



Media Release

Report for the first nine months of 2021: Social Chain AG increases revenue by 137 percent

- Revenue in the period 1.1. to 30.09.2021 increases from EUR 91 million (2020) to EUR 216m (2021)
- Total revenue taking into account DS Group in the first nine months of 2021: EUR 479m (proforma consolidated).
- CEO Wanja S. Oberhof: "Social Chain AG has clearly outperformed the market and continued to grow strongly – we look to Q4 with confidence."

Berlin, 15 November 2021. Social Chain AG's (WKN: A1YC99) consistent growth continues and even accelerated further in Q3 2021. This is reflected in the nine-month interim report's figures published today by the Social Commerce company. In the period from 1 January to 30 September 2021, Social Chain AG generated revenues of EUR 216m. This corresponds to an increase of 137 percent compared to the same period of the previous year (1 January – 30 September 2020: EUR 91m). Growth has continued to pick up speed. In comparison to the first half of 2021 and 2020, revenue increased by 131 percent (see media release from 6 September 2021).

These figures do not yet include the acquisition of DS Group announced on 19 October 2021. If revenues of the brand and trading company are included (proforma consolidated), Social Chain AG's total revenue in the first nine months of 2021 amounts to EUR 479m. On this basis, the group EBITDA is, with EUR 11m, clearly positive. After the acquisition of DS Group, Social Chain AG expects total revenue of EUR 620m (proforma consolidated) in the 2021 financial year.

Wanja S. Oberhof, CEO The Social Chain AG: "The third quarter was rather difficult for many e-commerce companies after additional Corona-led economic activity. Social Chain AG clearly outperformed the market and continued to grow strongly. Our integrated concept of Social Commerce, which serves both e-commerce and retail sales systems, has proven to be particularly flexible and robust. Social Chain AG is looking forward with confidence to the fourth quarter with the Christmas business, which is particularly important for us."

Christian Senitz, CFO Social Chain AG: "Immediately after their listing in the Prime Standard of the Frankfurt Stock Exchange, Social Chain AG is releasing its first nine-month report. In future, we will inform the capital market on a quarterly basis and in a timely manner. The takeover of the DS Group, which is expected to be completed in the first half of December, has been consolidated on a proforma basis for reasons of transparency. This makes it clear from which revenue level we are starting into the next year."



With regard to the DS Group's share of revenue, Senitz added: "For DS Group, too, these are the most successful first nine months in the history of the company. The business of DS Group is seasonally different compared to the business performance of today's Social Chain AG. The fourth quarter does not play such a specific role as it did in the previous Social Chain business."

The full Q3 report for Social Chain AG's first nine months of 2021 can be found at www.socialchain.com in the Investor Relations section.

Contact:

Dirk Heerdegen | Head of Corporate Marketing & Communications
Jana Walker | Senior Corporate & Brand PR Manager
E: press@socialchain.de | T: +49 30 208 48 40 10

The Social Chain AG: Social Commerce on a global scale

Social Chain AG is reshaping the world of brands and commerce with Social Commerce. Our strategy and our actions are "Digital first – direct to customer": from branding to marketing to direct sales of our products in the categories Food, Home & Living, Beauty & Health. Our online shops are the most efficient points of sale for our Direct-to-Consumer brands. More than 70 percent of Direct-to-Consumer sales are performed by our owned and operated online shops. Our communities, with over 86 million followers worldwide, inspire our customers and amplify our brand messages. We manage the expansion of our Social Commerce system of communities, brands, digital points of sale and logistics via our integrated proprietary technology platform: LINKS which analyses interests, purchase intentions and product satisfaction along the entire digital customer journey.

Social Chain AG's shares (WKN: A1YC99) are traded on XETRA and other German stock exchanges. Since 12 November 2021, the shares of Social Chain AG have been listed in the Prime Standard of the Frankfurt Stock Exchange. On 19 October 2021, Social Chain AG announced the acquisition of DS Group, an international brand and trading company with over 4,000 products and 700 trademarks, registered designs, patents and utility patents. Upon completion of the transaction, the newly formed company will employ 1,400 people and have a total of 18 global locations, including Berlin (headquarter), the Hamburg metropolitan region, Munich, London, Manchester, New York, Los Angeles and Hong Kong.

www.socialchain.com

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