

Rocket Internet SE: H1 2017 Results for Rocket Internet and Selected Companies with Strong Profitability Improvements

- **Aggregate revenue of selected companies grew by 29% to EUR 1.24 billion in H1 2017 versus H1 2016**
- **Aggregate adjusted EBITDA margin of selected companies improved from -19.6% in H1 2016 to -12.0% in H1 2017**
- **Rocket Internet consolidated loss for the period significantly reduced from EUR -617 million in H1 2016 to EUR -27 million in H1 2017**
- **Rocket Internet increases pro-forma gross cash position to EUR 1.9 billion**

Berlin, September 28, 2017 – Rocket Internet SE's ("Rocket Internet" or "the Company") selected companies demonstrated further growth and improvement in profitability in the first half of 2017. Aggregate revenue across the focus sectors Food & Groceries, Fashion, General Merchandise and Home & Living grew by 29% to EUR 1.24 billion in H1 2017, relative to H1 2016. The aggregate adjusted EBITDA margin improved from -19.6% in H1 2016 to -12.0% in H1 2017 and aggregate adjusted EBITDA losses decreased by EUR 44 million to EUR -161 million in H1 2017.

Highlights of the selected companies' development in the first half of 2017 include:

HelloFresh, the leading meal kit company with operations in North America, Europe and Australia, showed significant growth in active costumers and servings delivered, which resulted in net revenue of EUR 435 million in H1 2017, a 49.4% increase compared to H1 2016. HelloFresh achieved an adjusted EBITDA margin improvement from -15.7% in H1 2016 to -10.7% in H1 2017 (Q2 2017: -7.4%).

Global Fashion Group, the leading online fashion destination in emerging markets, grew NMV by 33.8% from H1 2016 to EUR 528 million in H1 2017 (with Namshi the Middle Eastern

subsidiary excluded for both time periods, since no longer fully consolidated post the Emaar Malls investment in May 2017). The H1 2017 adjusted EBITDA margin improved to -8.6% (Q2 2017: -4.3%) with EBITDA losses improving in the first half of the year from EUR -69.1 million to EUR -43.9 million.

Home & Living companies Home24 and Westwing had a solid first half of the year with significantly improved adjusted EBITDA margins of -9.3% and -4.7% respectively.

Rocket Internet's consolidated loss for the period significantly improved from EUR -617 million in H1 2016 to EUR -27 million in H1 2017. The Company's pro-forma gross cash balance increased to EUR 1.9 billion as of end of August 2017.

For an overview of the detailed H1 2017 results for the selected companies, please see the appendix or visit our website. The Rocket Internet Interim Condensed Consolidated Financial Statements for the period ended June 30, 2017 are also available for download at www.rocket-internet.com/investors/financial-information.

--- END ---

Media Contact

T: +49 30 300 13 18 68

E: media@rocket-internet.com

About Rocket Internet

Rocket Internet incubates and invests in Internet companies with proven business models. It provides operational support to its companies and helps them scale internationally. Rocket Internet focuses predominantly on four industry sectors of online and mobile retail and services that make up a significant share of consumer spending: Food & Groceries, Fashion, General Merchandise and Home & Living. Rocket Internet's selected companies are active in a large number of countries around the world with more than 28,000 employees. Rocket Internet SE

is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information please visit www.rocket-internet.com.

Disclaimer / Important Note

Despite not having control over the key portfolio companies mentioned above, the aggregate financial information is shown on a 100% basis (i.e. 100% of revenues and EBITDA). The actual legal and economic interest of the Rocket Internet group in the network companies shown above is far lower than 100%. Please refer to Rocket Internet SE's consolidated financial statements for additional information on the group's consolidation policies and its segment information.

This document contains forward-looking statements. These statements are based on the current views, expectations and assumptions of the management of Rocket Internet SE and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results, performance or events may differ materially from those described in such statements due to, among other things, changes in the general economic and competitive environment, risks associated with capital markets, currency exchange rate fluctuations and competition from other companies, changes in international and national laws and regulations, in particular with respect to tax laws and regulations, and other factors. Rocket Internet does not assume any obligations to update any forward-looking statements.