

### **Delticom AG and Allyouneed Fresh go together**

**Hanover, 27 September 2018** – Delticom AG (German Securities Code (WKN) 514680, ISIN DE0005146807, stock market symbol DEX), Europe's leading online retailer of tyres and automotive accessories as well as efood specialist and expert in the field of efficient warehouse logistics, is expanding its product range in the efood segment with the acquisition of Allyouneed Fresh. With the acquisition of Gourmondo and Lebensmittel.de in 2016, the company entered the online food trade.

With Allyouneed Fresh, Delticom acquires an innovative online supermarket based in Berlin. Customers can choose from over 20,000 articles at allyouneedfresh.de. This makes the offer almost three times as large as that of a conventional supermarket. Everything is offered from one source, from ordering to purchasing the goods from industry to delivery. A large part of the range consists of certified organic products and thus offers a wide choice for consumers who value ecological aspects.

"With Allyouneed Fresh, we are adding a strong brand to our product portfolio in the online food sector," says Andreas Prüfer, CEO of Delticom AG, "The acquisition will enable us to offer our customers an even broader range of products in the future. Thanks to our small items warehouse logistics, we are able to process customer orders quickly and cost-effectively. With DHL, we have a reliable partner for professional shipping to our customers".

With this acquisition, Delticom acquired all shares in All you need GmbH, a wholly-owned subsidiary of Deutsche Post DHL Group. Both parties have agreed not to disclose the purchase price.

The proportion of food sold online in Germany is still comparatively low: currently, less than 2 % of the food turnover of around € 200 billion is targeted online. In other European countries, such as France or Great Britain, the online share is already significantly higher at 6 to 8 %. However, experts expect a steady development in Germany. According to a recent study, 40 % of German consumers plan to buy food online in the next 12 months. A major obstacle for online food retailers

at present is the cost-effective and efficient handling of logistics. Delticom operates a highly modern and almost fully automated small item warehouse that meets these requirements in the best possible way.

Since its foundation in 1999, Delticom as an E-Commerce company has steadily expanded its extensive industrial expertise in the tyre trade by establishing online shops. This led to the acquisition of in-depth know-how in the areas of cross-border online sales, Internet customer acquisition, Internet marketing and efficient warehouse and delivery logistics. The company has successively expanded its core competencies to other product areas: first to car parts, then food with a focus on gourmet items and at the end of 2016 to online used car trade in France.

### **Company profile:**

Delticom AG is an E-Commerce company operating primarily in Europe and the USA. It specialises in the design and operation of online shops, Internet-based customer acquisition, internet marketing, developing partner networks and complex, highly efficient product picking and distribution logistics.

Delticom AG is the leading online distributor of tyres and automotive accessories. Our product range also includes the online second-hand vehicle trade and efood. Delticom has extensive experience in creating shops for the international market and in trans-national E-Commerce. In addition to design, Delticom also provides product descriptions and a comprehensive customer service program in your national language. Establishing efficient warehousing and logistics processes is utilised not only in selling tyres, used vehicles and online grocery shopping, but is also offered to third parties as an additional service. Since its establishment in Hanover, Germany in 1999, the company has accrued exceptional expertise in designing efficient, fully integrated internal ordering and logistics processes. The company owns its own warehouses, including a fully automated small item warehouse.

In 2017, Delticom AG generated sales in excess of € 667 million. The E-Commerce specialist operates in 74 countries with over 460 online shops and online distribution platforms, serving over 12 million customers. The range of tyres offered to retail and commercial customers includes over 100 brands and more than 25,000 models of sedans, motorbikes, trucks, utility vehicles, buses and complete wheel sets. Customers are also able to have the ordered products sent to one of the around 42,000 service partners of Delticom AG around the world.

Our range also encompasses over 500,000 automotive parts and accessories, including motor oils, snow chains and batteries. Entry into the business of online used car selling has rounded off the automotive offering. In this sense, Delticom AG has developed from a classic online retailer to an online solutions provider. Delticom AG also now offers a comprehensive range of around 20,000 different food items.

The shares of Delticom AG have been listed in the Prime Standard of the German Stock Exchange since October 2006 (ISIN DE0005146807).

On the internet at: [www.delti.com](http://www.delti.com)

### **Contact:**

Delticom AG Investor Relations

Melanie Gereke

Brühlstraße 11

30169 Hannover

Tel.: +49 (0)511-93634-8903

Fax: +49 (0)511-8798-9138

e-mail: [melanie.gereke@delti.com](mailto:melanie.gereke@delti.com)