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PRESS RELEASE

Douglas Beauty Booking – The new online booking platform for beauty services in Berlin

- Douglas launches online booking platform for beauty services and treatments
- The platform will initially be available in Berlin from March 2019. Cities across Germany will be added
- Six Douglas stores in Berlin and around 80 external beauty salons already included
- Douglas Group CEO Tina Müller: “In the beauty business, the future belongs to those who can provide customers with unique experiences. With Douglas Beauty Booking, we are the first retailer to create a marketplace for beauty services, underscoring our innovation leadership.”

Düsseldorf, 22 March 2019. Douglas, the leading premium beauty retailer in Europe, will launch a new online platform in March that allows customers to schedule hairdressing and cosmetics appointments in Berlin.

Quick and easy appointment scheduling

Douglas Beauty Booking allows customers to filter hairdressing salons and beauty studios in their vicinity according to personal criteria and to find salons that meet their needs around the clock. Once registered, they can easily schedule or cancel appointments – even outside regular opening times.

Douglas stores and external salons

Douglas Beauty Booking gives customers access to services at selected Douglas stores as well as local hairdressing and beauty salons, including those run by Dennis Creuzberg, Udo Walz and other icons of the hairdressing industry. These have been selected in accordance with stringent criteria to guarantee customers the high service quality that they have come to expect from Douglas.

“In the beauty business, the future belongs to those who can provide customers with unique experiences. For us, this also includes services such as beauty treatments, professional make-up and exclusive hair styling. With Douglas Beauty Booking, we are

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the first retailer to create a marketplace for beauty services, underscoring our innovation leadership," says Tina Müller, Douglas Group CEO.

2019 launch in Berlin

Similar to other innovative start-ups, Douglas Beauty Booking will initially be launched in one city - other German cities will follow. The first step will be taken in Berlin in March 2019, with six participating Douglas stores and some 80 external beauty salons already included. In January, a test phase with a selected group of test customers was completed. Douglas sees the project as an extremely well-prepared experiment, and is pursuing a test & learn approach that is widespread in the start-up industry.

Douglas Beauty Booking establishes Douglas in the service sector

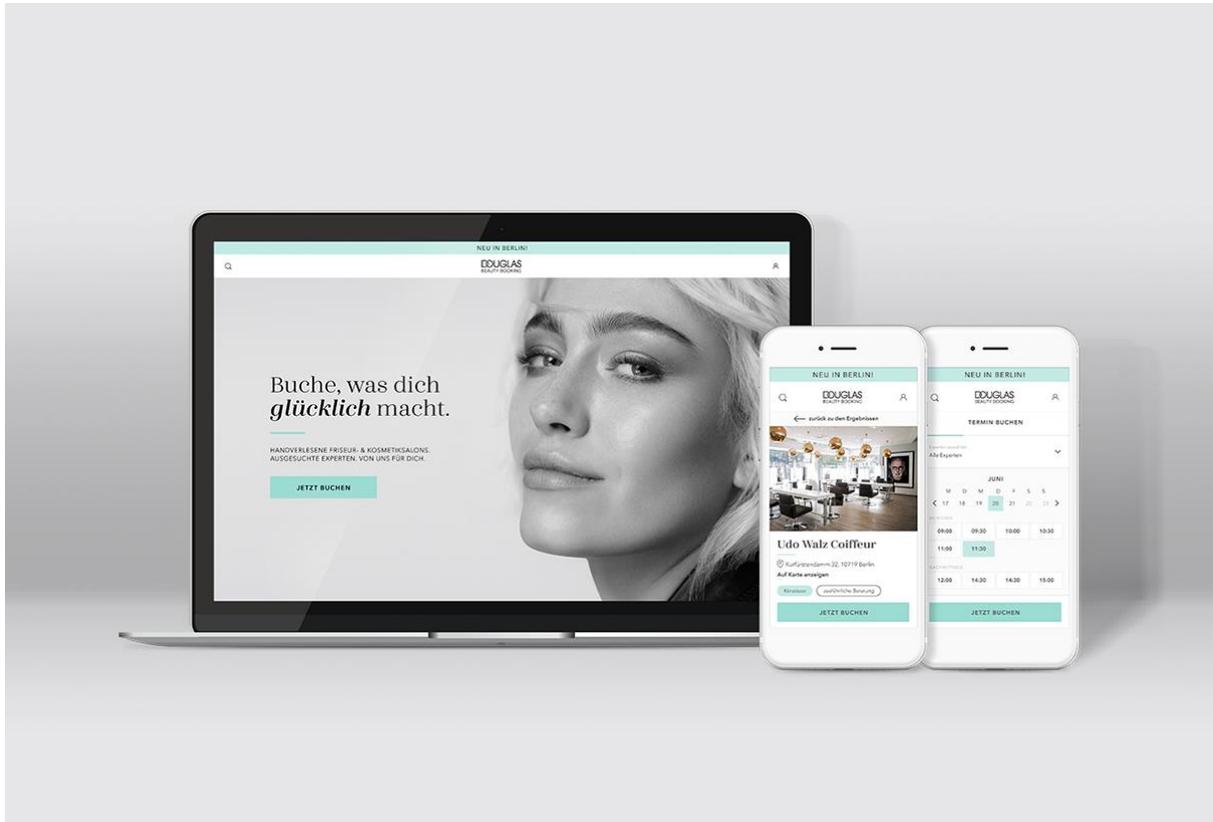
"These days, our customers consider beauty to be more than just buying products. They also want to take advantage of high-quality beauty services and treatments on a regular basis. With Douglas Beauty Booking, we are taking another key step in becoming the No. 1 beauty destination for our customers," says Jessica Koch, Director New Business at Douglas. "Our expanded service competence will also have a positive effect on visitor frequency in the medium term."

Douglas and Shore - a strong team

Douglas Beauty Booking is the result of a successful partnership between Douglas and Shore, a leading supplier of cloud-based business solutions. Shore has provided participating beauty and hairdressing salons with its comprehensive calendar solution for online appointment management. Nikbin Rohany, Managing Director of Shore: "With our extensive range of products for salon owners, we bring premium service providers together with customers who demand the very highest standards in service and quality. With our business solution, we are pleased to be able to support beauty salons in acquiring and retaining clients while also making it easier for Douglas customers to find qualified suppliers and book their beauty and hairdressing appointments."

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www.douglas.de/beautybooking



ABOUT DOUGLAS:

Douglas is one of the leading retailers in the European beauty industry with about 2,400 stores and fast-growing online shops in 21 European countries. In the financial year 2017/18, the company generated sales of 3.3 billion euros. Every day, around 20,000 dedicated beauty advisors strive to make their customers more beautiful and thus happier. Douglas has a portfolio of some 38,000 high-quality products in the areas of perfumery, decorative cosmetics and skincare as well as food supplements and accessories. Providing excellent consultation and a range of unique services, Douglas is one of the leading companies in the beauty market - both online and in stores.

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