



Press Release

Hamburg, 11. April 2018

Partner Connect Day makes the platform strategy tangible: OTTO presents OTTO Market & Brand Connect

At the premiere edition of ‘Partner Connect Day’, OTTO presented ‘OTTO Market’ to its marketplace partners for the very first time. With immediate effect this initiative bundles OTTO’s entire partner management. ‘Brand Connect’, the online retailer’s future partner portal, was also presented. OTTO’s platform strategy has thus become more tangible for business partners – and a live experience.

Companies wanting to become an OTTO marketplace partner will in future not be able to bypass OTTO Market, as with immediate effect OTTO Market is the central contact point for everyone who wants to do business on the OTTO platform. From integrating new partners, through advising on the launch, to long-term management of the business-relationship, the OTTO Market team has aligned this initiative fully with OTTO’s platform strategy.

OTTO Market is working hand-in-hand with Brand Connect here. This is OTTO’s new self-service tool and is currently being developed in collaboration with brands such as adidas and s.Oliver. As soon as partners are integrated on the otto.de platform, Brand Connect provides them with extensive latitude in the commercial management of their assortments; the online portal bundles all services and processes relevant for brand providers, such as analytics, commercial management and operations. This means partners can build their own brand shops in the medium term, book advertising media and follow their sales figures in real time. OTTO presented both these new platform initiatives to its marketplace partners for the first time at the Partner Connect Day at the beginning of this week in Hamburg.

OTTO (GmbH & Co KG) • Corporate Communications • Werner-Otto-Straße 1-7 • D-22179 Hamburg
Tel. +49 (0)40 64 61 8732 • Fax +49 (0)40 6464 8732

local court of Hamburg, HR A 62 024, General Partner: Verwaltungsgesellschaft Otto mbH, Hamburg, local court of Hamburg, HR B 13 762 represented by: Alexander Birken (Chairman) • Dr Rainer Hillebrand (Vice Chairman) • Dr Marcus Ackermann • Petra Scharner-Wolff • Hanjo Schneider • Kay Schiebur • Sven Seidel

Members of the OTTO Management Board: Marc Opelt (Spokesman) • Dr Michael Heller (Deputy Spokesman) • Dr Michael Müller-Wünsch • Katy Roewer (special proxy holders)

Supervisory Board: Dr Michael Otto (Chairman)

Around 400 guests visited the OTTO Campus to receive information on OTTO's platform strategy and provide their own stimuli for its further development. Following a short presentation section, several workshops were held at which participants were able to dive deeper into individual platform topics.

Dr Michael Heller, Member of the OTTO Management Board, Categories. "For us at OTTO, the digitalisation of our business models in no way conflicts with a personal, approachable relationship with our business partners. Quite the opposite – we have made it our goal to become the most personal provider in digital retail. The Partner Connect Day is a step towards bringing this commitment to life."

For further information please visit www.otto.de/unternehmen/en.

Press Contact:

Martin Frommhold, +49 (0)40 6461 8630, martin.frommhold@otto.de

Nick Marten, +49 (0)40 6461 4336, nick.marten@otto.de