



Acquisition kleertjes.com successfully completed

Wehkamp and kleertjes.com jointly become the most inspiring and leading Dutch online retailer for kids fashion

Wehkamp and kleertjes.com have started to combine their operations following the successful completion of the acquisition of kleertjes.com by RFS Holland Holding B.V., Wehkamp's parent company, on 8th September. The ACM and works councils of both companies have positively advised on the acquisition. This step fits with Wehkamp's growth strategy which, supported by structurally higher online demand, results in continued double-digit growth. Wehkamp and kleertjes.com, whilst retaining their unique and well-known brand identities, will together become the most inspiring and leading online children's fashion retailers in The Netherlands.

Graham Harris, CEO of Wehkamp: "We are very excited about kleertjes.com and we look forward to working with our new colleagues on a great future. We can now fully focus on our ambition to jointly grow into the leading online retailer in the Dutch children's fashion market, the core of our family proposition. By leveraging our scale and expertise in assortment composition, fulfilment, customer data, online innovations and logistics, kleertjes.com can accelerate its profitable growth and strengthen its market position."

The acquisition is very timely. Our performance is strong and we are growing by double digits in our key categories of fashion, living, beauty and children's fashion. Our customer base is growing and spending is increasing from customers who are ordering more frequently and combining products from different categories. This underlines the importance and success of our differentiation strategy which aims to offer Dutch families the best curated, most inspiring and relevant assortment of leading global, local and own brands combined with a great online shopping experience and next day delivery proposition. Within our strategy, we will continue to look for acquisition opportunities once the integration with kleertjes.com is completed."

Integration leads to premium shopping experience and best delivery options in the market

kleertjes.com, which has become one of the largest kids' fashion retailers in the Netherlands in 18 years employing around 400 people, will retain its unique and very well-known brand identity. Through the integration with Wehkamp, kleertjes.com customers will gradually see faster deliveries, later order cut-off times for next day delivery, new surprising assortments and an optimised website experience over the coming year.

The integration of the operational side of Wehkamp and kleertjes.com is expected to take place in the coming year and will not affect employment. Both kleertjes.com locations in Hilversum and 's-Heerenberg will remain operational. Part of the integration process is the

merging of activities and locations. As such, Wehkamp's satellite office in Amsterdam, which is responsible for Wehkamp's private label, will be housed at the kleertjes.com office in Hilversum.

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