

Frank Aldorf, new Strategic Consultant of internetstores

Stuttgart, 10 July 2018 – Frank Aldorf has been a strategic consultant to internetstores since 1 July 2018. He supports the company management in the sustained development and expansion of the international and steadily growing brand and product portfolios. As a marketing executive, he has wide-ranging experience both nationally and internationally in brand development and management.

“Frank Aldorf has impressed us, as a professional and as a person”, says internetstores CEO, Christian Bubenheim. “With him we are gaining a dedicated and experienced marketing expert. We want to invest in this sector, so as to establish a dominant position with the enormous growth potential in the relevant markets and customer segments, and provide our customers with the best possible service.”

More than 30 online shops in 16 countries, with sales growth well above average and continuous expansion of market shares, all show that internetstores, as a part of the Signa Sports Group, are the really relevant Bike and Outdoor platform in the whole of Europe. Now the key issue is to set the right course for the future, in content and strategy, and to drive ahead with further expansion.

Frank Aldorf most recently held the post of Chief Brand Officer at Canyon Bicycles GmbH, being responsible, among other roles, for the sectors of Brand, Marketing, Customer Experience, and Globalisation, and jointly supervised the expansion of the company in the USA, Australia, and New Zealand. Before that he was head of global marketing and the internal Dealers University at Specialized. He was a co-founder of the consultancy firm Hubble Innovations, and can look back on an agency career spanning many years in Germany and the USA .

About internetstores

internetstores Holding is part of the SIGNA Sports Group, and is Europe's leading online provider of bike and outdoor products. The Group operates a large number of online shops in 16 European countries: fahrrad.de, Bikester, Probikeshop, CAMPZ and Addnature are all in the portfolio. The Shops have a complete range to choose from, aiming to serve everyone from beginners to real enthusiasts: Cyclists and lovers of the outdoors will find exactly what they are looking for here, among more than 750 brand names and 75,000 products. As well as the online shops, the company also owns a range of own brands, such as the high-end mountain bikes and racing cycles from VOTEC. The locations in Stuttgart, Berlin, Esslingen, Lyon, and Stockholm at present have some 550 staff members. More at www.internetstores.com

INTERNETSTORES

About the SIGNA Sports Group

The SIGNA Sports Group, with its key segments Bike & Outdoor, Tennis, and Team Sports & Athleisure, is the leading online sports retail platform in the whole of Europe. The SIGNA Sports Group owns internetstores and Probikeshop (Europe's Number One in bike sports and Outdoor), Tennis-Point (Europe's Number One in Tennis), Outfitter, and Stylefile (Europe's Number One in Team Sports & Athleisure).

The SIGNA Sports Group is the technological leader and biggest sports eCommerce platform in Europe, with the clear aim of extending its leading position still further by pro-active and profitable growth. More at www.signa.at

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