

Westwing increases net revenue to EUR 110 million in 2013 and grows nearly 3x in the company's second full year of business

Munich, March 5, 2014. Westwing, the leading international eCommerce company in the home and living market, today announced that it has grown net revenues to EUR 110 million in 2013, after returns, in just its second full year of business. Westwing had previously generated net revenues of EUR 41 million in 2012 and EUR 0.5 million in 2011.



Westwing's rapid growth is in large part driven by high customer loyalty, with 75% of monthly sales coming from repeat customers. The company has established the number one position in the ten markets it serves, among them emerging markets like Brazil and Russia as well as European core markets like Germany, Italy, or France.

Stefan Smalla, Founder and CEO of Westwing: "Westwing has almost tripled sales in the last year. With these results we have become the leading international eCommerce retailer in home & living outside the US and the most exciting movement in this market. We are passionate to always carry the top interior brands and products, introduce the most

exciting trends, and guarantee the best experience for our community of more than 12 million members."

In 2013, Westwing generated more than 1.2 million orders adding up to 2.8 million sold products. Increasingly, orders are happening on mobile devices, with 34% of sales already on mobile. Westwing has doubled its member base to 12 million in the recent year. Yet, there is much more opportunity ahead, with the global home & living market exceeding EUR 400 billion, similar in size to the fashion market, but at an earlier stage in the rapid shift to online.

Westwing has invested significantly into its infrastructure. It is now running six global logistics centers in Germany, Italy, Brazil, Russia, Poland, and Spain. This enables the company to optimize logistics processes in an integrated cross-border setup, and to serve customers with hundreds of thousands of different products per year that are often not available to local customers at other retailers, offline or online.

Stefan Smalla: "This year, we will further step up our efforts to make the Westwing customer experience world-class by heavily investing into our logistics network and technology platform. We will be working even closer with our suppliers to curate the most inspiring, unique, and high-quality merchandise. We will massively grow in all markets to extend our number one position. And we will continue to fulfill our mission: To inspire and to make every home a beautiful home."

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 ten 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 received more than USD 100 million in funding capital from a group of investors including Access Industries, Holtzbrinck Ventures, Investment AB Kinnevik, and Summit Partners.

For more information please visit www.westwing.de. Westwing is active in [Germany](#), [Italy](#), [Brazil](#), [Russia](#), [France](#), [Spain](#), [Poland](#), [Netherlands](#), [Switzerland](#), and [Austria](#).