

## ***Zalando shareholder Kinnevik increases share by 3.5 percent***

**Berlin, June 28, 2013. Zalando shareholder Investment AB Kinnevik has exercised the option to acquire additional 3.5 percent of shares in Zalando. Thus, Kinnevik directly holds 29 percent of the European online retailer plus another 9 percent indirectly through Rocket Internet.**

This option was part of the share acquisition announced in October 2012, when Kinnevik increased its stake in Zalando by 10 percent. The Swedish investor acquires the additional 3.5 percent on the same terms.

This transaction is further proof of Kinnevik's long-term commitment to Zalando and a result of Zalando's successful development. In 2012, Zalando generated net sales of 1.15 billion EUR and reached break-even (EBIT) in its core region Germany, Austria and Switzerland („DACH“).

### **About Zalando**

Zalando is Europe's leading online retailer for shoes and fashion. Its extensive selection for women, men and children ranges from popular high street brands to much sought-after designer labels from over 1,500 different international brands. Exclusive accessories, beauty essentials and sportswear make up Zalando's wide range of products. A combination of unique services: free delivery and returns, a free service hotline and a 30 day returns policy make online shopping at Zalando an easy and secure shopping experience. With its own fashion blog, Facebook and Twitter accounts, Zalando provides customers with current fashion trends, product updates and news about the company. The company was founded in 2008 by Robert Gentz and David Schneider, and its headquarters are located in Berlin. Following on from its success in the German market, Zalando entered Austria in 2009 as first international market. The Netherlands and France followed in 2010. Italy, Great Britain and Switzerland opened its shops in 2011. In 2012 alone, Zalando has gone live in Sweden, Belgium, Spain, Denmark, Finland, Poland and Norway.

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