

Company presentation

- 03/2018 -



SLEEPZ in a nutshell



Mission statement



- WE ARE...
an e-commerce group focusing on the segment of sleep products.
- WE ARE ESTABLISHING OURSELVES...
as a union for sleep products and home decor.
- WE ARE ONE OF THE...
largest independent online retailers in our segment in Germany, and
- WE WANT...
to further solidify this position on the market.



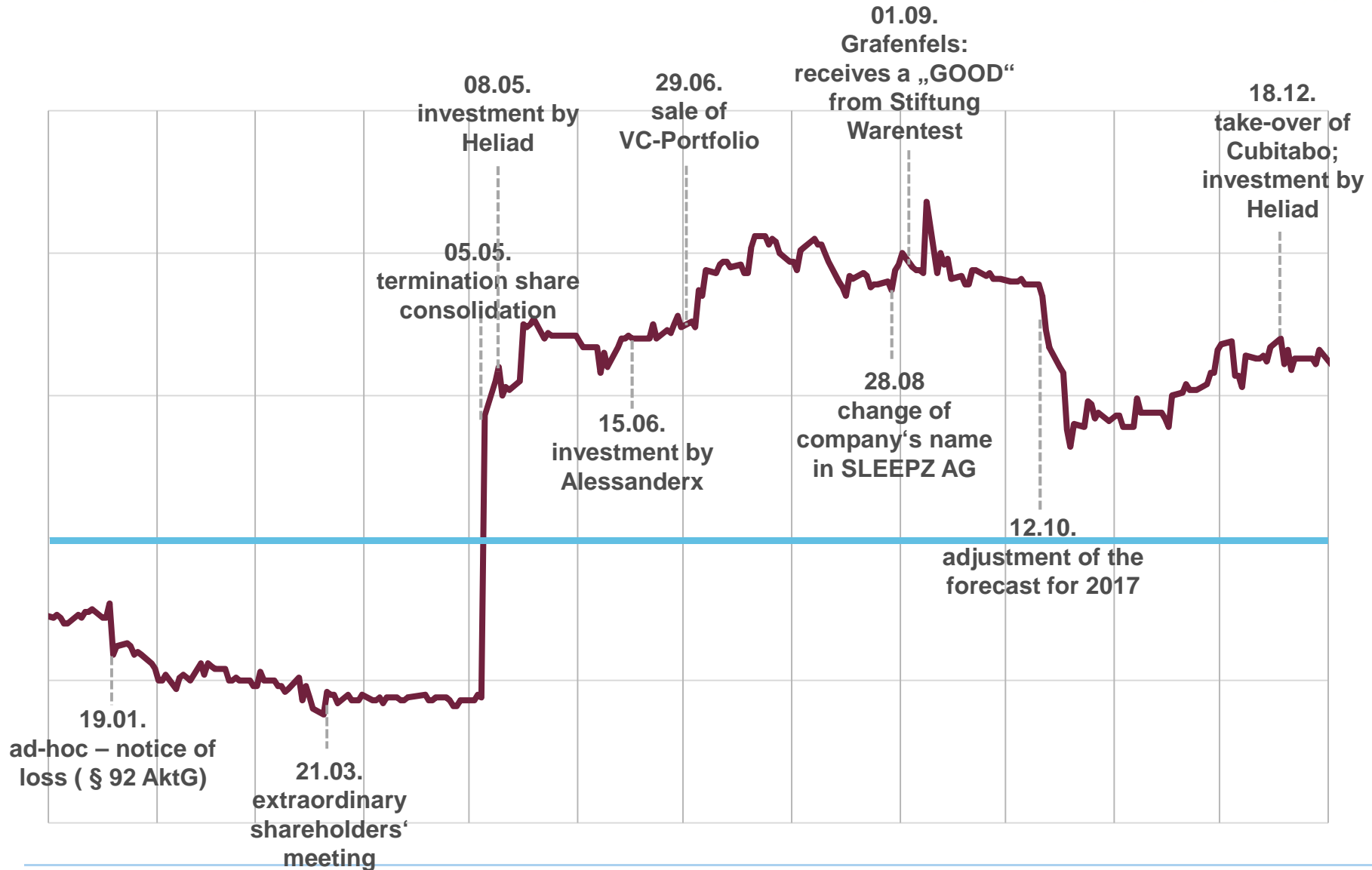
Business model

Products	<ul style="list-style-type: none">• wide selection of mattresses, (box-spring) beds, slatted frames, bedding, linens, bedroom furniture
Customers	<ul style="list-style-type: none">• mainly B2C• increasingly B2B
Distribution	<ul style="list-style-type: none">• multichannel approach: own online stores, marketplaces, shopping clubs & B2B, showrooms
Top service level	<ul style="list-style-type: none">• high product availability/rapid fulfilment (“Amazon Prime”)• professional advice/service focus

Business development 2017



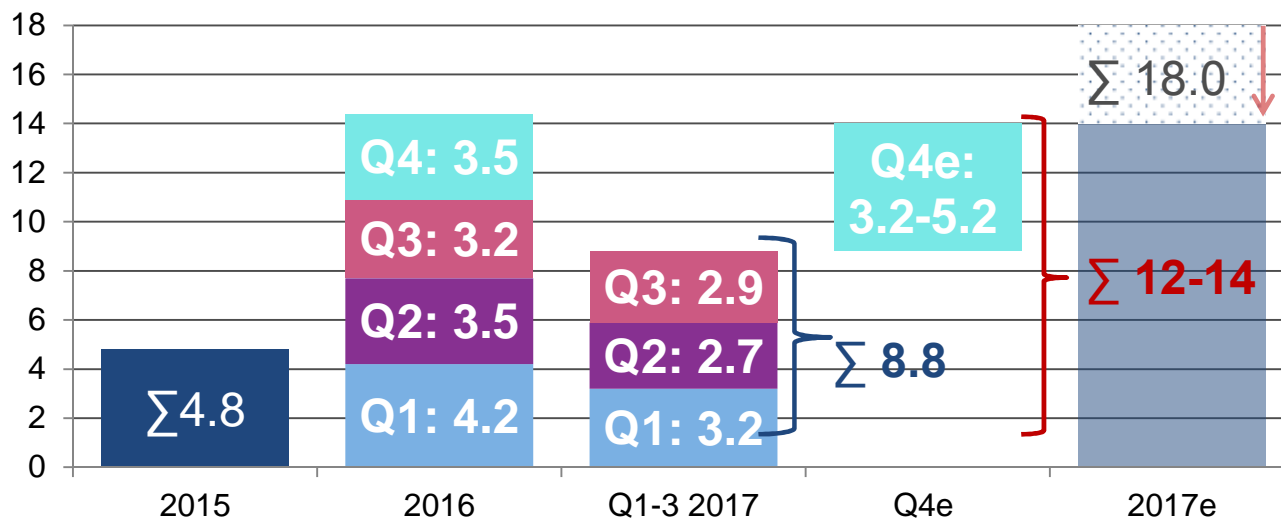
Significant events 2017



other inhibitory factors

- limited resources and liquidity
- significantly increasing competitive pressure in the mattress segment
- delivery bottlenecks in mattresses due to the "BASF scandal"
- significant delays in the main projects "Grafenfels" and "Matratzenheld"

revenue guidance 2017*



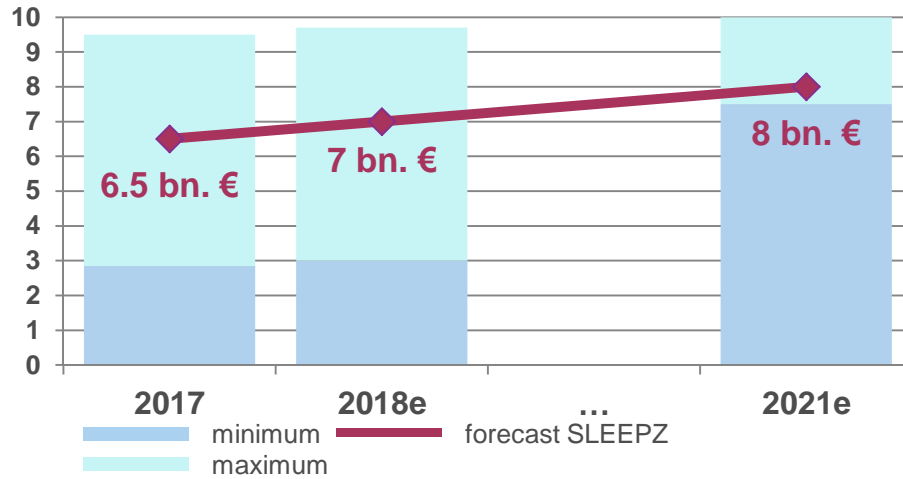
*10/2017; all information in million €

Market & competition

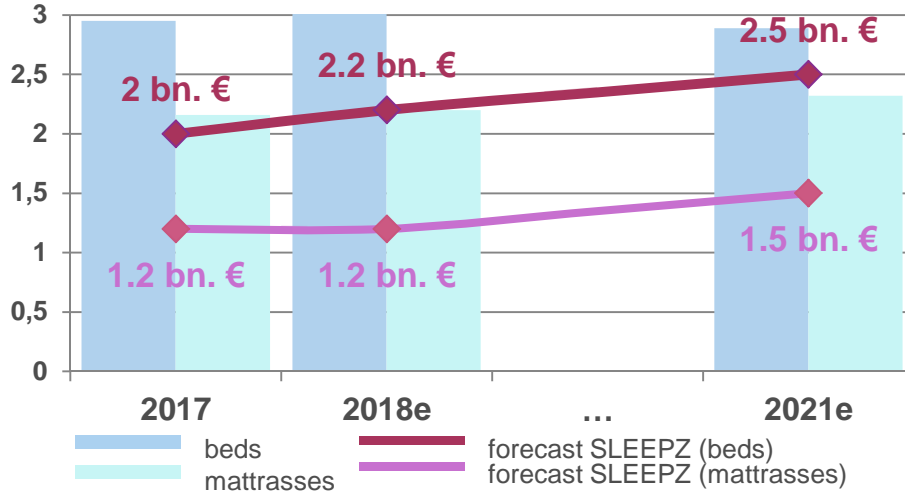


Market

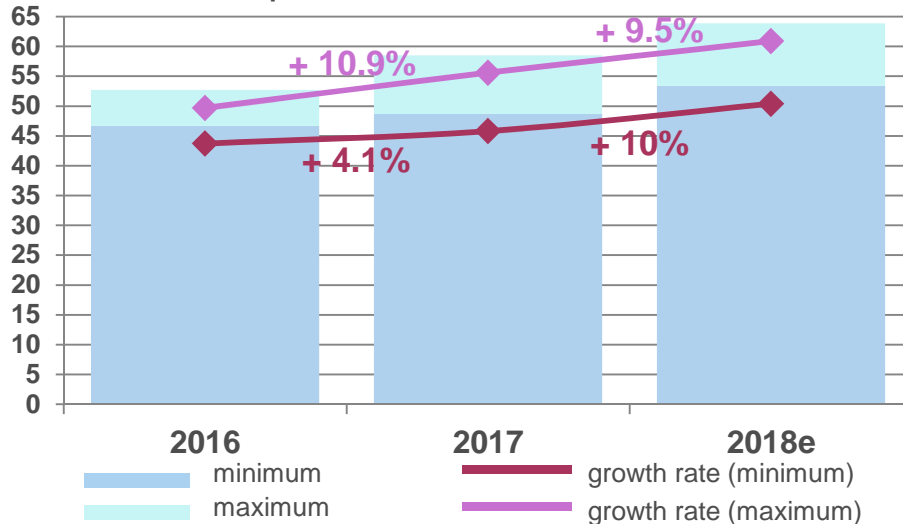
bn. € sales development bedroom furniture (online + stationary)*



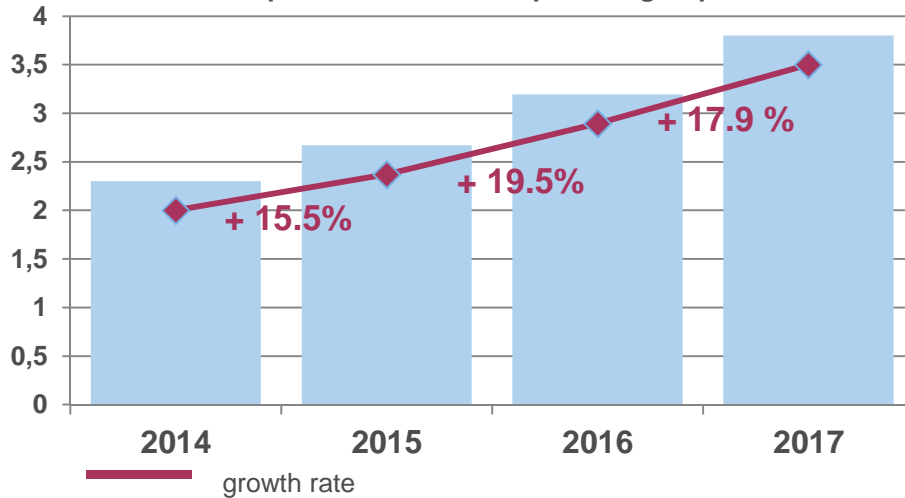
bn. € sales development beds + mattresses (online + stationary)**



bn. € sales development online retail - total ***



bn. € sales development online retail – product group furniture ****



* minimum: KPMG 2018; maximum: Statista 2017
*** minimum: HDE 2018; maximum: BEVH 2018

** Statista 2017
**** BEVH 2018; incl. lamps and decoration

Market challenges and requirements for retailers

challenges

stagnant bedroom furniture market with high growth potential for the online-business

cannibalization effects

market disruption risks due to pressure on margins and delivery bottlenecks

long planning horizon and increasing multi-channel information search

considerable requirement on quality and service level

long product life

requirements

- ▶ high market competence and a strong understanding of technology
- ▶ further development of multi-channel approaches to omni-channel distribution
- ▶ use of a wide assortment and own brands as central steering elements
- ▶ professional customer experience management and multi-or omni-channel distribution
- ▶ top level in assortment, consulting and fulfillment
- ▶ increase of customer loyalty through outstanding online marketing

Challenging competitive environment

online-sale 2016 in Germany*

stationary retail chains with online ambitions

- generalists, e.g.
- furniture retailers, e.g.
- furniture retailers with emphasis on bedroom furniture, e.g.

amazon

8,122.0 Mio. €



232.6 Mio. €



27.6 Mio. €



7.6 Mio. €

online concepts in strong groups e.g.



19.5 Mio. €



8.7 Mio. €



8.1 Mio. €

One-Fits-all mattresses concepts (etc.) e.g.



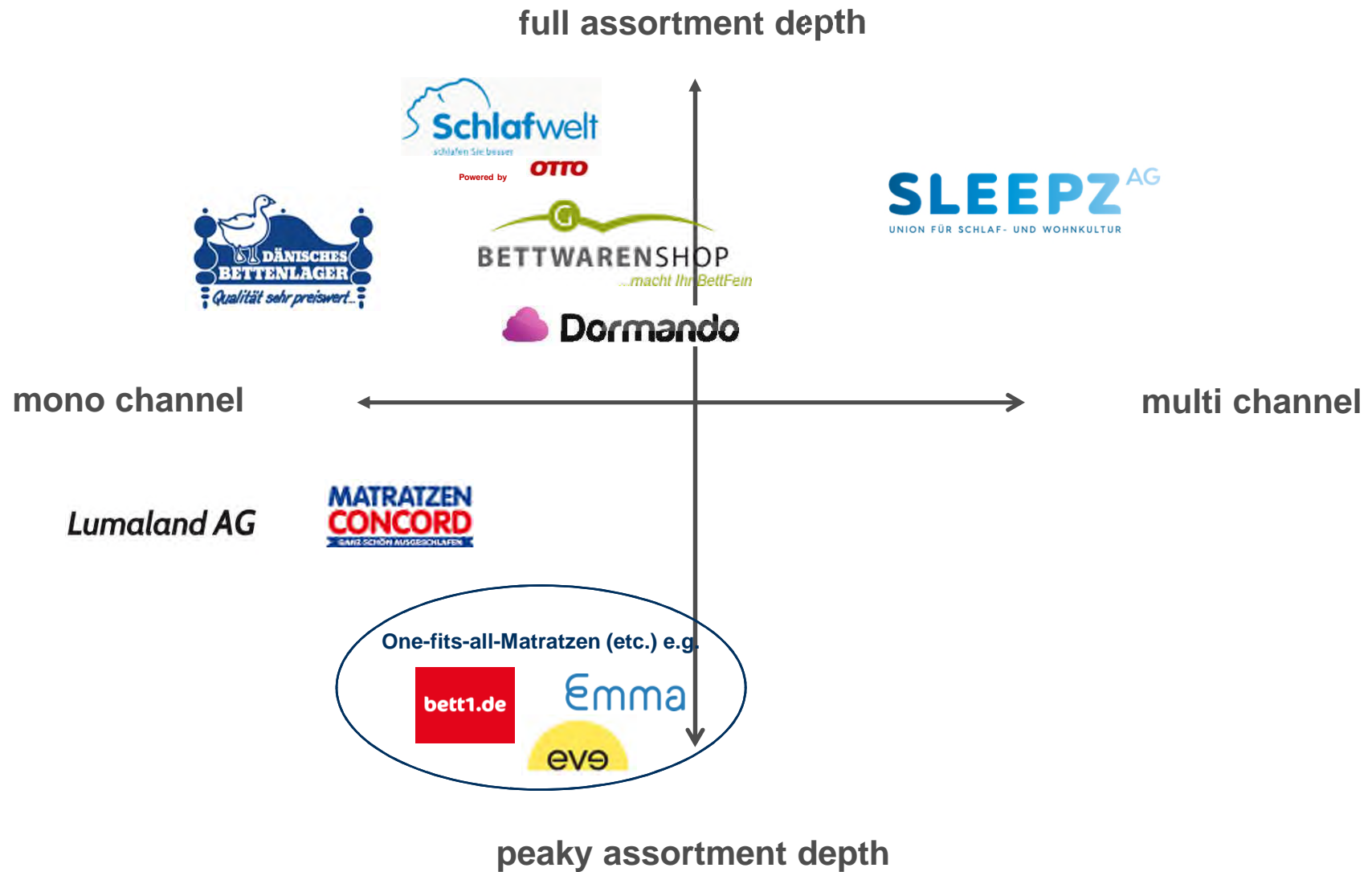
43.6 Mio. €



14.0 Mio. €

* ETH Retail Institut 2017; sales only from B2C online shops, excluding sales via marketplaces, shopping clubs and deal platforms

Target positioning



next steps



Competence profile of the SLEEPZ companies

			Cubitabo 
Manufacturer access	++	++	O
Assortment depth	O	++	+
Online marketing competence	+	+	++
Own warehouses/logistik	++	+	O
Stationary presence	+	++	(+)*
Development of owm brands	(+)**	++	+
B2B projects	O	+	O
Cost structure	+	-	-
KPI-reporting and controlling	+	-	++

* Shop-in-Shop concept mainly for own brand „Buddy“

** In the box spring beds area

next steps



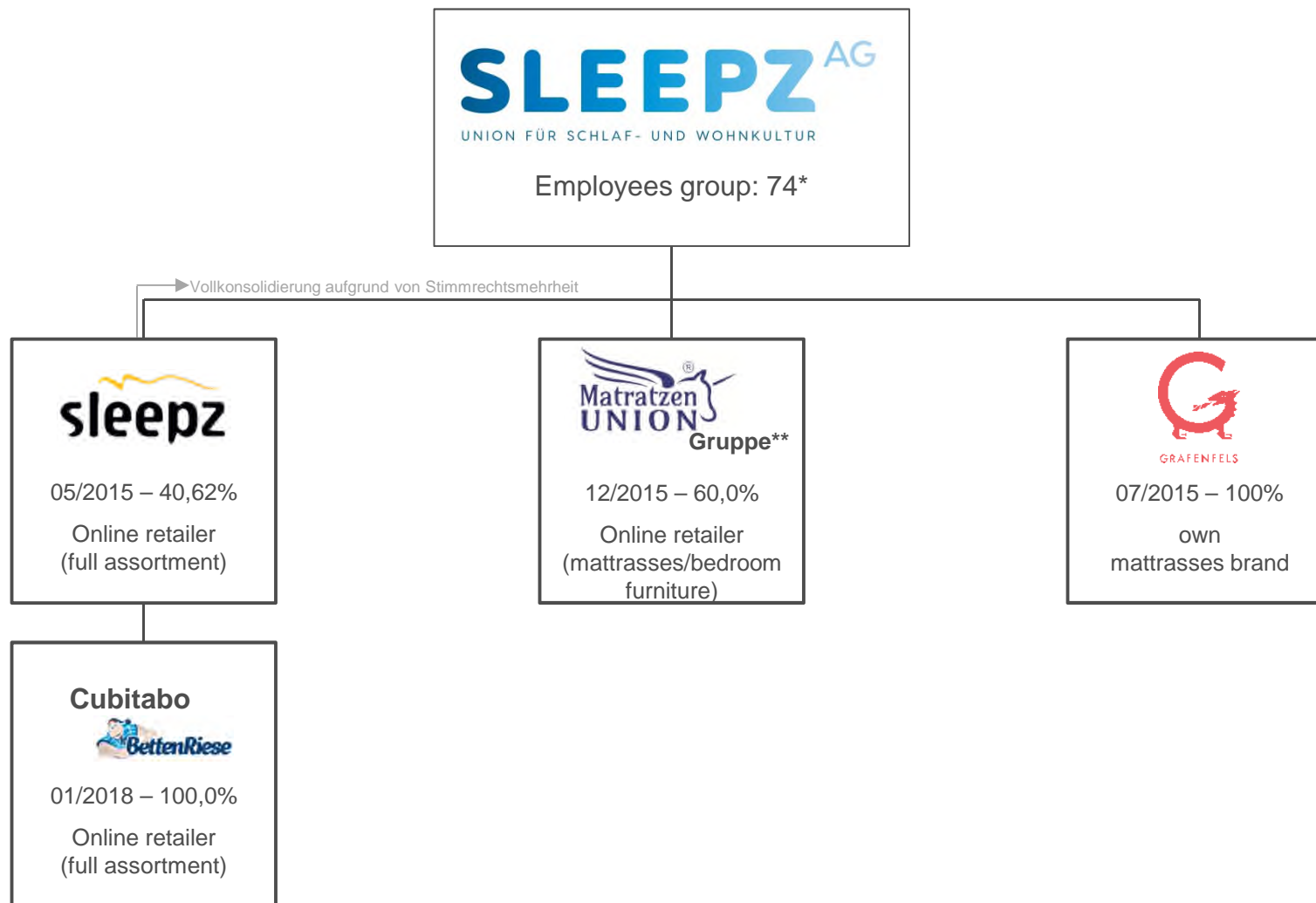
Thank you for your
attention!



Appandix



SLEEPZ-Group



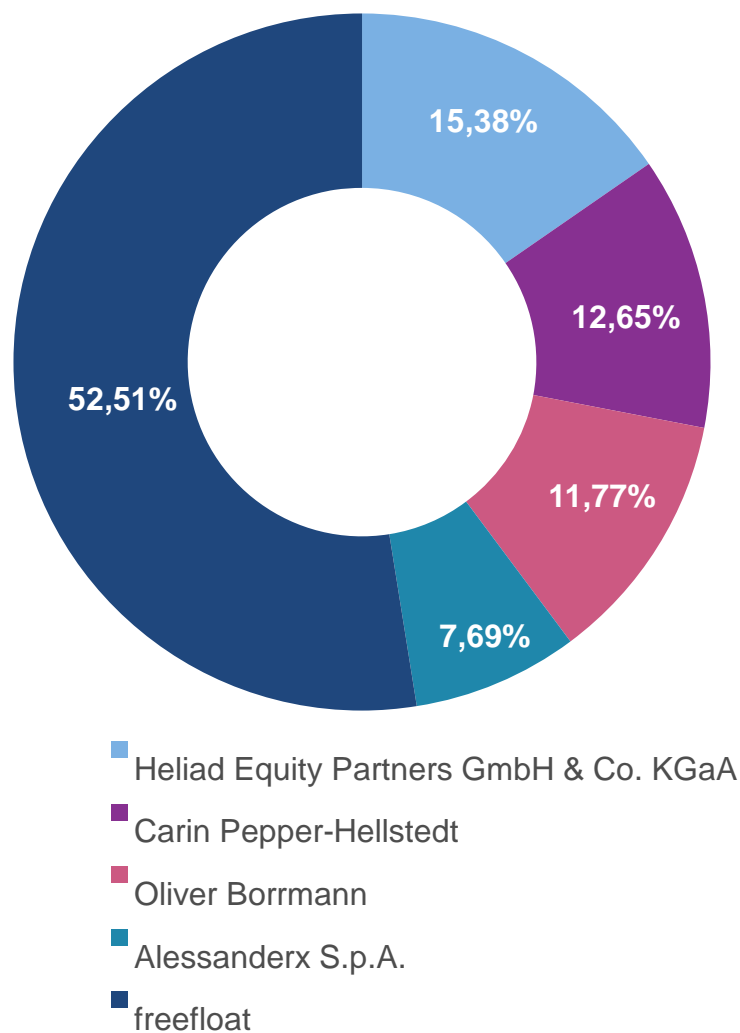
* Employees as of 2017/12/31 incl. Cubitabo

** Matratzen Union group" includes the eponymous company, Markenschlaf GmbH, Ecom Union GmbH and Denkvertrieb GmbH

Our Online shops

full assortment of bedroom furniture and products						
mattresses/ box spring beds						
product shops						

Share information



Share data

- Share Capital 8,970,391.00 €
- Shares 8,970,391
- Tradable shares
ISIN DE000A2E3772 7,590,391
- Non tradeable shares
ISIN DE000A2E4L59 1,380,000

Frankfurt stock exchange

- Transparency level Prime Standard
- Symbol BTBB

Warsaw stock exchange

- Transparency level regulated Market
- Symbol SLZ

Coverage

Date	Research house	Analyst	Recommendation	Target price
2017/12/19	SMC Research	Holger Steffen	„hold“	1.95 €
2017/11/23	Montega	Alexander Braun	„hold“	1.80€
2017/10/16	Montega	Alexander Braun	„hold“	1.80€
2017/09/18	Montega	Alexander Braun	„hold“	2.00 €
2017/09/18	SMC Research	Holger Steffen	„speculative buy“	2.25 €
2017/08/21	Montega	Alexander Braun	„hold“	2.00 €
2017/07/03	SMC Research	Holger Steffen	„speculative buy“	2.35 €
2017/06/01	Montega	Alexander Braun	„buy“	2.00 €
2017/05/09	Montega	Alexander Braun	„buy“	2.00 €

Financial calender

2018/04/27	Publication annual financial report 2017
2018/05/14	Analyst conference Frankfurt
2018/05/31	Publication quarterly statement (due date Q1/2018)
2018/06/19	Ordinary shareholders' meeting
2018/09/14	Publication half year report 2018
2018/11/30	Publication quarterly statement (due date Q3/2018)

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