

MYTHERESA

MYTHERESA STRENGTHENS US BUSINESS WITH THE APPOINTMENT OF HEATHER KAMINETSKY AS PRESIDENT NORTH AMERICA AND LAUNCHES A BRAND AWARENESS CAMPAIGN WITH FOCUS ON THE US MARKET

MUNICH (April 21, 2021) – Luxury e-commerce platform Mytheresa is delighted to announce that Heather Kaminetsky will join Mytheresa June 1st, 2021 as President North America. Heather brings a wealth of consumer-centered experience in working both in fashion and digital with companies such as Net-a-Porter, Borderfree, Barneys New York and most recently as Chief Brand Officer of direct-to-consumer startup M.Gemi. She will be responsible for all Mytheresa customer facing activities in the North American market including Personal Shopping, Communication and Affiliate Marketing.

The set-up of a fully dedicated customer-facing team in North America is a logical next step in Mytheresa's aggressive expansion strategy to increase brand awareness and market share both in the US and Canada. In the first 6 months of the current FY2021, Mytheresa reported for the US a share of 11,5% of total net revenues compared to a 10,5% share in the first 6 months of FY2020. This equals an increase of approx. 43% in the first half of FY2021 compared to FY2020.

Michael Kliger, CEO of Mytheresa says *"The US is an important growth market for Mytheresa. It is a game-changer for us to have a dedicated local team to make more consumers aware of our unique value proposition and to deliver the first-class shopping experience that our customers expect. Heather has proven in the past that she can scale brand awareness and a customer base for companies such as Net-a-Porter and Barneys New York, thus we are extremely delighted to welcome her as the new President of Mytheresa North America. This marks another milestone for Mytheresa in our ambition to become the leading curated platform in luxury fashion."*

Heather Kaminetsky adds *"I am thrilled to join Mytheresa leading the business in North America. I am exhilarated by the strong business and brand positioning that Mytheresa has built in the past years, and I look forward to significantly scaling the market share and presence over the next years."*

As part of its growth strategy, the digital luxury fashion platform just launched a brand awareness campaign emphasizing Mytheresa's unique positioning combining a highly curated selection of more than 200 of the most coveted luxury brands and unparalleled, personalized customer experience for high-end luxury customers. The campaign includes multiple activities such as:

- A partnership with leading WSJ (Wall Street Journal) magazine on the digital event "The One" offering the friends of WSJ a dynamic and irreverent series featuring high-profile personalities. The series lives in-book, as a digital event and a video series.
- A digital and social media collaboration with Athena Calderone, a distinguished interior designer, celebrated author, culinary and visual storyteller, and creative director.
- A social media push with key US influencers telling the Mytheresa experience in the months of April to June.

ABOUT MYTHERESA

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Mytheresa (www.mytheresa.com) is one of the leading global luxury fashion e-commerce platform. Mytheresa was launched in 2006 and offers ready-to-wear, shoes, bags and accessories for women, men and kids. The highly curated offer focuses on true luxury with designer brands such as Bottega Veneta, Burberry, Dolce & Gabbana, Fendi, Gucci, LOEWE, Loro Piana, Moncler, Prada, Saint Laurent, Valentino and many more. Mytheresa's unique digital experience is based on a sharp focus of high-end luxury shoppers, exclusive product and content offerings, leading technology and analytical platforms as well as high quality service operations. In FY 2020 Mytheresa reported net sales of 449 million Euro and shipped to 133 countries.

FORWARD LOOKING STATEMENTS

This press release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, including statements relating to the our expansion and growth strategy. In some cases, you can identify forward-looking statements by the following words: "anticipate," "believe," "continue," "could," "estimate," "expect," "intend," "may," "ongoing," "plan," "potential," "predict," "project," "should," "will," "would" or the negative of these terms or other comparable terminology, although not all forward-looking statements contain these words. You should not rely upon forward-looking statements as predictions of future events. Forward-looking statements represent our management's beliefs and assumptions only as of the date such statements are made. We undertake no obligation to update any forward-looking statements made in this press release to reflect events or circumstances after the date of this press release or to reflect new information or the occurrence of unanticipated events, except as required by law. The achievement or success of the matters covered by such forward-looking statements involves known and unknown risks, uncertainties and assumptions, including risks and uncertainties related to the highly competitive nature of our industry and our ability to compete effectively; our ability to respond to consumer demand, spending and tastes; our ability to respond to any current or future health epidemic or other adverse public health development, such as the COVID-19 pandemic, and the resulting business disruption, sustained economic downturn and margin pressures; our ability to maintain and enhance our brand; our ability to retain our existing customers and acquire new customers; the growth of the market for premium lifestyle and luxury products, and the online market for premium lifestyle and luxury products in particular; and other risks we describe in our filings with the SEC.

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