

SOCIAL COMMERCE. ON A GLOBAL SCALE.

**Investor Update:
Preliminary Figures HY2 2020
Forecast FY 2021
Berlin, 8 March 2021**



The Social Chain AG[©]

AGENDA

**A FOCUSSED
WAY TO RE-IPO.**

The Organization

Preliminary Figures: 2020

Forecast: FY 2021

Creating Value: Acquisitions and Integrations

Dialogue: Questions & Answers



The Social Chain AG[©]

OUR SOCIAL COMMERCE VERTICALS AND MAJOR BRANDS

Focused on four categories. Satisfying core customer needs.



FOOD



Clasen Bio

KoRo

3Bears

Vytal

Planty-of-Meat

HOME & LIVING



Urbanara

Ravensberger
Matratzen

Lumaland

Möbelfreude

BEAUTY



Glow

viralProtect

Coral

Mabyen

Puffin Beauty

FITNESS



#DoYourSports

World Fitness

SynBiotic

SOCIAL COMMERCE VERTICAL: FOOD

Investment focus: Sustainable, healthy food and food services.
Consolidated under The Food Chain GmbH.



Clasen Bio (100%)

The green brand with honest organic food.
clasen-bio.de



KoRo (57%)

High-quality food and superfoods, sold direct-to-customer in bulk packages.
korodrogerie.de



3Bears (15%)

Simple and delicious oat recipes, made from all-natural ingredients and superfoods.
3bears.de



VYTAL (12.4%)

Digital multiple-use system for takeaway and delivery food. Total avoidance of plastic waste.
vytal.org

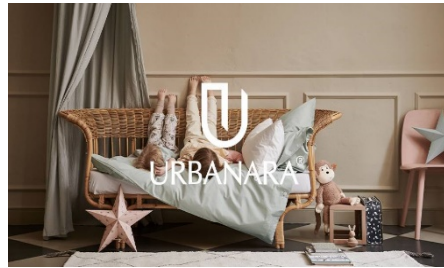


PLANTY-OF-MEAT (10%)

Plant-based meat alternatives with sunflower as an innovative source of protein.
planty-of-meat.de

SOCIAL COMMERCE VERTICAL: HOME & LIVING

Investment focus: Affordable luxury products with low return rates.
Consolidated under Urbanara Home & Living GmbH.



URBANARA (100%)
Innovative Direct-to-Consumer brand for natural home & living accessories.
urbanara.de



RAVENSBERGER Matratzen (100%)
Individually-tailored mattresses and bedroom accessories.
ravensberger-matratzen.de



Lumaland (100%)
Global e-commerce network for home & living accessories and German market leader for bean bags.
lumaland-sitzsack.de



Möbelfreude (100%)
Contemporary furniture and boxspring beds for modern interiors.
moebelfreude.de

SOCIAL COMMERCE VERTICAL: BEAUTY & HEALTHCARE

Investment focus: Beauty products with high social media awareness.

Consolidated under The Beauty Chain GmbH.



GLOW (100%)

Europe's largest beauty festival. Highly engaged community. GLOW-branded products.

glowcon.de



viralProtect (100%)

Quality selection of healthcare and hygiene products.

viralprotect.de



CORAL (51%¹)

Revolutionizing oral care. All natural ingredients to provide sustainable cleaning power.

coraltoothpaste.com



MABYEN (51%)

Care products for moms and babies.

mabyen.com



Puffin Beauty (49%)

Innovative hair accessories for instant styling.

puffin-beauty.com

¹ Via an investment company controlled by Social Chain AG

SOCIAL COMMERCE VERTICAL: FITNESS

Investment focus: Lifestyle products to strengthen body and mind.
Consolidated under The Fitness Chain GmbH.



#DoYourSports (100%)

Home fitness & yoga accessories.

[Doyoursports.de](https://doyoursports.de)



World Fitness Experience (100%)

Leading fitness convention and branded products.

worldfitness.de



SYNBIOTIC (20%)

Fast growing player in the Cannabinoids industry.

synbiotic.com

OUR SOCIAL COMMUNITIES AND INFLUENCER NETWORKS.

Amplifying brand messages and inspiring customers.



SPORF
We aim to empower sports fans globally. The voice of fans.

15.1m followers



STUDENT PROBLEMS
Connecting students through their shared passions.

11.7m followers



GAMEBYTE
The leading home of gaming entertainment.

6.7m followers



MUSIC LIFE
Leading social-first music publisher with highly engaged community.

6.0m followers



CELEBRATE AT THE GATE
The New Year's Eve show from Brandenburg Gate Berlin.

3.6m fans



WORLD FITNESS
Motivating and inspiring to reach your fitness potential.

2.7m followers



GLOW
The social home of Europe's biggest beauty festival.

300k followers

Large global influencer network providing access to a massive number of consumers.

- >100 influencers and >10,000 micro influencers.
- Global reach focused around the US, UK, and Europe.
- Exclusive channel marketing agreements.
- ~20% net share from influencers as revenue.
- Proprietary matching model of influencers and brands.



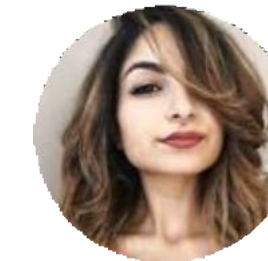
Jay & Arya
(5m+ follower)



Stefanie Giesinger
(5m+ follower)



Julia Beautx
(4m+ follower)



Ischtar Isik
(1m+ follower)



Die Lochis
(<1m follower)

ADVANCED DIGITAL MARKETING SERVICES.

Social Chain global agencies. Creative engines of Social Commerce.
Consolidated under The Social Commerce Alliance GmbH.



Social Chain UK (100%)
Manchester, London. 200 employees.
UK's leading Social Media Agency.
socialchain.agency



Social Chain US (100%)
New York, Los Angeles. 50 employees. Working
Top clients like Uber, Coca-Cola, Apple.
socialchain.agency



Social Chain Germany (100%)
Berlin. 30 employees. Focused on Social
Commerce and influencer marketing.
socialchain.agency



A4D (100%¹)
San Diego, Los Angeles. 50 employees.
Specialized in digital performance marketing.
a4d.com

¹ Voting rights

LINKS. OUR STRATEGIC APPROACH FOR A DATA-DRIVEN, INTEGRATED SOCIAL COMMERCE AND BRAND-BUILDING PLATFORM.



Securing high performance from Business Intelligence, Data Analytics and Process Efficiency.



INTELLIGENCE:

- LINKS measures every touchpoint possible with customers and prospects.
- LINKS connects online and offline reach with commerce, converting social reach into sales.
- Fuelled with internal and external data as well as machine learning algorithms, LINKS combines a data-driven closed loop marketing approach with holistic performance management.



MARKETING:

- LINKS optimizes marketing spend efficiency data-driven with AI-powered attribution modelling.
- Using multiple touch points, LINKS enables to increase CLTV via CRM activities by extensive usage of data.

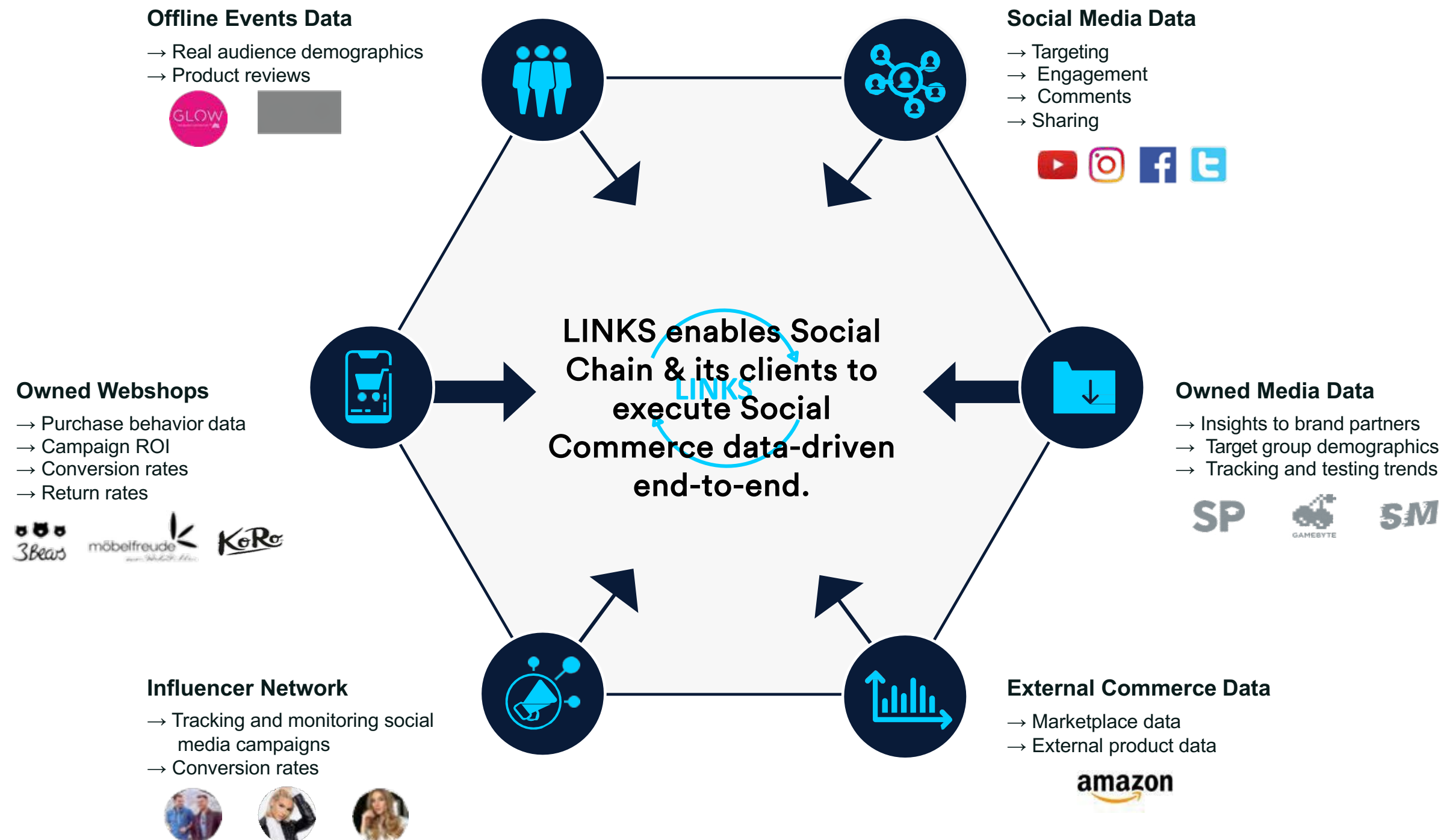


COMMERCE:

- LINKS fosters the conversion of owned reach to product sales.
- LINKS connects to all online & offline sales channels, including owned shops, third-party marketplaces and is focussed on integration into Social Commerce channels, improving sales performance across platforms.

LINKS. building our PROPRIETARY TECH PLATFORM.

State-of-the-art tech platform, fully cloud-based which connects Social Chain owned and third-party components with a proprietary intelligence core.



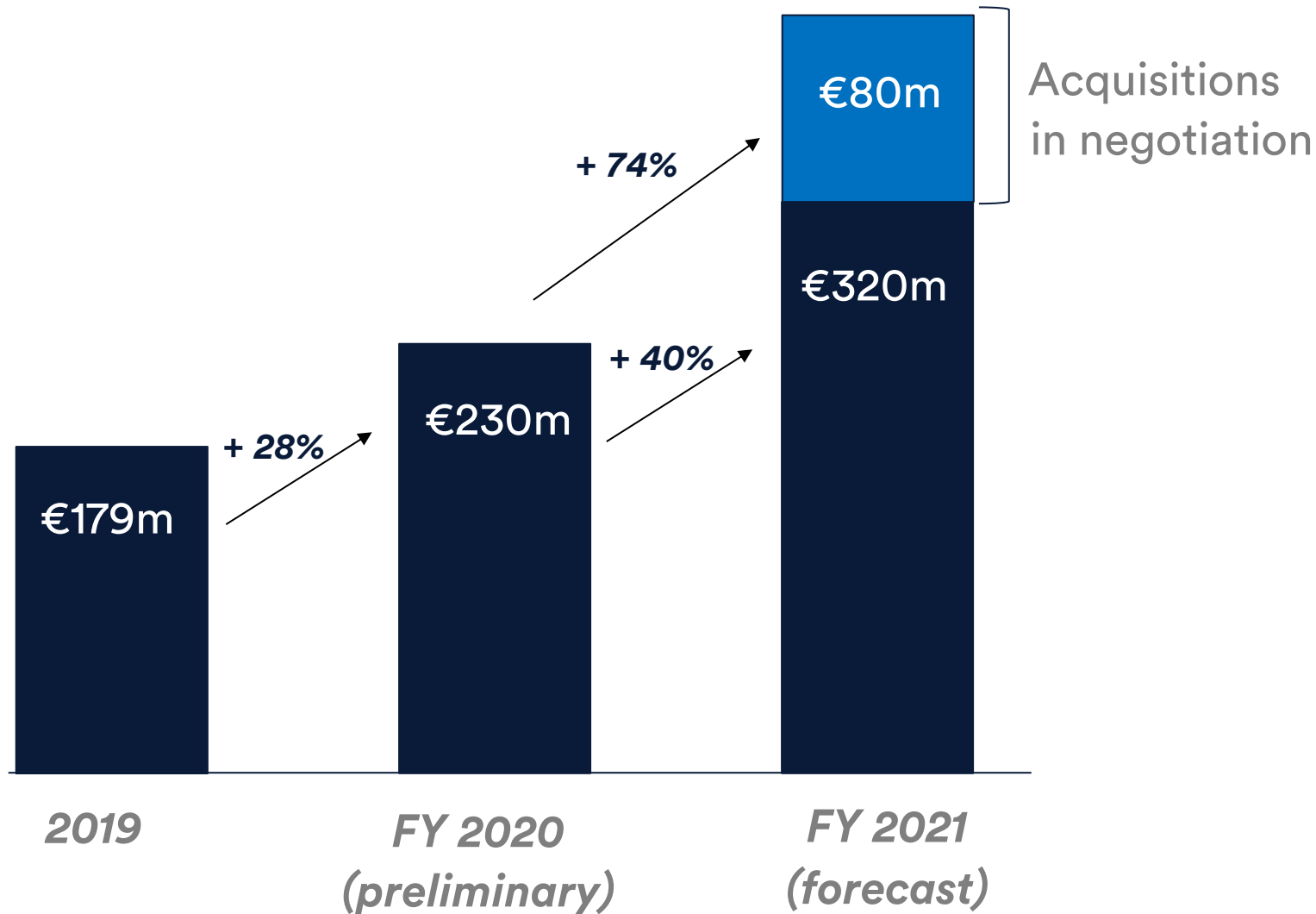
KEY FINANCIALS.

Significant organic growth. Accelerated by our value creating buy & build strategy.
Increasing profitability.



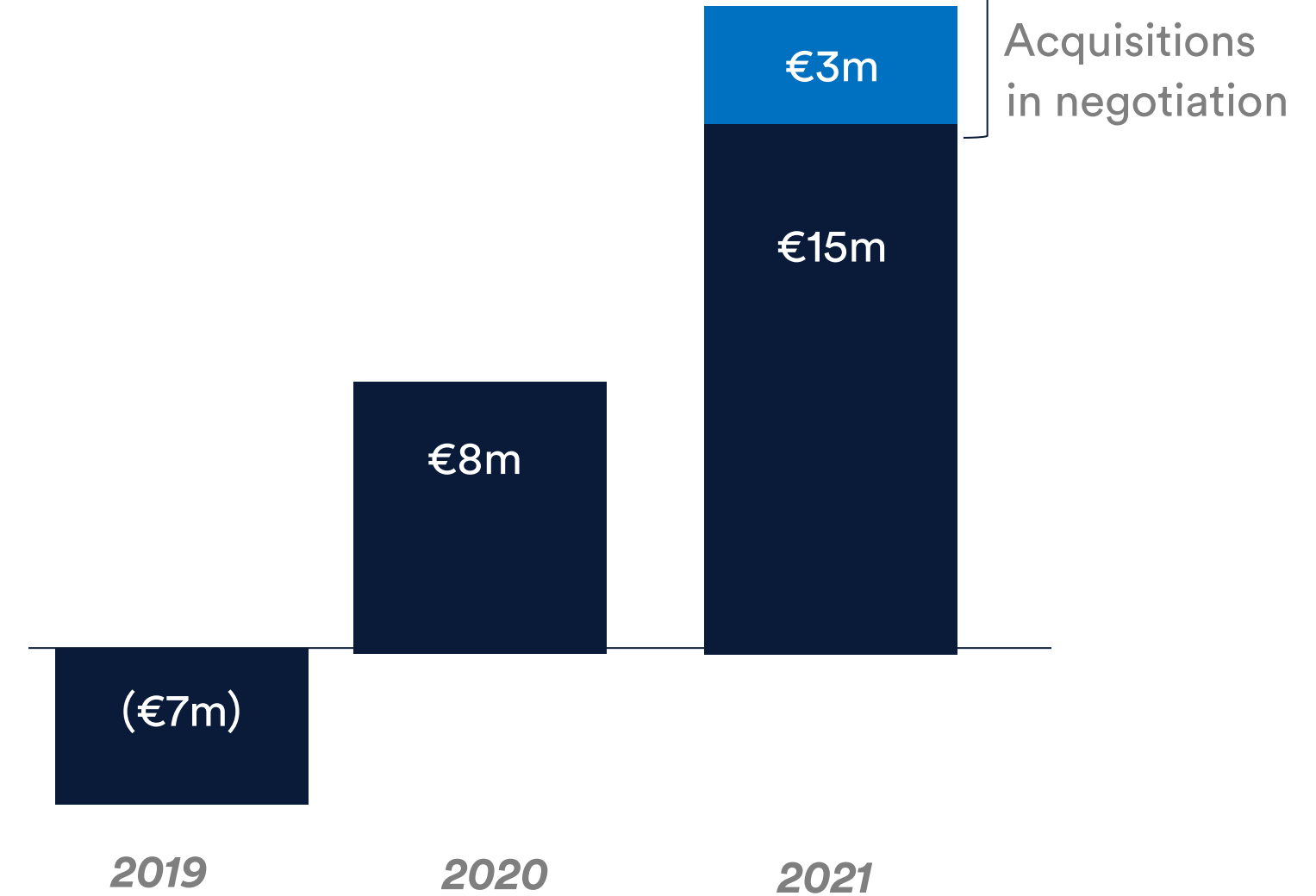
REVENUE

pro-forma consolidated.
2019 (actual numbers).
2020 (preliminary).
2021 (forecast).



EBITDA (adjusted)*

pro-forma consolidated.
2019 (actual numbers).
2020 (preliminary).
2021 (forecast).



Preliminary Financial Statements in accordance with German GAAP, pro-forma adjusted. Final financial statement for 2020 might be different.

** Adjusted items are not considered to represent the underlying operational performance, and, based on their significance in size and nature, are excluded from EBITDA. Examples of adjusted items include costs associated with acquisitions (completed or aborted), refinancing costs, share-based payment costs, non-recurring costs associated with the setup of distribution and logistics facilities, IT platform integration costs and market strategy preparation costs. This is consistent with the way that financial performance is measured by the Management.*

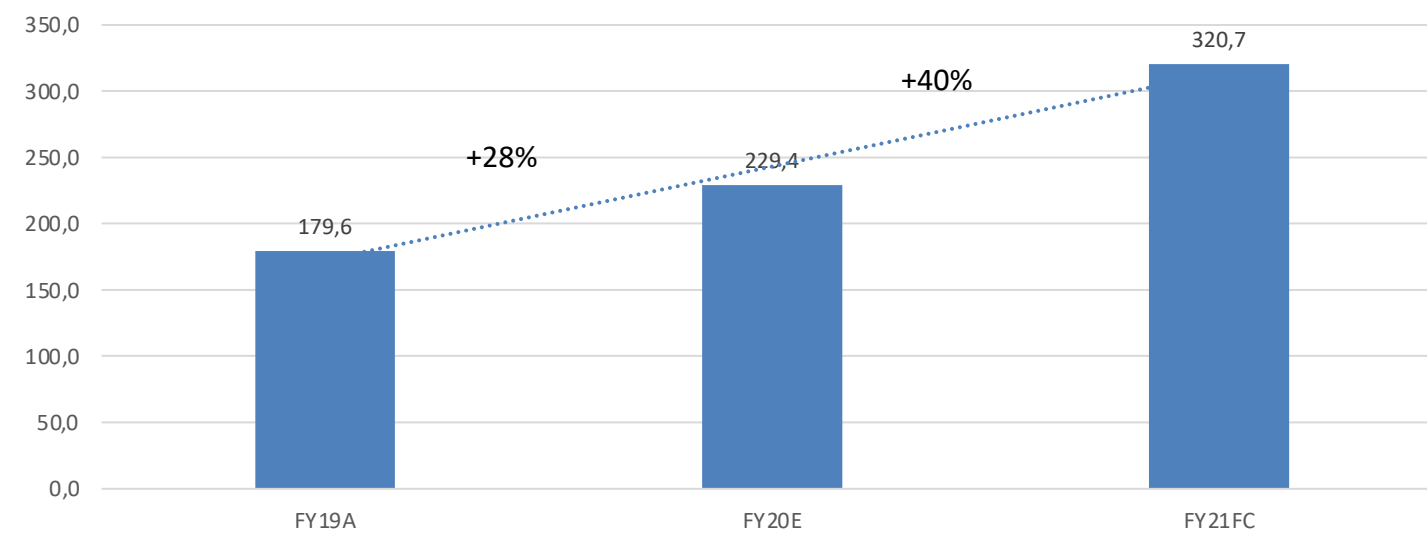
FY2020 – PRO-FORMA GROUP EARNINGS

Revenues +28% in 2020 despite Covid19; exceed 2020 by +14%

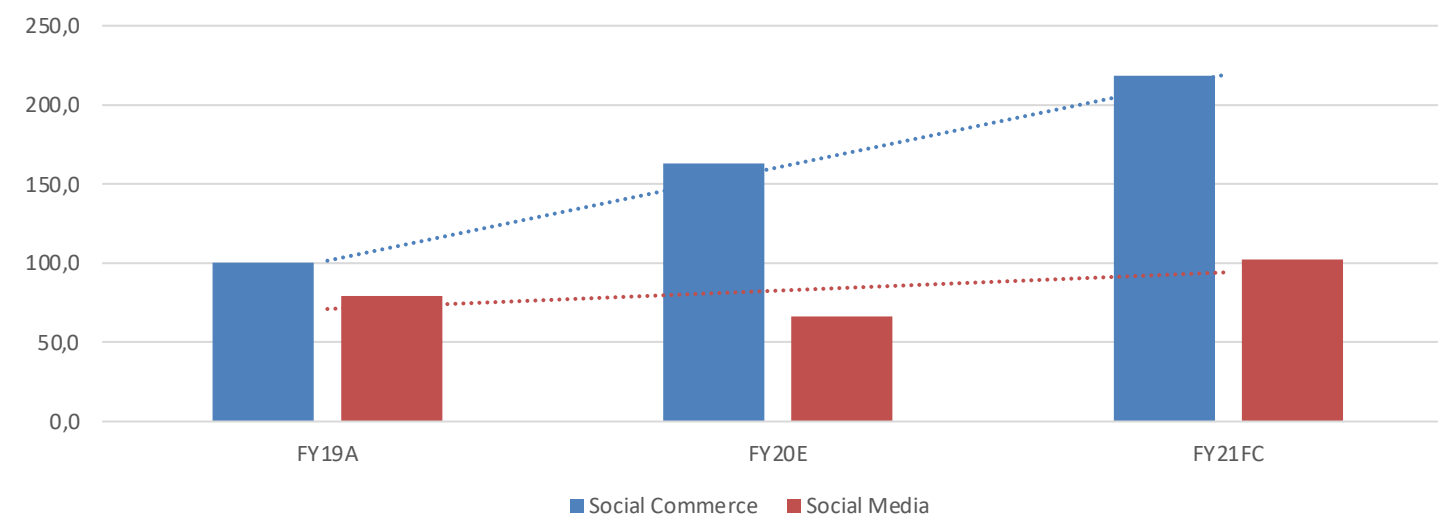
Organic growth +40% YoY projected for 2021



REVENUE (EUR million)



Revenue by Business Lines 2019-2021



Highlights

- Preliminary Financial statements on a like-for-like pro-forma basis for Social Chain Group as at 31 Dec. 2020
- No new M&A for 2021 reflected yet, so all organic growth, mainly for Social Commerce throughout 2021; healthy M&A pipeline
- Actuals in 2020 exceed **mid-year Forecast by +14%** top line
- HY2 2020 deal closings: Clasen Bio (Food), A4D (Social Media), Coral (Beauty); disposal LoveFood; wind-down for Wonista
- **EBITDA Margin** turned positive to ca. 3% in 2020 (2019: -4.7%); 2021 projected margin 5%

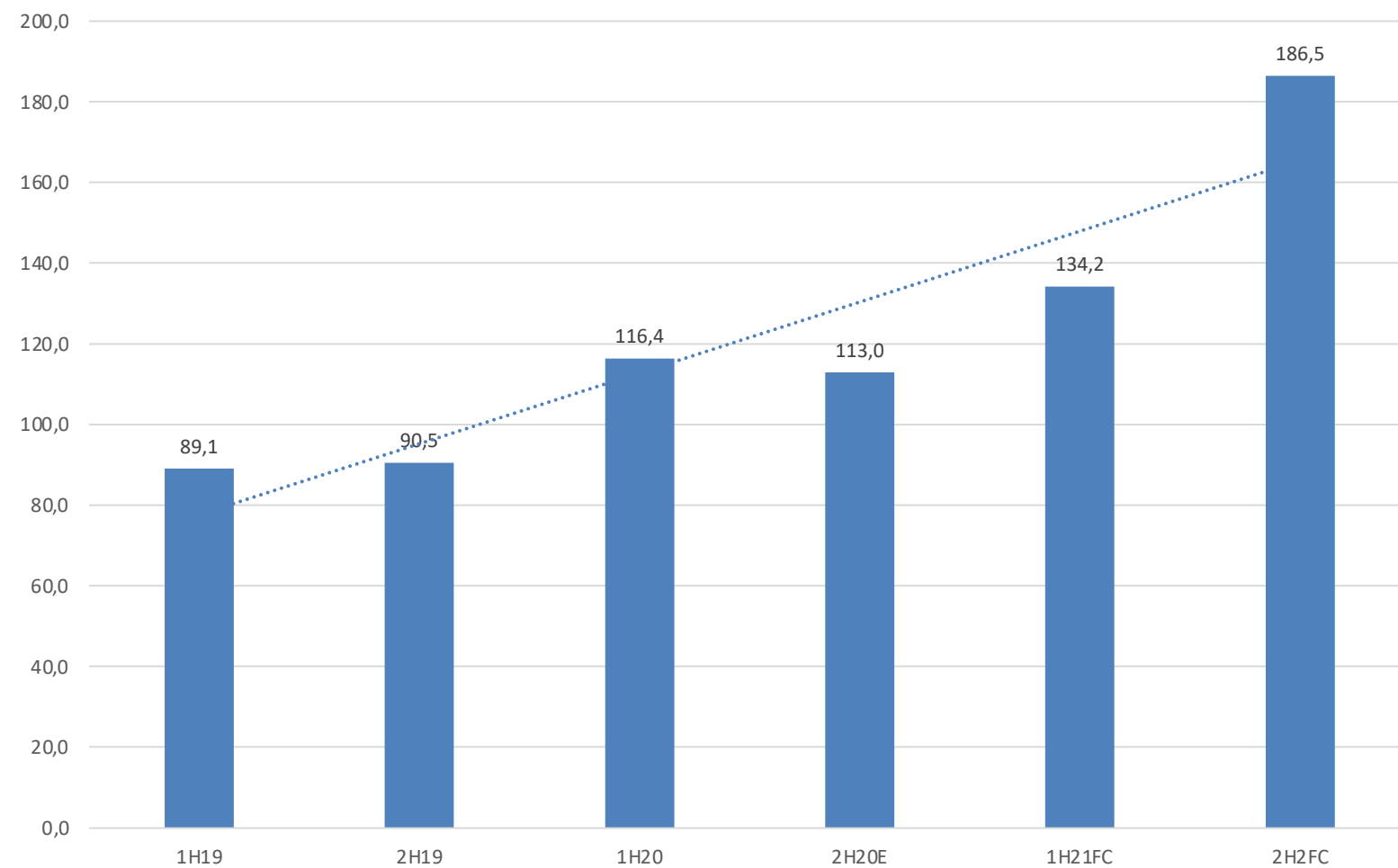
HALF-YEAR EARNINGS – GROUP

Ongoing organic revenue growth since 2019: HY2 2020 +25% YoY

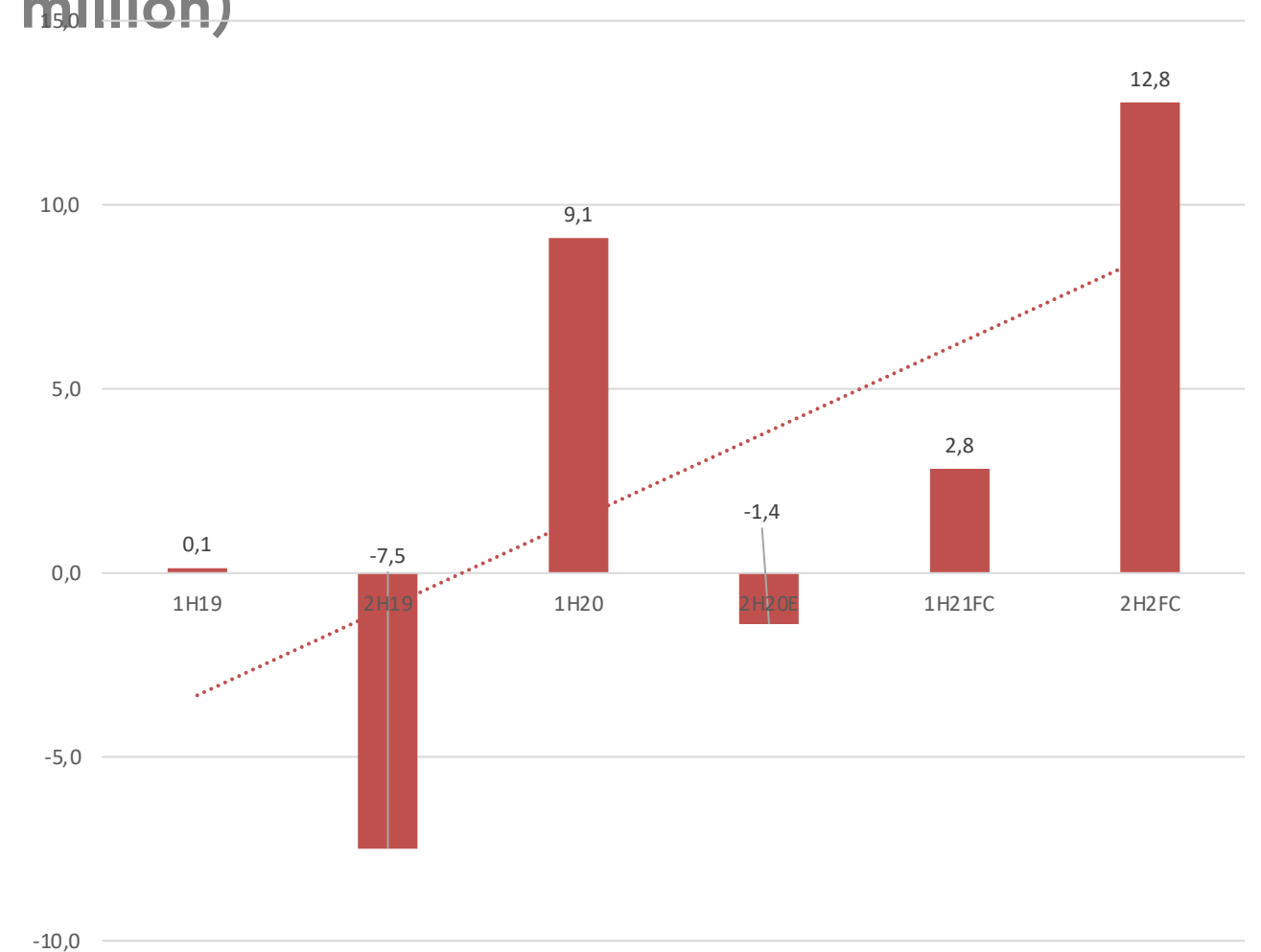
High profit contribution in HY1 2020 by health products



REVENUE (EUR million)



ADJUSTED EBITDA (EUR million)



* Preliminary German GAAP financial information, pro-forma-consolidated for illustrative presentation

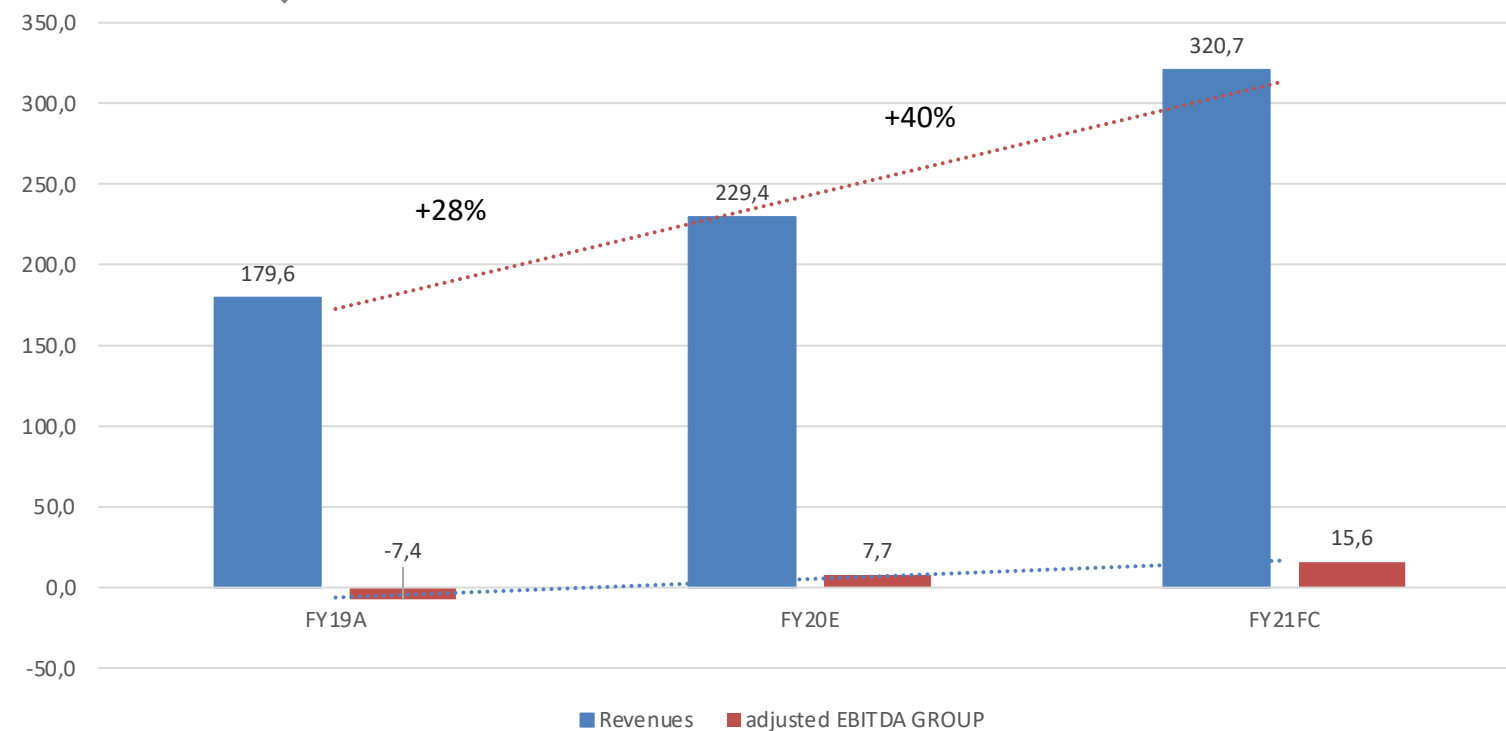
FORECAST 2021 – GROUP EARNINGS

Revenue +28% in 2020 despite Covid19

Adjusted EBITDA improvement by EUR 15 million



REVENUE and ADJUSTED EBITDA (EUR million)



Highlights

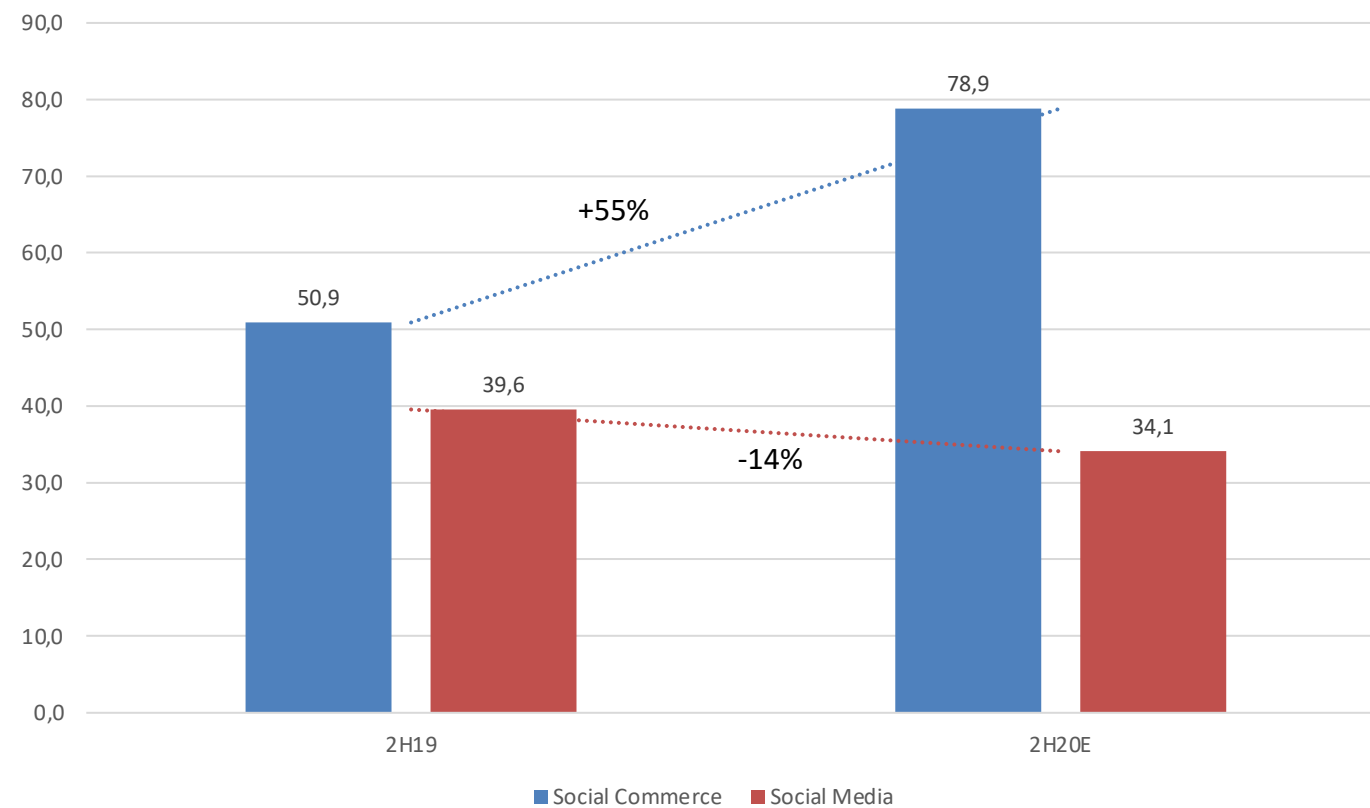
- Ongoing organic growth in all Verticals; investments in data and logistics (LINKS) and international expansion to US market (Food and Home & Living)
- Main operating investments into working capital and inventory
- COVID19 hit on social media agency business (service), recovery in 2021 beyond Q1 2021
- Turned 2019 negative EBITDA (-4%) to a profitable 3% in 2020 and 5% in 2021FC

HY2 2020 BUSINESS LINES

Growth in Social Commerce more than 50% YoY in HY2 2020 compensates decline in Social Media (-14% in HY2 2020)



REVENUE HY2 2020 vs HY2 2019 GROUP (EUR million)



Highlights

- Strong growth by surge in demand for home delivered ecommerce products (Food and Sports)
- Completed Acquisitions of Coral (Health), A4D (Services), Clasen Food, Follow-on: KoRo
- Social Commerce grows by 51 percent, more than compensating declines in digital marketing and social events
- Social Media declining sales, but less hard hit by general marketing spend cuts by customers during Covid19; recovery 2021 beyond Q1 2021

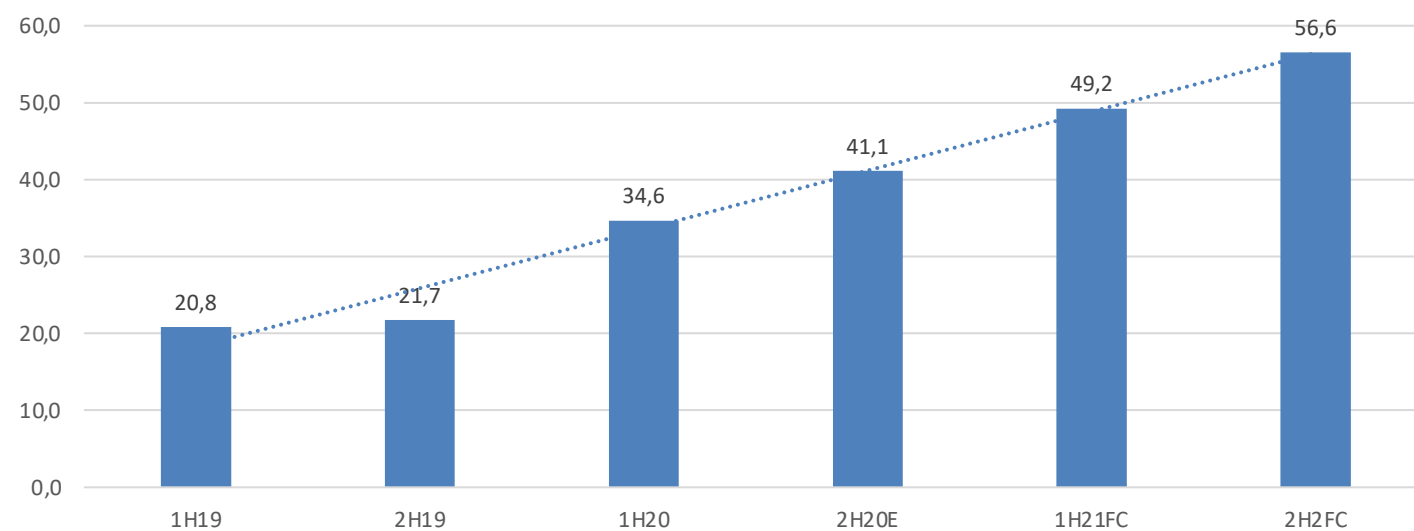
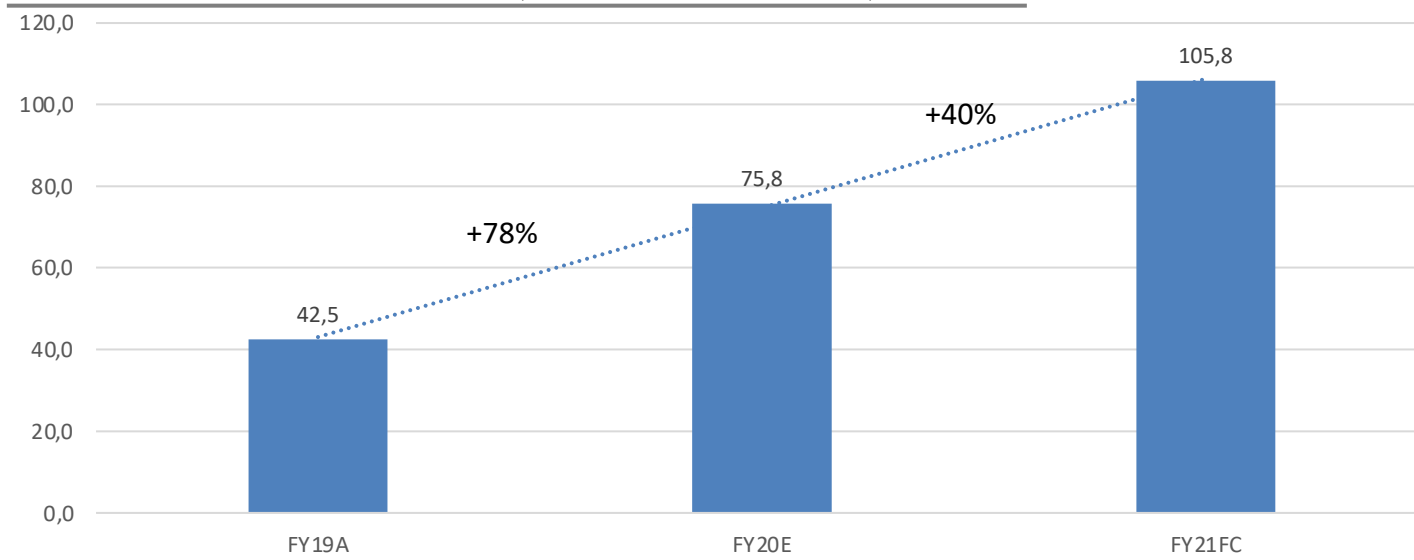
FOOD VERTICAL

Strong growth of 41% in Q4-20 vs 3Q / +19% vs HY1 2020

Further growth of +40% YoY for 2021



REVENUE FOOD (EUR million)



Highlights

- Clasen Bio acquired in HY2 2020 to broaden supply of organic nutrition products, converting from pure B2B to own webshop and D2C
- KoRo demonstrated very strong demand, resulting in strong quarterly and HY2 revenue; constantly outperforming budget

Source: unaudited preliminary German GAAP financial information, pro-forma-consolidated for illustrative presentation

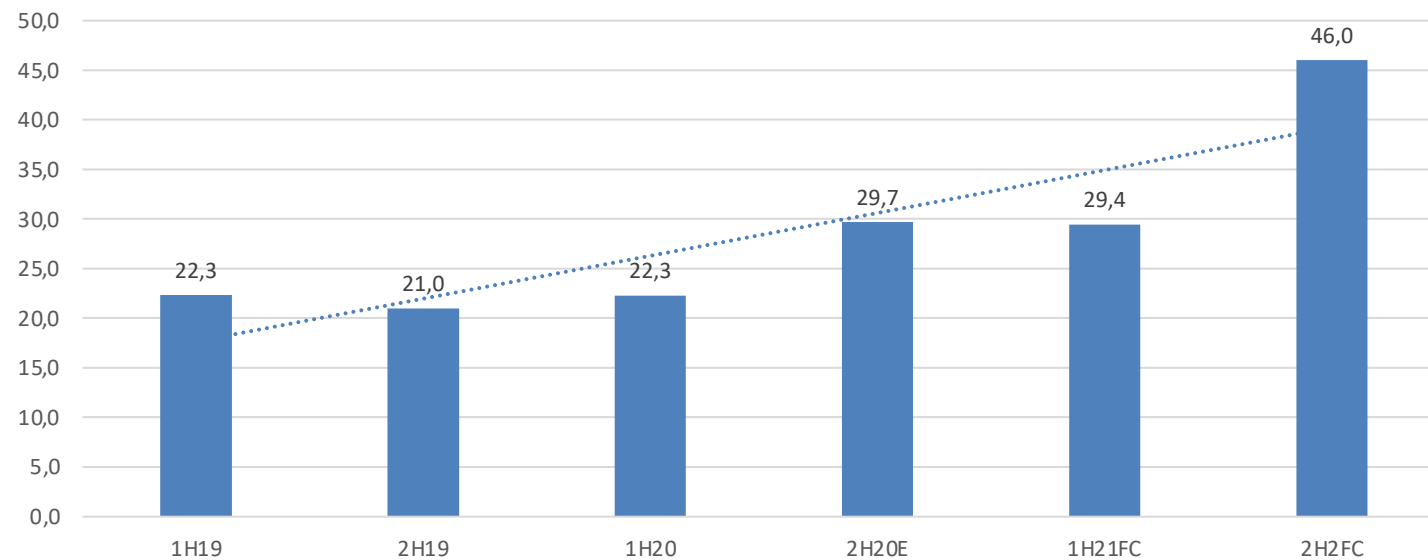
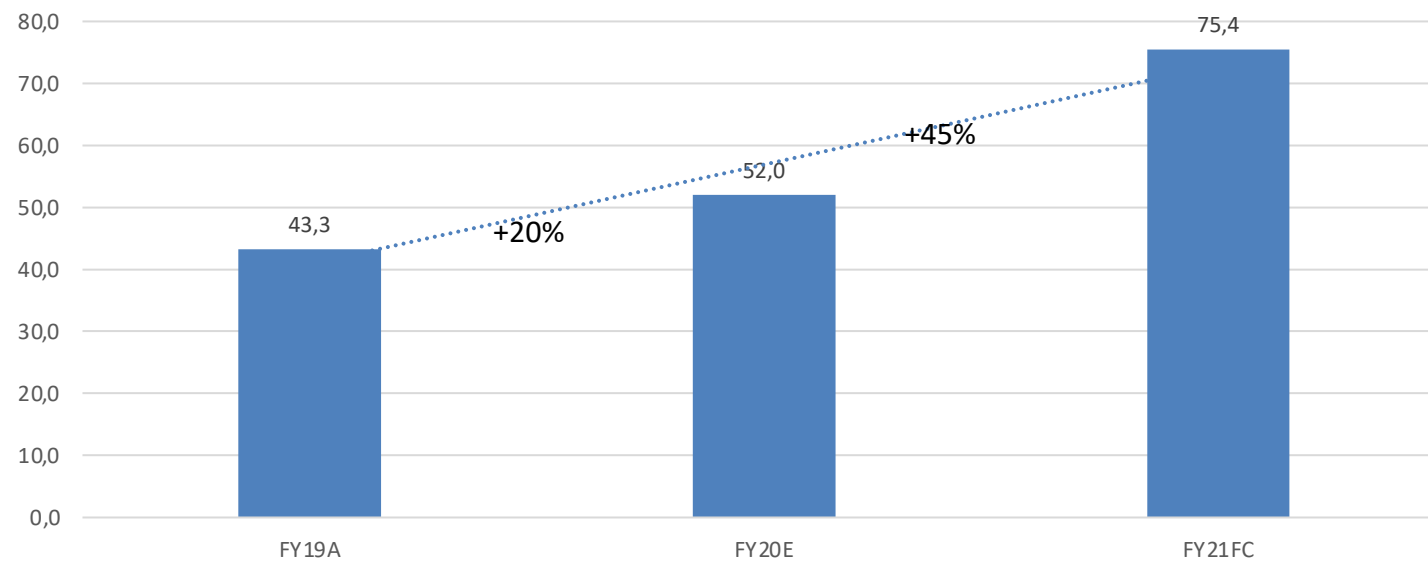
HOME & LIVING VERTICAL

Strong growth of 53% in Q4 2020 / +33% vs HY1 2020

Further growth of +45% YoY for 2021



REVENUE HOME & LIVING (EUR million)



Highlights

- Strong performance of Lumaland in HY2 (+63% vs HY1) and +71% YoY; US Business improved by 50% YoY (formerly reflected in Beauty)
- Urbanara +21% in Q4 alone
- Strong Black Friday sales & Amazon Cyber Week uptick +100% vs 2019 (+80%)
- Ravensberger with similar HY1 and HY2-2020 performance, despite weaker Q2 and Q3; recovery in Q4 by 22% (QoQ)
- Urbanara and Lumaland to drive US market growth alongside with logistic network (LINKS)

Source: unaudited preliminary German GAAP financial information, pro-forma-consolidated for illustrative presentation

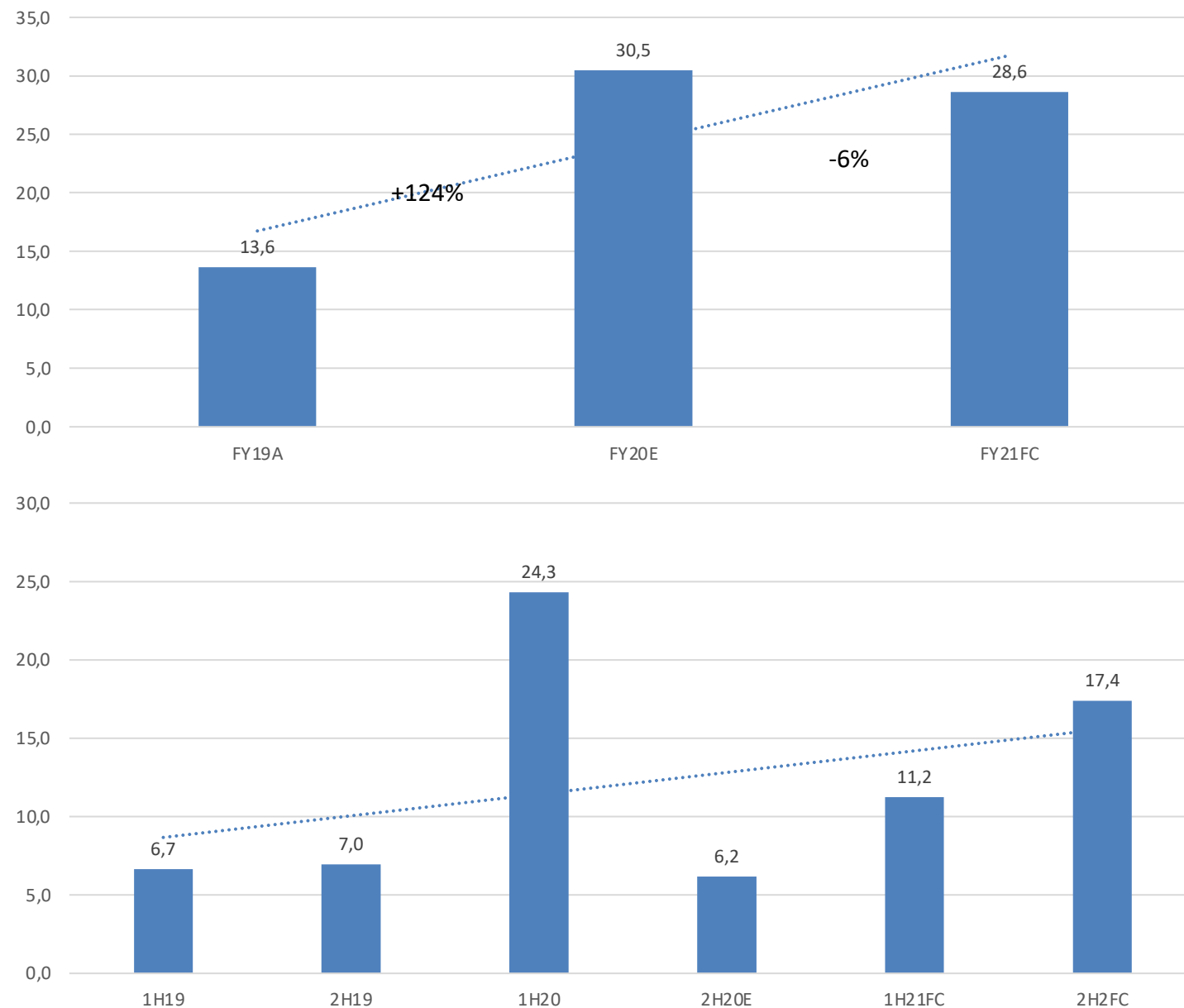
BEAUTY VERTICAL

Strong growth of 68% in 4Q20 / exceptional HY1 2020

YoY growth of +21% for 2021 vs +123% for 2020



REVENUE BEAUTY (EUR million)



Highlights

- HY1 2020 was strongly impacted by protective mask and sanitizer sales which drove a 249% growth in HY1 -2020 vs HY2 2019; overall met full-year Budget 2020
- M&A Extension of US business with acquisition of Coral in California; contributing EUR 5 million in 2020 (pro-forma)
- Additional hygiene products launched in 2021 (eg Covid self-test); 2021 projection is +100% to pre-Covid level (2019)

Source: unaudited preliminary German GAAP financial information, pro-forma-consolidated for illustrative presentation

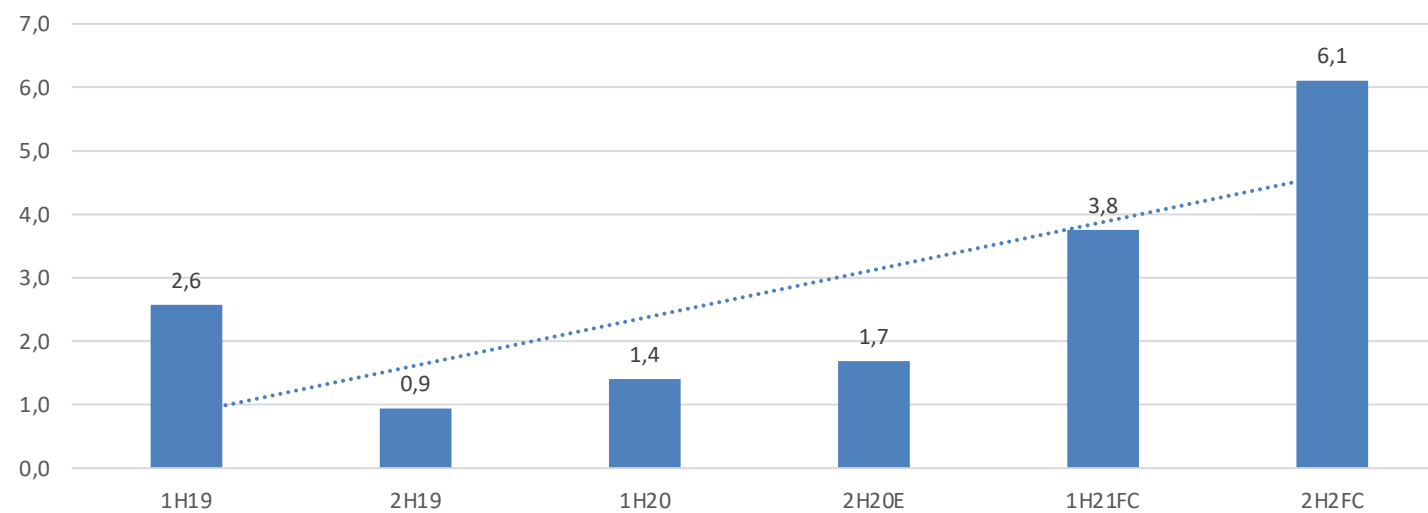
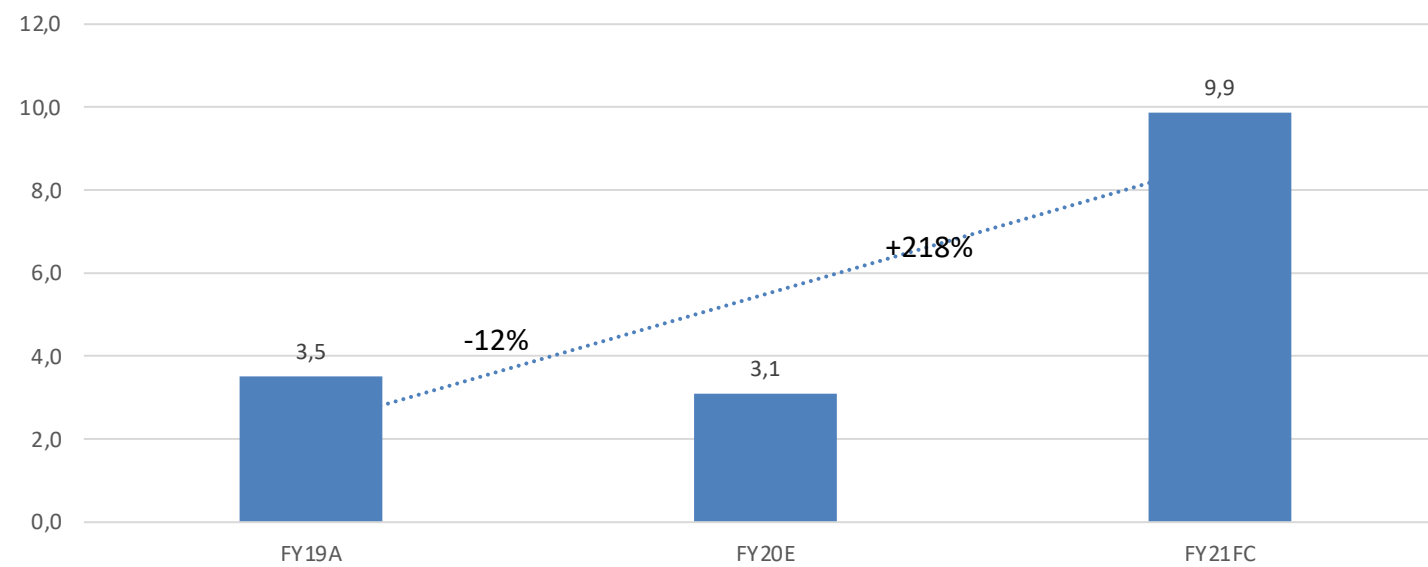
SPORTS VERTICAL

Strong growth of +171% in 4Q20 / +20% vs HY1 2020

Further growth of +218% YoY for 2021



REVENUE SPORTS (EUR million)



Highlights

- HY2 2020 sales driven by high home sport equipment demand during Covid19 restrictions to use gyms
- Organic growth 2021 gained by social media reach (SPORF)
- Very strong growth projection for 2021 with extended product range

Source: unaudited preliminary German GAAP financial information, pro-forma-consolidated for illustrative presentation

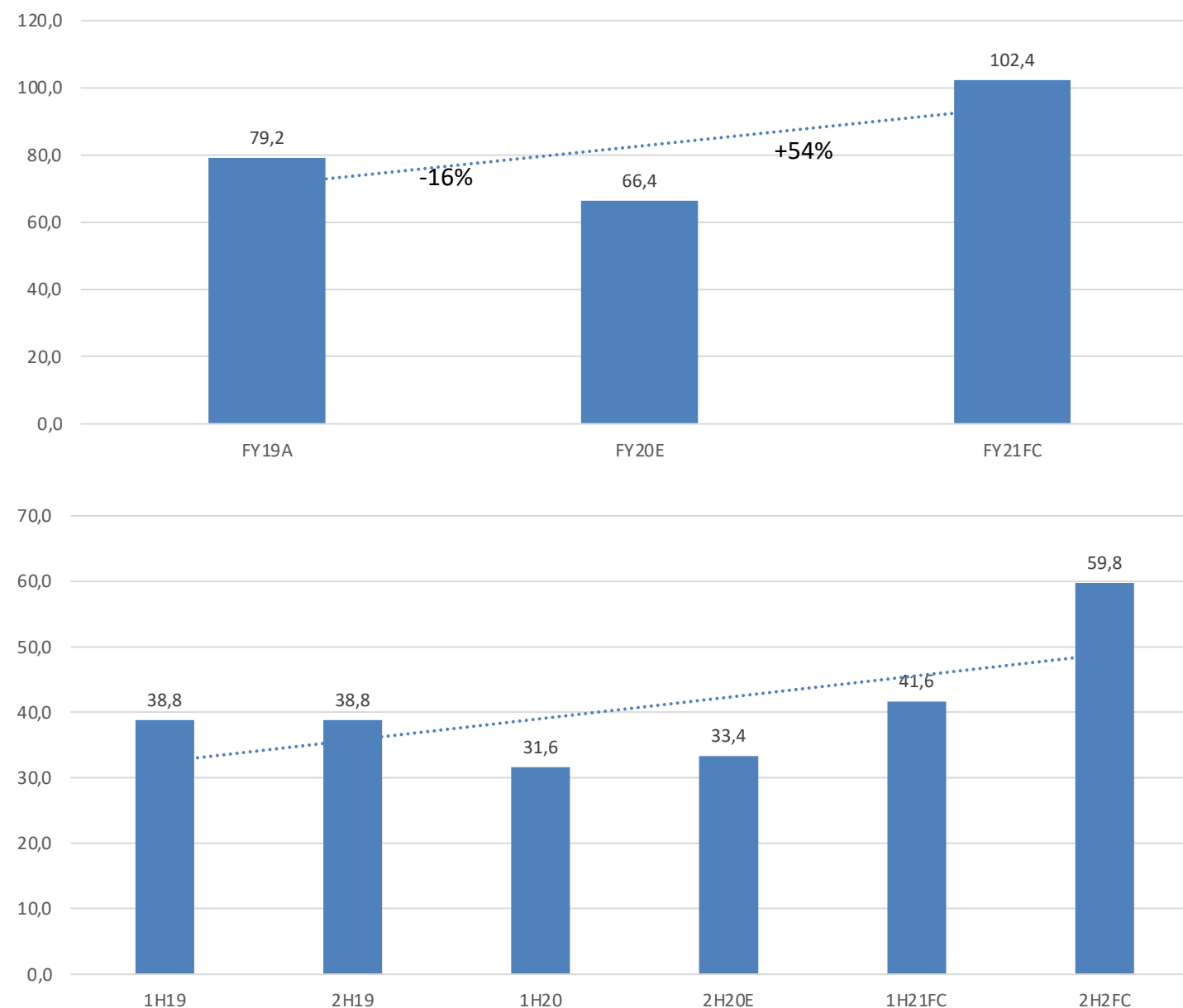
SOCIAL MEDIA

Strong growth of +32% in 4Q20 / +6% vs HY1 2020

Recovery and growth of +56% YoY for 2021 with A4D fully integrated



REVENUE SOCIAL MEDIA (EUR million)



Highlights

- Marketing Services and Media Sales still influenced by COVID-19 but recovering
- Market extension to the US supported by the acquisition of A4D in HY2 2020

Source: unaudited preliminary German GAAP financial information, pro-forma-consolidated for illustrative presentation

QUESTIONS & ANSWERS

**Social Media is not
a one-way street.
Now it's your turn.**



The Social Chain AG[©]

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Like-for-like analysis and scope of consolidation: The Social Chain Group AG (“**TSCG AG**”) was founded in 2018 and various companies were acquired in 2018 and 2019. In October 2019, the contribution of TSCG AG and its group companies into TSC AG was registered with the commercial register. The 2019 annual group financial statements according to HGB therefore included (i) the business of TSC AG for the entire business year 2019, and (ii) the business of TSCG AG for only three months. As a result, the annual financial statements 2019 were not indicative of the run-rate or the actual performance of the newly created group. In 2020, several acquisitions of TSC AG were legally closed at the end of the FY 2020. Therefore, these acquisitions will be fully consolidated, but will have no or only minimal P/L impact. As a result, the annual financial statements 2020 also do not fully reflect the current run rate or the actual performance of the group. Therefore, the form of presentation chosen in this document is a like-for-like comparison: In order to ensure full comparability and to provide an appropriate basis for the evaluation of the current status of the business, the figures for 2019 and 2020 are included to the same extent and structure (identical companies in 2021, 2020 and 2019) as presented in the forecasted numbers for 2021. The final figures under the audited group financial statements may therefore differ from the numbers presented herein.



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