

Home24 is taking over Fashion For Home

Home24 AG is advancing its position as Europe's biggest Online Home & Living retailer

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Berlin, November 10th – Today, Home24 is announcing the full acquisition of the Fashion For Home GmbH. Through the merger of the two companies, Home24 is advancing its position as Europe's biggest Online *Home & Living retailer*.

Fashion For Home is one of the leading European eCommerce players for high-quality designer furniture, offered at very attractive prices. Headquartered in Berlin, the company is operating in Germany, Austria and Netherlands.

Within the scope of the transaction, operations of both companies will be integrated, while the Fashion For Home domain will continue to exist independently.

Domenico Cipolla, CEO of Home24 AG: "We have known the founders Marc Appelhoff and Christoph Cordes for years and together we have worked towards a common vision: to revolutionize the way people buy furniture today. Together we will keep on working under one umbrella to push this vision forward."

Recently, Home24 has been specifically focusing on the qualitative improvement and expansion of its product range. In addition to the stronger focus on private labels and exclusive designer collections, Fashion For Home products will now be added to the Home24 platform. This will lead to an even bigger selection of affordable designer furniture for Home24 customers.

About Home24 – Home24 is the leading online shop for furniture and home accessories. The broad range of around 180,000 products from over 800 manufacturers includes furniture, lamps, home accessories and garden equipment. The company operates in seven core markets in Europe: Germany, France, the Netherlands, Austria, Switzerland, Belgium, and Italy. It is headquartered in Berlin, and employs around 1,200 people worldwide. Furthermore Home24 is also operating in Brazil. Home24 delivers all kinds of furniture – regardless of weight and dimensions – for free and right to the customer's place of choice throughout Europe. The Home24 assortment consists of numerous brands, including a variety of Home24's exclusive brands, such as collected by Johanna, Smood, KINX, KIYDOO, Loistaa and Mørteens.

About Fashion For Home – Fashion For Home is an international furniture company headquartered in Berlin, Germany. The online shop - www.fashionforhome.de - was established in 2009 by Marc Appelhoff and Christoph Cordes. By offering premium designer furniture and accessories solely online and only made to order, Fashion For Home is capable of offering superior value for money at very attractive prices. The furniture company works alongside a number of well known designers such as Karsten Weigel, the Danish design label 365° North by Henrik Pedersen, Ian Archer as well as Tobias Jacobsen, grandson of internationally acclaimed designer Arne Jacobsen. Individual pieces of furniture within Fashion For Home's collection are produced exclusively by reputable manufacturers, using only the highest quality materials. Alongside the online shop, Fashion For Home operates seven shop locations within Europe where customers can take advantage of a professional interior design consultation from experts and experience inspiring designs and bestsellers. In 2015 the company was awarded "Best Online Shop in the Living Sector" at the German-Ecommerce-Awards and was also declared "Online Shop of the Year" by the German Institute of Service Quality.

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ABOUT ROCKET INTERNET

Our Mission

Rocket's mission is to become the world's largest Internet platform outside of the United States and China. Rocket identifies and builds proven Internet business models and transfers them to new, underserved or untapped markets where it seeks to scale them into market leading online companies. Rocket is focused on online business models

that satisfy basic consumer needs across four main sectors: e-Commerce, marketplaces, travel and financial technology. Rocket started in 2007 and has now more than 30,000 employees across its network of companies, which are active in more than 110 countries across six continents. Rocket Internet SE is listed on the Frankfurt Stock Exchange (ISIN DE000A12UKK6, RKET). For further information visit www.rocket-internet.com.

Our Focus

Our e-commerce companies include retail companies in the areas of fashion, general merchandise, home and living, office supplies and food and groceries. Our marketplace companies seek to displace traditional supply chains by creating venues where buyers and sellers can transact directly, and include real estate and car online classifieds, travel and transport, and food delivery companies. Our third sector, financial technology, includes companies that focus on bringing together borrowers and lenders in regions and segments that are underserved by traditional banks, particularly in the consumer and small and medium-sized enterprise segments, and on facilitating payments. Our travel companies seize opportunities in the rapidly growing online travel and transport sector. They focus currently on vacation packages and online travel booking.

Our Strategy

As part of our global strategy, we have created regional Internet groups in Africa, Asia Pacific, Latin America and the Middle East in order to bundle local market and business model insights, facilitate regional commercial, strategic and investment partnerships, in particular with mobile telecommunication providers, enable local recruiting and sourcing and accelerate the regional rollout of our companies. We have developed proprietary technology where we believe it provides our companies with a competitive advantage. Our proprietary technology is highly flexible and scalable and provides our companies with significant cost and speed advantages, particularly during their initial rapid launch and rollout processes.

Our Platform

Our platform has enabled us to build a large, global network of companies and has historically put us in a position to launch more than 10 new companies every year through application of a standardized business model identification and development process. Every new company that we start accelerates the virtuous circle of synergy creation among our companies. The larger the size of our network of companies, the more significant our opportunity is to benefit from synergies and network effects with respect to our suppliers, solution providers, customers and employees.



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