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ABOUT YOU celebrates first day of trading as a listed company

Hamburg, 16 June 2021 – ABOUT YOU Holding AG (“ABOUT YOU”), Europe’s fastest-growing online fashion platform of scale, today celebrates its successful listing on the Frankfurt Stock Exchange.

Tarek Müller, co-founder and member of the management board responsible for Marketing & Brand: “Today is an amazing day for ABOUT YOU. We are delighted to join some of the world’s most renowned brands and companies on the stock exchange. While we celebrate our successful listing today, our focus is fully on the future: We look forward to building on our success of the last seven years to continue our amazing growth story. We are excited to embark on this new trajectory for our business along with our employees, our customers and our investors, and lead the digital transformation of our industry.”

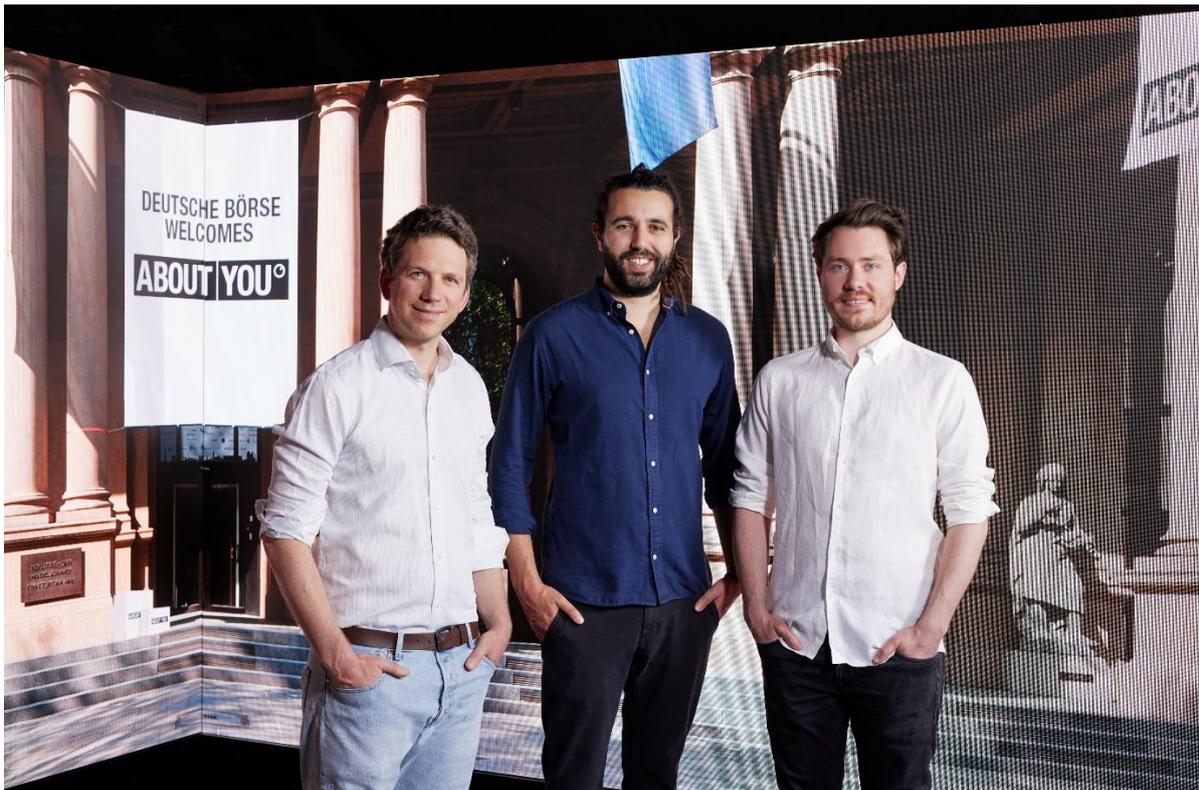
Based on the results of the private placement, which was conducted between 8 June and 14 June 2021 in anticipation of the listing at a placement price of €23.00 per share, ABOUT YOU’s total market capitalization stands at €3.92 billion and the expected free float of new shareholders (net of treasury shares) will amount to 21.0%, assuming full exercise of the Greenshoe option.

ABOUT YOU plans to invest the majority of the proceeds of around €657 million from the placement of new shares to scale its commerce operations internationally, accelerate the roll-out of its SaaS business in its technology, media and enabling (TME) segment, and to develop its tech infrastructure and distribution centers.

ABOUT YOU’s shares are trading on the Regulated Market (Prime Standard) of the Frankfurt Stock Exchange under the trading symbol YOU and the ISIN DE000A3CNK42.



Sebastian Betz (co-founder and member of the management board Tech & Product), Tarek Müller (co-founder and member of the management board Marketing & Brand), Hannes Wiese (co-founder and member of the management board Operations & Finance)



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ABOUT YOU

ABOUT YOU digitizes the classic shopping stroll by creating an inspiring and personalized shopping experience on the smartphone. At ABOUT YOU the focus is on the customers, who are supported in expressing themselves individually through fashion. On the website aboutyou.com and the multi-award-winning ABOUT YOU app, customers find versatile inspiration and a range of more than 400,000 items from over 2,000 brands. With more than 30 million unique monthly active users, ABOUT YOU is one of the largest fashion and lifestyle platforms in Europe. It is currently active in 23 European markets. With the ABOUT YOU Commerce Suite, the fashion tech company also offers its own e-commerce infrastructure as a licensed product.

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To cover over-allotments, GFH (Gesellschaft für Handelsbeteiligungen mbH) ("GFH"), SevenVentures GmbH, GMPVC German Media Pool GmbH and Fashion Media Pool GmbH have agreed to make available up to 4,774,845 shares of the Company (the "Sharers") to the Underwriters. In addition, GFH, SevenVentures GmbH, GMPVC German Media Pool GmbH, and Fashion Media Pool GmbH have granted the Underwriters an option to acquire a number of Shares equal to the number of Shares allotted to cover over-allotments during the Stabilization Period (as defined below). In connection with the placement of Shares, J.P. Morgan AG will act as the stabilization manager and may, as stabilization manager, make over-allotments and take stabilization measures in accordance with legal requirements (Art. 5(4) and (5) of Regulation (EU) No 596/2014 in conjunction with Articles 5 through 8 of Commission Delegated Regulation (EU) 2016/1052) to support the market price of the Shares and thereby counteract any selling pressure. The stabilization manager is under no obligation to take any stabilization measures. Therefore, stabilization may not necessarily occur and may cease at any time. Such measures may be taken on the Frankfurt Stock Exchange (Frankfurter Wertpapierbörse) from the date when trading in the Shares is commenced on the regulated market segment (regulierter Markt) of the Frankfurt Stock Exchange (Frankfurter Wertpapierbörse), i.e., June 16, 2021, and must be terminated no later than 30 calendar days after this date (the "Stabilization Period"). Stabilization transactions aim at supporting the market price of Shares during the Stabilization Period. These measures may result in the market price of Shares being higher than would otherwise have been the case. Moreover, the market price may temporarily be at an unsustainable level.