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TODAY'S SPEAKERS

Tina Müller
Group CEO



Mark Langer
Group CFO



Net sales growth of 16.8% Ifl vs. PY
Net sales growth in June 4.0% Ifl vs. PY, 12.1% Ifl vs. PPY

Double-digit growth in E-Com (+20% vs. PY) E-Com share of sales grew to 42%



Double-digit growth (+14.8% Ifl vs. PY) in Brick & Mortar



€369m liquidity headroom end of June



Execution of
Store Optimisation Programme
is on track

OVERVIEW OF BRICK & MORTAR LOCKDOWNS

DOUGLAS CORE COUNTRIES IN Q3

	APRIL				MAY				JUNE			
	04-09	04-16	04-23	04-30	05-07	05-14	05-21	05-28	06-04	06-11	06-18	06-25
FR												
→ PL												
DE	Some sto	res were op	en for Clic l	k & Meet								
⇒ NL	Until Apri	28, Click 8	k Meet only	•								
● IT*		shopping c ends until 22		e closed								
ES												
	PERCENTA	AGE OF OF	PEN STORI	ES DOUG	LAS GROU	IP			ı			
	49	49	51	40	59	61	86	88	99	100	100	100
	almost 100% of stores closed opening restrictions											

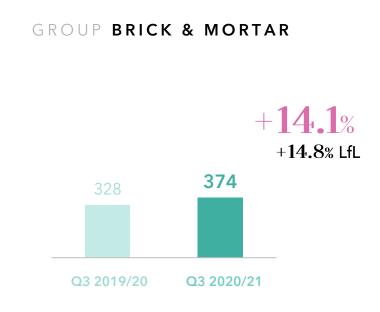
NET SALES DEVELOPMENT Q3 2020/21

E-COM CONTINUES TO GROW SIGNIFICANTLY

In m€







Positive sales development

due to step-by-step reopening of all stores, with 100% stores re-opened since June Europe-wide lockdown

affected the previous year

Net Sales development vs. PPY (-2.5% LfL; pre-Covid-19) **E-Commerce:**

business continued to grow +104% vs. PPY (pre-Covid-19)

Brick & Mortar:

higher conversion rate and basket size partially offset lower traffic (-19%) compared to pre-Covid-19 level; traffic in Germany -31% vs. pre-Covid-19 level

Lfl -32.8% vs. PPY (pre-COVID-19)



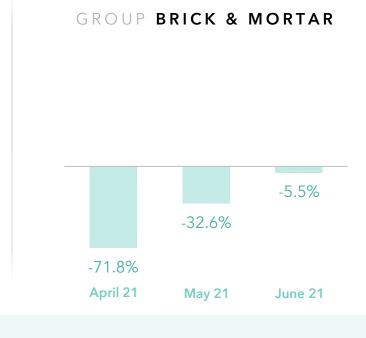
IN JUNE, SALES HIGHER THAN PRE-COVID-19 LEVELS

E-COM-DRIVEN WITH BRICK & MORTAR NEEDING TO RECOVER FURTHER

Like-for-like growth vs. PPY







Group net sales

exceeded pre-Covid-19 levels in June 2021 with 12.1% like-for-like growth compared to PPY

E-Commerce

continued to grow on a high level

Brick & Mortar

is on a strong recovery path



ADJUSTED EBITDA DEVELOPMENT Q3 2020/21

In m€ GROUP TOTAL¹



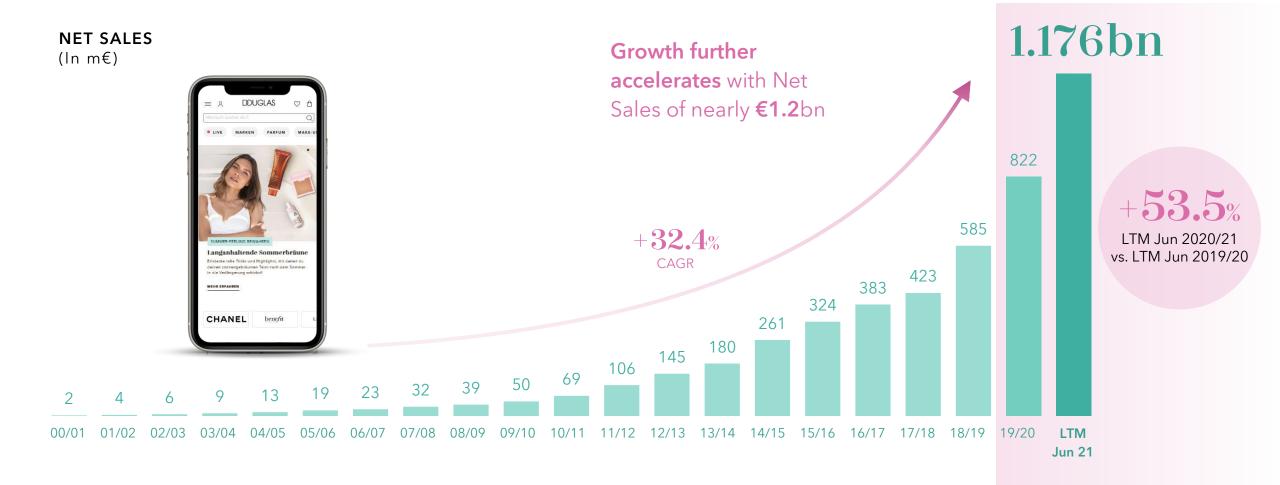


Margins

- European-wide lockdown in the previous year resulted in significant cost reductions and adjustments in Q3 2019/20 mainly driven by idle rents and personnel costs
- Less cost reductions and adjustments in Q3 2020/21 with stores being open
- Adjusted operating expenses increased due to lower short-term work allowances and fewer Covid-19-related rent rebates

LONG-TERM E-COMMERCE GROWTH

SALES DOUBLED OVER THE PAST TWO YEARS TO ~€1.2BN



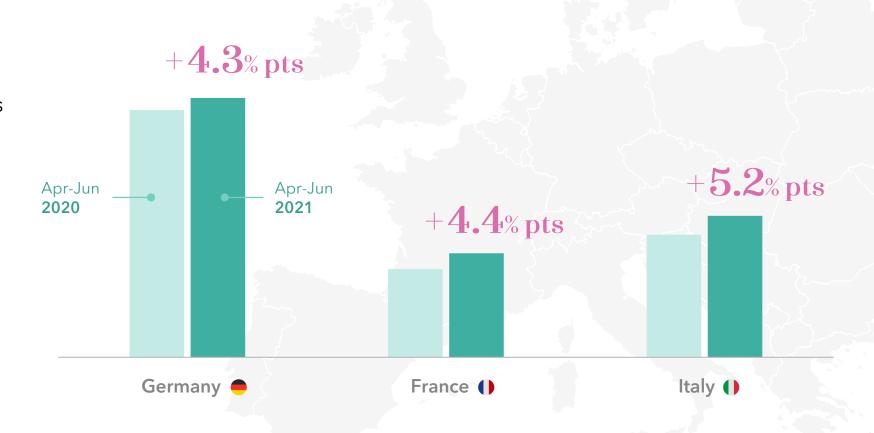
DOUGLAS EXPANDS MARKET SHARES IN E-COMMERCE

Source: NPD panel Germany, France, Italy, covering prestige beauty market

Douglas increased market shares in **Germany, France and Italy**

Douglas France took over E-Commerce market leadership

E-Commerce is **the key** growth driver



E-COMMERCE: STRONG DEVELOPMENT OF KPIS

EUROPE'S NO.1 BEAUTY PLATFORM

Q3 2020/21

GROUP

41.7% **E-Com** revenue share

Germany 69.0%

GERMANY 🛑

MARKET VIEW

CATEGORIES

Continued growth in skincare

Post lockdown sales of fragrance and decorative cosmetic increased again





CONSUMER BEHAVIOUR

Strong demand for clean beauty

Consumers value sustainability and natural ingredients in cosmetic products*

BRANDS

New brands created by influencers or celebrities successfully entered the market

Kylie Cosmetics Keys Soulcare Huda Beauty





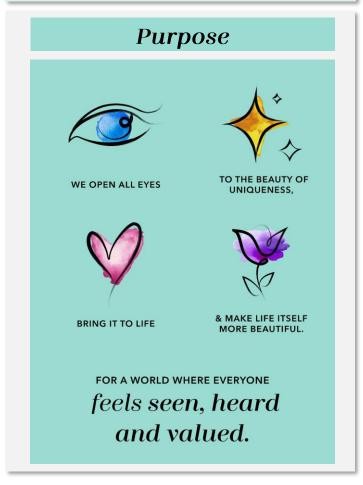
#FORWARDBEAUTY.DIGITALFIRST

STRATEGY EXECUTION UPDATE



FROM PURPOSE TO RETAIL BRAND EQUITY

Douglas. We do beautiful.



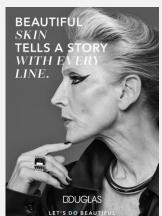
Brand Campaign: Let's do beautiful.











ASSORTMENT

NEW BRANDS



HUDA BEAUTY

Available since March

One of the fastest growing cosmetic brands worldwide



CHARLOTTE TILBURY

Available online since **June**, starting Sep./ Oct. also in stores

Blockbuster brand with cult status

KYLIE COSMETICS

Available online since **July**

Launch in stores across 18 countries this year



KEYS SOULCARE

Available since **April**

Skincare line created in collaboration with R&B-superstar Alicia Keys



With more than 160,000 SKUs*, Douglas has three times as many SKUs as its closest competitor.

AI AND DIGITISATION DRIVING SUPPLY CHAIN TRANSFORMATION

FUTURE SUPPLY CHAIN SET UP

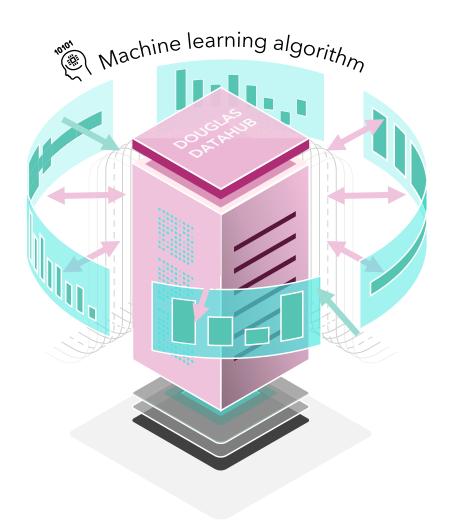
- One Warehouse All Channels (OWAC) project to consolidate more than 20 facilities into 5 OWAC sites
- Status of DACH-NL-OWAC site in Hamm: start of operations in Q4 FY 2021/22
- Integration of store and E-Com warehouse in IT completed
- > Roll-out in top 6 countries DE, FR, IT, ES, PL, NL to be accomplished by Q2 FY 2024/25

DIGITAL SUPPLY CHAIN PROGRESS IN Q3

- Artificial Intelligence-based software with machine learning algorithms from RELEX Solutions replacing legacy supply chain systems
- > Go-live of RELEX in Q3 for E-Commerce in DE and CH
- Data in Q3 shows potential for considerable inventory reduction despite significant increase of E-Com sales



TECHNOLOGY: DOUGLAS DATAHUB AS KEY ENABLER FOR A HOLISTIC MACHINE LEARNING DATA STRATEGY



PROGRESS Q3 / FY2020/21

1 DATA INTEGRATION

Full integration of data from: Sales, E-Commerce, app, core marketing, CRM and retail media

DATA GOVERNANCE

- Main KPI definition done
- > Core market KPI definition rollout

DATA MODELLING

- > Ecommerce including Marketplace data modelled
- > Key retail media and performance marketing data modelled

DATA VISUALIZATION

- > Ecommerce and CRM dashboards done
- Initial Marketplace dashboards release

IMPRESSIVE STARTING POINT FOR SOCIAL COMMERCE



8 countries

Live in DE, AT, CH, NL, IT, ES, PL and FR

2-3x/week

in DE, NL, PL and IT; 60 mins per stream (AT, CH, ES and FR 1-2 streams per week) 60%*

Of DOUGLAS LIVE shopping via the app

+209%*

Annual spend compared to average E-Commerce shopper

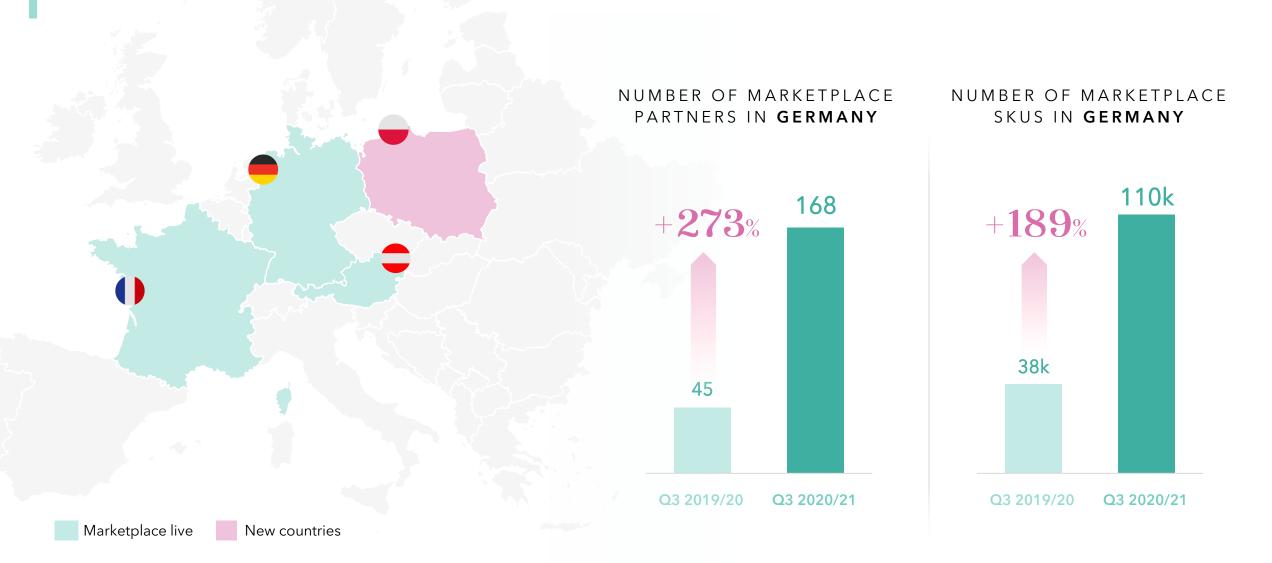
44%*

Customers **aged 16-30** vs. 24% for all E-Commerce shoppers

+256%*

Purchases per year compared to average E-Commerce shopper

MARKETPLACE: SUCCESS FACTOR OF OUR STRATEGY





FURTHER EVENTS IN Q3



- Douglas celebrated its111th anniversary
- 1910: Anna & Maria Carstens opened the first Douglas perfumery in Hamburg
- 2021: Celebration with a new brand campaign, impactful visual merchandising & limited edition anniversary products



- Douglas completed Google'sDigital Acceleration Programme
- Douglas was one of few European
 retailers to participate



- Douglas celebrated Pride month to support diversity, tolerance and equality
- Europe-wide campaign featuring Douglas employees



Douglas supported **World Environment Day** on June 5 and launched initiative to plant 10,000 trees



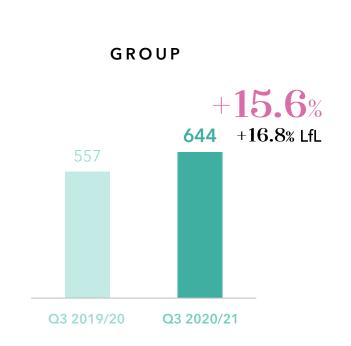


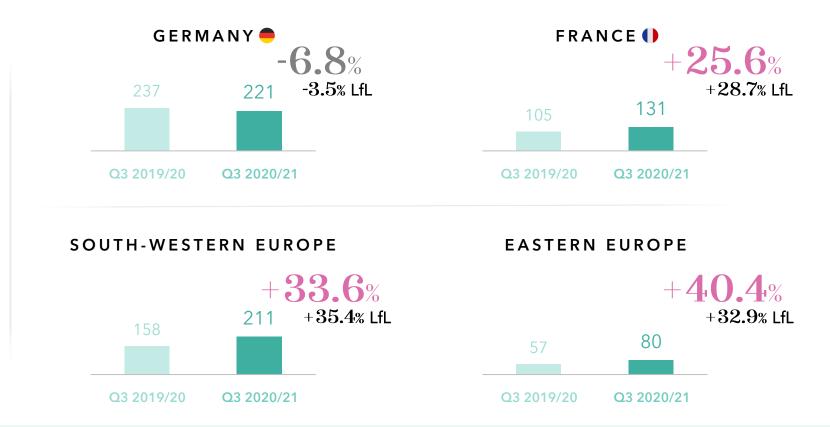
CLOSER LOOK

Q3 2020/21 FINANCIALS

GROUP Q3 2020/21

Total, in m€





Net sales increase driven by step-by-step re-opening of stores, strong E-Commerce business and low comparative base

Germany:

longest lasting lockdown and stores fully re-opened since the beginning of June.

E-Com business with dampening effect

France:

6 weeks of hard lockdown and ongoing strong E-Com growth

South-Western Europe:

significantly less severe lockdowns compared to previous year, base effect

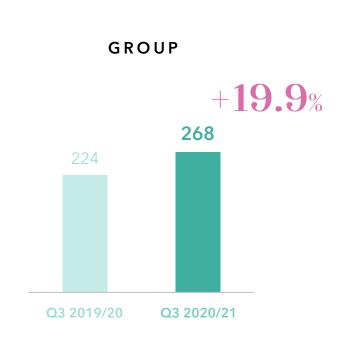
Eastern Europe:

catch-up effect after
5 weeks of hard lockdown,
supported by normalised
E-Com growth

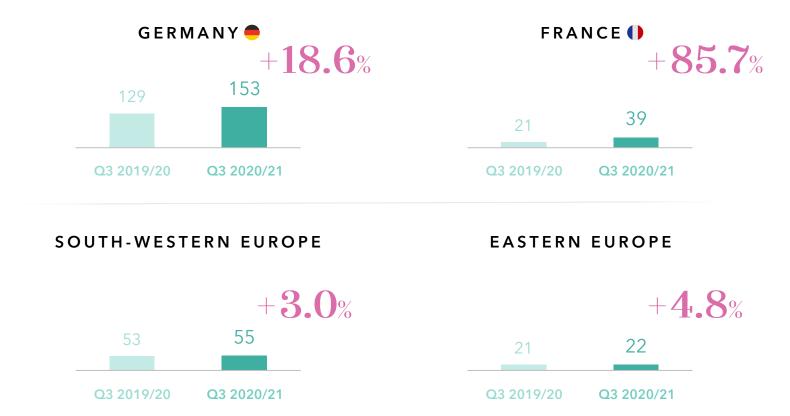


E-COMMERCE Q3 2020/21

E-Com, in m€



E-Com continued its growth trajectory after strong PY



Germany:

during longest-lasting lockdown in Europe customers used our unified shopping platform

France:

click & collect supported strong E-Com growth during lockdown; successful rollout of marketplace; traffic and conversation rates increased due to several price campaigns

South-Western Europe:

with more stores open than in PY quarter, E-Com grew in line with the market

Eastern Europe:

E-Com share more than tripled compared to pre-Covid-19 times, sales share at ~30%

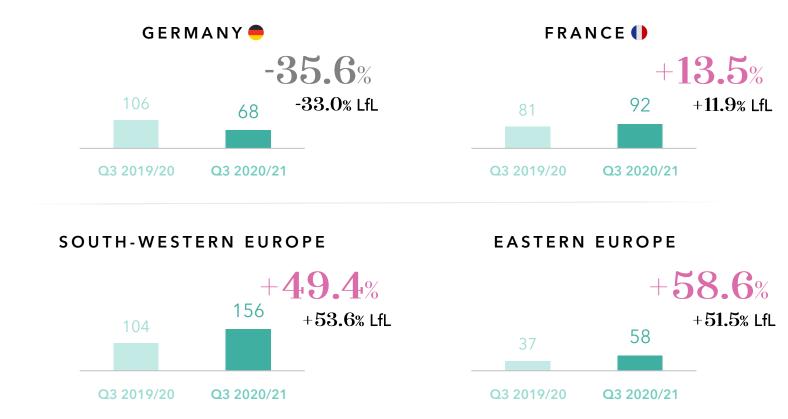


BRICK & MORTAR Q3 2020/21

Brick & Mortar, in m€



Net sales increased on Group level driven by step-by-step re-opening of stores and low comparative base



Germany:

stores fully reopened only beginning of June while lockdown ended beginning of May in previous-year quarter

France:

only 6 weeks of hard lockdown and followed by strong recovery

South-Western Europe:

shorter and softer lockdowns compared to previous year

Eastern Europe:

catch-up effect after only 5 weeks of hard lockdown, strong sales increase especially in core country Poland; successful store openings in the segment



ADJUSTED EBITDA DEVELOPMENT BY SEGMENT

Q3 2020/21

Adjusted EBITDA¹, in m€

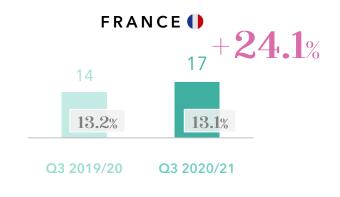




Negative impact from Germany partially mitigated by E-Com contribution

Less adjustments as more stores were open for click & collect or click & meet





-32.3%



EASTERN EUROPE



Germany:

most severely impacted by lockdowns; Group HQ fixed costs are part of the German segment

France:

higher sales combined with sustained margin; favourable competitive environment

South-Western Europe:

higher promotional activities, Spain with need for operational improvement; difficult economic situation in the country

Eastern Europe:

strongest growth in the Group with superior margins, especially in core country Poland

¹For details on EBITDA Adjustments see page 40 ² Incl. central functions and consolidation effects

³ Retrospective restatement of comparative information for the previous-year period according to IAS 8

KEY FINANCIALS AT A GLANCE

Q3 2020/21

In m€

Capex:

increased to level in line with Pre-COVID 19 situation; investments in E-Commerce capabilities and database

Cash Conversion:

higher capex in connection with decreased adjusted EBITDA

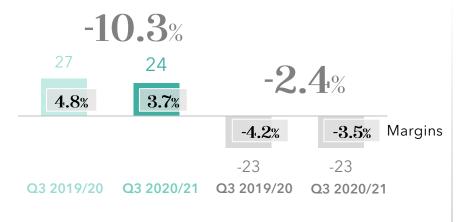
Net income:

impacted by higher tax accruals

FCF:

previous year positively affected by deferred and reduced rent payments, taxes and social securities

ADJUSTED 1,5/REPORTED EBITDA 5

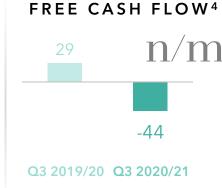




ADJUSTED EBITDA - CAPEX









X% Margins Adjusted EBITDA Reported EBITDA

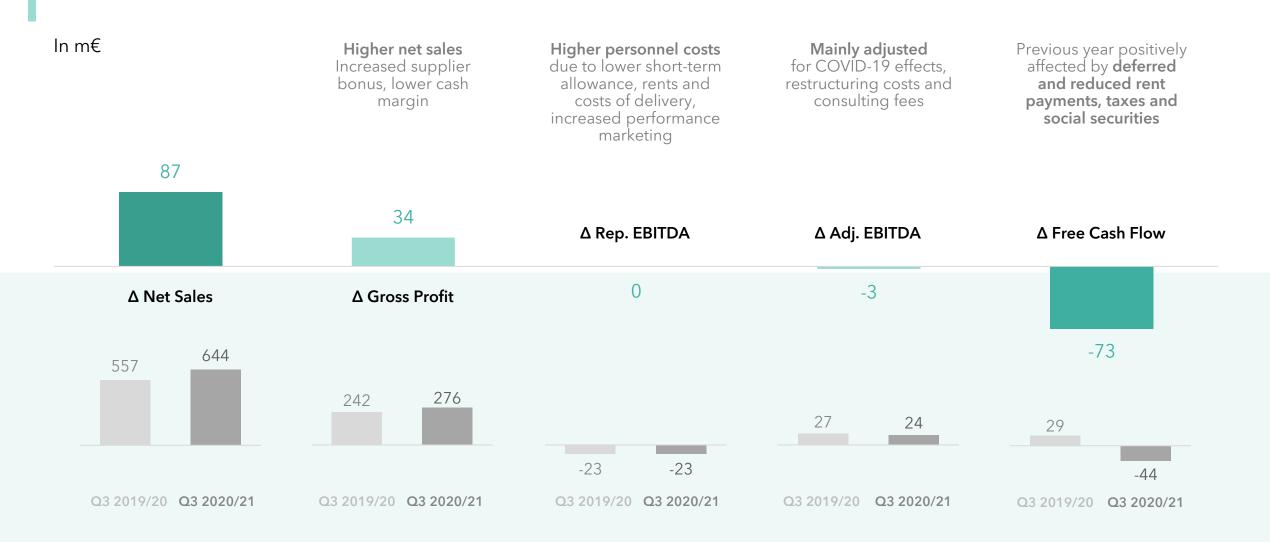
¹ For details on EBITDA adjustments see Page 40

² Accounting Capex excl. M&A related Investments

³ Defined as adjusted EBITDA minus CAPEX pre M&A (Accounting CAPEX) divided by adjusted EBITDA ⁴ Defined as Total of Net Cash Flow from Operating Activities and Net Cash Flow from Investing Activities

⁵ Retrospective restatement of comparative information for the previous-year period according to IAS 8

DEVIATION ANALYSIS Q3 2020/21

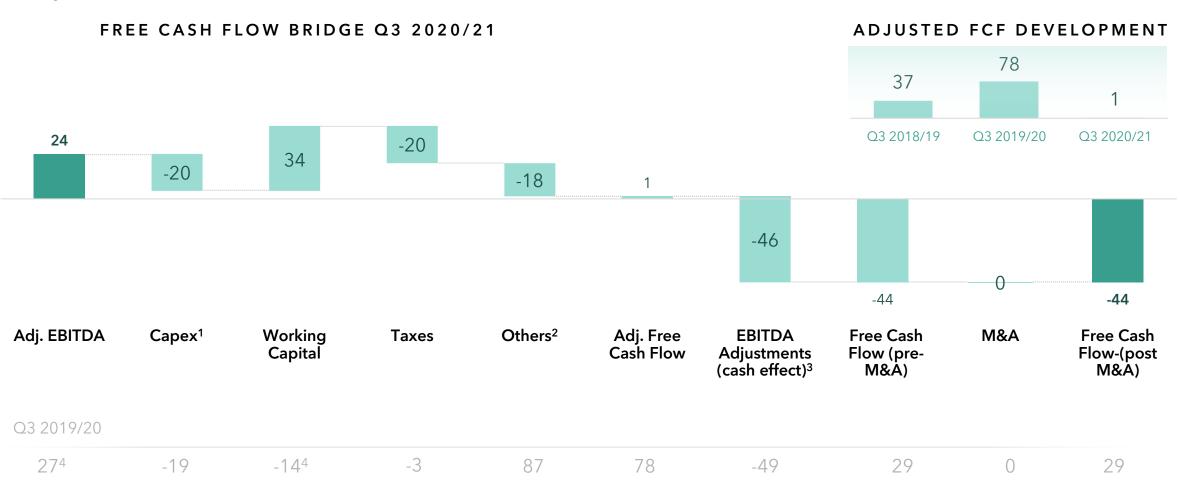




FREE CASH FLOW

IMPACTED BY REQUIRED CAPEX AND CASH EFFECT OF ADJUSTMENTS

In m€



¹ Excl. M&A-related investments (Cash Capex)

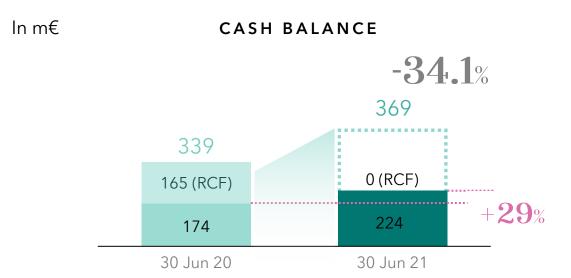
³ For details on EBITDA adjustments see page 40

² Change in Other Assets, Liabilities and Accruals (e.g. SOP)

⁴ Retrospective restatement of comparative information for the previous-year period according to IAS 8

SUFFICIENT LIQUIDITY HEADROOM

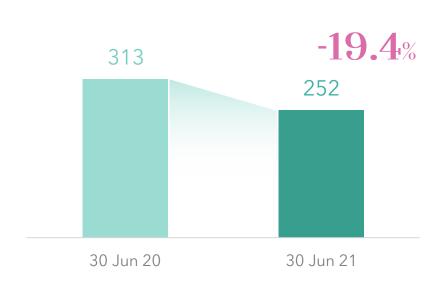
ONGOING COST AND CASH DISCIPLINE





- Ongoing cost and cash discipline
- > Less shifted rent and tax payments vs. previous year
- New RCF of €170m undrawn, €25m of outstanding securities mostly in the form of rental guarantees
- > Cash balance €224m

NET WORKING CAPITAL



- Strong limit control and introduction of RELEX in E-Com DE resulted in reduced net working capital
- > Shift from Brick & Mortar to E-Commerce
- > Sell-down of inventory in to-be-closed stores from SOP
- > Efficiently managed inventory in keep-open stores

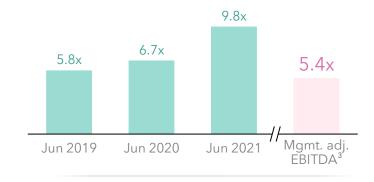
EVOLUTION OF CAPITAL STRUCTURE

AND KEY LEVERAGE METRICS

CASH AND DEBT STRUCTURE AS OF 30 JUNE 2021

	m€	x Adj. EBITDA	x Mgt. Adj. EBITDA³	Maturity	Pricing
Cash and Equivalents	224				
RCF (€170m Volume)	0			Jan 26	E+4.75%
Term Loan B (B3/B-/B)	600			Apr 26	E+5.5% (99% OID)
Senior Secured Notes (B3/B-/B)	1,305			Apr 26	6.00%
Net Senior Debt ¹	1,681	7.7x	4.3 x		
Senior PIK Notes (Caa2/CCC/CCC)	475			Oct 26	8.25% cash, 9.00% PIK
Net Debt ¹ (Corp: B3/B-/B-)	2,156	9.8 _x	5.4 ×		

TOTAL NET LEVERAGE





¹ Net Debt does not include Accrued Interest

Note: Ratings as of March 16, 2021 (Moody's), April 12, 2021 (S&P Global) and April 27, 2021 (Fitch)

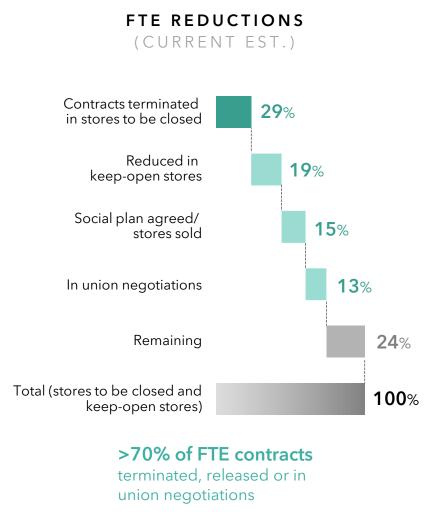
³ Mgt. Adj. EBITDA as per covenant calculations

SOP IMPLEMENTATION SUCCESSFULLY STARTED

STATUS 30.06.2021

AND FIRST IMPACTS REALIZED







Average saving 17%

per store vs. 10% target





SUMMARY Q3



Step-by-step re-opening of all stores across Europe



Continuous strong E-Commerce growth as stores reopened



Douglas strategy #FORWARDBEAUTY. DigitalFirst is in full execution:

- New brand campaign
- > Expansion of **assortment** with major brands
- > Optimisation of **supply chain** ongoing
- > Remarkable progress in **data hub** completion
- > Social commerce: innovation leader in live shopping
- > Marketplace: international expansion and assortment enlargement with further roll-out to NL & IT



Store Optimisation Programme on track

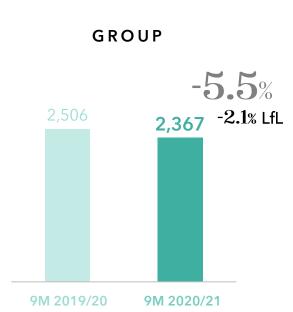


Robust liquidity situation

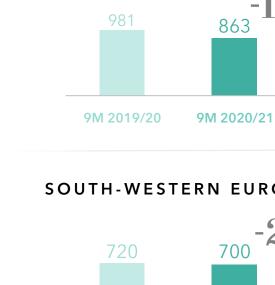


GROUP 9M 2020/21

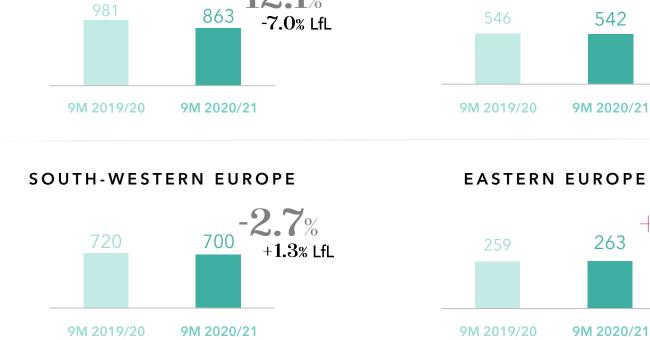
Total, in m€







GERMANY 🛑



Net Sales are still impacted by COVID-19 lockdown periods before end of May

Germany: most severely impacted by COVID-19, growth in E-Commerce sales partially mitigated lower store sales

France: Loss in B&M sales almost completely compensated by E-Commerce business

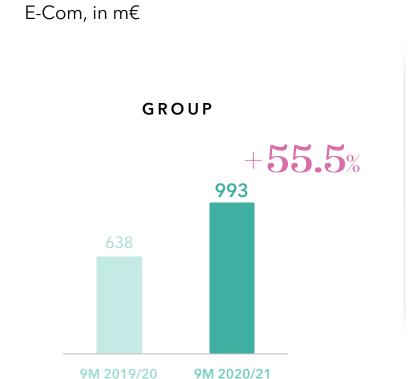
South-Western Europe: affected by significant restructuring and reorientation of the market

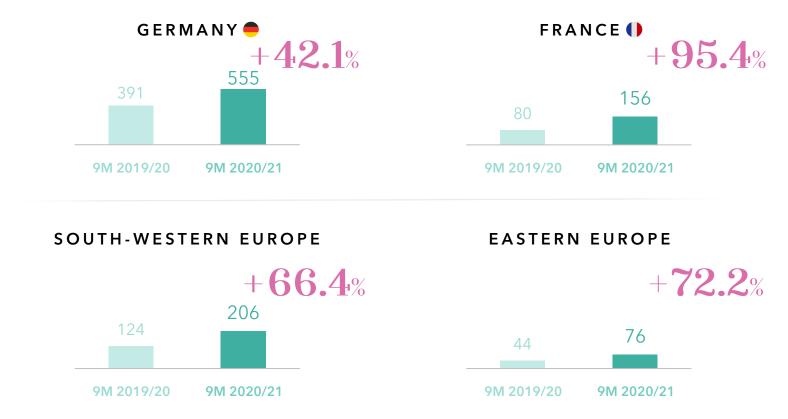
FRANCE

Eastern Europe: continued growth with limited COVID-19 impact



E-COMMERCE 9M 2020/21





Lockdowns related to COVID-19 generally fueled online demand

Germany:

adopted customer behaviour driven by long lockdowns

France:

carrier's logistic difficulties in PY solved, resulted in strong comparable growth

South-Western Europe:

strong growth especially in NL during Q1, IT and ES continue rapid growth from low base

Eastern Europe:

market growth strategy pushed traffic boosting sales



BRICK & MORTAR 9M 2020/21

Brick & Mortar, in m€







SOUTH-WESTERN EUROPE







B&M sales still below PY, still impacted by COVID-19 lockdown periods until end of May, but recouping with June almost on PY level

Germany: very long lockdown compared to PY

France:
minimal SOP influence,
several complete lockdowns
with curfew

South-Western Europe: 100+ stores affected by

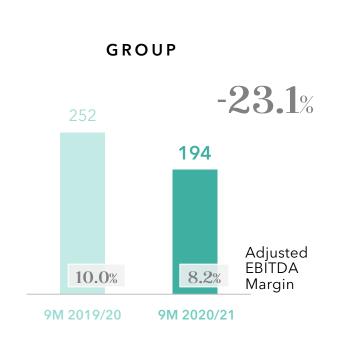
Eastern Europe:
very few stores affected
by SOP, several smaller
countries without lockdown



ADJUSTED EBITDA DEVELOPMENT BY SEGMENT

9M 2020/21

Adjusted EBITDA¹, in m€







SOUTH-WESTERN EUROPE



EASTERN EUROPE



EBITDA figures stated pre IFRS16

Stores were completely closed for several weeks in PY resulting in full adjustments, compared to highly restricted and intermittent opening scenarios this fiscal year

Germany:

most severely impacted by lockdowns; Group HQ fixed costs are part of the German segment

France:

managed to adequately compensate lower sales volumes in B&M through growth in E-Com and overall cost discipline

South-Western Europe:

weak market environment in South Europe, partially compensated by positive adj. EBITDA from NL

Eastern Europe:

strong E-Com growth in PL, RO and IT

¹ For details on EBITDA Adjustments see page 40 ² Incl. central functions and consolidation effects

KEY FINANCIALS AT A GLANCE

9M 2020/21

In m€

Capex:

cash protection measures

Cash Conversion:

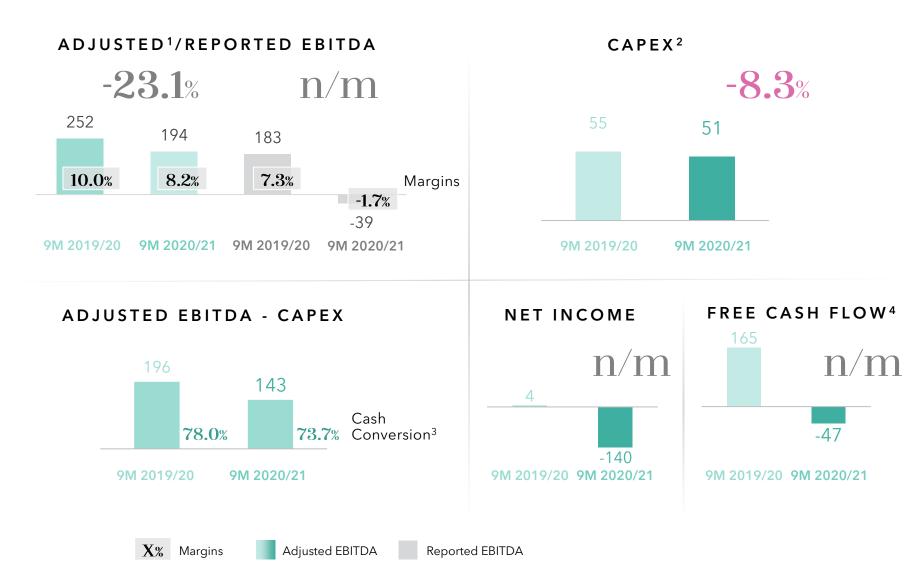
slightly lower capex in conjunction with lower adjusted EBITDA

Net income:

decrease mainly because of decreased reported EBITDA; partly offset by better financial results (positive one-time effects in FY 2020/21)

FCF:

decreased due to negative reported EBITDA and higher tax payments partly mitigated by positive Working Capital development and lower Capex



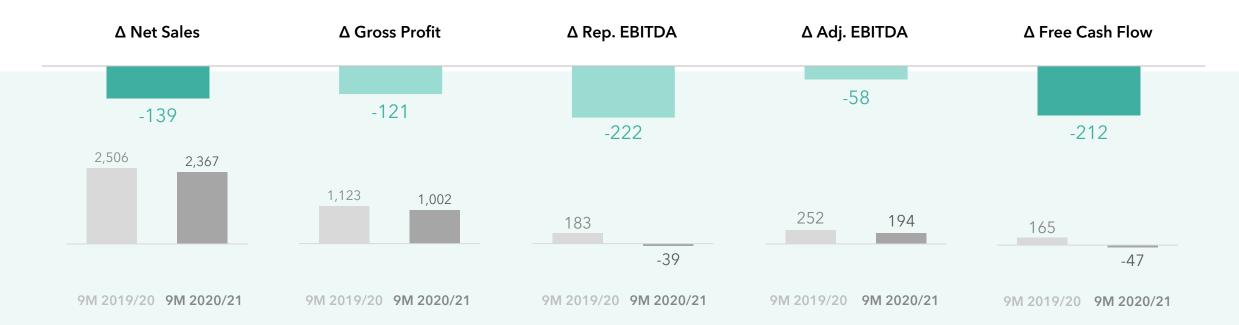
³ Defined as adjusted EBITDA minus CAPEX pre M&A (Accounting CAPEX) divided by adjusted EBITDA ⁴ Defined as Total of Net Cash Flow from Operating Activities and Net Cash Flow from Investing Activities



DEVIATION ANALYSIS 9M 2020/21

In m€

Lower overall margin due to market competition as well as channel shift Driven by costs for SOP; idle costs during lockdowns and consulting fees vs. cost savings from e.g. shortterm labour, SOP & #FWO measures Mainly adjusted for SOP, COVID-19 effects and consulting fees Decrease in FCF due to negative reported EBITDA and higher tax payments partly mitigated by positive Working Capital development and lower Capex





ADJUSTMENTS TO EBITDA

Consulting fees:

Mainly related to refinancing

PPA:

Former acquisitions

COVID-19:

In particular, staff- and rentrelated idle costs in connection with closed stores due to lockdown and hygiene measures

SOP:

Costs related to Store Optimization Program

Other:

previous year: Extraordinary income related to payment from former shareholder and reversal of provisions

EBITDA ADJUSTMENTS

(m€)	Q3 2019/20	Q3 2020/21	9M 2019/20	9M 2020/21
Reported EBITDA ¹	-23	-23	183	-39
Consulting fees	4	3	12	27
Restructuring costs	0	5	0	5
PPA	1	1	3	4
COVID-19	46	30	61	99
SOP	0	2	0	89
Other	-1	6	-7	8
Adjusted EBITDA ¹	27	24	252	194

REPORTED EBITDA

REPORTED EBITDA¹

(m€)	Q3 2019/20	Q3 2020/21	9M 2019/20	9M 2020/21
Germany ^{1,2}	-21	-48	31	-115
France ()	7	14	85	61
South-Western Europe	-12	1	34	-19
Eastern Europe	3	10	32	34
Group	-23	-23	183	-39



 $^{^{1}\,\}text{Retrospective}$ restatement of comparative information for the previous-year period according to IAS 8 $^{2}\,\text{Incl.}$ consolidation effects

DEEP DIVE INTO LFL NET SALES GROWTH

QUARTERLY DEVELOPMENT

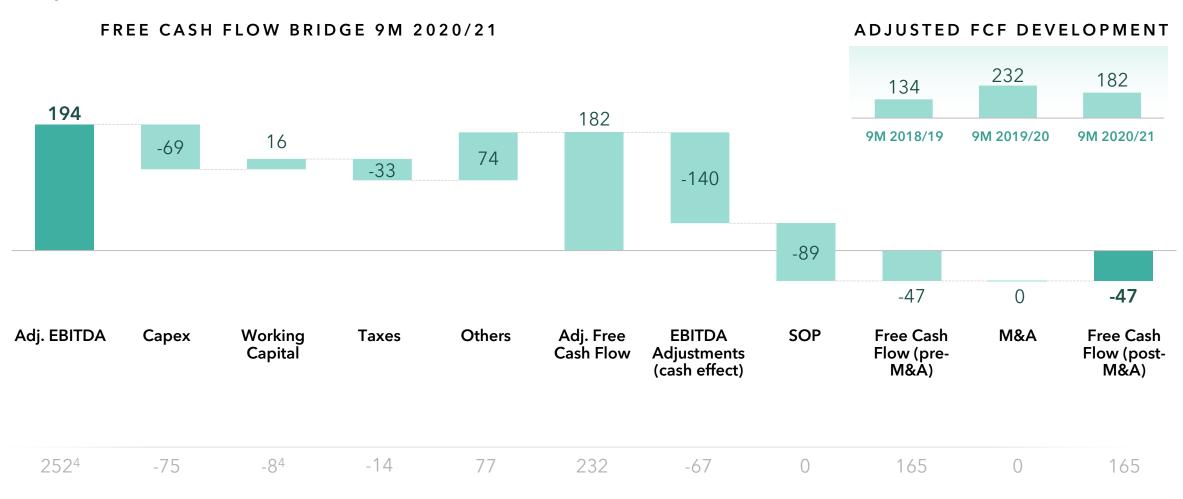
LFL NET SALES GROWTH DEVELOPMENT

(m€)	Q3 2019/20	Q4 2019/20	Q1 2020/21	Q2 2020/21	Q3 2020/21	LTM June 2021
Germany 🛑	-19.0%	2.3%	-3.3%	-22.1%	-3.5%	-5.1%
France ()	-34.9%	-6.7%	-6.5%	-7.6%	28.7%	-0.7%
South-Western Europe	-34.9%	-6.8%	-12.1%	-4.8%	35.4%	0.9%
Eastern Europe	-19.5%	8.0%	-8.8%	-5.1%	32.9%	3.7%
Group	-27.3%	-1.7%	-7.1%	-12.5%	16.8%	-1.5%
Stores	-48.0%	-9.5%	-28.5%	-48.7%	14.8%	-21.5%
E-Commerce	67.3%	43.5%	74.3%	75.5%	19.9%	53.7%

FREE CASH FLOW

IMPACTED BY REQUIRED CAPEX AND CASH EFFECT OF ADJUSTMENTS

In m€



¹ Excl. M&A-related investments (Cash Capex)



³ For details on EBITDA adjustments see Page 40

⁴ Retrospective restatement of comparative information for the previous-year period according to IAS 8

CASH FLOW STATEMENT

Cash flow from operating activities

impacted by COVID-19 induced store closures

Cash flow from investing activities

reduced due to liquidity saving measures (despite ongoing investments in E-Com)

Decrease in **Cash flow from financing** activities due to partial RCF repayment in April 2021

CASH FLOW STATEMENT

(m€)	Q3 2019/20	Q3 2020/21	9M 2019/20	9M 2020/21
Net Cash Flow from Operating activities	48	-29	239	17
Net Cash Flow from Investing activities	-19	-16	-74	-64
Free Cash Flow	29	-44	165	-47
Net Cash Flow from Financing activities	1	116	93	14
Net Change in Cash & Cash Equivalents	30	71	259	-33
Cash & Cash Equivalents at Beginning of Period	0	0	81	256
Cash & Cash Equivalents at End of Period	31	71	339	224

NET WORKING CAPITAL

Net Working Capital continues to be a key focus

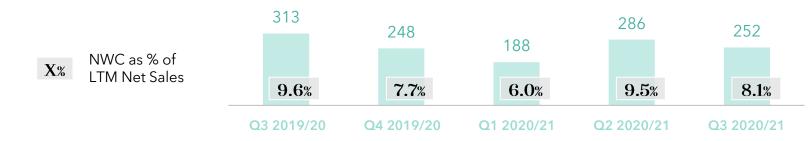
Despite challenges due to COVID-19 **inventory was lower** compared to Q3 2019/20, in line with seasonal patterns

Other:

Higher receivables from bonuses and reimbursed marketing costs

NWC as % of Net Sales below PY despite broader assortment and lower sales (COVID-19 induced)

NET WORKING CAPITAL

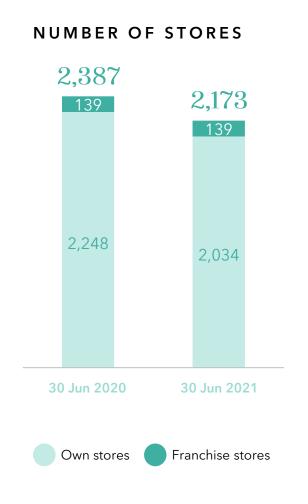


(m€)	30 Jun 2020	30 Sep 2020	31 Dec 2020	31 Mar 2021	30 Jun 2021
Inventory	762	739	769	729	694
Trade accounts receivable	40	38	57	51	52
Trade accounts payable	-437	-504	-670	-425	-451
Other ¹	-53	-24	33	-67	-43
Total NWC	313	248	188	286	252

PREMIUM STORE NETWORK FOOTPRINT

ACROSS EUROPE





Limited store openings

Decrease in number of stores driven by SOP

Portfolio realignment across

Europe will result in further reduction in number of stores

9M 2019/20	9M 2020/21	
17	2	
-61	-150	
-	-	
-	-	
-1	-	
-26	-148	
	17 -61 - - -	