

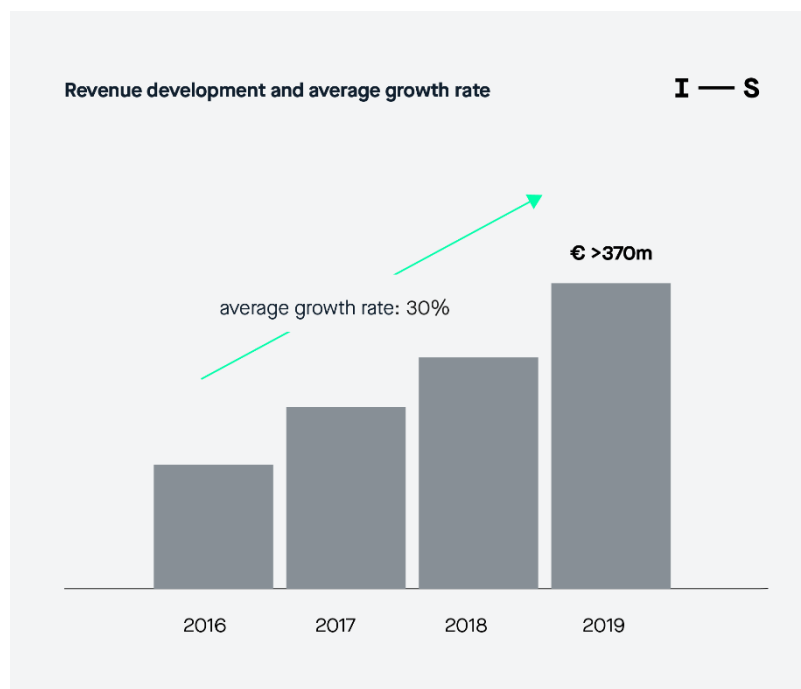
Press Release

A Record-Breaking Financial Year

Internetstores celebrates unsurpassed sales of 373 million euros

Stuttgart, 04 February 2020 – The Internetstores Group continues to grow across all areas. In addition to an impressive average growth rate of over 30% during the last three years, Europe's largest online platform for bike and outdoor has opened several new stores and doubled the number of fahrrad.de service partners in Germany. Around 10,000 square metres of additional storage space will be needed in 2020 to meet this rising demand.

"We are naturally very proud of our continuously strong growth and the resulting record turnover of 373 million euros," says Internetstores CEO Hans Dohrmann. "Nevertheless, we're not resting on our laurels and are constantly working to offer our customers even better and more comprehensive services. The expansion of our shop and warehouse space – as well as 85 new service partners – are a great start to the new financial year. Our almost 2 million active customers will now benefit from an even larger product range.



The company, which belongs to SIGNA Sports United, has around 750 permanent employees across five international locations. In 2019 alone, colleagues in six logistics centres shipped about 200,000 full bikes and a total of 3.8 million parcels; containing over 9 million items like

bike accessories, sportswear and outdoor equipment. "This means that we get more people on their bikes and out into nature than any other specialist retailer in Europe," concludes Dohrmann.

And the multichannel supplier also has big plans for its international shops in 2020 – including Probikeshop, Bikester, Addnature and Campz. "All signs are pointing to continued growth throughout Europe," says Dohrmann and adds: "E-bikes already account for 40% of our bicycle sales and the trend is rising. We'll also significantly expand our business around bike parts and accessories, making us the first port of call for more demanding customers. In this way, we're further expanding our position as a bike and outdoor expert."

About SIGNA Sports United

SIGNA Sports United is Europe's leading sports e-commerce platform. In the past fiscal year, with over 200 million platform hits and over 3 million active customers, organic sales growth is over 20%, with stable margins. Under the umbrella of SIGNA Sports United, the leading online shops for bike, tennis, outdoor, team sports and athleisure are supported by a comprehensive platform for marketing, logistics, IT and business intelligence.

About Internetstores

Internetstores GmbH is Europe's leading multi-channel supplier for bike and outdoor. The multinational company operates around 40 digital retailers across 14 countries – including fahrrad.de, Brügelmann, Bikester, Campz and Addnature. Probikeshop was also welcomed to the group in 2017. The Internetstores team provides customers with a comprehensive range of products aimed at recreational athletes and pros alike. Bike and outdoor fans will find exactly what they need amongst more than 900 brands and 100,000 products. They'll also benefit from expert advice provided across all channels. In addition to top bike and outdoor brands, the range also includes popular and exclusive own brands such as Ortler, Serious, Fixie Inc. and Votec. Internetstores' multi-channel strategy means being exactly where the customer wants them to be: online, in a physical shop or offering services onsite at a preferred location. In Germany, you'll find fahrrad.de stores in Düsseldorf, Berlin, Stuttgart, Hamburg and Dortmund; supplemented by a nationwide network of service partners. Addnature and Bikester stores in Stockholm and Probikeshop in Lyon complete the family. Internetstores has been part of SIGNA Sports United since 2016 and currently employs over 750 people at its locations in Stuttgart, Esslingen, Berlin, Lyon and Stockholm. See more at www.internetstores.com.

Company Contact:

Internetstores GmbH

Friedrichstrasse 6

70174 Stuttgart

Laura Neusser

0711 93305-139

press@internetstores.com