



WESTWING

WESTWING EXPANDS TO IRELAND AND BULGARIA

The two new markets mark the company's 27th and 28th countries in Europe

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Westwing, Europe's #1 in Beautiful Living e-commerce, continues its European expansion with the launch of two new markets: Ireland and Bulgaria. As Europe's one-stop destination for Home & Living, Westwing brings its curated world of premium design to Irish and Bulgarian Design Lovers for the very first time.

Founded in 2011, Westwing was built on the vision of combining inspirational content with a e-commerce experience for Home & Living. Today, Westwing is now present in 28 European countries and has evolved as Europe's leading premium destination for Home & Living products with its unique combination of premium design expertise, curated assortment and distinctive brand experience.

The launches in Ireland and Bulgaria mark another important milestone in Westwing's long-term growth strategy and further strengthen the brand's presence across Europe. With this expansion, Westwing continues to make its universe of Beautiful Living accessible to even more customers.

Ireland and Bulgaria each bring their own distinct character to this expansion. Ireland combines a strong digital mindset with a growing appreciation for thoughtfully designed interiors, quality and distinctive design, making it a natural fit for Westwing's approach to Home & Living. Bulgaria, meanwhile, is an

increasingly dynamic e-commerce market, shaped by a young and urban customer base with a growing interest in contemporary interiors and design-led living. Together, both markets offer exciting potential to introduce Westwing's world of Beautiful Living to new communities of Design Lovers across Europe.

Further, Design Lovers in both markets will now have access to a thoughtfully curated selection of premium furniture, décor and lifestyle inspiration from the Westwing Collection, the brand's own collection, carefully designed in-house in Munich, featuring timeless aesthetics and a ten-year quality guarantee. The assortment is complemented by selected partner brands.

Additionally, Irish and Bulgarian customers will gain access to Westwing's full range of services. These include the Westwing Design Service, which provides personalised interior planning with in-house designers and realistic 3D concepts, supporting customers from inspiration to completion, as well as the dedicated B2B offering for professional clients.

By combining inspiration, curation and service in one seamless destination, Westwing continues to deliver on its purpose to "Excite people to create homes that unlock the full beauty of life". With its expansion into Ireland and Bulgaria, Westwing further advances its ambition to become the Superbrand in Design.

About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is present in 28 European countries and achieved a GMV (Gross Merchandise Volume) of EUR 507 million in 2025. As Europe's premium one-stop destination for Design Lovers, it offers a unique brand experience with a carefully curated assortment of the Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Daily Specials, Stores, the B2B Service (Westwing Business) and the Westwing Design Service. Westwing's team works together on its shared purpose to "Excite people to create homes that unlock the full beauty of life". Founded in 2011, Westwing is headquartered in Munich and went public on the Frankfurt Stock Exchange in October 2018.

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