

PRESS RELEASE

apo.com Group launches - Online pharmacy group Apologistics gets ready for e-prescription with new brand name and strategy

Leipzig, 12/15/2021 - The Leipzig-based online pharmacy group Apologistics has renamed itself apo.com Group. This is associated with a realignment as a health-tech company with a focus on a two-brand strategy. The apo.com Group operates a total of nine online pharmacies in Germany, Austria and Poland. In the German market, the company will focus on the two flagship brands apodiscounter.de and apo.com in the future.

Dr. Oliver Scheel, CEO of apo.com Group: "With apo.com Group, we are leveraging the experience and reach of Germany's third-largest online pharmacy group Apologistics and realigning it with a view to future health tech markets. Above all, the introduction of the e-prescription is a historically unique growth opportunity for German online pharmacies and will change the supply of medicines in our country forever."

With the introduction of the e-prescription, the German online pharmacy market is facing a serious market change with very significant growth opportunities. The e-prescription greatly simplifies online ordering and will lead to higher redemption rates for online pharmacies. With the total reach of its stores, the apo.com Group is the third largest online pharmacy in Germany and intends to continue to grow strongly through the new e-prescription business. With nationwide e-prescription rollout in 2022, a tripling of apo.com Group's annual sales by 2025 is realistic. Online pharmacies are already an essential component in the supply of medicines, especially in rural regions. Based on the e-prescription, about 20 percent of all prescriptions will be filled online in five years, which will permanently change the prescription business in Germany. The apo.com Group sees the introduction of the e-prescription as a modernization boost for the digitalization of the health care system and drug supply in Germany.

In the future, apo.com Group wants to be closer to the needs of patients and offer services that go beyond those of a classic online pharmacy. To support people in their therapy-accompanying and preventive health management, the company relies on AI-supported logistics technology, innovative digital services, and pharmaceutical expertise in individual consultation. The logistics of apo.com Group is already a leader in the German online pharmacy market with its robot-assisted picking systems and its top-level drug security.

**About apo.com Group**

The apo.com Group is a pan-European health-tech company based near Leipzig, Germany. Via two highly automated pharmaceutical logistics centers, it operates the online pharmacies apodiscounter.de and apo.com, among others. To support people in their therapy-accompanying and preventive health management, apo.com Group relies on AI-supported logistics technology and individual pharmaceutical advice.

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