



Press Release

Hamburg, 30. September 2016

Dr Nicolai Johannsen named new Vice President Sales at OTTO

OTTO is making new management appointments: on 01 October 2016 Dr Richard Gottwald (57) joins bonprix as a new Executive Director. Taking over his position at OTTO as the new Vice President Sales is Dr Nicolai Johannsen (43), who has been Vice President of Otto Group Consulting since March 2015.

Johannsen is a Business Engineer and took his doctorate in Success Measurement in Online Advertising. He started his career in 2001 as Marketing Manager at AOL Germany and following this was active for McKinsey & Company Inc. for several years, where he delivered numerous marketing-efficiency and sales-stimulation projects around the world as Project Lead specialising in Marketing & Sales. In January 2011 he joined Otto Group Consulting as Senior Project Lead, and in March 2015 was appointed Vice President.

Further information is available at www.otto.de/unternehmen/en.

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Court of the City of Hamburg, Commercial Register B 13 762 * Represented by: Hans-Otto Schrader (Chairman) * Dr Rainer
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Dr Winfried Zimmermann * Members of the OTTO Management Board: Alexander Birken (Spokesman) * Dr Michael Heller
(Deputy Spokesman) * Dr Michael Müller-Wünsch * Marc Opelt * Katy Roewer (Authorised Signatories) * Supervisory Board:
Dr Michael Otto (Chairman)