

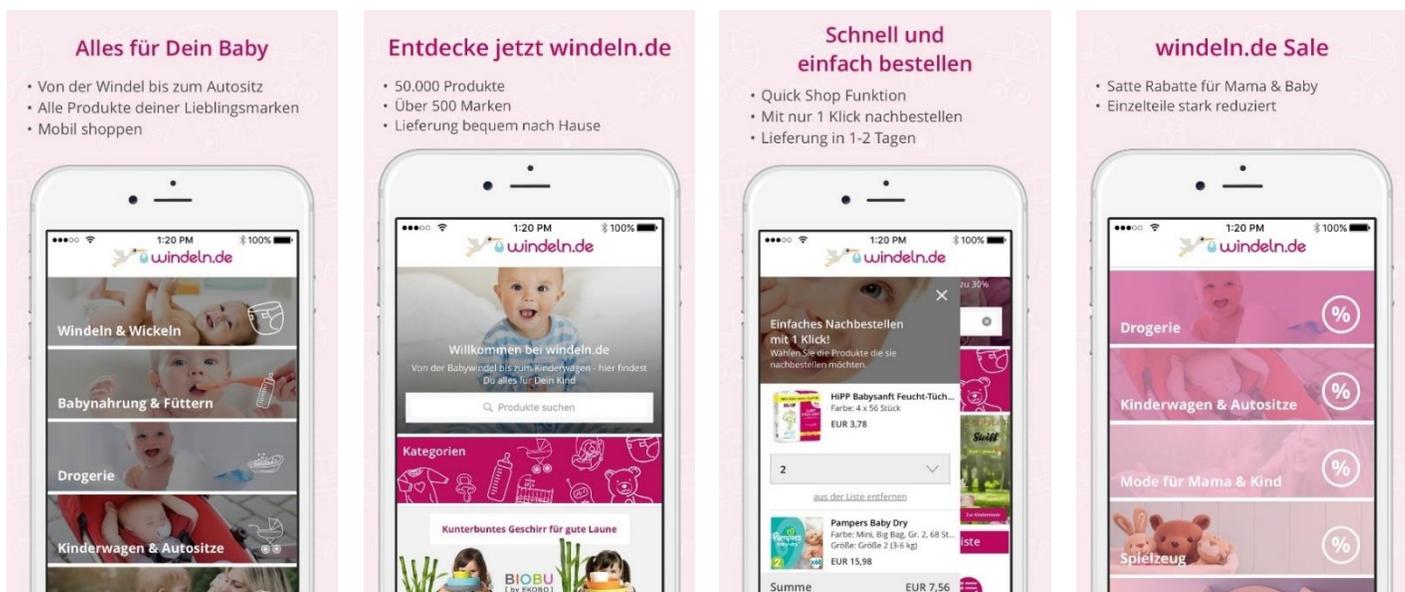
windeln.de launches native app

- Switch from old web view based app to much more performant native app solution for all available products from www.windeln.de
- Customers benefit from new tools and features, more convenience and improved order process on mobile devices
- New flexible app platform allows roll out of app to other shops and countries and enables to quickly respond to customer needs

Munich, July 4, 2017: windeln.de SE, one of the leading online retailers for baby, toddler and children's products in Europe and for customers in China, has improved the technology underlying the windeln.de app for iOS and Android. With the launch of the new app, windeln.de supports the high and continuously increasing share of mobile visits from its customers (69% in Q1 2017). With a few clicks, parents can conveniently shop the entire product range from www.windeln.de on mobile devices.

Customers benefit from new tools like the "easy-rebuy"- funktion: repeat customers can easily re-buy previously purchased products that are needed at a high frequency (like diapers and baby food). In a special sales section, parents can get numerous attractive offers. Through an improved search function, shopping on mobile devices is enhanced significantly.

The full integration to the web shop platform results in a real-time synchronization between the web shop and the app. Due to the new technology, the app can easily be adapted to other shops and countries of the windeln.de Group. The flexible design allows to make fast changes to the app e.g. changing the content on the home screen or adding new categories. The app can be downloaded for free.



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About windeln.de

windeln.de is one of the leading online retailers for baby, toddler and children's products in Europe. The windeln.de shops are tailored to the needs of customers in 10 European countries: Germany, Austria, Switzerland, Czech Republic, Poland, Slovakia, Spain, Portugal, France and Italy. The company also operates a successful e-commerce business with products for babies and toddlers for customers in China. The broad 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, www.nakiki.de, www.windeln.ch, www.kindertraum.ch, www.toys.ch, www.pannolini.it, www.feedo.cz, www.feedo.sk, www.feedo.pl, www.bebitus.es, www.bebitus.pt, www.bebitus.fr, www.windeln.com.cn