

# FACT SHEET

## COMPANY PROFILE

windeln.de is one of the leading German online retailers for baby, toddler and children's products with presence in six European countries: Germany, Austria, Switzerland, Spain, Portugal and France. The Company also operates a successful e-commerce business with products for babies and toddlers for customers in China. windeln.de offers approximately 50,000 products sold via the German Shop windeln.de as well as via the international shops windeln.ch, bebitus.com, bebitus.pt, bebitus.fr and windeln.com.cn. The product portfolio includes everything from diapers, baby food, children's furniture, toys, clothes and strollers to child car seats. windeln.de customers also benefit from numerous content and community offerings that respond to the needs of families, e.g. online magazines, blogs and forums. windeln.de was founded in October 2010 and has been listed in the Prime Standard of the Frankfurt Stock Exchange since May 6, 2015. For more information, go to <http://corporate.windeln.de>.

## SHARE CHART



## FINANCIAL CALENDAR

**Nov 08, 2018** Publication quarterly financial report (call-date Q3)

## MANAGEMENT BOARD



**Matthias Peuckert**



**Dr. Nikolaus  
Weinberger**

## SUPERVISORY BOARD

- > Willi Schwerdtle
- > Dr. Edgar Carlos Lange
- > Dr. Hanna Eisinger
- > Dr Christoph Braun
- > Clemens Jakopitsch
- > Tomasz Czechowicz

## STOCK FUNDAMENTALS

ISIN	DE000WNDL110
WKN	WNDL11
Share type	Ordinary
Bloomberg Code	WDL@GR
Ticker	WDL
Branch	eCommerce
Segment	Prime Standard
No. of shares	31,136,470
Market Cap	EUR 8.10 mn
52 week high	2.70 EUR
52 week low	0.25 EUR
Stock exchanges	Frankfurt Stock Exchange

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## ANNUAL FIGURES

	2017	2016	2015	Change
<b>Performance Indicators</b>				
Site Visits	90,511,127	93,988,828	51,724,145	42,264,683
Mobile Visit Share (in % of Site Visits)	70.6%	63.4%	55.4%	8.0pp
Mobile Orders (in % of Number of Orders)	40.0%	45.5%	39.3%	6.2pp
Active Customers	1,051,409	1,065,089	859,483	205,606
Number of Orders	2,355,908	2,336,533	1,803,428	533,105
Average Orders per Active Customer (in number of orders)	2.23	2.19	2.37	(0.18)
Share of Repeat Customer Orders (in % of Number of Orders)	76.2%	76.6%	77.6%	(1.0pp)
Gross Order Intake (in EUR )	206,291,947	204,497,057	171,135,408	33,361,649
Average Order Value (in EUR )	87.56	87.52	94.89	(7.37)
Returns (in % of Net Merchandise Value)	3.1%	5.1%	4.6%	0.6pp
Marketing Cost Ratio (in % of revenues)	5.3%	7.0%	6.1%	0.9pp
Adjusted Fulfilment Cost Ratio (in % of revenues)	14.7%	17.4%	12.6%	4.8pp
Adjusted Other SG&A Expenses (in % of revenues)	16.5%	16.1%	13.6%	2.5pp
<b>Earnings Position</b>				
Revenues (in kEUR )	211,899	194,756	160,994	33,762
Gross Profit (in kEUR )	52,335	51,772	42,589	9,183
Gross Profit (as % of revenues)	24.7%	26.6%	26.5%	0.1pp
Operating Contribution (in kEUR)	10,112	4,616	12,567	(7,951)
Operating Contribution (as % of revenues)	4.8%	2.4%	7.8%	(5.4pp)
Adjusted EBIT (in kEUR )	(24,946)	(26,712)	(9,329)	(17,383)
Adjusted EBIT (as % of revenues)	(11.8%)	(13.7%)	(5.8%)	(7.9pp)
<b>Net Asset and Financial Position</b>				
Cash flow from operating activities (in kEUR )	(27,963)	(31,224)	(22,244)	(8,980)
Cash flow from investing activities (in kEUR )	(201)	(6,113)	(16,271)	10,158
Cash and cash equivalents at the end of the period (in kEUR)	26,465	51,302	88,678	(37,376)
<b>Other</b>				
Basic earnings per share (in EUR)	(1.41)	(1.60)	(1.23)	(0.37)
Diluted earnings per share (in EUR)	(1.29)	(1.42)	(1.18)	(0.24)

pp = Percentage points

All performance indicators as well as the section earnings position include amounts from continuing operations only

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