

ZALANDO TO TEST ON-DEMAND RETURNS IN STOCKHOLM, SWEDEN

- Zalando announces the pilot launch of Instant returns, the next level of customer centric e-commerce innovation in Sweden.
- Instant Returns is an express on-demand return service which enables Zalando consumers to return items within a 60-minute slot, scheduling a pickup appointment of their own choice.



BERLIN, MAY 08, 2017 // Instant Returns will enable Zalando to offer a unique service, that leverages the possibilities for consumer benefits in e-commerce in a way that is unmatched on the market today. The test is done in collaboration with PostNord.

"We are continuously working to improve the shopping experience for our customers. Offering smart delivery and returns services is an important factor in a fast-paced environment. Many online players are focusing on the delivery of parcels, but we acknowledge the need to look beyond the delivery. In order to have the best customer proposition possible we need to continue to make the shopping experience online as easy, convenient and seamless as possible, says Kenneth Melchior, Nordic Cluster Head at Zalando.

During the pilot test, the service will be available for customers in Stockholm free of charge from Monday-Friday between 07-21:00. The customer schedules a request for a return directly from a landing page specifying the address, date and desired time slot. The customer has the option to either have the parcel picked up during the next 60 minutes or within a one-hour timeslot in the following four days. Once the request is sent, PostNord automatically sends the chosen timeslot to the courier closest to the place of the package.

"Convenience is more and more becoming the center of the customer journey and Zalando, a pioneer in the field, has fully understood the importance of a seamless service. Delivery and return-parcel conditions have become essential elements with a direct impact on buying

behavior and loyalty. According to PostNord's yearly e-commerce report for 2016, more than 90% of the Swedes believe clear and easy return processes to be important factors in choosing an online shop", says Håkan Ericsson, CEO of PostNord.

This is how the return collection works:

At <https://www.zalando.se/zalandohamtar/> Stockholm customers have two service options to choose from, Monday-Friday:

1. Immediate pick-up, where the parcel is picked up by a courier within 60 minutes of the booking, between 8:00 and 19:00 (bookings are possible from 07:00 am to 17:45).
2. During the desired day, a courier will pick up the return within a booked timeframe between 8:00 and 21:00. The desired pick-up slot can be fixed up to four days in advance.

The service is piloted across Europe in amongst other countries Germany, France, and the UK, and is rolled out across the Netherlands. Now the turn has come to Stockholm, Sweden.

NOTES TO EDITORS

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 over 160 million visits per month. In the fourth quarter of 2016, more than 68 percent of traffic came from mobile devices, resulting in 19.9 million active customers by the end of the quarter.

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