

PRESS RELEASE

Hamburg, 7 March 2018

ABOUT YOU Welcomes its First Cloud Client

The Otto Group subsidiary Witt-Gruppe is migrating to the innovative eCommerce infrastructure ABOUT YOU CLOUD

ABOUT YOU expanded its business operations in November 2017 and launched its proprietary eCommerce infrastructure—the ABOUT YOU CLOUD—as a licensed product for fast-growing online retailers. The online pure player is already proving successful in its new line of business: the first client of ABOUT YOU CLOUD is the Witt-Gruppe. This wholly owned subsidiary of the Otto Group will start integrating its international online mail-order business into the new infrastructure in March 2018.

The expansion to an e-commerce technology provider by launching the ABOUT YOU CLOUD in November 2017 was a logical step for the three founders and managing directors of ABOUT YOU, Sebastian Betz, Tarek Müller and Hannes Wiese. Since the shop went live in 2014, the e-tailer has been taking a tech-driven approach to developing its retail activities and is one of the fastest-growing eCommerce companies in Europe. Attracting the Witt-Gruppe as its first client after just three months in its new line of business is a huge success for the fledgling cloud provider. The Witt-Gruppe is one of the leading omni-channel textile retailers for the 50-plus target group. It operates in eleven countries with eight brands.

“We are very happy about the eCommerce industry’s positive response to the licensing of the ABOUT YOU CLOUD. After numerous talks with major retailers, we are delighted to officially welcome the Witt Group as our first client,” said Sebastian Betz, Co-Founder and Chief Technical Officer at ABOUT YOU. “We will be announcing the names of more clients soon.”

With ‘BACKBONE’, the ABOUT YOU CLOUD offers the high-performance backend behind the multi-award-winning eCommerce platforms ABOUT YOU and EDITED as a licensed product. A flexible API solution gives online retailers access to the full spectrum of the eCommerce infrastructure. The ABOUT YOU CLOUD backend is compatible with all standard store systems, tools and interfaces. It currently handles up to 80 million calls a day, making it ideal for fast-growing e-tailers. Other cloud products for processes such as checkout and CRM are already in the pipeline.

Frank Selbach, Chief Information Officer at the Witt Group, said: “Migrating to the innovative ABOUT YOU solution marks a real quantum leap for us. Using the technological standard-setting eCommerce platform will enable us to offer our customers a cross-device shopping experience in the future, which caters to the individual needs and preferences of our target audience.”

The ABOUT YOU CLOUD is based on a win-win situation: ABOUT YOU constantly improves its eCommerce infrastructure because any progress helps its own business to succeed also. Clients, who choose the ABOUT YOU CLOUD benefit from these improvements, just as ABOUT YOU benefits from all external input. In this way, the cloud solution will become faster, existing features will be optimized and innovative new products will be added.

Further Details at:

cloud.aboutyou.com

Profile of the ABOUT YOU CLOUD

With “BACKBONE,” the ABOUT YOU CLOUD offers the high-performance backend behind the multi-award-winning eCommerce platforms ABOUT YOU and EDITED as a licensed product. A flexible API solution gives online retailers access to the full spectrum of the eCommerce infrastructure. The ABOUT YOU CLOUD back end is compatible with all standard store systems, tools, and interfaces. It already handles more than 300 million calls a day, making it ideal for fast-growing e-tailers. There are already plans to offer other cloud products. ABOUT YOU CLOUD is a trademark of the tech-driven company ABOUT YOU.

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 (29, Marketing and Brands) and Sebastian Betz (27, Tech and Product)—along with the former Roland Berger strategist Hannes Wiese (36, Operations and Finance). ABOUT YOU celebrated its third birthday on May 5, 2017. It has already won multiple awards and is one of the fastest-growing e-commerce businesses in Europe.

About the Witt-Gruppe

The Witt-Gruppe is one of the leading omnichannel textile retailers for the 50-plus segment. The corporation has more than 20 years of experience in e-commerce and operates in eleven countries with eight brands, including the WITT WEIDEN brand, which was established in 1907. Based in the German city of Weiden, the firm has been part of the Otto Group since 1987. It generated sales of approximately €757 million (IFRS) in fiscal 2016/17. The Witt-Gruppe has a workforce of around 3,000 people, making it one of the largest employers in the Upper Palatinate district. In 2018, it was once again named one of the best places to work in Germany. For more information, please visit www.witt-gruppe.eu.

Press Officer at ABOUT YOU

Nina Stoffel

Corporate Communications ABOUT YOU

Phone: +49-40-638-569-212

Email: nina.stoffel@aboutyou.de

Press Officer at the Witt-Gruppe

Rainer Hagner

Corporate Communications Witt-Gruppe

Phone: +49-961-400-1618

Email: Rainer.Hagner@witt-gruppe.eu