

**PRESS RELEASE**

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ABOUT YOU Awards create enormous resonance in social media: More than 5 million votes and 186 million users reached

- **Voting has ended: More than 5 million votes in just 10 days**
- **Number of participants jumps from 72,000 to more than 1.7 million**
- **Top 3 nominees include: Dagi Bee, Sophia Thiel and Riccardo Simonetti**
- **Presenters on stage: Steffi Giesinger, Lisa & Lena, Thomas Hayo and many more.**

The first round of voting for the ABOUT YOU Awards officially ended yesterday. Fans and followers had ten days to vote for their Top 3 nominees in seven categories at aboutyou-awards.de. Twenty times more participants voted than in the year before: More than 1.7 million users took part in the transparent voting process – 72,000 had taken part last year. More than 5 million votes were cast in total for the 70 nominees. Many of the nominees had called on their fans to vote for them: About 322 posts reached more than 186 million users. The ABOUT YOU Awards have thus achieved the largest organic social media buzz of any event of this kind in Germany to date.

The initiators of the ABOUT YOU Awards, Chris Nickel and Julian Jansen, are overwhelmed by the positive resonance from this year's awards: "The wide reach of the votes shows that the ABOUT YOU Awards have become firmly established in social media and are a true fixture," explains Julian Jansen, Content Director.

The Top 3 include Dagi Bee and Julien Bam (YouTube), Xenia Overdose and Riccardo Simonetti (Fashion) as well as Sophia Thiel (Fitness). The winners of the Top 3 will be voted by more than 1,500 attendees at the Bavaria Studios in Munich on May 3, 2018. Steffi Giesinger, Lisa & Lena, Armin Moorbach as well as Thomas Hayo and Michael Michalsky are expected to present the categories. Lena Gercke and Steven Gätjen will host the evening as the biggest social media stars in Germany appear on stage. The awards show will be broadcasted for the first time as a TV format on ProSieben.

About ABOUT YOU

ABOUT YOU inspires its customers and invites them to shop online – by tailoring the site to each customer's individual style, ABOUT YOU creates a personalized shop that shows only products and outfit suggestions relevant to that customer. At ABOUT YOU, the focus is on the customer, and as such, the infinite number of different personalities which find their expression through fashion and are supported by ABOUT YOU. In addition to a wide range of inspirations, women and



men between 20 and 40 years of age will also find an assortment of more than 110,000 articles from over 800 brands at [aboutyou.com](https://www.aboutyou.com).

ABOUT YOU GmbH is a subsidiary of Collins GmbH & Co. KG, itself a subsidiary of the Otto Group. The management team includes serial entrepreneurs and digital experts Tarek Müller (29, Marketing & Brands) and Sebastian Betz (27, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (36, Operations & Finance). ABOUT YOU celebrated its third birthday on May 5, 2017, has already won several awards, and is one of the fastest growing eCommerce companies in Europe.

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