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Online platform fashionette.com successfully reinstalls its shipping promise back to the level prior to the logistics migration in September

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Online platform fashionette.com **successfully reinstalls its shipping promise back to the level prior to the logistics migration in September**

- Confirmed shipping promise of circa 2 working days for orders placed before 4 pm on par with the pre-relocation customer experience
- Growth of shipped orders expected to be circa +20% year-on-year for September
- Re-accelerated new customers growth expected to be circa +25% year-on-year for September

Dusseldorf, 28 September 2021. fashionette AG (ISIN DE000A2QEFA1 /GSIN A2QEFA), a leading European data-driven e-commerce company for premium and luxury fashion accessories, confirms that the customer experience of its online platform fashionette.com has returned to the level prior to the logistics migration.

After improving the shipping promise from circa four working days to circa three working days earlier this month, fashionette.com is now able to reinstall the shipping promise back to pre-migration level to circa two working days. The initial improvement of the shipping promise significantly contributes to an expected growth of orders from new customers of circa +25% and an expected order value growth of circa +15% in September 2021 compared to the same period of the previous year.

Continuous improvements of the handling and picking processes in the new warehouse allowed to manage strongly increasing numbers of shipped orders from a significantly wider selection, demonstrating the scale of the operational setup. For September, the number of shipped orders is expected to increase by circa +20% while the assortment selection will grow by circa +49% year-on-year.

"Our customers' shopping experience with fashionette.com is our top priority. Our teams have worked day and night on helping our logistics partner with all capacities to raise the customer experience back to the shipping promise fashionette.com stands for," says Daniel Raab, CEO of fashionette AG, and continues: "We are finalizing the last preparations for the final quarter of 2021, our strongest sales period of the year. We have been planning a wide range of activities for our customers based on a compelling assortment selection, including the launch of the category beauty, and are excited for the holiday season."

Please note:

Figures reflect fashionette only. An update on the consolidated Q3 2021 results of fashionette AG, including Brandfield, will be published in November 2021.

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About fashionette AG:

fashionette AG is a leading European data-driven e-commerce company for premium and luxury fashion accessories. With its online platforms fashionette and Brandfield, the company offers not only inspiration, but a curated assortment of premium and luxury handbags, shoes, small leather goods, sunglasses, watches and jewelry from more than 190 brands, including own brands. Reinforcing more than ten years of fashion accessory experience, fashionette AG developed a compelling proprietary IT and data platform using cutting-edge technology and artificial intelligence to make personalized online shopping of premium and luxury fashion accessories available to all women in Europe. For more information about fashionette AG, please visit corporate.fashionette.com or the online platforms www.fashionette.com and www.brandfield.com.

fashionette AG

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