

PRESS RELEASE

DOUGLAS supplying Germany, Austria and Switzerland from omnichannel centre in Hamm

- State-of-the-art logistics centre for the entire three-country region
- Threefold warehousing capacity and improved service for customers and suppliers
- Products shipping to end customers and around 400 stores plus returns management
- DOUGLAS Group CEO Sander van der Laan: "This is a great milestone in our omnichannel strategy: This logistics centre will enable us to improve both our service and delivery times."

Düsseldorf/Hamm, 1 September 2023 - DOUGLAS, Europe's leading omnichannel beauty destination, is setting new standards in omnichannel logistics in cooperation with the supply-chain and E-Commerce service provider Arvato: Following a successful ramp-up phase, all of the around 400 DOUGLAS stores in Germany, Austria and Switzerland are now being supplied and all online orders are now being processed from the new state-of-the-art logistics centre located in the north western German city of Hamm. The Group's cross-channel returns management for the three-country region is also being performed by the new centre. With the help of a design concept that employs high-performance automation technology and cloud-based IT solutions, the centre efficiently combines the various sales channels and country orders of DOUGLAS. The new omnichannel logistics centre will also serve as a blueprint for the Group's future supply-chain organization and other locations as part of the strategy "Let it Bloom - DOUGLAS 2026".

"Our cutting-edge logistics centre in Hamm is a great milestone in our omnichannel strategy. It will enable us to integrate our retail business and online shop in Germany, Austria and Switzerland even more closely," said Sander van der Laan, CEO of DOUGLAS Group. "This will pay off in particular for our customers and suppliers as the Hamm centre will enable us to improve both our service and delivery times."

Operating at its full utilization rate, the new centre can ship up to 114,000 packages daily to customers in Germany, Austria and Switzerland; the capacity can also be increased by up to 50 percent in all areas. In addition to state-of-the-art technology, fast delivery in the

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three-country region is further made possible by the very central location in the eastern section of Germany's Ruhr region and direct access to a number of motorways. The new distribution centre, which comes equipped with advanced automation technology, is a lighthouse project for DOUGLAS and Arvato, and represents the next step in the two company's long-time partnership. The logistics centre in Hamm built on a site measuring 38,000 square metres will also create up to 400 jobs.

The new centre has enabled DOUGLAS to triple its warehouse capacities - a deliberate and logical step in light of the very dynamic growth the company has generated in recent years. "We have carried out a future-focused concept in Hamm that will optimally support not only growth, but also the strategy of DOUGLAS," said Julia Börs, President Consumer Products at Arvato, highlighting the importance of the project.

Earlier this year, DOUGLAS introduced its new strategy "Let it Bloom - DOUGLAS 2026" which focuses on four key pillars: #1 Beauty Destination, Range of Brands, Omnichannel Experience and Efficient Operating Model, all based on the DOUGLAS culture as a strong foundation. DOUGLAS is planning additional omnichannel centres across Europe as part of the strategy; the Group just recently announced plans for a new central logistics centre in Madrid, Spain.



ABOUT DOUGLAS

DOUGLAS is Europe's leading omnichannel beauty destination. We inspire customers to live their own kind of beauty by offering a unique assortment in online stores, via a partner program and in around 1,840 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 with a focus on fragrances, make-up, skin care, hair care, health care and accessories.

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