

## **PRESS RELEASE**

### **On track for success in Austria: Online mail-order pharmacy apotheke.at strengthens apo.com Group's position in Austrian healthcare market**

- **The apo.com Group expands its presence in the Austrian healthcare market with the online mail-order pharmacy apotheke.at.**
- **apotheke.at records impressive year-on-year sales growth of over 20 percent in Austria.**
- **With innovative technology and first-class pharmaceutical advice, apo.com Group makes a positive contribution to the health and well-being of people in Austria.**

*Leipzig, 02.11.2023* - apo.com Group continues its growth course and expands its business in the Austrian market. The European health tech company group based in Leipzig, Germany, manages nine successful brands, including apodiscouter.de and apo.com for the German market and apotheke.at for Austria.

The expansion into Austria is an important step for the apo.com Group, which already occupies second place in the Austrian online pharmacy market with its apotheke.at brand. Apotheke.at offers non-prescription medicines at low prices and delivers them to your doorstep.

"We are delighted to be able to offer our Austrian customers a large selection of high-quality products at low prices. Our goal is to make a positive contribution to the health and well-being of people in Austria through innovative technology and first-class pharmaceutical advice," says Dr. Oliver Scheel, CEO of apo.com Group.

Compared to the previous year, apotheke.at recorded sales growth of over 20 percent in the first half of 2023. The mail-order pharmacy is planning further measures, including the expansion of its product range to include additional products from the Austrian pharmacy market, in order to promote growth and provide customers in Austria with the best possible care.

#### **Innovative logistics for fast and efficient supply**

The apo.com Group operates highly automated pharmaceutical logistics centers in Leipzig and Duiven. With AI-supported automation, 47,000 parcels per day can currently be dispatched safely and quickly. The logistics area of 25,000 square meters offers capacity for further growth: in the future, up to 100,000 orders per day can be shipped.

#### **Pharmaceutical expertise for optimal advice**

The apo.com Group has set itself the goal of providing the best possible support to people in all health-related situations. Therefore, in addition to high-quality products, the group of companies also offers pharmaceutical advice, which can be taken advantage of regardless of location and in an uncomplicated manner by telephone, chat or e-mail. A competent team of experienced pharmacists and pharmaceutical commercial assistants

(PKA) is available from Monday to Saturday to answer product and health-related questions.

### **High-quality product variety**

More than 75,000 products are available in the pharmacy web stores of the apo.com Group. This extensive range ensures a safe, comprehensive and high-quality pharmaceutical supply. The apo.com Group works closely with 300 manufacturers representing 1,500 brands. Additional brands from the Austrian pharmacy assortment will complement the portfolio in the coming year.

### **About the apo.com Group**

The apo.com Group is a pan-European health-tech company group based near Leipzig, Germany. It operates two highly automated pharmaceutical logistics centers, including the pharmacy webshop apodiscounter.de and the health platform apo.com. To support people in their health management, the apo.com Group relies on AI-supported logistics technology, digital services and individual pharmaceutical advice. More than 75,000 products are available in a total of nine pharmacy webshops, including 25,000 prescription and 50,000 over-the-counter items. The apo.com Group's long-standing partners include a network of over 300 manufacturers in Europe.

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