



**ABOUT YOU<sup>©</sup>**  
*ALL OF YOU*



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INDEX

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File Edit View Paste Format Tools Add-Ons Help

↶ ↷ 🖨️ A ✓ 📌

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Normaler T... ▾

Montserrat ▾

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1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17

+

☰

Introduction..... 3

Short Review..... 4

Objectives..... 5

About You Experience..... 6

Social Awareness..... 7

Connect and Cooperate..... 8

Responsibility..... 9

Sustainability..... 10

Work Ethics..... 11

Values..... 12

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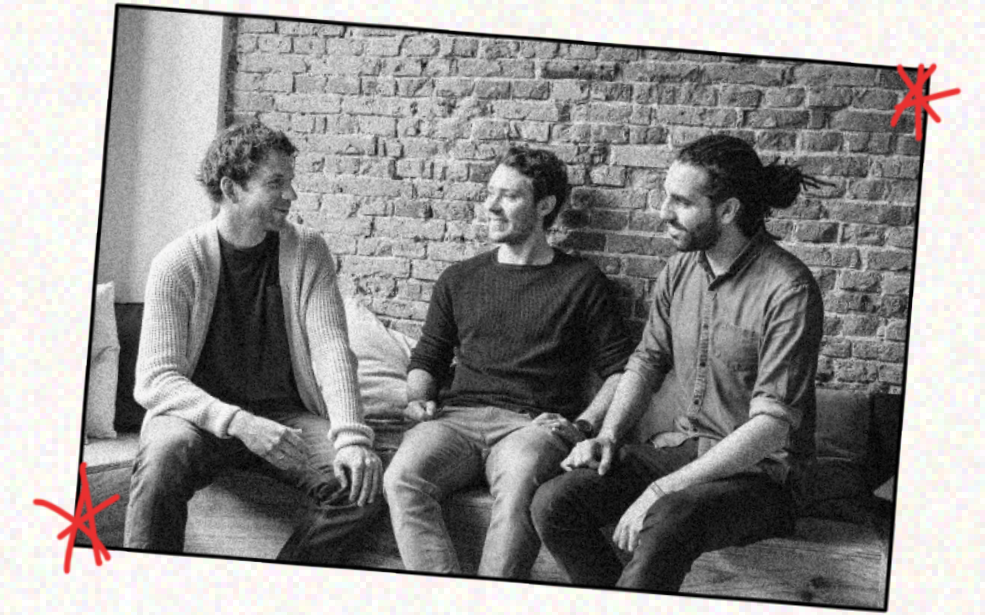




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HELLO THERE  
AND WELCOME



We are super happy that you have joined our team!

This booklet will help you understand why ABOUT YOU was founded and why it's the right decision to join our team to shape the future of fashion. We hope you will enjoy the following content which covers all relevant aspects of ABOUT YOU and our culture.

So let's dive deeper into our vision, mission and values.

*Your  
About You Team*



Mail<sup>o</sup>

## From the Bottom to the shop

Hey you,

We founded the company with the goal of digitizing the offline shopping stroll, i.e. building a platform where users can discover fashion in an inspirational and personalised way. To be honest, back then only a few people believed in our idea and there was plenty of competition out there. Despite being an underdog, we were lucky enough to find some crazy pioneers that joined us. Our exciting journey began on 5 May 2014 with the go-live of aboutyou.de and our hard work soon turned out to be a success in Germany, Austria and Switzerland. Today, the company operates in more than 20 European countries, employs more than 1.000 people and makes a turnover of more than 1 billion euros per annum. On top of that, we have built a leading B2B business by licensing our state-of-the-art technology to third-party retailers which makes us not just one of the largest fashion platforms in the world but also one of the largest software providers.

So what about our future challenges and ambitions?

We are clearly not the underdog anymore. We have become a role model with a profound impact on the fashion industry, the society and our planet. Therefore, we acknowledge our responsibility by establishing new ways of making and distributing fashion. By using our collective power, we want to be part of the solution and drive meaningful change for the future of (circular) fashion. Finding the right balance between planet, people and profit will not always be easy, but we give our best to be transparent with you about our roadmap and thoughts to secure a bright future for our company, employees and stakeholders.

Speaking of the roadmap... Our long-term goal for the future is quite clear: We are planning to expand beyond European borders to become the global number one fashion platform with aboutyou.com as well as the first choice for other retailers with our B2B technology & services.

We are excited that you have joined our company and that we are able to go on this journey together, because at the core of our success is always our strong team. Welcome to the ABOUT YOU family!

Best wishes,  
Hannes, Sebastian and Tarek

**ABOUT YOU**

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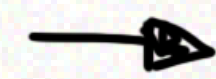


FROM THE  
BOTTOM  
TO THE SHOP!!





# OUR THREE MAIN OBJECTIVES



## SHAPING THE FASHION INDUSTRY

With the use of modern technologies and the digitalization of the traditional shopping stroll, we create a personalized and quality fashion experience for desktop and mobile.



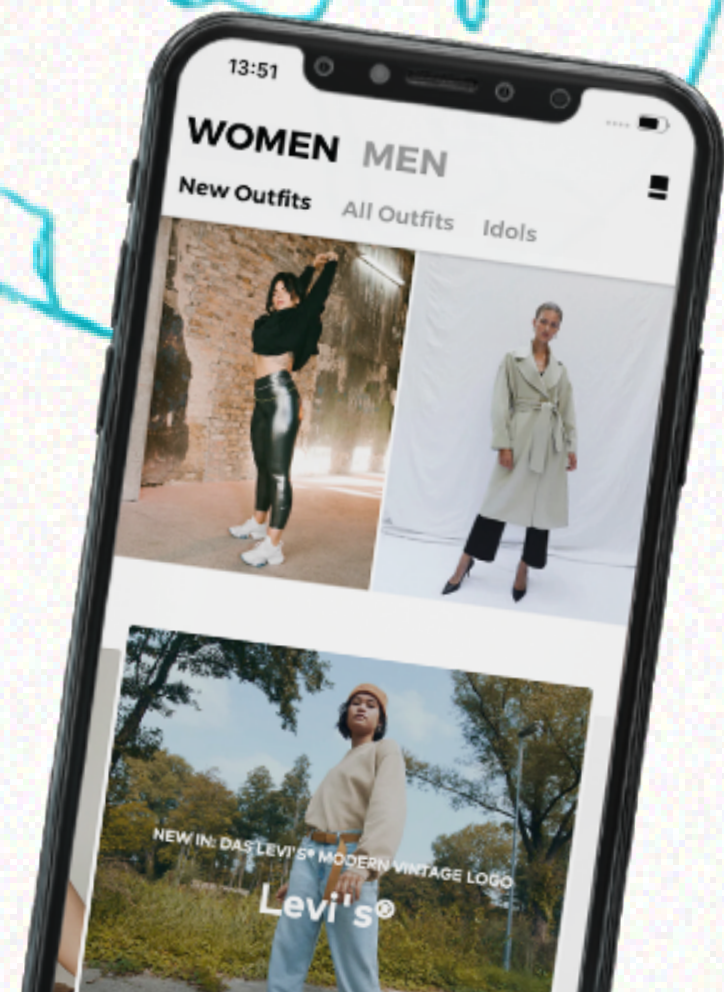
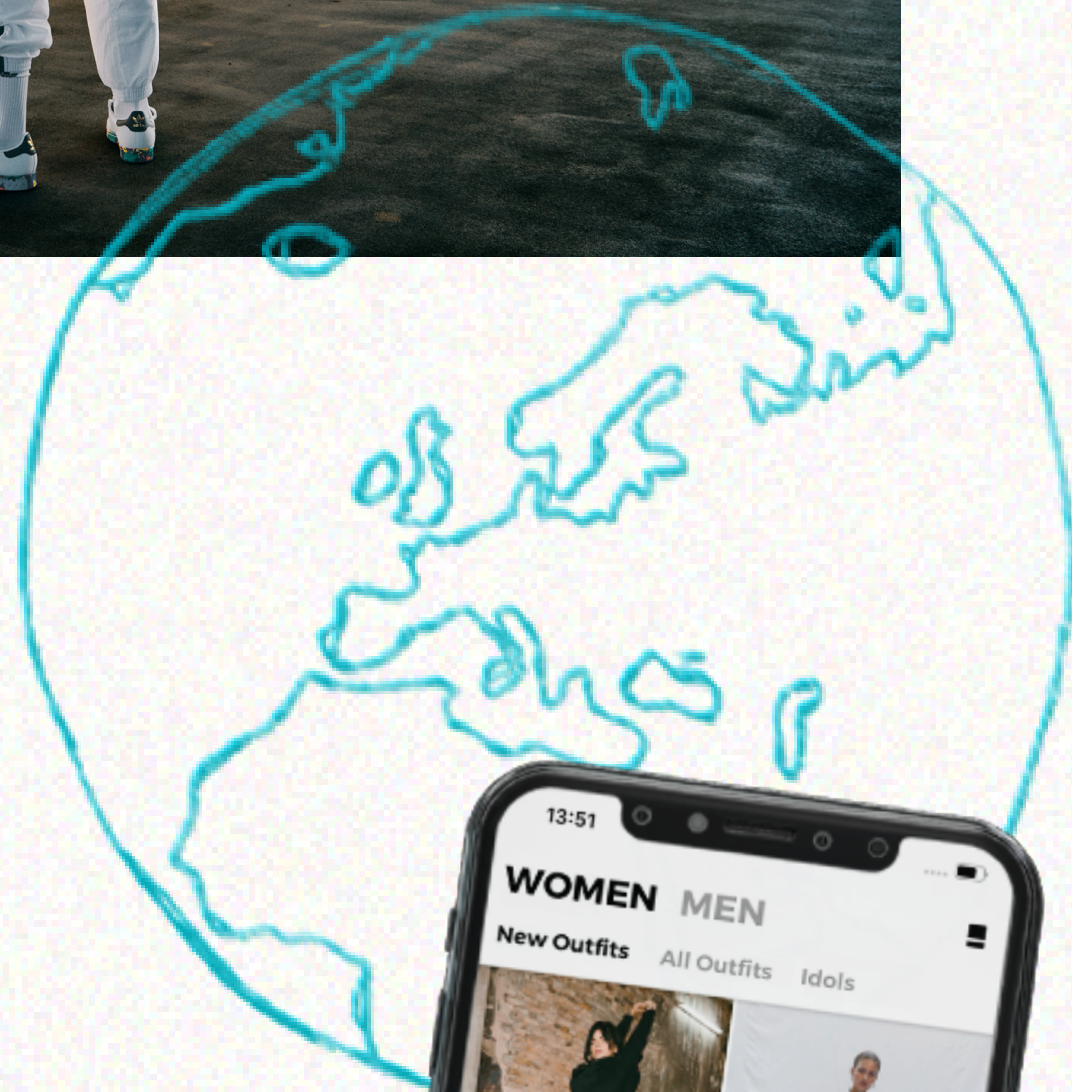
## TAKING RESPONSIBILITY & PROMOTE CIRCULAR FASHION CULTURE

We want to communicate conscious fashion choices and acknowledge our responsibility for our planet and society as a global fashion player by establishing new ways of creating and distributing quality fashion.



## PLAYING IT GLOBAL

We want to become the global #1 in the online fashion industry by offering quality fashion worldwide as well as introducing the circular fashion culture to the mass market.





# THE ABOUT YOU EXPERIENCE

So here's how we are going to achieve our objectives:



## QUALITY PRODUCTS

We source and create products that challenge the status quo and enable new and sustainable perspectives with long-lasting and circular fashion.

Buying, Own labels, Capsules



## INSPIRATION

We develop content formats that touch people and create a positive impact.

Entertainment, Content, Education



## SHOPPING PLATFORM

We provide a convenient and personalized platform with state-of-the-art technology.

User Interface, Mobile, Recommendations



## REAL LIFE EXPERIENCES

We find new ways of creating real life experiences to bring people, brands and talents close together.

Festivals, Shows, Events

we have developed a quality fashion experience with a diverse multi-channel approach including storytelling.



# FOR CHANGE, WE ALL NEED TO COME TOGETHER

Since our founding, we have always seen our purpose in empowering people to find and express themselves through fashion. To not be afraid of taking a stand for diversity, to be accepting, tolerant and open-minded. By utilizing our collective power, we also want to solve problems outside of our business model. Furthermore, we have come to understand that our fashion choices have profound consequences on our planet and people. We want to transform the fashion industry and acknowledge our responsibility towards our habits and weaker links of our economic system.



empowering people

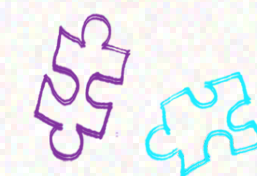


# ABOUT OUR PEOPLE



*You are the core  
of about you*

Our people are what makes ABOUT YOU thrive.  
We create an exceptional and inclusive environment to attract and develop talents from all over the world. All genders, nationalities and ethnicities feel welcomed and accepted exactly as they are. We believe that a diverse workforce essentially contributes to the ABOUT YOU culture. In order to maintain talent and diversity, we emphasize the care for physical health, mental health and well-being.



*We're one  
and you're a part  
of us (if you like to)*





like a really big family



# ABOUT OUR SOCIETY

take care ☺

We feel responsible to constantly advance our business model to contribute our part to society. By using our brand, media channels, and reach for the awareness and promotion of arts and culture we develop different formats of collaborations with talents and artists of all kinds. It is a core value of our brand culture to give more than we take by making a positive communal impact and creating a responsible way of business and shopping. Therefore, we adhere to the highest standards of data privacy and security, accountability and corporate governance systems.





# ABOUT OUR PLANET

As we want to take responsibility for the planet we share and the people we connect with, we have to disrupt the fashion industry in order to drive significant change now. While we know that one of our biggest opportunities to generate positive impact is by making considerate fashion choices more accessible for our customers, we have established the following core initiatives to move closer to the future of fashion:



## ECOLOGICAL FOOTPRINT

bring more good to the world than we take by considering, reducing and compensating our ecological footprint.



## SUSTAINABLE FASHION

maximize the state of sustainable fashion that is friendly to the planet and people



## CIRCULARITY

the future of fashion will be circular. as a first step we focus on quality-checked second hand goods to drive positive change.



# OUR WAY OF WORKING

## WE MEET ON EYE-LEVEL.

Low hierarchies fertilise teamwork and set a positive vibe. We believe in each other and appreciate the diversity of our teams different essences, perspectives and expertise.

## WE FIND SOLUTIONS.

A problem can't be solved by a mind that created it. We stay analytical, creative and flexible. No need to dwell on problems. Let's solve them.

## WE TAKE RISKS.

We make bold decisions outside of our comfort zone. That way, we can grow from our own and others' failures and appreciate our mistakes as much as our blessings.

## WE ARE RESPONSIBLE.

We correspond to our high compliance standards. It is everybody's responsibility to stay informed and regard to do's & don'ts in our daily business.

## WE RISE BY LIFTING OTHERS.

Communal efforts have the potential to bring out something special. Different perspectives create new ideas. We all come together and support one another.

## WE ARE TRANSPARENT.

For our team work across different departments, an open source approach is most effective and reliable. Share. Be honest. Don't fake the fun.

## WE CARE ABOUT OUR CUSTOMERS.

They should always feel inspired, satisfied and understood. In return, we get loyal customers that can identify themselves with our brand.

## WE FEEL GREAT TO SHOW OURSELVES.

We want to create a working environment where we all can feel comfortable the way we are.



**WE STAY ONE STEP AHEAD,  
HUNGRY & PASSIONATE**



next step

very next step



# our VALUES



**We are encouraging**  
We love to inspire and motivate people to change for the better.



**WE ARE WILD**  
WE ARE NOT SET ON THE ONE RIGHT WAY AND SOLUTION. BY PLAYING AROUND WE FIND NEW WAYS, PERSPECTIVES AND SOLUTIONS.



**WE ARE OPTIMISTIC**  
WE WANT TO INSPIRE OTHERS BY OUR POSITIVITY AND CAN-DO MENTALITY.



**WE ARE OPEN-MINDED**  
We want you to feel respected and accepted the way you are.



**WE ARE STRAIGHTFORWARD**  
PEOPLE UNDERSTAND EVERY WORD WE SAY.



**WE ARE CARING**  
We genuinely care about our customers, our employers and our environment.



**WE ARE TRUSTWORTHY**  
WE ARE HONEST AND RELIABLE TO CUSTOMERS, CLIENTS AND WITHIN OUR TEAM.



**We are collaborative**  
We are passionate about finding the best solutions together as a team.



**WE ARE CURIOUS**  
We are always looking for new opportunities and stay inquisitive. We don't repeat but innovate and refine.



A photo  
of you  
is missing  
here!



It feels great to have you on board.  
So let's have a good time together!



This is ABOUT YOU.

About you and your world.

It's about you living. It's about you living your dreams. It's about you conquering your dreams from your desktop. It's about you finding your greatness from anywhere. It's about you creating. It's about you inspiring the next. It's about you caring. It's about you discovering what's possible. It's about you thinking differently. It's about watching yourself change. It's about you grasping the forces and driving the change. It's about you thinking outside the office while you're sitting inside your office. It's about you starting something like nothing else. It's about you inventing. It's about you now. It's about unlimited possibilities in one company. It's ABOUT YOU. All of you.