

## windeln.de expands presence in the Chinese market for baby food

*windeln.de, one of the leading pure online retailers for baby, toddler and children's products in Europe and Milupa Nutricia, the leading brand for baby food in Germany, enter a certification agreement.*

Munich, 15 November 2016 – windeln.de, one of the leading online retailers for baby, toddler and children's products in Europe with a strong presence in the Chinese Market, signs a strategic certification agreement with Milupa Nutricia. Objective of the partnership is to sustainably improve the availability of the popular brand Aptamil in Germany in the long term and to ensure controlled distribution to China. In the past few years, an uncontrolled grey market had developed.

Core content of the cooperation between windeln.de and Milupa:

- Product availability for consumers in Germany and Europe is a priority
- windeln.de offers its customers that live in Germany a reservation service for Milupa products
- Products for the Chinese market can be obtained directly from the Chinese windeln.de website ([www.windeln.de/zh](http://www.windeln.de/zh)) or the recently opened Tmall Global Flagship Store
- Goods are shipped directly to the Chinese customer via a well-established logistics partner

Nichole Duttine, Sales Director Germany of Milupa Nutricia GmbH, about the cooperation: „Milupa Nutricia is doing everything to ensure that parents that live in Germany can buy our high quality products. In addition to various measures to improve the product availability – including Aptamil reservation services, our goal is to further reduce pressure on the shelves in Germany and Europe by satisfying the Asian demand where it originates. This also helps to ensure that parents in China can receive our high quality products through safer delivery routes via retail partners like windeln.de.“

Konstantin Urban, Founder and Co-CEO of windeln.de: „The partnership with Milupa Nutricia is an important step for us to expand our business in Germany and China as well as to guarantee the availability of goods in both markets. After the supply of Milupa products for Germany is ensured, we can continue to satisfy the demand of our Chinese customers for high-quality German baby food. We will support this by specific marketing measures in the social networks in China. We are very pleased that we have laid this important foundation together with Milupa Nutricia. Together with the opening of our Tmall Shop in July 2016, this is an important milestone for our future in China and will further increase our revenue with Chinese customers.“



## **Corporate Communication**

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## **About windeln.de**

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 50,000 products and around 350 brands sold via the German Shop windeln.de (including nakiki.de) and the international Shops pannolini.it, 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>.

Our shops: [www.windeln.de](http://www.windeln.de), [www.nakiki.de](http://www.nakiki.de), [www.windeln.ch](http://www.windeln.ch), [www.kindertraum.ch](http://www.kindertraum.ch), [www.toys.ch](http://www.toys.ch), [www.pannolini.it](http://www.pannolini.it), [www.feedo.cz](http://www.feedo.cz), [www.feedo.sk](http://www.feedo.sk), [www.feedo.pl](http://www.feedo.pl), [www.bebitus.es](http://www.bebitus.es), [www.bebitus.pt](http://www.bebitus.pt), [www.bebitus.fr](http://www.bebitus.fr)