

Delticom acquires material assets of AutoPink

Hanover, November 18, 2016 - Delticom (WKN 514680, ISIN DE0005146807, ticker symbol DEX), Europe's leading online retailer of tyres and accessories as well as an efood specialist, acquired the material assets of AutoPink through an asset deal.

AutoPink is an online-dealer for used cars located in France. The company was founded in 2008 and operates the domains AutoPink.com and facilicar.com. Potential interested buyers get via these websites direct access to a selection of high-quality cars from corporate fleets or trade-in from private individuals. Each vehicle sold by AutoPink was preselected based on rigorous criteria. Richest and most transparent information about the vehicle like pictures, quality, price, maintenance history as well as a description of possible defects are provided online to enable customers to make a well-informed buying decision. Potential sellers benefit for free from a comprehensive assessment of the car and receive directly after the on-site inspection a quotation at a fair market price.

Company founder Thomas Bertrand and his entire team comprising seven employees not only possess profound vehicle and service expertise as well as long-term experience in purchasing and selling used cars, but also have a high level of competency in online marketing and distribution. In 2015, the company generated revenues in the single-digit millions.

At a purchase price of around half a million Euro Delticom recently acquired beside the two brands AutoPink and Facilicar also the corresponding domains, the customer base as well as existing IT-systems and contracts.

Thierry Delesalle, board member of Delticom AG, is delighted about this new partnership: "With AutoPink we are completing our product offering in the automotive sector. Thomas Bertrand and his team successfully established the business with high-quality used cars over the past years and intelligently managed the link between the offline and the online world. Unified under one roof we will continue along the road to success in the years to come."

Thomas Bertrand, founder and managing director of AutoPink, adds: "Delticom has longstanding experience in the online automotive business. We are proud to win with Delticom the European market leader in its field. Delticom's key competences in combination with its strong partner network will help us to strongly leverage our position in the used car transaction market, with an exciting scale. Besides the comprehensive market and product know how, we will especially benefit from the core strengths of the Hanover team in online marketing and IT. There is a high degree of similarity in many areas and we are looking forward to this new partnership and the creative further development of our business."

About Autopink:

AutoPink streamlines the relationship between used car seller's and buyer's to raise the buying experience. AutoPink provides private individuals and fleets who want to sell their car with an instant online quote based on information submitted via an online form. If the customer agrees, upon appointment, an AutoPink expert meets with them at their home or in one of the branches to check the submitted information in 30 minutes, pick up the car and confirm payment.

Datamining, the industrialization and sub-contracting of the reconditioning process, digitization of sales' funnels and a light multi-level retail model have already helped AutoPink build the foundations of a powerful and efficient C2C marketplace.

The used car market is one of the last big markets not to be disrupted by the Internet: some 28 million second-hand cars are sold every year in Western Europe solely. Consumers are so disenchanted with the existing options that half of European transactions are conducted without any middlemen via classified ads.

About Delticom:

Delticom is Europe's leading online retailer of tyres and automotive accessories. Founded in 1999, the Hannover-based company operates more than 300 online shops and websites in 41 countries, including ReifenDirekt in Germany, Austria and Switzerland. The Delticom Group also owns the shops of Tirendo. The broad product range for private and corporate customers comprises more than 100 brands and more than 25,000 models of tyres for cars, motorbikes, trucks, commercial vehicles and buses, as well as complete wheels.

Customers enjoy all the benefits of modern e-commerce: easy ordering at home, a high ability to supply, and, not least, attractive prices. Goods are delivered within two working days on average, either to a cus-

tomer's home address or an alternatively designated address. Customers can also have their tyres delivered to one of more than 44,000 service partners worldwide (with 9,600 in Germany alone), which provide professional and cost-effective tyre fitting services for the Group's customers. More than 300,000 new vehicle parts, including motor oils, automotive spare parts and automotive accessories round out the product range.

In the efood area, Delticom AG is a leader in automated logistics processes and offers a comprehensive range of foodstuffs: a total of 17,000 articles are available in the gourmet online supermarket Gourmon-do.de alone.

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