

AUTODOC launches a marketplace in France for vehicle spare parts and accessories

- **Expands customer access to a vast and diverse selection of products**
- **Offers sellers on the marketplace access to millions of potential customers**
- **Roll-out in other European markets is planned**
- **Next growth pillar complementing the existing B2C and B2B platforms**
- **In line with AUTODOC's vision to become the leading tech ecosystem connecting the European automotive aftermarket**

Berlin, February 18, 2025 – AUTODOC SE, a leading online retailer of vehicle spare parts and accessories in Europe, is further advancing the digital transformation of the automotive aftermarket with the launch of a curated marketplace in France for vehicle spare parts and accessories. Third-party sellers in France will have the opportunity to sell their products via the platform to millions of potential customers. “The launch of the AUTODOC MARKETPLACE marks a significant milestone for our company, our loyal customers and the market. In addition to our B2C business and AUTODOC PRO, this marketplace will serve as the third pillar, ensuring the consistent and sustainable continuation of our growth story,” says Dmitry Zadorozhny, CEO of AUTODOC SE. He adds, “The AUTODOC MARKETPLACE aims to become the central platform for sales of vehicle spare parts and accessories in Europe, similar to other vertical marketplaces like Zalando in the fashion and lifestyle sector.”

The AUTODOC MARKETPLACE, whose technical development began in January 2024, is a platform on which carefully selected sellers of vehicle spare parts and accessories can offer their products to AUTODOC's large and continuously growing customer base. This enables customers to access a significantly broader range of products at competitive prices on both AUTODOC's website and app, while benefiting from the trust and security AUTODOC provides throughout the entire purchasing process. “AUTODOC is creating a dynamic, future-oriented platform by integrating third-party sellers, and offering customers maximum flexibility,” says Dmitry Zadorozhny.

The AUTODOC MARKETPLACE will benefit all related parties. It will meet customers' needs by offering a broader product portfolio within existing categories. Additionally, it will expand AUTODOC's assortment into new, in-demand categories that extend beyond traditional vehicle spare parts, further increasing availability. eCommerce sellers and physical shops will benefit from a

new online sales channel, improving their traffic and visibility. This marketplace will bring attention to automotive sellers and their assortments, which face the risk of being overshadowed on horizontal marketplaces like Amazon and eBay. “All of these advantages are delivered on a platform that is specifically designed, developed, and focused on automotive enthusiasts,” says Dmitry Zadorozhny.

Plans for expansion across Europe

Following the launch in France in January, AUTODOC plans to gradually expand its marketplace to other European markets where it operates. This will position AUTODOC MARKETPLACE as an important source of future growth for the company. This expansion will allow AUTODOC to tap into additional customer, revenue, and profit potential. “The launch of the AUTODOC MARKETPLACE is a significant milestone in the execution of our company strategy and a key lever for future growth,” says AUTODOC CFO Lennart Schmidt. He adds, “Our goal is to continue leading the digital transformation of the automotive aftermarket industry through our investments in innovations.”

Customers benefit from a seamless shopping experience whether they purchase directly from AUTODOC or through third-party sellers on the AUTODOC MARKETPLACE. While AUTODOC handles shipping, invoicing, and customer service for its own products, third-party sellers manage these processes independently. This setup allows customers to access a wider product range while enjoying a familiar shopping environment.

There will be an extensive range of automotive-related products available on the AUTODOC MARKETPLACE platform. “The AUTODOC MARKETPLACE features a wide range of automotive-focused products, all sold in new condition, allowing customers to access a variety of items that go beyond traditional vehicle spare parts. These include vehicle electronics, accessories, lifestyle products, mobility solutions, and security items to suit their needs,” says Lennart Schmidt.

Back-end powered by leading software solution

The software behind the AUTODOC MARKETPLACE is provided by Mirakl, the world’s leading provider of eCommerce software solutions. Utilizing Mirakl

Connect¹ and the Channel Manager², AUTODOC simplifies connections to a curated network of specialized sellers of vehicle spare parts and accessories and empowers dealerships from OEM groups to seamlessly list their inventory on the AUTODOC MARKETPLACE. This streamlined integration will allow sellers to expand their customer reach across Europe, providing AUTODOC customers with a comprehensive selection of products to meet their needs. “AUTODOC’s Mirakl-powered marketplace is transforming the automotive aftermarket by delivering a seamless, pan-European eCommerce experience. By leveraging Mirakl’s technology, AUTODOC streamlines seller integration, expands customer product access, and drives digital commerce across the EU – enhancing choice, convenience, and innovation,” says Adrien Nussenbaum, co-CEO and co-founder of Mirakl.

About AUTODOC

AUTODOC is a leading online retailer of vehicle spare parts and accessories in Europe. The company, which was founded in Berlin in 2008 by Alexej Erdle, Max Wegner and Vitalij Kungel, has developed into one of the most exciting e-commerce companies in Europe in a very short space of time. Since November 2022, the company has been operating as the European public-limited company AUTODOC SE. The Management Board consists of Dmitry Zadorozhny (CEO) and Lennart Schmidt (CFO). As of December 31, 2024, AUTODOC has 6.6 million products for 172 car, 23 truck, and 154 motorcycle brands in its range. In 2023, AUTODOC generated turnover of €1.3 billion (2022: €1.1 billion). AUTODOC has online shops in 27 European countries and employs around 5,000 people in ten locations: Germany, Czech Republic, France, Kazakhstan, Luxembourg, Moldova, the Netherlands, Poland, Portugal, and Ukraine.

About Mirakl

Mirakl is the global leader of eCommerce software solutions. Mirakl's suite of solutions provides enterprises with a transformative way to drive significant growth and efficiency in their online business. Since 2012, Mirakl has been pioneering the platform economy, empowering retail and b2b enterprises with the most advanced, secure and scalable technology to digitize and expand product assortment through marketplace and dropship, improve efficiency in supplier catalog management and payments, and boost profits through retail media. Mirakl is trusted by 450+ industry-leading businesses worldwide including Macy’s, Decathlon, Kroger, Airbus, Toyota Material Handling and Sonepar. For more information: www.mirakl.com

¹ *Mirakl Connect is a comprehensive platform that facilitates multichannel selling for brands and sellers.*

² *The Channel Manager within Mirakl Connect offers AI-powered tools for easy synchronization and management of product listings, customer communications, and order processing.*