

PRESS RELEASE

Hamburg, August 24, 2023

ABOUT YOU Spins off B2B Division SCAYLE into a Separate Legal Entity

Hamburg (August 24, 2023) - The ABOUT YOU Group spins off its existing business unit SCAYLE into a new subsidiary. SCAYLE GmbH is now a separate legal entity within the ABOUT YOU Group, alongside the online fashion store ABOUT YOU.

SCAYLE offers a modern, cloud-based enterprise shop system that enables brands and retailers to scale their digital business quickly and flexibly as well as to adapt it to increasing customer needs. An extensive set of integrated features accelerates market entries. The SCAYLE Commerce Engine is the technological core of ABOUT YOU's online fashion store. Leading brands and retailers such as DEICHMANN, FC Bayern or DEPOT choose the SCAYLE commerce technology as their Software-as-a-Service (SaaS) solution.

Currently 300 employees work for the newly founded company, headquartered in Hamburg, Germany. The existing management team of the former SCAYLE business unit will move up to the SCAYLE GmbH's management team: Tobias Ring will be responsible for New Customer Business, René Dalock for Customer Success Management, Christopher Metz for Infrastructure and Platform, and Sergio Sola for Engineering. It is planned to add further positions to the management team.

"We are convinced that the strategic step to position SCAYLE as a separate legal entity will accelerate its success story even further," says Tarek Müller, Co-Founder and Co-CEO of the ABOUT YOU Group. "SCAYLE's success to date and the continued high demand in the market for a state-of-the-art shop system is a testament to its bright perspective. Structurally, SCAYLE now has the best prerequisites to further drive growth with greater autonomy and flexibility."

Despite the challenging market conditions in e-commerce, SCAYLE's business performance has developed strongly: The business unit completed various go-lives of complex migration projects on its technical platform in recent months. Examples include s.Oliver, Fielmann, and DEICHMANN. Moreover, the unit managed to win further new and international customers such as the retailer Versandhaus Walz (including its brand Babywalz), Babymarkt.de as Europe's largest online store for baby and toddler products, and Dutch fashion house Van Tilburg, amongst others.

ABOUT YOU Group

The ABOUT YOU Group (ABOUT YOU Holding SE, ABOUT YOU SE & Co. KG and its fully consolidated subsidiaries) is an internationally active e-commerce group with two strategic business units: The online fashion store ABOUT YOU SE & Co. KG forms the Group's business-to-consumer business. With more than 45 million monthly active users, ABOUT YOU is one of Europe's largest online retailers for fashion and lifestyle and the leading provider of a personalized shopping experience on the smartphone. In the multi-award-winning ABOUT YOU app and on aboutyou.com, customers find versatile inspiration and an assortment of over 600,000 items from around 3,800 brands. The Group's business-to-business activities are largely operated by SCAYLE GmbH. SCAYLE offers a modern, cloud-based enterprise shop system that enables brands and retailers to scale their digital business quickly and flexibly as well as to adapt to increasing customer needs. Over 140 online stores are powered by SCAYLE's technology.

Leading brands and retailers such as DEICHMANN, FC Bayern, Fielmann, DEPOT, or Marc O'Polo choose the SCAYLE Commerce technology as a license model.

For further information, please visit: corporate.aboutyou.de/en.

SCAYLE

SCAYLE is a flexible B2C SaaS enterprise shop system built on a headless and API-first architecture. An extensive feature set, including PIM, Shop Management, Checkout, and OMS, is combined with an intuitive UI. Brands and retailers use SCAYLE to stay on track with fast-changing market developments and to drive differentiation in commerce. SCAYLE GmbH is a member of the ABOUT YOU Group and unites modern technology with a unique retail DNA. Leading brands like DEICHMANN, s.Oliver, Fielmann, FC Bayern, Marc O'Polo, and DEPOT choose SCAYLE's Commerce Engine. Managing directors are Christopher Metz, René Dalock, Sergio Sola, and Tobias Ring.

For further information, please visit: www.scayle.com.

Media Contact

ABOUT YOU Group

Laila Helmy
Head of Corporate Communications
+49 151 231 463 14
presse@aboutyou.com

SCAYLE

Anja Schmidt
Lead Content & Communication SCAYLE
+49 176 322 824 50
anja.schmidt@scayle.com