

Press release

Outdoor expert on board

Martin Netinder becomes Managing Director Outdoor at Internetstores

Stuttgart, April 01, 2020 - With Martin Netinder, Internetstores brings an outdoor expert to its management team. The Swede will be responsible for the international strategy and outdoor business of the multi-channel retailer, in the first step focusing on the online shops Campz and Addnature and their international roll out.

2019's recently announced turnover of 373 million euros is evidence of Internetstores Group's growth. Now the company has additional support for its outdoor vertical. Martin Netinder is responsible for Internetstores' Europe-wide outdoor business; including a range of around 60,000 products from 600 brands.

"With Campz and Addnature we have built a strong, international shop brand, including an Addnature store in Stockholm. So, it was high time we created this new position of Managing Director Outdoor," explains Dr Hans Dohrmann, CEO of Internetstores. "Martin is a passionate outdoor expert who knows the industry like no other. His strengths lie in pursuing and achieving long-term strategic goals. We're therefore confident that he's exactly the right person to develop our international outdoor business further across Europe."

Most recently, Martin Netinder held positions such as Sales Director and CEO for the premium outdoor and lifestyle companies Peak Performance and State of Elevenate. Here, he was also responsible for the international development of the respective companies' multi-channel strategy while driving overall growth and results. At Internetstores, Netinder will lead from the company's Stockholm office, directing a dynamically developing team of outdoor specialists from various regions of Europe. "The outdoors means everything to me and has done since my childhood. Together with Internetstores as one of the leading outdoor retailers in Europe, I strive to inspire more people to live an active lifestyle." says Netinder. "Nature is a great playground, and our job is to provide our customers with inspiration, equipment and advice during their big or small adventure."

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, Probikeshop and Addnature. 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 among 1000 brands and 125,000 products, stored in six international logistics centres. In addition to top bike and outdoor brands, the range also includes 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 more than 160 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 around 800 people at its locations in Stuttgart, Esslingen, Berlin, Lyon and Stockholm. Find out more at www.internetstores.com

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.

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Picture: Martin Netinder, Managing Director Outdoor at Internetstores (© Internetstores GmbH)