

PRESS RELEASE

Seamless customer journey

DOUGLAS combines all omnichannel functions under one organizational roof - Philipp Andrée appointed CCO

- Marketing, CRM, E-Commerce, retail media and technology under one organizational roof with full focus on customers, omnichannel and company growth
- Role of CDO Philipp Andrée will be extended to Chief Commercial Officer (CCO)
- DOUGLAS Group CEO Sander van der Laan: "With this structure, we enable a holistic brand experience and seamless omnichannel processes for our customers."

Düsseldorf, 04.05.2023 - As part of the "Let it Bloom - DOUGLAS 2026" strategy, Europe's leading omnichannel beauty destination is optimizing its organization for more growth and customer orientation: the functions marketing, customer relationship management (CRM), E-Commerce, retail media and the entire IT will be bundled under the leadership of CDO Philipp Andrée, whose current position will be expanded to Chief Commercial Officer (CCO). The main aim is to form an effective organization that displays the holistic omnichannel brand experience for customers.

"For us, omnichannel means always to be present and accessible for our customers on all sales and communications channels," said van der Laan. "In this sense, we are closely connecting all relevant functions, reduce complexity and significantly accelerate important decision-making processes. With his broad expertise and experience in marketing and branding, omnichannel retail as well as digital transformation, Philipp Andrée is the ideal candidate for this task. In the future, he will be responsible not only for E-Commerce, but for the entire marketing and brand experience, the whole customer journey and all technological developments."

Due to the change of the operational structure and the associated elimination of the CMO position in the Executive Committee, Group CMO Caroline Schmitt decided to leave the company after 5 years, effective May 15. Caroline Schmitt took over the role as CMO of the DOUGLAS Group in January 2022 and successfully strengthened DOUGLAS leading position as an omnichannel retailer in a highly competitive market. In her previous position as SVP Marketing, E-Commerce and CRM of the DACH region, she played a major role in the transformation of the DOUGLAS brand by successfully

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developing all areas of the brand and customer experience. Caroline Schmitt was an integral part of implementing DOUGLAS' brand strategy "#FORWARDBEAUTY.DigitalFirst".

"I would like to thank Caroline Schmitt for her dedication, commitment and outstanding performance and contribution to DOUGLAS' successful development and wish her all the best for her professional future," said van der Laan.

ABOUT DOUGLAS

DOUGLAS is Europe's leading omnichannel beauty destination. We inspire customers to live their own kind of beauty by offering an unparalleled assortment in online stores, via a partner program and in around 1,800 stores. Strengthening our successful omnichannel positioning while consistently developing the customer experience is at the heart of our strategy. In its fiscal year 2021/22, DOUGLAS generated sales of 3.65 billion euros in perfume, decorative cosmetic, skin and hair care nutritional supplements, health care and accessories.

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