

## PRESS INFORMATION

Germany, 10 June 2020

### **ABOUT YOU continues its European expansion and extends its online presence to four new markets**

As fastest growing fashion online shop, ABOUT YOU continues its successful international expansion and is now present in 14 European countries. In May and June, ABOUT YOU went online in four new markets: Slovenia, Estonia, Latvia and Lithuania as an extension to Germany, Austria, Switzerland, Netherlands, Belgium, Poland, the Czech Republic, Slovakia, Hungary and Romania.

The fashion online shop launched with an innovative digital-only marketing campaign in Slovenia on May 19th and the three Baltic States on June 3rd. The campaign aims to raise brand awareness for ABOUT YOU by collaborating with many regional celebrities and influencers.

Due to the current COVID-19 crisis, ABOUT YOU adjusted its usual cross-media marketing campaign including a big launch event to a digital-only campaign focussing on digital measures only such as social media. After the teaser phase creating curiosity, the launch phase finally reveals ABOUT YOU's identity via versatile digital content in online media and all social media channels such as Facebook, Instagram and YouTube with the aim of increasing brand awareness.

ABOUT YOU is Europe's first online shopping destination, where one can discover fashion, get inspired and shop your personal style. The fashion online shop digitalizes the traditional window-shopping experience now also in its four new markets. The fashion online shop gives consumers access to a large assortment of more than 100,000 products from around 600 brands – of which many are for the first time available on the Slovenian and Baltic market.

"We are very pleased about the successful market launch in the four countries and are excited to grow even more with our inspiring platform. Launching in 14 countries within such a short period of time reveals that we grow really fast and we are getting closer to the aim of becoming the market leader among fashion online shops. We strive to continue our expansion and to launch in further countries soon.", says Tarek Müller, co-founder and co-CEO at ABOUT YOU.

ABOUT YOU is among the fastest-expanding e-commerce start-ups in Europe and one of Europe's very few unicorns with a company value of more than USD 1 billion.

#### **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.si and in the ABOUT YOU app, women and men between 18 and 49 years of age



will find an assortment of more than 100.000 articles from over 600 brands. With over 15 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 742 million euros in 2019/2020, which corresponds to an annual transaction volume of over 2.5 billion euros. 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 (31, Marketing & brands) and Sebastian Betz (29, Tech & Product), as well as former Roland Berger-strategist Hannes Wiese (38, Operations & Finance).

For further information on ABOUT YOU visit [corporate.aboutyou.de](https://corporate.aboutyou.de).

#### Press Contact ABOUT YOU

Nina Stoffel

[presse@aboutyou.com](mailto:presse@aboutyou.com)

+49 (0)40 638 569 212