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*Disclosure of an inside information acc. to Article 17 MAR of the Regulation (EU) No 596/2014*

## **ABOUT YOU sets final offer price at €23.00 per share**

*Hamburg, 14 June 2021* – ABOUT YOU Holding AG (“ABOUT YOU”) has set the final offer for its private placement (the “Private Placement”) at €23.00 per share. Based on this offer price, the total offer size, including over-allotments, amounts to 36,607,145 shares and approximately €842 million, and brings ABOUT YOU’s total market capitalization to €3.92 billion. Upon completion of the offering, the expected free float of new shareholders (net of treasury shares) will amount to 21.0%, assuming full exercise of the Greenshoe option.

The Company has raised gross proceeds of around €657 million from the Private Placement of 28,571,429 newly issued ordinary bearer shares. In addition, 3,260,871 ordinary bearer shares were sold by management. Furthermore, GFH (Gesellschaft für Handelsbeteiligungen mbH), SevenVentures GmbH, GMPVC German Media Pool GmbH and Fashion Media Pool GmbH provided an option for up to 4,774,845 ordinary bearer shares to cover over-allotments (Greenshoe option).

Trading of ABOUT YOU’s shares on the Regulated Market (Prime Standard) of the Frankfurt Stock Exchange is expected to begin on June 16, 2021 under the trading symbol YOU and the ISIN DE000A3CNK42.

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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 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), expected on or around 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.