

Press Release

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Richard Gottwald named Chairman of Bonprix Executive Board

As of 01 January 2019 Dr. Richard Gottwald is to become Chairman of the Bonprix Handelsgesellschaft Executive Board. The 59-year-old has already been one of the four Managing Directors of Bonprix since 2016, with responsibility for the company's overall foreign sales activities. Furthermore, Dr. Richard Gottwald is responsible for the HR Area as well as Corporate Communications.

The Business Administration PhD launched his career in the Otto Group in April 1989 as a Junior Controller and was promoted to Head of Purchasing Management Controlling in 1991. In 1993 he joined Otto Group Internal Consulting as Consulting Projects Lead, and after a short time was named Head of Department. In February 1998 he moved to Bonprix as Head of Sales, Rainbow.

On his return to the Otto Group in January 1999 he took over as Head of Internal Consulting and around a year later was promoted to Vice President Internal Consulting. In 2004 Richard Gottwald moved to OTTO as Vice President Customer and Format Management.

Dr. Marcus Ackermann, Otto Group Executive Board Member, Multichannel Distance Selling: "Thanks to his deep expertise and management experience Richard is making a major contribution to the further development of the Bonprix Group. We are delighted to be able to continue our excellent collaboration and wish him every success in his new position."

Otto Group

Founded in Germany in 1949, today the Otto Group is a globally active retail and services group with around 51,800 employees. The Group comprises 123 major companies and does business in over 30 countries in Europe, North and South America, and Asia. Its business activities are grouped into three segments: Multichannel Retail, Financial Services, and Service. In the 2017/18 financial year (to 28

February) the Otto Group generated revenues of 13.7 billion euros. With online revenues of approximately 7.9 billion euros, the Otto Group is one of the world's largest online retailers. Ecommerce, catalogue sales and over-the-counter (OTC) retail form the three pillars of the Otto Group's Multichannel Retail activities. Worldwide corporate activities, numerous strategic partnerships and joint ventures provide the Otto Group with excellent opportunities to transfer know-how and leverage areas of synergy potential. Group companies operate largely independently, guaranteeing flexibility, customer proximity and optimum target-group appeal in their respective national markets.

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About Bonprix

As internationally successful fashion retailer, Bonprix is currently represented in 30 countries. This company, which is part of the Otto Group and is based in Hamburg, was set up in 1986 and today employs around 3000 staff. Bonprix Handelsgesellschaft mbH notched up sales of 1.56 billion euros in the 2017/18 financial year (28 February), so making it one of the best-performing businesses in the group. At Bonprix customers can enjoy fashion and shopping on all channels – online, via the catalogue or at one of its fashion stores. Approximate 80 percent e-commerce accounts for the lion's share of sales. www.bonprix.de is one of Germany's ten highest grossing online shops*. Selling only its own brands bpc, bpc selection, BODYFLIRT, RAINBOW and John Baner, Bonprix offers customers outstanding value for money. Its range includes clothing for men, women and children, accessories as well as textiles and articles for the home.

**Source: Study "E-Commerce-Markt Deutschland 2018" by EHI Retail Institute / Statista*

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