



A firm grip.

ABOUT US.

DELTICOM 
Aktiengesellschaft

Delticom is Europe's leading online tyre retailer.

Founded in 1999, the Hanover-based company has more than **100 online shops in 35 countries**, e.g. the **ReifenDirekt** domains in Germany, Switzerland and Austria.

Delticom offers a wide range of products for its private and business customers: more than **25,000 models** from over **100 tyre brands** for cars, motorcycles, commercial vehicles and buses, but also complete wheels, motor oil, replacement parts and accessories.

Full speed ahead.

SINCE 1999.

It's July 2, 1999, and on this day Delticom is founded in Hanover, Germany. A short time later, the first orders of tyres are on their way to customers, and soon after that the media comes knocking. What's this start-up from Hanover all about? Tyres on the Internet? An idea that seemed almost exotic on the eve of the year 2000 isn't anymore.

Since the beginning of the new millenium the Internet has grown at a remarkable rate. Driven by ever faster connections, more people have gotten online – to gather information, communicate for business and

**July 1999**

Delticom AG is founded

January 2000

The first customer is served in German B2C shop www.reifendirekt.de

August 2000

Deutsche Venture Capital (DVC) acquires a 10% stake in Delticom

February 2001

Delticom's team has 17 employees

pleasure or to shop. Soon online sales, or eCommerce, are driving the economic engine. And Delticom has been part of this from the beginning. In 2003, we even received the German Technical Control Board's (TÜV) highly sought-after "s@fer-shopping" certificate and in doing so, set a new standard for online tyre retailing in the country.

This certification testifies to the safe, reliable shopping experience which Delticom offers in each of our online shops. And as our customer numbers show, interest in us and our products continues to grow. In June 2006, we reached the 1 million customer milestone, and internationally the story is the same as new customers discover the Delticom advantage every day. The result? In 2008, we are Europe's leading online tyre retailer with over 100 online shops.



June 2001

Over 10,000 customers in Germany, Austria and Switzerland

December 2001

Delticom AG achieves revenues of 21 million Euro from eight online shops in five countries during fiscal year 2001

April 2002

Delticom is nominated among the top three in the "Newcomer" category at the Deutscher Gründerpreis ("German Entrepreneur Award")

July 2002

Motorbike tyres are now available online in Austria



Products.

UNSURPASSED SELECTION.

Our unequaled product range continues to impress. In Delticom's online shops, we offer car, motorcycle, truck and bus tyres as well as rim-mounted complete wheels and an extensive line of replacement parts and accessories for cars. Not to forget our well-priced line of top end motor oils. Our product range covers more than 100 tyre brands and 25,000 different models, from premium brands to budget tyres, at prices which average 20 to 25% lower than those found at traditional tyre retailers.

Our customers expectations continue to evolve, but comfort and security still top their "wish lists". In addition to growing interest in ultra-high-performance products, we've seen rising demand for Run Flat and environmentally-friendly tyres. At Delticom, we're happy to take requests - and pass on savings.

December 2002

More than 2,000 service partners

April 2003

Delticom becomes the first German online tyre retailer to receive the German Technical Control Board's (TÜV) coveted "s@fer shopping" certification

November 2003

Delticom wins the 2003 Deutscher Internetpreis ("German Internet Award")

February 2004

Delticom starts to sell low-priced car replacement parts online



Customers.

FROM ZERO TO 2.6 MILLION.

At the heart of our success is the continuing growth of our customer base. Between February and June 2001, we saw this increase tenfold from 1,000 to 10,000. In the two years that followed, we managed the feat again and hit 100,000. And in June 2006, we crossed the magical one-million mark. Today we serve more than 2.6 million registered customers worldwide – and the trend continues upward. As a benefits partner of Germany's largest automobile club, ADAC, we offer their members an additional three-percent discount when they supply their membership number.

April 2004

The tyre review website www.tyretest.com breaks the 100 million test kilometer mark

August 2004

Delticom increases its choice of tyres to about 65 tyre brands and around 11,000 tyre models

October 2004

Delticom places third in the Deloitte Technology Fast 50 competition which identifies the fast-growing firms

March 2005

Over 40 online shops in 22 countries

Business processes.

OUR TEAM KEEPS THINGS MOVING.

Our purchasing department has years of international experience. To ensure our customers get the products they want, we've established close working relationships with leading manufacturers in Europe, the United States and around the world. Our warehouse and transportation systems are lean and efficient: we buy large quantities of tyres before the start of the season and keep them stored at the ready. This way we're able to fill orders swiftly, even at times of peak demand. Reliable service providers run our warehouses for us while leading parcel services take on the delivery of our customers' orders. Thanks to largely automated handling procedures, orders are on their way quickly, with delivery usually taking place within several days. If the customer has a question, our service hotline is there to get them the information they want.



August 2005

The number of European service partners surpasses 6,500

September 2005

Our service partners begin receiving customer review information

November 2005

Truck tyres now available in Austria, Sweden and Switzerland

December 2005

Approximately 800,000 customers

Fitting partners.

WELL CONNECTED.

With more than 24,000 partners worldwide – 6,000 in Germany alone – our network of service professionals continues to grow. This is another convincing argument for ordering tyres from us: our customers can decide during the ordering process where they want their tyres to be shipped – the address of their choice or to one of service partners. Searching by postal or area code, customers identify service partners near them and get their hours of operation as well as the prices for installation or other services. Add to this the customer reviews available at our shops and shopping with Delticom is an informative, transparent experience.

Our service partners also benefit from their affiliation with Delticom. They get new customers, many of whom had not been previously familiar with them, and they can charge their regular prices as Delticom places no restrictions on this.



February 2006

The new season sees Spain, Italy, Denmark and Ireland get online shops specializing in motorcycle tyres

April 2006

More than 40,000 customers have taken the time to review our service partners

June 2006

Delticom supports the Germany's Federal Ministry for the Economy and Technology with its competition for new entrepreneurs

October 2006

On October 26, 2006, Delticom successfully becomes a publicly-traded company in the Prime Standard of the German Stock Exchange



Online-Shops.

QUICK AND EASY.

1. Choose the tyres: The customer determines the size and speed index they need and proceeds to the next step. Or, if unsure, our sites help them find the information they need to make the right choice.

2. Get informed: www.reifentest.com offers shoppers independent test reports and reviews by car drivers who've put tyres to the test in their daily lives.

3. Compare prices: Our price calculators are up front about the bottom line. All prices include taxes and shipping so everything is clear and there are no surprises.

4. Provide a delivery address: Orders are delivered to the address of the customer's choice or to any one of our more than 24,000 worldwide service partners.

5. Proceed to checkout: Here too, we're out to make our customers' lives easier and accept a variety of payment methods, including credit card, bank transfer, account payment or even Internet-payment systems like PayPal. At Delticom, it's about freedom of choice.

6. Access our service support: Order confirmation by email or fax, a tracking system to follow the order's progress, a hotline to provide informed answers: this is the service after the sale.

December 2006

Delticom records revenues of 173.1 million Euro in fiscal 2006

January 2007

The company opens its 16th B2B shop, this one in Finland

April 2007

Our network of service partners grows to more than 15,000

May 2007

The company's first General Meeting since becoming a publicly-traded company takes place in Hanover



International orientation.

A DRIVING FORCE.

More than 100 shops in 35 countries, Europe's number one online tyre retailer, systematic internationalization: Delticom has managed to achieve relative independence from national markets. Each of our shops is tailored for its specific context, from the language of presentation to the methods of payment accepted. Today Delticom provides mobility and security at great prices in 35 countries worldwide. Next to our product range, our convenience and quick, reliable delivery, it's the positive customer reviews of our products and service which leave new customers feeling secure in the knowledge that Delticom is the right choice.

Jubel A. from Forest Gate/London (England) on 15.10.2008: „Very easy to use website. Excellent prices. I have used this company several times now and it is the only one I use and recommend to friends and family.“

Oliver H. aus Fröndenberg (Deutschland) am 10.03.2009: „Gute und sehr übersichtliche Seite! Toll finde ich die gleich mit angehängten Testberichte. Auch die Vorschläge über die Montagewerkstätten in der Nähe finde ich Klasse. Die Preise der Reifen überzeugen.“

September 2007

French customers can now pay using Carte Bleue. Delticom accepts a number of national and international payment options

November 2007

A German scholarly study shows that Delticom's tyres are on average 24% less expensive than in traditional tyre retailers

December 2007

Delticom North America Inc. is founded

January 2008

Customers in the USA can now buy motorcycle tyres from Delticom as well

Growth.

PROFITABLE FROM THE BEGINNING.

Due to its cost-efficient operations, Delticom is able to combine growth and profitability. The company is well-financed, debt-free and has a strong balance sheet. In summary, Delticom is a reliable partner of its suppliers, customers and shareholders – even in difficult economic times.

On December 22, 2008 after being listed for just three years on the Frankfurter stock exchange we joined the SDAX. Our admission to the Deutsche Börse small-cap index mirrors the favourable development of the share price and the stable outlook of Delticom AG.



March 2008

The number of registered customers surpasses the 2,000,000 mark

April 2008

Our B2C tyre shops are relaunched with attractive new designs incorporating even more user-friendly functions

August 2008

We open an online shop for Estonia bringing our total to 95 shops in 35 countries.

September 2008

Team Delticom has 82 employees

December 2008

Delticom joins the SDAX of the German Stock Exchange

Highlights 2008:

Revenues up **+20.2%** to 259.0 million Euro (previous year 215.5 million Euro). EBIT increased from 12.3 million Euro in the previous year to **16.4 Mio. Euro** – an EBIT margin of 6.4%. Earnings per share up **+40.5%** from 2.12 Euro to 2.97 Euro. Dividend of **3.00 Euro** per share (previous year: 2.00 Euro)

24,000 service partners worldwide (previous year: 21,000), more than 6,000 in Germany alone. More than 695,000 new customers in 2008, customer basis grown to more than **2.6 million**.

