

# NEWSROOM

## **arvato Press Release**

### **arvato acquires Netrada**

07/02/2014, Gütersloh/Hannover. The merger of arvato and Netrada with effect from 1 February 2014 has now been officially approved. After a brief antitrust review, the competent authority has given the green light for the merger. By combining the e-commerce businesses of the two companies, arvato becomes one of Europe's leading providers of integrated e-commerce services. The new division, headed up by arvato Manager Niels Weithe, employs more than 3,000 people and is expected to generate more than €300 million in revenues this year.

Achim Berg, CEO of arvato AG and Member of the Executive Board of Bertelsmann commented on the rapid approval of the supervisory authorities: "The market for e-commerce services in Europe is growing rapidly and makes it possible for us to achieve an attractive, sustainable performance across Europe. So the newly approved merger fits perfectly with the arvato and Bertelsmann's growth-oriented strategy."

Niels Weithe adds: "I am delighted to welcome the Netrada staff to the arvato family. Together, we have every opportunity to create an innovative and very broad-based e-commerce service provider – one that is able to offer integrated e-commerce services to clients from various industries, all over Europe. In the weeks ahead, the primary task will lie in creating connections between two successful companies, getting to know each other, and learning from each other. Because our goal is clear: We want to join our strengths and systematically use the dynamic market growth in the e-commerce sector to comprehensively expand our joint activities."

Netrada Europe GmbH is a leading e-commerce and logistics service for the fashion industry. As a full-service provider, Netrada Europe covers the entire e-commerce process chain. Its range of services includes the development and operation of web shops, financial services, transportation and logistics, and customer service. Netrada currently operates more than 70 Web shops for 13 international fashion brands. Its major customers include Esprit, C&A, Tommy Hilfiger and Hugo Boss. This strong position in the fashion and lifestyle segment will be of particular benefit to the joint venture. Market researchers predict that online fashion retail will see double-digit annual growth across Europe in the years ahead. The Netrada purchase is one of arvato's largest transactions ever. It effectively strengthens arvato and its position in the promising e-commerce business, which is a defined growth platform in the Bertelsmann Group strategy.

### **About arvato**

arvato AG is a leading global service provider. Its staff of over 65,000 design and implement tailor-made solutions for a wide range of business processes along integrated service chains for business customers all

over the world. These include data management, customer care, CRM services, supply chain management, digital distribution, financial services and customized IT services as well as all services related to the creation and distribution of printed materials and digital storage media.

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