



ABOUT YOU[®]

Information about
DATA PROTECTION

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As the controller within the meaning of Art. 4 No. 7 of Regulation (EU) 2016/679 of April 27, 2016 ("**General Data Protection Regulation**"; "**GDPR**"), ABOUT YOU processes the following personal data in particular: Contact data (e.g. address, e-mail address and, if applicable, the name of the shareholder representative(s) authorized by the respective shareholder(s)), personal data (e.g. name, date of birth), information about the shares (e.g. number of shares, class of shares, type of ownership of the shares), data generated when using the Shareholder Portal and device information in the web server log files (e.g. personal access data, date and time of access, notification of whether access was successful, type of web browser and operating system used, IP address of the requesting device, access data (e.g. access code) and session ID, acknowledgement and acceptance of the terms of use), submitted contributions (e.g. statements) and administrative data (e.g. third-party authorizations, registration confirmation number) on the basis of the applicable data protection regulations in order to enable shareholders and proxies to exercise their rights at the Annual General Meeting. ABOUT YOU is legally represented by its Management Board, whereby two members of the Management Board represent ABOUT YOU jointly or one member of the Management Board represents ABOUT YOU jointly with an authorized signatory. The members of the Management Board are Tarek Müller, Sebastian Betz and Hannes Wiese.

The contact details of ABOUT YOU as the controller are as follows:

ABOUT YOU Holding SE
- Management Board -
Domstraße 10
20095 Hamburg
Germany

Insofar as the personal data is not provided by the shareholders and their proxies when registering for the Annual General Meeting, in particular for motions or nominations, the custodian bank or a third party involved in the registration process shall transmit the personal data of the shareholders or their proxies to ABOUT YOU.

ABOUT YOU is legally obliged to conduct the Annual General Meeting in accordance with Council Regulation (EC) No. 2157/2001 of October 8, 2001 on the Statute for a European company (SE) in conjunction with the German Stock Corporation Act (AktG). The processing of shareholders' personal data is mandatory for the organization of the Annual General Meeting. ABOUT YOU is the controller for the processing.

The entire Annual General Meeting is broadcast in video and audio in real time via the Shareholder Portal. Shareholders can exercise their voting rights and other exercisable shareholder rights in advance via the Shareholder Portal. ABOUT YOU processes personal data insofar as this is necessary for registration on the Shareholder Portal, the video and audio transmission of the Annual General Meeting and the exercise of the exercisable rights of shareholders via the Shareholder Portal.

The shareholders' personal data is processed for the purpose of preparing, conducting and handling the Annual General Meeting, in particular for communication with the shareholders and for preparing the minutes of the Annual General Meeting as well as for

fulfilling the company's obligations under the German Stock Corporation Act after the Annual General Meeting has been held.

The legal basis for processing is Art. 6 para. 1 lit. c) GDPR.

The personal data is also processed for statistical purposes, e.g. to present the development of the shareholder structure or trading volumes. The legal basis for this processing of personal data is the legitimate interest of ABOUT YOU, in particular in the observation of developments in the company structure in accordance with Art. 6 para. 1 lit. f) GDPR.

As a matter of principle, ABOUT YOU does not pass on personal data to third parties. By way of exception, third parties who are commissioned for the purpose of organizing the Annual General Meeting receive such personal data from ABOUT YOU as is necessary for the execution of the commissioned service.

ABOUT YOU uses the service provider Computershare Deutschland GmbH & Co KG, Elsenheimerstraße 61, 80687 Munich, Germany, to conduct the Annual General Meeting. Computershare Deutschland GmbH & Co KG acts as ABOUT YOU's processor within the meaning of Art. 28 GDPR and is therefore bound by ABOUT YOU's instructions.

Other third parties commissioned in the context of the Annual General Meeting include, for example, the notary public preparing the minutes, lawyers or auditors.

In addition, personal data of shareholders or proxies may become public in connection with, for example, statements, rights to speak, requests for information, questions and inquiries as well as countermotions and nominations. ABOUT YOU must call shareholders or proxies by name if they wish to make their contributions via video communication. ABOUT YOU reserves the right to mention shareholders by name when answering questions, provided that they have previously consented to being mentioned by name. Personal data of shareholders or proxies will also be published or made available to other shareholders and proxies in the event of motions for additions to the agenda, countermotions, nominations or submitted questions or statements as well as submitted objections within the framework of the statutory provisions under certain conditions.

With regard to the transmission of personal data to third parties in connection with the announcement of shareholder requests for additions to the agenda as well as countermotions and nominations by shareholders, please refer to the explanations under sections 13 and 15.b.

There are no plans to transfer personal data outside the European Union.

ABOUT YOU anonymizes or deletes personal data as soon as and insofar as it is no longer required for the purposes stated here, unless legal obligations to provide evidence and/or retain data (in accordance with the German Stock Corporation Act, the German Commercial Code, the German Fiscal Code or other legal provisions) oblige ABOUT YOU to continue storing it. For data collection in connection with general meetings, the storage period is regularly up to three years, beginning with the end of the year in which the general meeting took place. In individual cases, personal data may be stored for a longer period if further processing of the data is still necessary for the processing of motions, decisions or legal proceedings in relation to the Annual General Meeting.

Shareholders and proxies have the rights set out in Chapter III GDPR, namely the right of access pursuant to Art. 15 GDPR, the right to rectification of inaccurate or incomplete personal data without undue delay pursuant to Art. 16 GDPR, the right to erasure of personal data without undue delay pursuant to Art. 17 GDPR, the right to restriction of processing of personal data pursuant to Art. 18 GDPR and the right to receive personal data in a format which complies with legal requirements and to transfer this data to another controller without hindrance pursuant to Art. 20 GDPR (right to data portability).

Insofar as the processing of personal data is based on a legitimate interest of ABOUT YOU pursuant to Art. 6 (1) lit. f), shareholders and proxies may object to the processing of personal data relating to them for reasons arising from their particular situation.

You can assert these rights against ABOUT YOU free of charge using the following contact details:

ABOUT YOU Holding SE
-Data Protection Officer -
Domstraße 10
20095 Hamburg
Germany
E-Mail: datenschutzbeauftragter@aboutyou.de

In addition, shareholders and proxies have the right to lodge a complaint pursuant to Art. 77 GDPR, in particular with the data protection supervisory authority responsible for the place of residence or permanent abode of the shareholders or proxies or the federal state in which the alleged infringement was committed.

You can reach our company data protection officer at

ABOUT YOU Holding SE
-Data Protection Officer -
Domstraße 10
20095 Hamburg
Germany
E-Mail: datenschutzbeauftragter@aboutyou.de

Hamburg, May 2024

ABOUT YOU Holding SE
The Management Board