

Press Release

Hamburg, September 04, 2020

Otto Group strengthens its digital expertise and brings Sebastian Walter on board

As of 01 October 2020 Sebastian Walter will hold responsibility for the newly created Digital and Consulting Division as Vice President. In this position he will report directly to Sebastian Klauke, Otto Group Executive Board Member E-Commerce, Technology, Business Intelligence and Corporate Ventures.

The fusion of the Vice Presidential Areas Digital Excellence (EC-DX) and Otto Group Consulting (VV-OC) strengthens the Holding's consultancy function and will support it in meeting the challenges of digital transformation even better going forward.

The 45 year-old law PhD has over 15 years of professional experience in consultancy and industry, most recently as Expert Partner and Head of the Digital Innovation & Solutions Team Europe at the strategic company consultancy Bain & Company in Berlin, and in Sales and Marketing Management at Unilever and Olympus Optical prior to that.

Sebastian Walter has supported numerous clients in identifying and implementing digital solutions with his cross-industry expertise. These have included improving the end-customer experience, internal efficiency optimisation and tapping into new fields of business. He has also accompanied Design Thinking processes and user analysis, prototype creation and optimisation, as well as digital products such as apps and data-driven management systems. He also brings comprehensive experience in transformation program management.

"His deep competencies in both strategic consultancy and digitalisation make Sebastian the stand-out choice to lead our newly created Division. In parallel to helping us identify

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opportunities early that the rapidly developing market environment offers us at the Otto Group, he will also develop strategies and concepts to exploit these as fully as we can”, Sebastian Klauke is convinced.

Otto Group

Founded in Germany in 1949, today the Otto Group is a globally active retail and services group with around 52,000 employees in 30 major company groups and does business in over 30 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 2019/20 financial year (to 29 February), the Otto Group generated revenues of 14.3 billion euros. With online revenues of approximately 8.1 billion euros, the Otto Group is one of the world's largest online retailers. The Group's particular strength is its broad market presence and differentiated product and service offers to diverse customer target groups in almost all of the world's relevant economic regions. 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 demonstrate a high degree of corporate responsibility and willingness to collaborate with one another; at the same time this guarantees 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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