



# THE OTTO GROUP AT A GLANCE

Company Presentation 2018

**otto group**

# AGENDA

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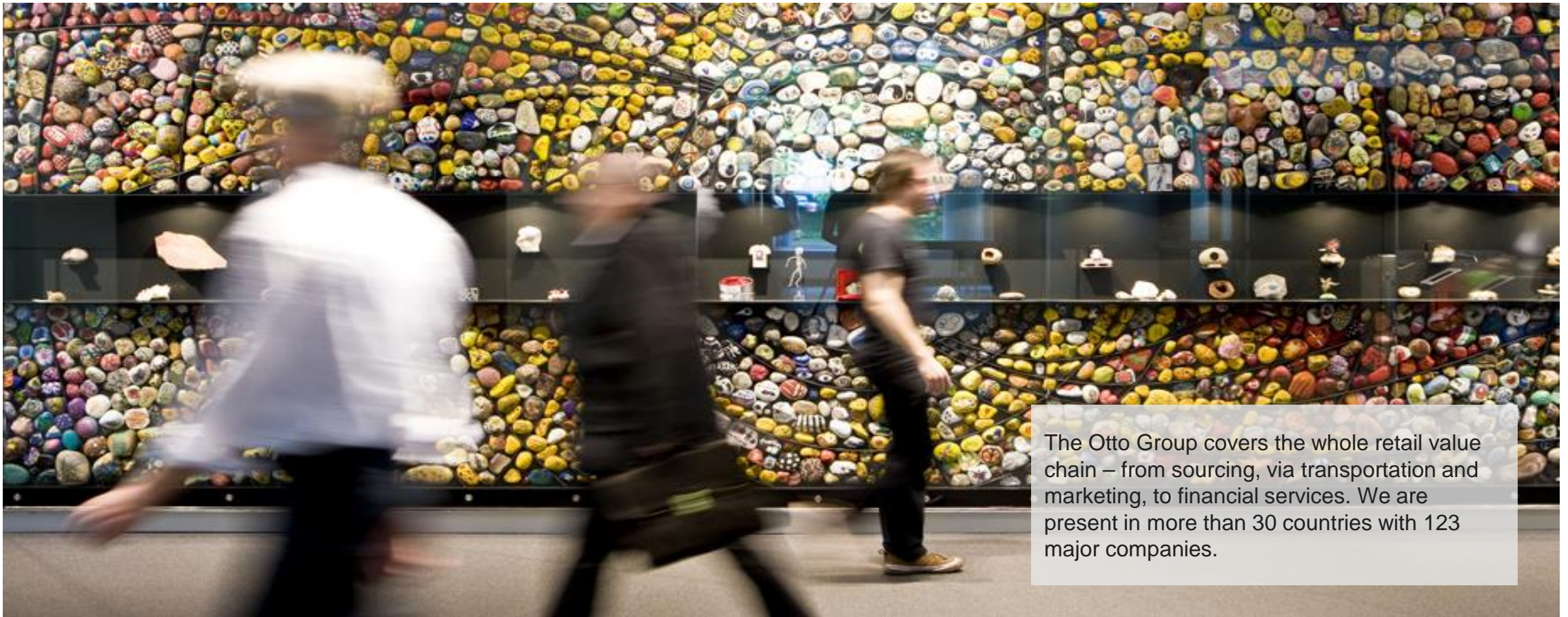
1	The Otto Group
2	Key Figures
3	Digital Transformation
4	Responsibility
5	Careers



# 1. THE OTTO GROUP

A GLOBALLY OPERATING RETAIL AND SERVICES GROUP

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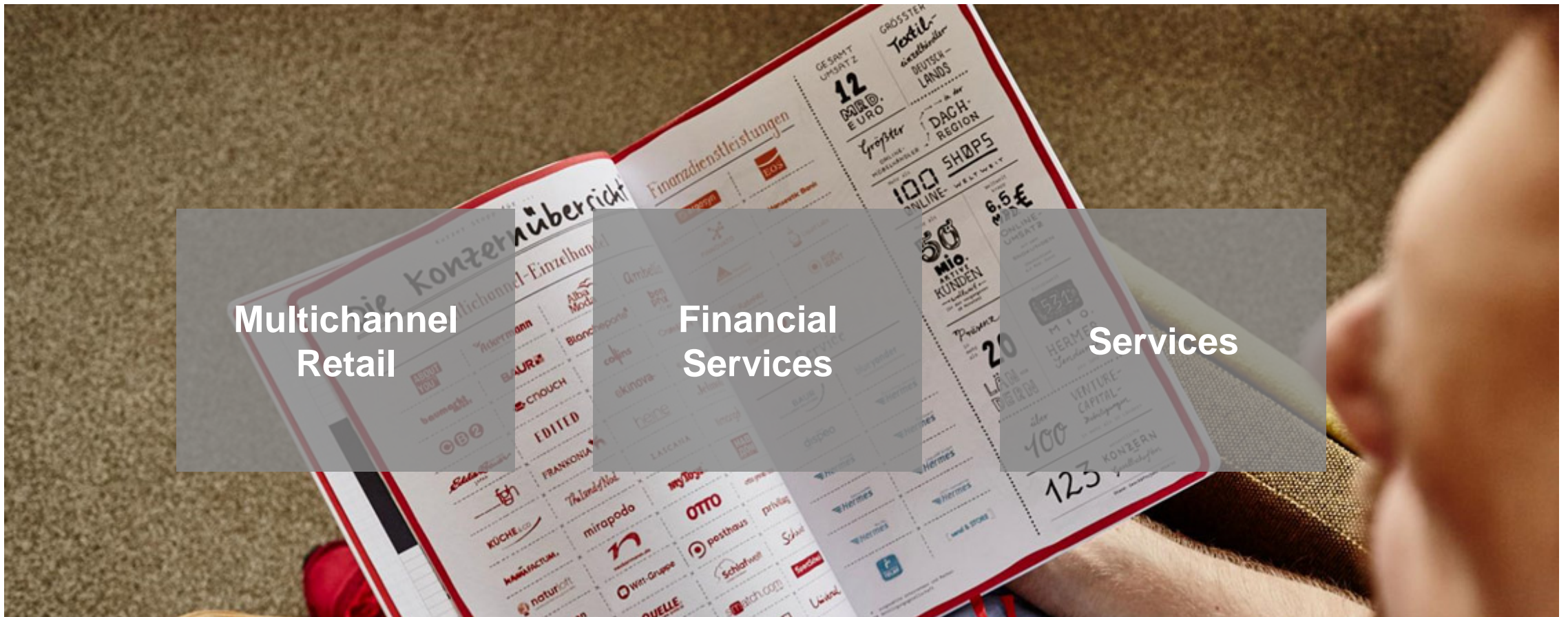


The Otto Group covers the whole retail value chain – from sourcing, via transportation and marketing, to financial services. We are present in more than 30 countries with 123 major companies.



# 1. THE OTTO GROUP

## THREE MAIN BUSINESS AREAS



# 1. THE OTTO GROUP

## EXECUTIVE BOARD

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**Alexander Birken**  
Chairman of the  
Executive Board and  
Chief Executive Officer  
(CEO) Otto Group



**Dr Rainer  
Hillebrand**  
Vice Chairman of the  
Executive Board Otto  
Group Corporate  
Strategy, E-Commerce  
& Business Intelligence  
Otto Group



**Petra Scharner-  
Wolff**  
Chief Financial  
Officer (CFO),  
Member of the  
Executive Board,  
Finance, Controlling,  
Human Resources



**Sven Seidel**  
Member of the  
Executive Board,  
Multichannel Retail



**Dr Marcus  
Ackermann**  
Member of the  
Executive Board,  
Multichannel  
Distance Selling



**Kay Schiebur**  
Member of the  
Executive Board,  
Services

## 2. KEY FIGURES

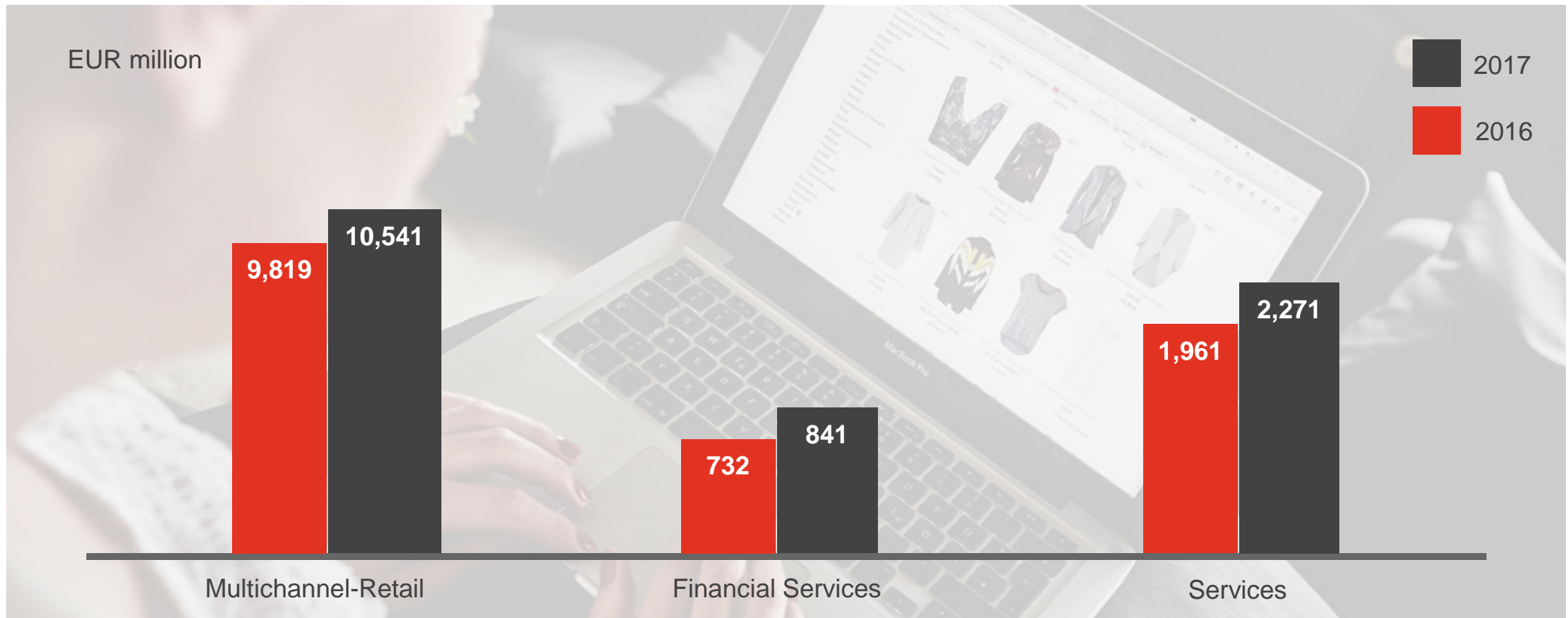
### FROM REVENUES TO EMPLOYEES – OTTO GROUP PRELIMINARY FIGURES

Group total	2017/18 EUR million	2016/17 EUR million
Revenue	13,653	12,512
Capital expenditure*	380	382
EBITDA	750	730
EBIT	405	365
EBT	629	262
Group equity	1,532	1,308
Gross cash flow	806	760
Employees (average numbers)	51,785	49,787

\*) In intangible assets and property, plant and equipment

## 2. KEY FIGURES

### PRELIMINARY REVENUE IN THE RELEVANT SEGMENTS

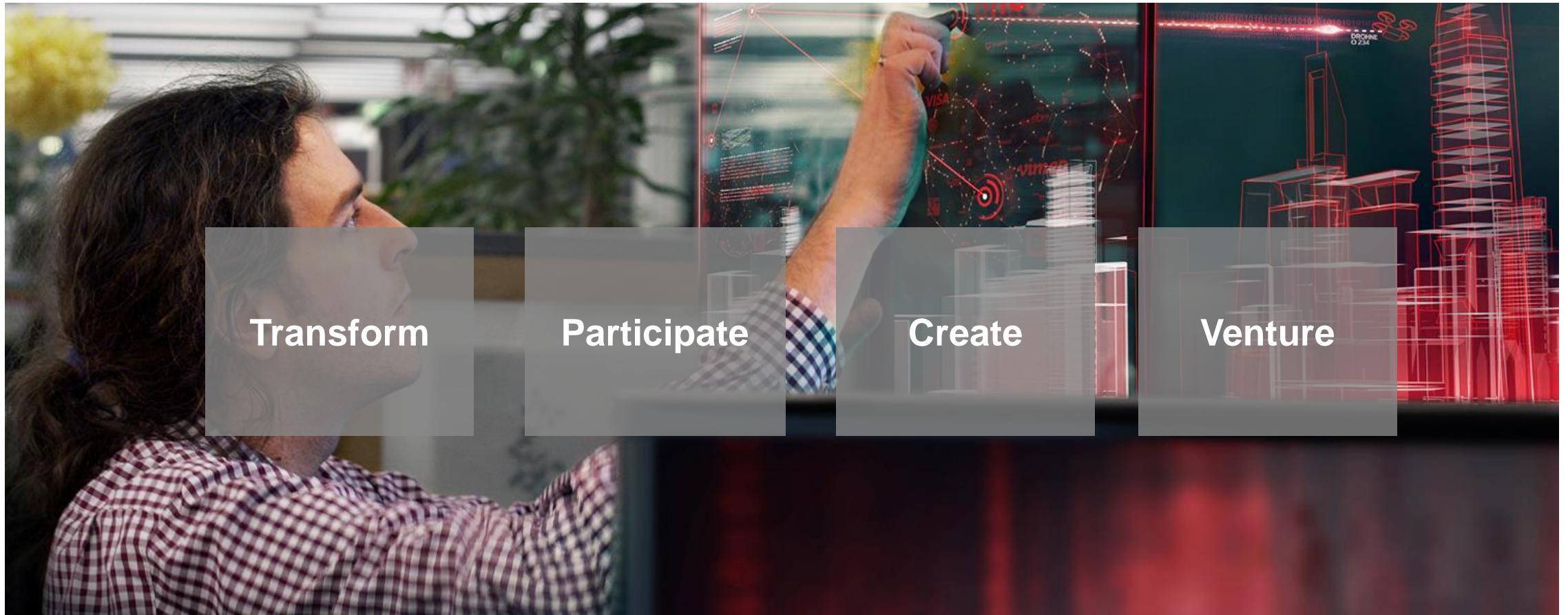




### 3. DIGITAL TRANSFORMATION

FOUR PILLARS OF THE FUTURE: THE OTTO GROUP'S E-COMMERCE STRATEGY FOR FUTURE GROWTH

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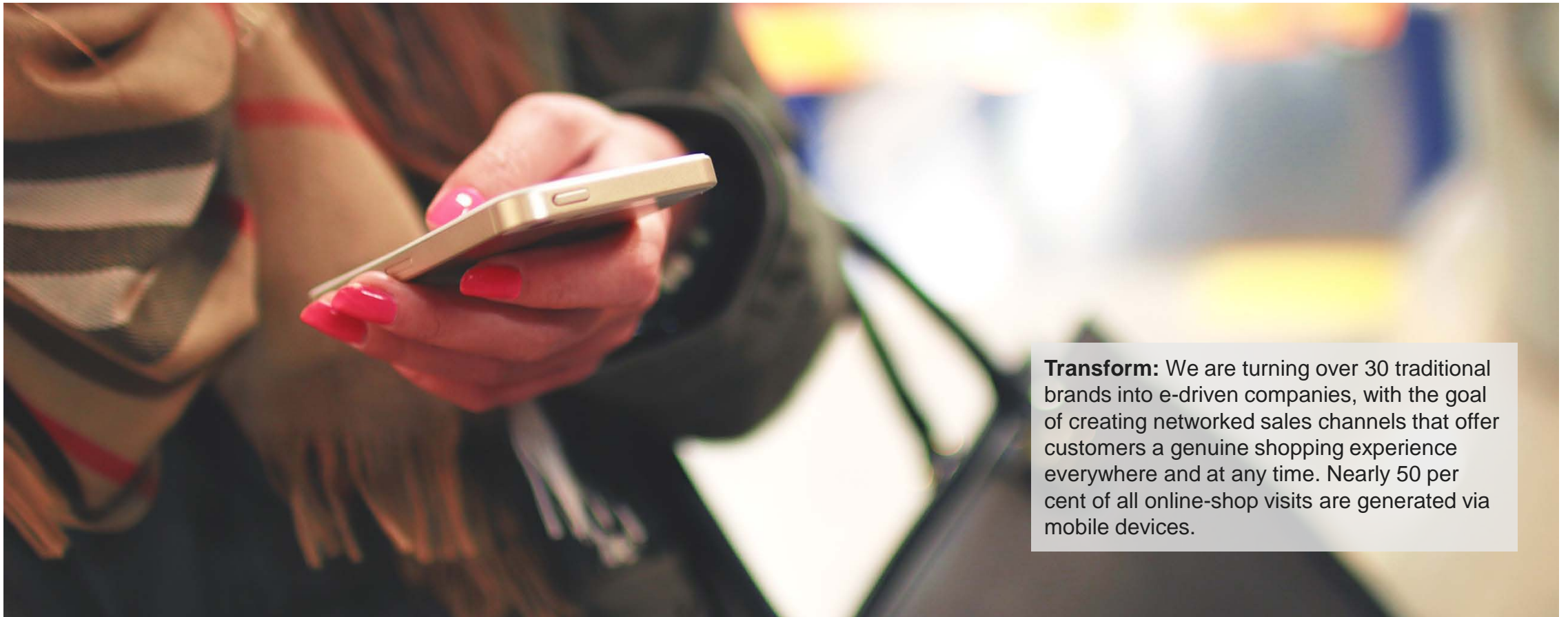




### 3. DIGITAL TRANSFORMATION

MOBILE PAVES THE WAY INTO A NEW SHOPPING-ERA

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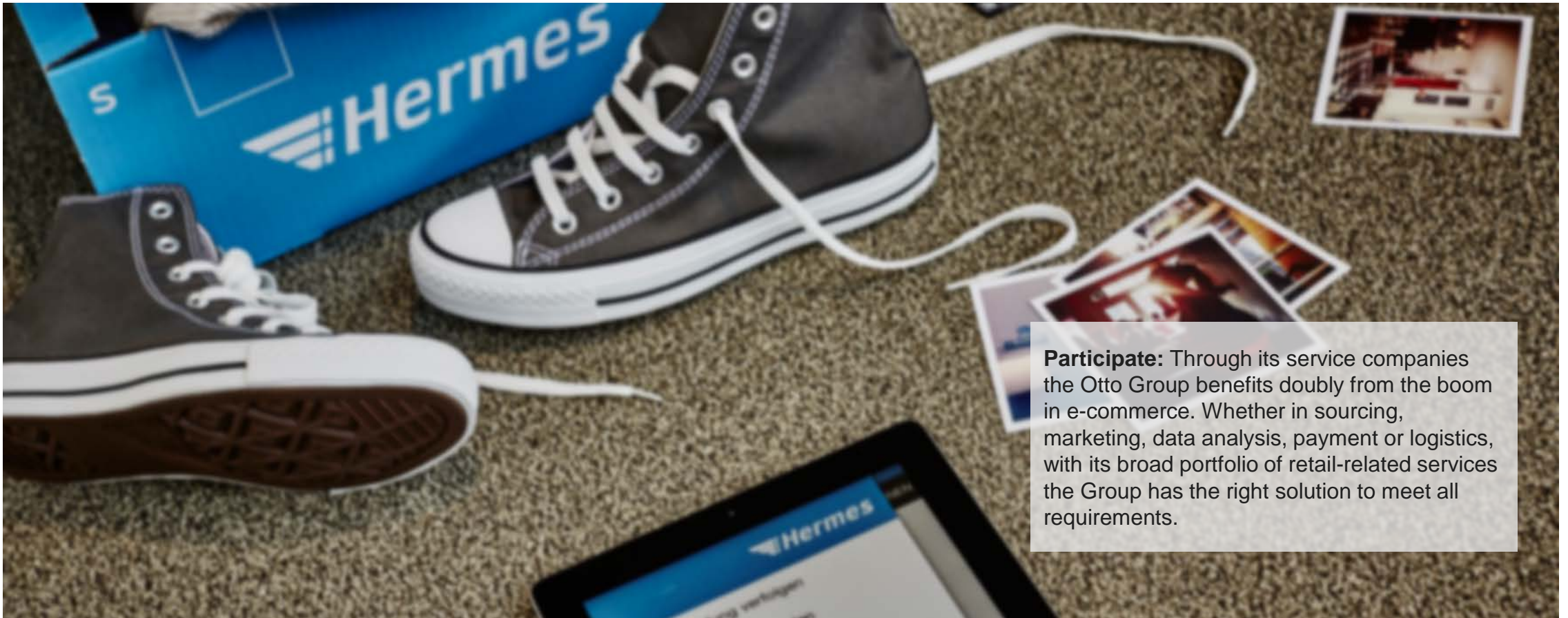


**Transform:** We are turning over 30 traditional brands into e-driven companies, with the goal of creating networked sales channels that offer customers a genuine shopping experience everywhere and at any time. Nearly 50 per cent of all online-shop visits are generated via mobile devices.

### 3. DIGITAL TRANSFORMATION

VIA OUR FINANCIAL SERVICES AND SERVICES WE BENEFIT FROM THE GLOBAL E-COMMERCE BOOM

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**Participate:** Through its service companies the Otto Group benefits doubly from the boom in e-commerce. Whether in sourcing, marketing, data analysis, payment or logistics, with its broad portfolio of retail-related services the Group has the right solution to meet all requirements.



### 3. DIGITAL TRANSFORMATION

#### DEVELOPMENT OF PROMISING INTERNET PURE PLAYERS

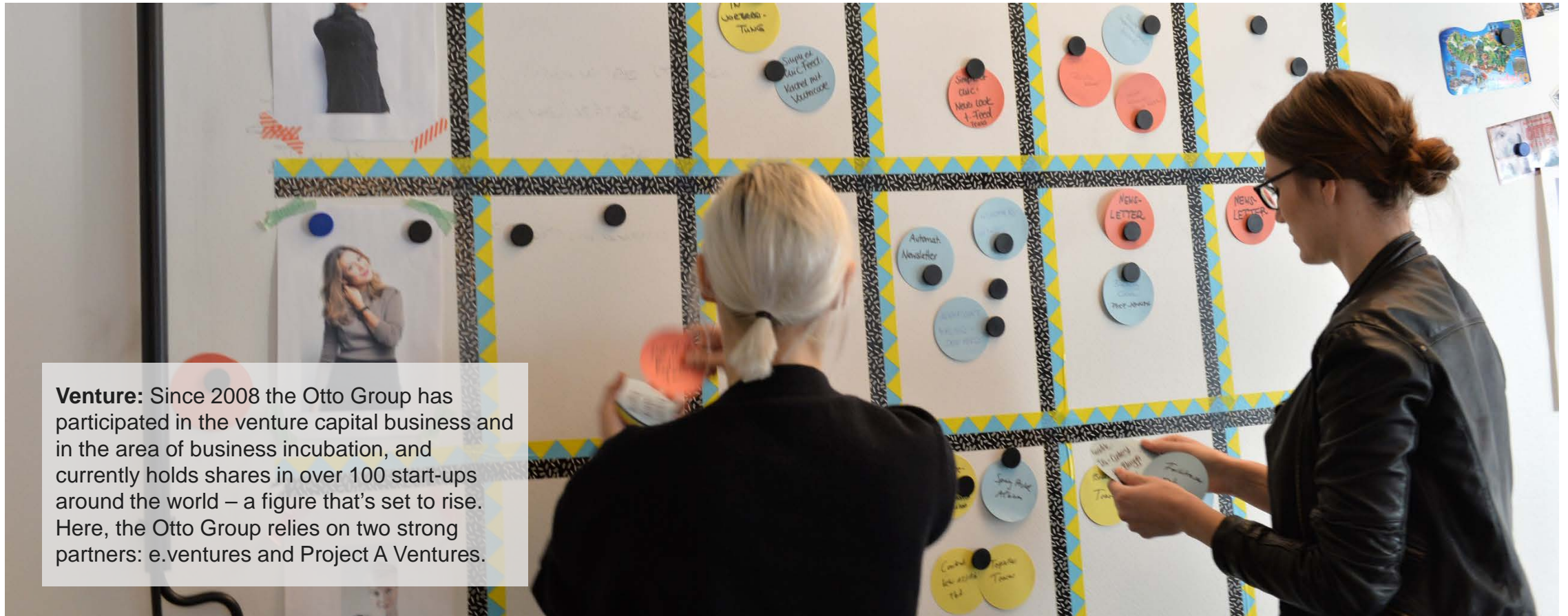
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**Create:** Over the last 20 years the Otto Group has developed and tested new online concepts for a huge variety of target groups with a broad spectrum of assortments, predominantly in the Fashion and Lifestyle segments.

# 3. DIGITAL TRANSFORMATION

## BUILDING NEW BUSINESS MODELS IN EMERGING MARKETS

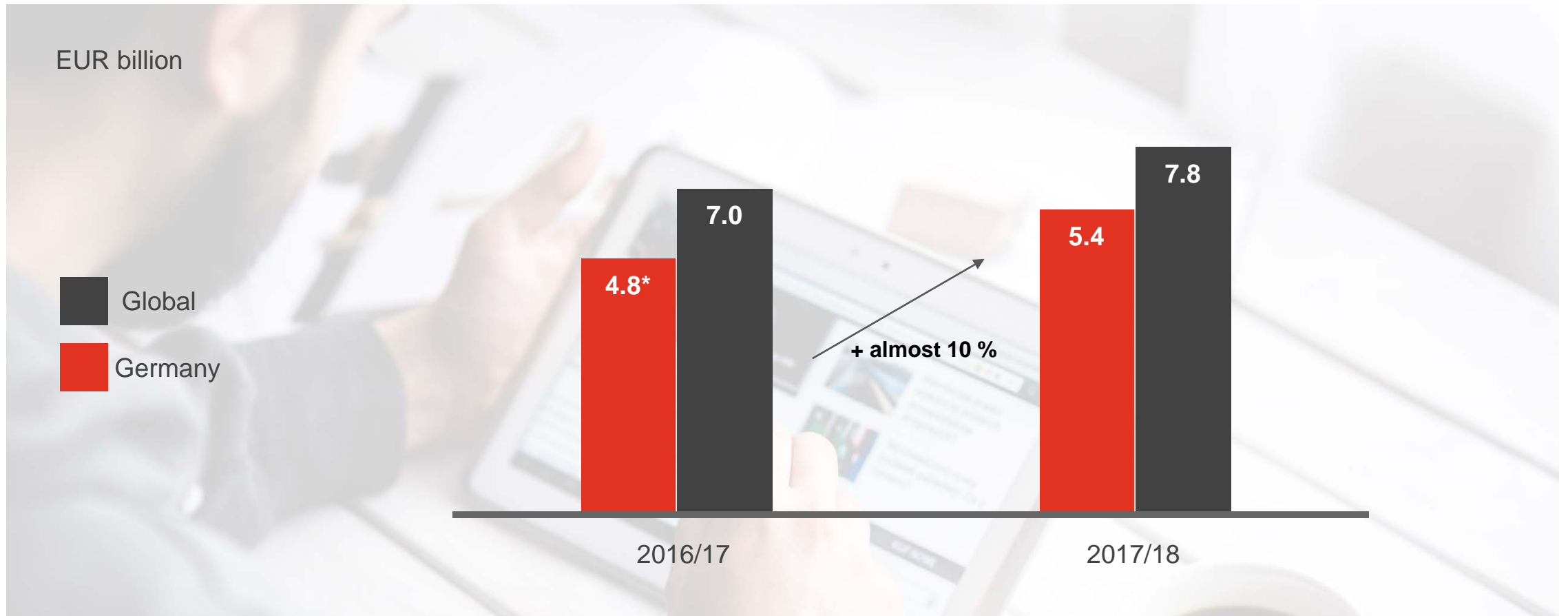


**Venture:** Since 2008 the Otto Group has participated in the venture capital business and in the area of business incubation, and currently holds shares in over 100 start-ups around the world – a figure that's set to rise. Here, the Otto Group relies on two strong partners: e.ventures and Project A Ventures.



### 3. DIGITAL TRANSFORMATION

E-COMMERCE ACCOUNTS FOR HALF OF GLOBAL REVENUE



\*On like-for-like sales.

# 3. DIGITAL TRANSFORMATION

globally successful with a wide range of e-commerce brands






## 4. RESPONSIBILITY

SUSTAINABILITY IS PART OF OUR DNA – IT'S WHAT DRIVES US

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A person is standing on a rocky mountain peak, looking out over a vast, rugged mountain range under a blue sky with scattered white clouds. The person is wearing a dark shirt and shorts, and their back is to the camera. The mountains are covered in green vegetation, and the valleys are deep and forested.

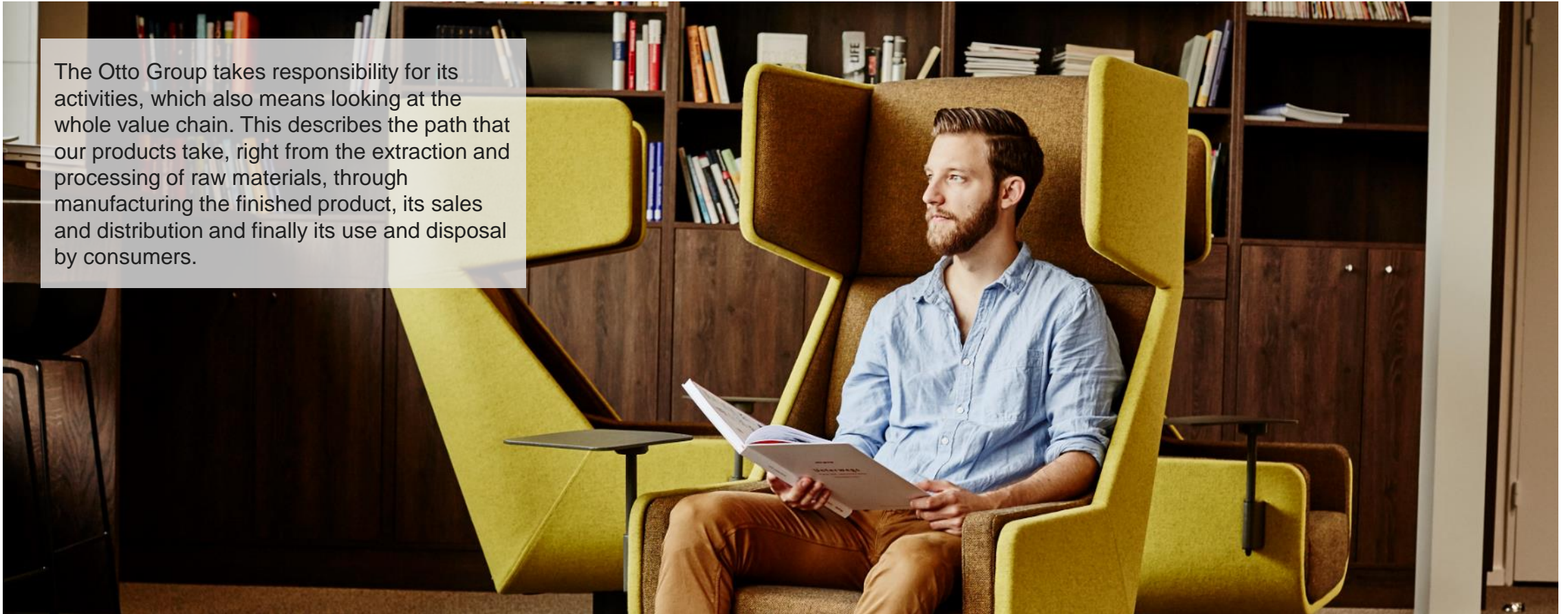
Sustainability is everybody's business! At the Otto Group, it is a top-management responsibility and a fundamental guiding principle for our actions. For almost 30 years we have successfully combined business goals with social and environmental responsibility towards people and nature.

## 4. RESPONSIBILITY

### SUSTAINABLE MANAGEMENT ACROSS ALL AREAS

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The Otto Group takes responsibility for its activities, which also means looking at the whole value chain. This describes the path that our products take, right from the extraction and processing of raw materials, through manufacturing the finished product, its sales and distribution and finally its use and disposal by consumers.





## 4. RESPONSIBILITY

### FAIR WORKING CONDITIONS FOR EMPLOYEES AND WORKERS

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We are working intensely to ensure safe and fair working conditions for our own employees as well as for workers at our suppliers' production sites: With our Code of Conduct and our Social Programme, with which we audit and educate our suppliers, we are engaged in supporting socially acceptable production conditions.



## 4. RESPONSIBILITY

### PIONEER IN CLIMATE AND ENVIRONMENTAL PROTECTION

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With specific targets for the resource-conserving extraction and processing of raw materials, for improving the carbon footprint at our own locations as well as for purchasing and distribution transport, we aim to reduce negative impacts on the environment. We are concentrating on lowering CO<sub>2</sub> emissions as well as lowering our consumption of cotton and timber – the raw materials most used in our products.





## 4. RESPONSIBILITY

### ACTIVITIES FOR THE BENEFIT OF SOCIETY

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The Otto Group takes responsibility beyond its business activity for its social environment. In Germany, the Group supports young talent and first-time professionals with social projects. Internationally, it is active against child labour in India, for example. The foundations created by Dr Michael Otto promote fair trade and the responsible handling of natural resources.



## 5. CAREERS

PROFESSIONAL OPPORTUNITIES AS DIVERSE AS THE OTTO GROUP ITSELF

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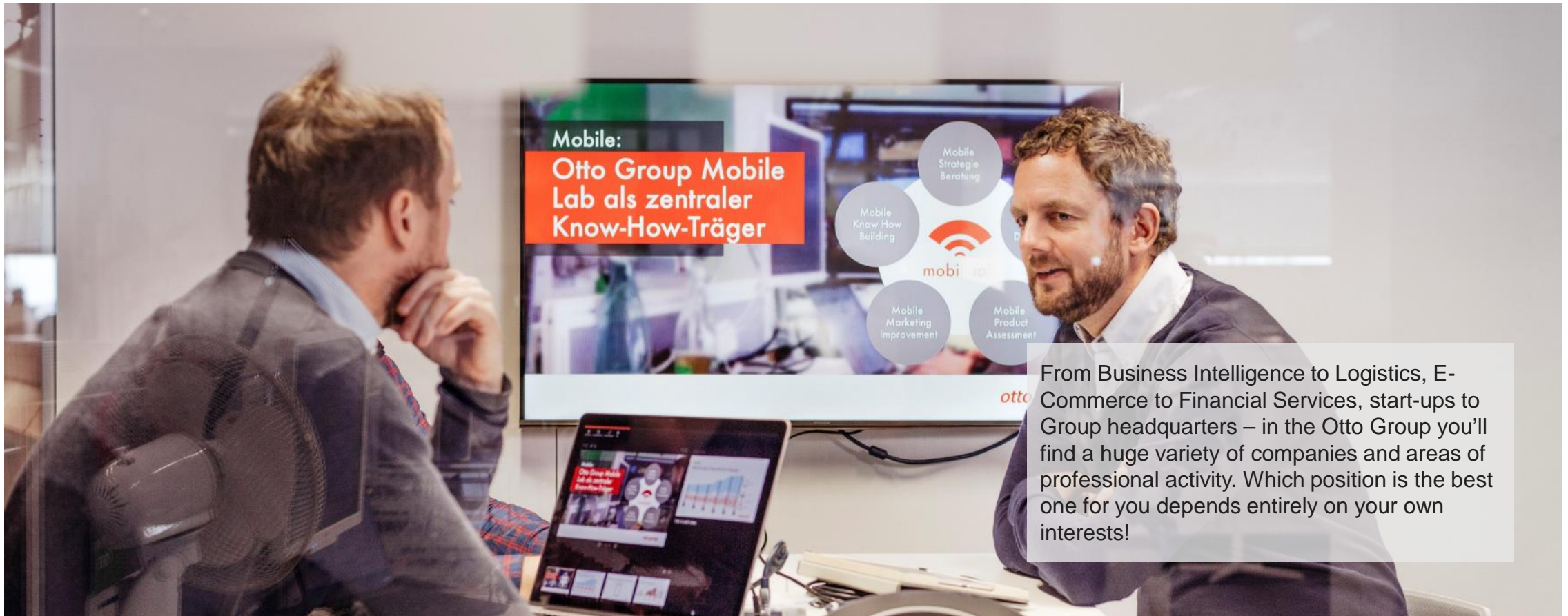


The Otto Group comprises over 120 companies in over 30 countries, and that means an infinity of career options. The Otto Group headquarters in Hamburg develops overarching strategies to manage the group of companies and keep the overall company well on track.



# 5. CAREERS

AGILE, DIGITAL, COLLABORATIVE – WORKING AT OTTO GROUP



From Business Intelligence to Logistics, E-Commerce to Financial Services, start-ups to Group headquarters – in the Otto Group you'll find a huge variety of companies and areas of professional activity. Which position is the best one for you depends entirely on your own interests!

## 5. CAREERS

COMMON VALUES DETERMINE OUR CORPORATE CULTURE

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Companies 'live' through their values, which determine corporate culture and influence how we work together. These values have to be defined, integrated in everyday business – and most of all, actively accepted and practised by the employees. Every individual company within the Otto Group has its individual culture and its own spirit. What connects us all is responsibility for our actions.



## 5. CAREERS

FOR THE OTTO GROUP, LIFELONG LEARNING IS A GIVEN

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The Otto Group offers Group-wide development programmes. It supports the personal and professional development of employees at any point in their career and across all Group companies, ensures networking between companies and consolidates the exchange through Group-wide events.



