

**PRESS RELEASE**

Hamburg, Monday, May 07, 2018

The largest social media award show of the year lives up to its name: ABOUT YOU Awards increase online reach by twelve times to over 490 million

- **On May 3, 2018, ABOUT YOU presented ABOUT YOU Awards to the biggest social media stars of the year.**
- **The social media reach of the awards show surpassed last year's results twelvefold.**
- **The second edition was first broadcast on ProSieben and was the market leader of the day with 27.3 percent of women aged between 14 and 29.**

A social media reach to be proud of: Over 1,000 social media stars, nominees and VIPs have achieved a spectacular reach of more than 490 million through Instagram, Instagram Stories, Facebook, Twitter, and Youtube – and views and likes continue to rise. Thanks to the huge response, the eight winners of ABOUT YOU Awards were able to reap the benefits that same evening with a considerable increase of new followers.

The initiators of the ABOUT YOU Awards, Chris Nickel and Julian Jansen, are overwhelmed by this year's figures: "We are very excited to continue to achieve a strong social media reach in addition to TV broadcasting," said Chris Nickel, Director Content at ABOUT YOU. "This confirms that the TV and digital complement each other perfectly and that the ABOUT YOU Awards have become an established name with the target audience."

The award ceremony for the ABOUT YOU Awards took place for the second time on May 3, 2018 in the Bavaria Studios Munich, but this year the sensational awards show for the stars of the digital generation also celebrated its TV premiere on ProSieben. The plan to achieve an even larger reach within the target group through the sale of the exclusive TV broadcasting rights to the market leader for young viewers has worked. As the market leader of the day for 14- to 29-year-old women, the second edition of the ABOUT YOU Awards was a resounding success. Moreover, the event was covered by TV magazines taff and red, and was broadcast online by Instyle, Popcorn, Promipool, and taff uncut amongst others.

With a subsequent focus on personalization and inspiration, the online fashion shop ABOUT YOU has established itself as a successful social media pioneer in e-commerce since entering the market in 2014. The first mover in influencer marketing now collaborates with almost 100 influencers, which it calls Idols. It has been taking a 360-degree approach to the development of innovative marketing concepts ever since it was established.

You can find high-resolution images and videos from the ABOUT YOU Awards 2018 here:

https://www.image.net/about_you_award_2018

<https://owncloud.collins.kg/index.php/s/yziPDdzJNaYoWxC>

The winners of the ABOUT YOU Awards 2018 at a glance:

Idol of the Year: Stefanie Giesinger
Beauty: Farina Opoku



Fashion: Riccardo Simonetti
Fitness: Dominic Harris
Lifestyle: Matiamu by Sofia
Youtube: Ischtar Isik
Music: Moritz Garth
Upcoming: Erik Scholz

#AYA 2018

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 eCommerce companies in Europe.

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