



Press Release

Hamburg, 3. December 2015

OTTO wins the HR Excellence Award with its inspiring lunch break

OTTO, the Hamburg-based online retailer, wins in the 'Group Benefits and Incentives' category in this year's Human Resources Excellence Awards in Berlin.

OTTO's 'Culture Club@Loft 06' came up trumps with well-prepared benefit and incentive programmes which were clearly designed to show appreciation, encourage motivation and generate a sense of belonging – all fundamental elements of especially creative and effective programmes that the panel of judges distinguishes with this award. OTTO's "inspiring lunch break" programme stands out with its variety of events, including poetry slams, concerts, readings, demonstrations of the latest technical gadgets and even a disco in the lunch break! These cultural delicacies are served free of charge at the ideal lunch-break time between 12.00 and 13.30 in the eponymous Loft 06 building, along with light snacks and soft drinks. This innovative idea has been taken up with enthusiasm so far by more than 5,000 employees from April 2014 to date. In an internal survey, almost 85 per cent of the visitors to the events said that the Culture Club makes a positive and inspiring contribution to the company's culture.

What's more, OTTO was also nominated in the 'Group Employer Branding Strategy' category for its [ROT4](#) employer campaign, and in the 'Group Company Health Management' category for the health index compiled every year by surveying OTTO employees.

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VAT ID: DE 118 475 690 • local court of Hamburg, Commercial Register A 62 024 • General Partner: Verwaltungsgesellschaft Otto mbH • Hamburg, local court of Hamburg, Commercial Register B 13 762 • represented by: Hans-Otto Schrader (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Alexander Birken • Neela Montgomery • Petra Scharner-Wolff • Hanjo Schneider • Dr Winfried Zimmermann
Supervisory Board: Dr Michael Otto (Chairman)

Sabine Josch, Vice President HR at OTTO, comments: "This great success encourages us to strengthen our efforts to do the very best for our employees with a modern, trendsetting and

Courageous Human Resources strategy." The Human Resources Excellence Award distinguishes particularly innovative HR projects and campaigns in 20 categories once a year. The panel of judges comprises 26 leading HR experts and companies, associations and universities. The prizes were awarded on 2 December 2015 in a ceremonial gala in the 'Kanzler Teepee' in the German capital, Berlin.

Further information about TOPIC is available at www.otto.de/unternehmen.

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