

PRESS RELEASE

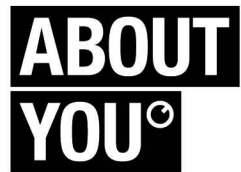
New TV commercial, new Idol: ABOUT YOU recruits *Germany's Next Topmodel* candidate Serlina

- For the first time, ABOUT YOU is a partner of the TV show *Germany's Next Topmodel* this year
- Candidate Serlina impressed the company during casting: she is one of the faces of the new TV campaign and now appears as one of the Idols at aboutyou.de
- 30-second ad premieres on ProSieben on 30 March

ABOUT YOU, a partner of the successful ProSieben show *Germany's Next Topmodel* for the first time this year, cast the face of its new TV campaign and a new Idol for its online fashion store in the episode aired on 30 March 2017. Of the 14 candidates, 22-year-old Serlina impressed the judges with her positive aura: 'Serlina has a very open, likeable demeanour and is a fantastic fit for our brand because ABOUT YOU stands for individual personalities and inspiration,' explains Head of Idols Julian Jansen, who sat on the judging panel with ABOUT YOU Idol and top model Franziska Knuppe and London-based film director JJ Keith. As well as starring in the new TV commercial for ABOUT YOU, the 22-year-old from Koblenz can look forward to working with the online fashion store as an Idol. ABOUT YOU has successfully been working with around 50 so-called Idols since 2014, including influencers and top models such as Lena Gercke, Stefanie Giesinger and Caro Daur.

The new TV commercial was filmed in Berlin the day after the casting. In the commercial, Serlina is looking for the right dress to wear for a date. With a little help from the ABOUT YOU Style Agency, the story has a happy ending. The ad was developed and executed by Serviceplan Campaign X, produced by Neverest and directed by JJ Keith. The 30-second commercial is due to run for three months on ProSieben, Sat.1, RTL2 and Sky.

A 15-second ad produced in-house which presents Serlina as a new Idol will also form part of the campaign. ABOUT YOU also marked the start of its partnership with *Germany's Next Topmodel* candidate Serlina on 30 March by offering all customers a discount for a limited period at aboutyou.de.



Profile of ABOUT YOU

ABOUT YOU inspires its customers and invites them to browse online. The online store adapts to each customer's individual style, creating a personalised shop which only displays relevant products and outfit suggestions. ABOUT YOU focuses on the customer and therefore on an endless number of different personalities which are expressed using fashion with the help of ABOUT YOU.

In addition to wide-ranging inspiration, women and men aged between 20 and 40 can find more than 110,000 items from over 800 brands at aboutyou.de.

ABOUT YOU GmbH is part of Collins GmbH & Co. KG, a subsidiary of the Otto Group. The management team consists of two serial entrepreneurs and digital experts – Tarek Müller (28, Marketing and Brands) and Sebastian Betz (26, Tech and Product) – along with the former Roland Berger strategist Hannes Wiese (35, Operations and Finance). ABOUT YOU celebrates its third birthday on 5 May 2017. As well as being named 'Start-up of the year 2014' by the industry blog Exciting Commerce, it has received various awards. These include the Internet World Business 'Best Online-Pure Player' award in 2015 and 2017, the 'Shop Usability Award 2015' and the German retail prize (Deutscher Handelspreis) 2015 in the 'Innovation' category.