

● Five-year overview

in millions of €

Sales & earnings	2023	2022	2021	2020	2019
Revenue	326.4	276.1	150.0	107.0	63.1
Customer acquisition costs for the period	125.8	89.8	44.9	32.4	21.23
EBITDA	50.3	43.5	27.2	15.9	5.8
EBITDA margin (in %)	15.4	16.0	18.1	14.9	9.1
EBIT	45.8	42.0	26.3	15.2	4.8
EBIT margin (in %)	14.0	15.0	17.5	14.2	7.6
Basic earnings per share	4.90	4.47	2.74	1.16	0.36
Diluted earnings per share	4.82	4.45	2.71	1.16	0.35

Cash flow	2023	2022	2021	2020	2019
Cash flow from operating activities	30.3	23.8	20.8	14.8	2.5
Cash flow from investing activities	-11.8	-8.4	-4.8	-0.7	-0.4
Operating free cash flow	18.6	15.4	16.0	14.1	2.1
Cash flow from financing activities	-12.7	-7.7	-14.6	-3.6	-5.0
Total cash flow	5.8	7.7	1.4	10.5	-2.9

Balance sheet	2023	2022	2021	2020	2019
Equity	102.3	81.3	59.6	55.6	46.7
Total assets	154.4	135.1	96.3	77.0	68.1
Equity ratio (in %)	66.3	59.7	61.9	72.3	68.6
Net financial debt (-)/ net liquidity (+)	15.7	9.9	2.3	0.9	-9.6

KPIs	2023	2022	2021	2020	2019
Unique paid memberships (in millions per 31/12)	1.2	1.3	0.9	0.6	0.4
Exp. avg. lifetime value of a customer (in €)	85	73	62	50	n/a
Lifetime Value of Customer Base (per 31/12)	164.0	141.0	87.0	50.0	38.0
Total customer acquisition costs	135.4	112.3	54.4	34.2	22.2

Shares	2023	2022	2021	2020	2019
Share price (per 31/12)	19.88	25.20	24.70	16.60	2.90
Number of shares (per 31/12)	6,508,714	6,508,714	6,508,714	6,188,714	6,188,714
Market capitalisation (per 31/12)	129.4	164.0	160.8	102.7	17.9

Human resources	2023	2022	2021	2020	2019
Full-time employees (per 31/12)	147	139	107	71	63
Part-time employees (per 31/12)	23	25	22	12	12
Total employees (per 31/12)	170	164	129	83	75