

CEO and founder of windeln.de Konstantin Urban honored to speak at Alibaba's 18th birthday festivities

Munich, September 15, 2017: Konstantin Urban, CEO and founder of windeln.de SE, one of the leading online retailers for baby, toddler and children's products in Europe and to customers in China, was invited to speak at Alibaba's 18th birthday celebration in front of a large audience with nearly 40.000 guests in Hangzhou, China. The event was the biggest in Alibaba's history and took place in the Huanglong Stadion in Alibaba's hometown last Friday (September 8th). The audience mainly consisted of Alibaba employees from over 21 countries but also included famous Chinese singers and other celebrities. Themed "Internationalization and Technology", the celebration comprised a huge parade and speeches from various well-known personalities, amongst them Jack Ma, founder and executive chairman of Alibaba Group. Konstantin Urban was given the privilege to represent all international merchants on Alibaba's international platform Tmall Global. In his speech, he expressed his gratitude for a successful partnership. As retailer for baby and children's products, windeln.de represents one of the biggest categories of Tmall Global.

windeln.de SE launched a flagship store on Alibaba's Tmall Global in August 2016, which gives access to millions of Chinese families and already contributes to windeln.de group revenues significantly.

Alibaba Group is the world's largest retail commerce company with over 450m annual active consumers across its e-marketplaces.



windeln.de was part of the official Alibaba anniversary video. Please find the link below:

http://v.youku.com/v_show/id_XMzAxNjM2NTYOMA==.html?spm=a2hzp.8244740.0.0

Corporate Communications

Judith Buchholz

Telephone: +49 (89) 41 61 71 52 75

E-Mail: presse@windeln.de

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>.

windeln.de 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, <https://www.windeln.de.tmall.hk/>