



PRESS RELEASE

ABOUT YOU AWARDS Meets ProSieben: Even More Guests, Glamour and Stars

The most spectacular awards show for social media stars is being held in Munich, and all of Germany is coming along for the ride – on Facebook, YouTube, Instagram, and for the first time, on ProSieben

- **On May 3, ABOUT YOU will present the ABOUT YOU Awards in seven categories to the most influential social media stars**
- **The awards show will be broadcasted for the first time as a TV format on ProSieben**
- **ABOUT YOU continues to rely on live-streaming via Facebook, YouTube, and Instagram**
- **Live on stage: Steven Gätjen, Lena Gercke, and Germany's biggest social media stars**

Hamburg, 7 March 2018 – It's that time again: On 3 May 2018, ABOUT YOU will honor Germany's most influential social media personalities with the ABOUT YOU Awards. This year, the party of the year is being held at the Munich Bavaria Studios with approximately 1,500 guests. The reason for this is the sale of the exclusive TV broadcasting rights to ProSieben. After the successful launch last year with more than three million viewers, ABOUT YOU will once again live-stream the event on social media, yet is also excited to broadcast on TV in order to enhance the reach and relevance of the ABOUT YOU Awards. As the market leader among young viewers, who are the award show's target audience, ProSieben is the ideal partner for ABOUT YOU.

"ABOUT YOU has developed into a major platform for the digital generation's new superstars, enabling them to network with each other and their community. We are very excited about the new collaboration with ProSieben in order to further expand this platform," said Tarek Müller, co-founder and co-CEO.

ProSieben Head of Broadcasting Daniel Rosemann added: "As strong brands, ProSieben and ABOUT YOU are highly relevant to digital natives. The ABOUT YOU Awards fits perfectly with the young ProSieben target audience, which is why we're very excited to air the show on ProSieben."

Whether on TV or social media – anyone can follow the show closely, just like last year. Even the red carpet will be streamed on Facebook.

The second edition of the ABOUT YOU Awards will once again feature live public online voting. From March 9-18, the community can visit aboutyou-awards.de to vote for nominees in seven categories: Fashion, Beauty, Lifestyle, Fitness, Upcoming, as well as YouTube and Music, both of which are new this year. During the show, the Top 3 in each category will be selected live by the audience. Last year's winners include Caro Daur (Idol of the Year), Lena Gercke (Fashion), and Toni Mahfud (Lifestyle), among others.



Lena Gercke and Steven Gätjen will co-host this year's event, and the biggest social media stars in Germany will appear on stage. Around 1,500 guests are expected to attend, including VIPs, influencers, editors-in-chief, and decision-makers from throughout the digital and media industry.

With a focus on personalization and inspiration, the online fashion site ABOUT YOU has established itself as a successful social media pioneer in e-commerce since going live in 2014. As a first mover in influencer marketing, the company works with over 60 influencers, which it refers to as idols.

#AYA2018

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.

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 e-commerce companies in Europe.

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