

Press Release

Hamburg, 10 December 2018

Frauke Mispagel bolsters the management team of Otto Group Digital Solutions

With effect from 1 January 2019, Frauke Mispagel will be joining the Executive Board at Otto Group Digital Solutions (OGDS) and will head the Otto Group's own Company Builder unit together with Dr Björn Schäfers. In addition, the 37-year-old will also join the board of Liquid Labs.

Frauke Mispagel comes to OGDS from Axel Springer Plug & Play Accelerator GmbH. Managing director there since 2015, she succeeded in turning the start-up into a professional investment firm with investments in N26, among others. Previously, she was Senior Investment Manager at Axel Springer SE, where she was responsible for the "Early Stage" strategy and investments in Europe and the USA.

After studying at the Otto Beisheim School of Management (WHU) and taking a master's degree in economics at the University of York, Frauke Mispagel began her career in 2006 in investment banking at JP Morgan in London. In 2010, she was part of a team that founded Ecogood GmbH, an online platform offering consumers opportunities to save CO2 and support climate projects. A year later, Frauke Mispagel moved to Zalando GmbH in Berlin, where she was responsible for international business development and successfully accompanied the company's expansion into eight other countries.

Before joining the Axel Springer Group in 2014, Frauke Mispagel was Head of Digital Acquisitions at the Bauer Media Group, where she was instrumental in driving digital growth.

Sebastian Klauke, Chief Digital Officer of the Otto Group: "Frauke Mispagel brings with her considerable expertise in digital matters and profound strength in the implementation of projects. She will play a decisive role in providing crucial impetus for the further development of OGDS. We are delighted to have secured Frauke's services for this responsible task."

About Otto Group

Founded in Germany in 1949, today the Otto Group is a globally active retail and services group with around 51,800 employees. The Group comprises 123 major companies and does business in over 30 countries in Europe, North and South America, and Asia. Its business activities are grouped into three segments: Multichannel Retail, Financial Services, and Service. In the 2017/18 financial year (to 28 February) the Otto Group generated revenues of 13.7 billion euros. With online revenues of approximately 7.9 billion euros, the Otto Group is one of the world's largest online retailers. Ecommerce, catalogue sales and over-the-counter (OTC) retail form the three pillars of the Otto Group's Multichannel Retail activities. Worldwide corporate activities, numerous strategic partnerships and joint ventures provide the Otto Group with excellent opportunities to transfer know-how and leverage areas of synergy potential. Group companies operate largely independently, guaranteeing flexibility, customer proximity and optimum target-group appeal in their respective national markets.

Press contacts:

Thomas Voigt, +49 40 6461 4010, thomas.voigt@ottogroup.com
Martin Zander, +49 40 6461 2820, martin.zander@ottogroup.com

About Otto Group Digital Solutions

Otto Group Digital Solutions (OGDS) is the corporate company builder for the Otto Group and a strategic pillar of the organization. OGDS focuses on establishing startups in the e-commerce, fintech, and logistics sectors. The aim is to identify, develop, and establish new business models in the market to help shape the digital future of the Otto Group as a retail-related service provider. OGDS uses the assets of the Otto Group, such as customer knowledge, website reach, and logistics infrastructure as strategic levers to accelerate growth and build market-relevant companies.

The portfolio companies include collectAI (automated receivables management), Risk Ident (online fraud prevention), odc (full-service solution for fulfillment and returns), shopping24 internet group (provider of shopping portals and product search engines), Otto Group Media (data-driven advertising), as well as the two company builders Liquid Labs and into-e. There are also minority interests in ifeelgoods (Rewards platform) and picalike (similarity search).

Press contact:

Sandra Hartwig, +49 40 696 35 90 27, sandra.hartwig@ogds.de