

SIGNA Sports United realigns the bike & outdoor segment's management

BERLIN/STUTT GART, 23/08/2021 – After over three years as CEO of the Internetstores Group, Hans Dohrmann is leaving the company on good terms. He will continue to work for the company in an operational capacity until September 30, 2021. After that, he will continue to support SIGNA Sports United as a strategic advisor until the end of March, 2022. Internetstores is a part of SIGNA Sports United.

Stephan Zoll, CEO of SIGNA Sports United: "We thank Hans Dohrmann for his impressive achievements in recent years. Since 2018, the bike & outdoor online sales have more than doubled to around 600 million euros. That's an outstanding result."

Under Dohrmann's leadership, the Internetstores Group has developed into the world's leading bike & outdoor e-commerce platform. He now looks forward to taking on new challenges, realigning his career and becoming active as an investor.

Hans Dohrmann: "SIGNA Sports United is the best company I've ever had the pleasure of working for. It's distinguished by its unparalleled dynamic growth and true entrepreneurship. I'm proud that I was able to make a decisive contribution to this international success story. It's still in the early stages of its development when it comes to its potential, even with the acquisition of Wiggle Chain Reaction Cycles. I'm grateful to my team for our excellent cooperation."

The bike & outdoor segment has a well-practiced, smoothly functioning management team that has been operating for many years and will assume the management role of the company for the time being.

About SIGNA Sports United

SIGNA Sports United, headquartered in Berlin, Germany, is the world's leading sports e-commerce and technology platform in the bike, tennis, outdoor and team sports fields with over 7 million active online customers and almost 500 million web shop visitors annually. SIGNA Sports United brings together leading brands such as Wiggle, Chain Reaction Cycles, Fahrrad.de, Bikester, Probikeshop, Campz, Addnature, Tennis-Point, TennisPro, Outfitter, and many more. In addition to its own web shops, the SSU platform also operates full-service e-commerce solutions for corporate clients such as the International Tennis Federation (ITF) and other industry partners and leading sports brands. The SSU platform connects a total of over 1,000+ brand partners, 500+ independent offline retailers and more than 15 million members of digital sports communities.

About Internetstores

As the world's leading digital specialist retailer for bicycles, Internetstores gets more people on bikes than anyone else. With its multichannel strategy, Europe's bike and outdoor expert operates 40 online shops in 15 countries. Well-known platforms such as fahrrad.de, Bikester, Probikeshop, Campz and Addnature carry over 130,000 products and 1,300 brands. The selection also includes the award-winning in-house brands Votec, Fixie Inc., Ortler and Serious. This broad offering is complemented by stores in Germany, Sweden and France, and a growing service network of mobile and local partners.



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The Internetstores Group is part of SIGNA Sports United and employs 800 people in Stuttgart, Berlin, Lyon and Stockholm.

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