

windeln.de launches flagship store on online platform BabyTree

Munich, May 12 2021: windeln.de SE ("windeln.de", "Group" or "Company"; ISIN DE000WNDL201 and DE000WNDL128) is further expanding its offering for customers in China and will open its own flagship store on the BabyTree online platform at the end of May. With high average monthly active users (MAUs) of around 91.2 million users in 2020, BabyTree is one of the largest and most active online platforms in the Maternity and Child (M&C) focused online community in China. Its users mainly include young families, which means there is a high overlap with the customer base of windeln.de.

The opening of the flagship store on BabyTree is a synergetic strategy that enables windeln.de to reach out to millions of end customers. Entering the BabyTree platform allows the company to benefit from the growth of the Chinese platform and achieve revenue scaling.

As one of the partners, windeln.de is thus positioning itself in a relevant market environment with increased brand visibility. According to a report by market research institute AC Nielsen in August 2020, BabyTree Parenting ranked top among mainstream M&C and parenting apps in terms of brand awareness, ease of use, popularity as well as recommendation rate among interviewees. In the current fiscal year, BabyTree plans to continue to focus on building and strengthening its e-commerce platform.

Matthias Peuckert, CEO of windeln.de comments: *"The cooperation with BabyTree is a perfect match for us on all levels! With the help of the online platform, we can reach millions of end customers in China and benefit from the platform's growth. In addition, we see BabyTree as a committed partner with whom we want to jointly build the trust of our customers in the future."*

Corporate Communications

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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 Group 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. The Company has been listed in the Prime Standard of the Frankfurt Stock Exchange since May 6, 2015. For more information, go to <https://corporate.windeln.de/>.

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