

## **Press Release**

New member in Internetstores' management board

### **Frank Aldorf as CBO with additional areas of responsibility**

**Stuttgart, 15<sup>th</sup> October 2020. Internetstores has expanded its management team – along with Dr. Hans Dohrmann, Thomas Spengler, Raid Naim, Olivier Rochon and Martin Netinder, Frank Aldorf is now part of the Management Board as Chief Brand Officer. Aldorf has been with Internetstores since 2018 and has made significant contribution to the company reach several of its recent milestones.**

With this newly created role of Chief Brand Officer, Aldorf will have additional responsibility for “purchasing & products” at Europe's leading retailer for bike & outdoor. Extending his existing reports of Marketing, Brand Strategy & People, the Purchasing & Products department will also report to him. "People, brands, products and our promise to consumers as digital-first specialist retailer define the value and commercial success of our company. This is how we win the right partners and turn customers into fans of our brands throughout Europe. This not only creates lasting value and loyalty but also motivates and inspires our employees. In order to do fully realise this claim, we've worked hard to define responsibilities on the Management Board even more clearly and will continue along this path. I'm really looking forward to the challenges ahead," says Aldorf.

With Aldorf, the company has gained an experienced manager and branding professional. Frank's career began in strategy & communications agencies, where he managed well-known international brands in the automotive, technology and FMCG (fast-moving consumer goods) sectors. He then founded a creative management consultancy whose clients included VW and Reebok. For more than twelve years, Frank has been working at brands in the sports & outdoor industry and looks back at successful periods in the USA and Europe with Specialized and Canyon Bicycles respectively. A little more than two years ago he joined Internetstores, with an initial focus on brand portfolio and marketing. Now, further challenges regarding the company's strong growth lie ahead of him, including overarching projects in the Signa Sports United Group.

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"Frank Aldorf and his teams have successively sharpened the profile of our product and shop brands and expanded our integrated marketing and communication approach. He has also positioned Internetstores as the modern employer that we are today. Frank's work has made a significant contribution to synchronising our value system with our external image and increasing our influence as a company," says Dr. Hans Dohrmann, CEO of Internetstores, on Aldorf's career at the company. "The closer integration of our products and brand management also fits together very well with our overall strategy," concludes Dohrmann.

## **About Internetstores**

Internetstores GmbH is Europe's leading digital retailer 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 1,000 brands and 125,000 products, shipped from six international logistics hubs directly to the customers. In addition to top bike and outdoor brands, the range also includes exclusively distributed 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 200 service partners. Addnature and Bikester stores in Stockholm and Probikeshop in Lyon complete the family. Internetstores is part of SIGNA Sports United and currently employs around 800 people at its locations in Stuttgart, Esslingen, Berlin, Lyon and Stockholm. Find out more at [www.internetstores.com](http://www.internetstores.com).

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