

JANUARY 14<sup>TH</sup>, 2019

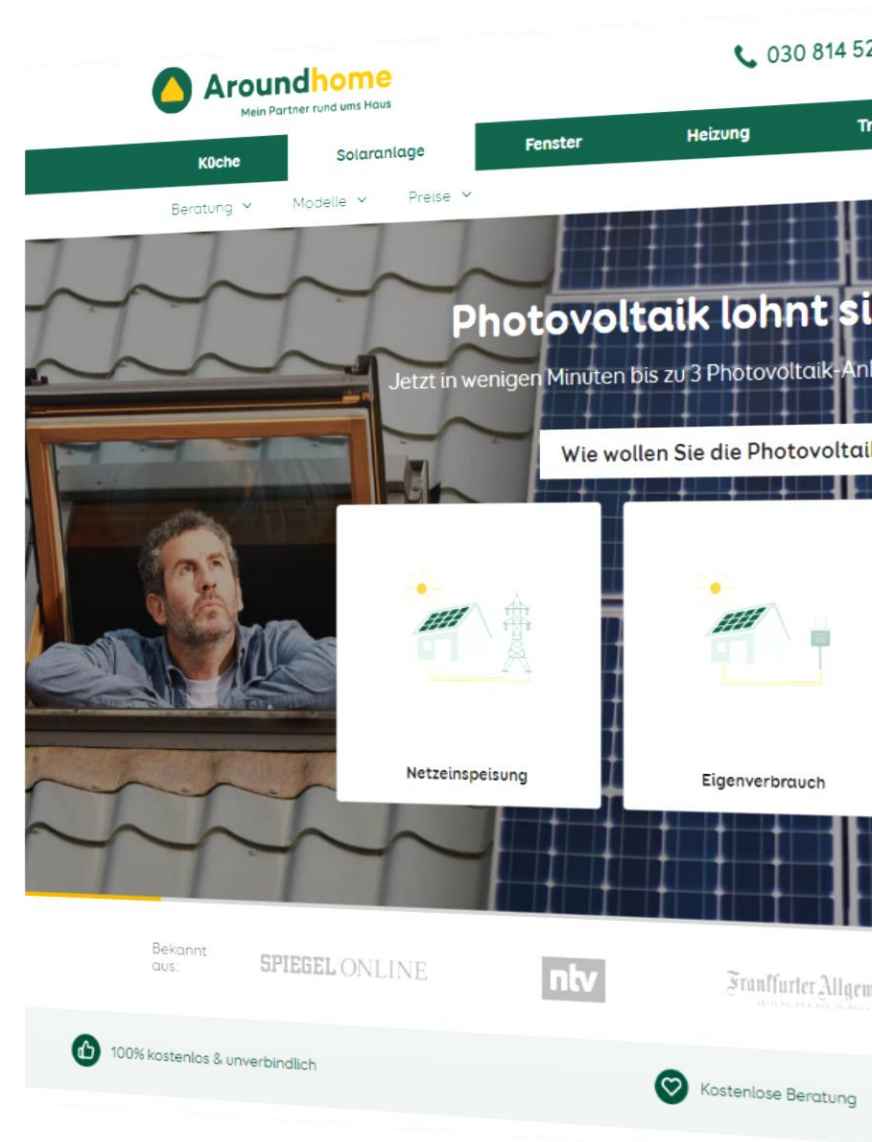
# ACQUISITION OF



INVESTOR RELATIONS

# HIGHLIGHTS

- ProSiebenSat.1 to increase its stake in Aroundhome (former Käuferportal) from 41.6% (held by NuCom Group SE) to 93.9%
- Cash consideration for NuCom Group of ~EUR 13m (minority buyout), General Atlantic to roll-up its 41.6% equity stake into 3.3% in NuCom Group (based on ~EUR 1.8bn EV valuation), NuCom to hold 93.9% of Aroundhome's voting share capital post transaction
- Attractive valuation at <2x 2019E EV/revenues, enterprise value of EUR 140m
- Aroundhome is #1 German lead generator for professional services around the home with an annual gross order volume of c. EUR 1bn<sup>1)</sup>
- Aroundhome's business model is a multi-regional, multi-vertical marketplace, selling qualified consumer leads to SMEs/home service professionals
- Aroundhome is the clear market leader in the German-speaking "around the home" market (~EUR 65bn)
- Good strategic fit with NuCom's existing core vertical "Consumer Advice" and complementary offering to Verivox' digital service portfolio



# RATIONALE

- ➔ Further strengthening existing “Consumer Advice” vertical and building sizeable consumer-centric business around household savings with annual revenues of >EUR 250m<sup>1)</sup>
- ➔ Realization of TV cost and revenue synergies, launch of rebranding campaign on ProSiebenSat.1’s TV channels in 2019, opportunities for cross-promotion between Verivox and Aroundhome (fixed contracts vs. home services)
- ➔ Sizeable addressable “around the home” market of ~EUR 65bn (gross order volume), increasing share of corresponding online advertising spend to drive market place revenues
- ➔ Aroundhome’s business to benefit from increasing number of digitally-minded home owners and online migration of home service professionals
- ➔ Opportunity to create the “go-to” destination for all decisions “around the home”
- ➔ Meaningful earnings growth potential arising from mid double-digit contribution margin, business to turn into profitable asset along with targeted growth



# AROUNDHOME IN NUMBERS



**Aroundhome**  
Mein Partner rund ums Haus

030 814 526 3444

TÜV SÜD GUT (1,9) Kundenzufriedenheit

Als Anbieter registrieren Login

Küche Solaranlage Fenster Heizung Treppenlift Immobilienverkauf Weitere

Bereits über 2 Millionen  
Jetzt als Fachfirma in

## Traumküchen für alle

Bis zu 3 Top-Anbieter in Ihrer Region finden

Welche Form soll Ihre Küche haben?

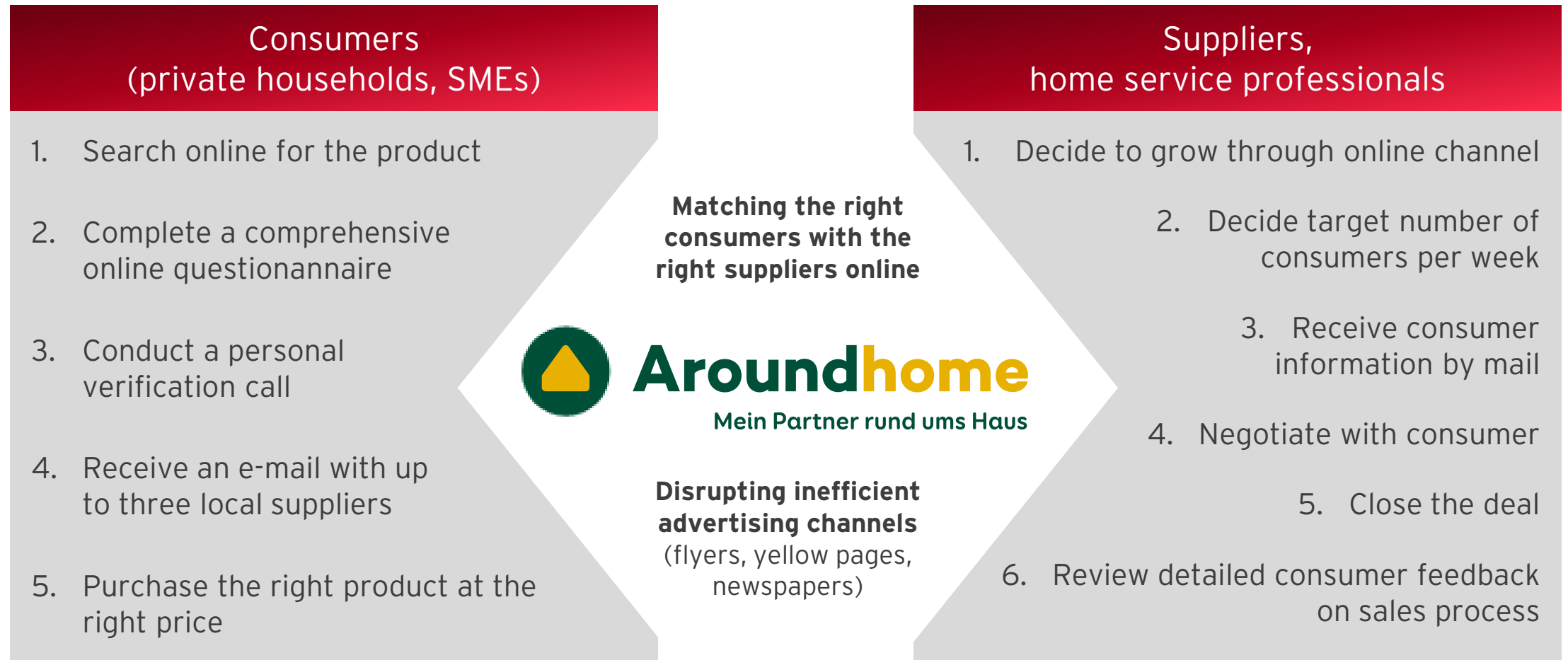
- Küchenzeile
- L-Form
- U-Form
- Sonstiges

Bekannt aus: SPIEGEL ONLINE ntv Frankfurter Allgemeine WIRTSCHAFTS Woche Handelsblatt

100% kostenlos & unverbindlich Kostenlose Beratung Über 10.000 geprüfte Fachfirmen

- 10** years of experience
- >30** products around the home
- 1.8** million requests<sup>1)</sup>
- +35%** revenue CAGR 2014-18
- 1** billion Euros gross order volume<sup>1)</sup>
- 500** employees
- 12,000** registered partners

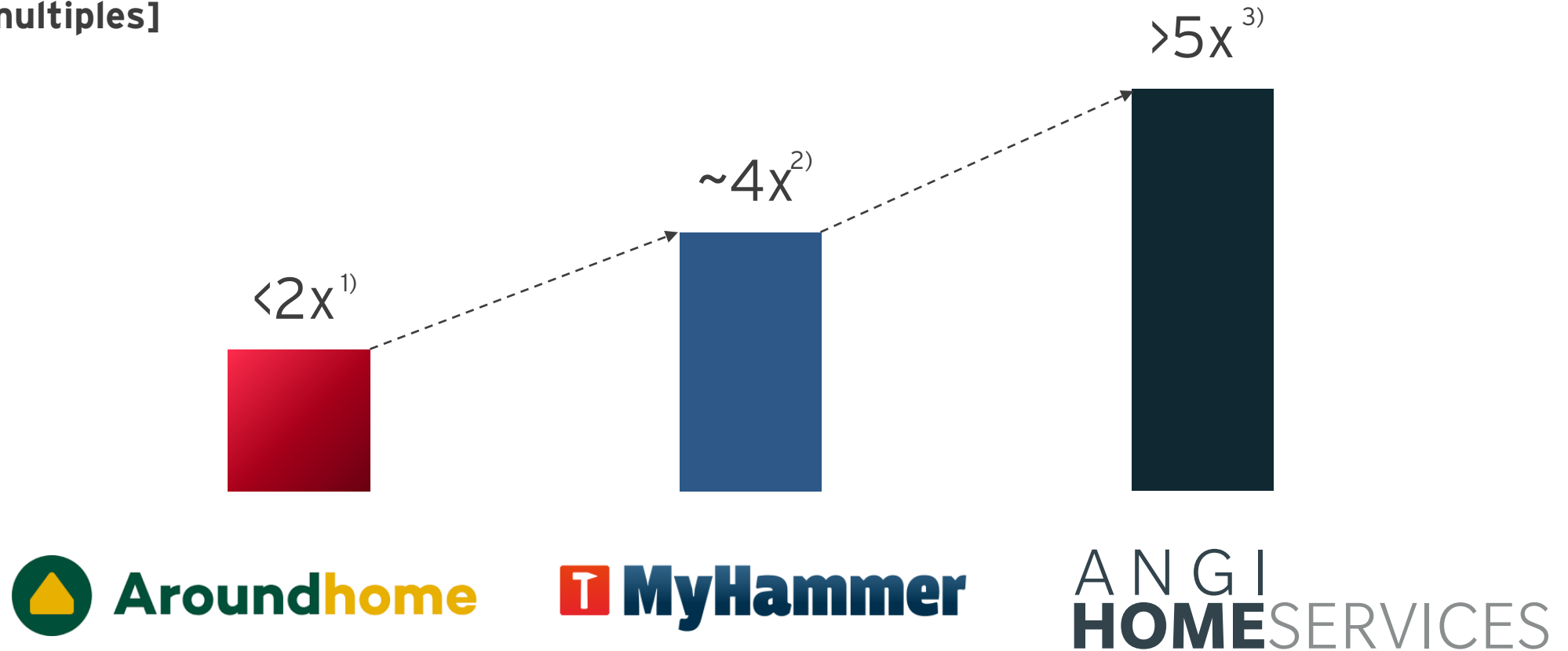
# AROUNDHOME'S MARKET PLACE MATCHES CONSUMERS' DEMAND WITH SUPPLY OF HOME SERVICE PROFESSIONALS



# MEANINGFUL VALUE CREATION OPPORTUNITY BY CATCHING UP WITH GLOBAL MARKET LEADER ANGI HOMESERVICES



[EV/sales multiples]



1) Based on agreed enterprise value and 2019 revenue estimate  
2) Based on reported LTM Q3 2018 revenues/Bloomberg  
3) Based on 2019E Bloomberg consensus estimate





# KEY FINANCIALS AROUNDHOME

## 2019E

Revenues	>EUR 80m, low double-digit growth (%)
Adj. EBITDA	slightly negative (break even targeted in 2020)
Adj. Net Income (excluding P7S1 financing costs)	<EUR 0m

2018E  
pro-forma  
revenues  
Consumer Advice  
vertical:  
**>EUR 250m**

## TERMS

Enterprise value	EUR 140m
Cash consideration NuCom Group	~EUR 13m (minority buyout)
Roll-up	GA to roll up 41.6% Aroundhome stake in 3.3% NuCom shares



**Aroundhome**  
Mein Partner rund ums Haus



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