

PRESS RELEASE

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ABOUT YOU launches its new B2B unit SCAYLE

SCAYLE ("SCAYLE – Your Commerce Engine") is the new B2B brand of ABOUT YOU Holding SE. It enables brands and retailers to scale their commerce business with a Commerce Engine that consists of three components: commerce technology, online marketing, and commerce operations. Since 2018, ABOUT YOU has already been offering its shop software to other companies in the enterprise sector as a licensed product with additional managed services. Today, about 100 online shops of leading brands such as Marc O'Pollo, Depot, The Founded, and Tom Tailor are already customers. The launch of SCAYLE and its subsequent independent positioning reflects ABOUT YOU's commitment to further expand its B2B business and to support other companies in scaling their D2C business.

"Many brands already know how important it is to expand their direct-to-consumer business. And they also know what it takes to gain direct customer access, realize higher margins, and gain full brand control. However, when it comes to implementing their plans, they are often constrained because systems and processes don't scale," explains Tarek Müller, co-founder and co-CEO of ABOUT YOU Holding SE. "With SCAYLE, we remove this limitation while increasing innovation capability and speed, allowing our customers' full potential to unfold along the entire value chain."

SCAYLE's Commerce Engine consists of three components

The three services – commerce technology, online marketing, and commerce operations – can be tailored to the individual needs of brands and retailers. The services are not limited to any specific product category and can be applied to all industries.

SCAYLE Commerce Technology is the commerce software powering ABOUT YOU. The software is offered as a SaaS product and provides the technological backbone for building an international D2C business. Brands and retailers get access to the full range of ABOUT YOU's commerce infrastructure in one flexible solution as an enterprise cloud license product. "The SCAYLE core technology is 100 percent designed for B2C commerce. We know how to do tech and we know how to do online retail. No other software provider can deliver this unique combination of knowledge. We have extensive industry knowledge from running ABOUT YOU and can always deliver the 'proof of concept' right away," says Sebastian Betz, co-founder and co-CEO of ABOUT YOU Holding SE, responsible for Tech & Product.

SCAYLE Online Marketing comprises the know-how of data-driven marketing and the knowledge to efficiently run international online marketing campaigns. The range of services includes performance marketing, attribution models, and automated CRM, as well as an influencer network with over 10,000 influencers from all over Europe.

SCAYLE Commerce Operations offers a pan-European logistics network with global shipping options, as well as white-label customer service in more than 20 languages. In addition, SCAYLE can handle the management of external marketplaces.

All three services are already in use at ABOUT YOU and constantly being enhanced and advanced – in 26 European markets to date.

Above-average profit increase for customers thanks to the SCAYLE Commerce Engine

SCAYLE Commerce Engine provides brands and retailers with all they need to scale their digital D2C business. "On average, we achieve a 40 percent increase in sales and a 50 percent increase in profits for our customers," explains Tarek Müller. The platform is able to generate an overproportional profit increase by significantly reducing the total cost of ownership, i.e., the total commerce-related IT expenses. "We can do this not just because our pricing is competitive, but because our solution eliminates the need to contract various consultants, hosting providers, and agencies. All this is no longer necessary as software monitoring, hosting, and continuous development are included in our software-as-a-service model," adds Sebastian Betz.

SCAYLE is run by a dedicated team of currently 400 employees in Hamburg. The Commerce Engine is managed by the three ABOUT YOU founders and CEOs Hannes Wiese, Sebastian Betz, and Tarek Müller, who form the link between the ABOUT YOU retail business and the SCAYLE Commerce Engine.

For further information: www.scayle.com

High-resolution pictures can be downloaded [here](#).

About SCAYLE

SCAYLE is the B2B division of ABOUT YOU Holding SE and enables brands and retailers to build up an international D2C business with three service components: commerce technology, online marketing, and commerce operations. Leading brands like Marc O'Polo, Depot, The Founded, or Tom Tailor are already SCAYLE customers. By now, the SCAYLE Commerce Engine powers 100 online shops in 26 European countries. SCAYLE employs 400 people at its location in Hamburg. The managing directors are Tarek Müller, Sebastian Betz, and Hannes Wiese.

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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