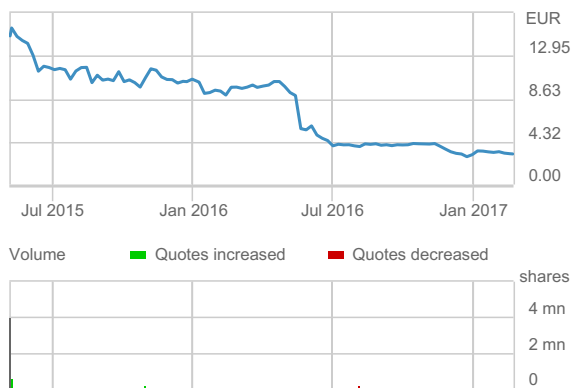


FACT SHEET

COMPANY PROFILE

windeln.de is one of the leading pure online retailers for baby, toddler and children's products with a presence in ten European countries, including Germany, Austria, Switzerland, the Czech Republic and Spain. The Company also operates a successful e-commerce business with products for babies and toddlers for customers in China. windeln.de offers approximately 60,000 products and around 350 brands sold via the German Shop windeln.de (including nakiki.de) and the International Shops pannolini, feedo and bebitus. The product portfolio includes everything from diapers, baby food, children's furniture, toys, clothes and strollers to child car seats. windeln.de was founded in October 2010 and currently has more than 500 employees in Germany and abroad. The Company has been listed in the Prime Standard of the Frankfurt Stock Exchange since May 6, 2015. For more information, go to <http://corporate.windeln.de>.

SHARE CHART



FINANCIAL CALENDAR

Mar 15, 2017	Publication annual financial report
May 09, 2017	Publication quarterly statement (call-date Q1)
Jun 02, 2017	Annual General Meeting
Aug 09, 2017	Publication half-yearly financial report
Nov 14, 2017	Publication quarterly statement (call-date Q3)

MANAGEMENT BOARD



Konstantin Urban



Alexander Brand

Dr. Nikolaus
Weinberger

Jürgen Vedie

SUPERVISORY BOARD

- >Willi Schwerdtle
- >Dr. Edgar Carlos Lange
- >Petra Schäfer
- >Dr Christoph Braun
- >Nenad Marovac

STOCK FUNDAMENTALS

ISIN	DE000WNDL110
WKN	WNDL11
Share type	Ordinary
Bloomberg Code	WDL@GR
Ticker	WDL
Branch	eCommerce
Segment	Prime Standard
No. of shares	26,317,970
Market Cap	EUR 80.93 mn
52 week high	10.90 EUR
52 week low	2.77 EUR
Stock exchanges	Frankfurt Stock Exchange

FACT SHEET

ANNUAL FIGURES

	2015	2014	Change
Performance Indicators			
Site Visits	71,614,393	38,912,047	84.0%
Mobile Visit Share (in % of Site Visits)	64.36%	55.76%	8.7 pp
Mobile Orders (in % of Number of Orders)	45.30%	38.63%	6.7 pp
Active Customers	954,512	496,077	92.4%
Number of Orders	2,332,392	1,353,917	72.3%
Average Orders per Active Customer (in number of orders)	2.40	2.73	(12.1%)
Share of Repeat Customer Orders (in % of Number of Orders)	81.42%	83.52%	-2.1 pp
Gross Order Intake (in EUR)	210,414,262	120,474,999	74.7%
Average Order Value (in EUR)	90.21	88.98	1.4%
Returns (in % of Net Merchandise Value)	6.5%	5.7%	0.8 pp
Marketing Cost Ratio (in % of revenues)	6.8%	5.1%	1.7 pp
Adjusted Fulfilment Cost Ratio (in % of revenues)	12.7%	11.0%	1.7 pp
Adjusted Other SG&A Expenses (in % of revenues)	15.4%	15.0%	0.4 pp
Earnings Position			
Revenues (in kEUR)	178,602	101,324	76.3%
Gross Profit (in kEUR)	47,115	23,455	100.9%
Gross Profit (as % of revenues)	26.4%	23.1%	3.2%
Operating Contribution (in kEUR)	12,328	7,136	72.8%
Operating Contribution (as % of revenues)	6.9%	7.0%	(0.1%)
Adjusted EBIT (in kEUR)	(15,139)	(8,087)	(87.2%)
Adjusted EBIT (as % of revenues)	(8.5%)	(8.0%)	(0.5%)
Net Asset and Financial Position			
Cash flow from operating activities (in kEUR)	(22,244)	(6,064)	(266.8%)
Cash flow from investing activities (in kEUR)	(16,271)	(1,234)	(1219%)
Cash and cash equivalents at the end of the period (in kEUR)	88,678	33,830	162.0%
Other			
Basic earnings per share (in EUR)	(1.28)	(0.49)	161.0%
Diluted earnings per share (in EUR)	(1.24)	(0.48)	158.0%

PP = Percentage points

All Performance Indicators – except returns – under consideration of the consolidation of the feedo Group as of the third quarter and bebibus as of the fourth quarter in 2015

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