



WESTWING

WESTWING EXPANDS PREMIUM PORTFOLIO

Westwing accelerates premiumisation strategy with
new premium brand partnerships

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Westwing is reinforcing its commitment to premiumisation by expanding its portfolio with exceptional design brands, further solidifying its position as Europe's #1 Beautiful Living eCommerce platform for design-conscious customers. This strategic move reflects Westwing's commitment to offering high-quality products that appeal to its loyal and engaged customer base while attracting new audiences.

In 2024, Westwing onboarded several renowned premium brands, including ferm Living, GUBI, and Louis Poulsen, as well as Missoni Home and Armani/Casa, further enriching its curated selection. These partnerships highlight Westwing's ambition to become the premium one-stop destination, offering design lovers a curated experience that combines timeless elegance with contemporary style.

Through collaborations with a wide range of international and local brands, Westwing offers a diverse and inspiring assortment of design-forward products that combine quality, craftsmanship, and style. By showcasing premium and emerging labels through inspiring, story-driven campaigns, Westwing strengthens its ability to connect brands with their ideal target audience, creating a mutually beneficial growth dynamic.

"Westwing is uniquely positioned as the go-to platform for design lovers who seek not just beautiful products but a premium, inspirational shopping experience," said Andreas Kemper, Chief Sourcing & Operations Officer of Westwing. *"Our strategic partnerships with*

design brands underline our commitment to premiumisation by elevating the design quality of our portfolio and strengthening our appeal among discerning customers and design professionals."

Westwing's premiumisation strategy extends beyond product onboarding to immersive brand experiences. In 2024, the company collaborated with partners on exclusive launch events, including partnerships with Aarke, Smeg, and Westwing Collection x MEISSEN. These events provided a platform to highlight exceptional craftsmanship and design excellence, further reinforcing Westwing's reputation as a curator of premium interiors.

"Our partnership with Westwing enables us to not only enhance the quality and accessibility of our offerings but also strengthens our presence in diverse and emerging geographic regions in Europe. Together, we ensure that design enthusiasts across Europe can explore and enjoy our carefully designed collection of accessories, furniture, and lighting, bringing timeless style and affordable quality products into their homes," said Gry Enevold, Head of Sales B2B EMEA of ferm Living.

Westwing's strategic initiatives in expanding its premium portfolio and fostering high-quality collaborations underscore its commitment to driving long-term value for customers, partners, and investors alike. With its clear vision and momentum, Westwing is on track to solidify its position as Europe's most sought-after platform for premium interiors, setting new standards in quality, design, and inspiration.

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About Westwing

Westwing, Europe's #1 in Beautiful Living e-commerce, is now present in 12 European countries and has achieved a GMV (Gross Merchandise Volume) of EUR 481 million in 2023. As Europe's premium one-stop destination for Design Lovers we offer a unique brand experience with a carefully curated assortment of our Westwing Collection and 3rd party design brands. The integrated platform combines Shop, Club-Sales, Stores, the B2B Service (Westwing Business) and our Westwing Design Service. Our team consists of more than 1,700 professionals working together on our 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.