

TEN YEARS OF ABOUT YOU: FROM STARTUP TO A LEADING E-COMMERCE GROUP

Hamburg | May 7, 2024 - Ten years ago, in 2014, ABOUT YOU launched with the mission to revolutionize the shopping experience – especially for Gen Y&Z. The focus is on providing customers with a personalized, inspiring, and digital shopping experience. Today, a decade later, the ABOUT YOU Group is a leading player in Europe's online fashion and e-commerce market. The Group consists of ABOUT YOU, one of the leading online fashion stores in Europe, and SCAYLE, one of the world's fastest-growing software-as-a-service commerce platforms.

INNOVATIVE APPROACHES AND FUTURE-ORIENTED STRATEGIES

Founded by Millennials, ABOUT YOU was designed specifically for Gen Y&Z. Marketing was redefined right from the start: It centers around the invention of hauls, live shopping, as well as creator marketing via social media, leveraging a growing database of over 27,000 influencers. Each year, a new social media host takes the engaged community behind the scenes, talks about new collaborations, and reports on unique events such as the ABOUT YOU Awards, the ABOUT YOU Pangea Festival, and ABOUT YOU Fashion Week.

EXCLUSIVE COLLECTIONS AS A UNIQUE SELLING POINT

Customers can choose from more than 4,000 brands on ABOUT YOU – from large global brands to smaller local brands. The USP are the exclusive collections and brands in collaboration with creators and other celebrities. From the first collection in 2017 to the last financial year, ABOUT YOU has launched over 130 celebrity brands with more than 430 drops, mostly available exclusively and limited in the online fashion store.

CUSTOMER SATISFACTION THROUGH PERSONALIZATION

With over 33 million satisfied customers, ABOUT YOU's award-winning app and website offer the most personalized shopping experience in the industry. In 28 European markets, ABOUT YOU adapts the experience specifically to the needs and cultural background of each country and the customers living there. Customers from around 100 countries worldwide can order from aboutyou.com. Just one year after its launch, in December 2015, the ABOUT YOU app was ranked as the most downloaded application in the App Store.

SCAYLE - THE ENGINE FOR SCALING THE DIGITAL BUSINESS

SCAYLE, the ABOUT YOU Group's B2B venture, allows retailers and third-party brands access to the Group's modern e-commerce infrastructure. The flexible and modern enterprise shop system has a proven track record: The SCAYLE Commerce Engine currently powers more than 200 online shops. Spun off in August 2023, SCAYLE is characterized by its extensive range of integrated functions, including store management, checkout, and order management, as well as the intuitive design of its user interface. SCAYLE maintains its competitive advantage by continuously expanding its offering

with new features, such as newly developed subscription, promotion, and omnichannel features.

FROM HAMBURG TO THE WORLD

SCAYLE initially became the e-commerce partner for leading German retailers and brands in fashion and lifestyle, for instance DEICHMANN, FC Bayern, Fielmann, DEPOT, and Marc O'Polo. Today, SCAYLE is also trusted by customers beyond Germany as well as the fashion and lifestyle segment: Particularly in BeNeLux, the United Kingdom and the Nordics, SCAYLE's technology has recently won globally active enterprise customers such as Mister Spex, ATP Autoteile, Babymarkt, baby-walz, Perfectly Basics, and Manchester United. SCAYLE is expanding into North America, supported by a local legal entity with a dedicated local team.

MILESTONES AND BIRTHDAY

A significant milestone was reached in 2018 when ABOUT YOU became Hamburg's first Unicorn, with a valuation of \$1 billion. This was followed by the trading debut on the Frankfurt Stock Exchange in 2021. Today, the ABOUT YOU Group employs more than 1,200 people from 74 nationalities and was recognized as the highest-ranked digital company on manager magazin's list of desired employers in Germany in 2023.

Above all, ABOUT YOU is celebrating its tenth birthday with its loyal customers: Under the slogan "10 years with you. 10 years ABOUT YOU.", four different commercials with four individual stories are broadcast on television. All of them focus on an "Everyday Hero" and their personal challenges. ABOUT YOU is celebrating its anniversary not only on TV, but across all channels and has come up with lots of surprises to thank customers for their loyalty, such as giving away every fifth order in a raffle.

ABOUT THE ABOUT YOU GROUP

The ABOUT YOU Group (ABOUT YOU Holding SE 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 42 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 700,000 items from around 4,000 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. More than 200 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.

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