

PRESS RELEASE

Hamburg, 25 April 2019

ABOUT YOU Awards establish themselves as a major force in TV with a market share of 27.4 percent among their young target group and double their social media reach to 950 million

- **On 18 April 2019, the ABOUT YOU Awards were presented for the third time to the most important social media stars of the year at Bavaria Studios in Munich**
- **For the second time, ProSieben broadcast the show on TV at the prime time for the young target group and was the market leader among 14- to 19-year-olds, with a market share of 27.4 percent**
- **The social media reach of the innovative award show almost doubled compared to the previous year, rising to some 950 million**
- **Thanks to an unprecedented cross-media fusion, the ABOUT YOU Awards increased the total reach by 38 percent against the previous year to more than 1.5 billion**

The ABOUT YOU Awards not only boast emotion and glamor in spades, but have also delivered a spectacular result: with an impressive social media figure of more than 950 million, the most important influencer award of the year has lived up to its name and almost doubled its social media reach compared to the previous year. More than 1,500 influencers, nominees, and VIPs achieved phenomenal reach via Instagram, Instagram Stories, Facebook, Twitter, and YouTube – with the number of views and likes continuing to rise. The broadcast of the award show on ProSieben also reached the desired target group at the optimum airtime: with market share of 27.4 percent, the innovative format was the highlight, making it the market leader among 14- to 19-year-olds. What's more, the stunning award show achieved growth of some 14 percent among 14- to 29-year-old males. With the ABOUT YOU Awards 2019, the organizers yet again managed to generate an unprecedented fusion of TV and digital. Indeed, the impressive levels of reach offer further proof that the awards are in touch with the pulse of the times.

“The ABOUT YOU Awards have established themselves as a major force – both on TV and online,” remark the initiators of the ABOUT YOU Awards, Chris Nickel and Julian Jansen, who are pleased with the result. “The reach demonstrates that TV and digital complement each other perfectly and that potential can be maximized. Thanks to our enhanced concept, which is even more relevant and versatile, we have once again set new standards.”

The ceremony for the third ABOUT YOU Awards was held at Bavaria Studios in Munich on 18 April 2019. For the second time, the spectacular award show – which is the most important honor for influencers and social media personalities – was aired on TV by ProSieben.

The proud winners on the evening were not only delighted to receive their awards, but can also look forward to a big rise in followers thanks to the strong media impact.

ABOUT YOU[®] AWARDS

High-resolution images of the ABOUT YOU Awards 2019 can be downloaded here:
<https://www.dropbox.com/sh/2ax8x11kwqi2mta/AABylGLtBjOLBNTjVa7ufKZVa?dl=0>

Additional Links:

Getty All Access Link https://www.image.net/About_You_Award_2019

ABOUT YOU Awards 2019 TV-Show https://www.youtube.com/watch?v=0yxPLVf9_gk

An overview of the winners of the ABOUT YOU Awards 2019:

Style	Sandra Lambeck
Health	Sarah Harrison
Comedy	Natasha Kimberly
Music	Eunique
Newcomer	Brian Havarie
Idol of the Year	Riccardo Simonetti
Empowerment	Greta Thunberg / Viva Con Agua de Sankt Pauli e.V.
Special Award	Heidi Klum

About ABOUT YOU

ABOUT YOU digitized the traditional shopping stroll and creates a personalized shopping experience on the smartphone. This means that the online shop fits the individual style of each customer; a shop that shows only relevant products and outfit suggestions for that customer is created. At ABOUT YOU, the customer is the focus. Thus, their infinitely many different personalities find their expression through fashion, which is supported by ABOUT YOU. In addition to the versatile inspiration at aboutyou.com and in the ABOUT YOU app, women and men between 18 and 49 years of age will find an assortment of more than 200.000 articles from over 1.200 brands. With over 11 million active users each month, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. The fashion technology company generated a turnover of 461 million euros in 2018/19. With a company valuation of more than one billion US dollars, ABOUT YOU is the first unicorn from Hamburg.

ABOUT YOU GmbH was founded in 2014 as a subsidiary of the Otto Group and is now part of the group portfolio. The management team includes multi-company founders and digital experts Tarek Müller (30, Marketing & brands) and Sebastian Betz (28, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (37, Operations & Finance).

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