

PRESS RELEASE

For better healthcare in Austria: New app from online pharmacy apotheke.at creates a modern shopping experience for customers

Leipzig, 11.04.2024 - The brand new app of the online pharmacy apotheke.at is now available for download. As part of the apo.com Group, which manages nine successful brands, apotheke.at is setting another milestone for the company and the Austrian healthcare market with the launch of the new app.

User-friendly interface and new app functions improve the shopping experience

The apotheke.at app offers a user-friendly interface and an optimized search function that enable a seamless and convenient shopping experience. Customers also receive exclusive benefits via the app, such as double bonus points on orders and are always informed about newly available promotions or vouchers.

With the new app, customers can now order non-prescription medicines, dietary supplements and medical cosmetic products at low prices conveniently via their smartphone with just a few clicks and have them delivered to their home. In addition to thousands of Austrian products, apotheke.at offers around 80 products under its own brand apodiscouter, which are characterized by first-class quality at low prices.

Healthcare in Austria: even more digital, even simpler

apotheke.at is already established as one of the leading players in the Austrian online pharmacy market and is currently in second place. The launch of this new native app underlines the company's commitment to using technology to make healthcare easier for customers.

"We are proud to present our new app for apotheke.at," says Dr. Oliver Scheel, CEO of apo.com Group. "This app is the result of our continuous efforts to provide our customers with the best possible care and to drive the digitalization of the Austrian healthcare market. Now that apotheke.at is also available via app, it is even easier for our customers to integrate ordering their health-related products into their everyday lives. Our customers can order wherever and whenever they want. We make sure that the products are delivered quickly and safely to their doorstep."

The new apotheke.at app is now available in the [App Store](#) and on [Google Play](#).

About apotheke.at

The online mail-order pharmacy apotheke.at is part of the apo.com Group, a pan-European health tech group of companies based near Leipzig, Germany. To support people in their health management, the apo.com Group relies on AI-supported logistics technology, digital services and individual pharmaceutical advice. It operates a total of eight pharmacy webshops and the health platform apo.com via two highly automated pharmaceutical logistics centers. Over 75,000 products are available there, 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.

Contact

Nadja Stötzner
Head of Corporate Communications
n.stoetzner@group-apo.com
+49 170 3315818