PAYBACK Germany | Goals 2024

Munich, January 2024

PAYBACK Germany | Goals 2024

PAYBACK

25%

416,6

Revenues

[in million EUR]

25%

156,4

Contribution Margin

[in million EUR]

10%

8

Acquisition Volume

[in million EUR]

KEY PROJECTS

15%

Fulfillment of Rock Goals

[separately defined]

10%

914

AMEX Co-Brand Cards in Force

[in thousand]

5%

21,5

Active Enrolled Members

[in million]

5%

11,8

Coupon Redeemers

[in million]

5%

10,6

App Actives

[in million]

Rocks 2024

- PAYBACK Germany-

PAYBACK

Classic Sales

- Launch 2025 Edeka Group
- Transition 2024

Mobilizing our Customers

- Mobilization and Ecosystem

Digital Sales

- Focus Amazon
- Focus Travel Vertical

Product Centered Domain Model