

~~FOOTSHOP~~
FINANCIAL RESULTS
FOR THE FIRST HALF OF 2024

September 2024

DISCLAIMER

1. GENERAL PROVISIONS

THIS HALF-YEAR FINANCIAL REPORT OF FOOTSHOP A.S., COMPANY WITH ITS REGISTERED OFFICE AT THÁMOVA 166/18, KARLÍN, 186 00 PRAGUE 8, ID NO.: 14027348, REGISTERED IN THE COMMERCIAL REGISTER KEPT BY THE MUNICIPAL COURT IN PRAGUE UNDER FILE NO. B 26841 (HEREINAFTER REFERRED TO AS "FOOTSHOP") IS PREPARED IN ACCORDANCE WITH THE PROVISIONS OF SECTION 119 OF ACT NO. 256/2004 COLL., ON CAPITAL MARKET UNDERTAKINGS, AS AMENDED (HEREINAFTER REFERRED TO AS "CMUA").

THE HALF-YEAR FINANCIAL REPORT HAS BEEN PREPARED IN ACCORDANCE WITH IAS 34 INTERIM FINANCIAL REPORTING AND, AS A CONSEQUENCE, IN ACCORDANCE WITH INTERNATIONAL FINANCIAL REPORTING STANDARDS (IAS/IFRS) AND THEIR INTERPRETATIONS (SIC, IFRIC) AS ADOPTED BY THE EUROPEAN UNION.

FOOTSHOP'S HALF-YEAR FINANCIAL REPORT IS NOT AUDITED AND HAS NOT BEEN REVIEWED BY AN INDEPENDENT AUDITOR.

2. DECLARATION OF THE RESPONSIBLE PERSONS PURSUANT TO §119 OF THE CMUA

TO THE BEST OF OUR KNOWLEDGE, WE DECLARE THAT THE SHORT SET OF FINANCIAL STATEMENTS PREPARED FOR THE FIRST SIX MONTHS OF 2024 AS AT 30 JUNE 2024 GIVES A TRUE AND FAIR VIEW OF THE ASSETS, LIABILITIES, FINANCIAL POSITION AND RESULTS OF OPERATIONS OF FOOTSHOP A.S. AND ITS CONSOLIDATED ENTITIES AND THE DESCRIPTION PURSUANT TO SECTION 119(2)(B) OF THE CMUA CONTAINED IN THE HALF-YEAR FINANCIAL REPORT GIVES A TRUE AND FAIR VIEW OF THE INFORMATION REQUIRED UNDER SAID PROVISION.

3. ESTIMATES

WHILST PREPARING THE FINANCIAL STATEMENTS, THE FOOTSHOP MANAGEMENT USES JUDGMENTS, PROJECTIONS, ASSUMPTIONS AND ESTIMATES ABOUT THE FUTURE THAT COULD AFFECT THE APPLICATION OF ACCOUNTING METHODS AND THE REPORTED AMOUNTS OF ASSETS, LIABILITIES, INCOME AND EXPENSES THAT ARE REPORTED IN THE FINANCIAL STATEMENTS AND RELATED NOTES.

THE UNDERLYING ASSUMPTIONS, PROJECTIONS AND ESTIMATES ARE REVIEWED ON AN ONGOING BASIS, WITH ANY CHANGES IN ACCOUNTING ESTIMATES REFLECTED IN THE PERIOD IN WHICH THE ESTIMATE IS REVISED AND ALSO IN FUTURE PERIODS AFFECTED.

DISCLAIMER

4. ALTERNATIVE PERFORMANCE INDICATORS

THIS REPORT INCLUDES CERTAIN FINANCIAL INDICATORS THAT ARE NOT DEFINED OR RECOGNISED UNDER IFRS ACCOUNTING STANDARDS, AND WHICH ARE CONSIDERED TO BE ALTERNATIVE PERFORMANCE INDICATORS AS DEFINED BY THE ESMA GENERAL GUIDELINES ON ALTERNATIVE PERFORMANCE INDICATORS ISSUED BY THE EUROPEAN SECURITIES AND MARKETS AUTHORITY (ESMA) ON 5 OCTOBER 2015 ("ALTERNATIVE PERFORMANCE INDICATORS"). THIS REPORT CONTAINS THE FOLLOWING ALTERNATIVE PERFORMANCE INDICATORS: EBITDA AND EBITDA MARGIN. THE ALTERNATIVE PERFORMANCE INDICATORS ARE USED BY THE FOOTSHOP MANAGEMENT AS KEY INDICATORS IN ASSESSING THE OPERATING PERFORMANCE OF THE FOOTSHOP GROUP. THE FOOTSHOP MANAGEMENT CONSIDERS THE DISCLOSURE OF ALTERNATIVE PERFORMANCE INDICATORS TO BE USEFUL FOR THE PURPOSE OF PROVIDING A SUPPLEMENTAL MEASURE OF THE FOOTSHOP GROUP'S PERFORMANCE, LIQUIDITY AND OTHER INDICATORS OF THE FOOTSHOP GROUP OVER THE LONG TERM.

THE FINANCIAL STATEMENTS ARE NOT THE DIRECT SOURCE OF THE ALTERNATIVE PERFORMANCE INDICATORS, NEVERTHELESS, THE ALTERNATIVE PERFORMANCE INDICATORS ARE DERIVED FROM THE FINANCIAL INFORMATION CONTAINED IN THE FINANCIAL STATEMENTS. THE ALTERNATIVE PERFORMANCE INDICATORS ARE NOT SUBJECT TO AUDIT OR REVIEW BY AN INDEPENDENT AUDITOR. THEY ARE NOT DEFINED IN THE IFRS ACCOUNTING STANDARDS AND SHOULD NOT BE CONSIDERED AS INDICATORS OF FINANCIAL PERFORMANCE OR OPERATING CASH FLOWS, NOR THEY ARE A SUBSTITUTE FOR PROFIT DATA AND SHOULD THEREFORE ONLY BE CONSIDERED AS A SOURCE OF SUPPLEMENTARY INFORMATION. ALTERNATIVE PERFORMANCE INDICATORS SHOULD BE STUDIED IN RELATION WITH THE FINANCIAL STATEMENTS DATA.

IN PRAGUE ON 27.9.2024

ON BEHALF OF THE BOARD OF DIRECTORS OF FOOTSHOP A.S.
PETER HAJDUČEK, CHAIRMAN OF THE BOARD OF DIRECTORS

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CEO INTRO

I AM PROUD TO REPRESENT A COMPANY THAT HAS ACHIEVED OUTSTANDING RESULTS THIS YEAR. OUR HARD WORKING ETHIC, COMMITMENT TO IMPROVEMENTS, AND MEANINGFUL INVESTMENTS IN NEW BUSINESS DRIVERS HAVE DELIVERED BETTER-THAN-EXPECTED RESULTS.

I AM PLEASED TO ANNOUNCE THAT THIS HAS BEEN OUR COMPANY'S MOST SUCCESSFUL HALF-YEAR EVER. WE ACHIEVED A +35% REVENUE GROWTH, WITH A 3.2PP INCREASE IN MARGIN, RESULTING IN EBITDA 3 TIMES HIGHER THAN LAST YEAR. IN RESPONSE TO THESE RESULTS, WE ARE INCREASING OUR FULL-YEAR GUIDANCE ON REVENUE AND EBITDA AGAIN.

WE ARE ADVANCING WITH PRIVATE LABEL ACTIVITIES, PHYSICAL STORE EXPANSION, ACTIVE SEGMENT, AND MOBILE APP, AND WE ARE INVESTING IN BUILDING NEW BUSINESS DRIVERS FOR LONG-TERM GROWTH. I WANT TO NOTE THAT EXTERNAL FACTORS BEYOND OUR CONTROL, SUCH AS FX RATES AND MARKET DEMAND, HAVE CONTRIBUTED TO THESE RESULTS IN THIS PERIOD AS WELL.

WE REMAIN DEDICATED TO CREATING LONG-TERM VALUE FOR ALL STAKEHOLDERS.

PETER HAJDUCEK, CEO



FOOTSHOP GROUP INTRODUCTION



Leading online and B&M retailer of streetwear footwear, apparel and accessories



Czech based company headquartered in Prague



Operating through 2 online stores Footshop & Queens



Operating 4 flagship B&M stores in Prague, Bratislava, Bucharest and Budapest



The only member of adidas Consortium in CZE, HU, RO and SVK with access to high-end products



Serving customers primarily in Europe, but with global presence

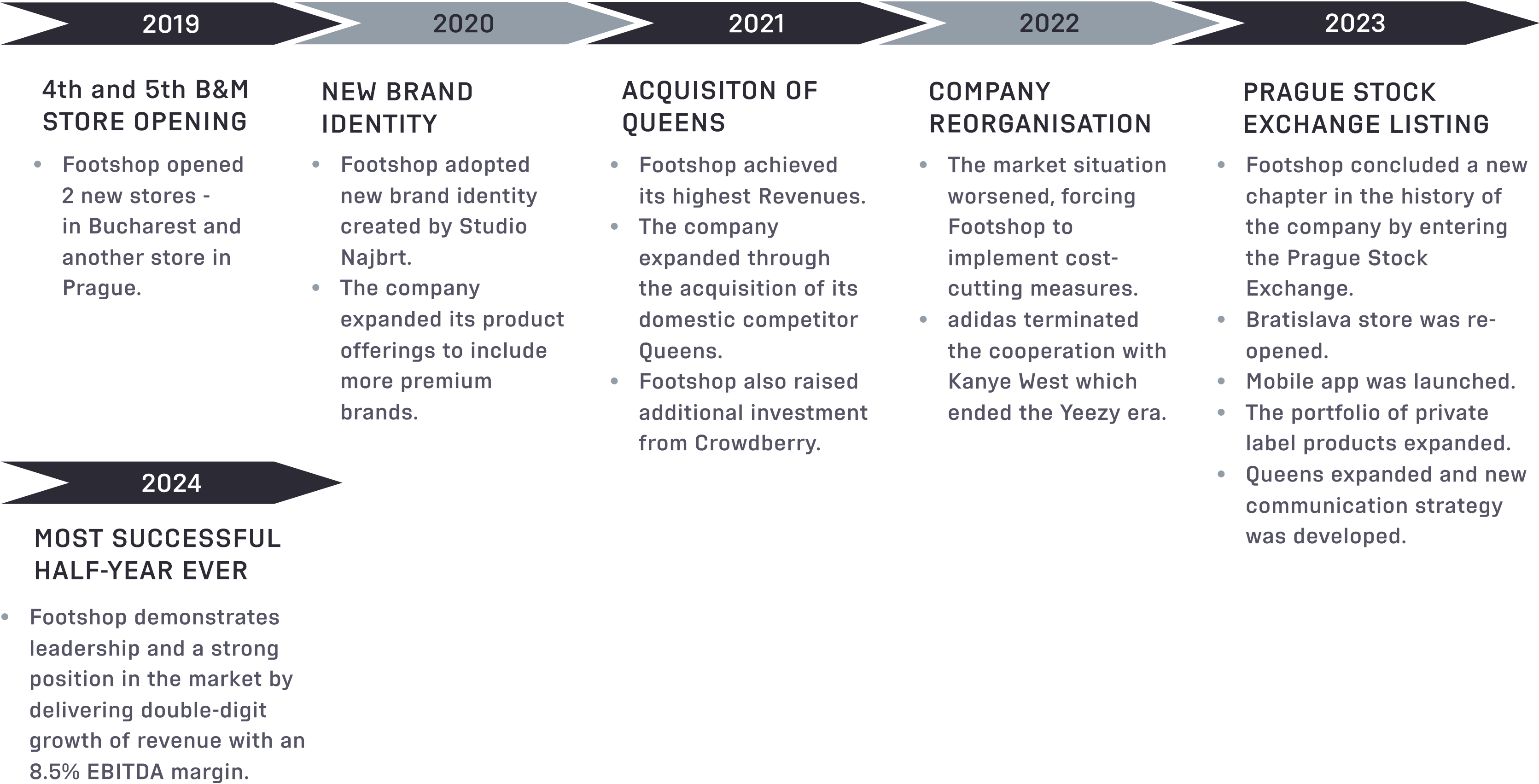


~96 FTE employees



All orders fulfilled from a warehouse of 10 000 square meters in Prague





"MULTICHANNEL RETAILING ENABLES US TO ADAPT FLEXIBLY TO MARKET TRENDS AND BRINGS US CLOSER TO OUR CUSTOMERS. IT ALSO MAKES US MORE ATTRACTIVE IN THE EYES OF OUR SUPPLIERS."

FOOTSHOP CORE

- Footshop focuses primarily on selling premium sneakers with a strong focus on streetwear look.
- Footshop Core, as referred to in this presentation, represents Footshop Online and the B&M stores.
- The B&M stores are premium boutiques positioned in desirable locations and are often used to organise exclusive events for our customers.

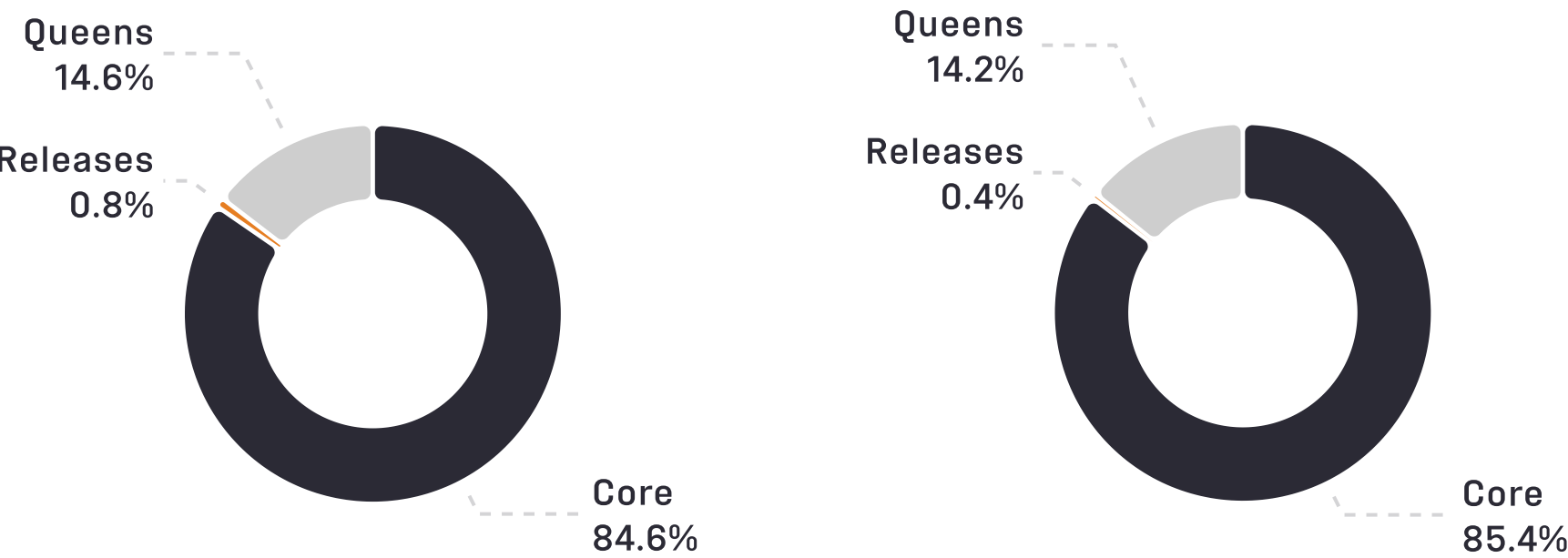
QUEENS

- Queens is positioned more in women-oriented and urban segments, aiming to sell products from head to toe.
- Queens is currently operating exclusively online, with the option to pick up an order at Footshop's B&M store in Prague.
- By the end of 2024, Queens aims have its first B&M store in Prague.

FOOTSHOP RELEASES

- Footshop Releases is a webpage selling limited and the most exclusive sneakers; products are released on specific dates, and customers can buy them only after registering and being drawn in a raffle.
- The market for the most limited sneakers cooled down in 2023, as manufacturers failed to generate sufficient hype around their products in this segment.
- This trend continues in 2024, resulting in minimal contribution from the Releases channel to the financial results.

% Share of Sales Channels for H1 FY23 vs. H1 FY24



PRAGUE

BUCHAREST

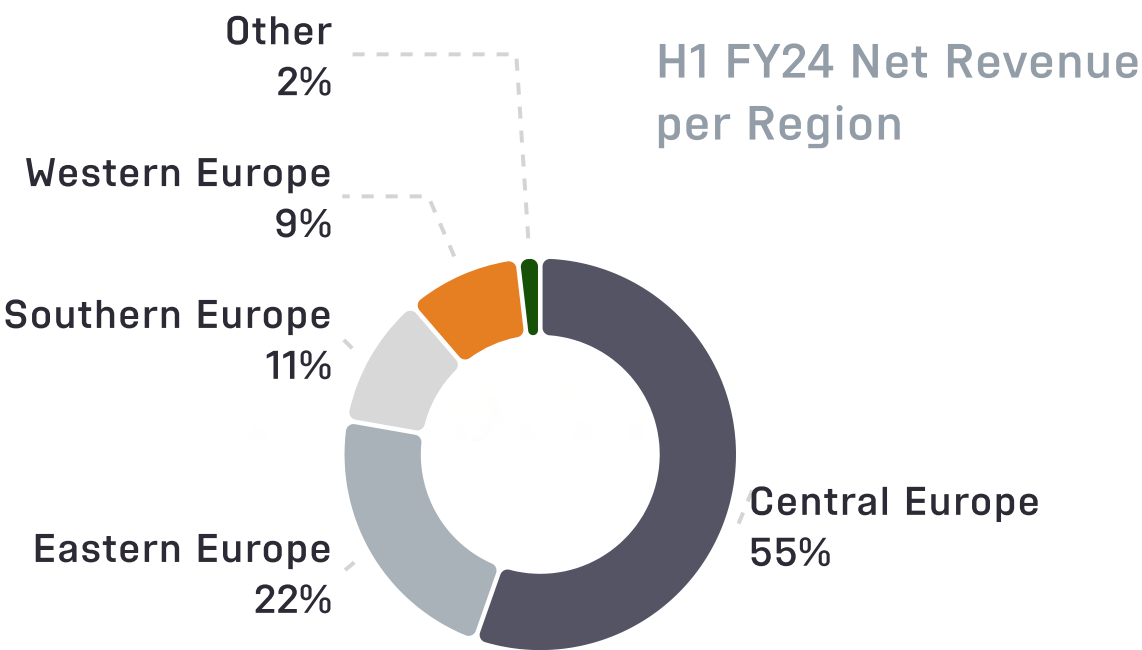
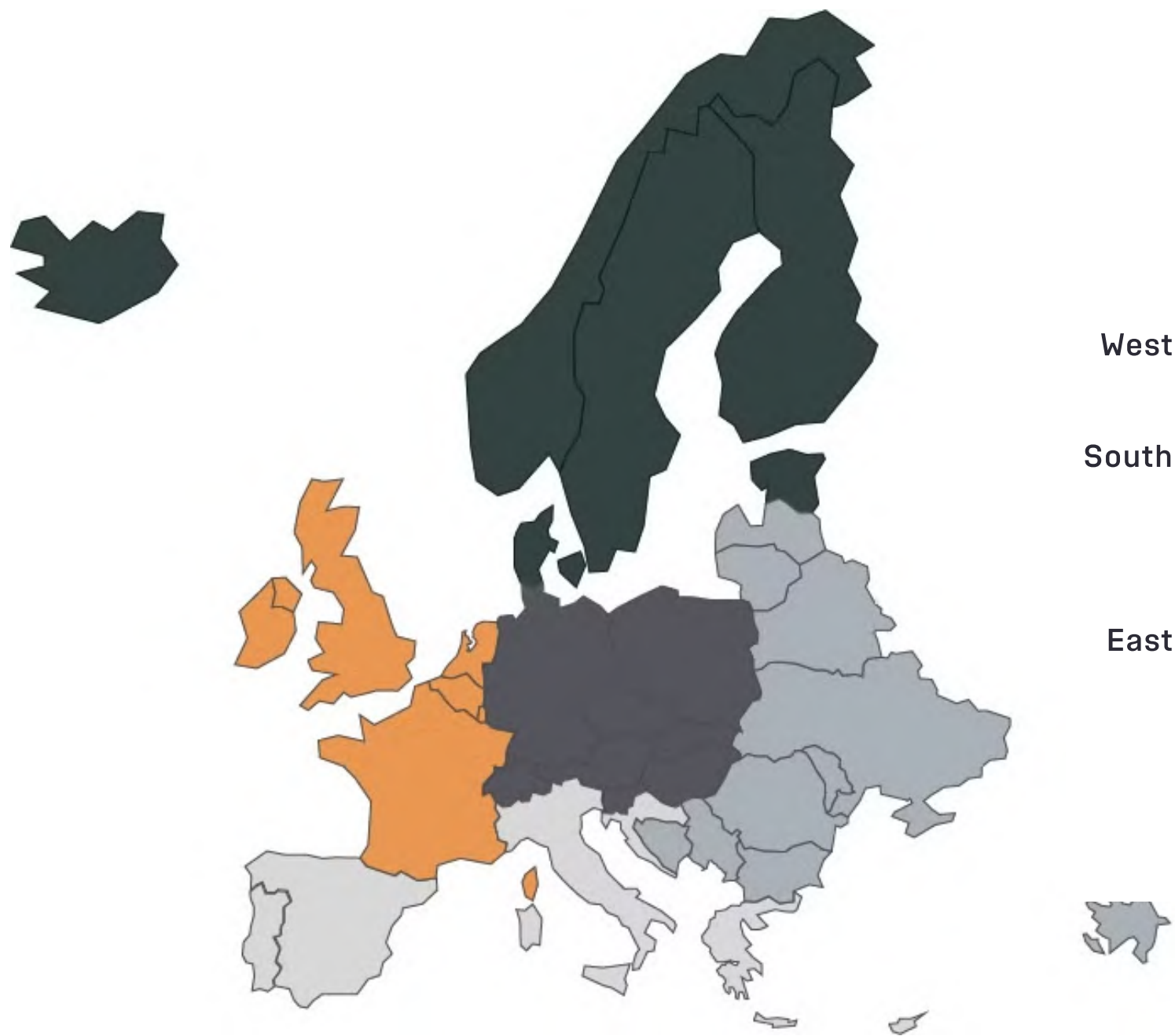
BUDAPEST

BRATISLAVA

"FOOTSHOP OPERATES AS A TRULY EUROPEAN COMPANY, WITH THE MAJORITY OF ITS REVENUE GENERATED IN CENTRAL EUROPE."

GEOGRAPHIC POSITION IN CEE REGION

- In several markets, including the Czech Republic, Footshop is the #1 player in the premium streetwear segment and the only top-tier partner for many brands.
- Most of the Revenue is realized outside of the Czech Republic. H1 FY24 Net Revenue share of the Czech Republic is less than 25%.
- Footshop is actively broadening its international presence, entering new markets and strengthening its position as a leading brand in the global premium streetwear industry.



Footshop's presence in Europe

"IN THE DYNAMIC SNEAKER INDUSTRY, FOOTSHOP'S AGILE APPROACH TO TRACKING MARKET TRENDS AND NAVIGATING SNEAKER TIERS POSITIONS IT AS AN ADAPTIVE PLAYER, READY TO EMBRACE THE RAPID GROWTH OF SMALLER BRANDS."

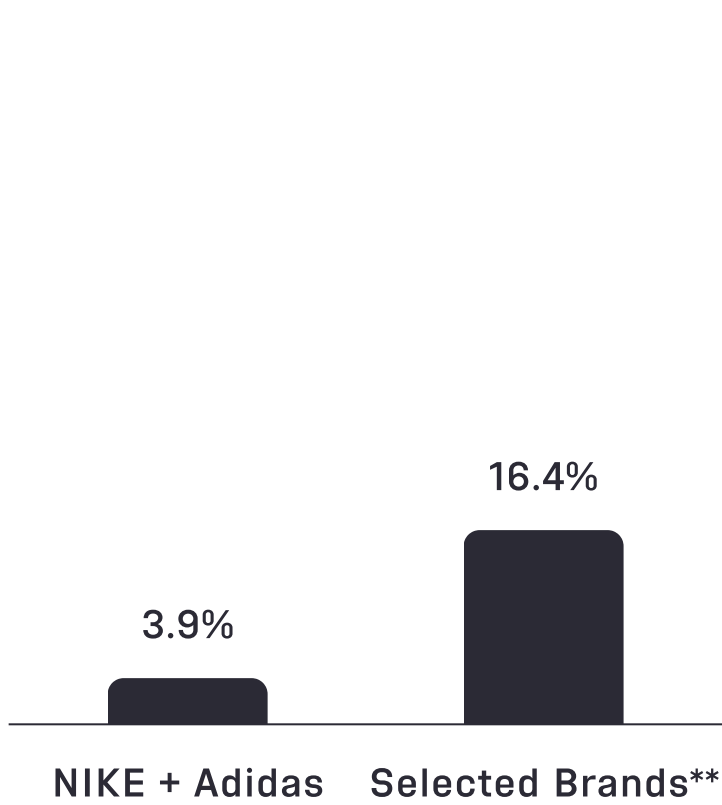
MARKET SEGMENTATION

- In the competitive sneaker market, NIKE and adidas dominate, while other brands such as New Balance, Vans, Puma, Asics, Converse, On, and Hoka also play significant roles.
- The sneaker market can be classified by Tiers:
 - Tier 1 and Tier 2: ordinary sneakers that are widely available at a range of outlets,
 - Tier 0: premium segment of the sneakers market sold exclusively through a few selected partner organizations.
 - For example adidas limits the sale of premium sneakers to members of the adidas Consortium group → only a few carefully chosen retailers, including Footshop, have the authorization to offer these top-tier products to customers.

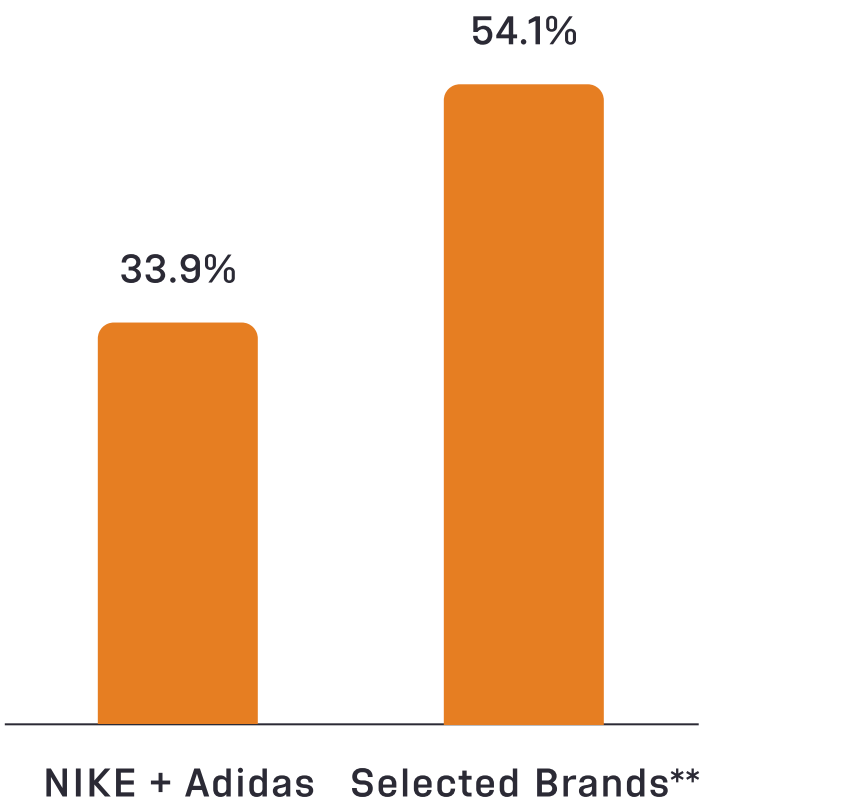
BRANDS' PERFORMANCE

- While NIKE and adidas maintain their dominance in the market, our extensive brand portfolio enables us to diversify and discover new growth opportunities.

Brand Revenue Growth in EMEA H1 FY23/24 [%]*



Brand Revenue Growth at Footshop Core H1 FY23/24 [%]



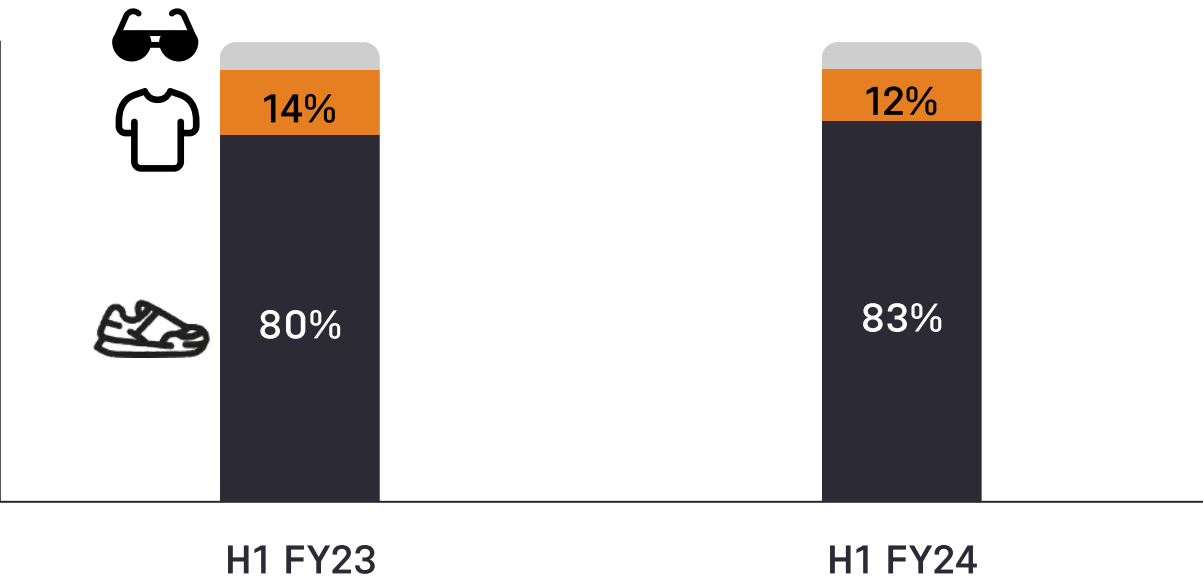
* Sources of the charts are Financial data publicly shared by the companies.
** Selected Brands: Puma, Vans, Asics, On, New Balance, Hoka.

"AT FOOTSHOP, FOOTWEAR ACCOUNTS FOR MAJORITY OF THE PORTFOLIO, WHEREAS AT QUEENS, THE PORTFOLIO IS MORE DIVERSIFIED BETWEEN FOOTWEAR AND CLOTHING."

FOOTSHOP HAS A STRATEGIC POSITION IN THE CEE REGION

- Thanks to our strategic partnerships with suppliers, we offer unique and limited footwear with higher price points.
- Footshop's portfolio of brands includes the most prestigious streetwear brands such as adidas, Nike, New Balance, Asics, On, Y-3, Converse, Vans, Salomon Advanced, Carhartt WIP, HOKA, Veja, Birkenstock and many others.

Category share on Revenue at Footshop

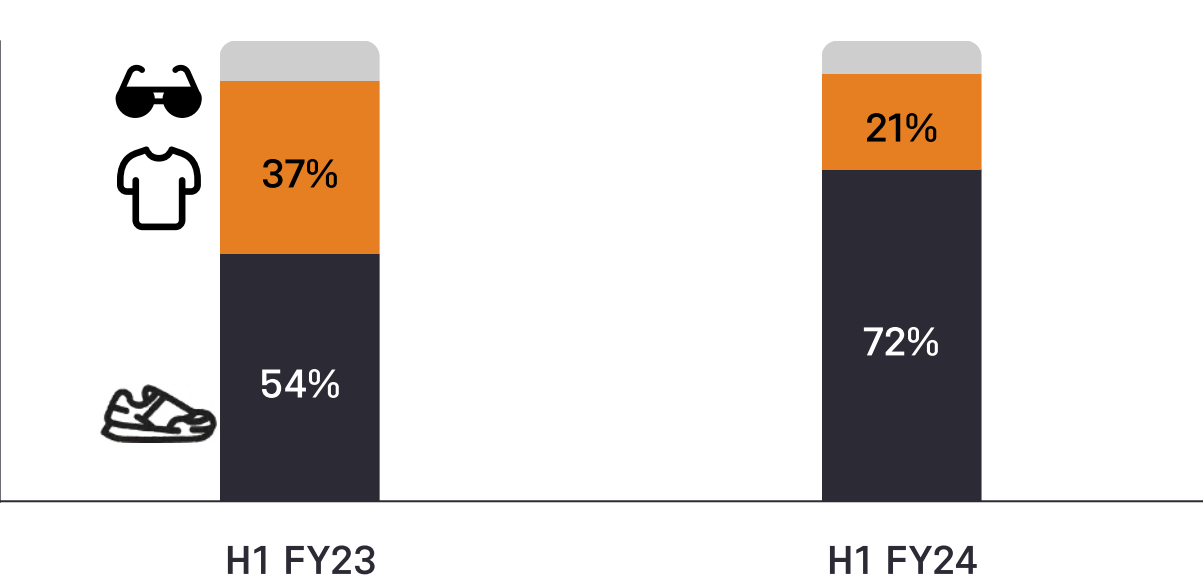


- In H1 FY24, Footshop expanded its portfolio with exciting new brands, including BAPE, Off-White, and Palm Angels. In H2 FY24, Fear of God will also be added.

QUEENS DOMINATES IN THE CZECH REPUBLIC AND SLOVAKIA

- Queens increased its footwear share in H1 FY24, while clothing remains more significant than at Footshop, with plans to further strengthen the clothing segment.
- Top selling brands in Queens's portfolio include adidas, Nike, Vans, New Balance, Urban Classics, Converse, Birkenstock, Carhartt WIP.

Category share on Revenue at Queens



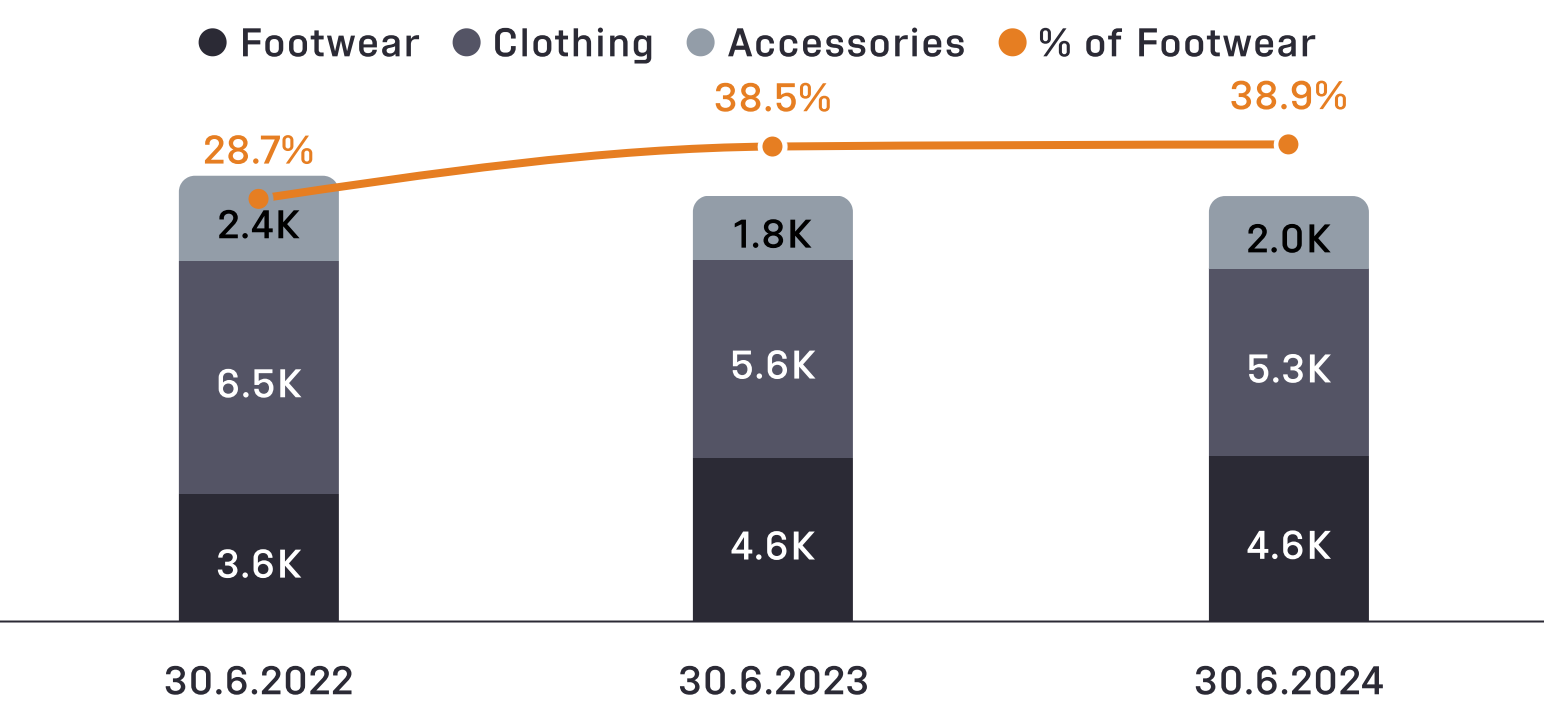
Premium essence at Footshop:

Footshop is one of the few European retailers authorized to sell BAPE, an iconic and highly exclusive Japanese streetwear brand known for its limited distribution and high demand.

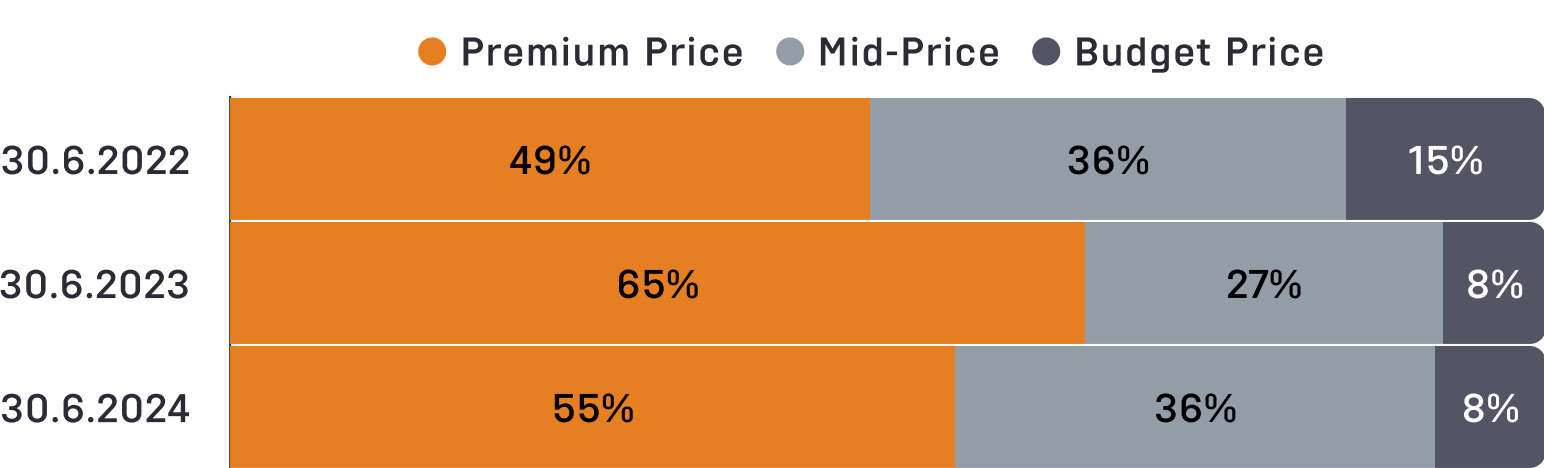


"WE MAINTAIN OUR FOCUS ON PREMIUM PRODUCTS WHILE INCREASING THE SHARE OF FOOTWEAR IN OUR PRODUCT PORTFOLIO, RESULTING IN GROWING AOV."

products of Footshop Core on offer in K CZK



% price categories* share of Footshop Core stock value



*Price categories definition can be found on slide X of the presentation.

DEVELOPMENT OF PRODUCT OFFER

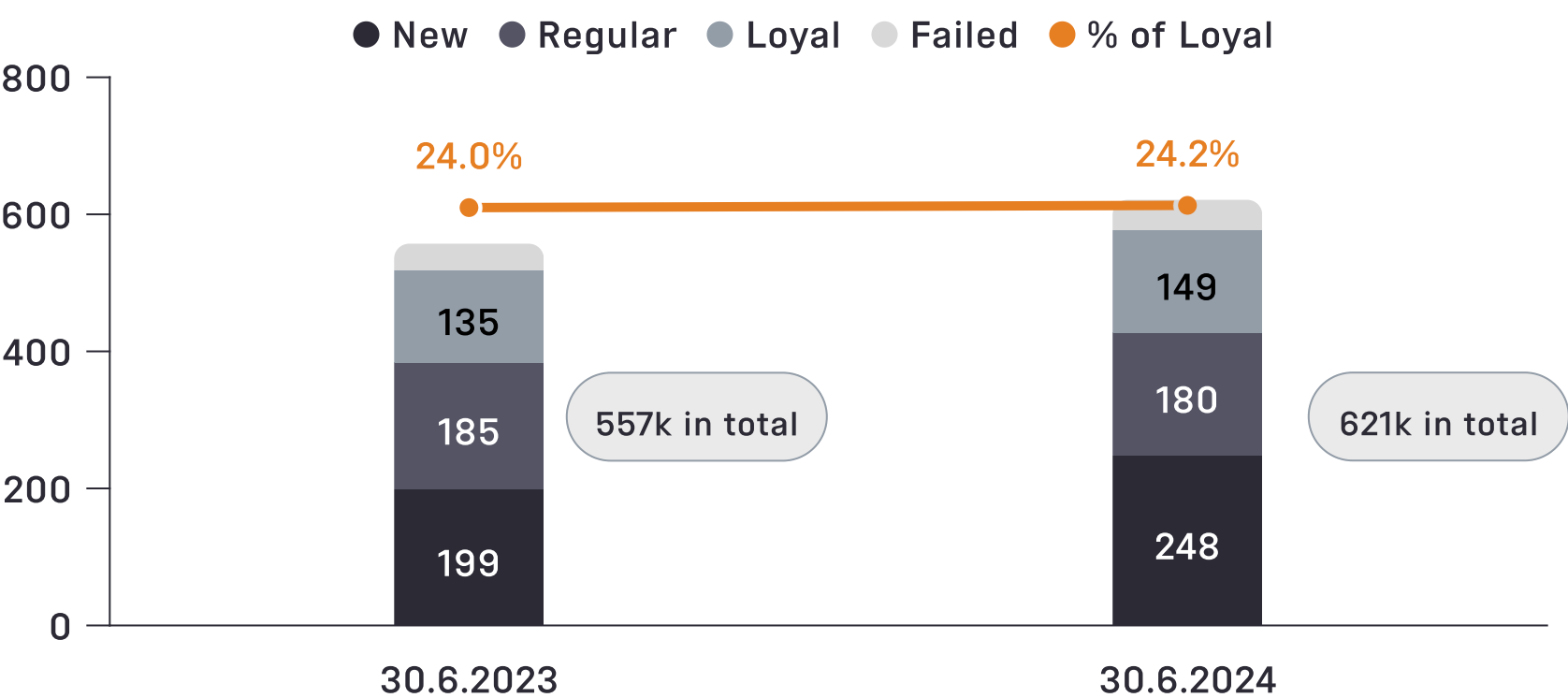
- Footshop has 12k unique products available in stock for immediate ordering.
- The total number of products on offer has remained stable between H1 FY23 and H1 FY24. The share of footwear with higher turnover and price points has consistently remained at 39% of total stock since the significant increase in FY23.

HIGHEST SHARE OF PREMIUM PRODUCTS

- Although the share of premium products slightly declined from FY23 to FY24, it remains robust at 55%, reflecting our ongoing commitment to offering high-value items.
- This is particularly important as footwear, which holds the largest share of our product mix and typically has a higher price point, plays a crucial role in driving AOV growth.

"THE TOTAL CUSTOMER BASE CONTINUES TO GROW, WITH A SIGNIFICANT PORTION CONSISTING OF LOYAL CUSTOMERS."

Development of Footshop Core customer base [thousands]



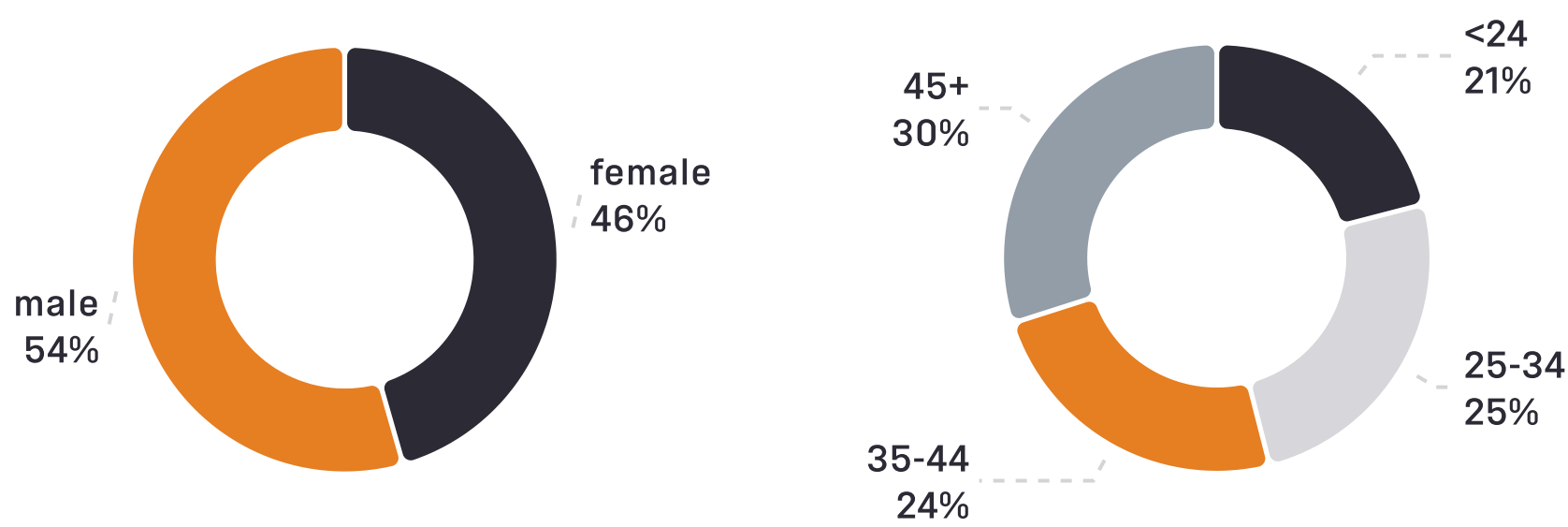
FOOTSHOP CORE CUSTOMER BASE

- 621k unique online customers purchased in Footshop in H1 FY24, from which:
 - 149k were loyal¹
 - 180k were regular²
 - 248k were new³
 - 44k were failed⁴
- Since the establishment of Footshop in 2012, more than 1M customers have placed an order.

OUR CUSTOMERS ARE YOUNG PEOPLE

- We are targetting young customers who are highly engaging with us on social media, and our product offer is wide enough to be relevant for any age group.
- Genderwise, our customers are distributed almost equally.
- 70% of our customers are less than 45 years old.

H1 FY24 Footshop Core customers by Gender and Age group



¹ loyal customers = at least 2 purchases in last 2 years
² regular customers = 1 purchase between 1 and 2 years ago
³ new customers = 1 purchase in the last year
⁴ failed customers = cancelled or uncollected orders

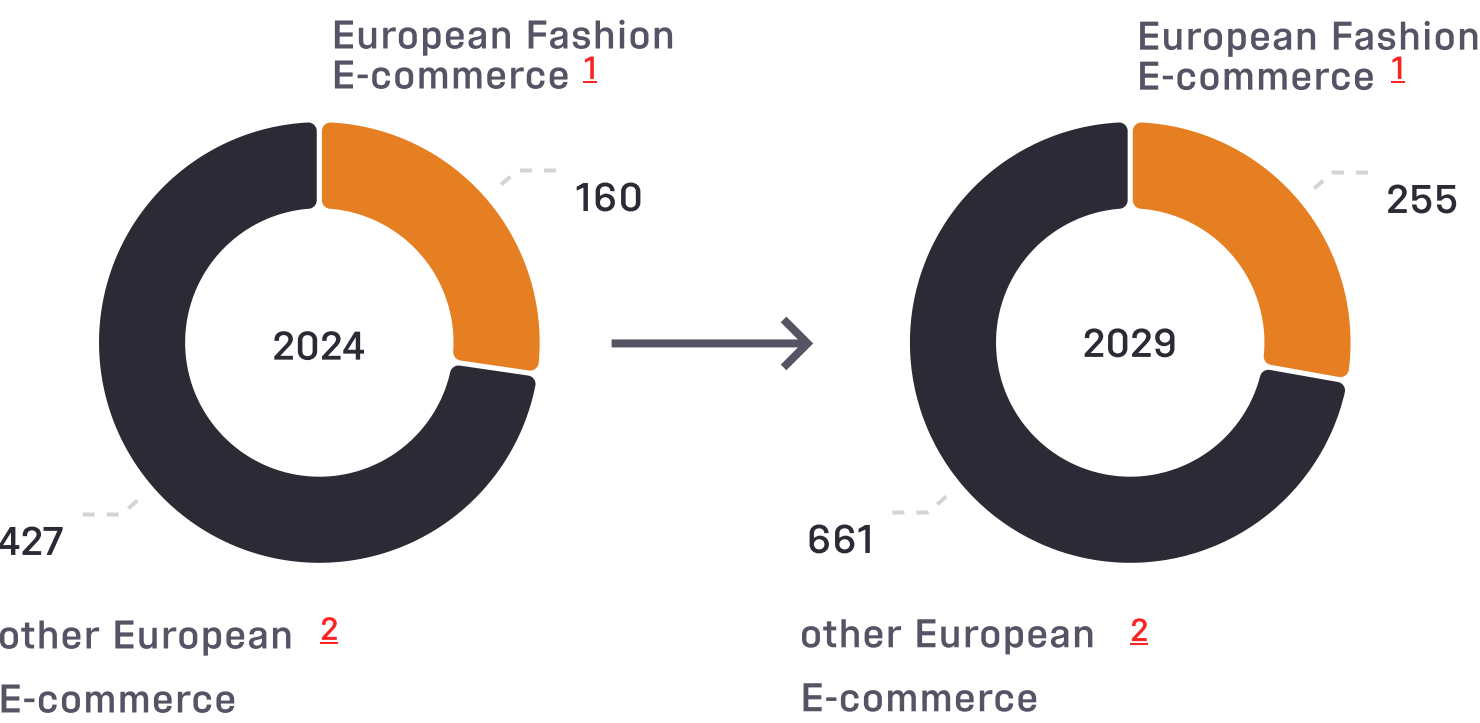
MACROECONOMIC ENVIRONMENT

"WHILE THE CZECH E-COMMERCE REPORTS MODEST GROWTH IN 2024, OUR CORE BUSINESS SIGNIFICANTLY OUTPERFORMED THE MARKET, WHICH IS IN LINE WITH LONG TERM AMBITIONS OF THE EUROPEAN FASHION E-COMMERCE MARKET."

EUROPEAN ONLINE MARKET IS EXPECTED TO GROW STEADILY

- Forecast of Online Fashion Revenue in Europe:¹
 - 254.6BN EUR by 2029
 - 27.8 % of Total Online Revenue in Europe (2024: 27.3%)
 - CAGR 2024-2029: 9.71%

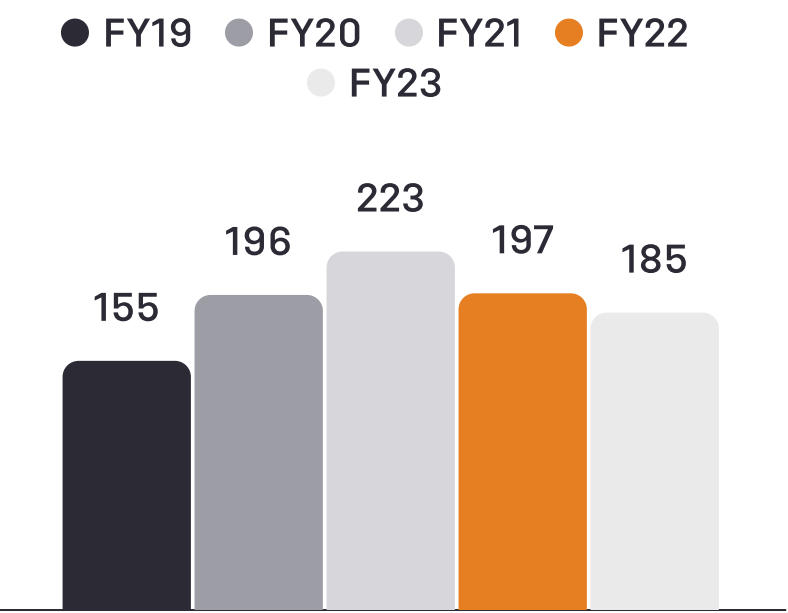
Online Fashion Revenue of respective year in BN EUR



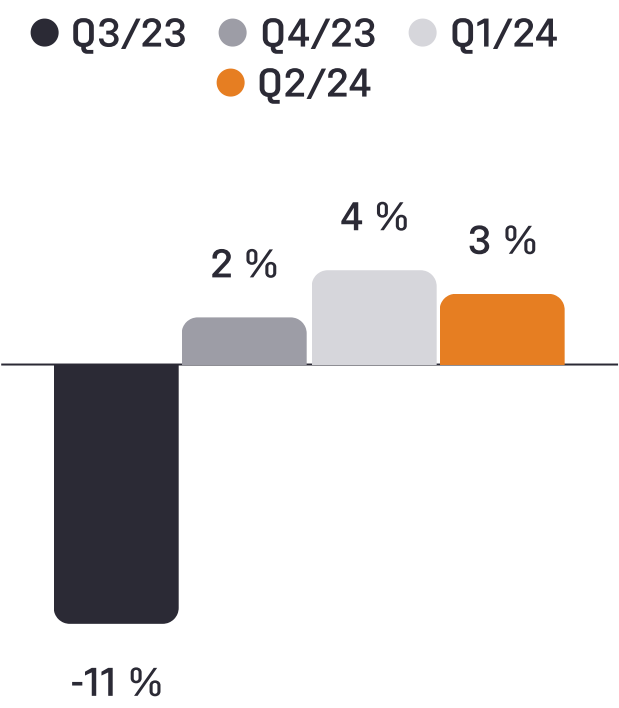
E-COMMERCE IN THE CZECH REPUBLIC SHOWS A MODEST Y/Y GROWTH IN Q2 2024, RECOVERING FROM A 6% DECLINE IN 2023

- The Czech e-commerce is once again experiencing growth
 - Q2 2024: +3 % y/y
 - FY 2023: -6 % y/y

Czech E-commerce Revenue in BN CZK³



Czech E-commerce Revenue y/y development



"RECENT FAVORABLE SHIFTS IN THE EUR/CZK FX RATE TRENDS BOOST FOOTSHOP'S PROFITABILITY, IMPROVING ITS OUTLOOK."

IMPACT OF FIXED FX RATES ON MARGIN AND COMPETITIVENESS

- Footshop purchases goods in CZK from certain suppliers whose prices are set in EUR and converted at a fixed FX rate based on the suppliers' price lists, not reflecting market trends.
- As a result, Footshop faces reduced Gross Margin while still needing to maintain competitiveness in the fashion e-commerce market.
- Currently, suppliers' fixed FX rates are aligning with market trends and are expected to be updated gradually, assuming no extraordinary events occur.

Model Example - products sold to Eurozone

Price list FX rate given by Supplier in 2023	26.2
Price list FX rate given by Supplier in 2024	25.5
FX rate H1 FY23 ⁴	23.7
FX rate H1 FY24 ⁴	25.0

	H1 FY23		H1 FY24	
	EUR	CZK	EUR	CZK
Recommended Retail price	175	4,146	175	4,377
Wholesaler Product price	100	2,620	100	2,550
Gross Profit		1,526		1,827
Gross Margin		36.8%		41.7%

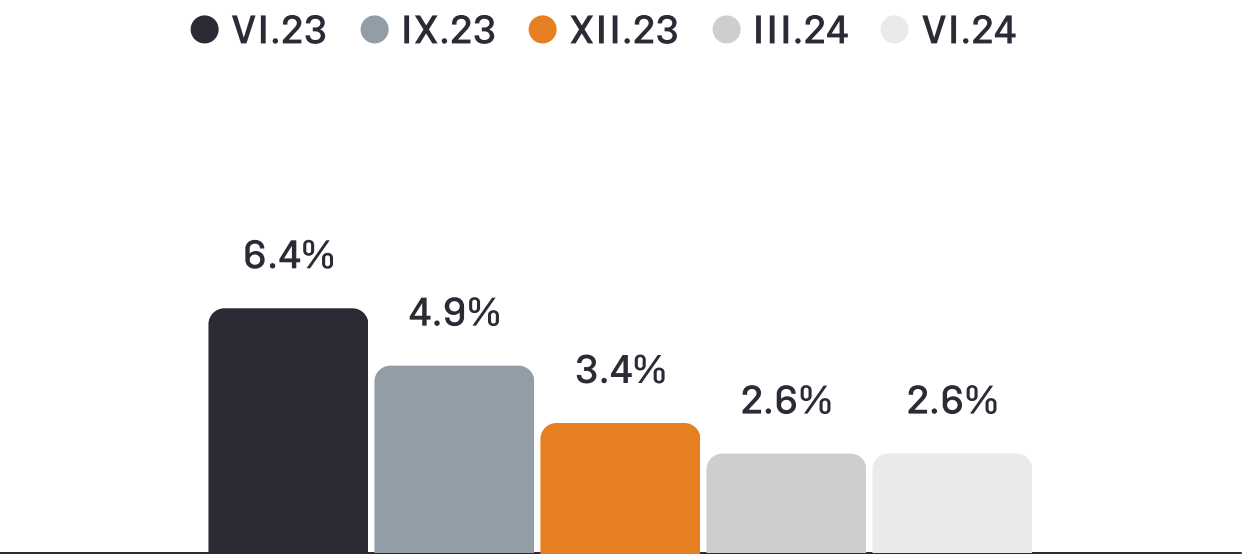
Recent shifts in EUR/CZK FX rates have significantly increased the Gross Margin for specific brands purchased from suppliers using fixed FX rates based on annual price lists. The overall impact of the FX rate change is estimated to account for approximately half of the total Gross Margin increase in H1 FY24.

"FOOTSHOP SUSTAINS BUSINESS RESILIENCE AS INFLATION STABILIZES AND GAINS FROM CURRENCY CHANGE IN LOANS."

STRONG DEMAND AND STABLE COSTS AMID STABILIZED INFLATION

- Despite the lingering effects of past inflation, Footshop has continued to experience strong demand across its portfolio.
- On the cost side, with inflation stabilizing at 2.6% in Eurozone, the impact on operating expenses has been more manageable than expected. The strategic use of price controls has effectively mitigated inflationary pressures, ensuring that operating costs remain stable without placing undue burden on our margins.

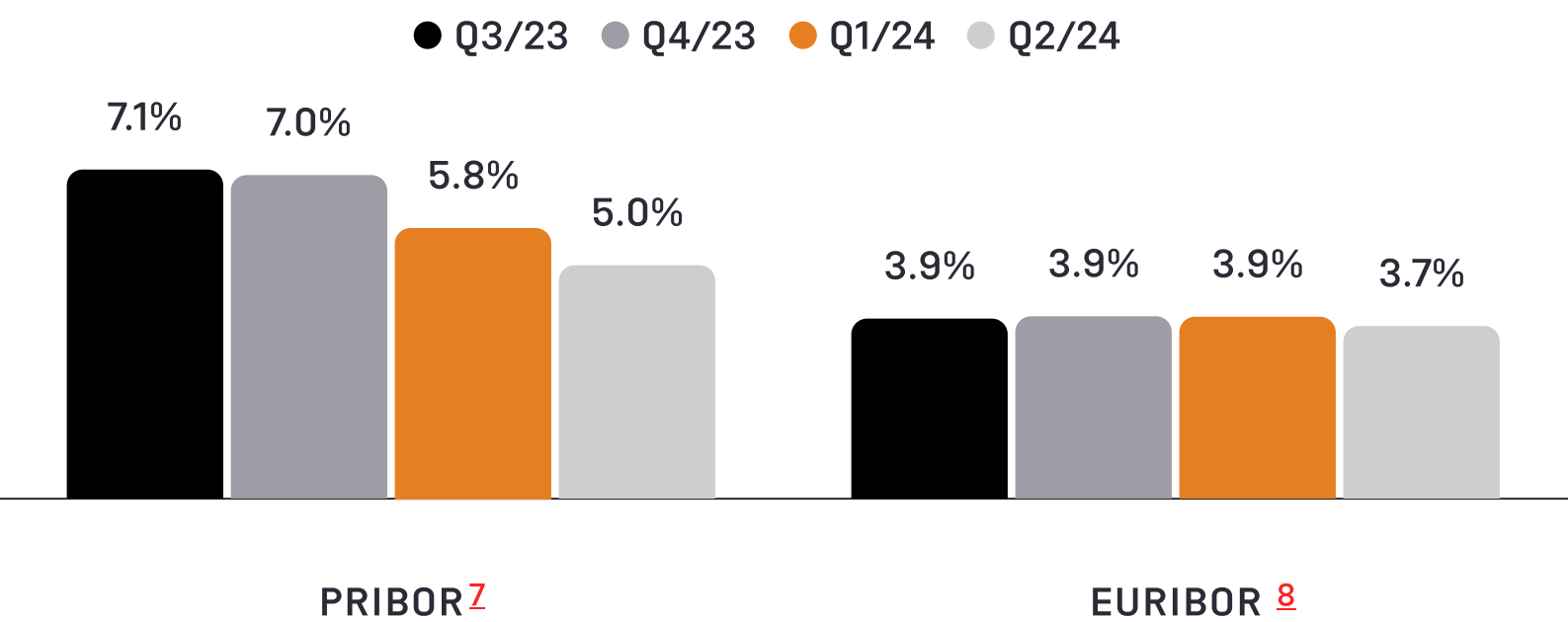
Inflation in Eurozone (%)⁵



FOOTSHOP IS PROFITING FROM TRANSITIONING BANK LOANS TO EUR

- Footshop successfully transitioned its bank loans from CZK to EUR currency in 2022. Consequently, the company is now influenced by the development of EURIBOR rates, which have been consistently lower than PRIBOR rates.
- The forecast for EURIBOR 3M rates in Q2 2025 stands at 2.64 %.⁶

PRIBOR and EURIBOR development (%)



FINANCIAL RESULTS

CONSOLIDATED RESULTS FOR THE FOOTSHOP GROUP
PREPARED IN ACCORDANCE WITH IFRS STANDARDS

644M CZK

Net Revenue

H1 FY23: 476M CZK

Δ y/y: +35%

282M CZK

Gross Margin

H1 FY23: 193M CZK

Δ y/y: +46%

30M CZK

Operating Profit

H1 FY23: -6M CZK

Δ y/y: +36M CZK

55M CZK

EBITDA

H1 FY23: 18M CZK

Δ y/y: +37M CZK

43.7%

Gross Margin

H1 FY23: 40.5%

Δ y/y: +3.2pp

4.7%

Operating Profit

Margin

H1 FY23: -1.3%

Δ y/y: +6.0pp

8.5%

EBITDA Margin

H1 FY23: 3.7%

Δ y/y: +4.8pp

"CAREFUL STOCK MANAGEMENT ALLOWS US TO GROW THE TOP-LINE SIGNIFICANTLY FASTER THAN THE INCREASE IN INVENTORY LEVELS. ADDITIONALLY, WE MAINTAIN A VERY HEALTHY STOCK."

CZK millions	6.2023	6.2024	% change
Non - Current assets			
Property, plant and equipment	13.2	15.0	14%
Right-of-use assets 1	116.5	88.3	-24%
Intangible assets	39.0	40.8	5%
Prepayments - LT	0.7	0.7	-1%
Trade and other receivables	3.9	4.2	8%
Total non-current assets	173.3	149.0	-14%
Curent assets			
Inventories 2	286.5	317.3	11%
Trade and other receivables 3	34.8	63.3	82%
Prepayments 4	10.0	28.6	185%
Restricted cash	25.0	25.0	-
Cash and cash equivalents	91.4	54.5	-40%
Taxes receivable	0.1	8.5	10581%
Total current assets	447.8	497.3	11%
Total assets 5	621.2	646.4	4%

THE TOTAL ASSET VALUE SHOWS LITTLE YEAR-OVER-YEAR CHANGE

- 1 **Right-of-Use Assets:** Decreased significantly by CZK 28.2M (24%), from CZK 116.5M to CZK 88.3M as the value was depreciated.
- 2 **Inventories:** Increased by CZK 30.9M (11%), from CZK 286.5M to CZK 317.3M. However, the inventory growth rate was significantly lower than the top-line growth. Additionally, an allowance for inventory impairment was created at only CZK 348k, representing only a small portion of the total inventory value, which indicates a healthy stock.
- 3 **Trade and Other Receivables:** Saw a significant increase of CZK 28.5M (82%), from CZK 34.8M to CZK 63.3M. Vast majority of current receivables (~60%) consist of trade receivables from customers and with an age of up to 30 days. The remaining portion includes balances on payment gateways and non-financial receivables, primarily represented by turnover bonuses from suppliers.
- 4 **Prepayments:** Jumped substantially by CZK 18.6M (185%), from CZK 10.0M to CZK 28.6M. 75% of the value are prepayments for inventories and the increase is related to the change in the legal form (from Footshop s.r.o. to Footshop a.s.). The value of prepayments is expected to gradually decrease.
- 5 **Total Assets** increased by 4%, driven by growth in current assets, especially inventories, receivables, and prepayments.

"BY SECURING NEW CAPITAL, FOOTSHOP ELIMINATED NON-BANK FINANCING AND SIGNIFICANTLY STRENGTHENED ITS FINANCIAL POSITION BY REDUCING DEBT, WITH BORROWINGS DECREASING BY 63%."

CZK millions	6.2023	6.2024	% change
Total equity 1	138.2	111.4	-19%
Non-current liabilities			
Borrowings 2	43.7	-	-100%
Lease liabilities	99.0	76.2	-23%
Total non-current liabilities	142.7	76.2	-47%
Current liabilities			
Warrants 3	-	94.1	-
Sponsor shares designated at FVPL 4	-	48.0	-
Borrowings - current 5	94.8	50.9	-46%
Lease liabilities - current	24.1	24.4	1%
Trade and other payables	170.5	166.1	-3%
Other liabilities	6.5	7.5	15%
Provisions	7.3	9.3	28%
Contract liabilities	11.6	14.5	26%
Taxes payable	25.5	44.0	72%
Total current liabilities	340.3	458.8	35%
Total liabilities 6	483.0	535.0	11%

STRENGTHENED FINANCIAL POSITION

- 1 **Total Equity:** Fell by CZK 26.8M (19%), from CZK 138.2M to CZK 111.4M, primarily due to factors related to Footshop going public (explained in detail in [2023 Annual Report](#)).
- 2 **Borrowings:** Completely repaid, decreasing by CZK 43.7M, bringing the balance down to zero. This item in H1 FY23 included non-bank financing from third parties, which was repaid in full following the influx of new capital into the company.
- 3 **Warrants:** Newly introduced balance sheet item with a value of CZK 94.1M, indicating liabilities related to issued warrants. Warrants are explained in more detail on the [Slide 25](#).
- 4 **Sponsor Shares Designated at FVPL:** Another newly introduced balance sheet line with a value of CZK 48.0M, reflecting fair value liabilities associated with sponsor shares. Sponsor shares are explained in more detail on [Slide 26](#).
- 5 **Borrowings - Current:** Decreased by CZK 43.9M (46%), from CZK 94.8M to CZK 50.9M, reflecting partial repayment of short-term debt. As of 30.6.2024, only the loan from Raiffeisen Bank, amounting to approximately CZK 50M, was drawn. However, the company draws this loan in EUR, reducing its financing costs.
- 6 **Total Liabilities:** Increased by CZK 51.0M (11%), from CZK 483.0M to CZK 535.0M, driven by the rise in current liabilities despite the reduction in non-current liabilities.

"THE ISSUANCE OF WARRANTS, CLASSIFIED AS FINANCIAL LIABILITIES, INTRODUCES COMPLEXITY WITH ONGOING REVALUATION, WHILE OFFERING POTENTIAL FUTURE SHARE CONVERSION UNDER SPECIFIC CONDITIONS."

WARRANTS

- As part of the transaction settlement, the company issued warrants, i.e., registered securities that can be converted upon the occurrence of specified future events into common shares at a specified ratio.
- The warrants issued will either gradually be converted into common shares or expire, at which point they will be nullified. The company can no longer issue new warrants and the warrants themselves do not carry any rights to profit sharing, voting rights, or any other shareholder rights.
- The warrants are derivative financial liabilities mandatorily measured at Fair Value Through Profit or Loss (FVPL).
- Gains and losses from warrants are presented in profit or loss under fair value gains / (losses) on warrants and sponsor shares.
- The Group issued 3 classes of warrants to public investors as part of the "Unit", being 6 warrants per each 6 ordinary shares (3 warrants issued at IPO and 3 warrants issued in June 2023 upon the completion of the acquisition).
- Warrants are convertible into Ordinary shares when both of the following criteria are met:
 - Closing of the transaction between SPAC and Footshop s.r.o. This occurred before 31 December 2023.
 - The price of the Ordinary shares exceeds the given price threshold on 15 out of 30 consecutive trading days following the closing of the transaction: 110, 120 or 130 CZK per share (depending on the warrant class). For more details, please refer to table below. These events have not yet occurred as at 30 June 2024.

Warrant classes

Classes	Number of warrants issued	Exercise price per warrant (CZK)	Date of expiry	Conversion ratio
110 Warrant	1 614 878	110	23 June 2028	0.12 ordinary share
120 Warrant	1 614 878	120	23 June 2028	0.24 ordinary share
130 Warrant	1 614 878	130	23 June 2028	0.36 ordinary share

"SPONSOR SHARES, CLASSIFIED AS FINANCIAL LIABILITIES, INCLUDE A CONVERSION OPTION, WITH MANDATORY CONVERSIONS TRIGGERED BY SPECIFIC SHARE PRICE THRESHOLDS."

SPONSOR SHARES

- The Group designated the sponsor shares as financial liabilities measured at Fair Value Through Profit or Loss (FVPL) at initial recognition, because the sponsor shares contain an embedded derivative – a conversion option into ordinary shares, which is not closely related to the host financial liability contract.
- Gains and losses from sponsor shares are presented in profit or loss under fair value gains / (losses) on warrants and sponsor shares, except for the amount of change in the fair value that is attributable to changes in the Company's own credit risk, which is recorded in other comprehensive income.
- Sponsor shares are automatically and mandatorily convertible into 7 Ordinary shares for 1 Sponsor share, as follows:
 - $\frac{1}{3}$ was already converted upon successful completion of the SPAC transaction before 1 August 2023.
 - $\frac{1}{3}$ will be converted subsequently, if Ordinary share price reaches 110 CZK for 15 out of 30 consecutive trading days,
 - $\frac{1}{3}$ will be converted subsequently if Ordinary share price reaches 120 CZK for 15 out of 30 consecutive trading days
- But, any Sponsor shares outstanding upon the 5th anniversary of the Business Combination (23 June 2028), subject to not being converted before under the criteria above, will mandatorily convert into 1 Ordinary share.

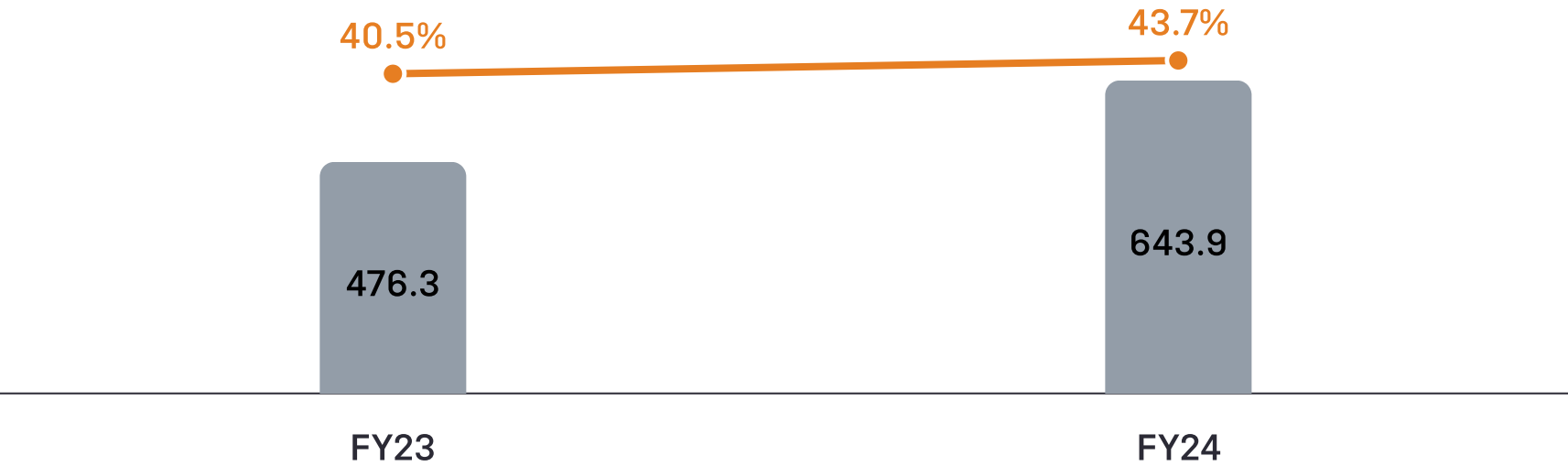
"WHILE CZECH E-COMMERCE EXPERIENCED ONLY MODEST GROWTH IN THE FIRST HALF OF 2024, FOOTSHOP ACHIEVED AN IMPRESSIVE 35% Y/Y REVENUE GROWTH AND OUTPERFORMED THE MARKET. FURTHERMORE, GROSS MARGIN INCREASED BY 3.2PP."

CZK millions	H1 FY23	H1 FY24	% change
Revenues 1	476.3	643.9	35%
Cost of goods sold	283.2	362.3	28%
Gross Margin % 2	40.5%	43.7%	3.2pp
Other income	0.4	1.3	254%
Raw materials and consumables used	4.3	4.5	5%
Services	16.0	35.8	123%
Marketing	67.6	86.3	28%
Transportation and delivery	31.0	35.9	16%
Contractors and external cooperations	18.0	19.8	10%
Employee benefit expenses	37.6	43.2	15%
Depreciation and amortization	23.8	25.0	5%
Other operating expenses	1.3	2.4	88%
Profit/ (Loss) from operating activities	[6.2]	30.0	-
Gains / (losses) on remeasurement of Warrants and Sponsor shares	-	[12.4]	-
Finance income	0.6	0.2	-58%
Finance cost	15.8	9.9	-37%
Profit/ (Loss) for the period	[21.4]	7.9	-

REVENUE GREW 35% AND GROSS MARGIN INCREASED BY 3.2PP

- 1 Revenue:** Footshop achieved a significant year-over-year growth in revenue, increasing from 476M CZK in H1 FY23 to 644M CZK in H1 FY24, representing a 35% uplift.
- In terms of order volume, Footshop processed a total of 394K orders in H1 FY24, compared to 320K orders during the same period last year.
- 2 Gross Margin:** % Gross Margin also increased substantially year-over-year, rising from 40.5% in H1 FY23 to 43.7% in H1 FY24. This growth was driven primarily by a strong product offering and favourable developments in the EUR/CZK exchange rate (Refer to [Slide 19](#) for more details).

Revenue in M CZK and % Gross Margin for H1 of respective year

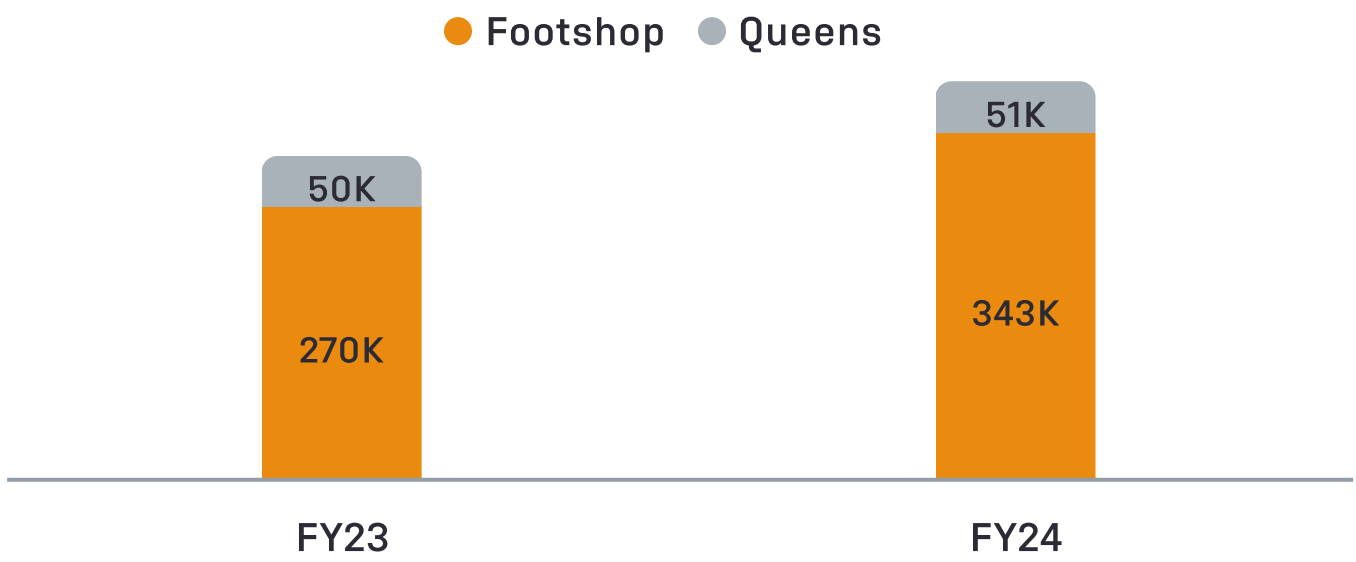


"FOOTSHOP ACHIEVED A 23% INCREASE IN TOTAL ORDER VOLUME, WITH AOV RISING ACROSS BOTH FOOTSHOP AND QUEENS, DRIVEN BY PRICE GROWTH AND CATEGORY DISTRIBUTION."

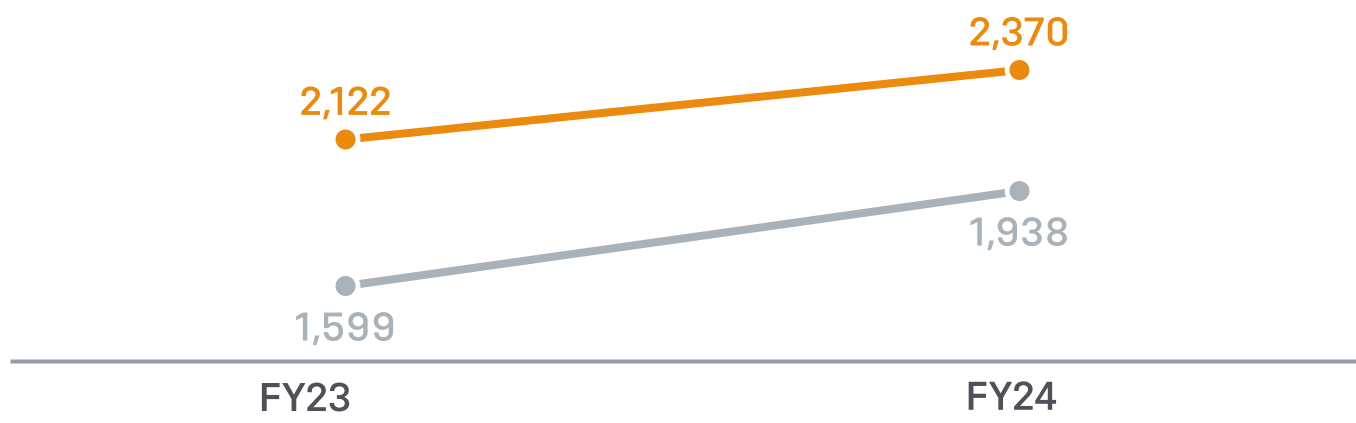
Overall return rate for H1 of respective year



Orders in k for H1 of respective year



Average Order Value in CZK for H1 of respective year



RETURN RATE

- The Return rate saw a slight year-over-year decrease and remains steady at around 20%, which is relatively low for a company operating in the fashion industry.

ORDER VOLUME

- The total number of orders increased from 320k in H1 FY23 to 394k in H1 FY24, representing an overall growth of approximately 23%.
- This significant increase reflects a strong overall performance in order volume, driven by growing customer demand during this period.

AVERAGE ORDER VALUE

- Footshop saw an AOV increase of 11.7%, rising from CZK 2,122 in H1 FY23 to CZK 2,370 in H1 FY24. The main driver of the increasing AOV for Footshop is the rise in prices, as the share of individual categories in total sales has remained stable.
- Queens experienced a larger AOV increase of 21.2%, growing from CZK 1,599 in H1 FY23 to CZK 1,938 in H1 FY24. For Queens, the key driver of AOV growth is the increasing share of footwear in total sales, as footwear holds the highest price point within the product portfolio.

"DESPITE STRONG TOP-LINE GROWTH, FOOTSHOP REMAINS FOCUSED ON OPERATIONAL EFFICIENCY, REDUCING THE PERCENTAGE OF REVENUE SPENT ON MARKETING AND LOGISTICS, ITS LARGEST VARIABLE EXPENSES."

CZK millions	H1 FY23	H1 FY24	% change
Raw materials and consumables used	4.3	4.5	5%
% Revenue	0.9%	0.7%	↓ -0.2pp
Services 1	16.0	35.8	123%
% Revenue	3.4%	5.6%	↑ +2.2pp
Marketing 2	67.6	86.3	28%
% Revenue	14.2%	13.4%	↓ -0.8pp
Transportation and delivery 3	31.0	35.9	16%
% Revenue	6.5%	5.6%	↓ -0.9pp
Contractors and external cooperations	18.0	19.8	10%
% Revenue	3.8%	3.1%	↓ -0.7pp
Employee benefit expenses 4	37.6	43.2	15%
% Revenue	7.9%	6.7%	↓ -1.2pp
Depreciation and amortization	23.8	25.0	5%
% Revenue	5.0%	3.9%	↓ -1.1pp
Other operating expenses	1.3	2.4	88%
% Revenue	0.3%	0.4%	↑ +0.1pp

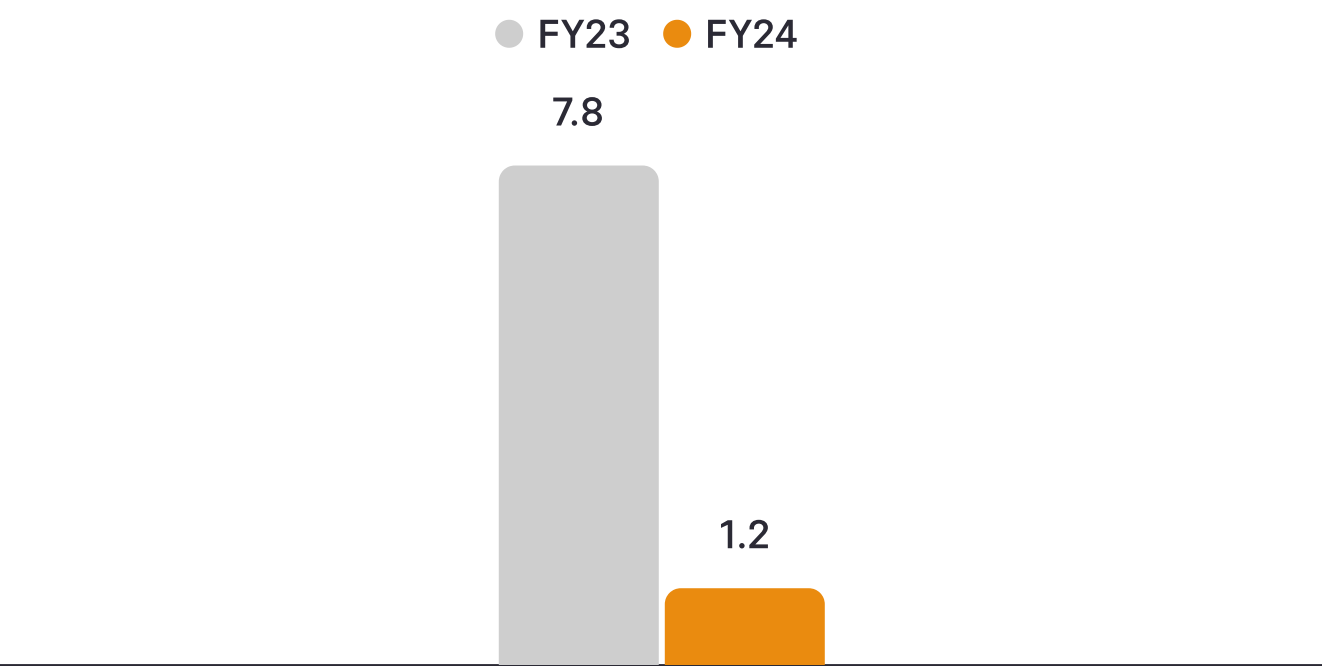
THE MAJORITY OF COSTS (AS % OF REVENUE) DECREASED

- 1 **Services:** This category, as one of only two expense categories, experienced an increase as a percentage of revenue, rising from 3.4% in H1 FY23 to 5.6% in H1 FY24 (+2.2pp). This increase was partially driven by higher administrative costs related to Footshop going public.
- 2 **Marketing:** Although marketing costs grew by 28% in absolute terms, they decreased as a share of revenue, dropping from 14.2% in H1 FY23 to 13.4% in H1 FY24 (-0.8pp). The cost reduction was driven by close monitoring of the performance across individual marketing channels and active management.
- 3 **Transportation and Delivery:** This expense category also saw a decrease as a percentage of revenue, from 6.5% to 5.6% (-0.9pp), despite a 16% increase in absolute terms. The main reason for the decrease in transportation costs is economies of scale.
- 4 **Employee Benefit Expenses:** Employee-related costs decreased as a percentage of revenue, moving from 7.9% to 6.7% (-1.2pp), despite a 15% increase in actual expenses. This reflects better productivity or higher revenue generation per employee.

"THE NEWLY ACQUIRED CAPITAL WAS USED TO REDUCE FINANCIAL EXPENSES. HOWEVER, THE TRANSACTION'S STRUCTURE ADDED COMPLEXITY, REQUIRING REGULAR REVALUATION OF FINANCIAL INSTRUMENTS INVOLVED IN THE SETTLEMENT."

CZK millions	H1 FY23	H1 FY24	% change
Gains / (losses) on remeasurement of Warrants and Sponsor shares 1	-	(12.4)	-
% Revenue	-	1.9%	-
Finance cost 2	15.8	9.9	-37%
% Revenue	3.3%	1.5%	↓ -1.8pp

Interest expenses in H1 of the respective year in M CZK



THE NEWLY ACQUIRED CAPITAL WAS IMMEDIATELY USED TO REDUCE FINANCIAL EXPENSES.

- 1 **Warrants and sponsor shares:** This category saw a newly recorded loss of CZK 12.4M in H1 FY24, which represents 1.9% of revenue. This item was not present in H1 FY23, marking a significant impact on the financial results. Warrants and sponsor shares are further explained on [Slide 25](#) and [Slide 26](#).
- 2 **Finance cost:** This expense line decreased significantly by 37%, from CZK 15.8M in H1 FY23 to CZK 9.9M in H1 FY24. As a percentage of revenue, financial costs dropped from 3.3% to 1.5%, a decline of 1.8pp. This reduction was primarily driven by a lower debt level on the balance sheet, resulting in substantial savings in interest expenses.

"AS A RESULT OF A 35% INCREASE IN TOP-LINE, A 3.2PP RISE IN GROSS MARGIN, AND BOTTOM-LINE EFFICIENCY IMPROVEMENTS, PROFITABILITY MEASURED BY EBITDA REACHED CZK 55M, REPRESENTING AN EBITDA MARGIN OF 8.5%."

CZK millions	H1 FY23	H1 FY24	% change
Revenues	476.3	643.9	35%
Cost of goods sold	283.2	362.3	28%
Gross Margin %	40.5%	43.7%	3.2pp
Other income	0.4	1.3	254%
Raw materials and consumables used	4.3	4.5	5%
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Contractors and external cooperations	18.0	19.8	10%
Employee benefit expenses	37.6	43.2	15%
Depreciation and amortization	23.8	25.0	5%
Other operating expenses	1.3	2.4	88%
Profit/ (Loss) from operating activities	(6.2)	30.0	-
EBITDA 1a	17.6	55.0	213%
EBITDA margin % 1b	3.7%	8.5%	4.8pp
Profit/ (Loss) for the period 2a	(21.4)	7.9	-
Profit margin % 2b	(4.5%)	1.2%	5.7pp

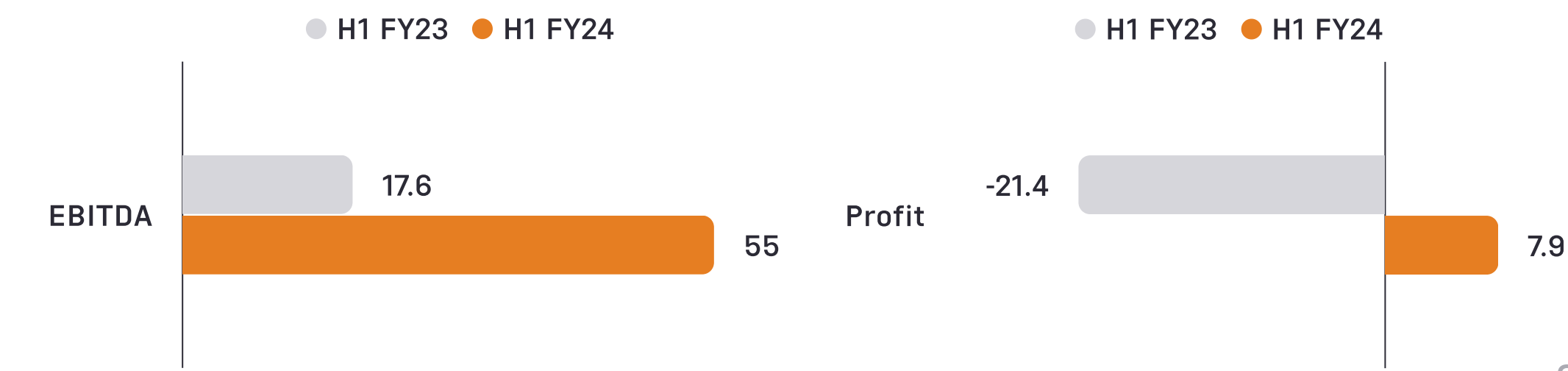
EBITDA INCREASED BY CZK 37M (213%) YEAR-OVER-YEAR

- 1a EBITDA: EBITDA saw a significant year-over-year increase of CZK 37.4M, rising from CZK 17.6M in H1 FY23 to CZK 55.0M in H1 FY24. This represents a 213% growth.
- 1b EBITDA margin %: EBITDA margin improved by 4.8pp, increasing from 3.7% to 8.5%. This indicates a strong improvement in operational profitability.

FOOTSHOP'S OVERALL PROFITABILITY IMPROVED

- 2a Profit (Loss) for the Period: Footshop moved from a loss of CZK 21.4M in H1 FY23 to a profit of CZK 7.9M in H1 FY24, indicating a positive turnaround in the bottom line.
- 2b Profit margin %: The profit margin shifted from negative 4.5% to 1.2%, an increase of 5.7pp, reflecting improved overall profitability.

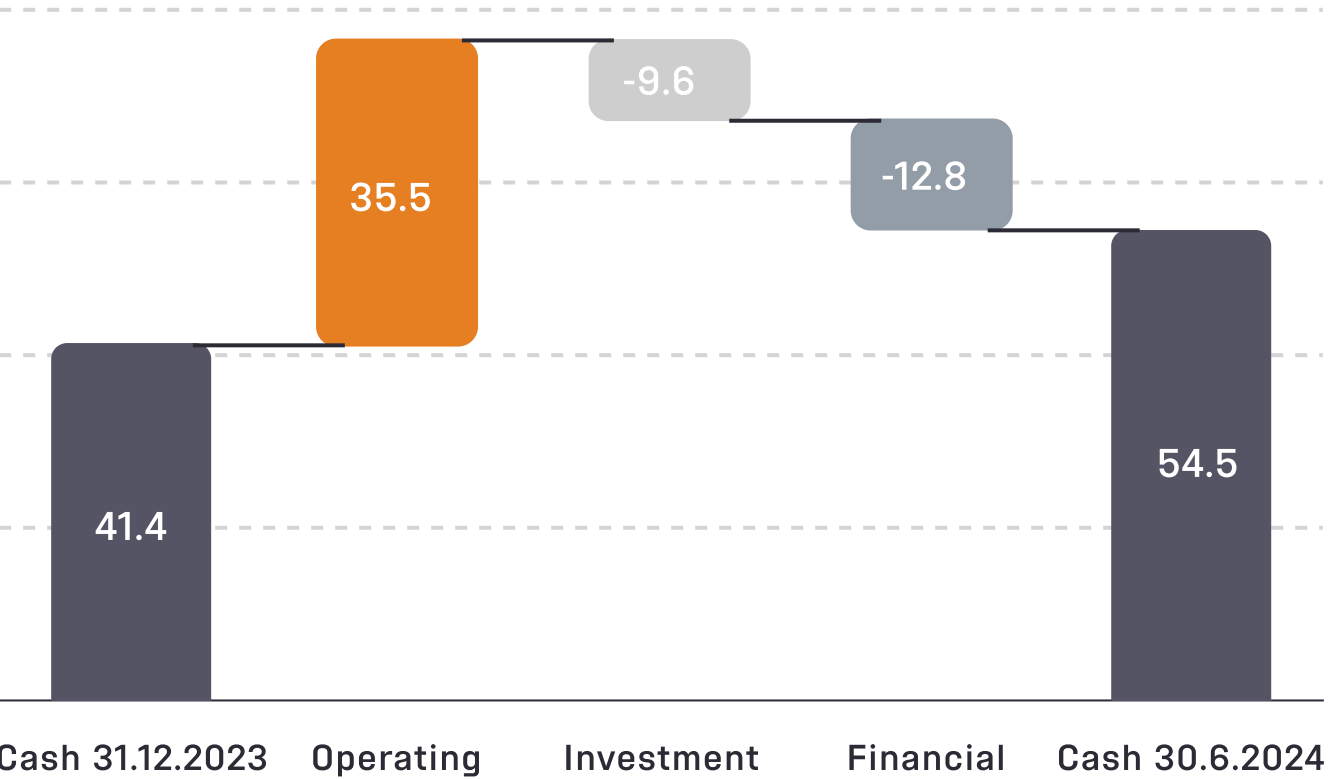
EBITDA and Profit for the respective year in M CZK



"FOOTSHOP ACHIEVED SIGNIFICANT INCREASE IN OPERATING CASH FLOW DRIVEN BY STRONGER PROFITABILITY."

CZK millions	H1 FY23	H1 FY24
Operating Cash Flow	23.0	41.3
Investment Cash Flow	(9.3)	(9.6)
Financial Cash Flow	54.4	(12.8)
Net change in cash	57.7	13.1

Cash Flow development in CZK millions



CASH FLOW DEVELOPMENT

- Operating Cash Flow:** Net cash from operating activities increased significantly from CZK 12.6M in H1 2023 to CZK 35.5M in H1 2024. This increase is driven by stronger profitability.
- Investing Cash Flow:** Cash outflows from investing activities remained stable, with CZK -9.6M in H1 2024, similar to CZK -9.3M in H1 2023. This demonstrates a consistent focus on enhancing the company's intangible assets, in this case technology and intellectual property.
- Financing Cash Flow:** Financing activities in H1 2024 resulted in a cash outflow of CZK -12.8M, a reversal from the inflow of CZK 54.4M in H1 2023. The entire outflow in H1 2024 was used for lease repayments.
- Net cash:** In FY23, the change in net cash was primarily driven by inflows from financing activities, whereas in FY24, the main contributor to the net cash increase shifted to strong cash generation from operating activities.

~~GUIDANCE FOR 2024~~

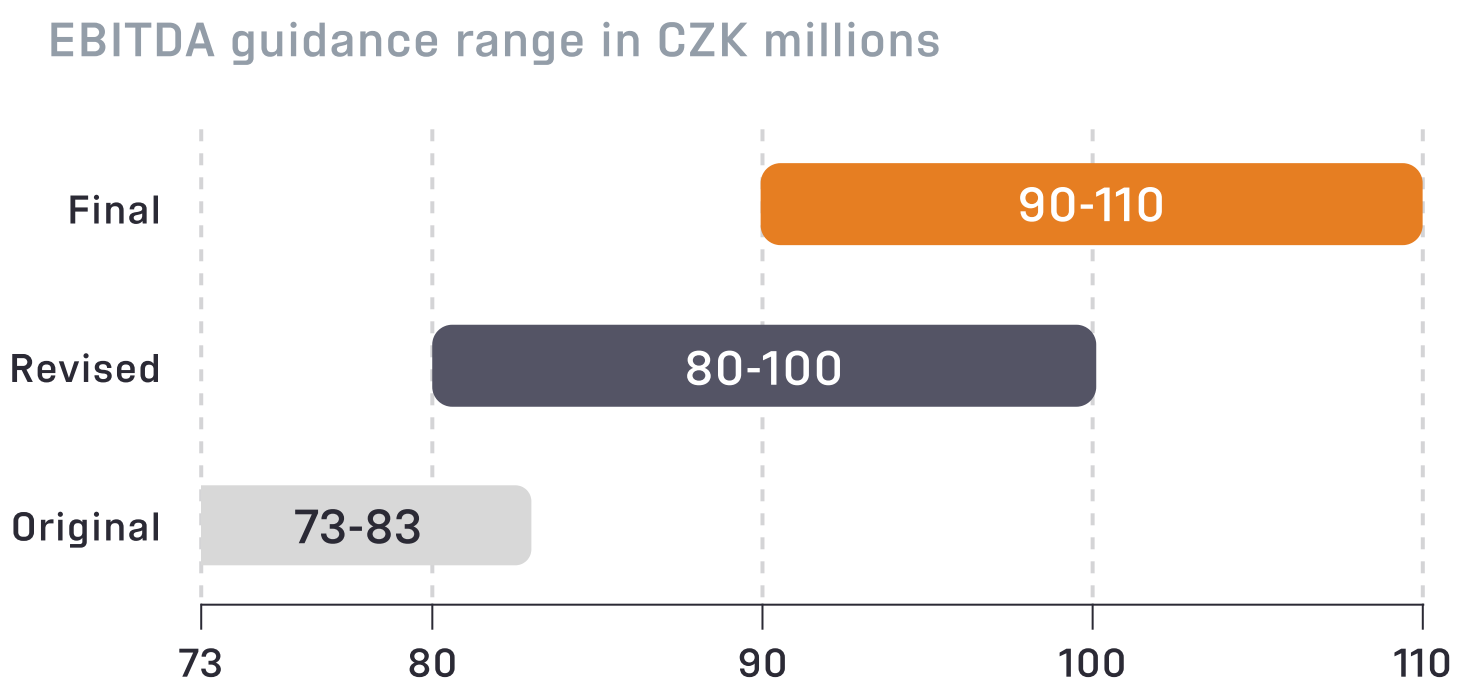
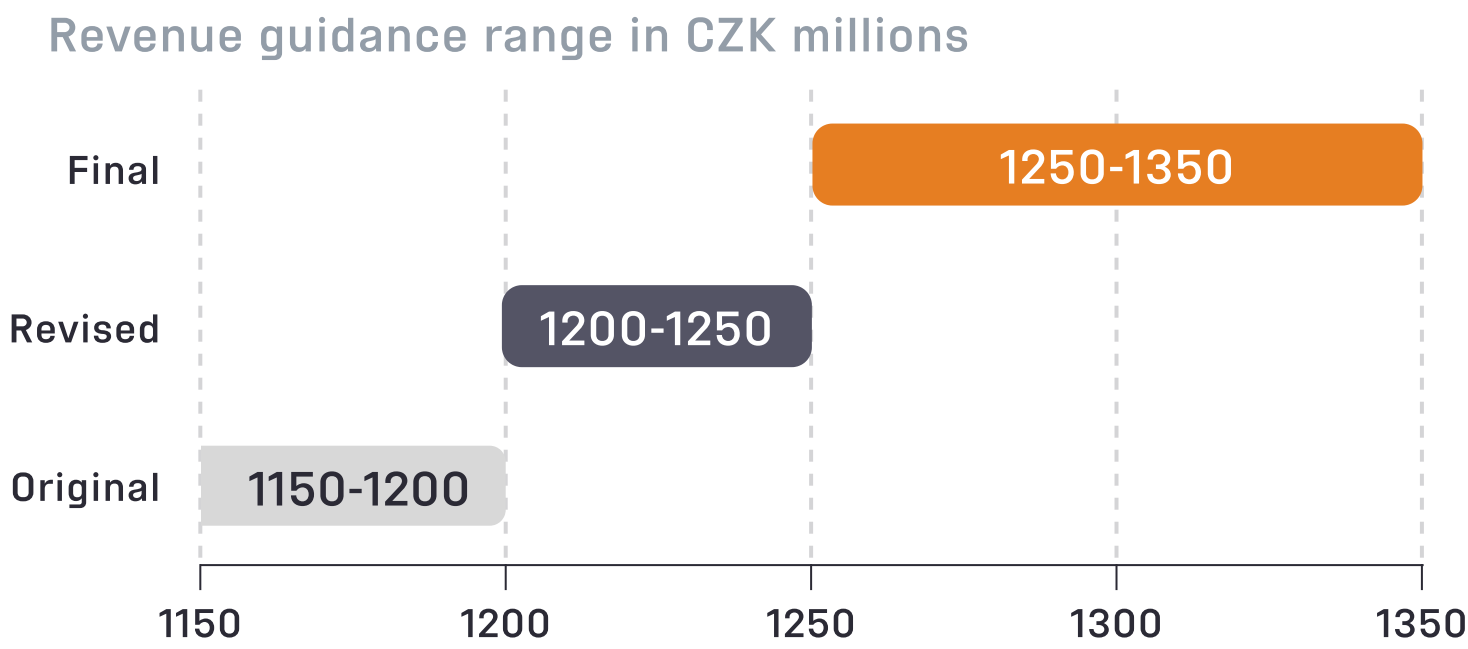
"FOOTSHOP RAISES ITS 2024 GUIDANCE TO CZK 1,250-1,350 MILLION IN REVENUE AND CZK 90-110 MILLION IN EBITDA DUE TO STRONG PERFORMANCE."

ORIGINAL AND REVISED GUIDANCE

- Footshop initially projected its 2024 revenues to be in the range of CZK 1,150-1,200 million, with EBITDA between CZK 73-83 million.
- Based on strong early-year results of Q1, the company revised its guidance upwards to CZK 1,200-1,250 million in revenues and CZK 80-100 million in EBITDA.

FINAL GUIDANCE

- Now, following continued solid performance and positive trends across key financial metrics, Footshop has further increased its guidance for 2024, anticipating revenues between CZK 1,250-1,350 million and EBITDA in the range of CZK 90-110 million. This adjustment reflects the company’s confidence in its ability to sustain growth and enhance profitability.



KEY EVENTS

H1 FY24 TARGETS REVISITED

Sales Channels

A) 100K downloads of our Mobile App with a score of 4,5+ and share on Revenue of at least 15%.

✓ **203K DOWNLOADS IN H1. 5 STAR RATINGS ON GOOGLE PLAY & APP STORE. H1 REVENUE SHARE 11,7% (EFFECT OF MARGIN EFFICIENCY FOCUS)**

B) Opening the new Footshop Store in Warsaw and Queens Store in Prague.

✓ **11/2024 OPENING FS WARSAW CONFIRMED. QUEENS STORE OPENING Q4/2024**

C) 75% of Footshop Revenue is generated abroad

✓ **76% OF REVENUES DELIVERED ABROAD**

Inventory

A) Private Label to generate 15M+ CZK Revenue in 2024 with a Margin at least 5pp above company average

✓ **AT RISK - THE EXPECTED MARGIN WAS ACHIEVED, AND A SIGNIFICANT PART OF THE REVENUE IS EXPECTED DURING THE UPCOMING MONTHS.**

B) Exclusive launch of the brand BAPE as one of five retailers in Europe.

✓ **174% REVENUE FULFILLMENT, CEE EXCLUSIVE, 1of5 RETAILERS TO CARRY IN EU**

C) Launch of Active Category on the website

✓ **LAUNCHED. ON ROUTE TO FULFILL 2024 REVENUE ACTIVE TARGET.**

Queens

A) Queens Rebranding with the new logo and corporate identity.

✓ **NEW LOGO AND CORPORATE IDENTITY ON WEB & SOCIAL CHANNELS**

B) Launch of the new Queens website on all current language mutations.

✓ **NEW FACELIFTED WEBSITE LAUNCHED ON ALL MUTATIONS**

C) Launch of 8 new language mutations of the Queens Website

✓ **LAUNCHED. CURRENTLY 15 LANGUAGES AVAILABLE IN 20 LOCALISED WEBSITES.**

D) Open the new Queens store in Prague.
OPENING POSTPONED TO Q4/2024

Target H1/24

1

ACTIVE CATEGORY LAUNCH

Footshop's new Active category is where running, hiking, and other sports meet style. We aim to inspire our existing customers to embrace a healthy lifestyle and stay active while expanding our brand portfolio & customer base.

2

POLAND MARKET EXPANSION

Poland becomes no.3 market in Footshop. New & biggest Footshop store will be opened in Warsaw this November.

3

BAPE LAUNCH & EXCLUSIVE INVENTORY

Footshop introduces iconic streetwear brand BATHING APE as CEE exclusive. New additions from brands like OFF WHITE, FEAR OF GOD, or PALM ANGELS in H2 bring global street culture influence to Footshop's curated sneaker and fashion lineup. This makes our premium and exclusive inventory stronger than ever.

4

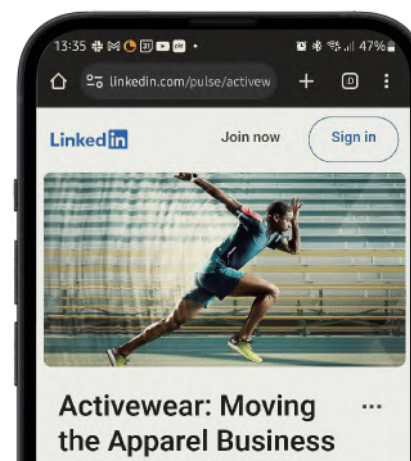
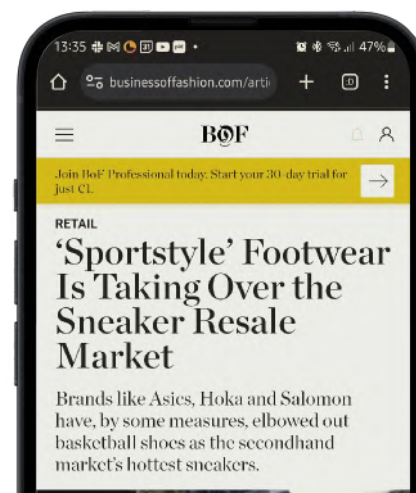
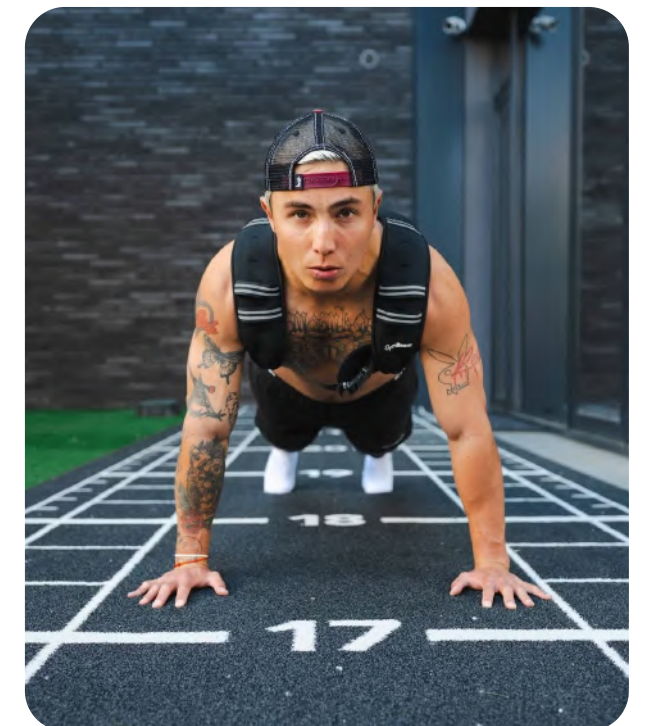
COLABS & PRIVATE LABEL

H1 was defined by Footshop X adidas sneaker colab, dominating the EURO style cup competition & Multiple private label drops - including Botas x Footshop colab featuring bespoke sneaker model in 11 versions.

"WELCOME TO THE FUTURE OF STREETWEAR – WHERE STAYING FIT IS THE NEW COOL"

Footshop Active is where running, hiking, and other sports activities meet style. We aim to inspire our existing customers to embrace a healthy lifestyle and stay active while expanding our brand portfolio & customer base.

- On-route to fulfill 2024 revenue ACTIVE target (biggest product volume to arrive in Fall/Winter 2024 & Spring/Summer 2025).
- 6 new brands were onboarded in H1, and 6 key current brands gave us access to new product tiers. For Q4 2024 and Q1 2025 we are expanding the portfolio even more (12+ brands focused on outdoor, fitness & running).
- Footshop ACTIVE CLUB launched - organizing of community runs, providing new product testing, and collaborating with local sports clubs and communities. All of this is both online (FS app, Strava) and on the ground.
- Onboarding of athletes into our influencer program - 8 athletes so far, a combined reach of 400K followers.



"FOCUS ON POLAND PAID OFF. IN H1 POLAND BECAME NO.3 MARKET IN FOOTSHOP. THE NEW & BIGGEST FOOTSHOP STORE WILL BE OPENED IN WARSAW THIS NOVEMBER. PL MARKET EXPANSION ALSO STRENGTHENED OUR RELATIONSHIP WITH ADIDAS."

POLAND EXPANSION

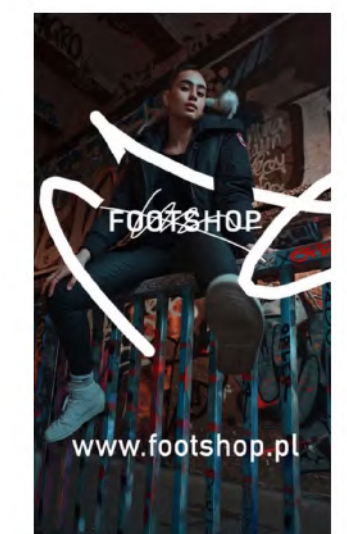
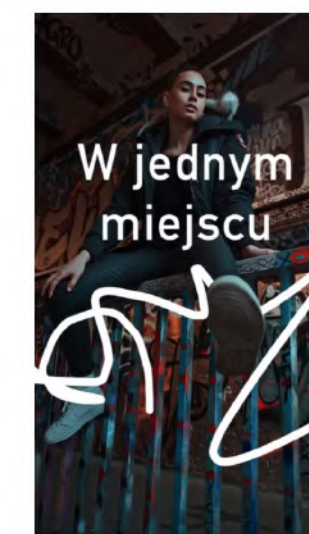
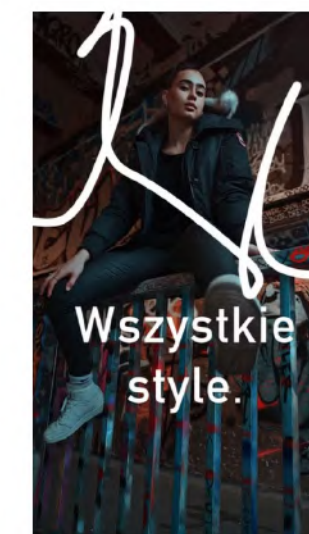
- Poland becoming the no.3 market in all of Footshop, fulfilling revenue target by 187% in H1, with YoY net revenue growth of 123%
- The Polish market is also the main focus of the adidas x Footshop partnership - both brands investing heavily in market penetration together in H2 of 2024
- 3 big campaigns are scheduled for H2/2024:
 - Influencer online campaign & event with @Dresscode_crew
 - Wide impact Brand Equity Video campaign &
 - Spectacular Warsaw store opening with special capsule collection launch & city takeover in November 2024



Two 20-24 yo girls wearing adidas fits in a pedestrian urban tunnel with graffiti and atmospheric light.
VO: **We have exactly what your style needs.**
PL: *Mamy to, czego dokładnie potrzebuje Twój styl.*



One of the girls tosses playfully a Footshop branded shopping bag to her friend who is sitting on a railing.



"BAPE REPRESENTS THE VERY UPPER ECHELON OF STREETWEAR. FOOTSHOP INTRODUCES THIS ICONIC LABEL AS CEE EXCLUSIVE. NEW INVENTORY ADDITIONS LIKE OFF WHITE, FEAR OF GOD OR PALM ANGELS BRING GLOBAL STREET CULTURE INFLUENCE TO OUR CURATED SNEAKER AND FASHION LINE-UP."

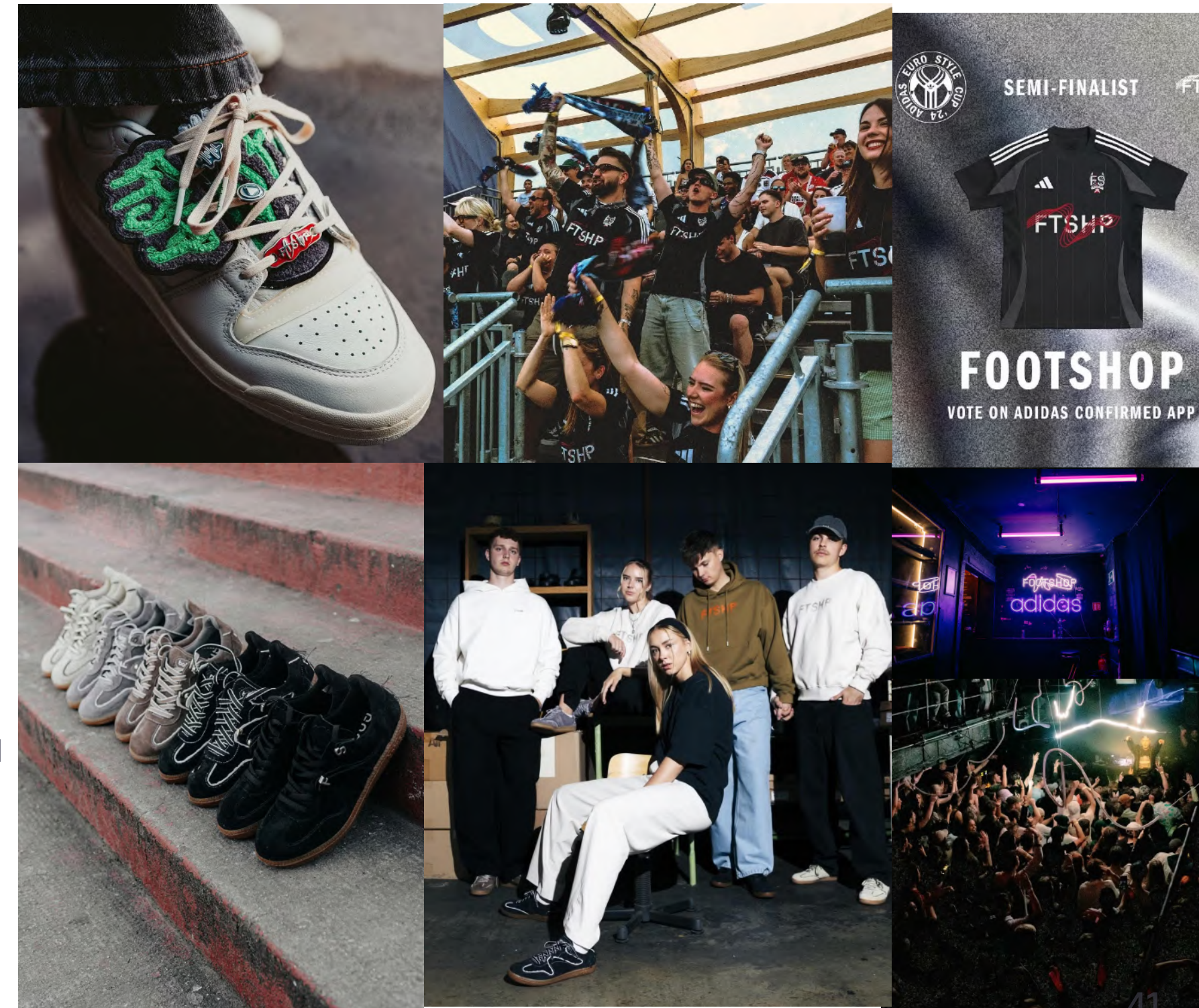
~~BAPE~~ LAUNCH & EXCLUSIVE INVENTORY

- Iconic Bathing Ape has landed at Footshop offering a CEE exclusive selection of bold & sought-after streetwear pieces - Us being 1 of 5 stores to carry BAPE in the whole of EU.
- Accompanied by recent key streetwear additions from OFF WHITE, PALM ANGELS followed by upcoming FEAR OF GOD & FOG ESSENTIALS FW24 collections, FOOTSHOP's Exclusive & Premium inventory is stronger than ever.
- BAPE revenue target YTD over-achieved thanks to unlocked restock options. Products across footwear, apparel & accessories categories generate a margin of 8 p.p. above the company average.



"H1 WAS DEFINED BY FOOTSHOP X ADIDAS SNEAKER COLAB, DOMINATING THE EURO STYLE CUP COMPETITION AND MULTIPLE PRIVATE LABEL DROPS - INCLUDING BOTAS X FOOTSHOP FOOTWEAR COLLECTION FEATURING BESPOKE MODEL IN 11 VERSIONS "

- H1 Private label projects highlight the strengthening of the adidas & Footshop partnership.
- Namely the release of FS x adidas Forum 'QUELL BEATS' sneaker with a huge release party & win at the European consumer design competition, where Footshop's Euro Cup Jersey was voted as the very best design in all of Europe. The domination at Berlin's final football match was the cherry on top
- On a local level, we joined forces with iconic Czech brand Botas to launch a special Footshop x Botas WAVE collection with bespoke t-toe silhouette in 11 versions and a viral marketing campaign
- The target of a margin 5pp above the company average was fulfilled and delivered at 6,5% above the company average. On route to deliver the 2024 revenue target.
- Other in-line private label projects were also successful - f.e. Footshop socks replaced all of the popular sock brands in our B&M store - without any drop in revenue in this key category and with much higher margins.



~~APPENDIX~~

KEY TERMINOLOGY (1/2)

Term	Explanation
Adidas Consortium	a special division or program within the Adidas brand that focuses on collaborations with external partners, including fashion designers, sneaker boutiques, artists, and other brands; the goal of Adidas Consortium is to create unique and limited-edition footwear and apparel collections.
B&M store	brick-and-mortar store; physical retail store with where customers can shop in person
BN	billion
COGS	Cost of Goods Sold
CAGR	Compound annual growth rate
EBITDA	Profit after tax for the period, plus income tax, less other finance income, plus other finance costs, less interest income, plus interest expense, plus gain/loss on derivative transactions, plus depreciation and amortisation
EURIBOR	The Euro Interbank Offered Rate
EMEA	Europe, the Middle East, and Africa
Footshop Core	sales channel Online + B&M Stores
Footshop Group	Footshop a.s. and its subsidiaries
Footshop Releases	Footshop's webpage selling limited and the most exclusive sneakers; products are released on specific dates, and customers can buy them only after registering and being drawn in a raffle
FTSHP	Footshop
FY	Financial year

KEY TERMINOLOGY (2/2)

Term	Explanation
Gross Margin	(Net Revenue - Cost of Goods Sold) / Net Revenue * 100%
H1	half-year (january-june)
k	thousands
M	million
Net Revenue	Total Revenue after substracting returns, allowances and discounts, including Revenue from Shipping
PP	A percentage point - the difference between percentages
PRIBOR	The Prague Inter Bank Offered Rate
Q	quarter
Raffle	A way of randomly allocating limited sneakers to customers.
Releases Platform	same as Footshop Releases
SKU	Stock Keeping Unit
the Company	Footshop a.s.
the Group	Footshop Group
Yeezy	adidas Yeezy
y/y	year-on-year

METHODOLOGY

Slide no. / Chart (Table) Title	Explanation
9 / % Share of Sales Channels for H1 FY23 vs. H1 FY24	% Share on NOT consolidated Revenue (intercompany transactions are NOT eliminated).
11 / H1 FY24 Net Revenue per Region	% Share on NOT consolidated Revenue (intercompany transactions are NOT eliminated).
11 / Footshop presence in Europe	Countries where Footshop has ever shipped at least 1 order.
14 / Brand Revenue Growth at Footshop Core H1 FY23/24	Year-on-year growth per Brand calculated on Net Revenue.
23, 24 / Consolidated Statement of Financial Position	Consolidated Statement of Financial Position is NOT audited. Consolidated financial statements were prepared in accordance with IFRS accounting standards.
26, 28, 29 / Consolidated Statement of Profit or Loss	Consolidated Statement of Profit or Loss is NOT audited. Consolidated financial statements were prepared in accordance with IFRS accounting standards.
31 / Consolidated Statement of Cash flows	Consolidated Statement of Cash flows is NOT audited. Consolidated financial statements were prepared in accordance with IFRS accounting standards.
27 / % price categories share of Footshop Core	Price Categories are defined based on selling price in CZK as follows: Footwear: 0-1499: budget price; 1500-3499: mid price; 3500+: premium price Apparel: 0-1099: budget price; 1100-2499: mid price; 2500+: premium price Accessories: 0-799: budget price; 800-1999: mid price; 2000+: premium price

SOURCES

1. "Fashion - Europe | Statista Market Forecast." Statista, www.statista.com/outlook/dmo/ecommerce/fashion/europe?currency=EUR.
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THANK YOU

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