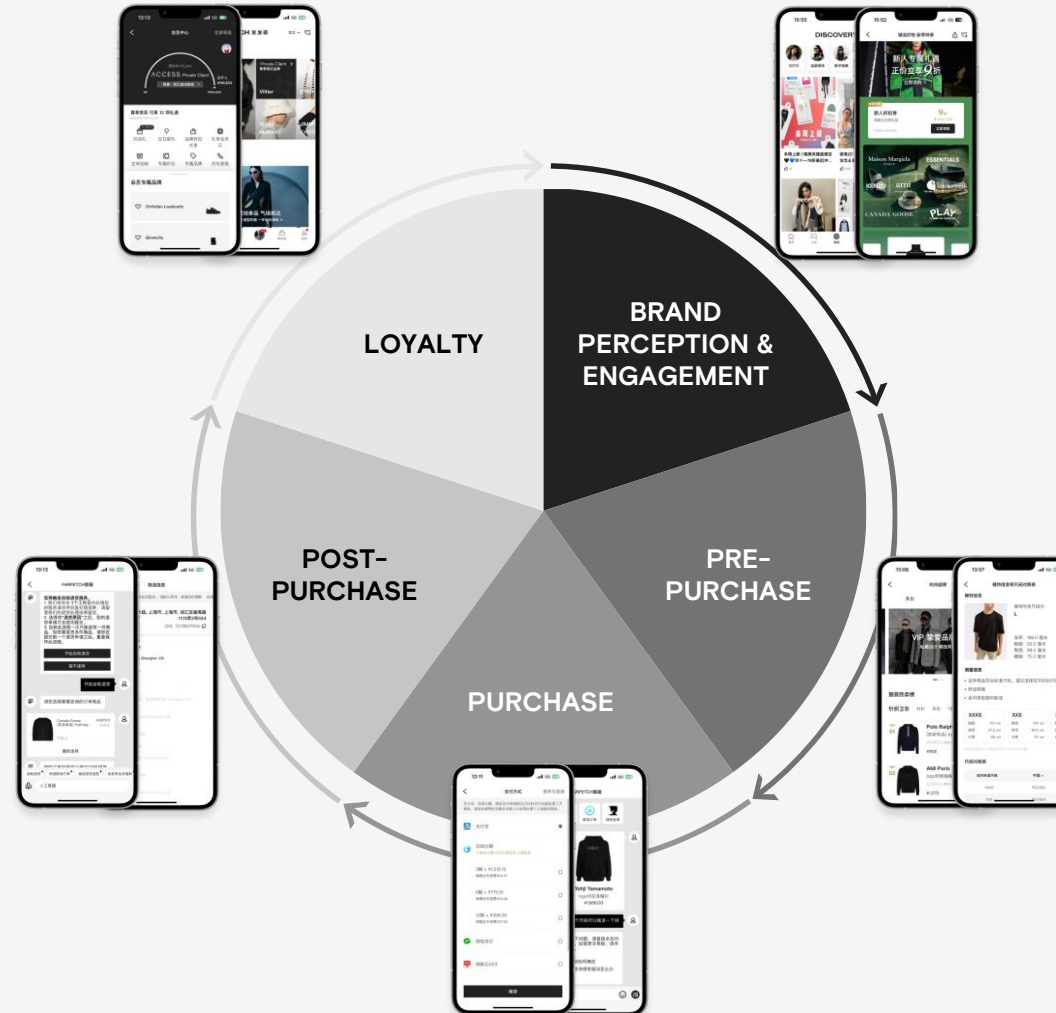
Best-in-class  
Discovery and  
engagement

CONVERSION

# EXCEPTIONAL LOCALIZED PRODUCT AND SERVICE PROVIDES UNRIVALLED CUSTOMER EXPERIENCE

Brand Speaker  
Fā Fā Yīn

FARFETCH  
发发奇



Live Chat Customer  
Service Pre-purchase

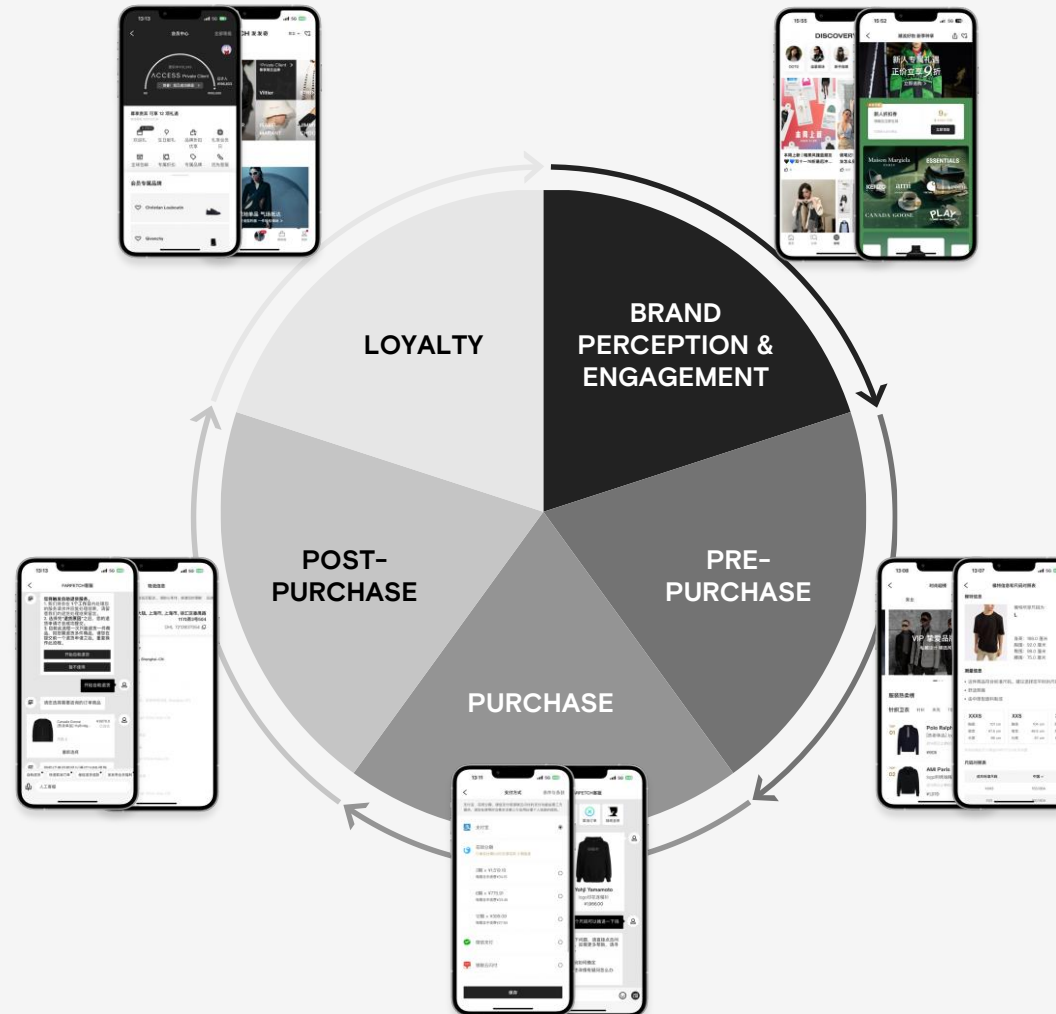


# EXCEPTIONAL LOCALIZED PRODUCT AND SERVICE PROVIDES UNRIVALLED CUSTOMER EXPERIENCE



## Seamless Customs Solution

- 9 Custom Integration & 7 Clearance Routing Methods
- FIRST company integrated with Shanghai Custom Refund



## Local Infra and Data Center

- Outbound Data Transfer Regulation quick response
- Personal Information Protection Law implementation
- Integrated and personalized consumer solutions

# PIONEER OF PERSONALIZED PRIVATE CLIENT SERVICE

STYLING SERVICE  
PERSONALIZED CONTENT

BEYOND PERSONAL SHOPPER  
WE ARE A FASHION LIFE PARTNER

EXTRAORDINARY  
OFFLINE EXPERIENCES

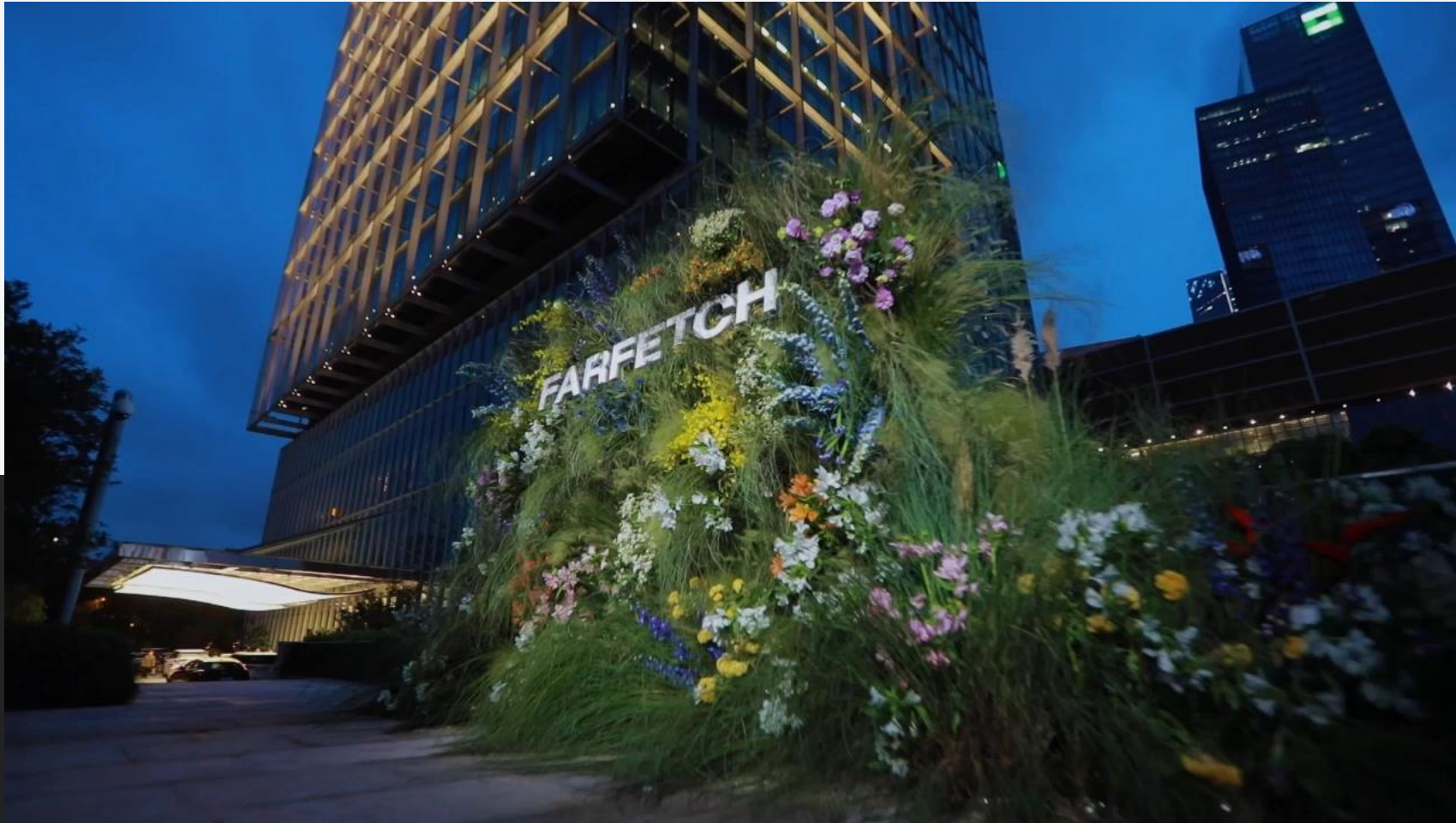


~1/3 OF CHINA BUSINESS<sup>1</sup>

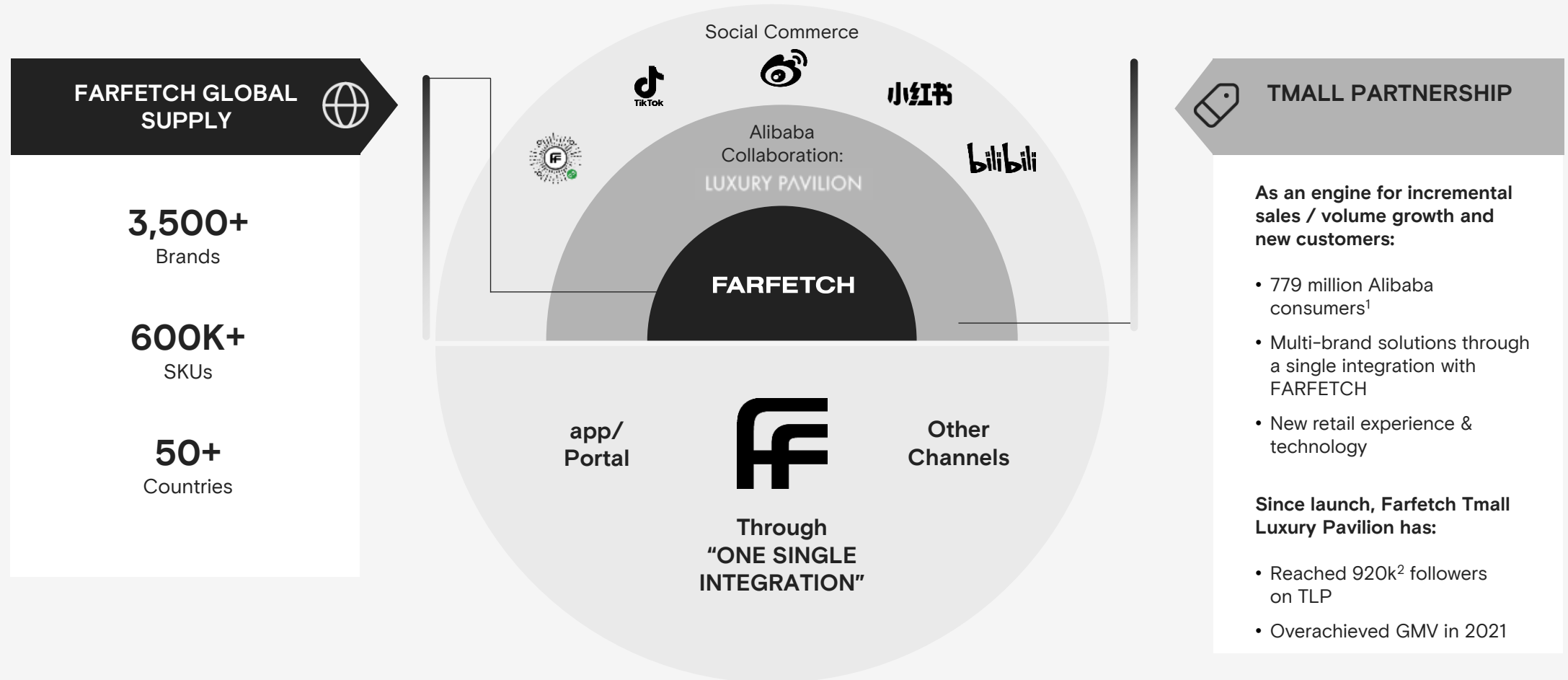
1) GMV data as of Oct. 2022, including China Mainland, Hong Kong, Taiwan, and Macau  
Source: FARFETCH China



# A STRONG LOCAL BRAND BY OPENING THE DOOR TO THE WONDERFUL WORLD OF FASHION



# CHINA APP, TLP STORE ALONG WITH SOCIAL CHANNELS TO BUILD MULTI-CHANNEL ECOSYSTEM



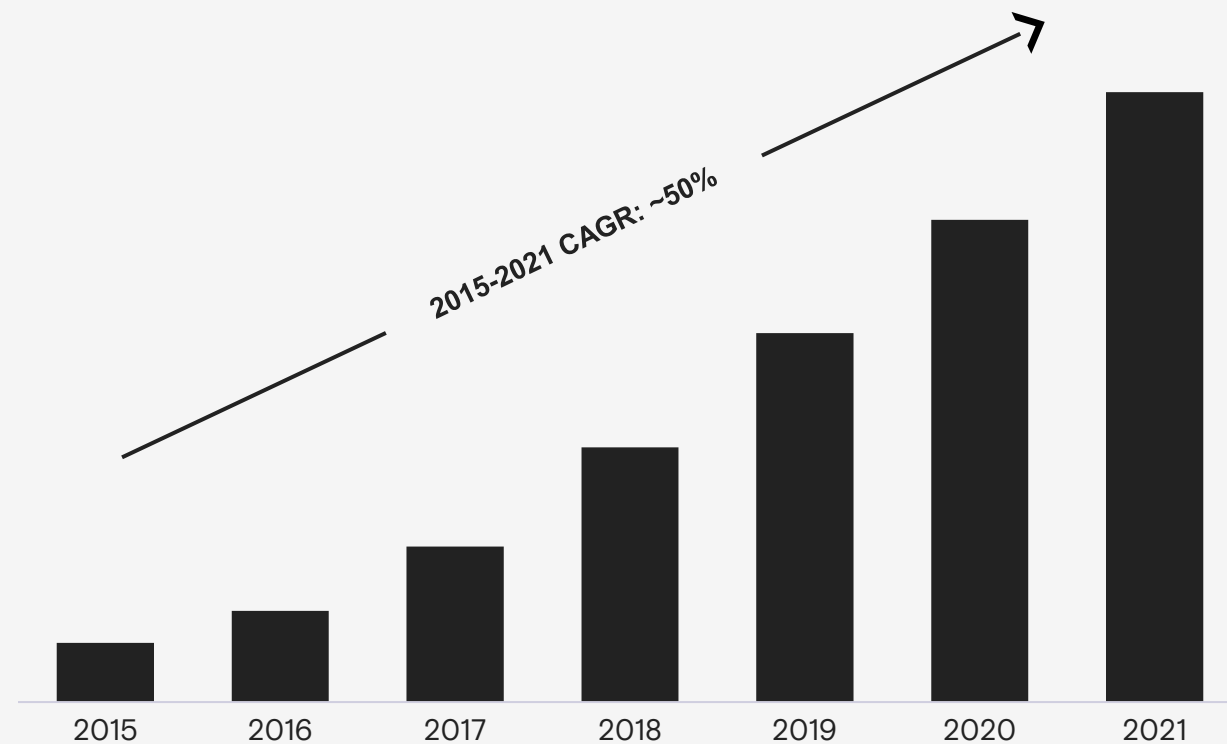
1. Number of annual active consumers based on Alibaba Fiscal Year 2021 report;

2. Farfetch Tmall flagship store data as of Nov. 25, 2022

Source: FARFETCH China

# CHINA GROWING FAST TO BECOME THE SECOND LARGEST MARKETPLACE REGION FOR FARFETCH

GMV



# B2B

**CURIOSITYCHINA**

by **FARFETCH**



# FARFETCH PROVIDES 360 DEGREE PLATFORM CAPABILITIES AS CHINA GATEWAY SOLUTION

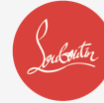


# CURIOSITY CHINA PARTNERS

KERING  


MARC  
JACOBS

BALLY



AUDEMARS PIGUET  
*Le Brassus*

Harrods

SAINT LAURENT



White™  


MOON BOOT®  
*the Original*

BOUCHERON  
PARIS

THE BICESTER VILLAGE  
SHOPPING COLLECTION®

BALENCIAGA



Palm Angels

Gianvito Rossi  
MILANO

DAVID  
YURMAN

HOURLASS

Paul Smith

STONE ISLAND

AMBUSH®

sergio rossi

FERRAGAMO

CALZEDONIA

MONCLER®

DIESEL



paco rabanne

Baccarat

melissa

GIORGIO ARMANI

BALMAIN  
PARIS

THOM BROWNE.  
NEW YORK  


  
DEVIALET



CREED  
1760

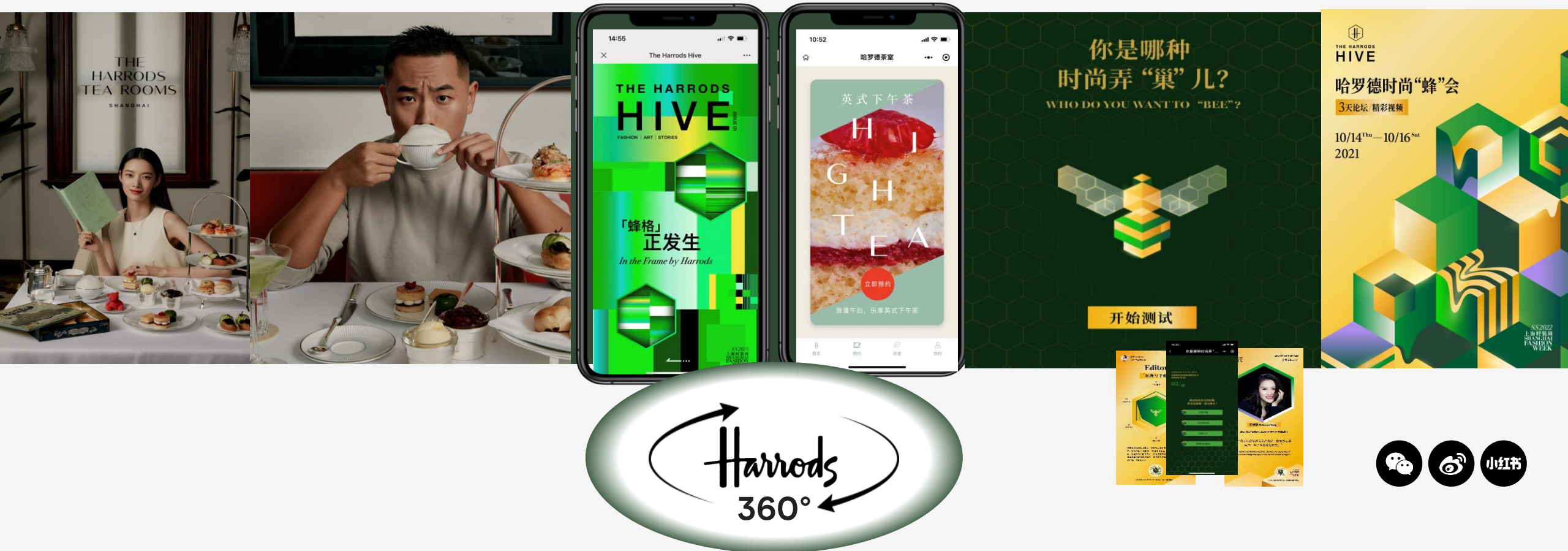
CHARLES  
&  
KEITH

# BUILD PRESENCE FOR HARRODS 360° INTEGRATED CHINA DIGITAL SOLUTIONS

BRAND MARKETING

TECH DEVELOPMENT

SOCIAL MEDIA

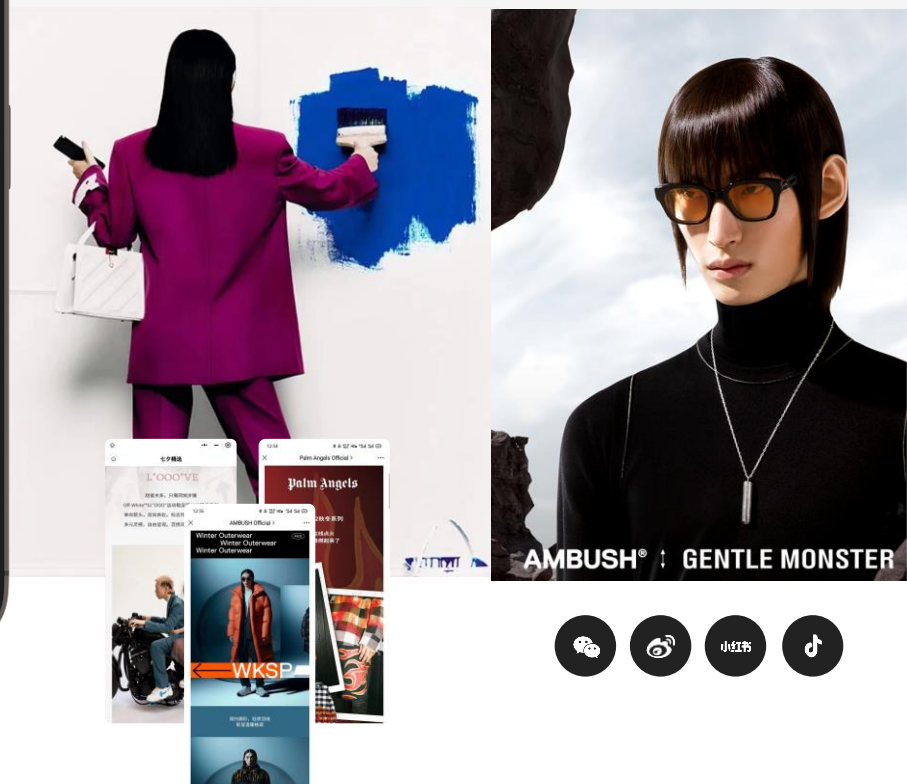


# DRIVE NGG GROWTH THROUGH DIGITAL MARKETING AND ECOMMERCE

## Brand Marketing

## Ecommerce Management

## Social Media



New Guards Group developments in China have taken to another level.

NGG brands Off-White, Palm Angels and Ambush have become popular with Chinese GenZ consumers.



CRM



Social  
Commerce



Social Amplification  
KOL / KOC

Brand Awareness & Engagement

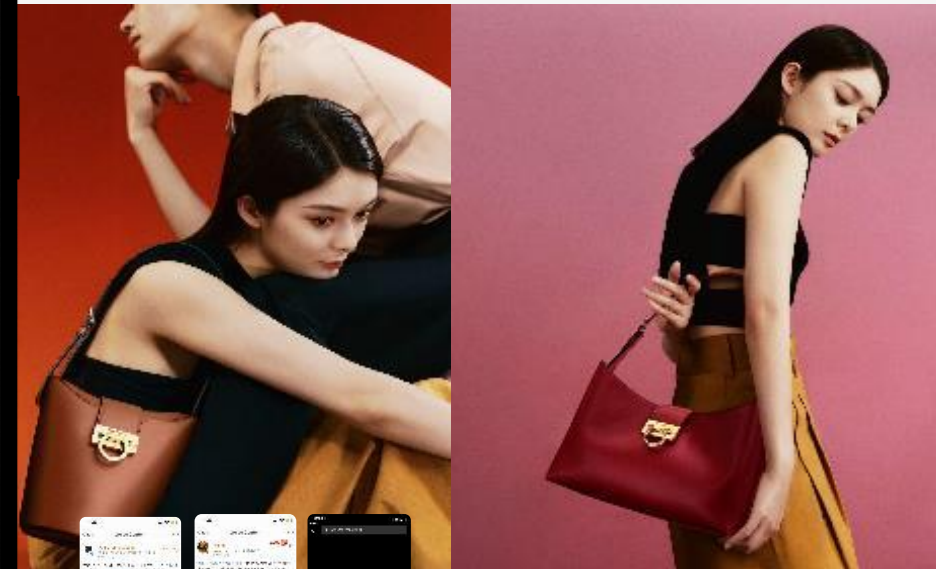
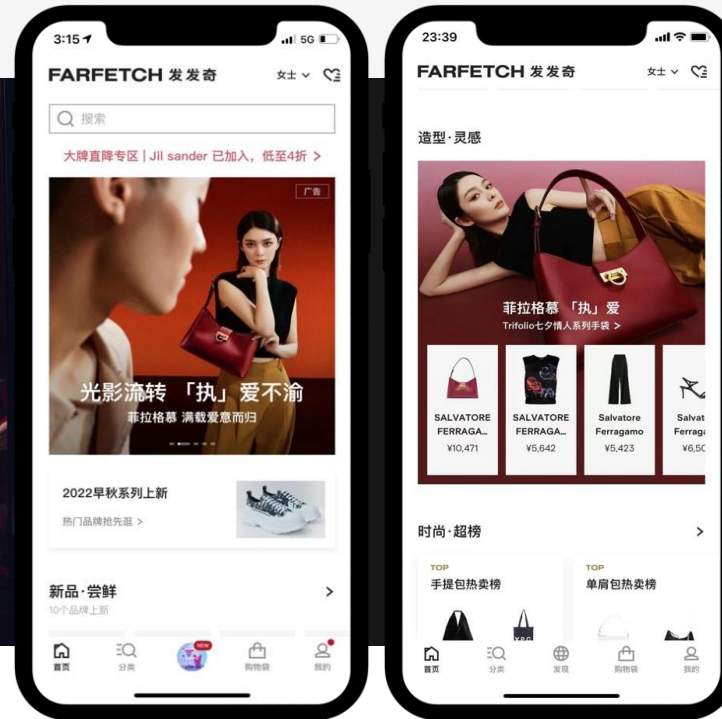


# RAISE BRAND AWARENESS AND ENGAGEMENT FOR LUXURY BRANDS THROUGH MEDIA SOLUTIONS

Brand Marketing

Ecommerce Management

Social Media



Ferragamo worked with FARFETCH to promote its Trifoglio bag under **THE CVD CAMPAIGN THEME**. We produced creative videos with celebrity Fujing for the campaign and launched app amplification. The co-created contents were amplified both across FARFETCH eco-system and offsite media channels.

Custom  
Content

App Premium  
Display

Social  
Amplification

Brand Awareness & Engagement



# FOUNDATIONS FOR LONG TERM SUCCESS



# B2C

Exceptional Localized  
Experience In China

**FARFETCH**  
发发奇



# B2B

Leverage Localized Experience  
For FARFETCH Platform Solution

**CURIOSITYCHINA**  
by FARFETCH

FARFETCH

# OUR BRAND PLATFORM

**Davide De Giglio**  
Founder, CEO – New Guards Group



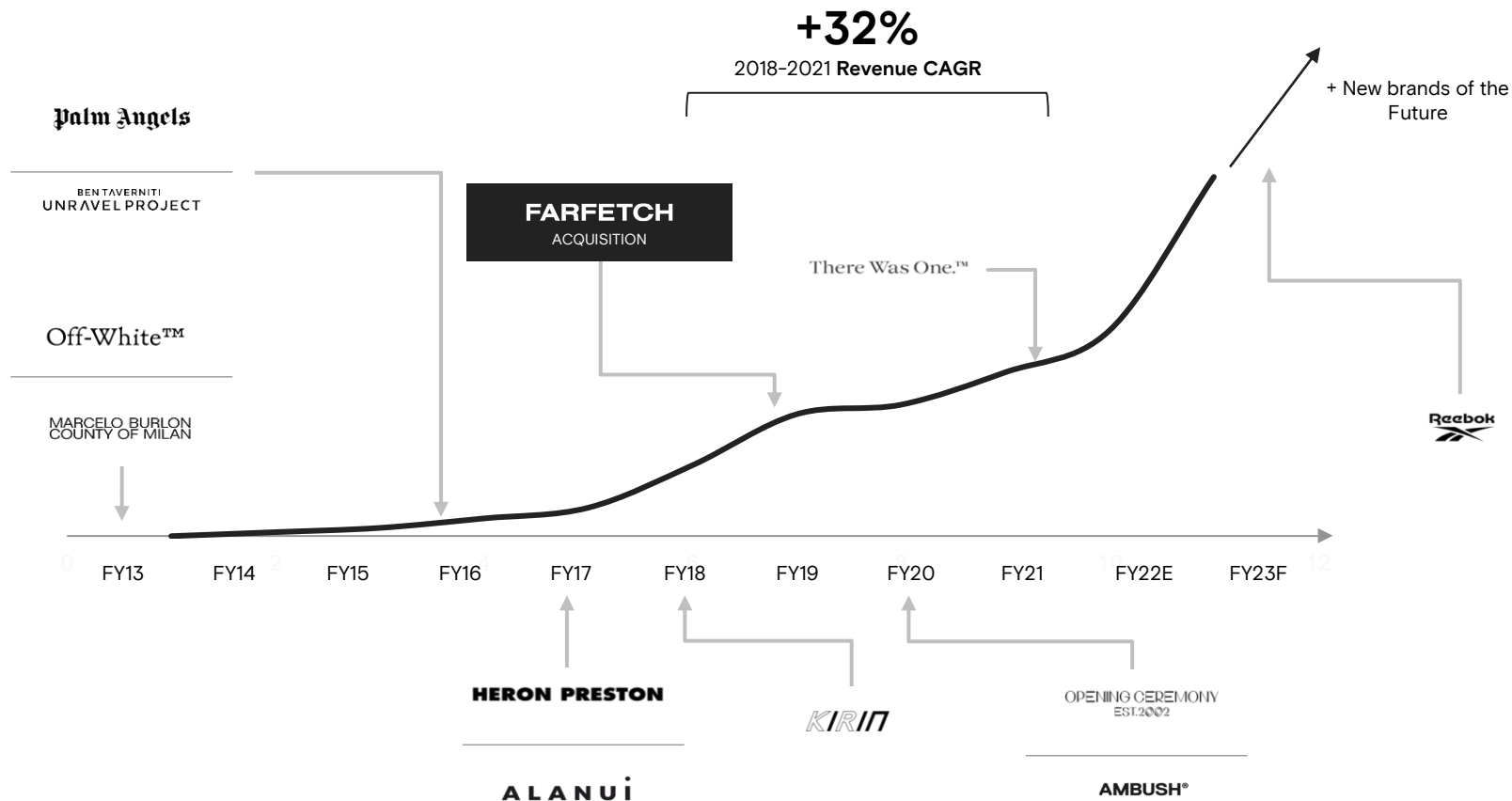


# NEW GUARDS IS ON THE FRONTIER OF NEW LUXURY






















# NGG'S GROWTH HAS OUTPACED THE LUXURY INDUSTRY THROUGH SUCCESSFUL EXECUTION OF ITS BRAND PLATFORM STRATEGY



# NEW GUARDS HAS AN EYE FOR RECOGNIZING DIVERSE TALENT

MARCELO BURTON	VIRGIL ABLOH	FRANCESCO RAGAZZI	HERON PRESTON	PEGGY GOU	VERBAL AND YOON AHN	BEN TAVERNITI	NICOLÒ AND CARLOTTA ODDI
							
MARCELO BURLON COUNTY OF MILAN	Off-White™	Palm Angels	HERON PRESTON	KIR/17	AMBUSH®	BEN TAVERNITI UNRAVEL PROJECT	ALANUI
					 		

# NEW GUARDS SUCCESS UNDERPINNED BY PLATFORM BUSINESS MODEL AND COMMERCIAL AND OPERATIONAL EXPERTISE

LUXURY CUSTOMER



LUXURY INDUSTRY



NEW GUARDS GROUP

Off-White™

Palm Angels

HERON PRESTON

AMBUSH®

ALANUI

KIRIN

OPENING CEREMONY  
EST.2002

MARCELO BURLON  
COUNTY OF MILAN

BEN TAVERNITI  
UNRAVEL PROJECT

Reebok

PLATFORM



DESIGN



PRODUCTION



WHOLESALE  
DISTRIBUTION



BRAND  
DEVELOPMENT



BACK-OFFICE  
SERVICES

# SIGNIFICANT OPPORTUNITY AHEAD FOR OFF-WHITE



## DRIVE BRAND HYPE & UNIQUENESS

- Drive Ib Kamara's new vision
- Pursue unexpected partnerships (e.g. music/sport/cinema)

## FOCUS ON KEY CATEGORIES

- Grow womenswear from 30% to 50% by 2025
- Strengthen menswear
- Boost sneakers, shoes, beauty & eyewear

## SOCIAL & DIGITAL POWER-UP

- Reposition and expand social media presence
- Prioritize off---white.com & app

## EXPAND KEY GEOGRAPHIES

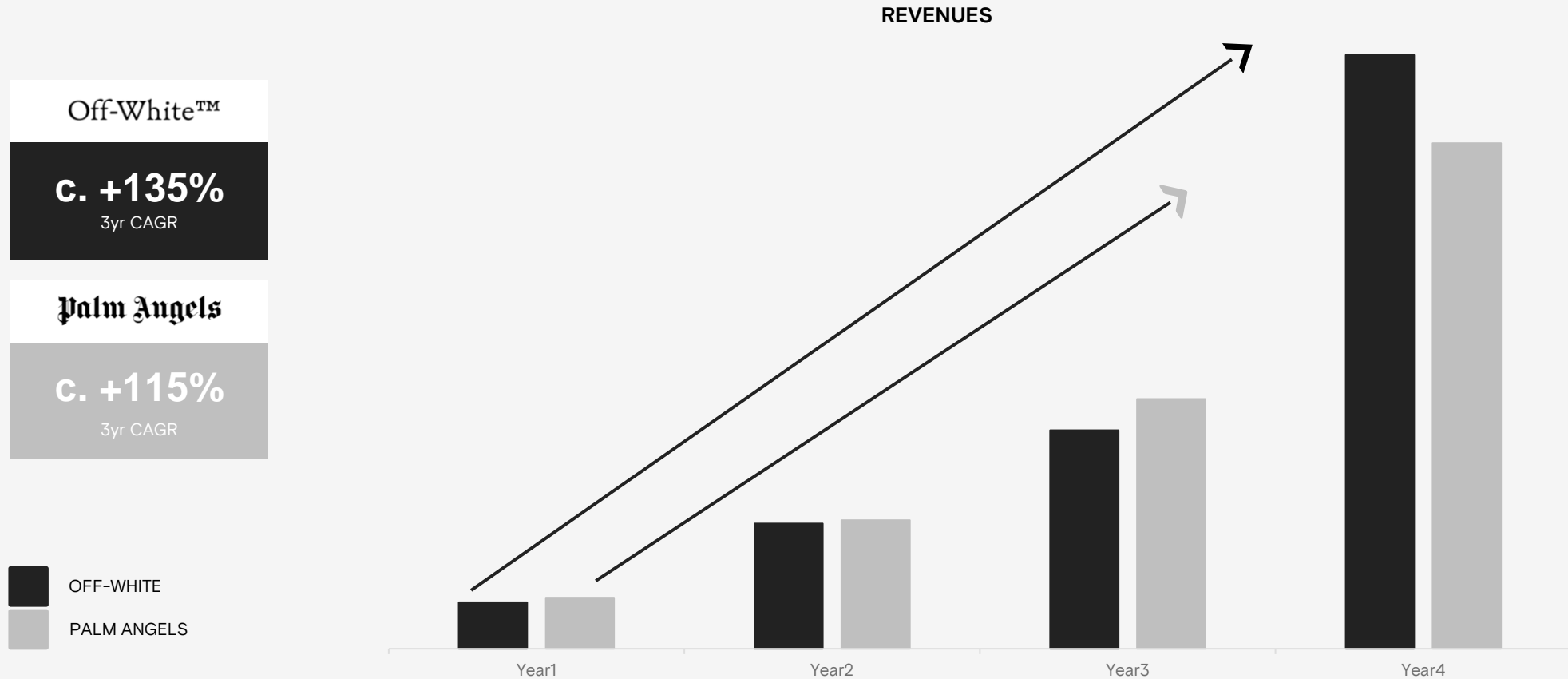
- Develop U.S.
- Focus on European fashion capitals
- Lay Asia foundations



**“ Virgil brought New Guards to us. We’re absolutely happy and, at times, positively surprised at how they have taken Virgil’s then-brand and then turned it into a very, very successful business. There are very, very few that have achieved what they have achieved. So we wouldn’t be doing this deal if we thought the first thing we needed to do was changing a key partner.... ”**

***–Michael Burke, Chairman and CEO of Louis Vuitton***

# PALM ANGELS IS A NEWER BRAND CREATED BY NGG DEMONSTRATING SIMILAR POTENTIAL AS OFF-WHITE



# PALM ANGELS STRATEGIES FOR CONTINUED GROWTH



PIVOT TO HIGHER ASP  
CATEGORIES



DRIVE ONLINE DTC VIA  
FARFETCH AND  
PALMANGELS.COM



EXPAND WOMENS



EXPAND USA & APAC

# NEW GUARDS IS UNIQUELY POSITIONED TO ELEVATE AND REINVIGORATE REEBOK

Replicate Off-White Collab Strategy To Drive Hype

Former Nike Exec And Creator Of Nike x Off-White Concept Leading Reebok

Leverage Strong Reebok Online DtC Penetration to Drive Premium Line



CRISTIANO FAGNANI

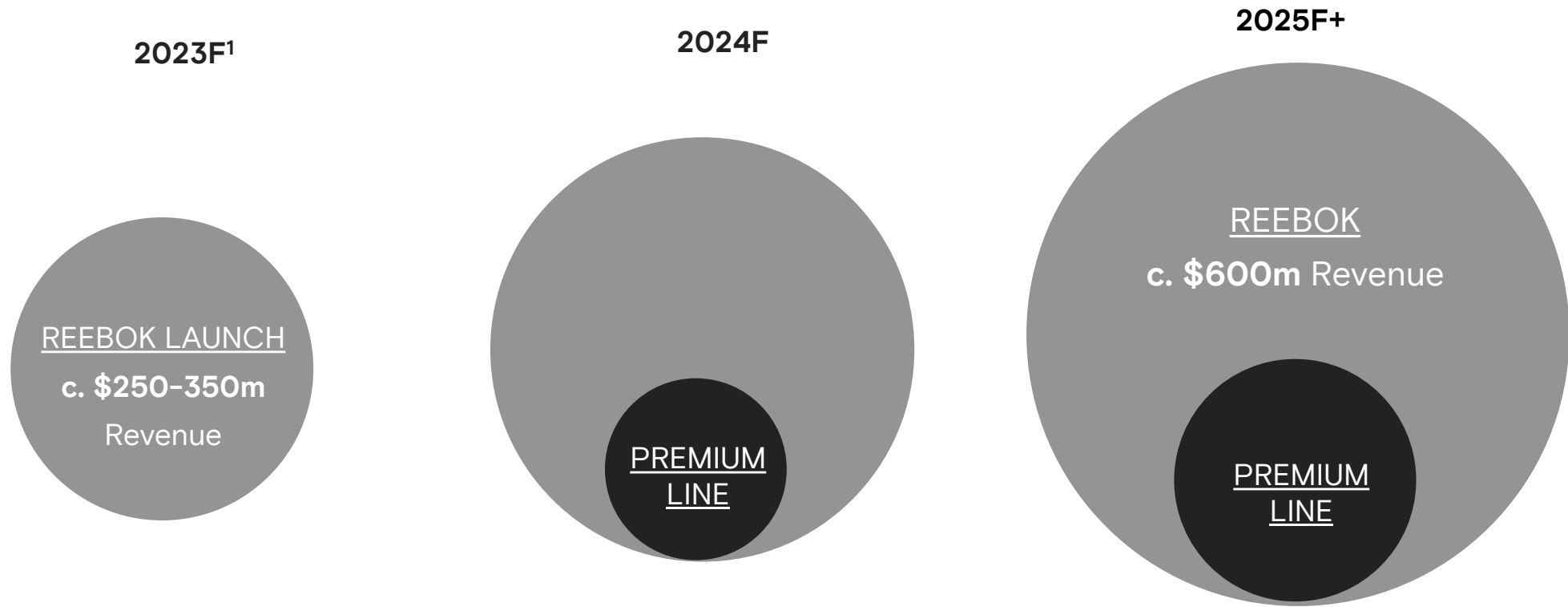


1) Wholesale = wholesale stores, wholesale.com, distributors

2) Online DtC = brand.com



# REEBOK TO CONTRIBUTE MEANINGFUL GROWTH STARTING IN 2023



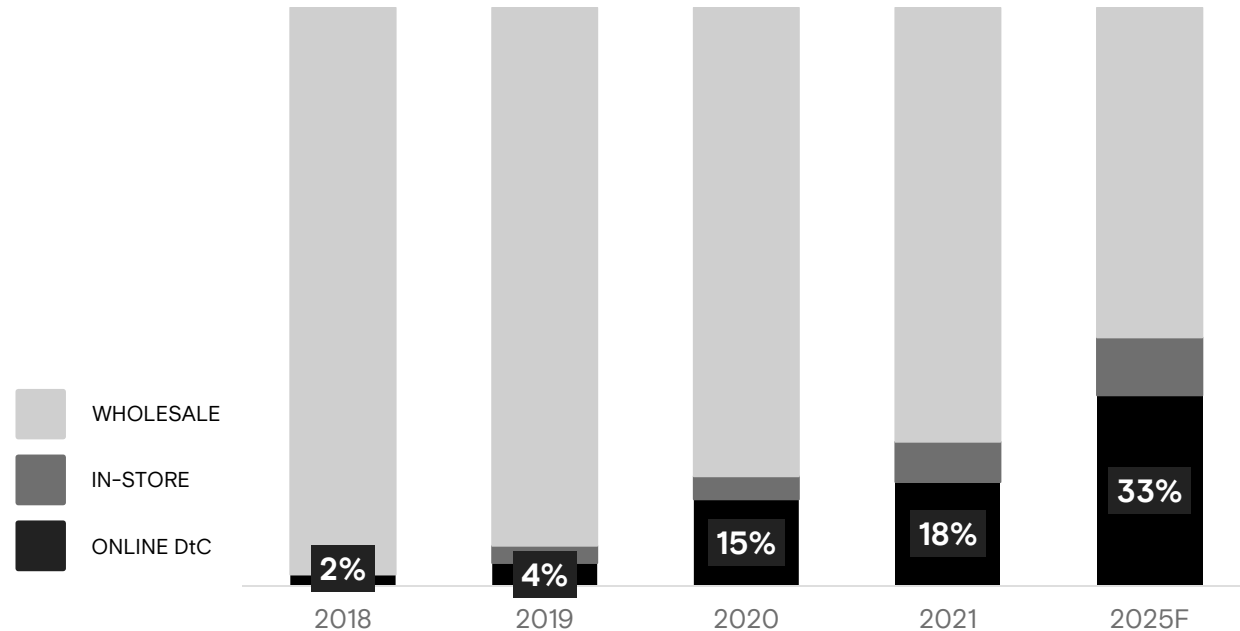
1) Expected launch 2Q23.

# FARFETCH'S PLATFORM EXPECTED TO ENABLE NEW GUARDS TO EXPAND ONLINE DTC FROM 2% TO 30%+

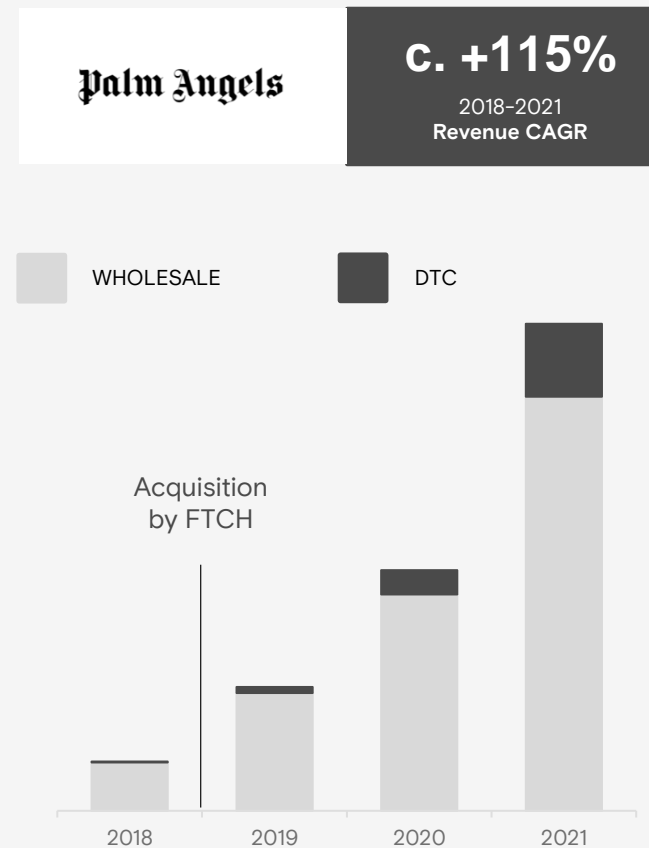
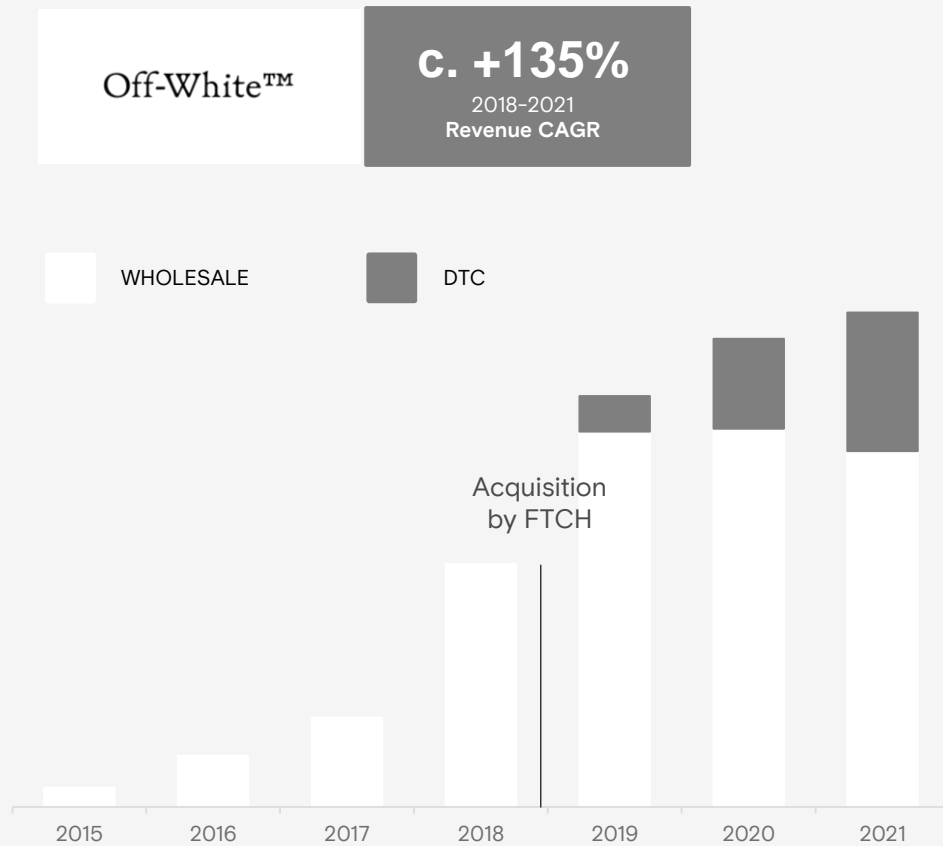
Expected to bring online DTC to

**1/3** of the  
**business**

By 2025



# EXPANSION OF DTC HAS ENABLED NGG TO INVEST BEHIND GROWTH OF ITS BRANDS



## SHIFT TO DTC



Replatforming onto FPS



New Category Introductions



Store Expansion



Runway Shows

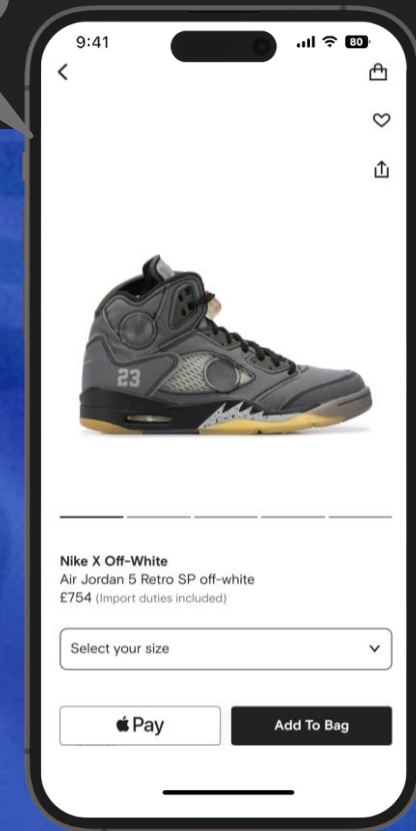
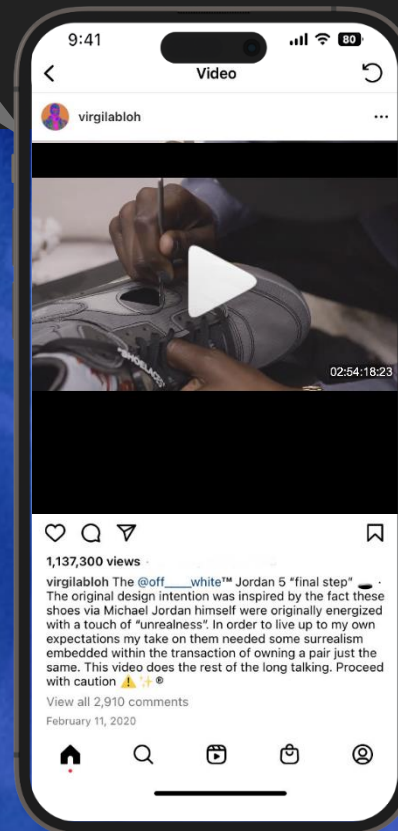
# NEW GUARDS ORIGINAL CONTENT DRIVES TRAFFIC TO THE FARFETCH PLATFORM

**1.1m** Instagram Views  
**\$0** Paid Marketing

**16m** Hits Per Minute  
across  
Farfetch Platform

Feb 2020:

Virgil Abloh posts Nike x Off-White Jordan 5s to his Instagram ahead of the launch







# NEW GUARDS IS A PROLIFIC CREATOR OF ORIGINAL CONTENT

---

170+

NGG collabs/capsules since  
2020<sup>1</sup>

NGG has worked with iconic brands across every lifestyle category including Nike, NBA, Mercedes, Caviar Kaspia, Pioneer, IKEA, Moët Chandon

**There Was One (TWO)**

NGG's first private label brand launched in 2021



# STRATEGIC PLATFORM PARTNER FOR LUXURY

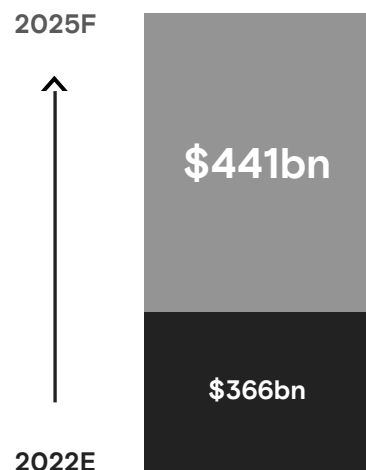
**Stephanie Phair**  
Group President



# THE LUXURY INDUSTRY IS DYNAMICALLY CHANGING

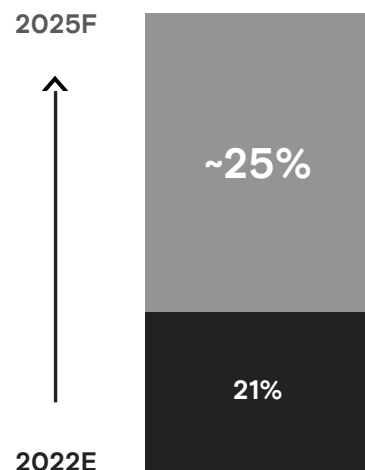
## Large and Resilient TAM

Global Market for  
Personal Luxury Goods



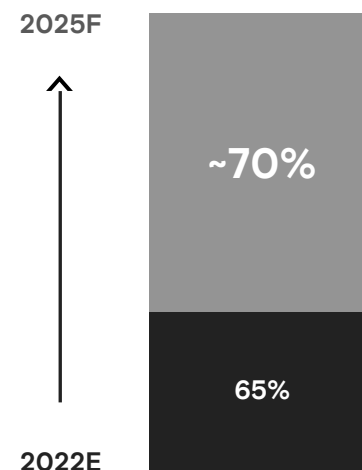
## Luxury Purchases Online

% Online  
Penetration



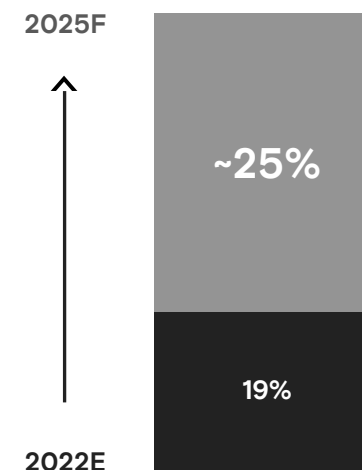
## Generational Shift

Millennial and Gen Z Share of Global  
Personal Luxury Goods Sales



## Emerging Market Growth

Share of Chinese Consumers  
in Personal Luxury Goods Sales



BRANDS DRIVE TO E-CONCESSION

INNOVATION

SUSTAINABILITY

Sources: Bain-Altgamma "Luxury Goods Worldwide Market Study," (November 2022). Data converted from EUR to USD at an exchange rate of 1.0367 (15-Nov-22).  
Bain estimates a TAM In 2023E of €360bn- €380bn; and in 2030E of €540bn- €580bn.  
Note: Estimates for 2025F based on 2022-2030 CAGR.



# FARFETCH HAS A UNIQUE SET OF CAPABILITIES TO LEAD AND ENABLE THIS TRANSFORMATION



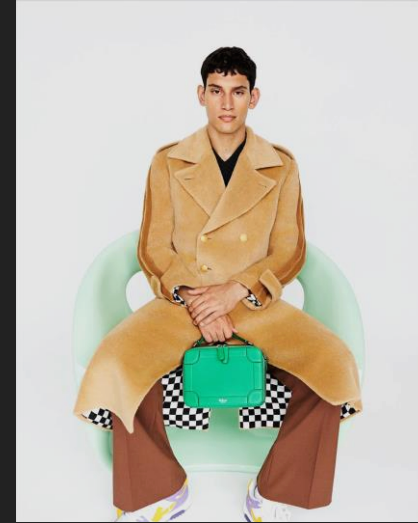
DIVERSE AUDIENCE



GLOBAL REACH



E-CONCESSION  
MODEL



INNOVATION



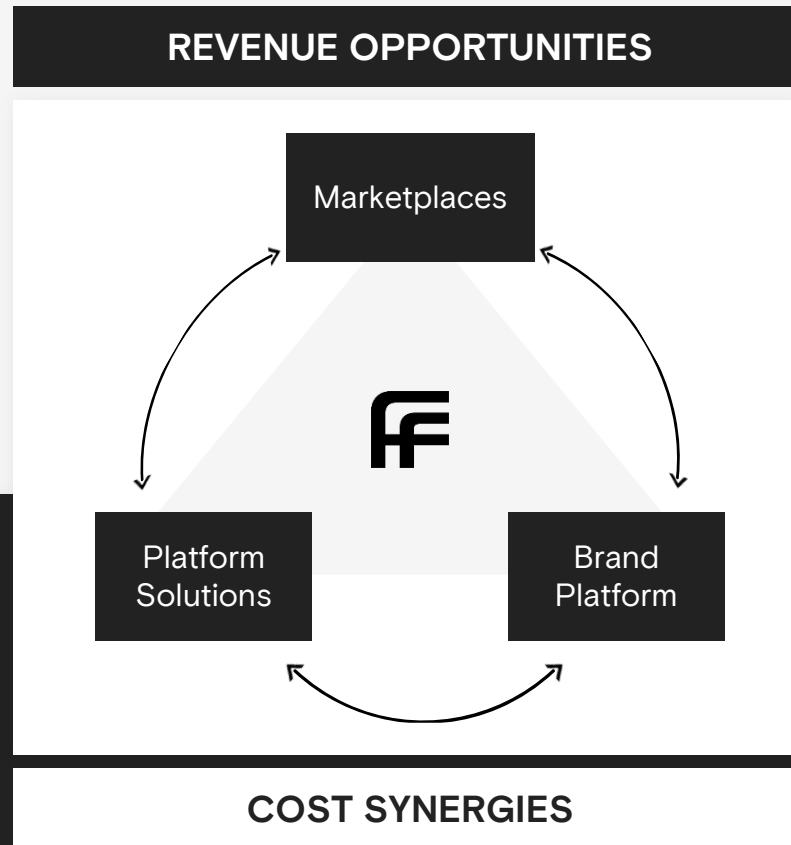
PLATFORM FOR GOOD



# PLATFORM SYNERGIES DRIVE VALUE - FARFETCH IS MORE THAN THE SUM OF ITS PARTS

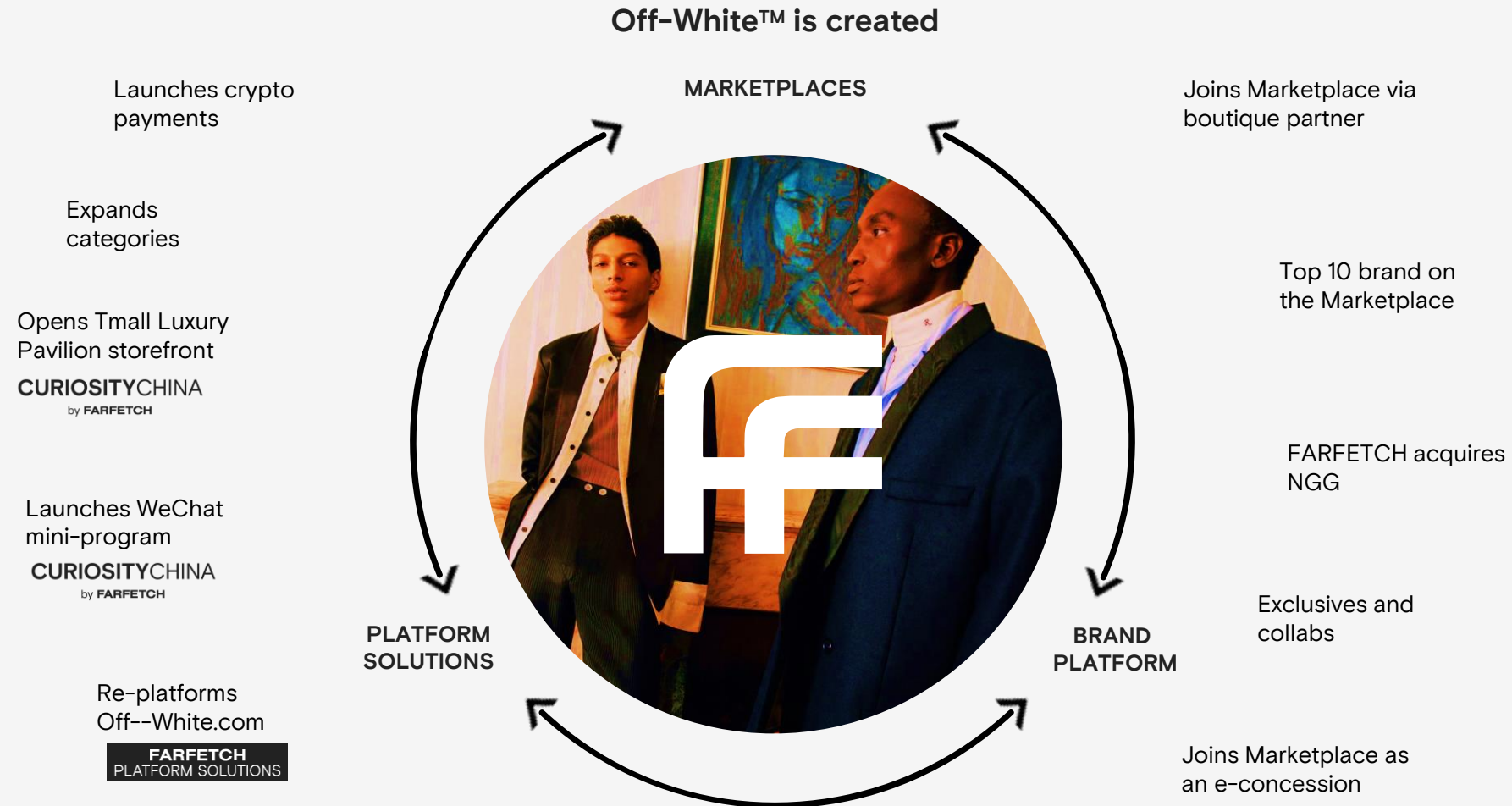


**Luxury Industry**  
(Curators & Creators)



**Consumers**

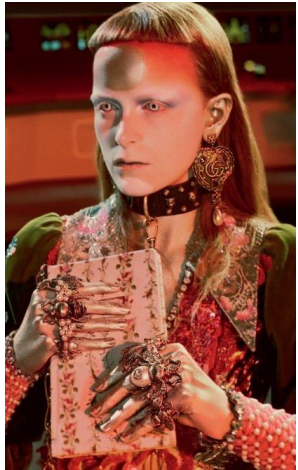
# FARFETCH'S UNIQUE ECOSYSTEM DRIVES INCREMENTALITY: OFF-WHITE



Online DtC mix from c.4% in 2019 to c.20% in 2021

# FARFETCH SUPPORTS BRANDS' OWN STRATEGIES: GUCCI

Gucci launches as e-concession partner on the Marketplace



Launch partner for F90



First Media Solutions campaign for 'Communities' initiative



Four-part sustainability focused Media Solutions campaign 'Imagined Futures'

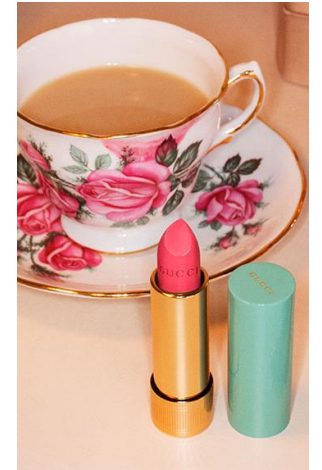


Launches e-concession on Harrods

**FARFETCH**  
PLATFORM SOLUTIONS



Gucci Beauty by Coty e-concession on the Marketplace



# FARFETCH AS AN INNOVATION PARTNER: BURBERRY

Burberry launches as e-concession partner on the Marketplace



Media Solutions campaign for launch of new monogram



B-surf game campaign activation



Launches as first e-concession brand on Harrods

**FARFETCH**  
PLATFORM SOLUTIONS



Olympia bag launch campaign with augmented reality elements



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FARFETCH enables its partners to stay at the forefront of innovation

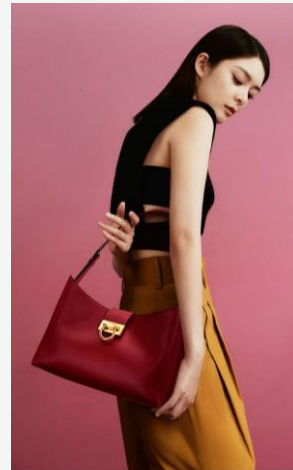


Proven track record has positioned FARFETCH as the partner of choice to enable a brand transformation:

# FERRAGAMO

2019

Ferragamo launches as e-concession partner on the Marketplace



2021

Marco Gobbetti, former CEO of Burberry, appointed CEO



2022

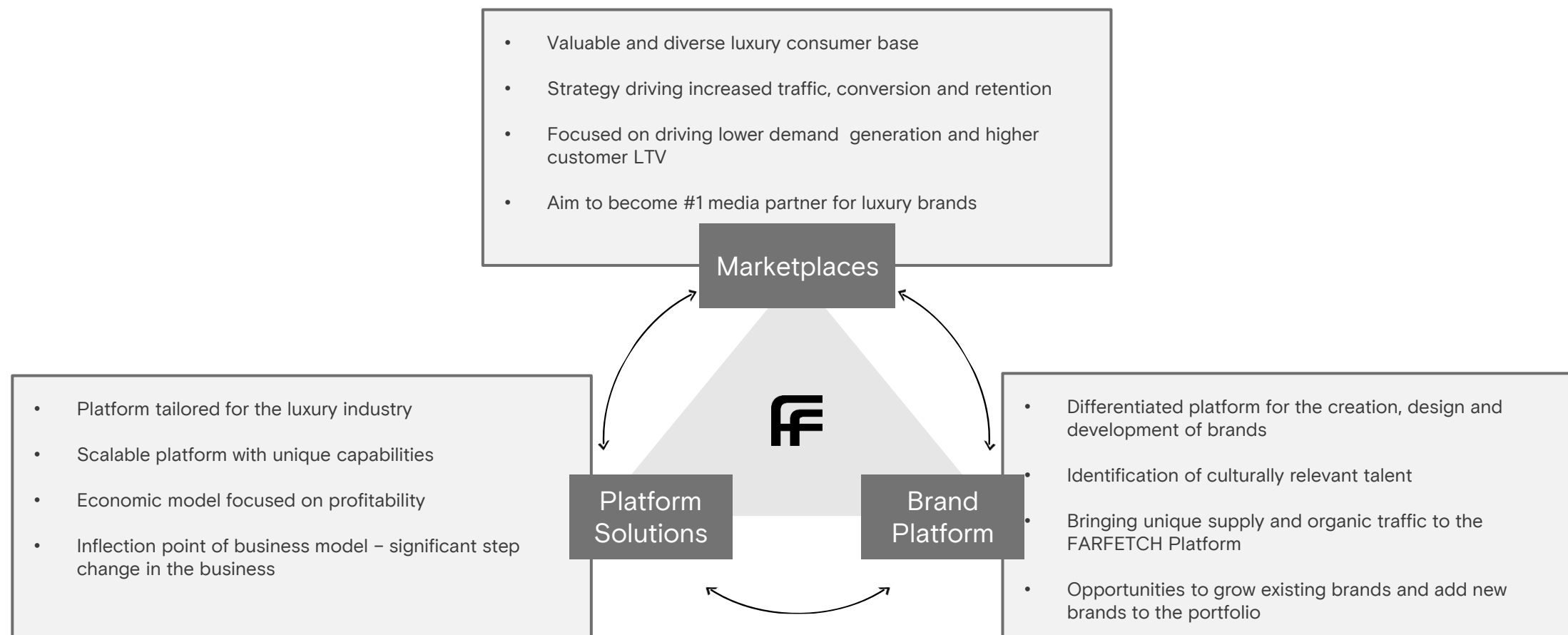
Announces partnership with FARFETCH to include:

- Expanding supply on FARFETCH Marketplace
- Further leveraging FARFETCH's platform to reach a global audience, including expansion of partnership with **CURIOSITYCHINA** by FARFETCH
- Media Solutions partnership to address a relevant Gen Z and Millennial audience
- Exploring Future Retail innovations
- Re-platforming under

**FARFETCH**  
PLATFORM SOLUTIONS

# FARFETCH: THE LEADING GLOBAL PLATFORM FOR THE LUXURY FASHION INDUSTRY

## Key Takeaways



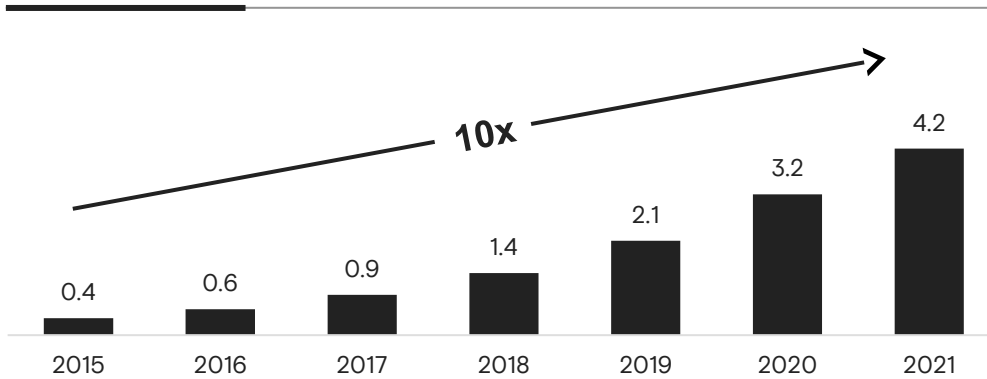
# DRIVING PROFITABILITY AND FREE CASH FLOW

**Elliot Jordan**  
Chief Financial Officer

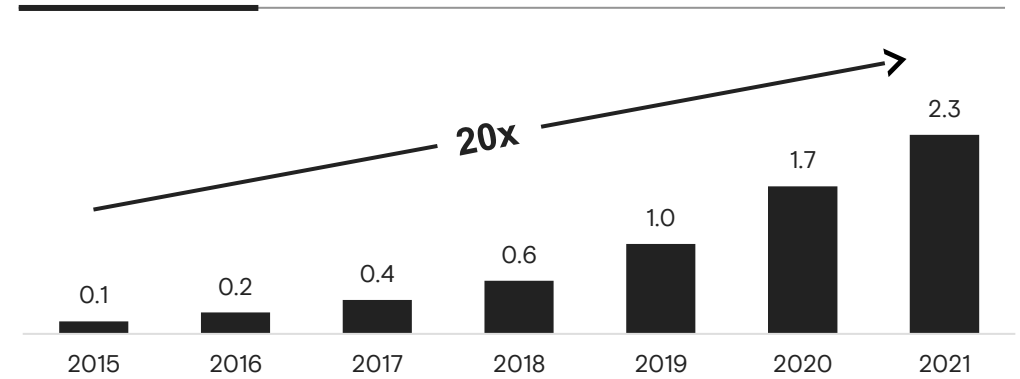


# WE DELIVER

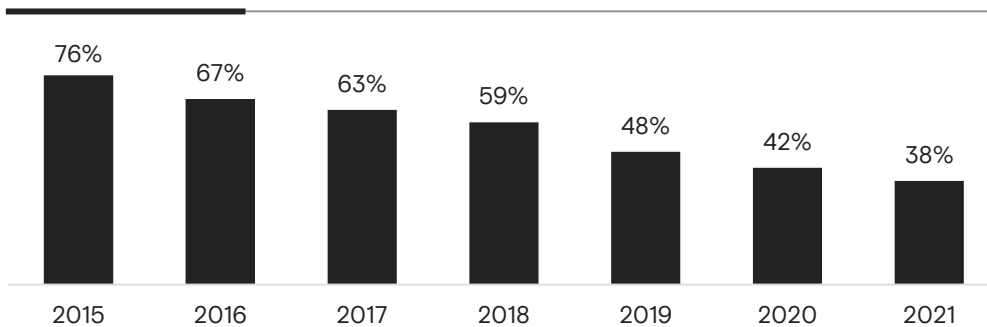
**GMV** (USD, bn)



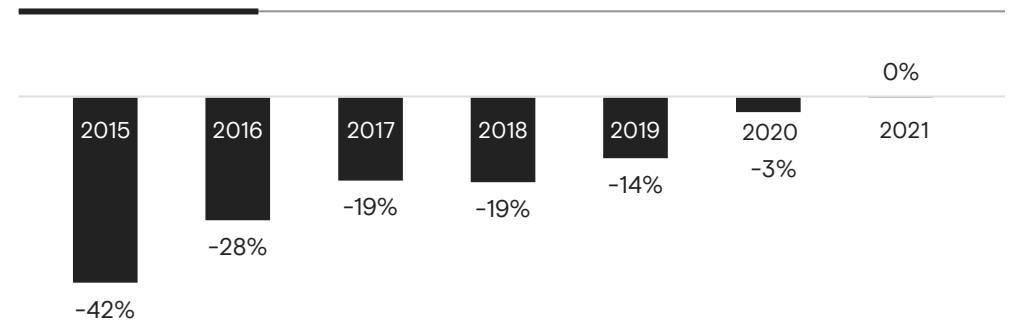
**Revenue** (USD, bn)



**G&A and Technology Expense** (% of Adjusted Revenue)



**Adjusted EBITDA Margin<sup>1</sup>** (% of Adjusted Revenue)





# THE GLOBAL PLATFORM FOR LUXURY, OPERATING AT SCALE

\$4.0bn

GMV

\$3.5bn

Digital Platform GMV

\$0.5bn

Brand Platform GMV

\$2.0bn

Adjusted Revenue<sup>1</sup>

50%

Gross Profit Margin<sup>2</sup>

32%

DP Order Contribution Margin<sup>1</sup>

Data for FY 2022E - figures represent approximations

1. Non-IFRS financial measure

2. Gross Profit as a percentage of Adjusted Revenue

# BY 2025 WE AIM TO ACHIEVE...

\$10bn

GMV

10%

Adj. EBITDA Margin<sup>1</sup>

Note: 2025F figures represent approximations of forecasts, forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates

1. Non-IFRS financial measure



# GUIDANCE FOR 2023

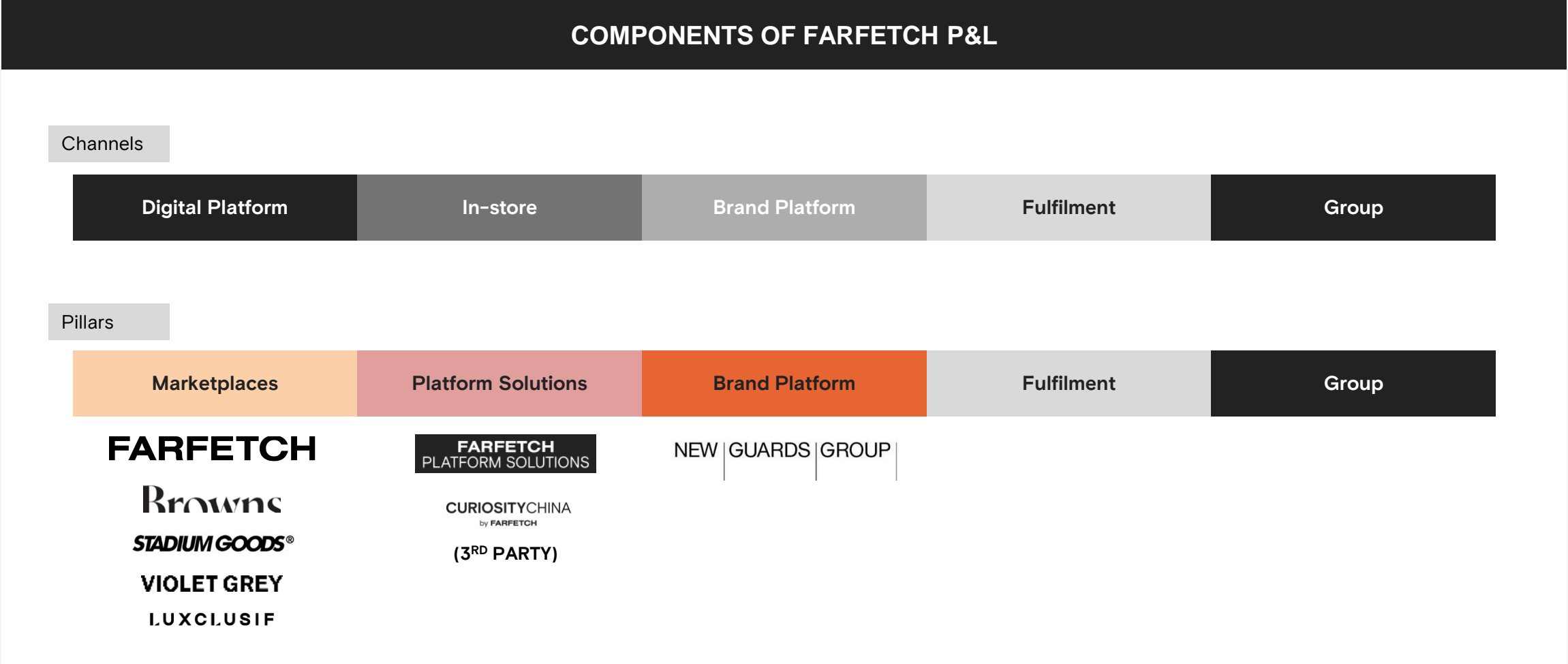
(USD, m)



Note: Figures represent approximations of forecasts

1. Non-IFRS financial measure

# REPORTING BY CHANNEL TO BE MOVED TO REPORTING BY BUSINESS UNIT



Note: Illustrative comparison based on current operating segments and potential future operating segments



# WITH STRONG EXPECTED PROFIT GENERATION FROM OUR BUSINESSES

## 2025F Potential by Pillar

(USD, bn, rounded)		Marketplaces	Platform Solutions	Brand Platform	Fulfilment	Group	> Long-term target 20%+ CAGR
GMV		\$3.8	\$4.3	\$1.5	\$0.9	\$10.5	
Adjusted Revenue <sup>1</sup>		\$1.7	\$0.3	\$1.5		\$3.5	
Gross Profit Margin (% of Adjusted Revenue)		60%	75%	55%		60%	
Order Contribution Margin <sup>1</sup> (% of Adj. Revenue)		40%	75%	48%		45%	
Adj. EBITDA Margin <sup>1,2</sup> (% of Adj. Revenue)		5%	20%	20%		10%	
		▼	▼	▼		▼	
		Long-term target 20%	Long-term target 50%	Long-term target 25%		Long-term target 30%	

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.  
Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.

1. Non-IFRS financial measure  
2. Based on illustrative allocation of G&A and technology expenses



# **BREAKING OUT PATH TO \$10BN+ AND 10%+ ADJ. EBITDA MARGIN<sup>1</sup>**

1. Non-IFRS financial measure

**FARFETCH**





MARKETPLACES



PLATFORM SOLUTIONS



BRAND PLATFORM

A man with a black and white paisley bandana, a large brown fur coat, and a small white airplane model.

## **BRAND PLATFORM**

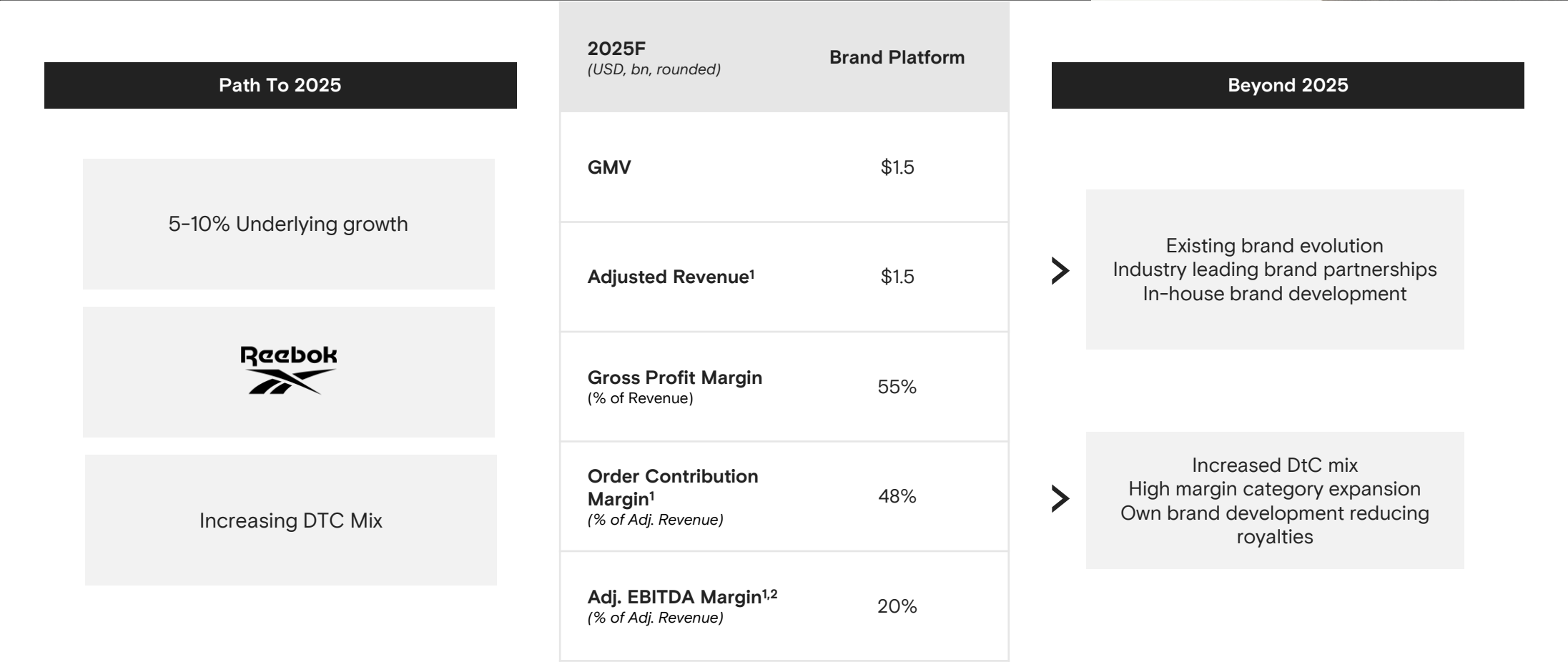
Driving growth through existing brands and new brand development

Gross Margins expand to c.55% by 2025 as we focus on direct-to-consumer and add higher margin hero lines

Leveraging platform capabilities and group position to deliver improved Adjusted EBITDA margins over the longer-term



# BRAND PLATFORM GROWTH AND PROFITABILITY DRIVERS

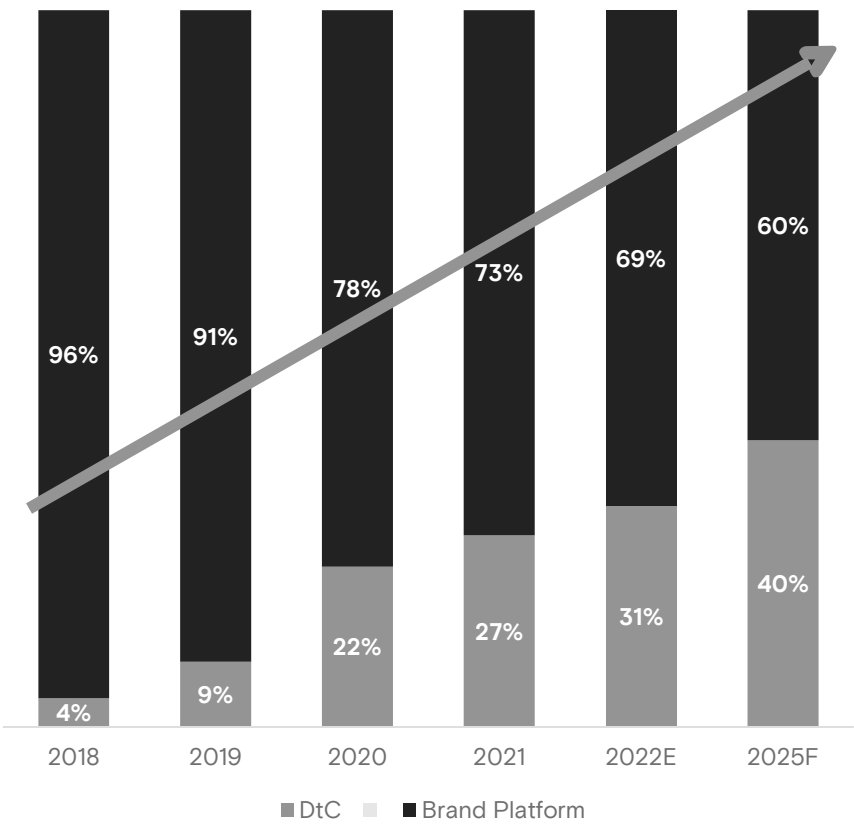


Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates. Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.

- 1. Non-IFRS financial measures
- 2. Based on illustrative allocation of G&A and technology expenses

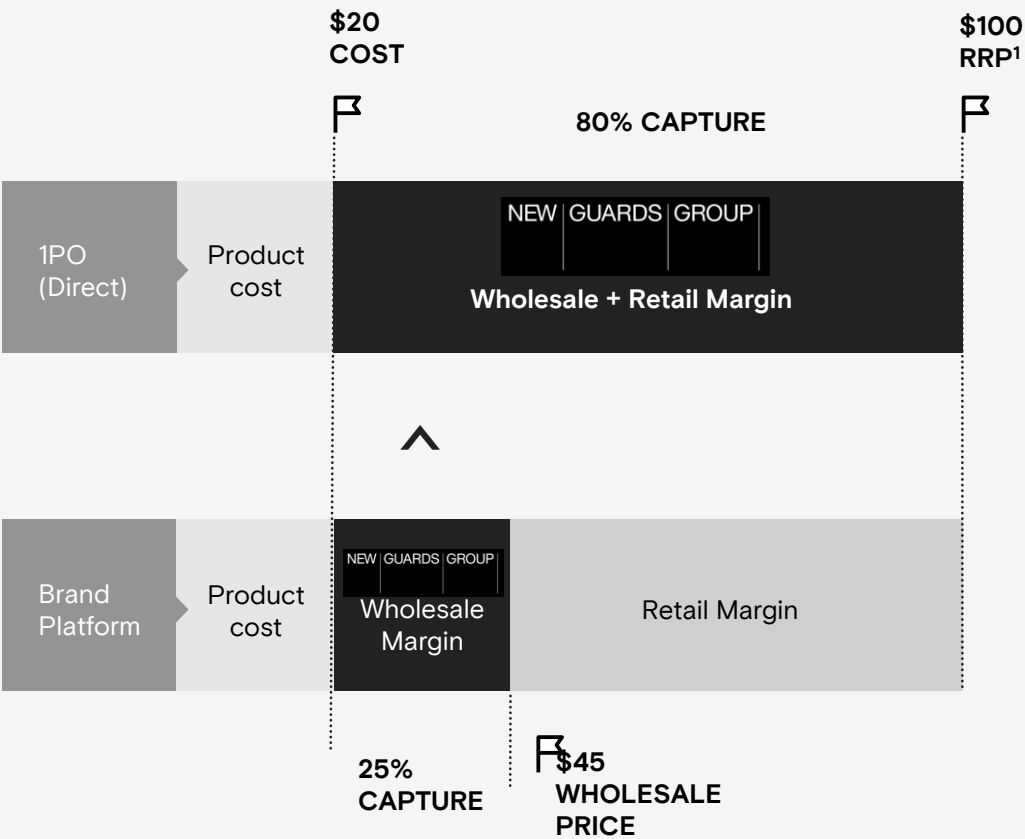
# Progression of mix to DTC

(Revenue mix)



Notes: represents illustrative merchandising margins excluding fulfilment, transaction processing, packaging & other  
1. Representative retail price.

# DRIVING DTC REVENUES WITH SIGNIFICANT MARGIN PROFILE MODEL





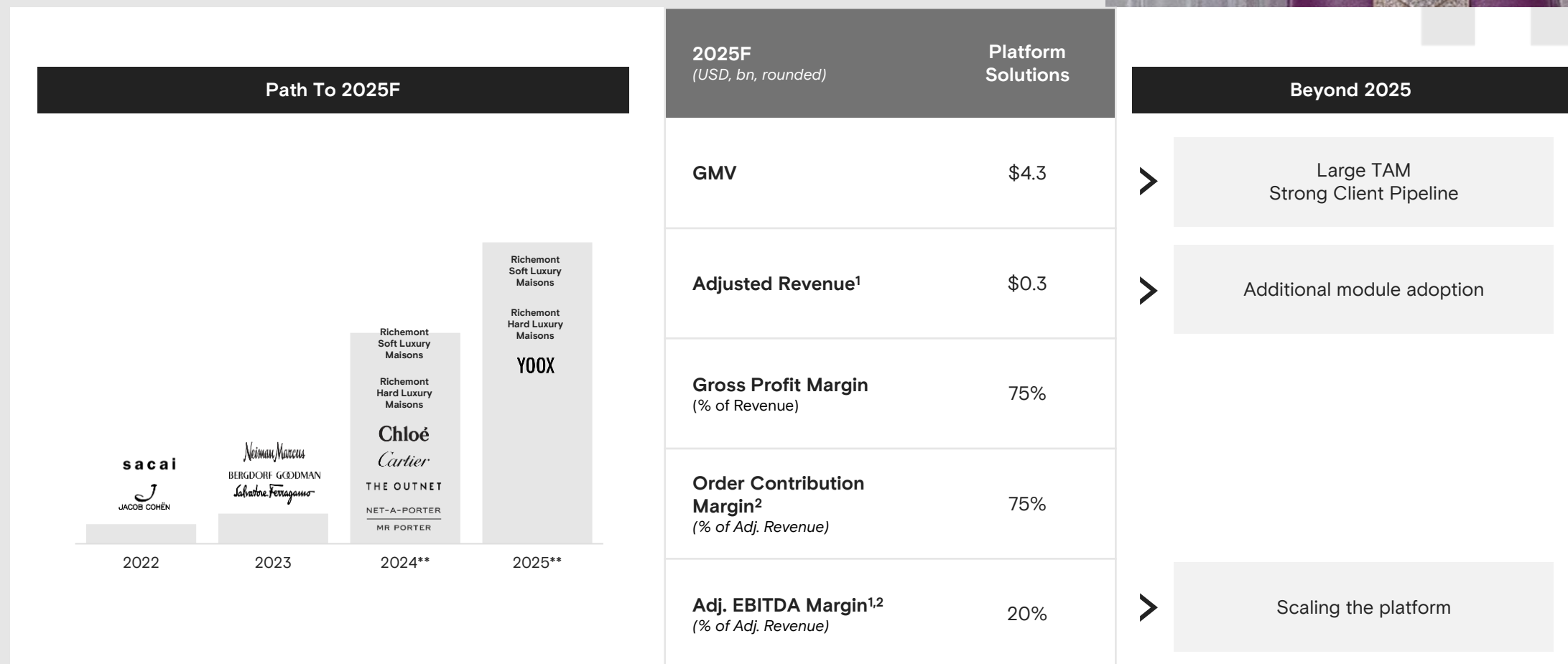
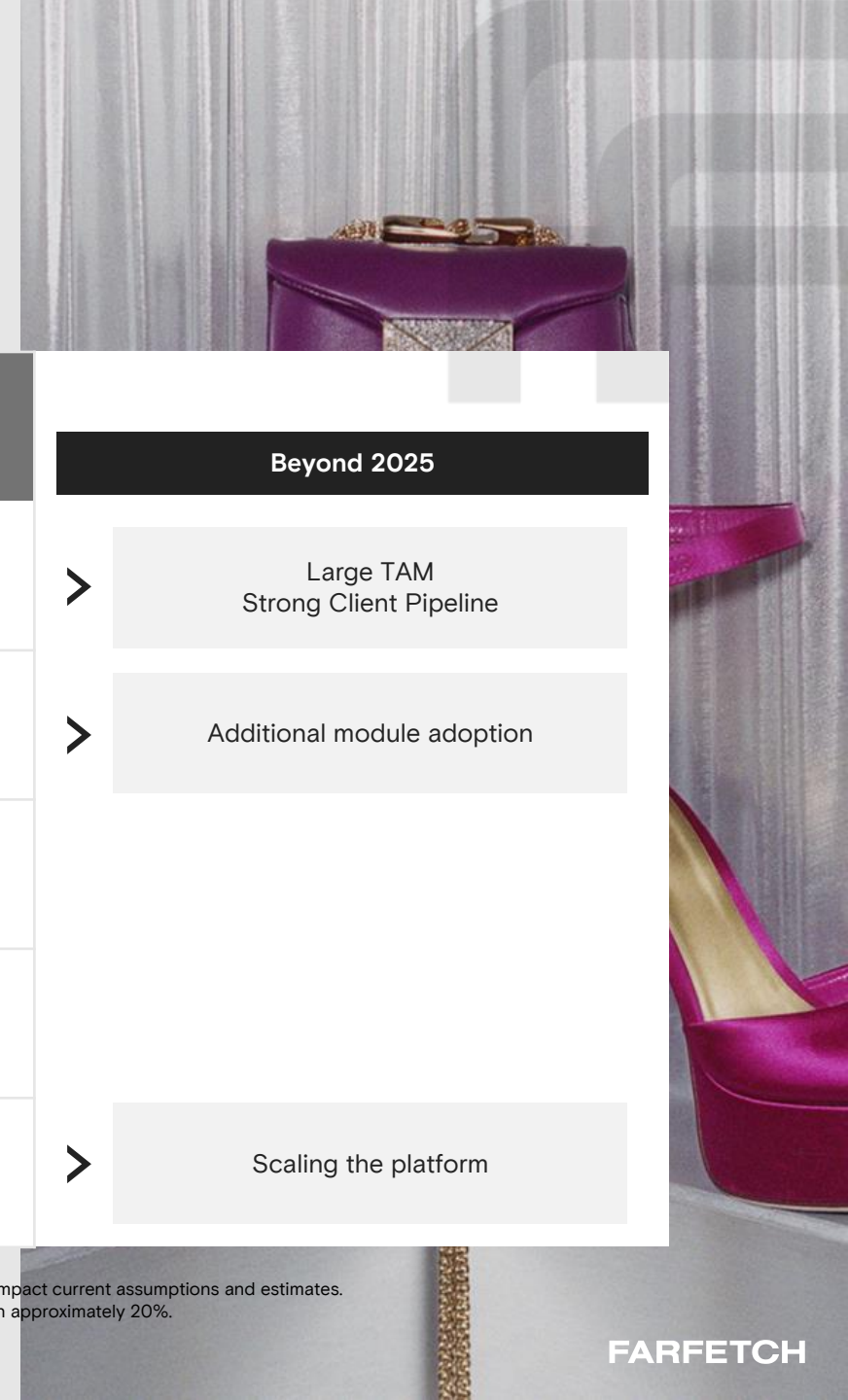
## PLATFORM SOLUTIONS

Driving growth by leveraging platform investments to date through new client additions and additional module adoption

Gross margins of c.75%

Leveraging platform capabilities and group position to deliver improved Adjusted EBITDA margins

# PLATFORM SOLUTIONS GROWTH AND PROFITABILITY DRIVERS



Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates. Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.

\*\* As part of a deal that will also see Farfetch acquire a significant minority stake in YNAP, which is subject to regulatory approval

1. Non-IFRS financial measure

2. Based on illustrative allocation of G&A and technology expenses





## MARKETPLACES

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Driving growth through new customer acquisition and maturing consumer cohorts

Order contribution margins expanding to c.40% as we focus on driving efficiencies and increasing retention and share of wallet

Leveraging platform capabilities and group position to deliver improved Adjusted EBITDA margins

# MARKETPLACES GROWTH AND PROFITABILITY DRIVERS

Path To 2025F		2025F (USD, bn, rounded)	Marketplaces	BEYOND 2025	
		GMV	\$3.8		
		Adjusted Revenue <sup>1</sup>	\$1.7		
		Gross Profit Margin (% of Revenue)	60%		
		Order Contribution Margin <sup>1</sup> (% of Adj. Revenue)	40%		
		Adj. EBITDA Margin <sup>1,2</sup> (% of Adj. Revenue)	5%		

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.

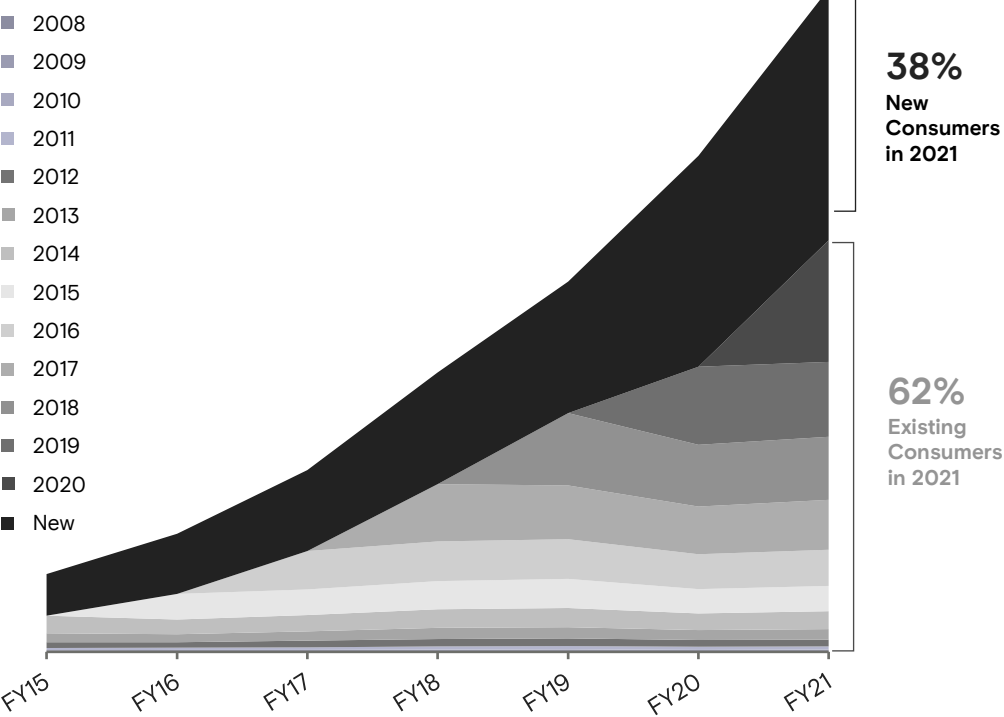
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1. Non-IFRS financial measure

2. Based on illustrative allocation of G&A and technology expenses

# BUILDING BLOCKS OF MARKETPLACES P&L

Farfetch Marketplace GMV by cohort



**2025F**

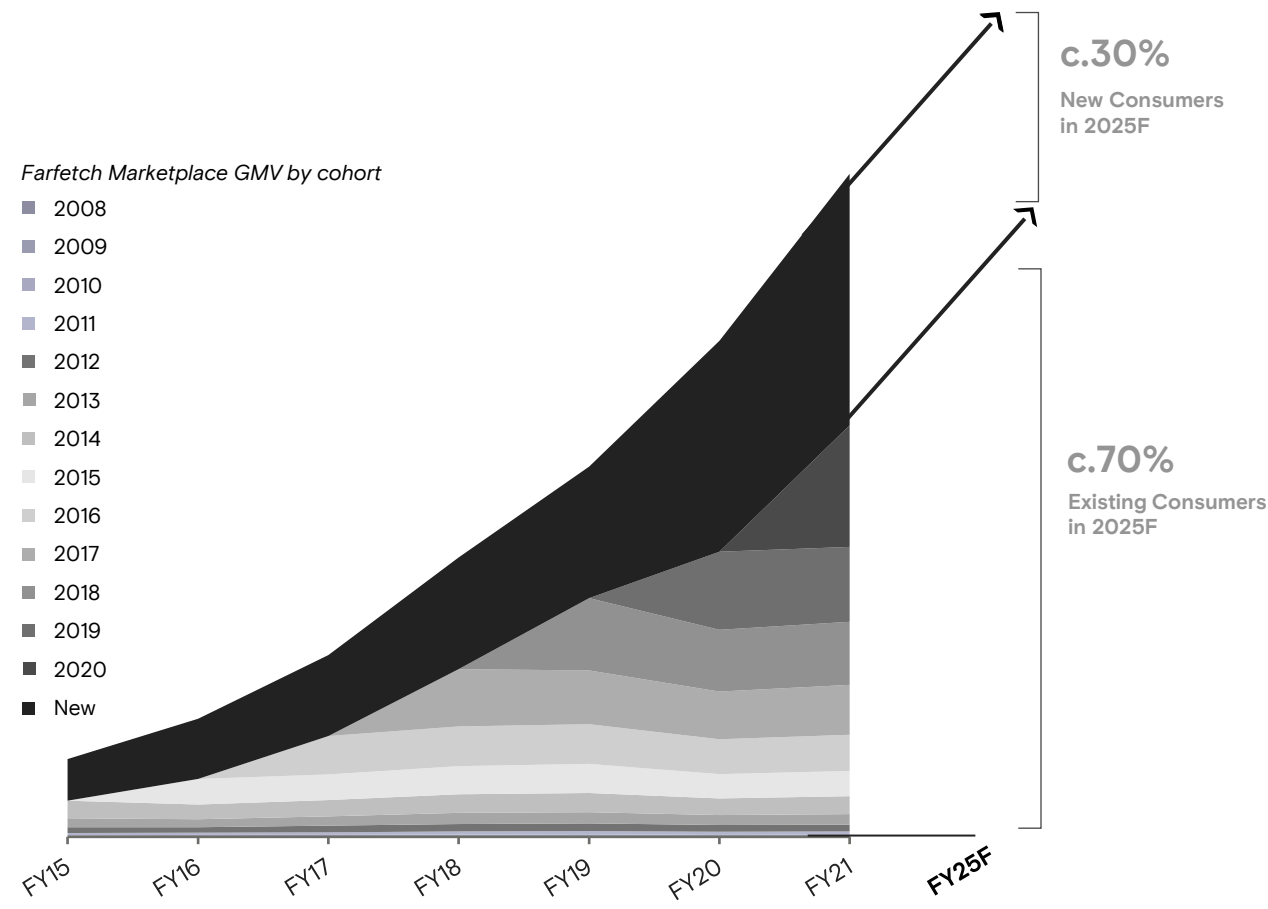
(USD, bn, rounded)

	1P Marketplaces	3P Marketplaces new consumers	3P Marketplaces existing consumers	Marketplaces
GMV	\$0.6	\$0.9	\$2.3	<b>\$3.8</b>

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates. Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%. Excludes Fulfilment Revenue

1. Non-IFRS financial measure

# BUILDING BLOCKS OF MARKETPLACES P&L



**2025F**  
(USD, bn, rounded)

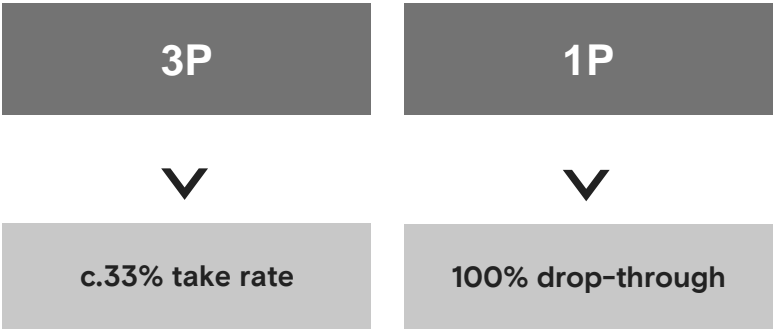
	1P Marketplaces	3P Marketplaces new consumers	3P Marketplaces existing consumers	Marketplaces
GMV	\$0.6	\$0.9	\$2.3	<b>\$3.8</b>

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates. Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%. Excludes Fulfilment Revenue

1. Non-IFRS financial measure



# BUILDING BLOCKS OF MARKETPLACES P&L



**2025F**

*(USD, bn, rounded)*

	1P Marketplaces	3P Marketplaces new consumers	3P Marketplaces existing consumers	Marketplaces
GMV	\$0.6	\$0.9	\$2.3	<b>\$3.8</b>
Adjusted Revenue <sup>1</sup>	\$0.6	\$0.3	\$0.8	<b>\$1.7</b>

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.  
Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.  
Excludes Fulfilment Revenue  
1. Non-IFRS financial measure

# BUILDING BLOCKS OF MARKETPLACES P&L



**2025F**

*(USD, bn, rounded)*

	1P Marketplaces	3P Marketplaces new consumers	3P Marketplaces existing consumers	Marketplaces
GMV	\$0.6	\$0.9	\$2.3	<b>\$3.8</b>
Adjusted Revenue <sup>1</sup>	\$0.6	\$0.3	\$0.8	<b>\$1.7</b>
Gross Profit Margin <i>(% of Revenue)</i>	40%	72%	72%	<b>60%</b>

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.

Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.

Excludes Fulfilment Revenue

1. Non-IFRS financial measure

# BUILDING BLOCKS OF MARKETPLACES P&L

Across 2021				
	2017 cohort	2019 cohort	2020 cohort	2021 overall
GMV per consumer <i>(USD)</i>	\$2,200	\$1,700	\$1,500	\$957
Average Order Value <i>(USD)</i>	\$744	\$677	\$640	\$612
Shopping frequency <i>(times per year)</i>	4.3x	3.6x	3.2x	2.2x
LTV/CAC <sup>2</sup>	3.21x	1.94x	1.61x	-
Order Contribution Margin <sup>1</sup> <i>(% of Adj. Revenue)</i>	c.55%	c.50%	c.50%	c.30%

2025F  
*(USD, bn, rounded)*

	1P Marketplaces	3P Marketplaces new consumers	3P Marketplaces existing consumers	Marketplaces
GMV	\$0.6	\$0.9	\$2.3	\$3.8
Adjusted Revenue <sup>1</sup>	\$0.6	\$0.3	\$0.8	\$1.7
Gross Profit Margin <i>(% of Revenue)</i>	40%	72%	72%	60%
Order Contribution Margin <sup>1</sup> <i>(% of Adj. Revenue)</i>	35%	(15)%	60%	40%

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates. Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.

Excludes Fulfilment Revenue

- 1. Non-IFRS financial measure
- 2. 24m LTV/CAC for 2017 and 2019 cohorts, 12m LTV/CAC for 2020 cohort

# BUILDING BLOCKS OF MARKETPLACES P&L

## OPERATING COSTS EFFICIENCIES

Technology

Platform Services

Brand Marketing

General Corporate

**2025F**

(USD, bn, rounded)

	1P Marketplaces	3P Marketplaces new consumers	3P Marketplaces existing consumers	Marketplaces
GMV	\$0.6	\$0.9	\$2.3	<b>\$3.8</b>
Adjusted Revenue <sup>1</sup>	\$0.6	\$0.3	\$0.8	<b>\$1.7</b>
Gross Profit Margin (% of Revenue)	40%	72%	72%	<b>60%</b>
Order Contribution Margin <sup>1</sup> (% of Adj. Revenue)	35%	(15)%	60%	<b>40%</b>
Adj. EBITDA Margin <sup>1,2</sup> (% of Adj. Revenue)	2%	(45)%	20%	<b>5%</b>

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates. Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%. Excludes Fulfilment Revenue

- 1. Non-IFRS financial measure
- 2. Based on illustrative allocation of G&A and technology expenses



# MARKETPLACES GROWTH AND PROFITABILITY DRIVERS

Path To 2025F	2025F (USD, bn, rounded)	Marketplaces	BEYOND 2025
Underlying growth of 8-10% per annum	GMV	\$3.8	Luxury Paradigm Shift to Online
Higher third-party mix	Adjusted Revenue <sup>1</sup>	\$1.7	Commission link to Value Creation Advertising Revenue
Scaling investments to drive EBITDA%	Gross Profit Margin (% of Revenue)	60%	<div>LTV growth:</div> <div>Access Program</div> <div>Personalization</div> <div>Category expansion</div>
	Order Contribution Margin <sup>1</sup> (% of Adj. Revenue)	40%	<div>Efficiencies:</div> <div>Build our brand</div> <div>NGG organic traffic</div> <div>Scaling order costs</div>
	Adj. EBITDA Margin <sup>1,2</sup> (% of Adj. Revenue)	5%	Scaling the platform

Note: All 2025F figures, including Adj. EBITDA Margin by business pillar, represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.

Adj. EBITDA Margin is forecasted to be 10%, Marketplaces Adj. EBITDA Margin approximately 5%, Platform Solutions Adj. EBITDA Margin approximately 20% and Brand Platform Adj. EBITDA Margin approximately 20%.

1. Non-IFRS financial measure

2. Based on illustrative allocation of G&A and technology expenses

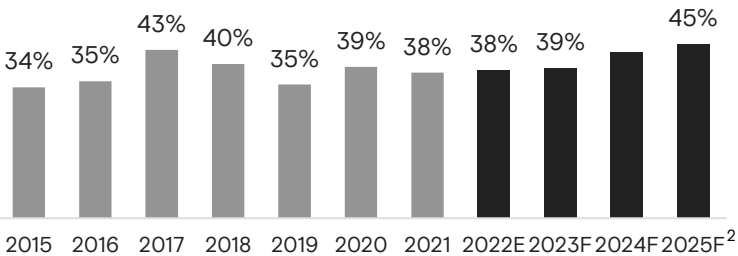


**LEVERAGING  
INVESTMENTS AND  
EXISTING ASSETS TO DRIVE  
MARGIN EXPANSION AND  
OPERATING SCALE**

# ENHANCED FINANCIAL PROFILE BY 2025

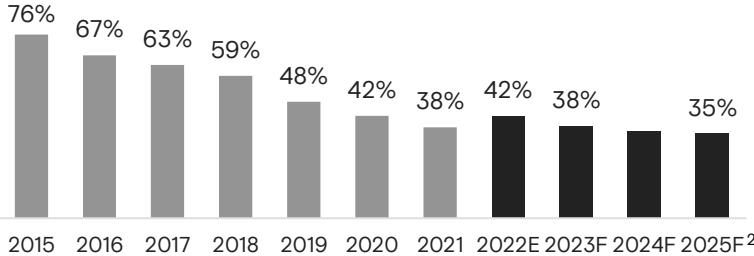
## Group Order Contribution<sup>1</sup>

(% of Adjusted Revenue)



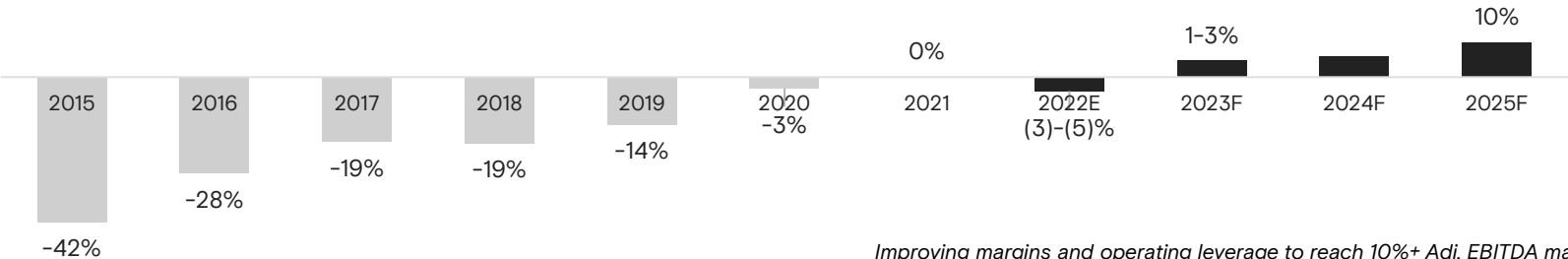
## G&A and Technology Expense

(% of Adjusted Revenue)



## Adjusted EBITDA Margin<sup>1</sup>

(% of Adjusted Revenue)



Improving margins and operating leverage to reach 10%+ Adj. EBITDA margin in 2025

## Group Order Contribution<sup>1</sup>

High Margin Revenue

Cost of Revenue

Low Cost Customer Engagement

## Operating Cost Leverage

Technology

Platform Services

Brand Marketing

General Corporate

Note: 2025F figures represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates

- 1. Non-IFRS financial measure
- 2. Amended figure, previously 48% and 36% due to typo

**FOCUS ON GENERATING  
POSITIVE FREE CASH  
FLOW**



**FARFETCH**



# FARFETCH GROUP CASH FLOW PROFILE

Profitable  
revenue growth

Marketplace  
Working Capital

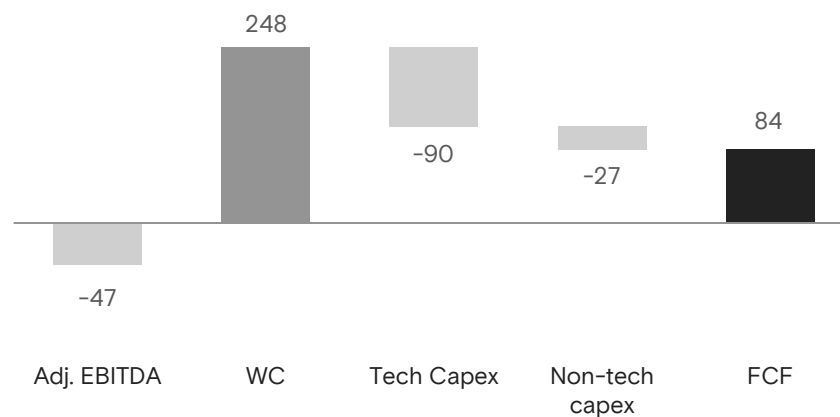
Tight first-party  
inventory

Low Capex

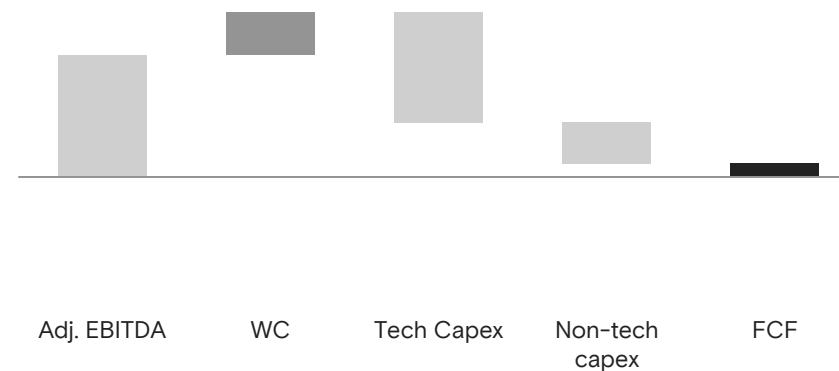


90-100% ADJ. EBITDA TO CASH CONVERSION

2020 (USD, m)



2023F (USD, m)



Note: 2025F figures represent approximations of forecasts. Forecasts and targets are subject to greater risks and uncertainties that could also impact current assumptions and estimates.

# OUR FINANCE STRATEGY AT WORK



Continue to drive **GMV growth** ahead of the industry



Continue to drive **attractive unit economics** from our platform model



Scale the business to drive **operating and technology expense** leverage



Deliver **platform-level Adjusted EBITDA Margins** and sustainable growth



Strong **working capital dynamics** and low capital expenditure driving strong free cash flows

# THE FUTURE OF LUXURY

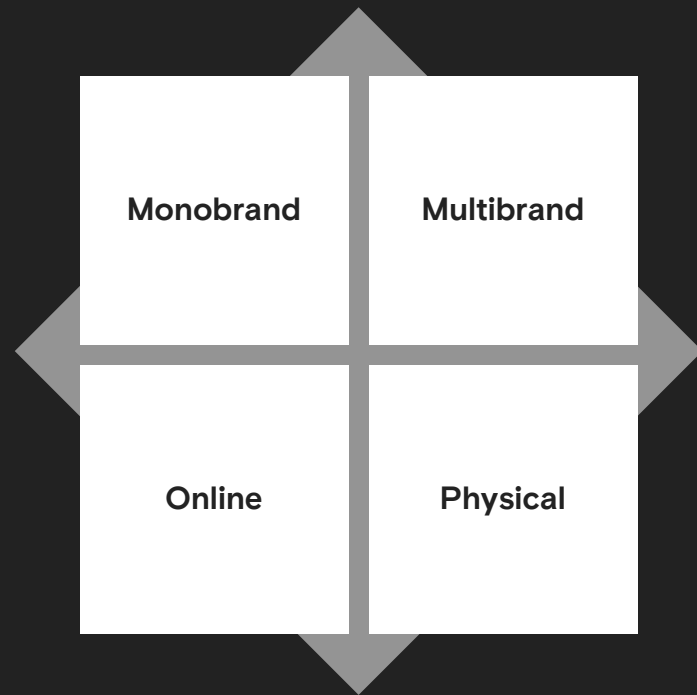
**José Neves**  
Founder and CEO



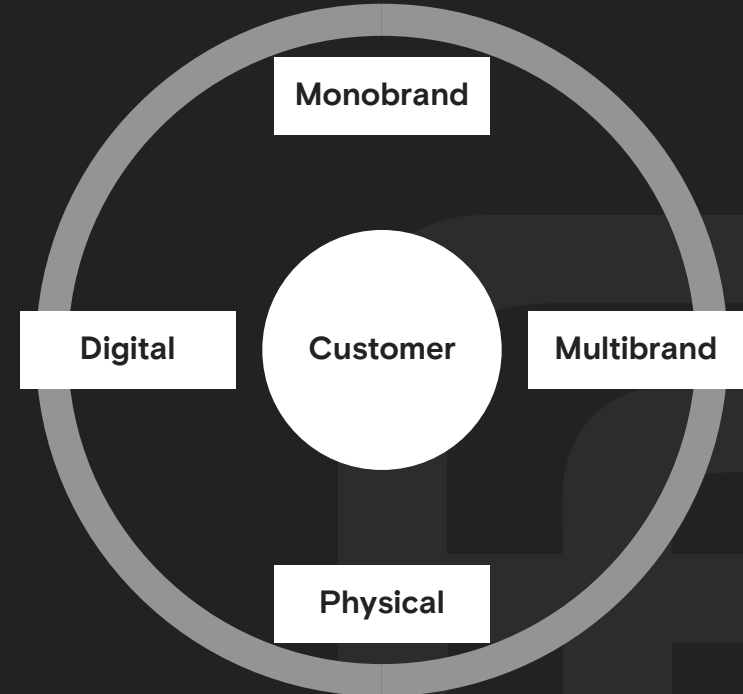
**FARFETCH**

# LUXURY NEW RETAIL (LNR) VISION

## TRADITIONAL VIEW



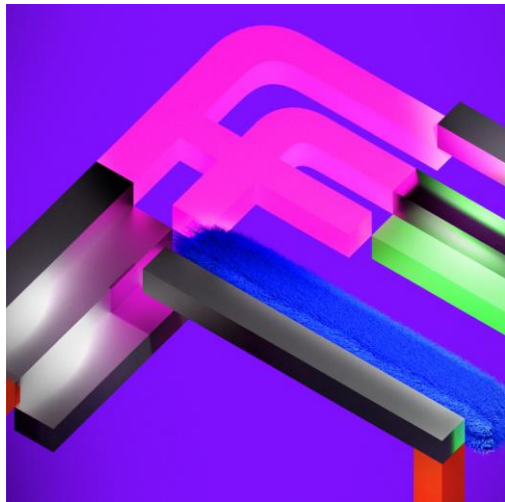
## LNR VISION



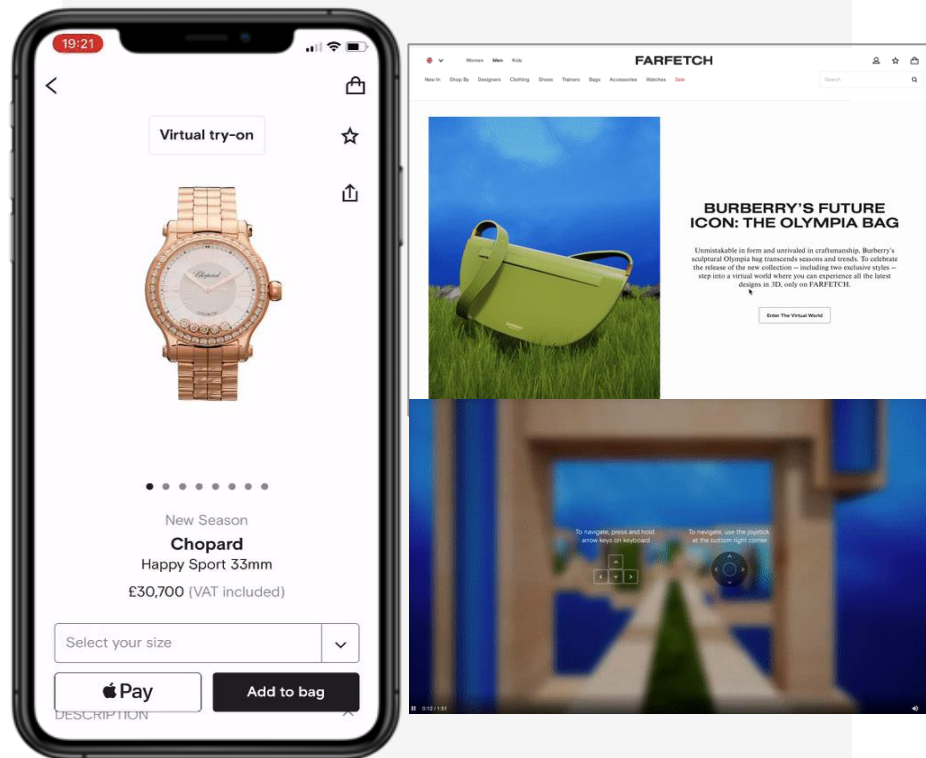


# INNOVATION AS A PLATFORM IS IN OUR DNA

## WEB3



## AUGMENTED REALITY/ VIRTUAL REALITY



## DATA SCIENCE / MACHINE LEARNING





## KEY HIGHLIGHTS

- Farfetch mission is to be the global platform for luxury
- First 14 years - invested to build the platform
- Unique ecosystem of 3 pillars, creating powerful flywheel
- Now at an inflection point, leveraging the platform to drive profitable growth and free cash flow generation
- On track to deliver \$10bn GMV, 10% adj. EBITDA margin by 2025





# APPENDIX

# RECONCILIATION OF NON-IFRS MEASURES

(in \$ thousands)	2015	2016	2017	2018	2019	2020	2021
Revenue	\$ 142,305	\$ 242,116	\$ 385,966	\$ 602,384	\$ 1,021,037	\$ 1,673,922	\$ 2,256,608
Less: Digital Platform Fulfilment Revenue	(28,617)	(48,511)	(74,182)	(97,794)	(127,960)	(213,228)	(332,504)
Adjusted Revenue	113,688	193,605	311,784	504,590	893,077	1,460,694	1,924,104

	2015	2016	2017	2018	2019	2020	2021
Digital Platform Gross Profit	\$69,355	\$ 111,762	\$196,581	\$291,706	\$371,913	\$560,206	\$730,253
Less: Demand generation expense	(34,158)	(48,381)	(69,202)	(97,295)	(151,350)	(198,787)	(291,821)
Digital Platform Order Contribution	35,197	63,381	127,379	194,411	220,563	361,419	438,432
Digital Platform Services Revenue	106,794	180,937	296,350	488,995	701,246	1,033,156	1,385,678
Digital Platform Gross Profit Margin	64.9%	61.8%	66.3%	59.7%	53.0%	54.2%	52.7%
Digital Platform Order Contribution Margin	33.0%	35.0%	43.0%	39.8%	31.5%	35.0%	31.6%



# RECONCILIATION OF NON-IFRS MEASURES (CONTINUED)

(in \$ thousands)	2015	2016	2017	2018	2019	2020	2021
(Loss)/profit after tax	\$(61,107)	\$(81,459)	\$(112,275)	\$(155,575)	\$(393,500)	\$(3,315,623)	\$ 1,470,611
Net finance expense/ (income)	4,265	(7,402)	17,642	(19,866)	(15,150)	66,595	73,842
Income tax (benefit)/expense	(628)	199	170	2,158	1,162	(14,434)	3,002
Depreciation and amortization	3,104	6,897	10,980	23,537	113,591	217,223	251,198
Share-based payments	6,505	19,848	21,486	53,819	178,234	291,633	196,167
Losses/(gains) on items held at fair value and remeasurements	-	8,555	3,300	-	(21,721)	2,643,573	(2,023,743)
Other items	486	-	649	-	16,374	24,267	18,730
Impairment losses on tangible assets	-	-	-	-	-	2,991	-
Impairment losses on intangible assets	-	-	-	-	-	36,269	11,779
Share of results of associates	-	(18)	(31)	(33)	(366)	74	52
Adjusted EBITDA	\$ (47,375)	\$ (53,380)	\$ (58,079)	\$ (95,960)	\$ (121,376)	\$ (47,432)	\$ 1,638
Revenue	\$ 142,305	\$ 242,116	\$ 385,966	\$ 602,384	\$ 1,021,037	\$ 1,673,922	\$ 2,256,608
(Loss)/profit after tax margin	(42.9)%	(33.6)%	(29.1)%	(25.8)%	(38.5)%	(198.1)%	65.2%
Adjusted Revenue	\$ 113,688	\$ 193,605	\$ 311,784	\$ 504,590	\$ 893,077	\$ 1,460,694	\$ 1,924,104
Adjusted EBITDA Margin	(41.7)%	(27.6)%	(18.6)%	(19.0)%	(13.6)%	(3.2)%	0.1%

(in \$ thousands)	2015	2016	2017	2018	2019	2020	2021
Gross Profit	\$72,603	\$116,878	\$204,766	\$298,450	\$459,846	\$770,928	\$1,016,511
Less: Demand generation expense	(34,158)	(48,381)	(69,202)	(97,295)	(151,350)	(198,787)	(291,821)
Group Order Contribution	38,445	68,497	135,564	201,155	308,496	572,141	724,690

# RECONCILIATION OF NON-IFRS MEASURES (CONTINUED)

(in \$ thousands)	2020
(Loss)/profit after tax	\$(3,315,623)
Net finance expense/ (income)	66,595
Income tax (benefit)/expense	(14,434)
Depreciation and amortization	217,223
Share-based payments	291,633
Losses/(gains) on items held at fair value and remeasurements	2,643,573
Other items	24,267
Impairment losses on tangible assets	2,991
Impairment losses on intangible assets	36,269
Share of results of associates	74
Adjusted EBITDA	\$ (47,432)
Change in working capital	248,150
Technology capital expenditure	(89,282)
Non-technology capital expenditure	(26,839)
Free cash flow	84,597

# NON-IFRS MEASURES

- Adjusted EBITDA, Adjusted EBITDA Margin, 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.
- We caution investors that amounts presented in accordance with our definitions of Adjusted EBITDA, Adjusted EBITDA Margin, 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.
- “Adjusted Revenue” means revenue less Digital Platform Fulfilment Revenue.
- “Adjusted EBITDA” means profit/(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 intangible and 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. Adjusted EBITDA may not be comparable to other similarly titled metrics of other companies.
- “Adjusted EBITDA Margin” means Adjusted EBITDA calculated as a percentage of Adjusted Revenue.
- “Order Contribution” means gross profit after deducting demand generation expense, which includes fees that we pay for our various marketing channels to support the Digital Platform. Order Contribution provides an indicator of our ability to extract consumer value from our demand generation expense, including the costs of retaining existing consumers and our ability to acquire new consumers.

# NON-IFRS MEASURES (CONTINUED)

- “Digital Platform Order Contribution” means Digital Platform Gross Profit after deducting demand generation expense, which includes fees that we pay for our various marketing channels. Digital Platform Order Contribution provides an indicator of our ability to extract digital consumer value from our demand generation expense, including the costs of retaining existing consumers and our ability to acquire new consumers. 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.
- “Digital Platform Order Contribution Margin” means Digital Platform Order Contribution calculated as a percentage of Digital Platform Services Revenue.
- We believe that Digital Platform Order Contribution and Digital Platform Order Contribution margin 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.
- “Free cash flow” means profit/(loss) after taxes adjusted for the same items as Adjusted EBITDA, further adjusted for the change in working capital less capitalised technology investments and tangible asset capital expenditure.
- A reconciliation of the Company’s forecast non-IFRS financial measures to the most directly comparable IFRS financial measure cannot be provided without unreasonable efforts and is not provided herein because of the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliations, including adjustments that are made for future changes in the fair value of cash-settled share-based payment liabilities; foreign exchange gains/(losses) and the other adjustments reflected in our reconciliation of historical non-IFRS financial measures, the amounts of which, could be material.
- Certain of the Company’s forward-looking information covers periods up to and including the 2025 financial year. As such forward-looking information moves further out in time, we are necessarily making greater assumptions, including with respect to our strategic partnerships. For additional information regarding uncertainties that may impact the Company’s forecasts, refer to the Cautionary Statement Regarding Forward Looking Statements included elsewhere in this presentation



# ILLUSTRATIVE - EXPECTED FUTURE SEGMENTS

This presentation presents financial and non-financial information based on our three business pillars: Marketplaces, Platform Solutions and Brand Platform.

In due course, we expect the presentation of our reportable segments to reflect our currently envisaged operating platforms.

As presented in this presentation, our business pillars are defined as:

- **Marketplaces** comprises GMV, Revenue and profit from:
  - third-party business-to-consumer businesses including the Farfetch Marketplace and Stadium Goods, which are currently presented within the Digital Platform reportable segment
  - first-party business-to-consumer businesses including Browns Fashion, Stadium Goods, Luxclusif and Violet Grey, which are currently presented within the Digital Platform and In-store reportable segments
- **Platform Solutions** comprises third-party GMV, Revenue and profit from business-to-business businesses including Farfetch Platform Solutions, Onport and CuriosityChina, which are currently presented within the Digital Platform reportable segment.
- **Brand Platform** comprises first-party GMV, Revenue and profit from New Guards Group ("New Guards") operations across digital direct to consumer, wholesale and in-store channels. Brand Platform as used in this presentation differs from our current reportable segment named "Brand Platform", the latter of which only includes GMV, Revenue and profit relating to the New Guards' operations excluding New Guards': (i) owned e-commerce websites, (ii) direct to consumer channel via our Marketplaces and (iii) directly operated stores.