

Press Release

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Beatrice Grünwald to become second Managing Director at Sheego

With effect from 01 April 2021, Beatrice Grünwald will become the second Managing Director of the digital fashion company Sheego, alongside Dr Torge Doser. The highly experienced fashion manager will hold responsibility for the Purchasing/Product Board Area. Dr Torge Doser is to be appointed Chairman of the Management Board.

One of Beatrice Grünwald's main tasks going forward will be to develop Sheego's product and fashion expertise more strongly as a plus-size fashion brand, and to sustainably optimise the corresponding offers for its female customers in alignment with their evolving needs and changing consumer behaviour. In parallel, Dr Torge Doser will become Chairman of the Management Board in addition to his existing duties.

Beatrice Grünwald will be able to contribute her very extensive experience in the fashion retail segment. From 2017 onwards, the 54-year-old was Chief Procurement Officer (CPO) and a Member of the Management Board at K – Mail Order GmbH & Co. KG. Her responsibilities there included the core brand Klingel, Group Strategy, Procurement, Supplier Management, and Supply Chain Quality Management. Prior to that, from 2013 onwards she was CPO at Charles Vögele AG with responsibility for Design, Purchasing, Procurement, and Logistics among other areas. The Textile Engineering graduate is also a qualified Agile Coach.

Dr Marcus Ackermann, Otto Group Executive Board Member, Multichannel Distance Selling: "We are very pleased to be able to win Beatrice Grünwald as a Managing Director for Sheego. With her extensive experience and deep specialist expertise

she can make a decisive contribution to leading the Sheego brand into a sustainable, successful future."

Beatrice Grünwald, future Sheego Managing Director: "I am grateful for the trust placed in me. I am looking forward to this exciting new task, to sharpening the brand's profile and expanding Sheego's expertise as a digital fashion provider."

Sheego has been synonymous with plus-size fashion since 2009, which combines a positive attitude to life with the perfect curvy fit. The company has been based in the upcoming fashion metropolis Frankfurt am Main since the beginning of 2021.

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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