

Time to accelerate Rx due to convincing results.

● MARKET UPDATE | 4 OCTOBER 2024



Third quarter highlights.

- ▶ Group sales +21% yoy to EUR 574M in Q3, ytd +34% to EUR 1.7bn.
- ▶ Non-Rx sales +20% yoy to EUR 383M in Q3, ytd also +20% to EUR 1.2bn.
- ▶ Rx sales Germany +81% yoy to EUR 69M in Q3, accelerating in September to +108%. Ytd +42% to EUR 157M.
- ▶ Active customer base up 0.4M to 11.9M in Q3, up 1.4M yoy.



Convincing Rx results.

Time to accelerate.

- ▶ Strong inflow from new customers buying e-Rx and converting existing non-Rx customers to e-Rx.
- ▶ Based on very positive metrics of these e-Rx customers, strategic move to build on the momentum.
- ▶ Decision to increase Rx marketing; being agile and data-driven in marketing is our DNA.



Marketing power to unleash the full e-Rx potential.

AWARENESS

EDUCATION

CHANGE OF
MINDSET AND
BEHAVIOUR.



Online pharmacies increasingly pivotal in the supply of medication.

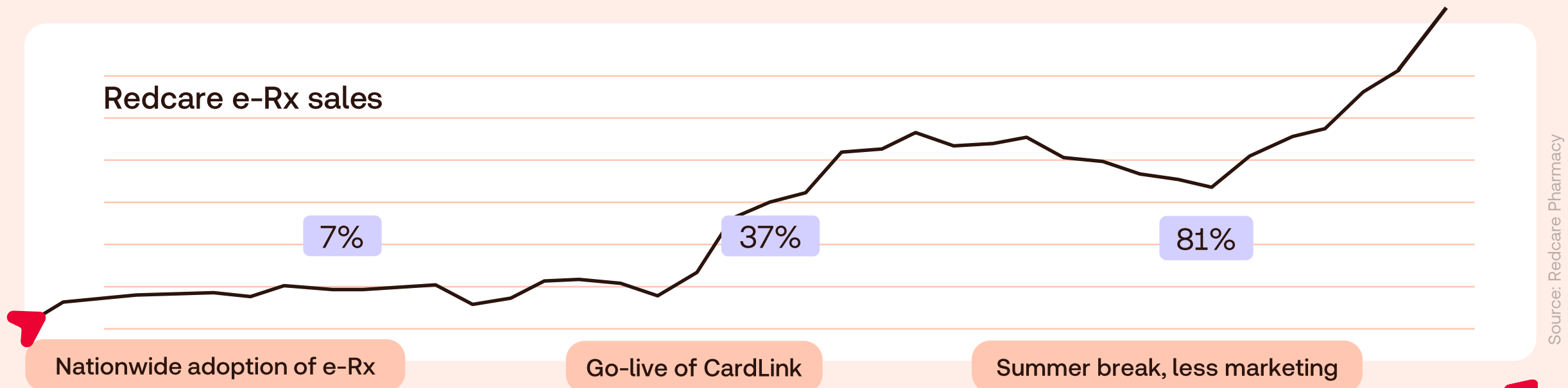
Today, online pharmacies are already a cornerstone in the distribution of OTC/BPC and now increasingly so in Rx.

- ▶ **Accessibility.**
Enabling patients to conveniently access medications from anywhere at anytime.
- ▶ **Affordability.**
Providing patients with cost effective medications.
- ▶ **Availability.**
Offering a wide range of medications for optimal supply.



Exceptional growth, dynamic acceleration of our Rx sales in Germany.

- ▶ E-Rx growth from 7% in Q1, to 37% in Q2, to 81% in Q3 and within the quarter accelerating to 108% in September.



E-Rx's compelling metrics. First facts.

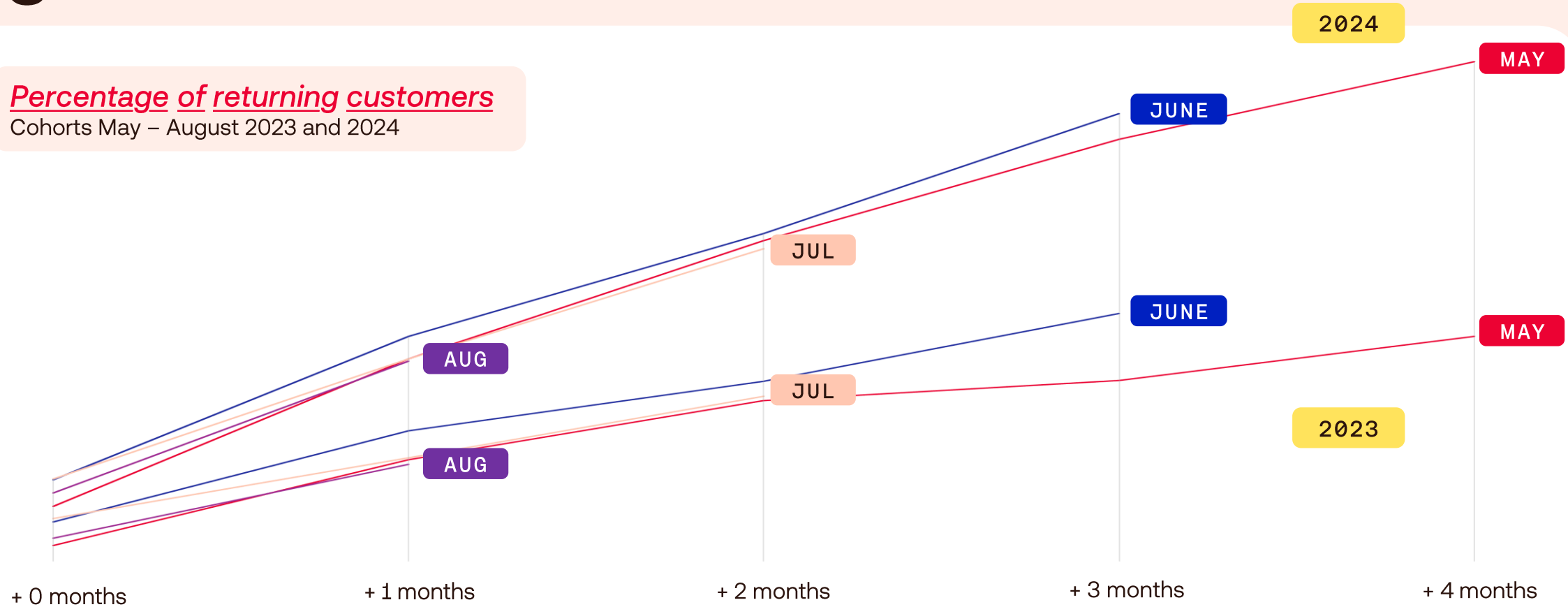


- ▶ Fully digital customer journey, secure and convenient, high percentage NFC-rate.
- ▶ Number 1 pharmacy app in Germany, rating of 4.8 in iOS and 4.7 in Android.
- ▶ High customer satisfaction with NPS already comparable to our overall score in Germany.
- ▶ High basket value, Rx basket almost double vs. non-Rx baskets, customers like mixed baskets too.
- ▶ Never seen before customer repeat order rate. Higher and faster compared to our paper Rx and non-Rx experience.



Customer repeat order rate boosted by digital convenience.

Percentage of returning customers
Cohorts May – August 2023 and 2024



E-Rx marketing step up: 2024 guidance updated.

Initial guidance:

- ▶ Total sales EUR 2.3-2.5 billion.
- ▶ Non-Rx sales growth 15-25%.
- ▶ MediService to grow by mid-single digits.
- ▶ Adj. EBITDA margin 2% to 4%.
- ▶ Rx too dynamic to give guidance.

New guidance:

- ▶ Total sales **EUR 2.35-2.5 billion.**
- ▶ Non-Rx sales growth **20-25%.**
- ▶ MediService to grow by **lower half** of single digits.
- ▶ Adj. EBITDA margin **1.2% to 2.2%.**
- ▶ Rx too dynamic to give guidance.



Redcare's underlying business performance robust and fully in line with annual plan.



Thank you!

Time to
ask questions.

