

INVESTING FOR THE FUTURE INTERIM RESULTS

For the six months ended 31 August 2021



INTRODUCTION

- Mahmud Kamani Investing For The Future
- John Lyttle Strategic Update
- Neil Catto Financial Review
- Carol Kane Our Brands

STRATEGIC UPDATE

John Lyttle, Group CEO

INVESTING FOR THE FUTURE

STRONG 2 YEAR METRICS

- 73% growth in revenue
- 46% growth in customer numbers
- Doubled market share in UK and US
- Larger addressable market than ever before

WITH SIGNIFICANT INVESTMENT

- UK distribution capacity capable of supporting £4bn+ of net sales
- Enhanced supply chain visibility
- Launched 6 new brands and 2 new warehouses
- Commitment to create 5,000 jobs and invest £500 million over next 5 years



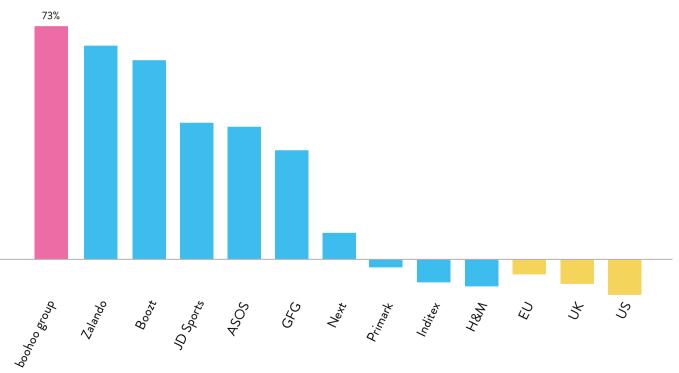


GROWTH, RESILIENCE, OPPORTUNITY

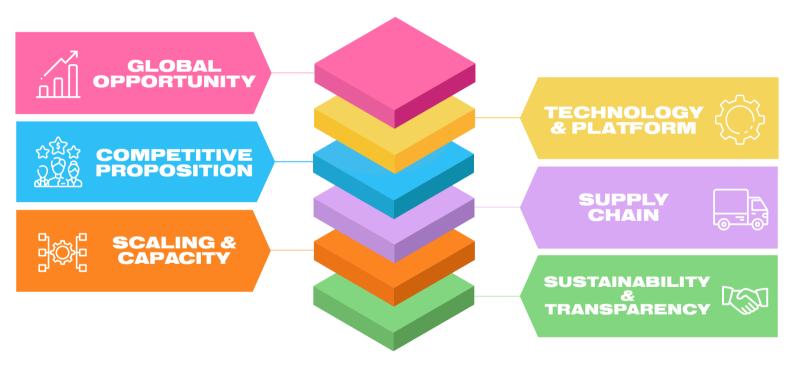
- Extraordinary year last year and continued growth this year
- Returns have normalised in Q2
- Navigating short-term headwinds:
 - Restrictions on festivals and holidays in the summer
 - Delivery proposition impacted by the pandemic
 - Covid related costs £26m in the period
 - Labour cost inflation heading into peak
- Accelerating consumer demand in August, building into September

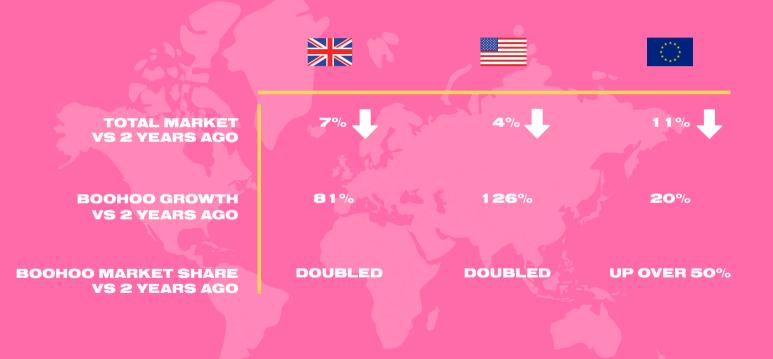
STRONG 2 YEAR GROWTH RATES IN H1 SIGNIFICANTLY AHEAD OF COMPETITORS

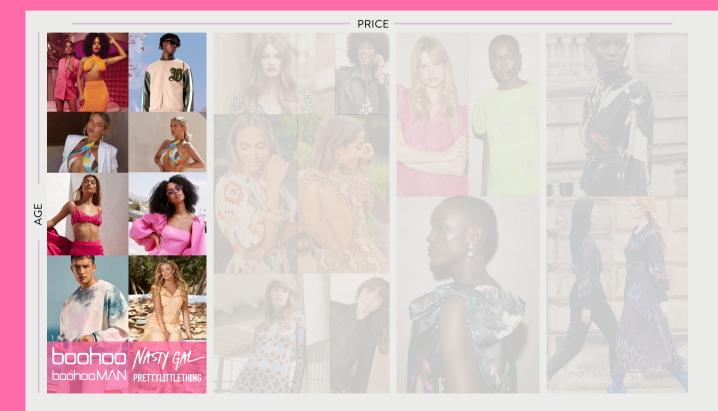
STRUCTURAL GROWTH WINNERS

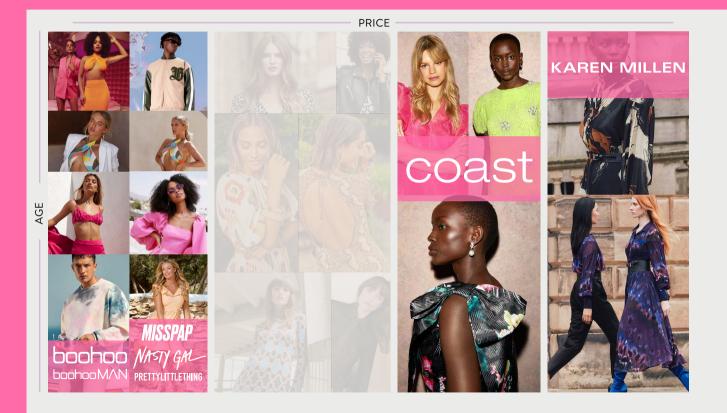


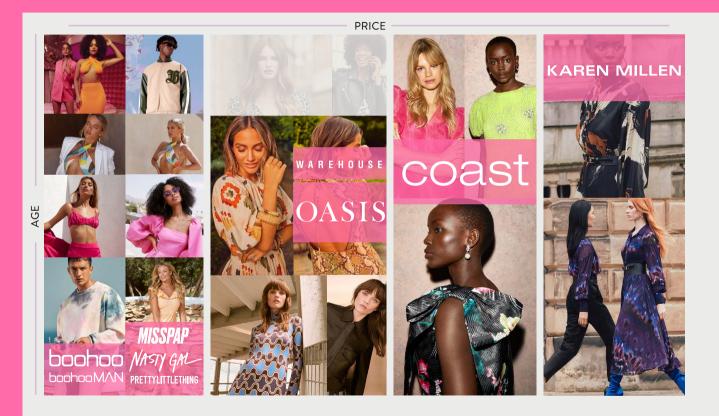
STRATEGIC UPDATE



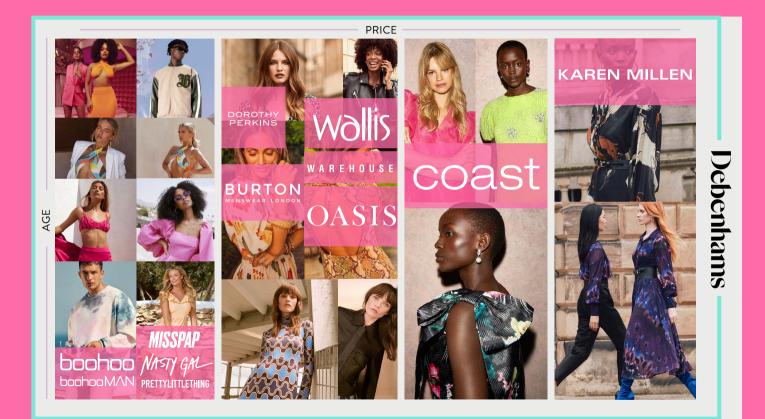












GLOBAL OPPORTUNITY

WHOLESALE PARTNERSHIP OPPORTUNITIES

- Opportunity for new markets in the future
- Criteria of partners
 - Geographical opportunity
 - High brand awareness
 - Great customer proposition

WHOLESALE PARTNER	REGION	LAUNCH DATE
Alshaya Group	Middle East	H2 FY22
About You	Europe	H2 FY22
Partner 3	UK	H2 FY22
Partner 4	UK	H2 FY22

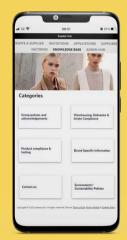
PLUS OTHER GLOBAL OPPORTUNITIES



FRONT END



BEHIND THE SCENES



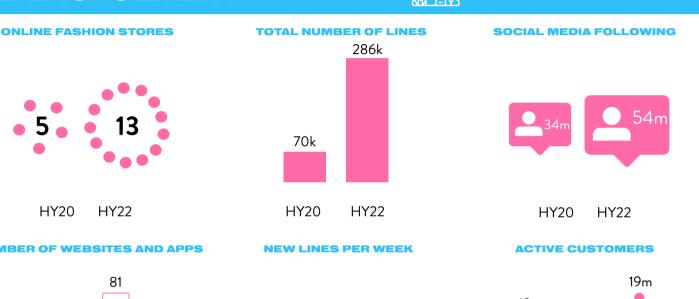
DC AUTOMATION INVESTMENTS

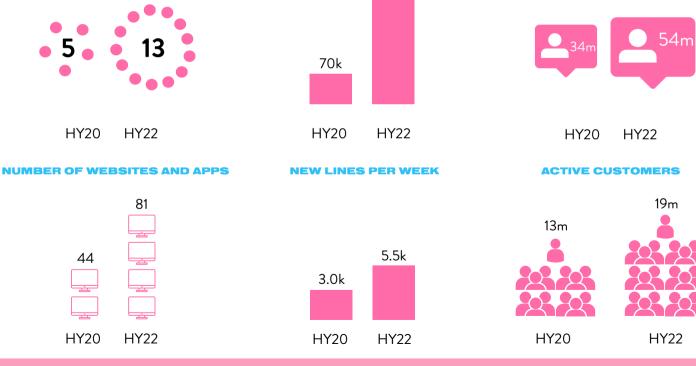


USING DATA AS AN ASSET



DRIVING CUSTOMER GROWTH 公館台 AND ENGAGEMENT







TEST & REPEAT EMBEDDED ACROSS ALL BRANDS



- Overall high volumes underpin small initial orders
- Inventory supported by demand data from testing, backing winning styles to maximise full price sales
- Low inventory risk, reduced markdown, minimal waste

- Significant scale in the UK with four locations
- Over 1,000 jobs created in the first half
- Investment in further efficiencies through automation and scale through expansion
- By 2023, capacity in place to support over £4bn net sales from the UK

LOCATION	DESCRIPTION	COMPLETION DATE	STOCKHOLDING CAPACITY	NET SALES (£ BILLION)
Burnley	Extension & Automation	Apr-19	17m units	£1.2bn
Burnley	Future Expansion	CY 2022-23	6m units	£0.4bn
Sheffield	Mezzanine Fit-out & Flooring	Aug-20	12m units	£1.0bn
Sheffield	Automation	CY 2022-23	9m units	£0.7bn
Wellingborough	3rd UK DC Opened	May-21	5m units	£0.6bn
Daventry	4th UK DC Opened	Jul-21	5m units	£0.3bn
Daventry	Expansion & Automation	CY 2023	8m units	£0.5bn
	TOTAL UK CAPACITY		62M UNITS	£4.7bn

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- New North American DC operational in 2023
- Servicing all of our brands in a key market
- Transform delivery proposition across the US
- Increase capacity by £1bn net sales

SUSTAINABILITY & TRANSPARENCY

WE ARE MAKING GREAT PROGRESS AGAINST OUR GOALS FOR THIS YEAR

Launch READY FOR THE FUTURE product lines and collections

Set up and donate £1 million to the Garment Workers Trust Publish purchasing practices

Disclose supplier and factory list

Launch manufacturing centre of excellence

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ΝΟΛ

"Few, if any, companies undertaking due diligence of their supply chains have gone to the lengths undertaken by boohoo"

- Sir Brian Leveson, June 2021







PRETTYLITTLETHING MARKET BUY IT. LOVE IT. SELL IT

RE-SELL RE-WEAR RE-USE



ECONOMIC IMPACT

- Proud to be a British business
- Committed to investing over £0.5bn in UK infrastructure and creating over 5,000 jobs
- 2,000 jobs created in H1 alone



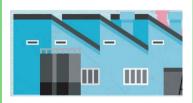
Focus of jobs and economic benefit

Since 2009









SUMMARY

CONTINUED GREAT PROGRESS

- Further growth, building on exceptional gains made last year
- Doubled market share in the UK and US
- Integration of new brands and DCs
- Trading momentum improving heading into the second half

EMERGING FROM THE PANDEMIC WITH:

- More brands
- Stronger infrastructure
- Significantly larger global addressable market



FINANCIA REVIEW



SUMMARY GROUP INCOME STATEMENT

Six months End August (£m)	1H22	1H21	1H20	Change	2 Year Change
Group Sales	975.9	816.5	564.9	20%	73%
Gross Profit	533.3	449.2	306.6	19%	74%
Gross Margin	54.6%	55.0%	54.3%	(0.4)%	0.3%
Adjusted EBITDA	85.1	89.8	60.8	(5)%	40%
Adjusted EBITDA Margin	8.7%	11.0%	10.8%	(2.3)%	(2.1)%
Adjusted EBIT	64.2	79.0	51.3	(19)%	25%
Adjusted EBIT Margin	6.6%	9.7%	9.1%	(3.1)%	(2.5)%
Adjusted PBT	63.8	79.4	51.9	(20)%	23%
Adjusted Diluted EPS	3.84p	4.53p	2.91p	(15)%	32%
Net Cash at End August	98.4	344.9	207.3	(246.5)	(108.9)

Six Months End August (£m)	1H22	1H21
Acquisition Intangibles	(6.3)	(2.5)
Share-based Payments	(12.9)	(8.8)
Integration & Restructuring Costs	(15.8)	-
Warehouse Commissioning & Disruption Costs	(4.2)	-
Adjusting Items	(39.2)	(11.3)

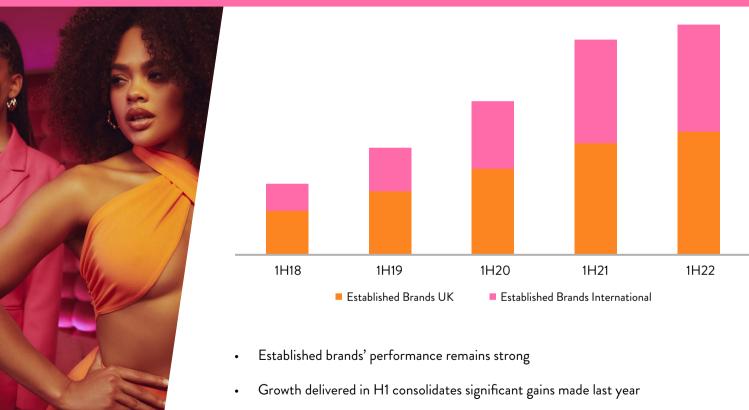
- Sales +20% in H1, and + 73% vs. 2 years ago.
 Consolidating significant market share gains in 1H21
- Adjusted EBITDA £85.1m despite £26 million COVIDrelated headwinds due to elevated freight
- One-off Restructuring and Warehousing transformation costs reflect acquisition integration and investments for future efficiencies and scale

SEGMENTAL RESULT

Six Months End August	UK	USA	ROE	ROW	Total
Sales (£m)	569.6	250.6	104.7	51.0	975.9
Change (%)	32%	24%	(15)%	(16)%	20%
2 Yr Change (%)	81%	126%	20%	(1)%	73%



ESTABLISHED BRAND REVENUES REMAIN STRONG



INVESTING FOR THE FUTURE GROUP OPERATING COSTS

Six months to 31 August As a % of net sales	1H22	1H21	1H20	1 Yr Change	2 Yr Change
Marketing	11.8%	7.9%	9.3%	390bps	250bps
Distribution	23.9%	24.3%	23.0%	(40)bps	90bps
Other Admin Costs	12.4%	13.1%	12.9%	(70)bps	(50)bps
Total	48.1%	45.4%	45.2%	270bps	290bps

Six months to 31 August (£m)	1H22	1H21	1H20	1 Yr Change	2 Yr Change
Marketing	115.2	64.8	52.8	78%	118%
Distribution	233.1	198.6	130.0	17%	79%
Other Admin Costs	120.8	106.9	72.6	13%	66%
Total	469.1	370.3	255.4	27%	84%

- Marketing investments supporting rebuilding of brands acquired through the pandemic and investment across key focus markets
- Central overheads continue to leverage as we scale

1H22 - SHORT-TERM COST INFLATION

	Amount
Outbound Carriage Inflation	£20 million
Inbound Freight Inflation	£3 million
Other Pandemic Costs	£3 million
Total Short-Term Cost Headwind	£26 million

CARRIAGE COSTS: 1H22 VS. PRE-PANDEMIC





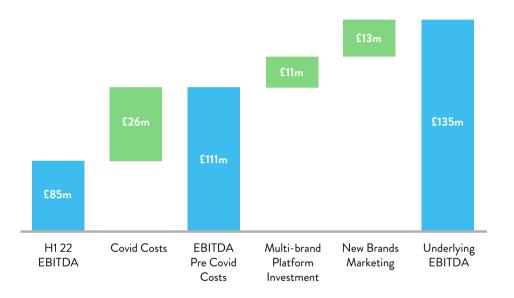
2H22 - SHORT-TERM COST HEADWINDS

H2 INCREMENTAL COST HEADWINDS

- Outbound Carriage: expect to continue this financial year
- Inbound Freight: Significant increases compared to the first half
- Warehouse Costs
 - Wage Inflation
 - Peak Incentive



IMPACT OF COVID ON EBITDA



- H1 22 EBITDA includes £26 million of Covid-related costs
- Short-term headwind of 270 basis points of margin
- Investing in multi-brand platform for future growth with a significant leverage opportunity

SUMMARY GROUP CASH FLOW STATEMENT

Six months to 31 August (£m)	1H22	1H21
Profit for the year	17.8	52.0
Shared based payments	12.9	8.8
Depreciation & Amortisation	27.2	13.3
Finance income	(0.2)	(0.6)
Finance expense	0.6	0.2
Tax expense	6.8	16.1
Change in working capital	(43.8)	57.4
Operating cash flow	21.3	147.2
Capital expenditure	(172.2)	(27.1)
Acquisitions	0.0	(167.1)
Tax paid	(6.4)	(20.1)
Free cash flow	(157.3)	(67.1)
Other cashflows	(20.3)	171.4
Net cashflow	(177.6)	104.3
Period end net cash	98.4	344.9

- Operating cash flow of £21.3 million driven by working capital investments
- Elevated capital expenditure of £172m, including:
 - £72m on new London Office
 - £79m on infrastructure and automation
- Ended the period with £98million of net cash and £198 million of liquidity

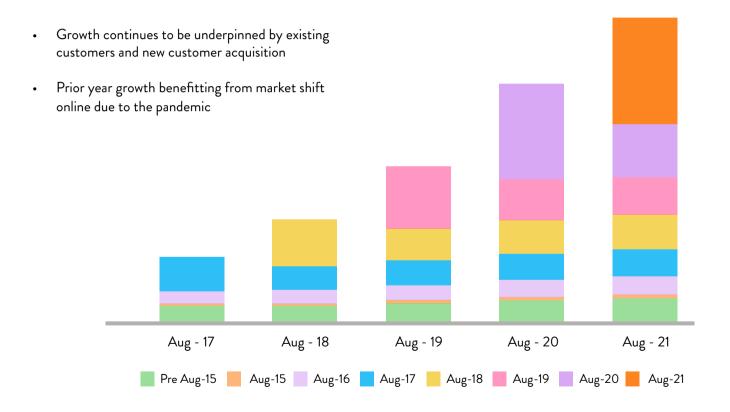
GROUP KPIS



- Growth in active customers remains high
- Gains delivered across all major KPIs and across all brands
- Underpinning future growth potential

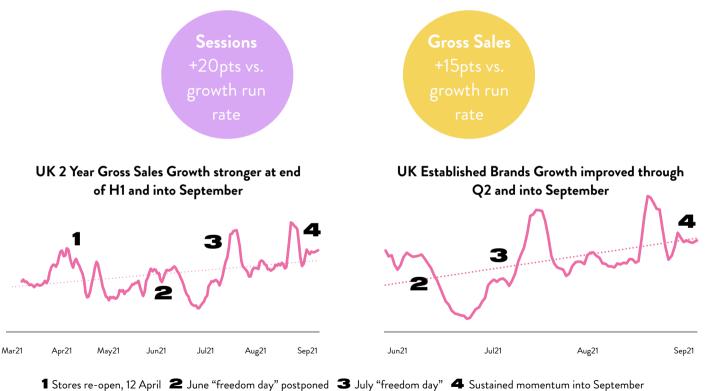
Six months to 31 August	1H22	1H21	1H20	Change (%)	2 Yr Change (%)
Active Customers	18.9m	17.4m	13.0m	9%	46%
Number of Orders	30.7m	26.6m	20.3m	15%	51%
Order Frequency	3.09x	2.85x	2.87x	9%	8%
Average Order Value	£45.41	£46.11	£43.26	(2)%	5%
Items/Basket	3.21x	3.46x	3.15x	(7)%	2%

STRONG CUSTOMER RETENTION



INCREASED DEMAND FOLLOWING REOPENING

CUSTOMER BEHAVIOUR POST-FREEDOM DAY



GROUP YEAR ON YEAR GROSS SALES GROWTH



FY22 FINANCIAL GUIDANCE

- Group Sales Growth 20-25%
- Adjusted EBITDA Margin 9-9.5% reflecting short-term cost headwinds resulting from the COVID pandemic
- Cap Ex £275 million including £72 million London Office reflecting investments to enable long-term growth
- Medium term guidance of 25% sales growth p.a. and 10% adjusted EBITDA margin unchanged, as pandemic-related headwinds ease



OUR BRANDS

Carol Kane, Group Co-Founder & Executive Director

INTRODUCTION

- Debenhams
- Our brands

ANA

• Our evolving approach to marketing



Debenhams

FASHION. BEAUTY. HOME

DELIVERED TO YOUR DOOR

"To be the no.1 online destination for Fashion, Beauty and Home"

Key Debenhams metrics pre-acquisition



DOROTHY PERKINS BURTON MENSWEAR LONDON

Predominantly UK _____

Key metrics pre-acquisition

£428m revenue 2.5m customers

















KAREN MILLEN













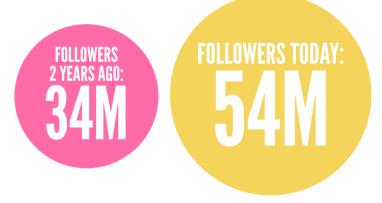


OPTIMISED MARKETING STRATEGY



OPTIMISED MARKETING STRATEGY

- Relaunch of physical events
- Targeted physical advertising
- Strong social media engagement











ADDRESSABLE AUDIENCE

INVESTING FOR THE FUTURE

our customers: 1990

TOTAL AUDIENCE: 48990

Source: Statista. Defined as total number of 15-59 year olds across the UK, USA and Europe

OCCASIONWEAR

ADAPTING TO CHANGING CUSTOMER DEMANDS

- coast -



BURTON Menswear London

SUMMARY

EMERGING FROM THE PANDEMIC WITH

- Short-term headwinds
- Positive start to H2 in September
- Strong growth
- More brands
- Stronger infrastructure
- Sustainability embedded across the business
- Dressing every customer from 16-50+



APPENDICES

REPORTED REVENUE FY21 & FY22

Reported Sales	3 Mths to 31st May			3 Mths to 31 August			6 Mths to 31 August					
Breakdown (£m)	FY22	FY21	% CHG	% CER	FY22	FY21	% CHG	% CER	FY22	FY21	% CHG	% CER
Total	486.1	367.8	+32%	+32%	489.8	448.7	+9%	+10%	975.9	816.5	+20%	+20%
By Region												
UK	274.6	183.0	+50%	+50%	295.0	247.2	+19%	+19%	569.6	430.2	+32%	+32%
ROE	54.7	63.4	-14%	-12%	50.0	60.3	-17%	-16%	104.7	123.7	-15%	-14%
USA	131.9	92.0	+43%	+40%	118.7	110.2	+8%	+9%	250.6	202.2	+24%	+23%
ROW	24.9	29.4	-15%	-10%	26.1	31.0	-16%	-18%	51.0	60.4	-16%	-14%

INVESTING FOR THE FUTURE GROUP BALANCE SHEET



Y/E 28 FEBRUARY	1H22	1H21	
Assets			
Intangible assets	121.6	47.8	
Property, plant and equipment	287.9	135.3	
Right-of-use assets	53.6	11.9	
Financial assets	7.3	7.9	
Deferred tax	2.3	4.8	
Non-Current Assets	472.7	207.7	
Working capital	(47.1)	(121.1)	
Lease liabilities	(54.6)	(13.5)	
Net financial assets	12.8	(5.0)	
Cash	148.4	344.9	
Interest bearing loans and borrowings	(50.0)	-	
Deferred tax liability	(3.8)	(3.8)	
Current tax asset / (liability)	3.0	(1.8)	
Net Assets	481.4	407.4	

REPORTED REVENUE FY21 & FY22

DATE	EVENT
January 2022 (TBC)	P3 22 TRADING UPDATE
May 2022 (TBC)	FY22 RESULTS ANNOUNCEMENT
June 2022 (TBC)	1Q 23 TRADING UPDATE
September 2022 (TBC)	1H23 RESULTS ANNOUNCEMENT



REPORTED REVENUE FY21 & FY22

ADJUSTED EBITDA	Calculated as PBT, interest, depreciation, amortisation, share-based payment charges and exceptional items
ADJUSTED EBIT	Calculated as EBIT excluding share-based payment charges, amortisation of acquired intangible assets and exceptional items
ADJUSTED PBT	Calculated as PBT, excluding share-based payment charges, amortisation of acquired intangible assets and exceptional items
ADJUSTED DILUTED EPS	Calculated as Diluted EPS, excluding share-based payment charges, amortisation of acquired intangible assets and exceptional items
NET CASH	Net cash is cash less borrowings
ACTIVE CUSTOMERS	Defined as having shopped in the last 12 months
NUMBER OF ORDERS	Defined as number of orders in the period
ORDER FREQUENCY	Defined as number of orders in last 12 months divided by number of active customers
CONVERSION RATE	Defined as the percentage of orders taken to internet sessions
AVERAGE ORDER VALUE	Calculated as gross sales including sales tax divided by the number of orders

FY22 FURTHER FINANCIAL GUIDANCE

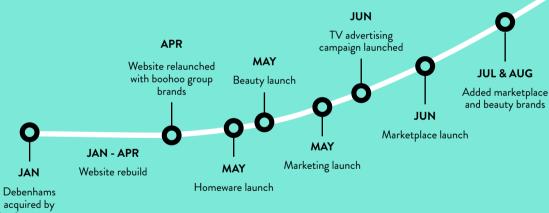
	PREVIOUS GUIDANCE	UPDATED GUIDANCE
Effective Tax Rate	c.23%	c.23%
Capital Expenditure	£125 million to £175 million. Excluding £72 million on Soho Head Office	£175 million to £200 million. Excluding £72 million on Soho Head Office
Depreciation & Amortisation	£35 million to £40 million	£40 million to £45 million
Acquisition Intangible Amortisation	£12 million	£12 million
Share-based Payments	£30 million	£25 - £30 million
One-off Restructuring Costs	£10-£15 million	£15 million
Warehouse Commissioning and Disruption Costs		£7.5 million





UPCOMING:

Beauty Club relaunch Beauty store opening App launch More beauty brands More marketplace brands



boohoo group

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Debenhams



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FORWARD LOOKING STATEMENTS

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