



Media release

Social Chain's subsidiary Urbanara acquires Til Schweiger's lifestyle brand "Barefoot Living"

- **Integration of Barefoot Living GmbH under the umbrella of Social Chain's subsidiary Urbanara**
- **Til Schweiger remains on board as (strategic) brand lead and brand ambassador. He will be instrumental in the further development of the "Barefoot Living" product range**
- **CEO Wanja S. Oberhof: "We will use our social media strength to further develop the Barefoot Living brand and make it more well-known."**

Berlin, 3 September 2020. Social Chain AG (WKN: A1YC99) acquires Barefoot Living GmbH from Til Schweiger through its subsidiary Urbanara GmbH. Together with the German actor and producer, Social Chain AG will develop and expand the "Barefoot Living" brand through social media and social commerce.

Through Barefoot Living's website www.barefootliving.de the company markets home accessories and other lifestyle products that play a role in Til Schweiger's films and life. Schweiger will remain on board as strategic brand lead and will play a key role in the further development of the product portfolio. He will also continue to act as the first brand ambassador for Barefoot Living.

Urbanara sells home accessories made of natural materials. The Social Chain AG acquired the company in December 2019. Already in the first quarter of 2020 Urbanara achieved a positive EBITDA and expects sales of more than 10 million Euros with an EBITDA of more than 1 million Euros for the full year 2020.

Wanja S. Oberhof, CEO of Social Chain AG: "Home & Living is not only in Corona times a segment that offers enormous potential for social commerce and e-commerce. As a brand concept, "Barefoot Living" fits perfectly with Urbanara's product portfolio. We will use our social media expertise to further develop the brand and make it better known – together with Til Schweiger".

Til Schweiger: "With the Social Chain AG we have found the perfect partner to make Barefoot Living better known and more successful. The collection is a very personal matter for me. The combination of social media and social commerce is the right way to boost the brand. I am looking forward to the cooperation with the Social Chain AG".

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About The Social Chain AG

The first integrated social media company The Social Chain AG combines social media and social commerce. Social Chain is a pioneer in the creation, development and scaling of social media brands. The company's headquarters are in Berlin with offices in Manchester, London, New York and Munich. The company has a total of around 500 employees. The Social Chain AG shares are traded on XETRA and on the Düsseldorf stock exchange.

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