

SIGNA Retail takes over MYBESTBRANDS

- **Expansion of its leading market position in the luxury sector**
- **Close collaboration with The KaDeWe Group promises outstanding potential**
- **Founding of SIGNA Luxury Marketplace GmbH highlights SIGNA Retail's omni-channel strategy**
- **Seventh acquisition in 14 months continues SIGNA Retail's offensive digital strategy**

Zurich/Munich, 19 June 2017 – Germany's largest fashion mall for premium and luxury fashion on the Internet, MYBESTBRANDS, is moving under the umbrella of SIGNA Retail. The purchase contract was signed by both sides last Friday. Based on this, SIGNA Retail is taking over 60 percent of the shares of MYBESTBRANDS. The remaining shares will stay under the management of the company's founder, Joerg Domesle and Moritz Seidel, who will continue to manage MYBESTBRANDS independently in the future.

Through this acquisition, SIGNA Retail is further expanding its leading position in the retail sector with premium and luxury items in Germany and Europe. In the brick-and-mortar market, The KaDeWe Group is already the undisputed number one with its three premium stores KaDeWe in Berlin, Alsterhaus in Hamburg and Oberpollinger in Munich. With MYBESTBRANDS, this position is now strengthened in the digital sector.

Since 2013, MYBESTBRANDS has been focussed exclusively on fashion brands in the premium and luxury sector. Select brands, such as Burberry, Gucci or Balenciaga appear with their own brand shops. One million members regularly use the website and receive information about special offers and new products in personalised emails from 5000 brands and designers. The MYBESTBRANDS app has recorded more than 2 million app downloads, and the company's mobile traffic share is 75 percent. MYBESTBRANDS recorded a GMV of around 100 million euros in 2016.

Next decisive step in the expansion of SIGNA Retail's digital strategy

MYBESTBRANDS is the seventh purchase by SIGNA Retail within the last 14 months in the online retail sector. After acquisitions for the SIGNA Sports Group and following the takeover of Hood.de last week, the takeover of MYBESTBRANDS is the next logical step in the consistent implementation of SIGNA Retail's digital strategy.

MYBESTBRANDS will be taken over by the newly founded SIGNA Luxury Marketplace GmbH. It is intended to drive further partnerships and acquisitions in the premium and luxury sector around the future model "The Marketplace of Tomorrow", based on SIGNA Retail Group's strategy of expanding all of its retail shareholdings into omni-channel-capable marketplaces.

Dr. Stephan Fanderl, CEO of SIGNA Retail

“As with previous acquisitions, we are continuing to aggressively expand our omni-channel offensive. Together with The KaDeWe Group, MYBESTBRANDS will play a prominent role in the premium and luxury sector. This combination is unique and gives a decisive lead over the competition. With MYBESTBRANDS, we are getting an innovative partner with many years of experience in e-commerce on our side”.

Joerg Domesle, CEO and co-founder of MYBESTBRANDS

“We are currently Germany's largest fashion mall for the premium and luxury sector on the Internet. This partnership with SIGNA is the logical next step. Together, we will grow into a solid national and international company in this exciting market and we will be able to offer our discerning customers all the advantages of online and brick-and-mortar retail services. We will continue to expand our range and develop access to brands in the premium and luxury sector“.

About SIGNA Retail

The SIGNA Retail Group combines the four independent retail platforms SIGNA Department Store Group, The KaDeWe Group, SIGNA Sports Group and the SIGNA Food & Restaurant Group under one roof. Each of these platforms has a leading market position in its German and European retail market. In the German sports and luxury goods sector, as well as in the department store sector, SIGNA Retail is already by far one of the largest retail companies in Germany and one of the top five in Europe. More than 125 locations in the best city centres and 55 Internet shops in more than 15 countries contribute to the strong growth of the SIGNA Retail Group in Europe. The focus is on consistent further development of the omni-channel strategies of the individual retail platforms. The SIGNA Retail Group currently employs around 20,000 people and generates group-wide sales of more than 3.8 billion euros annually. Find more at: www.SIGNA.at

About MYBESTBRANDS.de

MYBESTBRANDS was founded in 2008 by Joerg Domesle, Moritz Seidel, Felix Rubach & Martin Schwarz. Since 2013, it has focussed exclusively on the fashion segment and offers the best in fashion and lifestyle products from the top 100 online shops. With more than 5,000 designer labels in shops such as Net-a-Porter, Luisaviaroma, Stylebop and About You, MYBESTBRANDS has established itself as the top destination for fashionistas and its one million members for shopping sprees in the premium and luxury sector. Currently, MYBESTBRANDS is Germany's largest fashion mall on the Internet for premium and luxury fashion. Find more at: www.MYBESTBRANDS.de

Contacts:

SIGNA

Robert Leingruber

Head of PR & Communications

Email: r.leingruber@SIGNA.at

Tel: +41 79 9278697

MYBESTBRANDS

Katharina Korb-Gerum

PR & Communication

Email: kkorb-gerum@mybestbrands.de

T: +49 89 2368450-36