

PRESS RELEASE

Budapest, 8 September 2019

Europe's fastest growing fashion online shop continues its European expansion: ABOUT YOU celebrates launch in Hungary

The European leading fashion online shop ABOUT YOU continues its successful expansion and launched its new online shop aboutyou.hu on 7 September 2019. After Germany, Austria, Switzerland, Netherlands, Belgium, Poland, Czech Republic and Slovakia, Hungary is the ninth market where ABOUT YOU is online. The fashion online shop was officially launched with a huge marketing campaign and spectacular launch event in Budapest with over 300 social media stars, celebrities, branch experts and journalists. The exclusive party featured some of the best local artists and performances such as Rapper SAIID, DJ Bootsie or DJ Palmfood. Among the guests were the most influential Hungarian personalities such as TV-host and campaign face Nora Ördög, model Edina Kulcsár, singer Tóth Gabi, actress Ramóna Kiss, host Eva Horvath and others.

ABOUT YOU is Europe's first online destination, where one can discover fashion, get inspired and find relevant products that really fit one's style. The fashion online shop digitalizes with its unique approach the traditional window-shopping experience – now also in Hungary. ABOUT YOU's concept of fashion discovery is already successful in eight other markets while ongoing expansion plans are consequently pursued. The online pure player offers a large assortment with around 100,000 products of more than 500 brands – of which many are for the first time available on the Hungarian market.

The spectacular launch event in Budapest marked the 'big bang' of ABOUT YOU's three-phase marketing campaign. More than 300 social media stars, celebrities, branch experts and journalists celebrated the 'lift off' to Hungary's new shopping destination according to the futuristic event theme. With TV-host and YouTuber Nora Ördög, ABOUT YOU also succeeded in finding an authentic star testimonial as campaign face. After the teaser phase creating curiosity, the launch phase finally reveals ABOUT YOU's identity via Out-of-home campaigns, TV and radio spots, digital content and the big launch event. The third phase 'product and content' marks the end of the innovative campaign and is characterized by diverse content and exclusive discount campaigns in the coming weeks, with the aim of increasing brand awareness.

'For us, the Hungarian market offers huge potential. We expect to grow really fast here, with the aim of becoming the market leader among fashion online shops within a short period of time. We're also looking forward to excite the Hungarians with our inspiring platform, very large assortment, free shipping and free returns.', says Tarek Müller, co-founder and co-CEO at ABOUT YOU.

After Germany, Austria, Switzerland, the Netherlands, Belgium, Poland, the Czech Republic and Slovakia, Hungary is already the ninth market where ABOUT YOU is online. In 2019, the Online Pure Player also plans to expand to Romania in autumn.

About ABOUT YOU

ABOUT YOU digitized the traditional shopping stroll and creates a personalized shopping experience on the smartphone. The fashion online shop adapts to the individual style of each customer showing only relevant products and outfit suggestions. At ABOUT YOU, the customer is the focus. Thus, ABOUT YOU supports its customers to express themselves through fashion. 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- and tech-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 serial entrepreneurs and digital experts Tarek Müller (30, Marketing & brands) and Sebastian Betz (28, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (38, Operations & Finance).

For further information on ABOUT YOU visit corporate.aboutyou.de.

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