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REBELLE

PRESS RELEASE

Mediaset invests in Rebelle

Milan, 26th June 2018 – Rebelle.com, the online marketplace for second-hand designer fashion, raises a multi-million-Euro investment from Italy's largest media group Mediaset. The media for equity deal fuels the international growth of the German re-commerce expert.

The new strategic partnership involves Ad4Ventures, the venture capital initiative created by Mediaset, becoming a new shareholder of Rebelle and injecting a multi-million Euro volume of Italian media reach. As leading commercial media group in Italy, Mediaset will provide extensive communication and promotion across its distribution channels to expand Rebelle's brand presence in Italy.

"With this long term partnership we can push the international roll-out of Rebelle and grow our brand awareness in Italy to a new level", explains Cécile Wickmann, founder and CEO of Rebelle - StyleRemains GmbH. "Italian consumers are important contributors to our international marketplace. Working with Mediaset allows us to reach out to an even broader group of potential new customers with our unique selection of pre-loved designer items." The push into Italy is accompanied by a series of retail events with selected designer brands and concept stores throughout the country.

"We only invest in proven business models with a strong management and we are excited to be part of the success of Rebelle in Italy", says Katia Rizzo, Head of Mediaset Ad4Ventures. "Italy is the largest market for personal luxury goods in Europe and there is great potential regarding e- and re-commerce", adds Massimo Beltrame, CMO of Mediaset Ad4Ventures.

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Focus on international growth with professional service offer

Apart from Italy Rebelle is expanding into other attractive European markets. In autumn 2017 the company raised a multi-million Euro investment led by Danish investor Friheden Invest A/S and recently took over the Nordic competitor The 2nd Edit. Headquartered in Hamburg, already two thirds of the company's orders are cross-border transactions, connecting customers in 29 different countries. 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.

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 company's headquarter is located in Hamburg and it employs around 110 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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