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PRESS RELEASE

Rebelle takes over The 2nd Edit

Hamburg, 31st May 2018 – Rebelle.com, the leading online marketplace for second-hand designer fashion, is taking over the operations of Scandinavian competitor “The 2nd Edit”. With this strategic step Rebelle is reinforcing its leading position within Europe. The acquisition secures access to the growing Scandinavian luxury re-sale market.

All The 2nd Edit activities will be continued under the Rebelle brand. The takeover constitutes the next step in Rebelle’s international growth strategy. “The Scandinavian second-hand market is growing strongly. So The 2nd Edit is an excellent fit to strengthen our position within that area”, explains Cécile Wickmann, founder and CEO of Rebelle - StyleRemains GmbH. “With The 2nd Edit, we are not only gaining a strong new customer base, but also a vast selection of exclusive designer treasures. We are also looking forward to expanding our portfolio with a large number of pieces from Scandinavian brands, such as Ganni, Acne or Baum and Pferdgarten, for which there is a strong demand in other European countries.”

The 2nd edit

The 2nd edit is the leading Nordic marketplace for pre-owned designer fashion and was founded in 2015 by Danish entrepreneur Christian Tost. “With the integration of our platform into Rebelle, customers will benefit from a broader product range and much greater reach”, says Christian Tost, managing director of The 2nd Edit. “We want to provide the best experience for buyers and sellers of pre-owned luxury in the Nordics. Even though we have come a long way, we see the merger with Rebelle as a great opportunity to serve our customers with more products from international luxury brands such as Chanel, Gucci and Louis Vuitton. Further it is an opportunity to enable our sellers a faster sales cycle due to the larger audience and a higher level of customer support. As

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Rebelle's and The 2nd Edit's management have the same common goal of helping customers to simply and conveniently sell their wardrobes full of pre-loved luxury pieces it was an easy decision to join the growing Rebelle movement"

Constant international growth since launch

As a managed online marketplace, Rebelle.com has been connecting buyers and sellers of luxury second-hand fashion since its launch in 2013. Following the integration of The 2nd Edit, Rebelle will continue to focus on their internationalisation in attractive European markets. Headquartered in Hamburg, today over 60 percent of the company's orders are cross-border and therefore truly international transactions. Over 100,000 selected designer items from brands such as Hermès, Chanel and Louis Vuitton are available on the website that has more than one million unique visitors per month. This success is based on a unique proposition: Rebelle not only offers a secure shopping experience to buyers by guaranteeing the authenticity and quality of all items but also provides an all-inclusive service for sellers: Starting with professional pictures and product descriptions to warehousing, packaging, shipping and payment handling, Rebelle manages the entire selling process. In autumn 2017 Rebelle raised a multi-million Euro investment led by Danish investor Friheden Invest A/S. Together with North East Ventures, the fund of the Pandora Family from Copenhagen, Rebelle already has two well-known Scandinavian shareholders and a strong network in the Nordic markets.

About REBELLE

Rebelle.com is the premier online marketplace for designer second-hand fashion and accessories. Customers can easily buy and sell preloved designer items. With the concierge service, Rebelle offers an all-inclusive service and takes over the entire selling process: from creating professional text and image materials to packaging and shipping. An expert team verifies the quality and authenticity of the articles and offers buyers a secure shopping experience. Rebelle.com is active in 29 countries and is operated by StyleRemains GmbH. The companies headquarter is located in Hamburg and it employs around 100 people. The company is run by its founders Cécile Wickmann and Max Laurent Schönemann. Rebelle's institutional shareholders include the early stage investor High-Tech Gruenderfonds, as well as the family offices North-East Venture and Friheden Invest.

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