

CEO changeover at Shopping Live, an HSE24 Group company: Maria Ostrovskaya succeeds Ilya Kirik

Ismaning, 18 May 2020 - Leadership changes at Shopping Live: On May 20, 2020, Maria Ostrovskaya will take over as CEO of the Russian shopping channel based in Moscow. She succeeds its founder and CEO Ilya Kirik who decided to continue his professional path in other areas and after nine successful years is leaving the company at his own discretion. Maria Ostrovskaya will continue to drive the consistent growth of Shopping Live.

Maria Ostrovskaya has 25 years of experience in the retail sector: Most recently, the 48-year-old was CEO of the American pizza chain Papa John's, where she was responsible for Russia and the CIS states and successfully developed the product, brand and digital strategy.

A Psychology and Social Sciences graduate and a Growth Leadership Accelerator alumna from Kellogg Northwestern business school, she was also a member of the management board of the leading Russian fashion retailer Gloria Jeans until 2018. As President & COO, she was responsible for Product Development, Operations & Supply Chain, Finance, Legal, IT, Marketing, Human Resources and Public Relations. In 2013-2015, the top manager was appointed Chief Financial Officer. Maria Ostrovskaya started her professional career in 1994 as Vice President of Sourcing at Gloria Jeans.

Sandra Rehm, Chairman of the Shopping Live Advisory Board and CEO of the HSE24 Group: "As founder and CEO, Ilya Kirik has developed Shopping Live into one of the leading home shopping companies in Russia. On behalf of the Advisory Board, I would like to express my sincere thanks for his outstanding performance and commitment. We have found an ideal successor for our Russian enterprise in Maria Ostrovskaya. Thanks to her impressive track record and many years of expertise in the fashion sector she has gained an excellent reputation in the industry. We are convinced that Maria Ostrovskaya will further expand the strong position of Shopping Live and continue the dynamic success story of the Omnichannel business".

According to Ilya Kirik: "All these years Shopping Live has been my heart and soul project which I cherished as a parent would treat the kid. The years have passed and the kid has matured to wisdom and success - as a leader I have fulfilled my mission. It's time for new inspirations and ambitions. Thanks to the team - I am proud to have shared this journey with you."

Shopping Live was launched as a shopping channel in Russia in July 2011. The home shopping company broadcasts 24 hours a day, of which 15 hours are live. The company, which was awarded the Russian television prize "Big Digit" in the category "Best teleshopping channel in Russia", currently reaches 34 million households and employs over 350 people.

HSE24 Group

The HSE24 Group is an international home shopping company. With its exclusive and varied product range, the digital retailer offers its customers an emotional shopping experience 24/7. The inspiring lifestyle range primarily comprises the product categories Fashion, Jewellery, Beauty, Wellness & Sport, Household as well as Home & Living. In Germany, Austria and Switzerland, the HSE24 Group operates through the channels HSE24, HSE24 Extra and HSE24 Trend. In Russia through the channel Shopping Live. With its integrated interactive TV, online and mobile platforms, the HSE24 Group is the driver of innovation in modern home shopping. The HSE24 Group closed the 2018 financial year with net sales of €839 million. The Group currently has a workforce of about 1,200. Including employees operating at call centers and logistic partner companies HSE24 generates around 4.000 jobs. Since it was founded in 1995, HSE24 has remained on a sustainable growth path. The investment company Providence Equity Partners has been the majority shareholder since 2012. Ardian and HSE24 Management also hold stakes in the company.

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