

Rocket Internet SE: Key Portfolio Companies Continue to Advance Towards Profitability

- **Aggregate net revenues of key portfolio companies grow by 32% to EUR 1,043 million H1 2016 vs. H1 2015**
- **Aggregate adjusted EBITDA margin of key portfolio companies improves from -32% in H1 2015 to -17% in H1 2016**

Berlin, Germany, September 22, 2016 – Rocket Internet SE's ("Rocket Internet", "the Company") key portfolio companies have taken further significant steps towards profitability in the first half of 2016. As a result, the aggregate adjusted EBITDA margin improved from -32% in the first half of 2015 to -17% in the first half of 2016 and absolute EBITDA losses decreased by EUR 84 million.

The key companies in the core sectors Food & Groceries, Fashion, General Merchandise, and Home & Living – HelloFresh, foodpanda, Global Fashion Group ("GFG"), Jumia, Home24 and Westwing – grew aggregate net revenues on average 32% to EUR 1,043 million in H1 2016.

Highlights of the key companies' development in the first half of 2016 include: HelloFresh, the leading global fresh meals at home provider, continued to show attractive growth with net revenue improving by 159% in H1 2016. GFG significantly improved its profitability. Dafiti, GFG's Latin America's online fashion retailer, improved its adjusted EBITDA margin from -37% in the first half 2015 to -9.6% in the first half 2016 and Russian online fashion company Lamoda improved its adjusted EBITDA margin from -16.2% in the first half 2015 to -6.1% in the first half 2016. Middle Eastern online fashion retailer Namshi turned profitable at adjusted EBITDA level in H1 2016. Online Home & Living company Westwing also demonstrated further progress on its path to profitability with an adjusted EBITDA margin in the first half year 2016 of -8.4% compared to -31.7% in the first half year 2015.

As announced on September 1st, 2016, special items, in particular impairments at GFG, weighed on the consolidated IFRS results of Rocket Internet in the first half of 2016. Overall,

PRESS RELEASE



the consolidated loss for the first half of 2016 was EUR 617 million. As a result of deconsolidation effects, group revenues in the first half of 2016 decreased to EUR 29 million compared to EUR 71 million in first half of 2015.

Rocket Internet announces today that it has expanded its existing convertible buyback program. Rocket Internet may spend an additional EUR 85 million on convertible buybacks until 30 September 2017. The initial buyback program resulted in a buyback volume (nominal) of EUR 164 million as of September 20, 2016, almost completing the initially announced buyback program.

“The first half 2016 results have shown that Rocket internet’s key portfolio companies continue to progress on their path to profitability”, says Oliver Samwer, CEO of Rocket Internet. “We are on track to meet our profitability targets, with at least three of our key portfolio companies turning profitable until the end of 2017.”

For an overview of the detailed H1 2016 results for key portfolio companies, please see the appendix or visit our website.

--- END ---

Media Contact

T: +49 30 300 13 18 68

E: media@rocket-internet.com

About Rocket Internet

Rocket Internet builds and invests in Internet companies that take proven online business models to new, fast-growing markets. Rocket Internet focuses on five industry sectors of online and mobile retail services that make up a significant share of consumer spending: Food & Groceries, Fashion, General Merchandise, Home & Living and Travel. Its network of companies operates a variety of business models in a large number of countries around the

world with more than 36,000 employees at the end of 2015. 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 net 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 2015 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.