

ZALANDO TO START OPERATIONS IN ITS ITALIAN SATELLITE FULFILLMENT CENTER

STRADELLA, DECEMBER 15, 2015 // Zalando, Europe's leading online platform for fashion, is today announcing the opening of its first international satellite fulfillment center. The company has partnered with logistics service provider Fiege, which will operate the 20,000 square meter facility located in Stradella (Pavia, Italy). This pilot will allow Zalando to serve local customers in Italy even faster and to quickly answer the increasing demand for e-commerce in the Italian market.

The fulfillment center is currently ramping up and storing of the assortment has already started. The first test deliveries will be sent out as early as January 2016. In the facility, Zalando will store a selection of items that will cover the majority of Italian orders. The project represents the first pilot of an international footprint of the Zalando logistics network, which until now included three fulfillment centers in Germany and a fourth currently being developed in the south of Germany.

"The investment in the international expansion of our logistics network gives us the possibility to evaluate the benefit of being even closer to our customers. Together with the services implemented over the past year – direct injection from our German fulfillment center into Paris, same day delivery tests into several German cities and the simplified return process, to name a few – this pilot shows the commitment of Zalando to continuously improve the satisfaction of our customers", said Christoph Stark, Vice President Logistics at Zalando.

ABOUT ZALANDO

Zalando (<https://corporate.zalando.com>) is Europe's leading online fashion platform for women, men and children. We offer our customers a one-stop, convenient shopping experience with an extensive selection of fashion articles including shoes, apparel and accessories, with free delivery and returns. Our assortment of over 1,500 international brands ranges from popular global brands, fast fashion and local brands, and is complemented by our private label products. Our localized offering addresses the distinct preferences of our customers in each of the 15 European markets we serve: Austria, Belgium, Denmark, Finland, France, Germany, Italy, Luxembourg, the Netherlands, Norway, Spain, Sweden, Switzerland, Poland and the United Kingdom. Our logistics network with three centrally located fulfillment centers in Germany allows us to efficiently serve our customers throughout Europe. We believe that our integration of fashion, operations and online technology give us the capability to deliver a compelling value proposition to both our customers and fashion brand partners. Zalando's shops attract over 131 million visits per month. In the third quarter of 2015, around 59 per cent of traffic came from mobile devices, resulting in close to 17.2 million active customers by the end of the quarter.

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