

Otto Group: Facts & Figures

The Otto Group is the largest online retailer with European origin, covering the entire value chain of commerce: from sourcing and procurement to logistics, marketing, services, and financial solutions. Over the past 75 years, the company has evolved from a catalog-based mail order business into an international digital retail and services group, consisting of numerous key companies, brands, and holdings in more than 30 countries, primarily in Germany, broader Europe, and North America.

Leveraging its strength and market significance, the Otto Group is shaping the future of digital retail and services. The company shows that value-based action drives long-term business success, embracing social, digital, and ecological responsibility based on scientifically validated and ambitious targets.

Founded in	1949 in Hamburg, Germany
Employees	36,300
Total revenue	15 billion Euro
Customers	45 million worldwide

Business segments (excerpt)

Platforms:	OTTO – otto.de
Brand Concepts:	Crate and Barrel – interior & lifestyle brand in US, Canada among others Bonprix – fashion brand with 16 European online shops
Services:	Otto International – 24 global sourcing locations Otto Group one.O – tech and consulting company with locations in India, Taipei, Spain, Germany
Financial Services:	EOS Group – leading technology-based investor in receivables portfolios and in managing outstanding receivables; active in 20 countries worldwide

Shareholder Vision Responsible commerce that inspires.

Strategic Agenda

Upon taking office on March 1, 2025, CEO Petra Scharner-Wolff introduced a new strategic agenda for the Otto Group, built on five pillars. The overarching goal: ensuring the Otto Group's medium- and long-term future viability. The Group therefore intends to place even greater focus on the needs and requirements of its customers and partners, accompanied by a clear focus on business models that meet the specific needs of very different target groups – from retail to services and financial services.

1. Inspiring Customers – tailored offerings for the many million customers and partners worldwide; inspiration through high quality products, unique product ranges and an array of differentiating services.

2. Scaling & Diversifying – powerful scaling of successful business models in the core portfolio such as OTTO, Crate and Barrel, and EOS; strengthening of international business in Europe and North America

3. Increasing profitability & investment capability – goal to strengthen financial robustness. Stable basis as a starting point for ambitious expansion of profitability and investment capability. By 2030, the Otto Group is aiming to achieve an even greater degree of financial freedom and to take its core portfolio to a whole new level in terms of revenue and profit.

4. Creating competitive tech capabilities – strong emphasis on the Otto Group's technological competitiveness as innovative strength is a future factor. Technology can serve both as an efficiency and inspiration booster, with customers and partners at the heart of this transformation.

5. Creating a culture of performance – expanding a performance-driven corporate culture centered on ambition, effectiveness, and responsibility. Managers act as enablers, drivers and role models.

The Otto Group at a glance



Selected Corporate Groups and Brands. For more info please visit: [Otto Group: Group companies](#)

Executive Board

Petra Scharner-Wolff, Chairwoman of the Executive Board

For more info on the Executive Board: [Otto Group: Management](#)