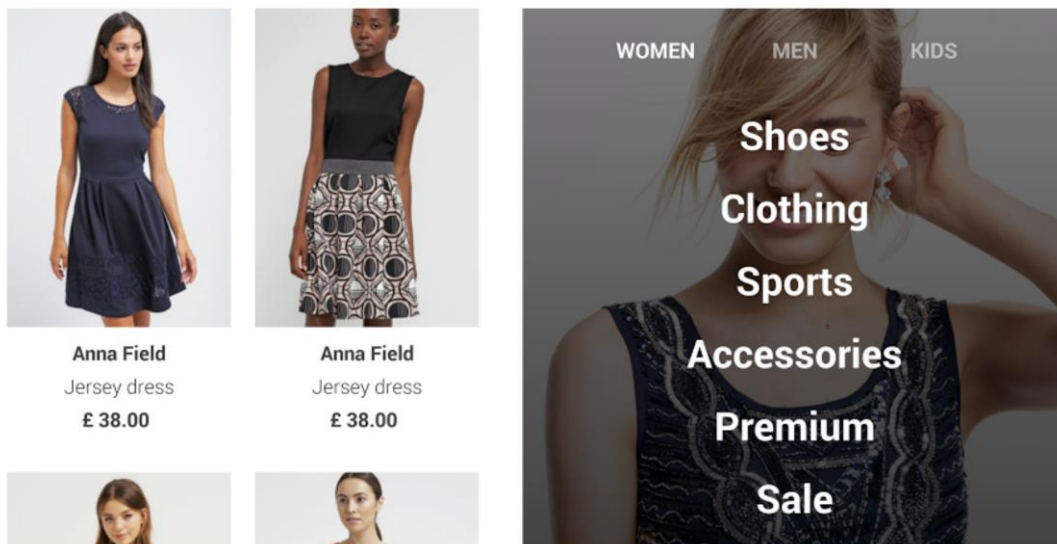


ZALANDO LAUNCHES UPDATED FASHION STORE APP

- Zalando has updated their fashion store app to provide customers with an easy, elegant and mobile appropriate shopping experience, putting the customer experience first.
 - The app features new ways to browse through the Zalando assortment, larger model images, provides rich editorial content and makes full use of mobile native technology.
 - The revamped app has launched on both iOS and Android.
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BERLIN, JANUARY 26, 2016 // As mobile commerce continues to grow at a rapid pace, there is a great demand for companies to produce high-quality apps. Zalando focuses on being a mobile first company, as it sees 60 percent of current traffic coming through mobile devices. A frictionless, convenient and mobile appropriate customer experience were key drivers for the new app design.

Nuzhat Naweed, Head of Mobile Product and Engineering at Zalando, has been leading the revamp of the fashion store app: "At Zalando, we care about every customer touchpoint. We know mobile requires a unique approach when it comes to customer experience. Customers interact with apps in micro-moments and our new app lends itself beautifully to this."

She added: "The update focuses around two things; a great shopping experience and quality editorial content showcasing brands and our in-house fashion competence. We want our customers to be inspired and discover all that Zalando has to offer and immerse themselves in the content that has been created solely for the app."

The Zalando app revamp includes larger fashion imagery to ensure that the customer has the opportunity to fully explore the items they are searching for and new ways to browse quickly through the assortment, including a swipe feature through its catalogue items. The new app experience compliments the mobile site and desktop whilst availing engagement opportunities specific to apps. The app now also includes dedicated mobile-only content such as videos, trending editorial features and scrollable brand lookbooks for a richer experience that extends beyond products.

The fashion store app has been updated on both iOS and Android phones and changes are quickly being rolled out to tablets. The newly designed app is available for customers in all 15 Zalando markets, allowing them to not only shop, but absorb themselves in the new content, whilst on the go. The app has been developed by the in-house Zalando Mobile Team over the last quarter and can be updated / downloaded [here](#).

The Zalando app first launched in 2012 in Germany and was rolled out to the other European markets in 2014. To date there have been over 14 million downloads. With over 1,000 people working in Zalando's Technology Department, the majority of business processes including logistics, design and payment are carried out by Zalando themselves.

NOTES TO EDITORS

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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