

SOCIAL CHAIN GROUP

Media Release

The Social Chain Group becomes majority shareholder of 21sportsgroup

- **Leading e-commerce company for Boardsports, Running and Streetwear**
- **Capital share of 42 percent, voting rights of 57 percent**
- **EUR 100 million revenue in 2018**
- **Kofler: "Our Social Media Company and 21sportsgroup complement each other perfectly."**

Berlin, 13 September 2018 – The Social Chain Group (socialchaingroup.com), Berlin, acquires 42 percent of the capital share of the 21sportsgroup GmbH (21sportsgroup.com), Munich. In addition, the Social Chain Group holds over 57 percent of voting rights due to a voting rights restriction agreement with another investor and thus has a consolidatable majority in 21sportsgroup.

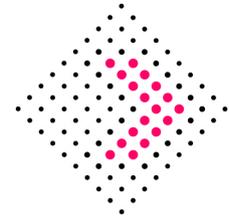
21sportsgroup is a leading e-commerce company in the areas of boardsports, running and streetwear – operating two successful online shops and 14 flagship stores in German cities under the well-known brands Planet Sports and 21run.

Planet Sports: A leading online shop and flagship stores for boardsports and streetwear

Planet Sports (planetsports.de) offers a comprehensive product range in the areas of boardsports and streetwear. In addition to its large online shop offering, Planet Sports has 12 flagship stores in 11 German cities. Planet Sports represents a unique, highly attractive product range, an emotional, inspiring shopping experience and fair prices in combination with an excellent logistics service. The most important Planet Sports' product categories are all kinds of boards for surfing, skating, skiing, watersports, boarder fashion, streetwear, outdoor clothing, shoes and a variety of accessories. This already successful high-margin business with its own and exclusive brands will be significantly extended. During the financial year 2018, Planet Sports will generate an estimated turnover of approximately EUR 75 million.

21run: Online shop and flagship stores for Running, Cycling, Swimming, Fitness

21run (21run.de) is an established European online shop focussing on the sports segment of running. As a running specialist, 21run offers an extensive shoes and clothing range including all major running shoe brands as well as selected special brands for specific uses. In addition, it offers excellent consulting services online as well as offline in all 21run shops. Personalised running analyses with state-of-the-art analysis tools are an essential part of the consultation. The additional coverage in the swimming and cycling segments is related to the company's original focus on triathletes. The 21run swim shop offers not only a comprehensive range of swimming trunks, sport bikinis and triathlon wetsuits but also a variety of accessories for swimmers. The 21run cycling shop offers



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functional cycling clothes; high-quality components and accessories for racing bikes as well as saddles and helmets. The booming fitness sector was identified as an additional growth segment to which a large number of 21run customers have a high affinity. 21run will generate revenues of more than EUR 25 million with its online shop in the financial year 2018.

Dr. Georg Kofler, CEO of the Social Chain Group says: "We are very pleased to own Planet Sports and 21run, two quality online shops, which we can further support and expand through the reach and marketing know-how of the Social Chain Group. Social media and sports products can complement each other perfectly, especially in the emotional presentation of sports events and brand worlds of well-known products. The investment in the 21sportsgroup is an important building block for consistent growth of the Social Chain Group".

Dr. Henner Schwarz, CEO 21sportsgroup: „The Social Chain Group is the ideal partner with whom we can drive further growth and strengthening of our brands. With Planet Sports and 21run, we not only want to sell products, but also to create emotional shopping experiences and a sense of belonging for our customers. The Social Chain Group's diverse media and marketing experts will be able to help us achieve this in the long term."

300 employees, EUR 100 million turnover in 2018

The 21sportsgroup employs around 300 people. Its headquarters and logistics are in Ketsch. Purchasing, marketing and product management are located in Munich. 21sportsgroup is expecting revenues of around EUR 100 million for the 2018 financial year.

- Ends -



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About the Social Chain Group AG:

The Social Chain Group Group (socialchaingroup.com) is an integrated social media company with the business areas Social Media und E-Commerce. The Social Chain Group has a total of 700 employees in Berlin, Manchester, Munich, London and New York. The Social Chain Group is expected to generate consolidated sales of EUR 200 million in 2018.

Contact:

Jana Walker | Senior Corporate & Brand PR Manager | E: presse@socialchaingroup.com |
T: +49 30 208 48 40 28

About the 21sportsgroup:

The 21sportsgroup (21sportsgroup.com) offers with 21run and Planet Sports online and in currently 14 own flagship stores a wide assortment in the segments running, cycling, triathlon, action sports, streetwear and outdoor. Another sales channel is the company's own shopping club, Clubsale. The sports platform is present throughout Europe, with a special focus on growth in Germany, Austria, Switzerland, France, BeNeLux, Italy and Spain. Every day, the team, consisting of enthusiastic athletes, proves that competence and service orientation are also important success factors in e-commerce as part of a modern multi-channel strategy.

Contact:

Oliver Schwartz | Head of Corporate Communication | public.relations@21sportsgroup.com |
T: +49 621 400 700-30