PRESS RELEASE

H1 2014 RESULTS AND BUSINESS UPDATE

- Strong top line growth of 104% in GMV and margin improvement for Proven Winners
- Rocket Internet's performance on track and in line with expectations
- foodpanda grew into the Proven Winners category
- "Travel" is a new attractive focus sector for Rocket Internet with TravelBird and Traveloka added to Emerging Stars
- 7 ventures launched YTD and 3 more models in preparation
- Continued investment in the Rocket Platform to support growth and expansion of network of companies; in the network of companies now more than 25,000 employees
- LPV increased by EUR 74 m since IPO

Berlin, Germany, 17th November 2014 – During H1 2014, Rocket Internet AG ("Rocket Internet", "Rocket", "the Company") continued to capitalize on the significant market opportunity especially in emerging markets through its network of companies, which have been performing in line with expectations. The Proven Winners companies had an average weighted GMV[1] period-over-period growth[2] of 104% in H1 2014. The Emerging Stars companies grew strongly and achieved a 378% average order growth[3] from H1 2013 to H1 2014. Our Proven Winners continue to show strong operating leverage with average EBITDA margin improvement of 12 percentage points in H1 2014 compared to the full year 2013 EBITDA margins.

Rocket Internet's emerging markets food ordering platform foodpanda has rapidly expanded into 29 countries and has achieved leading market positions, among others in India, Russia and South East Asia. It recorded organic growth in gross transaction volume of 429% in H1 2014 relative to H1 2013. The Company has decided to move foodpanda from Emerging Stars to Proven Winners, therefore providing investors further disclosure on this exciting high growth business.

Rocket Internet announces today the launch of Travel as a new focus sector. The travel sector represents a significant growth opportunity in emerging markets which benefit from a large and growing middle class with increasing travel needs, coupled with low and rapidly

[1] Gross merchandise volume.
[2] GMV for all Proven Winners except HelloFresh, for which number of servings was used, weighted by H1 2014 revenues contribution in EUR (converted at average H1 2014 FX rate).
[3] Includes "total orders" growth for FabFurnish and Zanui; "total transactions" growth for CupoNation and Paymill; "bookings" growth for Wimdu; for Zencap, Helpling and Lendico, there are no comparison H1 2013 numbers available. TravelBird and Traveloka not yet included.

growing online travel booking penetration, and attractive margins in packaged travel. Travel companies TravelBird, focusing on packaged travel, and Traveloka, a leader in the Indonesian online travel market, have been added to Rocket Internet´s Emerging Stars category.

The Regional Internet Groups also continue to expand with Africa Internet Group having launched 7 and Asia Pacific Internet Group 6 new country operations.

The Rocket Internet platform is well on track to start 10 new companies in 2014, 7 of which have been launched to date and 3 more models are in preparation. Rocket Internet has continued to build out its platform to support the growth in its network of companies. It now employs 25,000 people, an increase of c. 4,500 over June 30th 2014, across its network of companies. Rocket Internet's in-house developed SellerCenter Platform (marketplace tool) has been rolled out to 7 companies in 46 countries. In addition, we have implemented our proprietary Campaign Factory Platform (Rocket Internet's customer re-engagement tool) at 20 companies across 36 different countries.

Finally, Rocket Internet increased its Last Portfolio Valuation ("LPV") by EUR 74 m since the time of IPO.

Oliver Samwer, Founder and Chief Executive Officer of Rocket Internet commented: „Rocket Internet has shown a strong performance in the first half of 2014: We are well on track and our Proven Winners performed in line with our expectations. Our network of companies is uniquely positioned to capitalize on the growth of Internet commerce in emerging markets. It is our goal to launch again at least ten new startups in 2015 and continue to invest in our existing companies, our own proprietary technology, our geographic footprint, our infrastructure and processes, and our outstanding people around the globe."

H1 2014 Results Update for Proven Winner companies

All Proven Winner companies report now under IFRS as Westwing and Hellofresh have moved from German GAAP to IFRS.

GLOBAL FASHION GROUP

The emerging markets online fashion businesses which are being combined in the Global Fashion Group continue to show significant progress and we are on track to complete the combination of the businesses by year end. As a result of the merger of all of the fashion companies, the decision was taken to move the financial year end of Jabong, a fashion market leader in India, to December. Jabong's numbers will be reported on this basis going forward.

DAFITI

In H1 2014, Dafiti continued to deliver attractive net revenue growth (+38% vs. H1 2013). This growth was broadly in line with the increase in GMV to BRL 272 m (+31% vs. H1 2013) and above the increase in number of orders to 1.9 m (+26% vs H1 2013). As of end of June 2014, the number of active customers[4] was c.1.8 m.

Gross margin improved to 39% in H1 2014, up 3 percentage points relative to H1 2013 due to improved purchasing as well as inventory and disciplined supplier management. The EBITDA loss was lower in absolute terms with BRL 100 m and the EBITDA margin continued to improve (-38%, up 17 percentage points), also driven by higher marketing efficiency.

LAMODA

H1 2014 was characterized by strong net revenue growth (+112% in comparison to H1 2013). This growth was in line with the increase in GMV to RUB 8.7 bn (+124% in comparison to H1 2013) and the increase in number of orders to 1.7 m (+103% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was c. 1.4 m.

In terms of profitability, gross margin was 41%, down 2 percentage points relative to H1 2013. This was driven by an earlier usage of targeted price reductions to achieve higher sell-out rates and avoid pricing pressure in Q3. EBITDA margin continued to improve by 19 percentage points from -52% to -33%. With RUB 1.3 bn, the absolute EBITDA loss increased and Lamoda continues to invest in its infrastructure in light of expected future growth.

ZALORA

H1 2014 net revenues of EUR 44 m represented 64% of total 2013 net revenues. GMV in the first 6 months of 2014 amounted to EUR 56 m (+44% in comparison to H1 2013) and the number of orders totaled 1.5 m (+61% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was c. 1.2 m.

In terms of profitability, gross margin was slightly lower (32%, down 6 percentage point relative to FY 2013) in H1 2014 due to disciplined inventory management incl. early use of discounts. The absolute EBITDA loss amounted to EUR 33 m with EBITDA margin improving (-76%, up 23 percentage points) relative to FY 2013.

[4] Number of customers having made at least one order/transaction within the last 12 months before end of period.

JABONG

H1 2014 was characterized by continued very strong net revenue growth (+187% in comparison to H1 2013). This growth was in line with the increase in GMV to INR 5.1 bn (+195%) and exceeded the growth in number of orders to 3.2 m (+171%) in H1 2014 relative to H1 2013.

In terms of profitability in H1 2014, the gross margin has trended down to -17%, 4 percentage points lower than in H1 2013 as a result of the decision to continue to invest in topline growth following the market pressure of higher discounts. The EBITDA loss was with INR 1.6 bn higher in absolute terms but the EBITDA margin continued to improve significantly (-48%, up 66 percentage points compared to H1 2013).

NAMSHI

Namshi, a leading online fashion player in the Middle East, has continued to show very strong growth in the first half of 2014. H1 2014 net revenues amounted to AED 60 m (+210% in comparison to H1 2013). This growth was in line with the increase in GMV to AED 72 m (+202%) and exceeded the growth in number of orders to 170 k (+187%) in H1 2014. As of end of June 2014, the number of active customers was 128 k.

In terms of profitability in H1 2014, the gross margin improved from an already strong base to 52%, up 1 percentage point relative to H1 2013. This effect was mainly due to better inventory management, less discounts and a higher share of private label. EBITDA loss decreased in absolute terms to AED 17 m and EBITDA margin improved strongly (-28%, up 97 percentage points compared to H1 2013) mainly as a result of scale effects and higher marketing efficiency.

GENERAL MERCHANDISE

The financials of the general merchandise companies are characterized by the continuous transition from an ecommerce model of selling mostly own inventory to a marketplace focused model selling 3rd party goods. The marketplace model of the Rocket Internet companies combines the high unit economics and low risk of that model with their strong logistics and fulfillment expertise.

LAZADA

Lazada, a leading general merchandise player in South East Asia, performed very strongly and continues to invest in the growth of its differentiated platform.

Lazada is pursuing the shift to a marketplace driven business model. As marketplace activities are only partially reflected in the net revenue line (i.e. only the commissions received by the merchants are recognized in net revenues), management views GMV as the key metric to judge the topline growth of Lazada.

H1 2014 net revenues of EUR 47 m represent already 83% of total 2013 net revenues. GMV in the first 6 months amounted to EUR 73 m, up 202% in comparison to H1 2013, and the number of transactions totaled 1.8 m (+313% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was c. 1.4 m.

Gross margin improved to 9% (up 3 percentage points relative to FY 2013) in H1 2014 also due to the shift to the marketplace model. Absolute EBITDA loss amounted to EUR 40 m with EBITDA margin improving to -85%, up 4 percentage points relative to FY 2013. Lazada has continued to invest strongly in building out its business lines.

LINIO

Linio has also continued its move to a marketplace model. Similar to Lazada, management believes that the GMV metric best reflects the growth of the business going forward.

Linio recorded H1 2014 net revenues of EUR 21 m while GMV amounted to EUR 33 m, up 80% in comparison to H1 2013. The number of transactions totaled 0.5 m (+170% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was 0.5 m.

In terms of profitability, gross margin has decreased to 6%, down 4 percentage points relative to FY 2013, in H1 2014 as a result of traditionally higher discounts in the first 6 months of the year. Absolute EBITDA loss amounted to EUR 19 m with EBITDA margin down (-90%, down 19 percentage points) relative to FY 2013 reflecting the continued investment in customer and merchant acquisition.

JUMIA

Jumia has only recently started to move towards a marketplace model. Management expects GMV to become the most relevant metric to judge topline growth.

H1 2014 net revenues amounted to EUR 21 m which represents already 72% of total 2013 net revenues. GMV totaled EUR 27 m, doubling from H1 2013. The number of transactions totaled 0.4 m (+150% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was 0.3 m.

Gross margin was slightly lower (13%, down 5 percentage points relative to FY 2013) in H1 2014 as a consequence of a change in product mix. Absolute EBITDA loss amounted to

EUR 26 m with EBITDA margin slightly down (-127%, down 11 percentage points) relative to FY 2013. The EBITDA margin is significantly negatively impacted by an increase in share based compensation expenses. Excluding this item, EBITDA margin would have improved by 31 percentage points.

HOME & LIVING

HOME24

Home24 expanded its strong market position, benefitting from strong secular tailwinds.

H1 2014 net revenues of EUR 59 m represent already 64% of total 2013 net revenues. GMV in the first 6 months amounted to EUR 69 m (+43% in comparison to H1 2013) and the number of orders totaled 0.4 m (+37% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was 0.5 m.

During H1 2014, gross margin has improved to 42% (up 3 percentage points relative to FY 2013) due to scale effects and higher share of direct import sourcing as well as increased private label sales. As Home 24 continues to invest in strong growth and customer acquisition, its absolute EBITDA loss amounted to EUR 14 m with EBITDA margin improving considerably (-24%, up 17 percentage points) relative to FY 2013.

WESTWING

With the move to IFRS, 2013 net revenues and EBITDA loss are now EUR 112 m and EUR 46 m respectively.

H1 2014 net revenues of EUR 76 m represent already 68% of total 2013 net revenues. GMV in the first 6 months amounted to EUR 85 m (+51% in comparison to H1 2013) and number of orders totaled 0.9 m (+74% in comparison to H1 2013) in H1 2014. As of end of June 2014, the number of active customers was 0.6 m.

In terms of profitability, gross margin in H1 2014 has improved to 43%, up 3 percentage points relative to FY 2013 due to scale effects and Westwing's even closer cooperation with its network of more than 3,000 suppliers. Westwing continues to invest in the significant growth potential of its markets. Absolute EBITDA loss amounted to EUR 27 m with EBITDA margin continuing to improve to -35%, up 6 percentage points relative to FY 2013.

FOOD & GROCERIES

HELLOFRESH

Across its countries, HelloFresh continues to perform very strongly and H1 2014 net revenues of EUR 22 m represent already 153% of total 2013 net revenues. Number of servings delivered in the first 6 months amounted to 3.9 m (+369% in comparison to H1 2013) in H1 2014. The number of active subscribers[5] increased to c. 81 k by the end of June 2014.

In terms of profitability, absolute EBITDA loss amounted to EUR 4 m with EBITDA margin improving considerably (-18%, up 27 percentage points) relative to FY 2013.

FOODPANDA

For a food delivery marketplace, gross transaction volume is the most relevant topline metric to look at. In H1 2014, gross transaction volume amounted to EUR 9 m, up 429% compared to the same period in 2013. Pro forma for the acquisition of DeliveryClub, the Russian market leader, food deliveries worth EUR 27 m were transacted on foodpanda's platforms during H1 2014. The combined business recorded 1.34 m orders in H1 2014 and its network of partners included 13.3 k restaurants as of June 30, 2014.

In terms of profitability, foodpanda has generated a gross profit of EUR 1.0 m in H1 2014, representing a margin of 84%. Absolute EBITDA loss amounted to EUR 11 m.

For a detailed overview of all Proven Winners H1 2014 financials, please see the appendix or visit our pressroom.

Ends

[5] Number of people subscribed to services and having ordered at least once during the last three months.

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About Rocket Internet

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on proven online business models that satisfy basic consumer needs across three sectors: eCommerce, marketplaces and financial technology. Rocket was founded in 2007 and now has more than 25,000 employees across its network of companies, which operate in more than 100 countries on five continents.

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