

OLX Agrees to Acquire **La Centrale**

*Backed by Prosus, the acquisition further
strengthens the European Ecosystem*

September **2025**

prosus



FORWARD LOOKING STATEMENTS

This report contains forward-looking statements as defined in the United States Private Securities Litigation Reform Act of 1995 concerning our financial condition, results of operations and businesses.

These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond our control and all of which are based on our current beliefs and expectations about future events. Forward-looking statements are typically identified by the use of forward-looking terminology such as "believes", "expects", "may", "will", "could", "should", "intends", "estimates", "plans", "assumes" or "anticipates", or the negative thereof, or other variations thereon or comparable terminology, or by discussions of strategy that involve risks and uncertainties.

These forward-looking statements and other statements contained in this report regarding matters that are not historical facts involve predictions. No assurance can be given that such future results will be achieved. Actual events or results may differ materially as a result of risks and uncertainties facing us and our subsidiaries. Such risks and uncertainties could cause actual results to vary materially from the future results indicated, expressed or implied in such forward-looking statements.

There are a number of factors that could affect our future operations and could cause those results to differ materially from those expressed in the forward-looking statements including (without limitation): (a) changes to IFRS and associated interpretations, applications and practices as they apply to past, present and future periods; (b) ongoing and future acquisitions, changes to domestic and international business and market conditions such as exchange rate and interest rate movements; (c) changes in domestic and international regulatory and legislative environments; (d) changes to domestic and international operational, social, economic and political conditions; (f) labour disruptions and industrial action; and (g) the effects of both current and future litigation.

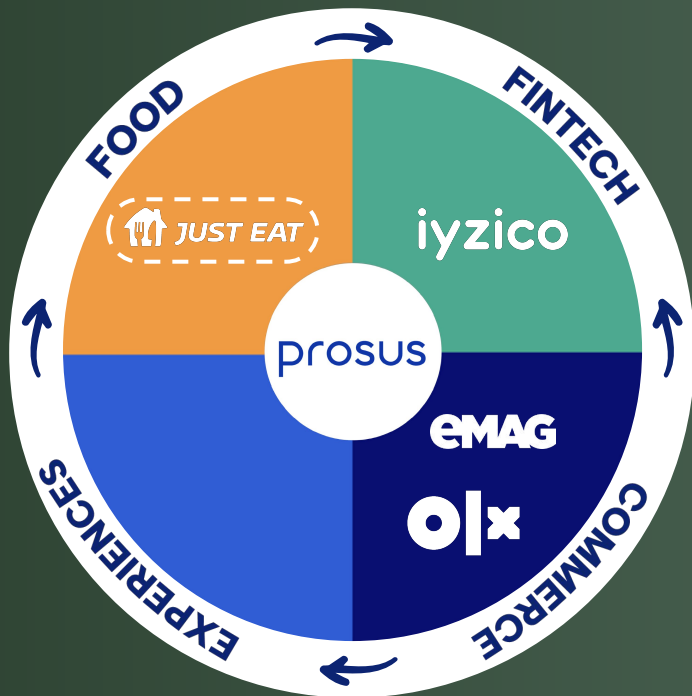
The forward-looking statements contained in the report speak only as of the date of the report. We are not under any obligation to (and expressly disclaim any such obligation to) revise or update any forward-looking statements to reflect events or circumstances after the date of the report or to reflect the occurrence of unanticipated events. We cannot give any assurance that forward-looking statements will prove correct and investors are cautioned not to place undue reliance on any forward-looking statements.

OLX to acquire **La Centrale** for **€1.1B**

- ① The acquisition expands OLX's footprint into Western Europe and France's structurally attractive autos market
- ② La Centrale is a high-quality and profitable platform focused on high-value vehicles, and is well positioned to benefit from growth trends in France.
- ③ La Centrale's exciting growth and profit potential will be further enhanced by OLX's capabilities, especially in AI
- ④ Price paid represents a high teens 2026 EV/EBITDA multiple for a strong asset in an established industry
- ⑤ All-cash transaction expected to close by year-end, subject to customary conditions



Building a strong European ecosystem fueled by the power of our brands



1

Exploring **local synergies**

2

Investing to **enhance** our ecosystem

3

Strengthening our standalone businesses

*Just Eat Takeaway (JET) remains subject to a shareholder tender offer



Real
Estate



Motors



Jobs



General
Classifieds

OLX is building a leading European classifieds business

Vision

To build an European classifieds business - a scaled and trusted platform in **Motors**, **Real Estate**, **Jobs**, and **General Classifieds**

Role of La Centrale in OLX vision

Secures strategic European market in the motors vertical; complements OLX's strong CEE positions

Product stack upsides

Dealer tooling and performance solutions; AI-driven discovery/pricing/fraud prevention; GTM (Go-To-Market) excellence and brand investment

La Centrale is a **leading French motors classifieds platform, with a proven track** record

Leading motors vertical platform in **one**
of Europe's largest motors market

#1 brand for trust and consideration
(consumers and dealers)

#2 by listings/traffic , but closing the
lead gap via superior conversion and
dealer NPS

Profitable and cash flow generative
with further room for growth and margin
expansion



4.5M
Monthly unique visitors



350k
Monthly listings



36%
*share of transactions by franchised
dealers*



12%
2023-25E classifieds revenue CAGR



13%
2023-25E EBITDA CAGR

La Centrale is a leading motors classifieds specialist with superior value proposition to dealers

Preferred amongst large dealers...

Share of transactions by franchised dealers¹

Represents 40% of total B2C used car transactions

la centrale

35%

Competitor #1

25%

Competitor #2

n.a.

... and users for higher-end cars...

Share of usage, >€12k car price²

la centrale

62%

Competitor #1

51%

Competitor #2

34%

...leading to superior NPS

Buyer NPS³

la centrale

26%

Competitor #1

12%

Competitor #2

n.a.

Large Sellers NPS⁴








27%

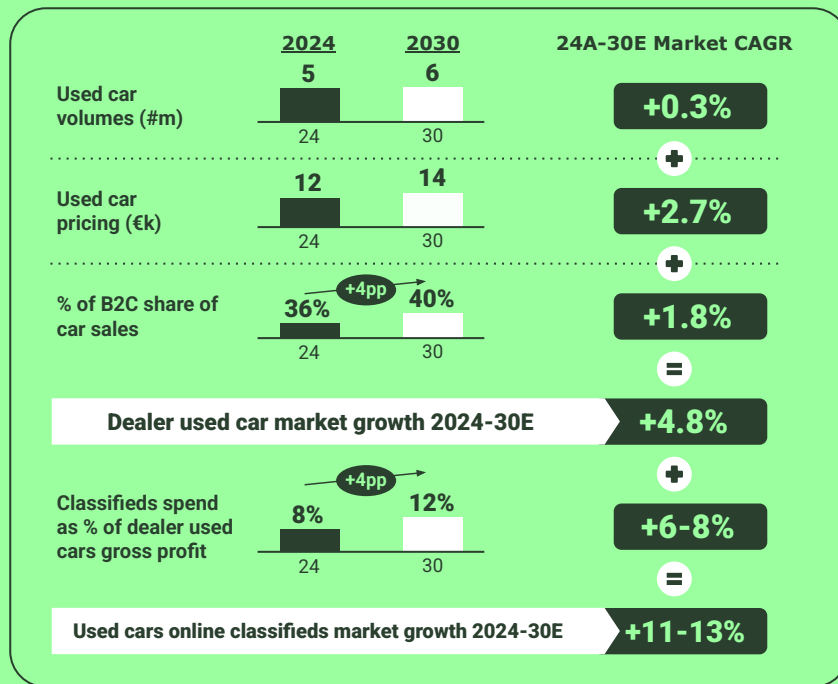
15%

(40%)

Notes: 1. Ifop / Online Dealer Survey September 2024: Representative sample of 400 dealers; 2. IFOP Consumer Online Survey (N=3,000 samples, o/w 1,298 with cars value of >€12K); includes cross-listings 3. Bain Survey 4. Dealers with >10 store fronts

The French online classifieds market is healthy with **solid growth potential in the dealer segment**

			
 Share of B2C in Used Car Market (2024)	36%	70%	60%
 Used Car Dealer Gross Profit Pool (€bn)	6.2	8.2	6.4
 Used Car Dealer Gross Profit	12%	11%	9%
 Classifieds share of Gross Profit <i>(Used and New cars)</i>	4.7%	5.2%	7.4%



Combination creates **increased opportunity for profitable growth in an attractive market**



la centrale

1

Acquisition of a strong brand in France's growing used car market

La Centrale is recognised as France's most specialised autos platform, with unmatched strength in higher-value vehicles and deep trust among sellers and consumers

2

Strengthens OLX's European motors portfolio

The acquisition expands OLX's footprint in Western Europe and France's structurally attractive market with a high quality and profitable company

3

Strong growth potential

With La Centrale strong leadership team the company is well-positioned to connect professional sellers with a growing pool of value-conscious buyers

4

Improves financial profile

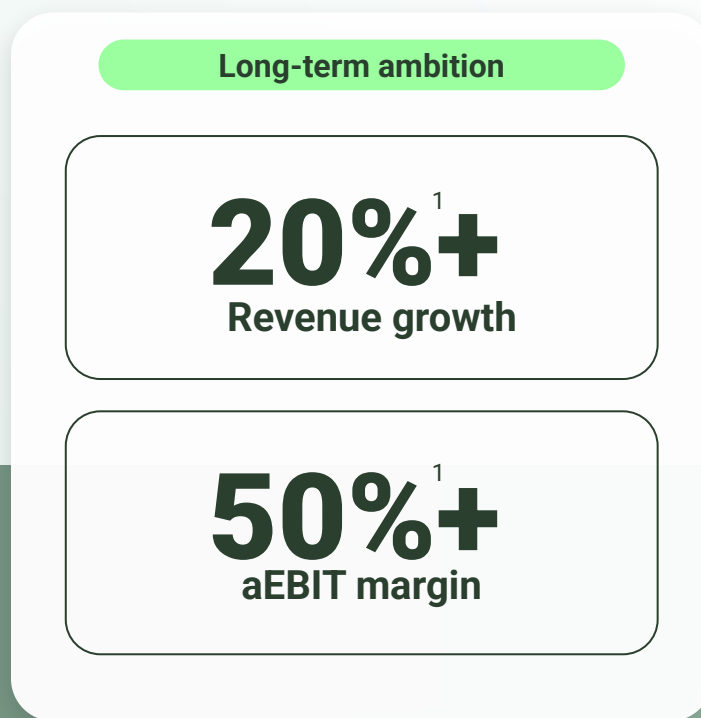
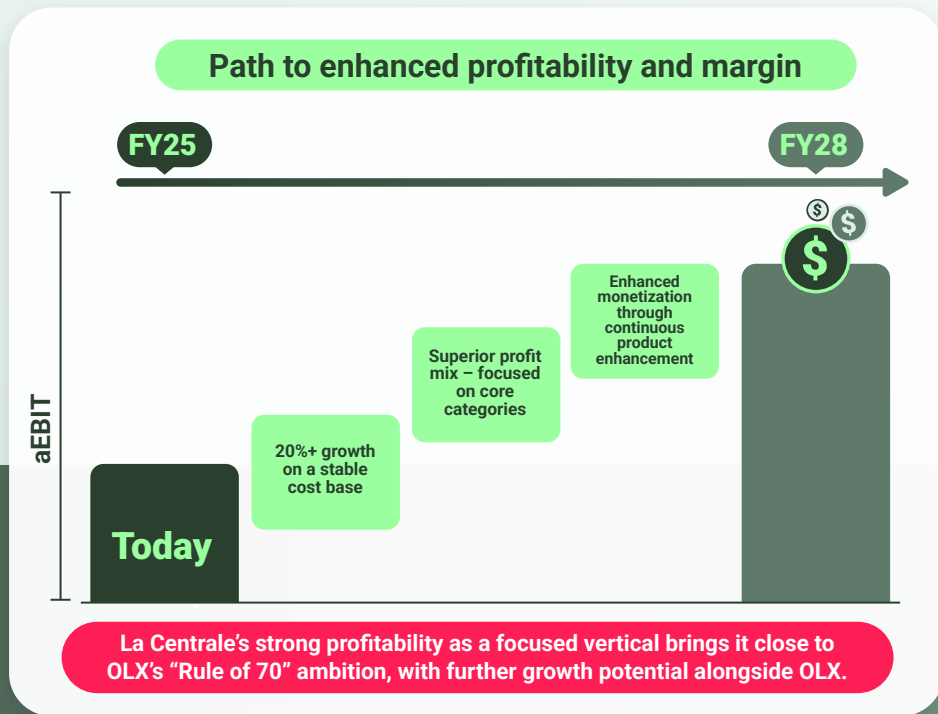
La Centrale is profitable and cash flow generative with increased revenue growth potential

5

Meaningful product stack upside

Dealer tooling and performance solutions; AI-driven discovery/pricing/fraud prevention; GTM (Go-To-Market) excellence and brand investment

This acquisition positions OLX one step closer to its long-term ambition



 **OLX + la centrale**

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OLX