

OUR CULTURE IS ABOUT YOU[®]





WELCOME TO ABOUT YOU

WE ARE SUPER EXCITED TO HAVE YOU ON BOARD!

At ABOUT YOU, we live and breathe the **intersection of fashion, e-commerce, and tech.** That's where the magic happens. You get it – it's not just about clothes, or code. It's about building the best digital experience that connects people with exactly what they're looking for. Our mission? To revolutionize online shopping by **digitizing the traditional shopping stroll.** Our vision? To be the best in the world. Ambitious? Definitely. Bold? Always. Possible? Only with the right people. Because trends may change, but a strong team never goes out of style. We trust people to do what they do best. No rigid hierarchies. No corporate politics. **Just ownership, impact, and a high-paced environment.** We want you to challenge the norm, embrace your role, work hard, and bring your unique perspective to the table. Experiment. Learn fast. Move forward. **And most importantly – enjoy the ride.**

(Co-Founders &
Co-CEOs)



TAREK
MÜLLER



SEBASTIAN
BETZ



HANNES
WIESE



A full-page background image showing three people running through a green field. On the left, a woman in a dark green long-sleeved shirt, white skirt, and black hat runs towards the right. In the center, a man in a black jacket and brown trousers runs towards the right. On the right, another man in a blue and white plaid shirt and dark pants runs towards the right. The text 'ABOUT US' is overlaid in a large, white, sans-serif font on a black rectangular background in the center of the image.

ABOUT US

GET TO KNOW US

At ABOUT YOU, we're redefining what shopping feels like. Think of the offline shopping stroll – that moment of **discovery, inspiration, and self-expression**. Now imagine it fully digital and, on top of that, tailored to you.

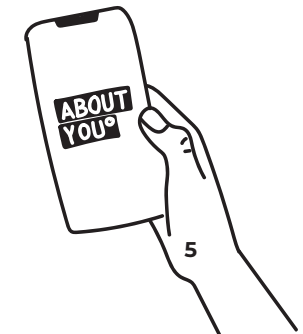
We're the home for a **digital-first fashion generation: Gen Y & Z**. Individual, creative, always connected. By fusing fashion with cutting-edge tech, we create a **personalized experience that goes way beyond the product**.

This is more than shopping. It's inspiration. It's culture. It's self-expression. We set trends, spark creativity, and turn style into an experience that's personal, emotional, and unforgettable.

In July 2025, we teamed up with Zalando – Europe's leading online destination for fashion and lifestyle – to jointly **shape the future of e-commerce**. This team-up marks a defining step in our growth journey and places us at the forefront of European fashion innovation. While we keep our **unique ABOUT YOU DNA** and strive for our vision of becoming the number

A person wearing blue denim overalls over a light blue shirt, carrying a large brown and white striped tote bag, walking towards the right.

one fashion destination, we also build on the **strengths of the Zalando Group**, supporting each other under one umbrella, pushing industry boundaries, and competing with the best globally.



WHY CUSTOMERS LOVE US



We are ABOUT YOU. Bold. Desirable. Young at heart. We're open to all, fueled by diversity and designed to inspire. A brand where fashion and innovation meet community – always on the beat of now.



We make shopping personal. ABOUT YOU turns online shopping into an immersive, interactive experience. Our app adapts to every user, showing the looks they love most and making fashion feel uniquely theirs.



We curate and create. From 4,000+ global brands to local heroes and non-branded essentials – plus our own exclusive labels and celebrity collections – we offer styles customers can't find anywhere else.



We bring fashion to life. From inspiring outfits and content to live shopping shows and unforgettable fashiontainment events, we fuse fashion and entertainment in ways no one else does.



We keep it effortless. Shopping at ABOUT YOU is smooth from start to finish. Spot-on recommendations, seamless checkout, flexible payments – no friction, just finding what customers love.



We deliver joy. Fast shipping, eco-friendly packaging, easy returns. Reliable logistics that make sure fashion lands quickly, safely, and sustainably – straight to their door.



We care beyond clicks. Service means being there whenever customers need us – via app, chat, email, or phone. Our team listens and solves issues quickly. Personalized styling advice is an essential part of the shopping experience.



We power it all. Behind the screen, precision meets innovation. Scalable tech and slick operations keep everything running flawlessly – so that what customers experience feels effortless and inspiring.

WHY **PARTNERS** LOVE US



Wide range of partner models.

We adapt to every merchant's needs: from wholesale to flexible marketplace setups.

Best-in-class fulfillment & international reach.

Partners have full access to all ABOUT YOU markets, with seamless logistics and multi-channel opportunities.



Shared success mindset.

Their success is our success. Together, we build an inspiring assortment and grow side by side.

Collaboration on eye level.



We're not just a platform – we're partners. Cool, approachable, and committed to win-win relationships.



Authentication.

We don't just sell – we tell their stories, strengthen their brands, and create attention with inspiring events and campaigns.

Data-driven insights & smart tooling.

With powerful dashboards, tools, and expert guidance, partners gain full control of their business.



Fast and easy integration.

Partners can use known middlewares or our own Seller Center. Getting started is simple and smooth.

Growth that lasts.

We believe in fair play and smart partnerships, not just quick wins. Together, we create new streams of revenue that actually last.





OUR VALUES

OUR CULTURE IS AT THE HEART OF ABOUT YOU[♥]

It's why talented people gravitate toward us and why we push past limits together. It fuels our identity, drives momentum, and shapes how we work. Our culture blends the **DNA of our early days with a vision for the future.**

We're always asking: how do we stay ahead in fashion and tech without losing the spark that makes us unique?

ABOUT YOU launched in 2014 with a big vision but **without rigid structures or slow processes.**

We have grown rapidly and now have around 1,200 employees. Yes, we're growing, but our mindset hasn't changed. From day one, our formula has been **sharp execution, bold moves, and confidence.** That's what gives us the power to shake up the fashion and lifestyle industry. We're agile, not bogged down by bureaucracy. We champion ownership and speed, staying close to our customers and the impact of our work. What sets us apart isn't just how we work, but

who we work with: smart, driven, passionate people who bring their best every day. Together, we've built a **culture of collaboration, creativity, and belonging.**

But culture doesn't stand still. It grows with us. That's why we keep asking: how do we stay bold and agile while building the structures to scale?

Our founding mindset still guides us.

Clear principles shape how we hire, promote, and set priorities. They keep us evolving without losing what makes us unique.

From putting ourselves in our customer's shoes to making transparency our default – the following values guide how we move forward together. So let's read them carefully and live up to them every day.



CUSTOMER FOCUS



We start with our customers. Always! Without them, there is no us.



Our job is only done when we deliver measurable and scalable impact for our customers. The measure of a good day is accomplishment, not activity.



We stay humble and trust that our personal success comes from making the best decisions for the customer.



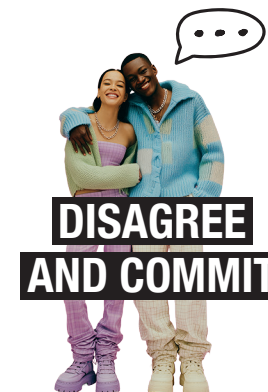
SPEED



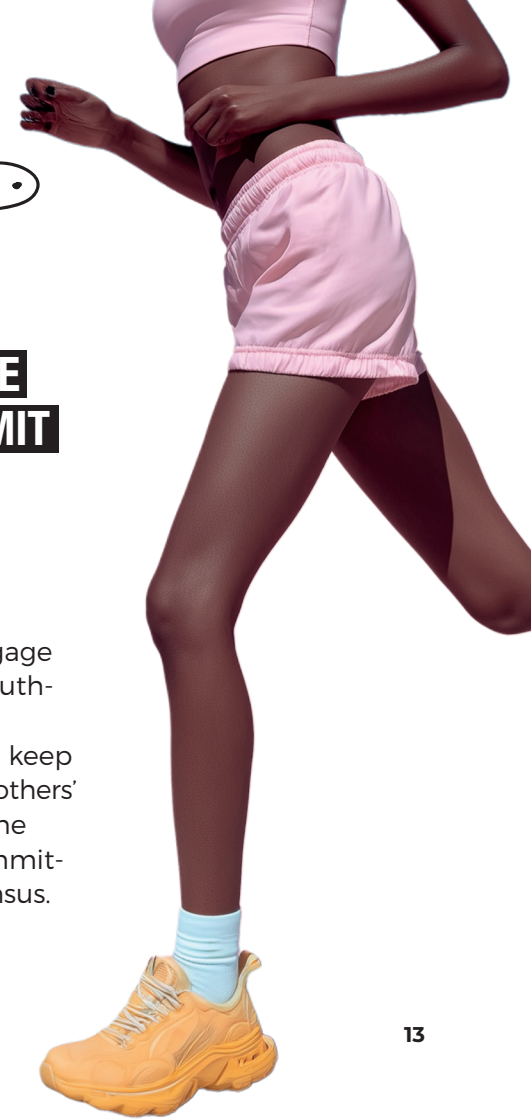
We are in a race. We seize big opportunities without delay through fast decisions and a strong bias towards action. Quick, adaptive execution of an imperfect plan beats slow execution of the perfect plan.



We don't get stuck with complex problems but think outside the box to find a solution. We keep it simple: fast execution happens when pragmatism meets scalability.



To make the best decisions, we engage in constructive, truth-seeking debates. We speak up and keep an open mind to others' perspectives. In the end, we seek commitment, not consensus.



ENTREPRENEURSHIP



Innovation only happens by taking risks. We succeed because we focus more on what can be gained than what can be lost. Along the way, we learn from our failures and those of others.



We have nothing to waste. We treat our time, energy, and resources as valuable assets. Our growth mindset means we always look to improve how we do things to make the most of what we have.



Ownership is about responsibility, not entitlement. We are accountable for our role and for supporting others in theirs – we can only win together.



We keep the big picture in mind. At the same time, we stay in touch with reality, always ready to dive into details when necessary without getting stuck there.

EMPOWERMENT



Magic happens in teams. To build strong teams, we give our best and hold each other to high standards. When colleagues do great things, we make sure to recognize those responsible.



We embrace ambition and change with a growth mindset. We give and receive honest and timely feedback. We provide each other with support and care about each other beyond our roles.



As human beings, we know we risk bias, and the comfort of confirmation is a false friend. We seek the people and perspectives that reveal the gaps in our thinking.



We provide context and share information to enable informed decision making. We don't share when it does more harm than good. We assume good intent so we trust each other to handle information and decisions appropriately.

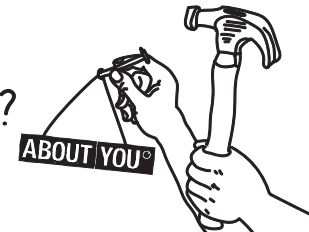


OUR PROMISE TO YOU

WHAT'S OFF THE TABLE AT ABOUT YOU

- ✗ **Same structures and teams over time.** We're growing and evolving fast. Teams change, structures adapt and new opportunities pop up constantly. If you're looking for stability over excitement, this might not be your place.
- ✗ **Always 9 to 5.** Some days you'll wrap up early, and other times you'll need to stay longer – that's part of the deal. We expect a certain level of flexibility and a willingness to go the extra mile.
- ✗ **Comfort zones.** At ABOUT YOU, you'll be challenged. We'll push you to grow, to question the status quo, and to take ownership like never before. It's not always easy – but it's worth it.
- ✗ **Bureaucracy over speed.** We move fast, test things early, and make bold decisions. Waiting for long approval chains? Not here. You'll be expected to take action.
- ✗ **Strict hierarchies.** Titles don't define us. We believe in flat structures, open communication, and ideas winning over ranks. If you're looking for a rigid chain of command, this isn't your spot.
- ✗ **Corporate politics.** We focus on collaboration and results, not politics. Success here is built on trust, teamwork, and transparency – not on playing games.

ARE YOU READY TO BE
PART OF SOMETHING NEW?



WHAT WILL BE YOUR BENEFIT



You will learn more than in an average company. You'll gain hands-on experience, take on real responsibility, and work on exciting, high-impact projects from day one.



"ABOUT YOU" in your CV will boost your career. Our name opens doors. Working here means being part of one of Europe's leading digital companies.



You can leapfrog career steps. With fast internal growth and a performance-driven mindset, you'll have the chance to take on expert and leadership roles and responsibilities much earlier than elsewhere.



You will meet great people and make new friends. We're more than colleagues – we're a community. Many friendships (and even love stories!) have started right here.

ABOUT YOU[®]

THIS IS WHERE
WE GROW

