

All relevant Amazon FBA acquirer at Pitch Day in Berlin

BVOH to present more than \$4 billion in capital to buy brands and companies during Day of eCommerce on Sept. 23

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On September 23, the German Federal Association of eCommerce (Bundesverband Onlinehandel e.V.) will present the next Day of eCommerce (Tag des Onlinehandels, www.tdoh21.de) in Berlin. A special feature of the event will be the 1st German eCommerce Pitch Day (www.pitch-day.de). On stage, all relevant Amazon FBA acquirer, also called aggregators, will present themselves to retailers and brand companies.

The aggregators Thrasio (www.thrasio.com), Perch (www.perchhq.com), BBG (www.berlin-brands-group.com), Unybrands (www.unybrands.com) and Razor Group (www.razor-group.com) will present themselves at the Pitch Day. Pitch Day organizer p.digital (www.p.digital) was thus able to gather the five largest aggregators in the world* on one stage.

Oliver Prothmann, President of the BVOH explains: "The BVOH can proudly claim to have the world's most important Amazon FBA acquirer with an incredible \$4 billion in capital on stage here. The 1st German eCommerce Pitch Day clarifies all questions about 'How do I sell my brand' and allows both aggregators and especially retailers a direct personal contact."

For the first time, manufacturers, producers, brand companies and retailers with private brands have the chance to meet these aggregators in person. In addition, the companies can present (pitch) their brand directly to the aggregators on site. All online retailers who are considering selling their brand can take the first step on Pitch Day to have the company sold before Christmas.

Since 2019, eCommerce has been strongly driven by the business form D2C (direct-to-consumer). Here, brands do not sell their own products to consumers via (intermediary) retailers, but directly to consumers via the Internet or even other forms of distribution. New and young brands go this way from the beginning, whereas established brands such as Adidas are expanding this way more and more and strongly reducing the distribution via retailers. This has given rise to a new business sector of buying up brands that sell mainly via the Amazon ecosystem. The buying-up companies try to develop these brands, which are usually only introduced in a few markets, quickly and profitably via their own diverse sales channels.

Many retailers are struggling with the difficulties of eCommerce nowadays. The supply chains especially from China have become very expensive and complicated, selling via Amazon or other distribution channels is becoming more and more complex and there is a constant risk of being blocked, logistics via Amazon FBA has been severely restricted and politics keeps imposing new regulations that have to be complied with. As a result, more and more entrepreneurs are asking themselves whether to invest heavily in the existing brand to scale sales or selling the brand will give the entrepreneur the space to start new things in life.

About PITCH DAY

Pitch Day (www.pitch-day.de) will take place for the first time in Berlin on September 23, 2021.

For the first time in the world, the largest aggregators will come together on one stage to present to 200 merchants. All of the aggregators presenting at Pitch Day have a combined capital of \$4 billion.

The following aggregators have registered by Aug. 26*:

- Thrasio with \$1,746.5 million in capital
- Perch with \$908.8 million in capital
- Berlin Brands Group with \$542 million in capital
- Razor Group with \$434.8 million capital
- Unybrands with \$325 capital

Pitch Day will be held every 6 months.

About the DAY OF ECOMMERCE

Since 2014, the Bundesverband Onlinehandel e.V. has been organizing the retailer conference Day of eCommerce (www.tdoh21.de) in Berlin. This event for medium-sized online retailers provides information on current economic and political developments in the industry.

The Day of eCommerce always opens with a political breakfast, where current political topics relating to eCommerce are discussed.

About P.DIGITAL

p.digital gmbh (www.p.digital) is an internationally active consulting company based in Berlin. Since 2010, p.digital has been supporting banks and insurance companies as well as companies from the retail, health care and facility management sectors. The focus is on building agile digital entities as well as establishing and optimizing online marketplaces and innovative platforms and ecosystems.

Together with the BVOH, p.digital has, among other things, implemented the highly acclaimed survey "111 Questions about Amazon", which for the first time takes a closer look at the relationship between retailers and Amazon.

About the BVOH

The Bundesverband Onlinehandel e.V. (www.bvoh.de) was founded on April 8, 2006 in Dresden by marketplace retailers and sees itself as the spokesperson and lobbyist for medium-sized multi-channel online retailers (SMEs). It is the visible voice of the honorable online merchant and has set itself the task of bringing together online merchants, politics, online marketplaces, suppliers and equipment providers.

Its program is the realization of fair, secure and successful eCommerce for all those involved in it. Current programmatic approaches are the fight against trade restrictions in online retail, legally secure sales on Amazon, cross border business, as well as consumer protection at the European level.

The BVOH and its members not only actively support politicians in Brussels and Berlin, but also advise various marketplaces on the strategy and further development of their respective platforms.

In all matters, the BVOH represents the medium-sized multi-channel online retailer and thus ensures that the hurdles in online retailing are removed step by step.

* Source: Hahnbeck analysis

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