

6 years of LadenZeile: The virtual online shopping portal with thousands of shops on one site – from a start up to profitable midsize company

- Annual average sales growth rate of over 180%
- Search, see and buy: Thousands of online shops at a glance
- Leading shopping portal for fashion, furniture and lifestyle products revolutionizes shopping experience
- The shopping portal without own shipping or storage

Munich/Berlin 23rd of April 2015 - The share of e-commerce on retail sales in Germany is rising steadily. According to Statista the online trading industry made in 2014 about 11 percent of retail sales in Germany.¹ Nearly 40% of Germans use the Internet to buy products and services.² Visual Meta GmbH, which is based in Berlin, was founded in April 2009 by Robert M. Maier and Johannes Schaback and operates portals in Europe, Asia and South America. The success proves the Master of Business and the Master of IT right: founded in 2009 as a startup, LadenZeile is now one of the leading online shopping portals in Europe. On April 24th, the company is celebrating its sixth birthday and takes stock: Since the founding in 2009, the company has an average annual growth rate of the revenue of over 180%. Already in the first quarter of 2015 LadenZeile.de grew by another 33% compared to the first quarter of 2014. Compared to the end of the founding year in 2009 the number of employees grew from 14 to more than 200 people.

The virtual shopping mall with thousands of shops on one site

As a site where independent distributors are integrated, users can browse the product portfolio of several different vendors thanks to special search functions. Those special filter functions help narrow down the choices and find the desired product quickly. Subsequently, the product can then be purchased in the respective affiliated online shop. The long search on the World Wide Web for the right product thereby belongs to the past.

LadenZeile.de revolutionizes the virtual shopping experience

LadenZeile.de offers its users an easy and comfortable shopping experience on the internet and gives online retailers the possibility to promote their stores. At the same time the portal with simultaneous shopping function aggregates products from thousands of shops like Otto, Amazon or Zalando and enables its customers a unique shopping experience.

Robert M. Maier, Founder & CEO of LadenZeile.de: "We have realized our vision of a virtual shopping mall with LadenZeile. We offer our customers the access to thousands of online shops. Therefore there is hardly any product which can't be found on our portals."

¹ <http://de.statista.com/statistik/daten/studie/201859/umfrage/anteil-des-e-commerce-am-einzelhandelsumsatz/>

² <http://de.statista.com/statistik/daten/studie/183211/umfrage/online-shopping---internetnutzung/>

LadenZeile – All shops, one site

LadenZeile is one of the leading online shopping portals in Europe. The platform offers a wide range of products, from fashion and decorations, to furniture and sports products. The portal aims to make the online shopping experience as easy and convenient as possible for its customers. A quick and straightforward product search allows users to browse the offers of thousands of online shops on one page, including Otto, Amazon or Zalando, and then buy the products in the web shops. LadenZeile is operated by Visual Meta GmbH, which was founded in January 2009 in Berlin. Visual Meta currently employs more than 200 members of staff and runs portals in 19 countries in Europe, Asia and South America. The company is part of Axel Springer SE, a leading European media company.

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