



Press Release

Hamburg, 21st January 2016

**Revenues of 700 million euros
Best-ever year for OTTO in Home Living segment**

The online retailer generated revenues of 700 million euros in 2015 in the Home Living segment alone, reporting its most successful year ever in this business area. Jörg Daschner, Vice President Category Hardgoods, reports today from the imm cologne International Interiors Show on the strong development of the furniture market.

The OTTO furnishings segment generated revenues of 700 million euros in 2015: this means OTTO is very well positioned as the leading German online retailer for Home Living assortments, a position the company intends to consolidate further over the coming years. In 2015 once again more furniture was purchased online than in the previous year – both from specialist furniture suppliers and retail generalists. Every third German intends to spend more than 1,000 euros on furnishing their homes in 2016. In view of these positive market developments and consumers' increasing willingness to buy, OTTO is targeting additional revenues in the triple-digit millions this year too.

"At OTTO it's all about gaining a comprehensive understanding of our customers' needs, so we can design as convenient a shopping experience for them as possible. That is why it is important for us to get a bit better each and every day. We want to build on our undisputed leading position, exploit areas of market potential and continue to play our part in shaping the development of the industry", said Dr Michael Heller, Member of the OTTO Management Board, Categories and Vice Spokesman OTTO.

In the OTTO Lifestyle Study 2015 the e-commerce company already got to know its customers all over Germany last year with the help of the TNS Infratest market research institute. Jörg Daschner, Vice President Category Hardgoods, is presenting an update to this

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study, along with trends and developments in the furniture industry, at the imm cologne International Interiors Show today.

"We are delighted that our Lifestyle Study has shown how customer approval of the advantages of buying furniture over the Internet has increased. OTTO customers have the option to receive free cover and wood samples so they can assess the material before ordering. Our customers very much appreciate this service, and others such as our assembly service", Daschner explains. At the same time, the findings of the latest edition of the Study shows that consumers' purchasing behaviour is changing: buying decisions are made wherever and whenever people wish. As the market's first mover, OTTO has responded to this development and successfully implemented the 'everywhere commerce' concept in the furnishings segment too.

What is more, online shoppers also prefer to order furniture from specialist online retailers, closely followed by generalist providers, however. OTTO is prepared for this trend, as besides more than 200,000 articles in the Home Living segment on otto.de, customers also have the option to gather information in one of the specialist shops and find the offer that's right for them there.

Further information and graphic material is available on the Internet at www.otto.de/unternehmen

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