

PRESS RELEASE

Bucharest, 2 October 2019

**Europe's fastest growing fashion online shop is live in its 10th market:
ABOUT YOU celebrates launch in Romania**

The European leading fashion online shop ABOUT YOU continues its successful expansion and launched its new online shop aboutyou.ro on 1 October 2019. After Germany, Austria, Switzerland, Netherlands, Belgium, Poland, Czech Republic, Slovakia and Hungary, Romania is the tenth market where ABOUT YOU is online. The fashion online shop was officially launched with a huge marketing campaign and spectacular launch event in Bucharest 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 campaign face and pop-star INNA, singer Spike, DJ Albwho or DJ Dox. Among the guests were the most influential Romanian personalities such as singer Lidia Buble, actress Sore Mihalache, singer Antonia Lacobescu, musician Alina Eremia 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 Romania. ABOUT YOU's concept of fashion discovery is already successful in nine other markets while ongoing expansion plans are consequently pursued. The online pure player offers a large assortment with more than 100,000 products of more than 600 brands – of which many are for the first time available on the Romanian market.

The spectacular launch event in Bucharest 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 Romania's new shopping destination according to the futuristic event theme. With singer INNA, 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 Romanian 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 Romanians with our inspiring platform, very large assortment, free shipping and free returns.', says Tarek Müller, co-founder and co-CEO at ABOUT YOU.

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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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