

# Financial results for the quarter ended 31 March 2001

do something [lastminute.com](http://lastminute.com)

Allan Leighton

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# lastminute.com strategy

- Increased focus on retail metrics:
  - Improving the convenience and quality of our product offering
  - Increasing conversion from browsers to customers
  - Improving gross margins across all categories
  - Accelerating our path to profitability through increased technology and operating efficiencies
- We remain committed to:
  - Expanding the lastminute.com brand in the European online marketplace
  - Core and satellite country strategy
  - Building a state-of-the-art technology which can be leveraged across all platforms (online, voice, mobile, digital TV), product categories and geographies

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Brent Hoberman

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# Business model well positioned for the long-term

- **lastminute.com is not just another travel company**
- Non-travel items are instrumental in:
  - attracting and retaining customers and suppliers (high conversion and repeat rates)
  - building advertising revenues and boosting long-term margins
  - cheap and effective way of building brand recognition
  - stabilising the seasonality and the cyclical nature of travel cash flows
- Expect the UK and and combined French operations to be profitable within twelve months

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# Highlights

- Order based total transaction value increases by 47.3% quarter on quarter to £31 million and quadruples year on year
- Gross profit increases by 39% quarter on quarter to £3.9 million and by over 5 times year on year
- Gross profit margin rises to 13.9% for the quarter and by 4 percentage points year on year
- Conversion rate increases from 8.9% to 11.0% quarter on quarter
- Operating cash-outflow reduces by 20% quarter on quarter

\* Conversion defined as cumulative customers since inception/ registered subscribers at period end (excluding those applicable to JVs)

# Strong momentum

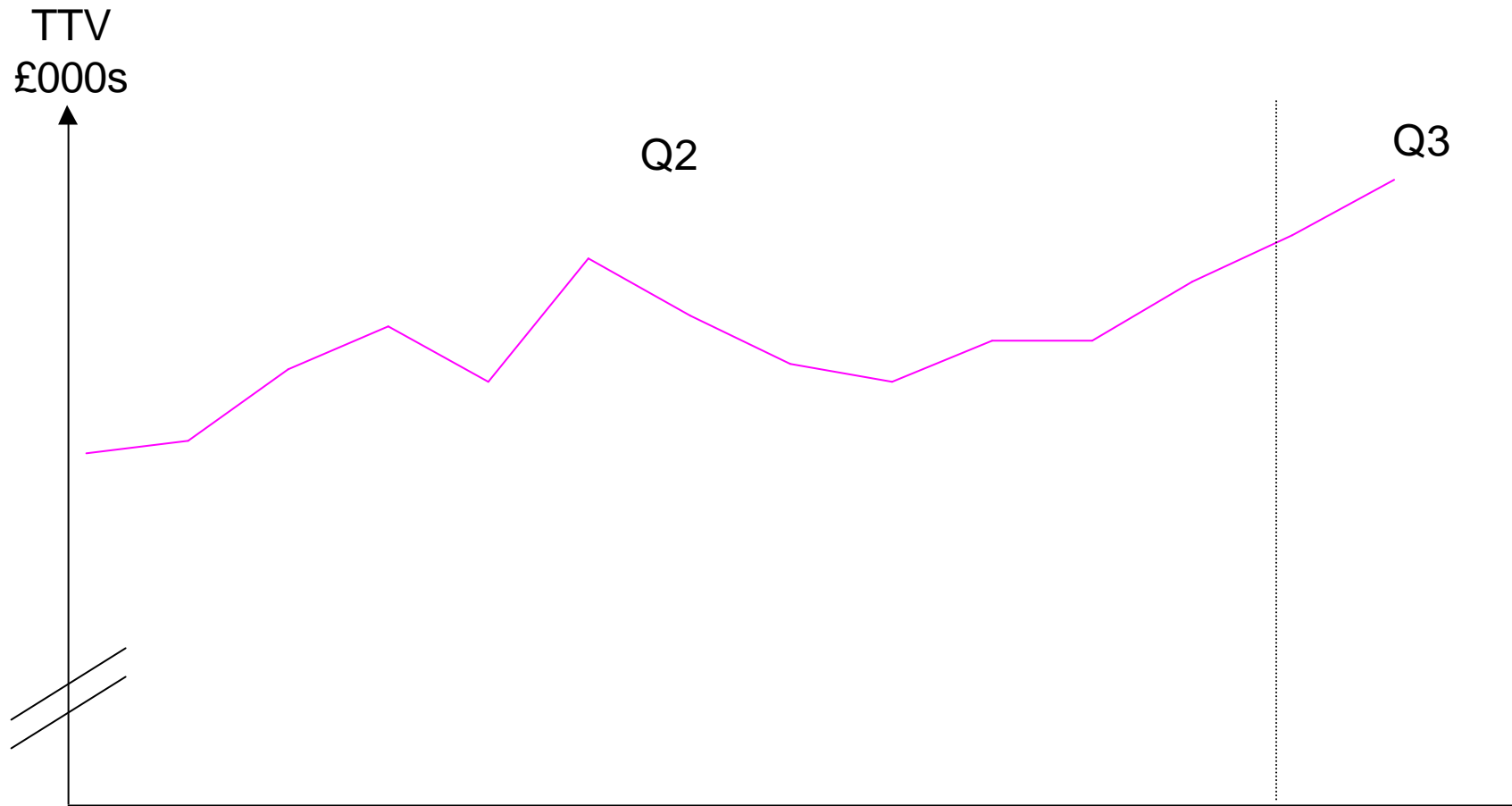
'000s	Quarter ended 31 March 2001	Quarter ended 31 December 2000	Growth
TTV	£27,805	£20,233	37.4%
Gross Profit	£3,851	£2,779	38.6%
Subscribers	3,136,077	2,860,736	9.6%
- HTML	2,422,788	2,261,530	7.1%
Customers <sup>1</sup>	323,747	234,549	38.0%
Items sold	188,676	160,819	17.3%
Net loss <sup>2</sup>	£10,663	£11,708	-8.9%
Operating cash outflow	£9,143	£11,415	-19.9%
Cash balance at qtr end	£61,801	£70,928	-12.9%

<sup>1</sup> Only includes Degriftour's unique customers since 1 October 2000

<sup>2</sup> Excluding amortisation of goodwill

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... continues through the Easter period

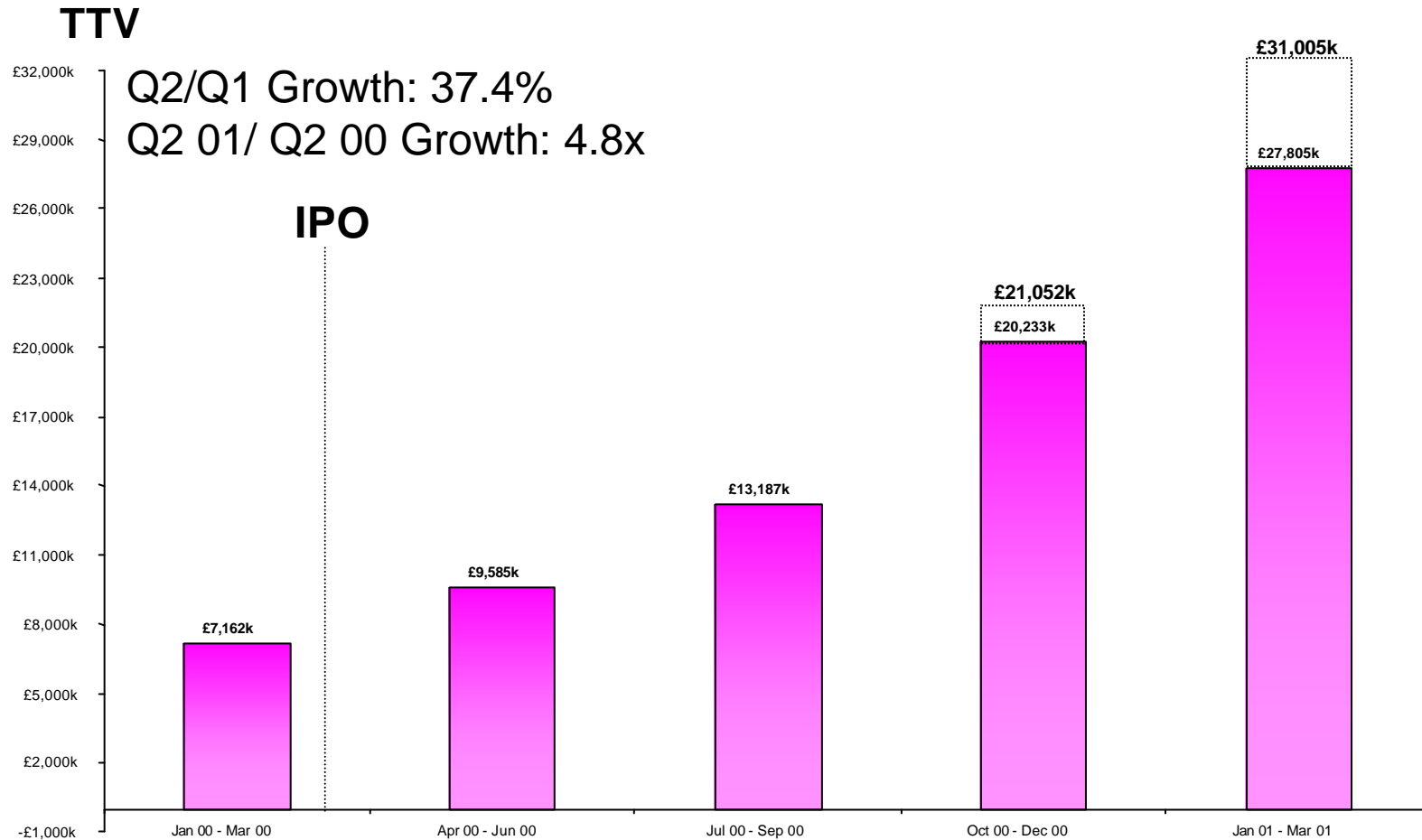


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Julian Culhane

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# Total Transaction Value

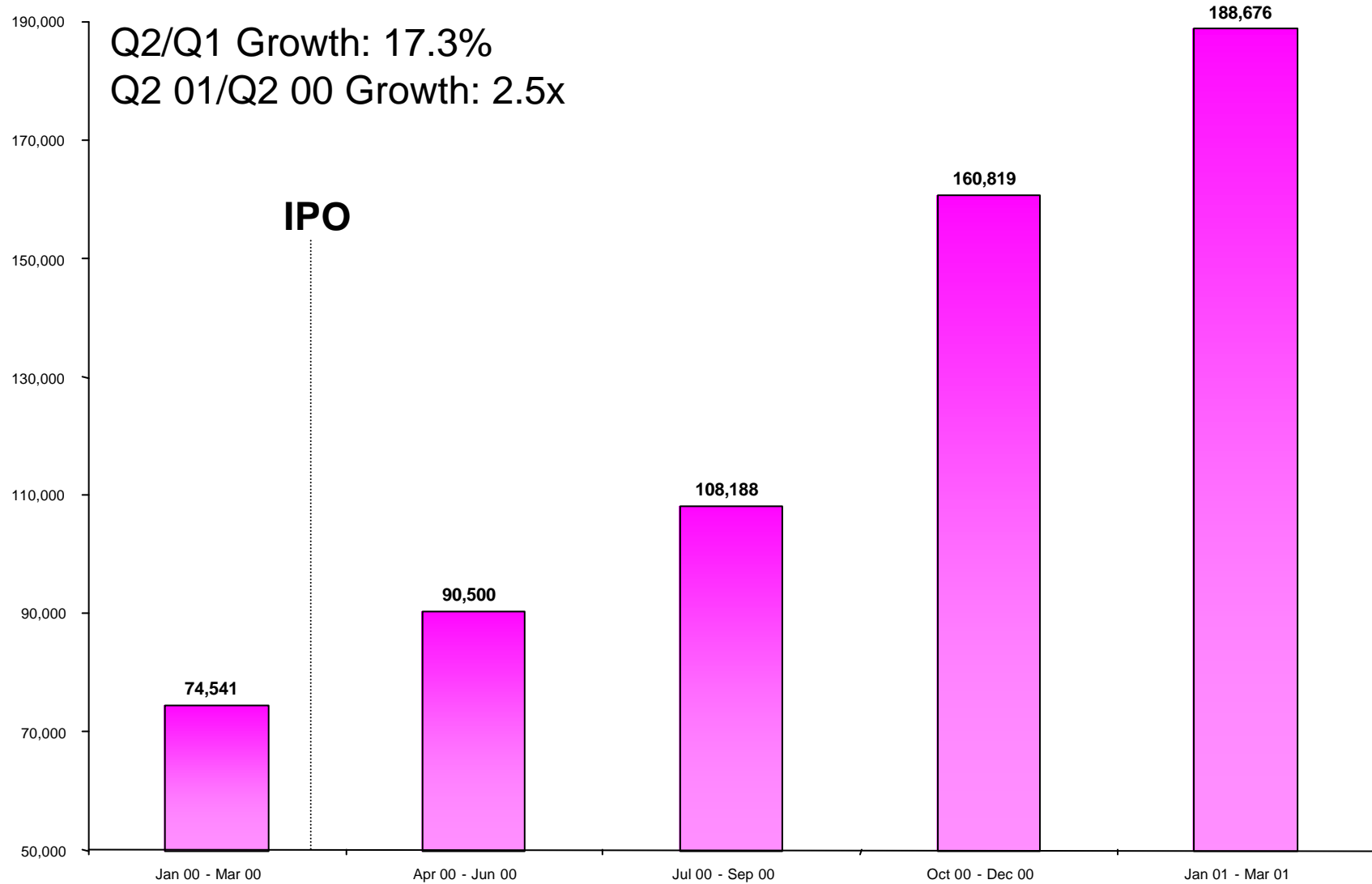


\* excluding VAT and airport taxes

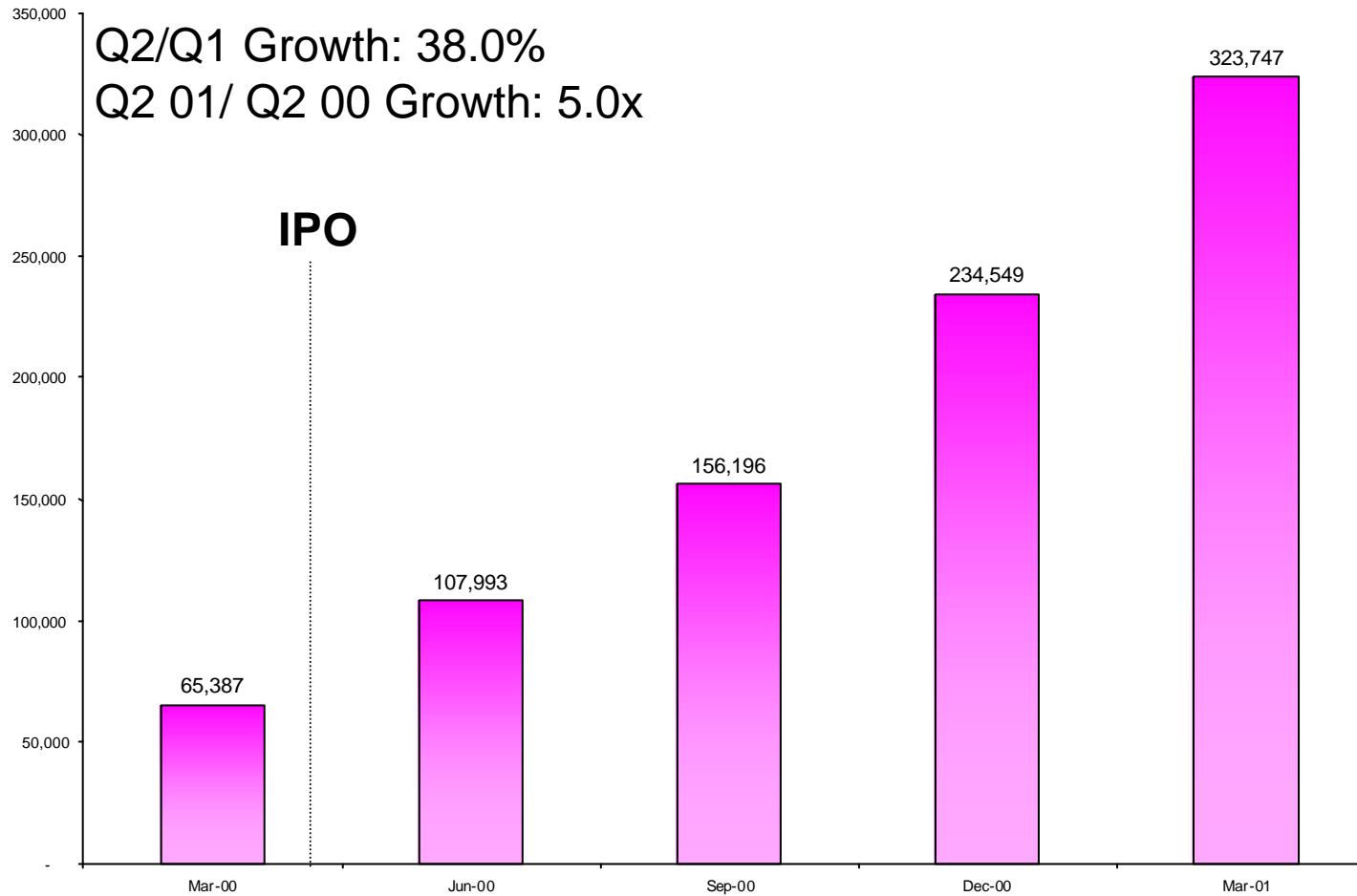
\* Order based TTV represents TTV calculated with reference to booking date rather than departure date, the latter being the basis for lastminute.com's stated accounting policy when accounting for TTV.

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# Items Sold



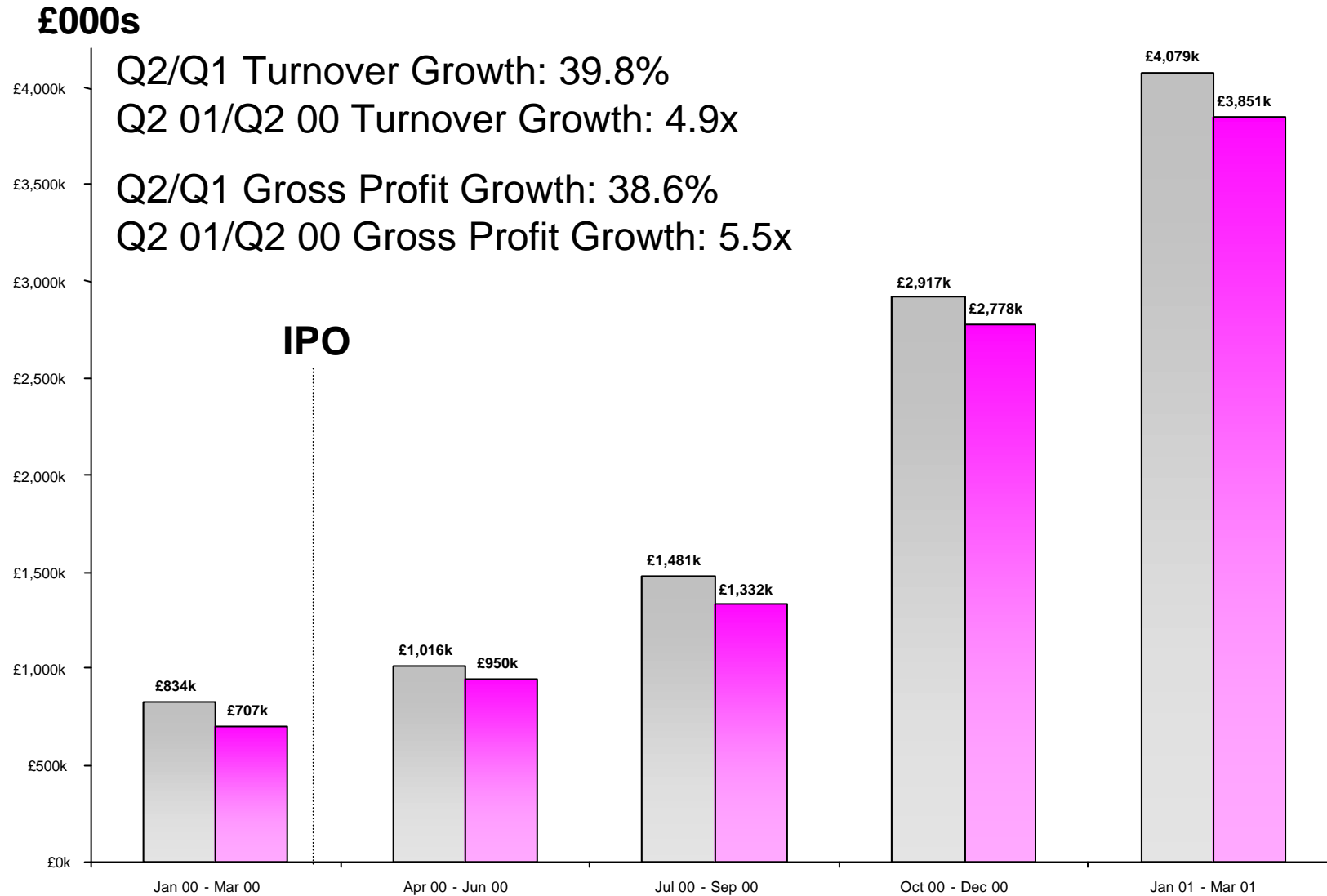
# Customers\*



\* Cumulative customers since inception for lastminute.com and cumulative customers since 1 October 2000 for DegriTour

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# Turnover/Gross Profit Growth



# Profit & Loss Account Highlights

<b>£000s</b>	3m to <u>Mar 01</u>	3m to <u>Dec 00</u>	3m to <u>Mar 00</u>
<i>Additional Information</i>			
Total Transaction Value	27,805	20,233	7,162
<i>P&amp;L Highlights</i>			
Turnover	4,079	2,917	834
Cost of Sales	<u>228</u>	<u>138</u>	<u>127</u>
Gross Profit	3,851	2,779	707
Product Development	3,247	3,426	2,571
Sales & Marketing	7,165	7,205	4,801
General Admin	<u>4,734</u>	<u>4,691</u>	<u>1,991</u>
Subtotal	15,146	15,322	9,363
Depreciation of goodwill	3,665	3,665	-
Non cash stock charge	293	619	1,854
NI provision	<u>29</u>	<u>(458)</u>	<u>925</u>
Operating Costs	19,133	19,148	12,142
Other income/(charge)	-	-	75
Operating Loss	<u>(15,282)</u>	<u>(16,369)</u>	<u>(11,360)</u>

# Balance Sheet Highlights

<b>£000s</b>	As at <u>31 Mar 01</u>	As at <u>31 Dec 00</u>	As at <u>31 Mar 00</u>
Intangible fixed assets	51,306	54,971	-
Tangible fixed assets	15,216	15,040	4,144
Investments	<u>(114)</u>	<u>(92)</u>	<u>-</u>
	66,408	69,919	4,144
Stock	133	115	35
Debtors	14,279	10,771	5,874
Cash at bank	<u>61,801</u>	<u>70,928</u>	<u>131,155</u>
	76,213	81,814	137,064
Creditors < 1 year	(29,372)	(24,523)	(7,609)
Provisions/Creditors>1 yr	<u>1,228</u>	<u>1,189</u>	<u>2,563</u>
Net assets	<u>112,021</u>	<u>126,021</u>	<u>131,036</u>

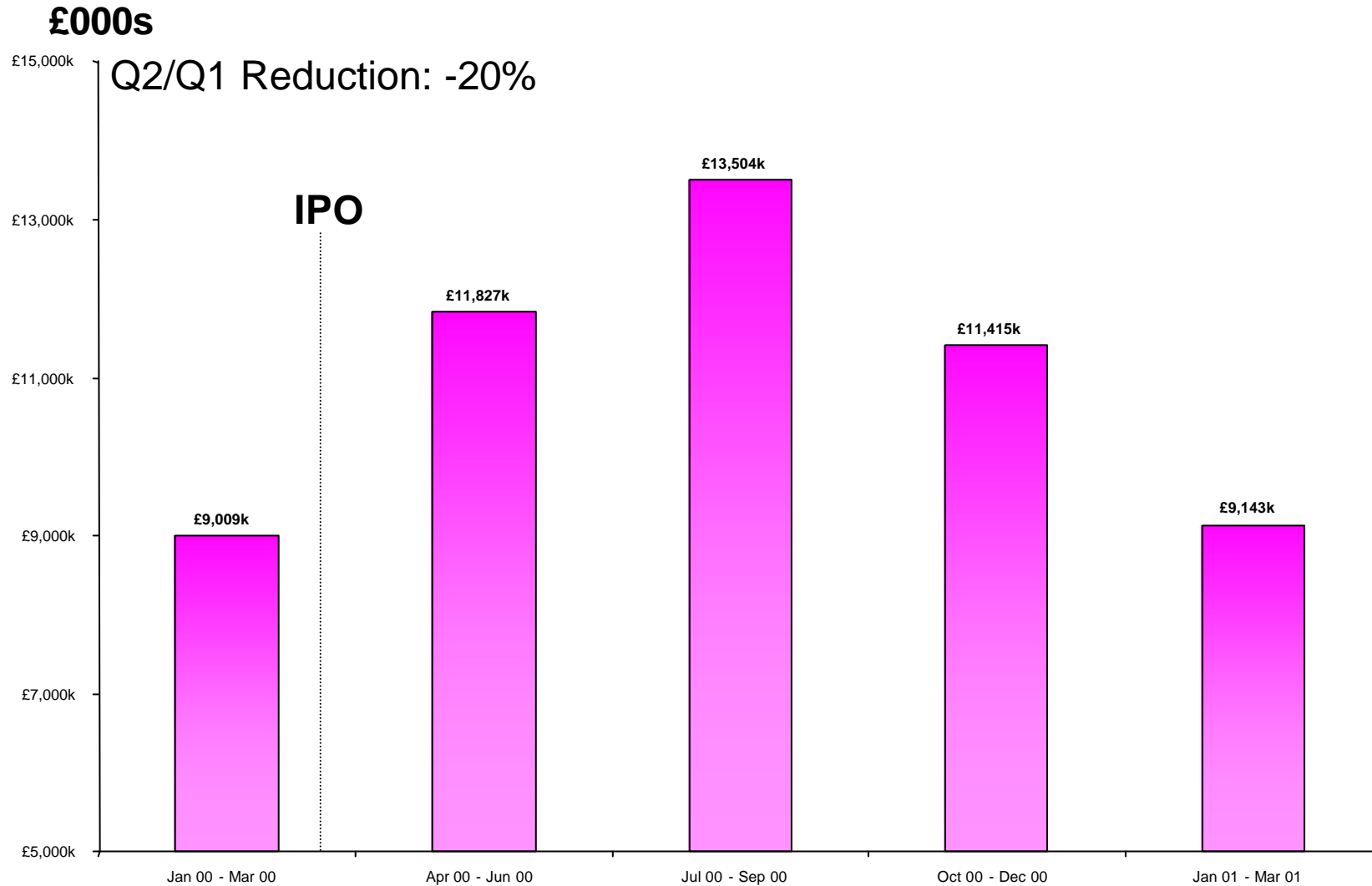
# Cash Flow Highlights

£000s

	3m to <u>Mar 01</u>	3m to <u>Dec 00</u>	3m to <u>Mar 00</u>
Net cash (outflow)	(7,861)	(9,497)	(6,363)
Interest received	978	1,055	326
Interest paid	<u>(2)</u>	<u>(11)</u>	<u>(18)</u>
	976	1,044	308
Capital expenditure*	(2,258)	(2,962)	(2,954)
Payments to acquire Subsidiary	-	(21,350)	-
Decrease in short term deposits	-	11	-
Issue of shares	<u>16</u>	<u>5</u>	<u>137,817</u>
Increase/(decrease) in cash	<u><u>(9,127)</u></u>	<u><u>(32,749)</u></u>	<u><u>128,808</u></u>

\*incl. capitalised technology costs

# Cash outflow (ex equity financing and acquisitions)



Martha Lane Fox

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# Economies of scale are starting to show

- UK customer acquisition cost decreased by 29% quarter on quarter to £25 and 56% year on year
- A greater return on media spend demonstrated by a reduction in UK media spend of 36% year on year
- Group average value of item sold in the quarter increased by 25% to £164 quarter on quarter
- Group gross profit ( including advertising and other revenues) per item rose by 27% quarter on quarter to £22.80

# Leveraging network benefits across Europe

- Leverage development cost of: brand, content and technology across Europe
- Core countries: UK, France and Germany which represent 65% of total e-commerce market and over two thirds of online travel market in Europe
- Subsidiary countries (Spain, Italy, Sweden, Netherlands) performing at lower cost:
  - fast growing e-commerce markets
  - large outbound customer bases
  - valuable sources of destination supply
  - can be run with increasing efficiency, beginning to reduce operating costs with little effect on sales

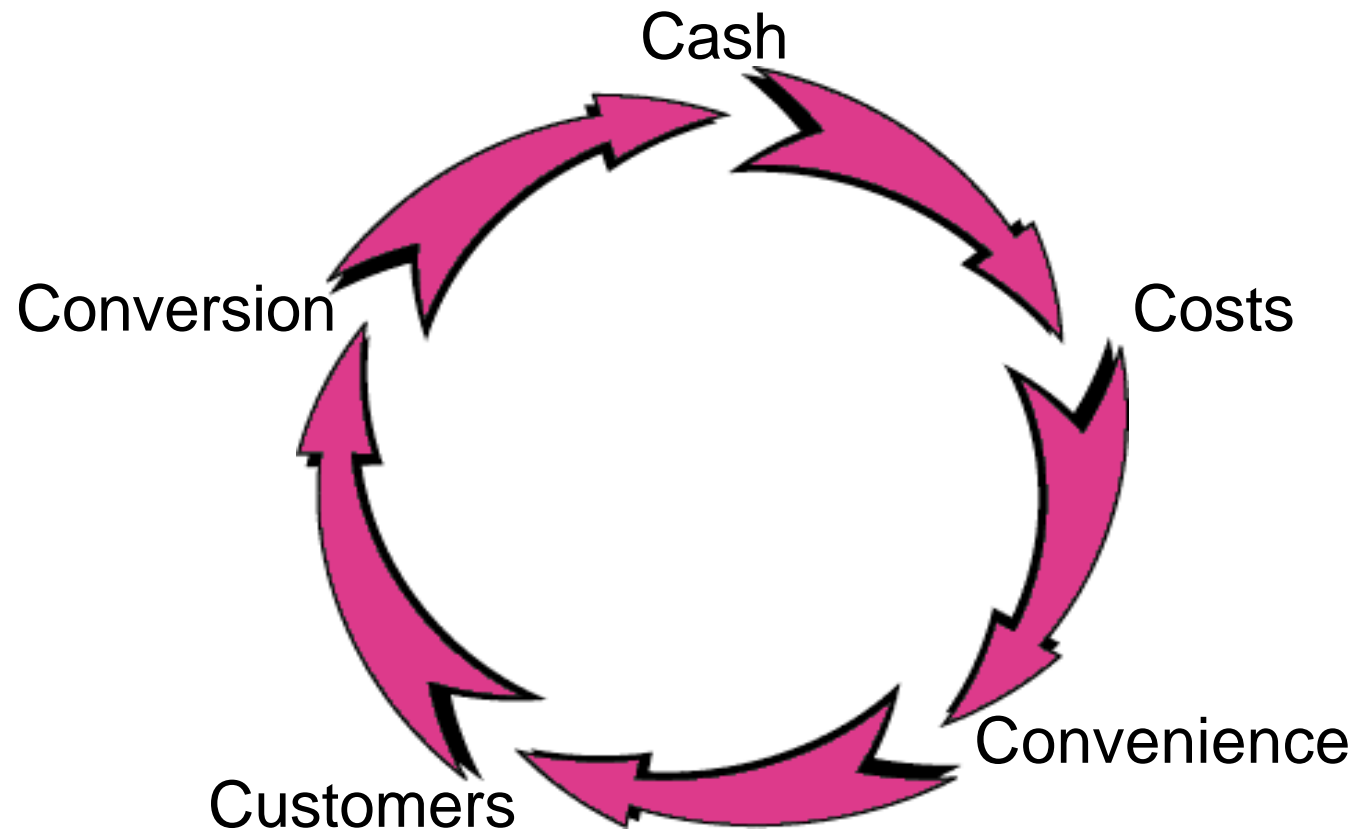
# Conversion increases from 8.9% to 11.0%

- **Faster site** – site performance and availability improved; overall downtime reduced by approximately 50%
- **Improved User Interface** – introduction of superior merchandising layer, enhanced search function and a simplified 4-step buying process
- **Greater product availability** – deployment of Degriktour's full service flights booking service increases our ability to bring solutions at the last minute
- **Customer service efficiencies** – enhanced online Helpdesk function and call logging system improve customer service and reduce customer contacts per order by over 30%

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Virtuous or vicious – This is the circle



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