

PRESS RELEASE

Hamburg, 15 October 2021

WOOHOO! ABOUT YOU celebrates 10 million customers in the DACH region with an innovative celebration-campaign

In March 2021, ABOUT YOU broke the 10 million customer mark in Germany, Austria, and Switzerland and is now celebrating this with a special campaign concept: Back in August, the fashion online shop called for creative and self-produced videos of their customers to be uploaded in which they showed why they love ABOUT YOU. From all video submissions, five winners were selected to produce their video as the campaign's marketing assets. The resulting TV commercial will be launched on 15 October 2021.

With 10 million customers in Germany, Austria, and Switzerland, ABOUT YOU celebrated another milestone. The fashion tech company dedicates a celebration campaign to this milestone and places their customers at the centre of the campaign with an innovative concept: Customers shared their ABOUT YOU WOOHOO moment in short videos. From more than 30,000 videos submitted, ABOUT YOU selected the five most original and creative ones. Its creators not only received EUR 15,000 but also became part of the large-scale DACH TV campaign.

"The fact that 10 million customers in Germany, Austria, and Switzerland already trust us is definitely something worth celebrating and the perfect moment to implement a special campaign. For us, it was clear and important from the very beginning that our customers would be at the centre and able to speak for themselves," explains Femke Bohling, Director of Brand and Advertising at ABOUT YOU.

The creative campaign concept pays off in a special way for ABOUT YOU's brand image in the DACH region. In the self-produced videos, customers authentically shared their experiences and showed their personal ABOUT YOU WOOHOO shopping experience. The two-phase campaign pursues both a native and an activating approach: First, the approach aimed at all customers and strengthened the existing customer relationship - all participants received a voucher for 50% off their entire purchase on aboutyou.de. In the second-phase, the campaign focuses on generating new customers with the TV commercial.

During the campaign's two-month solicitation phase, the ABOUT YOU WOOHOO website (www.aboutyou-woohoo.de) was clicked over 650,000 times and 30,000 imaginative, funny, and sometimes artistic videos were uploaded. More than 80 well-known influencers, including Sami Slimani, Mrs. Bella, Bella Kraus, Tim Schaecker, and Bene Schulz, as well as ABOUT YOU faces, such as Younes Zarou, Nic Kaufmann, and Kayla Shyx, accompanied the campaign on Instagram and TikTok. In total, the online pioneer phase achieved over 300 million impressions via social media with the largest reach being in the 16 to 24 (Gen Z) age group.

Further campaign material can be downloaded [here](#).

ABOUT YOU

ABOUT YOU digitises the classic shopping stroll by creating a personalised 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 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 26 European markets. With the ABOUT YOU Commerce Suite, the fashion tech company also offers its own e-commerce infrastructure as a licensed product. The shares of ABOUT YOU are listed on the Frankfurt Stock Exchange and were admitted to the SDAX® index in September 2021.

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