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SHOP APOTHEKE EUROPE shareholders' meeting: Company accelerates European growth.

- All proposals made by management approved by large majority.
- Strategic orientation confirms profitable growth course.
- CEO Michael Köhler, CEO: „SHOP APOTHEKE EUROPE is *the* growth story in the European online pharmacy market.“

Venlo, the Netherlands, 16 May 2017 - The annual shareholders' meeting of SHOP APOTHEKE EUROPE N.V., Europe's leading online OTC pharmacy (OTC = over the counter = non-prescription medications) today approved all proposals put forth by management by a large majority.

The members of the Board of Management explained the reasons for the dynamic growth of the company's business over the 2016 fiscal year. "Online sales of non-prescription medications and pharmacy-related beauty and personal care products have increased substantially in the past year and the market continues to offer enormous potential for growth. In many of our European markets, the online penetration rate is still low in this segment, and will rise significantly over the next couple of years. Furthermore, our product portfolio addresses a broad target audience whose needs will continue to grow as they get older," says Michael Köhler, CEO of SHOP APOTHEKE EUROPE.

Dr. Ulrich Wandel, CFO of SHOP APOTHEKE EUROPE, adds: "In fiscal year 2016, we have successfully entered several promising European markets and further improved our strong market position with the ahead-of-schedule integration of FARMALINE. In addition, we were able to lower administrative costs compared to revenues. We are a debt-free company and with the funds raised from our initial public offering in October 2016, we are in pole position for accelerated growth."

In consideration of the company's dynamic first quarter growth, the Board of Management has confirmed its guidance of a 45 % - 55 % increase in revenues for the 2017 fiscal year. The acceleration of growth compared to the previous year is primarily driven by the company's international business. The consolidated gross margin is expected to increase in line with the projected growth. Management also expects an improvement of the consolidated EBITDA margin to around -2 % to -3 %.

ABOUT SHOP APOTHEKE EUROPE.

SHOP APOTHEKE EUROPE is Continental Europe's leading online OTC pharmacy with a portfolio that focuses on OTC medication and pharmacy-related beauty and care products (BPC). The Company operates online pharmacies in Germany, Austria, France, Belgium, Italy, Spain and the Netherlands. In Germany, the TÜV-certified shop-apotheke.com is market leader. SHOP APOTHEKE EUROPE delivers a broad range of more than 100,000 original products to 2.1 million active customers quickly and at attractive prices. In addition, SHOP APOTHEKE EUROPE provides comprehensive and consistent pharmaceutical services.

SHOP APOTHEKE EUROPE generated EUR 177 million in revenues in the financial year of 2016. Headquartered in Venlo (the Netherlands), SHOP APOTHEKE EUROPE also has offices in Cologne, Düsseldorf, Paris and Tongeren, Belgium. The online pharmacy has been listed on the regulated market of the Frankfurt Stock Exchange (Prime Standard) since 13 October 2016.

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