

ZALANDO SE PLANS TO BUY BACK 20.000 SHARES FOR EMPLOYEE INCENTIVE-PROGRAM

BERLIN, 1 DECEMBER 2016 // The management board of Zalando SE today announced the decision to repurchase 20,000 of its own shares in the stock market for a total purchase price of approximately EUR 0.7 million (estimate based on the most recent closing price) for the sole purpose of meeting the obligations arising from employee participation programs. The repurchases will occur from 1 December 2016 until 16 December 2016.

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 four centrally located fulfillment centers in Germany allows us to efficiently serve our customers throughout Europe, supported by a warehouse in Northern Italy with a focus on local customer needs. 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 about 160 million visits per month. In the third quarter of 2016, more than 65 percent of traffic came from mobile devices, resulting in 19.2 million active customers by the end of the quarter.

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