SMG Swiss Marketplace Group

Europe's Most Exciting Classifieds Story

Swiss Equity Conference

November 2025

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Your Presenters Today

Christoph Tonini
Chief Executive Officer

25+ years of experience

Boris Gussen
Chief Financial Officer

25+ years of experience

Jessica List
Chief Corporate Officer

15+ years of experience

We are the Classifieds Champion in Switzerland

82m Monthly Average Visits[1] Driving Clear Leadership Across Verticals

Real Estate
~8x
Web Monthly Visits vs. #2[2,3]

Automotive
~29x
Web Monthly Visits[2,4] vs. #2

General Marketplaces
~18x
Web Monthly Visits[2,5] vs. #2

CHF 291m FY24A Revenue

12% FY22A-24A Revenue CAGR

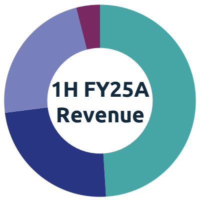
96% FY24A Marketplace-Related Revenue[6]

CHF 139m FY24A Adj. EBITDA[7]

46% FY22A-24A Adj. EBITDA CAGR

48% FY24A Adj. EBITDA Margin

Diversified Multi-Vertical Business



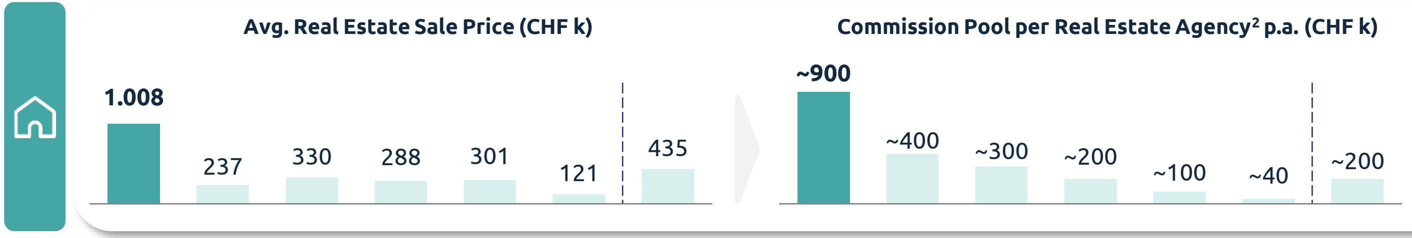
Source: Leading Consulting Company.
Notes: [1] FY24A monthly average visits on web, mobile browser and App; includes ImmoScout24, Homegate, Flatfox, AutoScout24, MotoScout24, Ricardo, Anibis, Tutti, FinanceScout24. [2] FY24A monthly average visits on web and mobile browser-only (i.e. global visitors to Swiss Top-Level Domain (.ch)) sourced from Leading Consulting Company. [3] Refers to traffic on ImmoScout24, Homegate, Flatfox, Acheter-Louer versus Newhome. [4] Refers to traffic on AutoScout24 versus Autolina. [5] Refers to traffic on Ricardo, Tutti, Anibis versus Facebook Marketplace. [6] Calculated as share of revenue excluding advertising divided by total revenue; the Group's revenue segmentation structure has been updated (vs. historical IFRS statements); refer to Basis of Preparation in the Appendix for further information. [7] Adjusted earnings before interest, tax, depreciation and amortisation (Adjusted EBITDA) is defined as profit / (loss) after tax excluding income tax, financial expense, financial income, depreciation, amortisation and impairment and adjustments related to: (i) share-based compensation, (ii) mergers and acquisitions, (iii) reorganisations, (iv) preparation of a potential initial public offering, and (v) selected IAS19 pension components. [8] Includes Finance & Insurance, other revenue and eliminations.

The SMG Investment Proposition

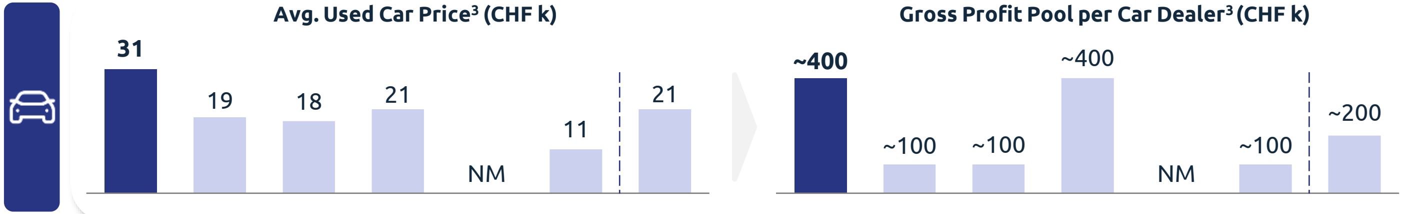
1. **Strong Swiss economy** supporting **one of the most attractive monetisation opportunities** in European classifieds
2. **Clear leadership across its verticals** in Switzerland with best-in-class market share
3. **Powerful network effects** from leading vertical platforms and general marketplaces
4. **Compelling financial profile** with attractive revenue growth, profitability ramp-up and cash conversion
5. **Tangible product, monetisation and margin potential** driving substantial value creation opportunity
6. **Highly experienced management team and a diverse talented workforce** with strong execution track record

① High Asset Values and Strong Consumer Spending in Switzerland Create Large Addressable Markets

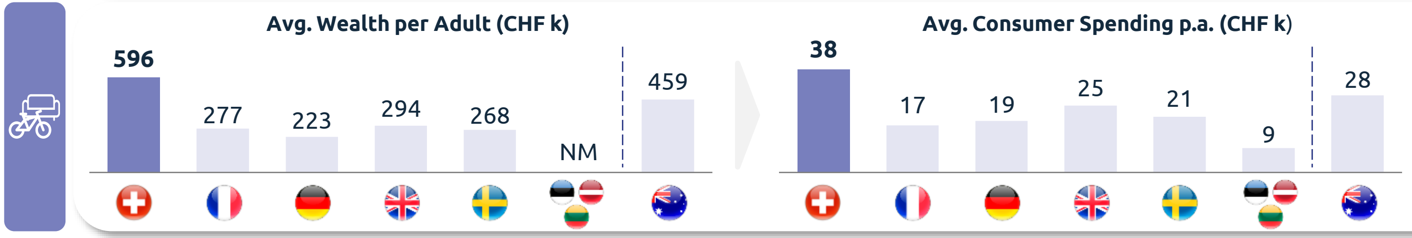
Strong Underlying Markets...	...Create Large TAM[1] for SMG



~ CHF 4.5bn
Real Estate Agency's Commission Pool in Switzerland



~ CHF 2.1bn
Gross Profit of Car Dealers[4] in Switzerland



~ CHF 1.6bn
GMV[5] of Used Goods on Transactional and Classifieds Platforms in Switzerland

Source: Leading Consulting Company, UBS Wealth Report, World Bank.

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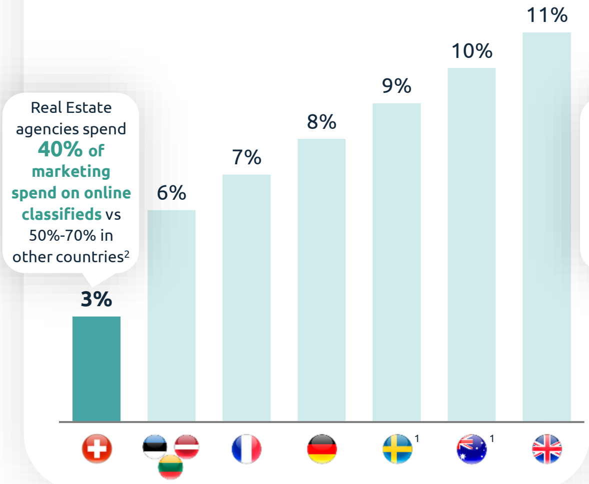
Notes: Switzerland uses 2024A data (besides avg. wealth per adult which uses 2023A), while remaining countries based on 2023A (latest available); USD/CHF FX rate of 0.84 (31-Dec-2023 for 2023A values). [1] Estimated TAM per Leading Consulting Company. [2] Includes Sales and Rentals. [3] Baltic states' values refer to the average across Estonia and Lithuania. [4] Includes Motorbikes. [5] Gross Merchandise Value (GMV) and refers to 2023A.

1 One of the Most Attractive Monetisation Opportunities in European Classifieds

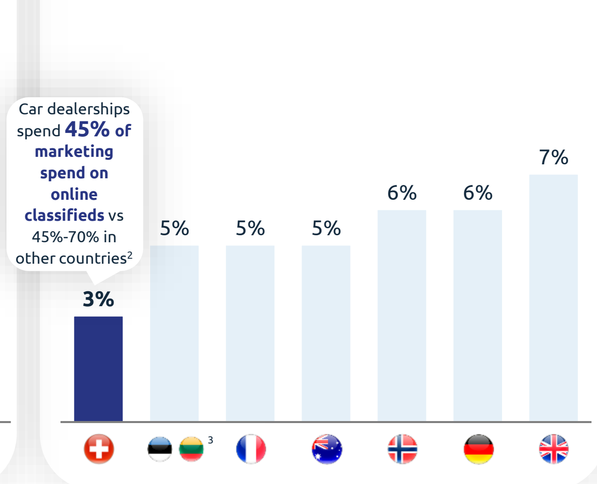
Real Estate Classifieds

Classifieds Spend as a % of Real Estate Agencies' Commission



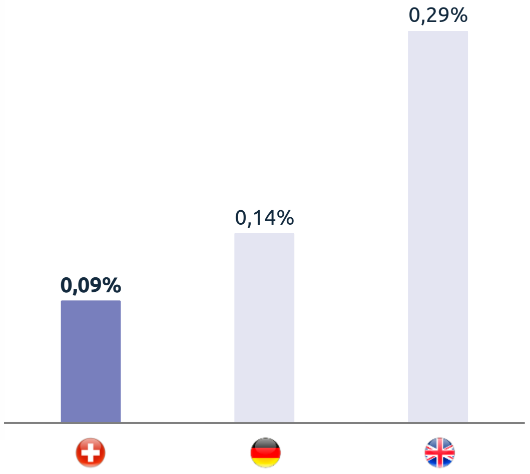
Automotive Classifieds

Classifieds Spend as a % of Car Dealerships' Gross Profit



General Marketplaces

GMV[4] of Used Goods Sold Online to GDP Ratio



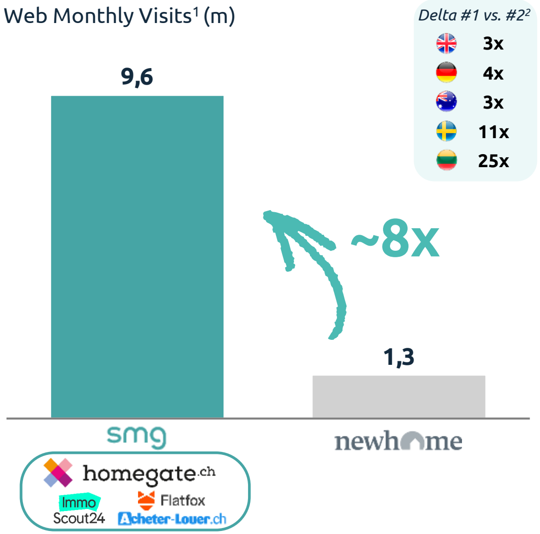
Underpinned by a Highly Attractive and Resilient Swiss Economy

Source: Leading Consulting Company.
Notes: Most recent data available per country. Baltic states' values refer to the average across Estonia, Latvia and Lithuania, unless stated otherwise. [1] Illustrative take-rate given vendor-pay model. [2] Includes France, Germany, Ireland, UK , Baltic states, Australia. [3] Baltic states' value refers to the average across Estonia and Lithuania. [4] Gross Merchandise Value (GMV); refers to value of used goods sold via transaction-based platforms only.

② SMG is the Clear Classifieds Leader with Best-In-Class Market Share

Real Estate

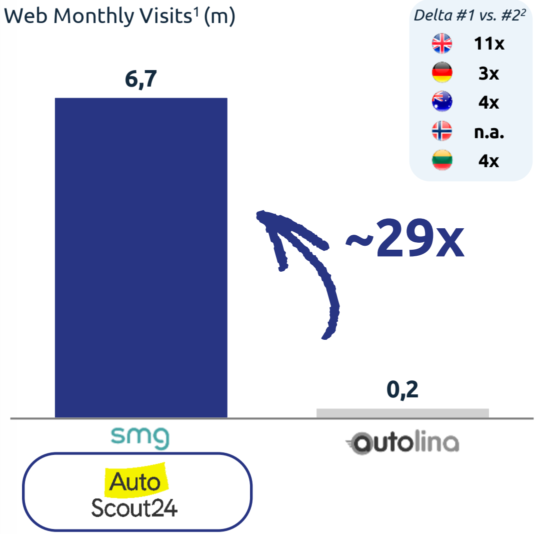
Web Monthly Visits[1] (m)



90% Brand Awareness[4]

Automotive

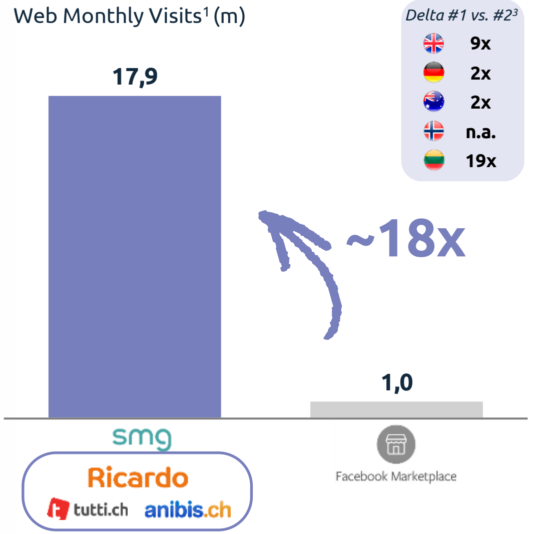
Web Monthly Visits[1] (m)



85% Brand Awareness[4]

General Marketplaces

Web Monthly Visits[1] (m)



97% Brand Awareness[4]

Source: Leading Consulting Company, Semrush.
Notes: FY24A monthly average, unless stated otherwise. [1] Refers to visits on web and mobile browser-only (i.e. global visitors to Swiss Top-Level Domain (.ch)). [2] As of Sep-24A. [3] As of Feb-25A. [4] Aided Brand Awareness for ImmoScout24, AutoScout24, Ricardo; online survey ran by a third party in Feb-25.

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3 End-to-End Solution Powering the Swiss Digital Real Estate Ecosystem

49% of 1H FY25A Revenue

Portfolio of Strong Brands Serving the Real Estate Ecosystem…

National Brands

homegate.ch · ImmoScout24 · Flatfox

Regional Brands

Acheter-Louer.ch · home.ch · ImmoStreet.ch · Alle Immobilien.ch

Agency Tools & Analytics

Rentals management	Flatfox
Sales CRM	CASASOFT · PUBLIMMO
Valuation and analytics	IAZI CIFI

…Creating a Powerful Flywheel

Real Estate Classifieds' Flywheel

Agencies

4.0k Agencies[10]

~76% Agency Penetration[9]

Listings

124k Listings[1,2]

~4x vs. #2[3]

~80% Swiss Supply Covered[4]

Monetisation

CHF 1,760 Monthly ARPA[7]

21.9% YoY ARPA Growth[8]

Traffic

19m Total Monthly Visits[1,5]

~8x Web Monthly Visits vs #2[6]

Source: Leading Consulting Company.

Notes: FY24A monthly average, unless stated otherwise. [1] Includes ImmoScout24, Homegate, Flatfox. [2] 1Q '25A monthly average, including residential listings for both sales and rentals. [3] 1Q '25A monthly average; SMG listings (124k) versus Newhome. [4] 1Q '25A monthly average; internal estimate based on deduplicated listings on SMG (ImmoScout24, Homegate, Flatfox, Tutti, Anibis) divided by listings on SMG, Newhome, Comparis (organic only), Immobilier, Dreamo, Urbanhome, Aclado. [5] Traffic on web, mobile browser and App. [6] Visits on web and mobile browser-only (i.e. global visitors to Swiss Top-Level Domain (.ch)) on ImmoScout24, Homegate, Flatfox, Acheter-Louer versus Newhome. [7] Monthly Weighted Average Revenue per Agency (ARPA). [8] FY23A-24A YoY Monthly Weighted ARPA growth. [9] Defined as FY24A monthly average customer Agencies (4.0k) divided by number of offices (5.3k). [10] Includes ImmoScout24 and Homegate.

3 Leading Swiss Auto Classifieds Brands Empowering Dealers and Consumers

24% of 1H FY25A Revenue

Strong Brands Empowering Buyers and Sellers…

Automotive Classifieds

AutoScout24 — **85%** Brand Awareness[1]

Motorcycle Classifieds

MotoScout24 — **Only Motorcycle Classifieds of scale in Switzerland**

…Creating a Powerful Flywheel

Automotive Classifieds' Flywheel

Dealerships
6.7k Dealer Accounts

~85% Dealership Penetration[9]

Listings
198k Listings[2]

~2x vs. #2[3]

>90% Swiss Supply Covered[4]

Monetisation
CHF 663 Monthly ARPD[7]

13.8% YoY ARPD Growth[8]

Traffic
16m Total Monthly Visits[5]

~29x Web Monthly Visits vs #2[6]

Source: Leading Consulting Company.
Notes: FY24A monthly average, unless stated otherwise. [1] Aided Brand Awareness for AutoScout24; online survey ran by a third party in Feb-25. [2] 1Q '25A monthly average; refers to AutoScout24, MotoScout24. [3] 1Q '25A monthly average; SMG listings (198k) versus Autolina. [4] FY24A; internal estimate based on deduplicated listings for used cars on SMG (AutoScout24, Tutti, Anibis) divided by listings for used cars on SMG, Autolina, CarMarket. [5] Traffic on web, mobile browser and App; includes AutoScout24, MotoScout24. [6] Visits on web and mobile browser-only (i.e. global visitors to Swiss Top-Level Domain (.ch)) on AutoScout24 versus Autolina. [7] Monthly Weighted Average Revenue per Dealer Account (ARPD). [8] FY23A-24A YoY Monthly Weighted ARPD growth. [9] Leading Consulting Company survey and expert interviews.

3 Switzerland's Most Recognized General Marketplace Brands

23% of 1H FY25A Revenue

Two Main Business Models Empowering Consumers…

Transactional Marketplace

Ricardo

97%
Brand Awareness[1]

Classifieds Platforms

anibis.ch

tutti.ch

…Creating a Powerful Consumer Flywheel

General Marketplaces' Flywheel

Users

5.5m
MAU[2,3], of which:
2.6m on Ricardo
2.9m on Classifieds

Listings

5.7m
Monthly Listings[3]

Monetisation

CHF 532m
GMV Transacted on Ricardo[6]

8.8%
Take Rate for Ricardo[7]

Traffic

46m
Total Monthly Visits[3,4]

~18x
Web Monthly Visits vs #2[5]

Soure: Leading Consulting Company.
Notes: FY24A monthly average, unless stated otherwise. [1] Aided Brand Awareness for Ricardo; online survey ran by a third party in Feb-25. [2] Monthly Average Users (MAU). [3] Includes Ricardo, Anibis, Tutti. [4] Traffic on web, mobile browser and App. [5] Visits on web and mobile browser-only (i.e. global visitors to Swiss Top-Level Domain (.ch)) on Ricardo, Anibis, Tutti versus Facebook Marketplace. [6] FY24A Net Gross Merchandise Value (GMV) including effects of VAT. [7] FY24A Ricardo take rate defined as the sum of seller success fees and MoneyGuard buyer fees divided by Ricardo Net GMV including VAT.

3 We Benefit from Synergies Between Our Verticals Fuelling Powerful Network Effects

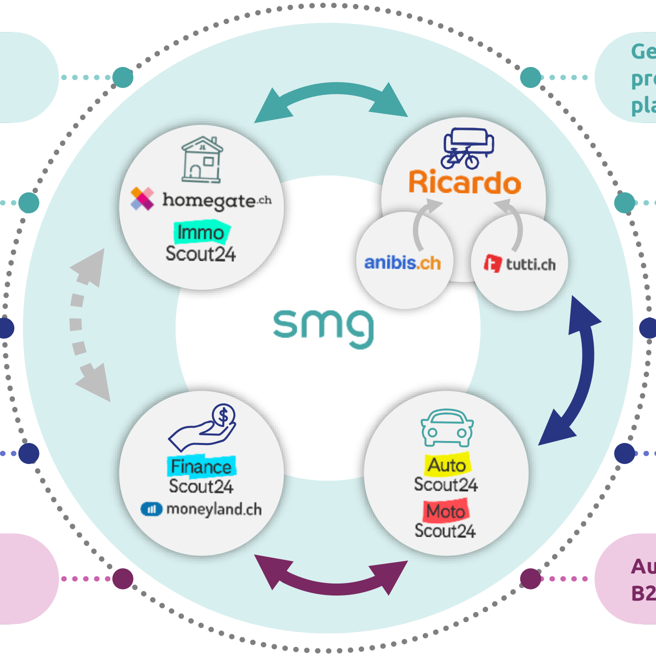
Delivering leads and redirecting users

General Marketplaces delivering listings to Real Estate premium seeker product

Delivering leads and redirecting users

General Marketplaces introducing paywalls for professionals & privates (Automotive) to support vertical platform subscriptions & PPA offer

Automotive delivering car financing and insurance leads to Finance & Insurance



General Marketplaces introducing paywalls for professionals (Real Estate) to support vertical platform subscriptions

Real Estate crosslisting to General Marketplaces

General Marketplaces funneling private sellers to Automotive C2B products[1]

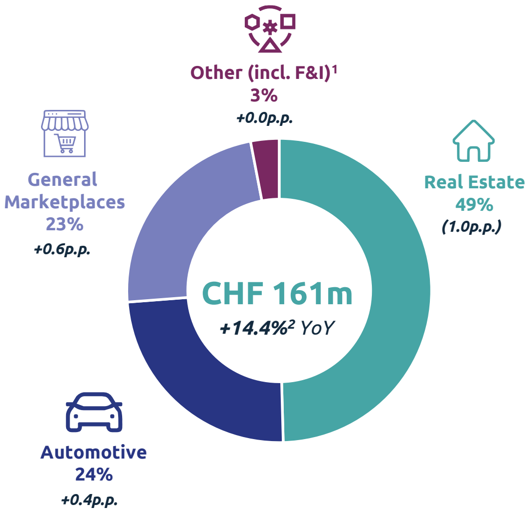
Automotive crosslisting to General Marketplaces

Automotive and Finance & Insurance launching B2B2C product for dealers (insurance and financing)

Notes: [1] Planned initiative.

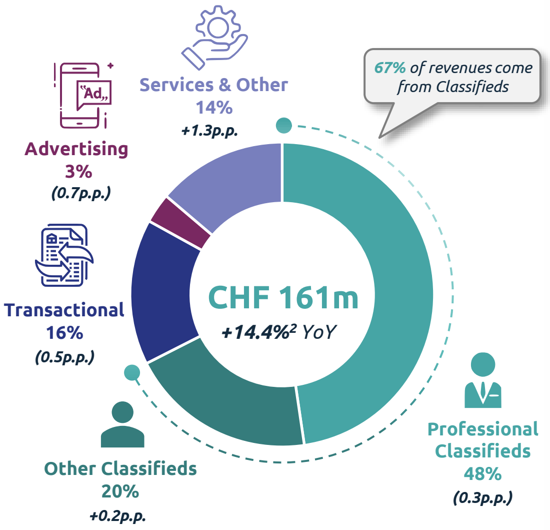
4 Real Estate and Automotive as Key Revenue and Profitability Contributors with Focus on Classifieds Offering High Level of Visibility

H1 2025A Revenue by Segment



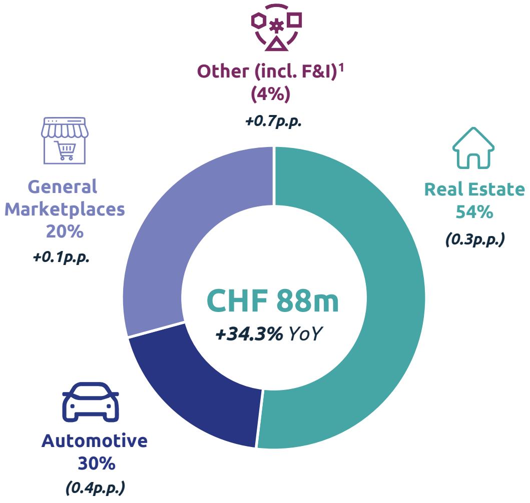
Vertical marketplaces (Real Estate and Automotive) account for ~74% of group revenues

H1 2025A Revenue by Business Mix



Our revenue mix with focus on classifieds revenue **offers strong level of visibility**

H1 2025A Adj. EBITDA by Segment



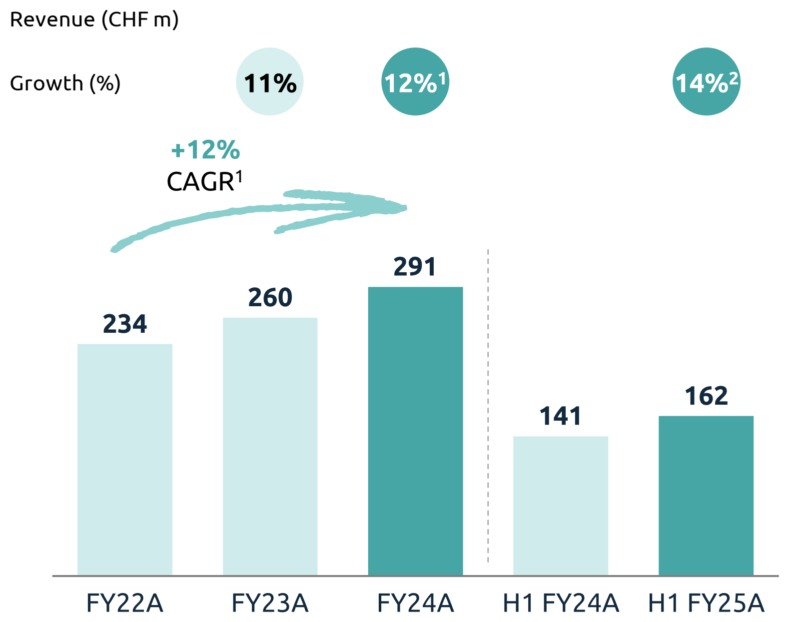
Group **Adj. EBITDA margin continued to improve by ~8p.p.** to ~54% from ~46% YoY

Figures in italics below each H1 2025 Revenue and Adj. EBITDA share represent the change vs. FY24.

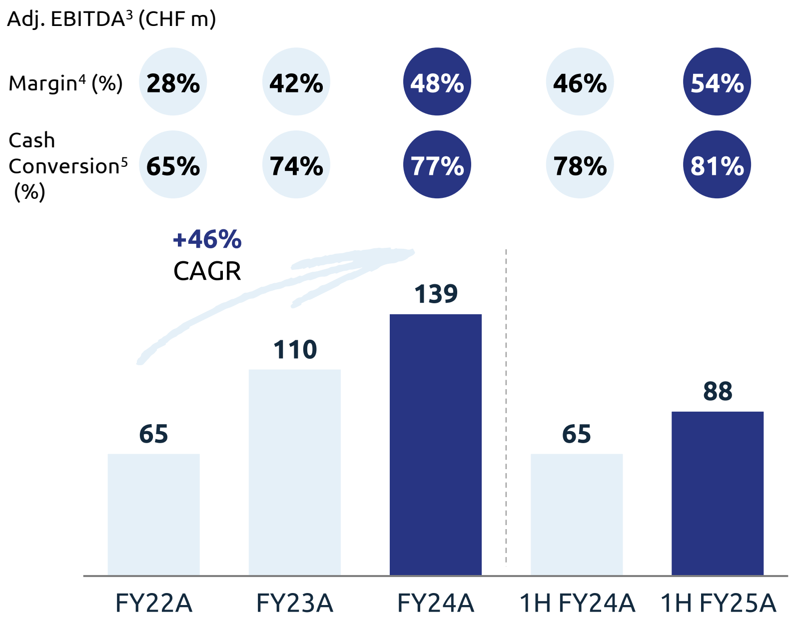
Notes: In the course of 2025, the Group updated its revenue segmentation structure to more closely reflect the underlying business model and enhance transparency for external stakeholders. [1] Includes Finance & Insurance, other revenue and eliminations. [2] Includes 2.3p.p. growth rate contribution from M&A and Ricardo shipping label revenues. On a like-for-like basis, H1 2025 revenue growth would have been 12.1%.

4 Strong Track Record of Attractive Revenue Growth and Increasing Profitability

Strong Revenue Growth



Increasing Profitability

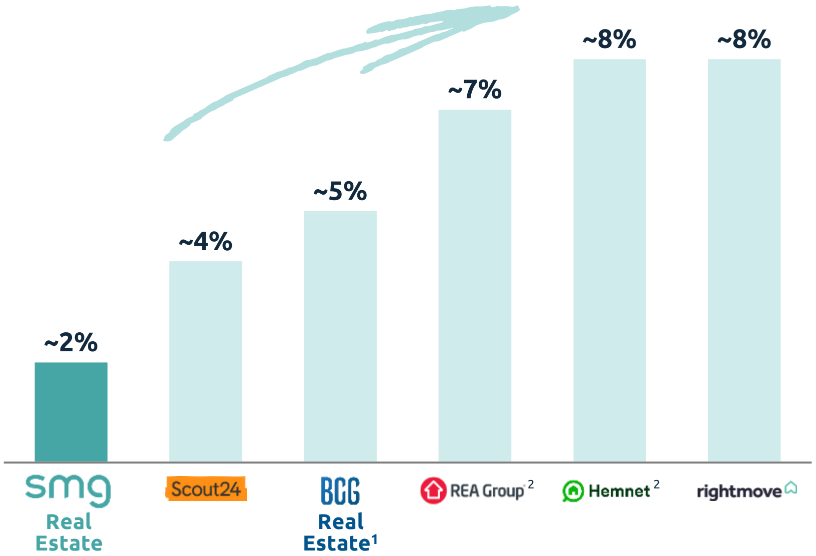


Notes: [1] Includes 2.3p.p. growth rate contribution from M&A in FY24A, implying 1.1p.p. contribution to FY22A-24A CAGR. [2] Includes 2.3p.p. growth rate contribution from M&A and Ricardo shipping label revenues. [3] Adjusted earnings before interest, tax, depreciation and amortisation (Adjusted EBITDA) is defined as profit / (loss) after tax excluding income tax, financial expense, financial income, depreciation, amortisation and impairment and adjustments related to: (i) share-based compensation, (ii) mergers and acquisitions, (iii) reorganisations, (iv) preparation of a potential initial public offering, and (v) selected IAS19 pension components. [4] Defined as Adj. EBITDA / revenue. [5] Defined as (Adj. EBITDA less Capex) / Adj. EBITDA.

5 Substantial Further Growth Potential Driven by Significant Monetisation Headroom

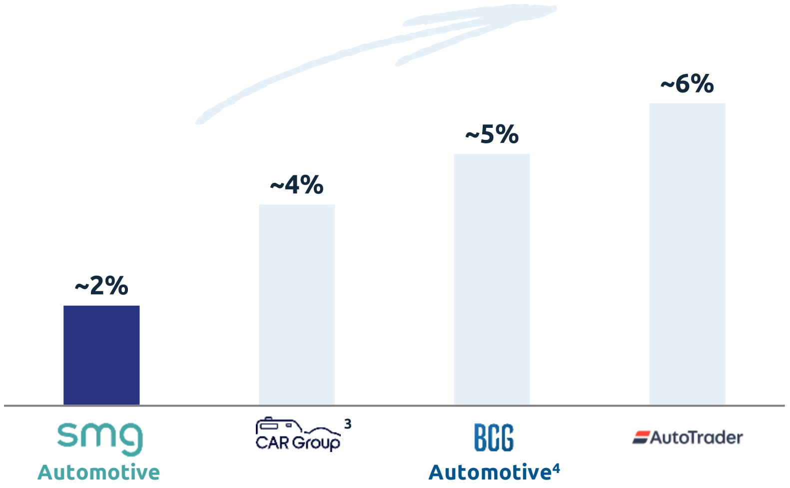
Real Estate Classifieds

Take Rate (%)



Automotive Classifieds

Take Rate (%)



Source: Leading Consulting Company.
Notes: Take-rate based on latest reported figures available and defined as classifieds revenue from real estate agencies (or car dealerships) divided by commission pool of real estate agencies (or gross profit pool of car dealerships). [1] Refers to Aruodas.lt. [2] Take-rate for comparative purposes only; value not indicative of what agencies pay as Australian and Swedish players operate on a vendor pay model. [3] Refers to Carsales. [4] Refers to Autoplius.lt.

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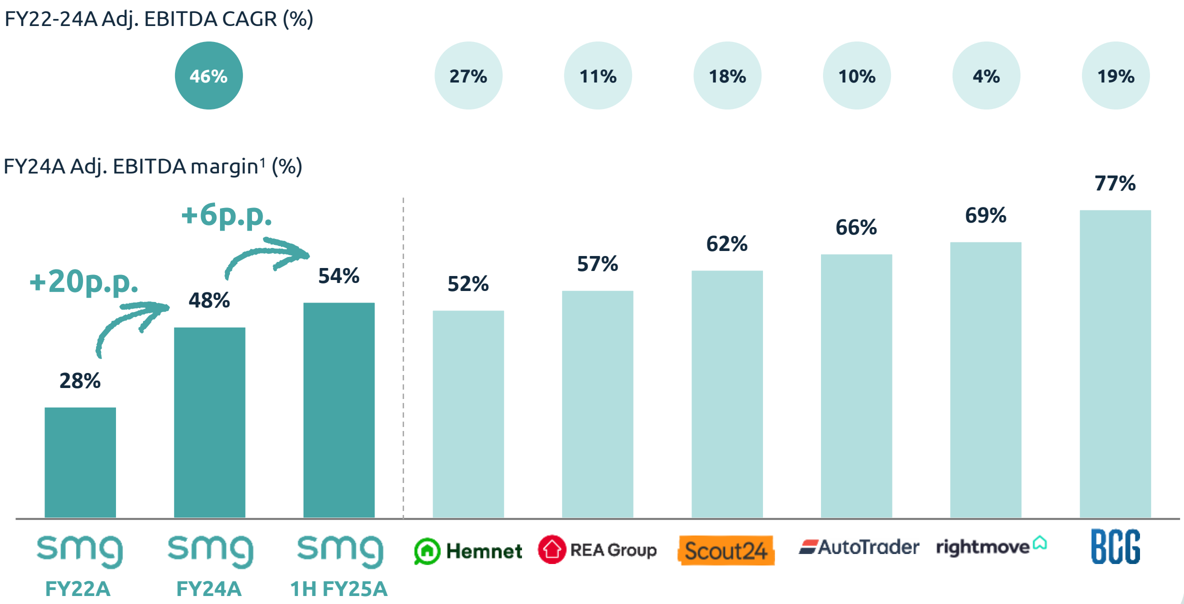
5 Significant Margin Uplift Potential Underpinned by Tangible Initiatives

Significant Margin Uplift Potential



- Completion of foundational tech platform work **enables scalable growth without increasing costs**

Near- and off-shoring combined with marketing optimisation effectively extend reach

Low incremental tech investments required to achieve continued growth

AI-driven process automation enables further scaling at reduced cost

Sources: Annual reports; Rightmove EBITDA from Factset.
Notes: Peers' Adj. EBITDA, CAGR, and margin as reported in, or as calculated based on, fiscal year 2022-24 annual reports. Adjustments to EBITDA across peers may vary significantly. [1] Defined as Adj. EBITDA / revenue.

5 Monetisation Headroom and Margin Uplift Underpins Management Guidance

Financial metric	FY24A	FY25E	Mid-term target
Group Revenue % growth YOY	11.8%	13-15% *(LFL c.12-13%)*	Growth decelerating from low-to-mid teens to low 10% area
Group Adj. EBITDA % margin[1]	47.9%	Approaching mid 50%s	Increasing from mid 50%s to low-to-mid 60%s

Notes: [1] Defined as Adj. EBITDA / revenue.

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6 Strong Leadership Team

Group Leadership

Christoph Tonini
Chief Executive Officer

Boris Gussen
Chief Financial Officer

Jessica List
Chief Corporate Officer

Business Units Leadership

Martin Waeber
MD, Real Estate

Alberto Sanz
MD, Automotive

Francesco Vass
MD, General Marketplaces

Jochen Pernegger
MD, Finance & Insurance

Board of Directors

Joern Nikolay
Chairman

Malte Krüger
Member of the Board

Tracey Fellows
Member of the Board

Stefan Räbsamen
Member of the Board

Pietro Supino
Member of the Board

Barbara Stamm
Member of the Board

Marc Walder
Member of the Board

Talent[1]	860+	36 years	~50	36%
	FTEs	Average Age	Nationalities	Near- or Off-Shore FTEs[2]

Shareholders

Notes: [1] As of end of Apr-25. [2] As a percentage of total FTE population.