

# DOUGLAS

## PRESS RELEASE

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### *Douglas acquires financial interest in start-up Welmoa in beauty at home sector*

- Douglas is investing in Welmoa, the premier beauty on demand start-up, thus expanding its involvement in the beauty services segment
- Response to the new offering is being tested in a pilot phase via various media channels in Munich
- Douglas Group CEO Tina Müller: "As Europe's no. 1 beauty destination we always set new standards. This includes offering our customers not only unique shopping experiences in our stores and affiliated salons but also at home. We so firmly believe in the concept of being pampered with high-quality beauty services at the place of one's choice that we are investing in it."

Düsseldorf, 17 April 2019. Douglas, one of the leading premium beauty retailers in Europe, is investing in the beauty start-up Welmoa, a Munich-based beauty on demand platform that is already represented in six German cities.

#### **Mobile beauty offerings and wellness services**

The platform, which was established in 2016, offers mobile beauty and wellness services which are delivered straight to the customer's location of choice via an online booking system. The portfolio ranges from make-up, massages and nail care through to hairstyling and hair removal. With just a few clicks customers can book beauty experts who offer a treatment, seven days a week, that is tailored to their personal needs and individual everyday schedule.

#### **Beauty experts with premium quality standards**

The mobile beauty experts from Welmoa bring the required equipment and transform any location into a beauty oasis and place of relaxation. They master their trade perfectly and have passed a three-stage selection process to offer first-rate and exclusive service.

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## **A win-win partnership through media-for-equity investment**

"As Europe's no. 1 beauty destination we always set new standards. This includes offering our customers not only unique shopping experiences in our stores and affiliated salons but also at home. We want to provide this innovative and exclusive service in cooperation with Welmoa. We so firmly believe in the concept of being pampered with high-quality beauty services at the place of one's choice that we are investing in it," says Tina Müller, Group CEO of Douglas.

Douglas is not merely acquiring a financial interest in Welmoa as a classic venture capitalist but also acts as a media-for-equity investor. Response to the new offering in Munich is being tested in a pilot phase. Existing Douglas customers moreover benefit from introductory offers.

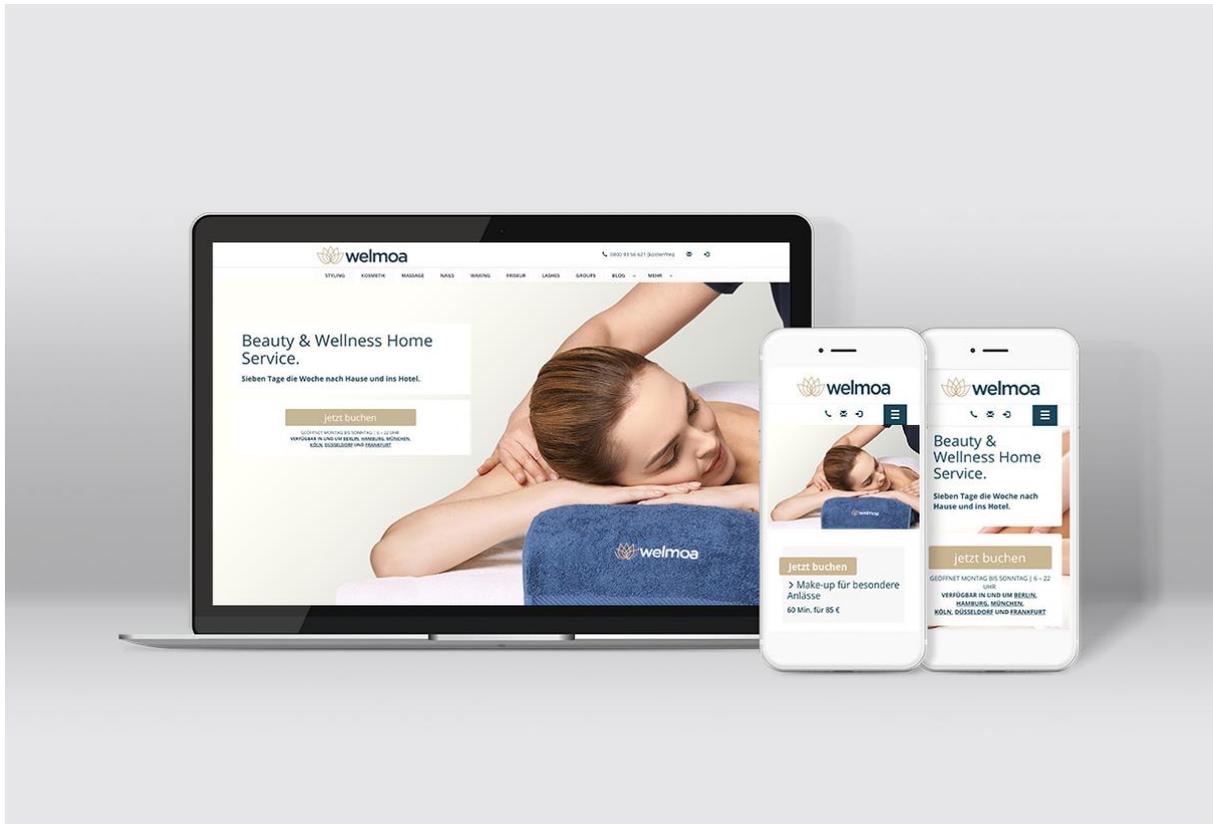
Douglas CMO Lucas van Eeghen: "As an innovative beauty player we are always on the lookout for exciting investment opportunities that are in line with our #FORWARDBEAUTY strategy. In Germany Welmoa is a pioneer and currently the premier company in the beauty at home segment - a market that is already booming in America. We want to enter this exciting field together with Welmoa and give our customers access to premium beauty services."

## **On a joint learning path with Douglas**

"We see Douglas as a strategic investor whose media power and marketing expertise offers us a unique opportunity to publicise our service to an even more targeted audience and receive assistance in our expansion process," according to Analena Gabloner, founder of Welmoa.

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[www.welmoa.de](http://www.welmoa.de)



## ABOUT DOUGLAS:

Douglas is one of the leading premium beauty retailers in the European beauty industry with about 2,400 stores and fast-growing online shops in 24 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 50,000 high-quality products of more than 650 brands in the areas of perfumery, decorative cosmetics and skincare as well as food supplements and accessories. With around 40 million Beauty Card holders, Douglas has one of the largest customer loyalty programs in Europe. 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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