Westwing App Hits 1 Million Download Mark

Westwing Generates 37% of its Sales through Mobile Devices

Munich, August 5th, 2014—Right on time for the Westwing app's first anniversary, one million downloads of online shopping club Westwing´s app have been recorded. With this, Westwing Home & Living has reinforced its position as a leading eCommerce company for Home & Living and underscored once more its success, this time in mobile commerce.

The app, which is available for free on iOS and Android devices in all global Westwing markets has been downloaded about 20,000 times per week on average. Mirroring this trend, Westwing has reached rank 9 in the iTunes Store Ranking (Lifestyle category) in Italy. In Spain, the Westwing app has reached rank 14, and in Germany it recently moved to rank 42. The Westwing app has been most popular in Brazil with more than 200,000 downloads already, followed by Germany (180,000) and Italy (140,000).

Stefan Smalla, CEO of Westwing is proud of this success. "We are happy that our Westwing app has been so well-received by our customers. From the beginning, it was very important for us to develop an app that both excites and inspires our customers. Consequently, design and usability have been very important focus areas for us, and the success of the last months shows that we are on the right track with our approach." Thanks e.g. to a high-resolution zoom feature, all product details such as materials or patterns are conveniently available in gorgeous resolution.

Westwing has recently been generating 37% of its sales through mobile devices. This mobile share has been growing consistently: a year ago, the share of sales generated on mobile devices was only 23%. Mobile commerce has become one of the most important drivers of growth for this young company, which in the last year (only its second full year of business) has almost tripled its total net sales to 111 million Euros. Shopping on mobile devices now is as attractive to customers as it is on desktop computers. "Many of our customers do not want to be limited to just one type of shopping, and they want to be able to change their shopping channels according to their likes and habits at any moment. We want to further improve in this regard and are heavily emphasizing cross-device shopping, aiming to take customer loyalty to a new level," said Smalla.

With 15 million members and over 70% of orders coming from repeat customers, Westwing has achieved remarkable customer loyalty and retention since its founding. However, the market for Home & Living eCommerce and mobile commerce offers much more potential for the online-shopping club.

About Westwing

Westwing is the leading international eCommerce company for home & living, offering its customers the latest trends in home décor and furnishing products at exceptional prices. Westwing is active in twelve markets on three continents and is headquartered in Munich, Germany. Westwing counts 1,100 employees in eight countries. Westwing was founded in 2011 by Delia Fischer, Georg Biersack, Matthias Siepe, Stefan Smalla, and Tim Schäfer. Westwing has received more than EUR 150 million in funding capital from a group of investors such as Access Industries, Fidelity Worldwide Investment, Holtzbrinck Ventures, Investment AB Kinnevik, Odey, Summit Partners, Tengelmann Ventures, and others.

For more information please visit www.westwing.de. Westwing is active in Germany, Italy, Brazil, Russia, France, Spain, Poland, Netherlands, Switzerland, Austria, Kazakhstan, and Belgium.