

Press release

Hamburg, 9 December 2020

Otto Group brings strategy expert Dr Christoph Schulte on board

With effect from 1 March 2021, Hamburg-based international trading and services enterprise Otto Group will be strengthened by the appointment of Dr Christoph Schulte. As Group Vice President Corporate Strategy and Development, he will be reporting to Alexander Birken, Chairman of the Executive Board and Chief Executive Officer of the Otto Group. The recognised strategy expert boasts a wealth of experience in international on- and offline retailing.

On its way to promoting the Otto Group's digital transformation, the enterprise is bringing an experienced industry expert on board in Dr Christoph Schulte. The 43-year-old comes from Amazon, where he was responsible for the FBA (Fulfillment by Amazon) business in Germany, and where he has been part of the EU Seller Services Leadership Team since 2018. Prior to this, Dr Schulte had worked for the Metro Group in various roles for over eight years. After holding positions in Vienna and Moscow, he was as country manager in both Sofia and Copenhagen. In his last role as Group Director Strategy, he was jointly responsible for the carving out into Ceconomy AG and the new Metro AG. The first appointment was at consulting firm McKinsey, where he started as a Fellow in the Düsseldorf office in 2001 and worked as Engagement Manager until the end of 2007.

After his initial professional training as a banker at Dresdner Bank AG, Dr Schulte studied business administration at the Leipzig Graduate School of Management. He then completed his doctorate at the Heinrich Heine University in Düsseldorf parallel to his work at McKinsey.

Alexander Birken, CEO of Otto Group: "In Christoph Schulte, we have found an expert for the position of Group Vice President Corporate Strategy and Development who brings with him the crucial skills needed to identify relevant developments in the market at an early stage and to optimise existing processes as and where necessary. We are very pleased to welcome Christoph to our company and look forward with great anticipation and optimism to working with him."

Dr Schulte succeeds Max von der Planitz, who left the Otto Group at his own request on 31 August 2020 to pursue a new professional challenge.

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.

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