

PRESS RELEASE**Project “Collins”: NetImpact and Creative-Task sold to Otto Group****NetImpact consulting business blooms in eTribes Framework GmbH**

Hamburg 17th of June 2013. The technology service providers NetImpact and Creative-Task were sold to the Otto Group under the leadership of Benjamin Otto. The new online shop will target a young female audience with products out of the fashion and living sectors. Tarek Mueller, founder of the NetImpact Framework GmbH, will become Managing Director of the newly established enterprise Antevorte and will conceptualize and realize the online shop on Benjamin Otto's side. Sebastian Betz, founder of the Creative Task GmbH will take over a position as the CTO. Both agencies' teams flourish in the new corporation. The project will officially launch in the spring of 2014.

It was agreed to keep quiet about the purchasing price of the two companies

Tarek Mueller, Managing Director of Antevorte and founder of NetImpact: “A year ago I have discussed first thoughts concerning the matter at Otto together with Alexander Graf and the Otto Group's strategists. Now it is reality. I am very much looking forward to creating one of the most exciting pioneer projects in e-commerce on the market, together with Benjamin Otto, Sebastian Betz and our employees.”

About NetImpact:

The NetImpact Framework GmbH was founded by Tarek Mueller in 2006 in Hamburg, in order to create concepts for and realize digital business models. With a seven-digit figure turnover and a triple-digit growth-rate per annum, NetImpact belonged to the biggest and fastest-growing digital agencies in Germany. The client base entailed renowned publishing houses, media enterprises and retailers. However, besides tending their regular servicing business, NetImpact's team built their own business models and established joint ventures with larger companies (such as the Heinrich Bauer Publishing House and the Otto Group) until 2013. <http://www.netimpact.de>

About Creative Task:

Creative Task was founded by Sebastian Betz in 2010 in Darmstadt. Creative Task brings with it years of proven experience in IT-expertise for complex web-applications and operated as the main implementation partner for numerous international clients. <http://www.creative-task.de>