

Press release

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SportScheck: Chief Digital Officer joins the management board

Jan Kegelberg, who has taken over the newly created position of a Chief Digital Officer at SportScheck in Munich in August, joins the management board of the company on February 1, 2016. In this role, he will be responsible for e-commerce sales, marketing and customer intelligence.

Jan Kegelberg who developed the e-commerce initiatives of the Otto Group Russia before joining Sport Check, holds an MBA from the University of Michigan. He proved his digital expertise as CEO of several successful start-ups and as a strategy consultant for e-commerce in multinational financial companies.

"With the appointment of Jan Kegelberg we pursue our strategy, to anchor digital competence in the management boards of relevant subsidiaries," says Neela Montgomery, Board member of the Otto Group and Chairwoman of the Advisory Board of SportScheck. "With Jan Kegelberg we won an experienced digital strategist with international experience, who will drive forward the multichannel concept of the company."

The SportScheck management is now composed of Markus Rech, 42, Chairman of the Board, who is responsible for corporate strategy and development as well as purchasing and stationary sales. As well as Lars Schönweiß, 46, who is Managing Director of Finance, Controlling, IT, logistics and personnel since last October and Jan Kegelberg, who completes the new three-member board.

Otto Group

Founded in Germany in 1949, today the Otto Group is a globally operating retail and services group with around 54,000 employees. The Group includes 123 major companies and is present in over 20 countries in Europe, North and South America and Asia. Its business activities are grouped into three segments: Multichannel Retail, Financial Services and Service. In the 2014/15 financial year (to 28 February) the Otto Group generated turnover of 12,1 billion euros. It is the world's second-largest online retailer in the end-consumer (B2C) business and Europe's largest online retailer in the end-consumer B2C fashion and lifestyle business. E-commerce, catalogue sales and over-the-counter retail form the three pillars of the Otto Group's Multichannel Retail strategy. Its worldwide corporate activities, numerous strategic partnerships and joint ventures provide the Otto Group with excellent opportunities to transfer know-how and leverage areas of synergy potential. Group companies operate largely independently, guaranteeing flexibility, customer proximity and optimum target-group appeal in their respective national markets.

For further information on the Otto Group visit www.ottogroup.com.

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