

PRESS RELEASE

Douglas and HSE24 to launch joint TV format

- Broadcast of "Douglas Beauty Talk by HSE24" to start on 25 October 2020
- Douglas products to be available for the first time in TV commerce

Düsseldorf/Munich, 12 October 2020. Douglas, one of the leading premium beauty retailers in Europe, and HSE24, a leading omnichannel retailer with three TV stations and successful e- and social-commerce operations, will begin broadcasting their first joint TV format, "Douglas Beauty Talk by HSE24", at 4 p.m. on 25 October on HSE24. During this talk show, Douglas will present selected brands that customers can purchase on HSE24. These products will include the high-quality skin-care series from Dr. Susanne von Schmiedeberg, the product line #INNERBEAUTY and Douglas' home spa body-care series.

"Douglas is really excited about trying this new format to reach new target groups and potential customers," said Tina Müller, the Group CEO of Douglas. "That's what HSE24 provides us thanks to its optimal network of TV and online channels and its technical reach of 45 million TV households in Germany, Austria and Switzerland. I really love the editorial and modern concept that Douglas Beauty Talk will use."

"Douglas Beauty Talk by HSE24" will celebrate its television premiere on 25 October with a "Doctor Brand", the skin-care series of Dr. Susanne von Schmiedeberg. The physician and anti-aging specialist will present her line in person. On 14 November, Susanne Cornelius, the Vice President for Douglas Brands and the Head of Marketing at Douglas, will introduce viewers to the body-care series Douglas Home Spa. The final show of the year will be broadcasted on 6 December. It will feature Susanne Cornelius and the brand #INNERBEAUTY from the booming food-supplement segment.

"HSE24 and Douglas, two of Europe's leading retailers, are entering into a strategic partnership to offer their beauty-related customers exciting content on the subject of beauty & wellness. The two companies complement each other perfectly in terms of positioning, target group fit, brand awareness and customer loyalty. HSE24 offers the most entertaining form of shopping on the market and is delighted to provide Douglas

with a platform to present its exclusive brands to a wide audience. We expect a strong customer feedback on our TV channels and our digital channels", says Sandra Rehm, CEO of HSE24.

ABOUT DOUGLAS:

Douglas is one of the leading multichannel premium beauty retailers in Europe with about 2,400 stores and a unique e-commerce platform that is currently being expanded into a curated beauty marketplace. The #FORWARDBEAUTY strategy defines the path into the future of omnichannel retailing. Already today Douglas is the number one beauty retailer in 26 countries, offering its customers an attractive portfolio of around 55,000 high-quality products from over 750 brands in the fields of perfumery, decorative cosmetics and skin care, as well as nutritional supplements and accessories. Douglas generated sales of 3.5 billion euros in fiscal year 2018/2019. Around 20,000 beauty experts encourage and inspire Douglas customers every day to live their own kind of beauty.

#doitforyou

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ABOUT HSE24:

HSE24 is one of the leading omnichannel retailers in Europe in the field of TV-Commerce, E-Commerce and Social Commerce. Via three TV channels (HSE24, HSE24 Extra and HSE24 Trend), the company reaches around 45 million households in Germany, Austria and Switzerland. Shopping Live, a subsidiary of HSE24 in Russia, reaches an additional 35 million households.

HSE24 stands for the most entertaining form of shopping and inspires more than 1.4 million active customers who appreciate the curated product range from the segments of fashion, jewellery, beauty, wellness & sport, household and home & living.

In the 2019 financial year, the HSE24 Group generated net sales of €775 million. At HSE24, 850 employees create an entertaining and customer-oriented shopping experience. In addition, there are 2,200 external jobs at logistics and call centre partners. HSE24 has received several awards for its outstanding customer service quality. Further information is available at www.hse24.com and www.hse24.de.

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