

The background of the entire slide is a long-exposure photograph of a highway at night. The image shows multiple lanes of the road, with light trails from vehicles creating vibrant streaks of blue, white, and red that curve into the distance. In the far background, a city skyline is visible with its lights reflecting on the horizon.

+ AUTODOC

KEEPING THE MOMENTUM

AUTODOC at a glance

Table of contents

About AUTODOC

Letter from the management board	03
The largest digital pure play platform in the European auto aftermarket	04
Driving the digital transformation of the automotive aftermarket.....	05

Operating business model

Operating in a large market with huge potential	06
AUTODOC's offering	07
AUTODOC's technological capabilities	08
AUTODOC PRO – positioned to capture the digitalisation of the B2B segment.....	09
Expansion of our private brands portfolio	10
AUTODOC MARKETPLACE – the platform to go to	11

Business rationale

What sets us apart	12
--------------------------	----

Digitalisation

Digitalisation – driver of our business.....	13
AUTODOC's digital strength – the key to success	14
Social media – driver of brand awareness and loyalty	15

Leadership

Our leadership team	16
Our supervisory board	17

Financials 2025

Financials 2025 – strong growth in all regions.....	18
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ESG

A shared commitment to a greener future	19
Embedding sustainability into leadership and governance	20
Stronger together – core values of AUTODOC	21

Media

AUTODOC in the media	22
----------------------------	----

Imprint

Imprint	23
---------------	----

Letter from the management board

From the driver's seat: Steering AUTODOC together

2025 was a year that tested us in many ways and reminded us what makes AUTODOC strong: our people. Across warehouses, offices, partner garages and behind every screen supporting our customers, thousands of colleagues showed resilience, dedication and creativity every single day.

Together, we took steps that will shape our company for years to come. In Cheb, the C27 warehouse project continues to move us toward a largely automated future there, making our operations smarter and more efficient. In Belgium, our warehouse is now a key hub for serving customers across the Benelux and France. And in the UK, the launch of AUTODOC Operations UK Limited lays the foundation for exciting growth ahead. On the digital side, AUTODOC PRO and our MARKETPLACE continue to expand, bringing our mission to life to create an accessible and trusted ecosystem, giving both professional and retail customers more choice and flexibility than ever before.

Furthermore, since 2020/21, AUTODOC has consistently integrated AI technologies to optimise internal software development lifecycles and enhance the customer experience through conversational commerce and mobile assistants. But beyond projects and processes, what really matters is the hu-

man side. It's the colleague staying late to solve a problem, the team thinking creatively about the next improvement, the shared commitment to making the customer experience better every day.

Of course, 2025 had its challenges. Change and growth are rarely smooth and uncertainty can be demanding. Watching our teams adapt, support one another and keep moving forward has been inspiring. It reminds us why we do what we do and why the people of AUTODOC are our strongest foundation.

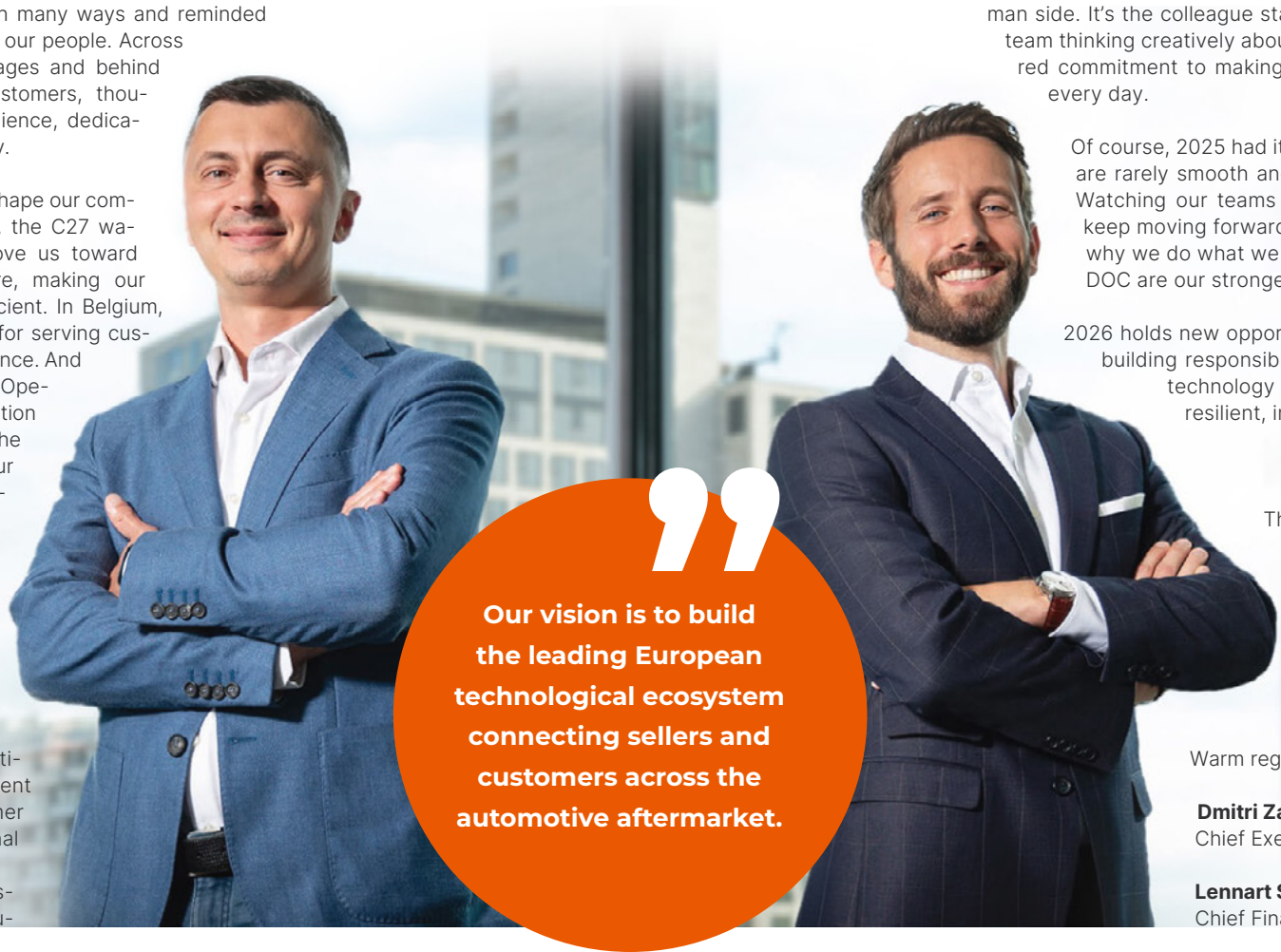
2026 holds new opportunities. We remain committed to building responsibly, to investing in our people and technology and to creating a company that is resilient, inclusive and ready for the future.

This Factbook is an invitation to see the work behind the scenes. Thank you to every colleague, partner, customer and supporter who is on this journey with us. We are grateful for your trust, belief and commitment.

Warm regards,

Dmitri Zadorojnii
Chief Executive Officer

Lennart Schmidt
Chief Financial Officer



“
Our vision is to build the leading European technological ecosystem connecting sellers and customers across the automotive aftermarket.”

The largest digital pure play platform in the European auto aftermarket

AUTODOC is the largest and fastest growing auto parts E-Commerce platform in Europe

Present across 27 countries with more than 5,500 employees, AUTODOC generated sales revenue of €1,808 million in 2025, supplying more than 9.3 million customers with an offering of approximately 7.8 million vehicle parts and accessories for car, truck and motorcycle brands.

AUTODOC's mission is to create an accessible and trustful ecosystem

Our unique business model is based on innovative technology for all automotive aftermarket participants to offer a seamless experience focusing on securing fully operating vehicles.

AUTODOC targets B2C and B2B customers through targeted and bespoke offering across online channels

We serve a fragmented market of vehicle owners and car enthusiasts, as well as independent mechanics, repair shops and fleet owners via our websites and mobile app.

AUTODOC is committed to its role as a reliable partner for employees, partners and customers

AUTODOC integrates best-in-class ESG protocols into all areas of its business to ensure long-term, sustainable success for its employees, customers, shareholders and the broader society in which we operate.

€1,808m 
2025 sales revenue

+23.5% 
Sales revenue
CAGR 2018–2025

€163.8m 
2025 Adj. EBITDA

>5,500 
Employees

13 
Locations

7 
Warehouses

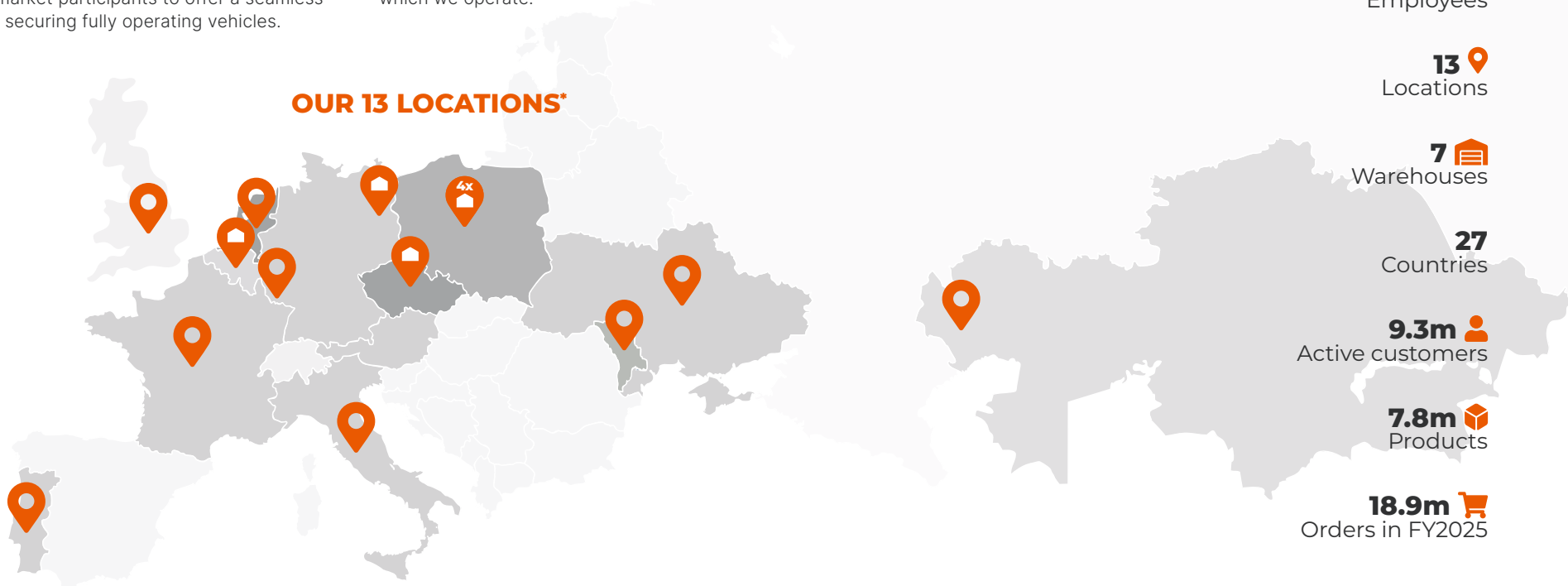
27
Countries

9.3m 
Active customers

7.8m 
Products

18.9m 
Orders in FY2025

OUR 13 LOCATIONS*



* Offices and Warehouses

Driving the digital transformation of the automotive aftermarket

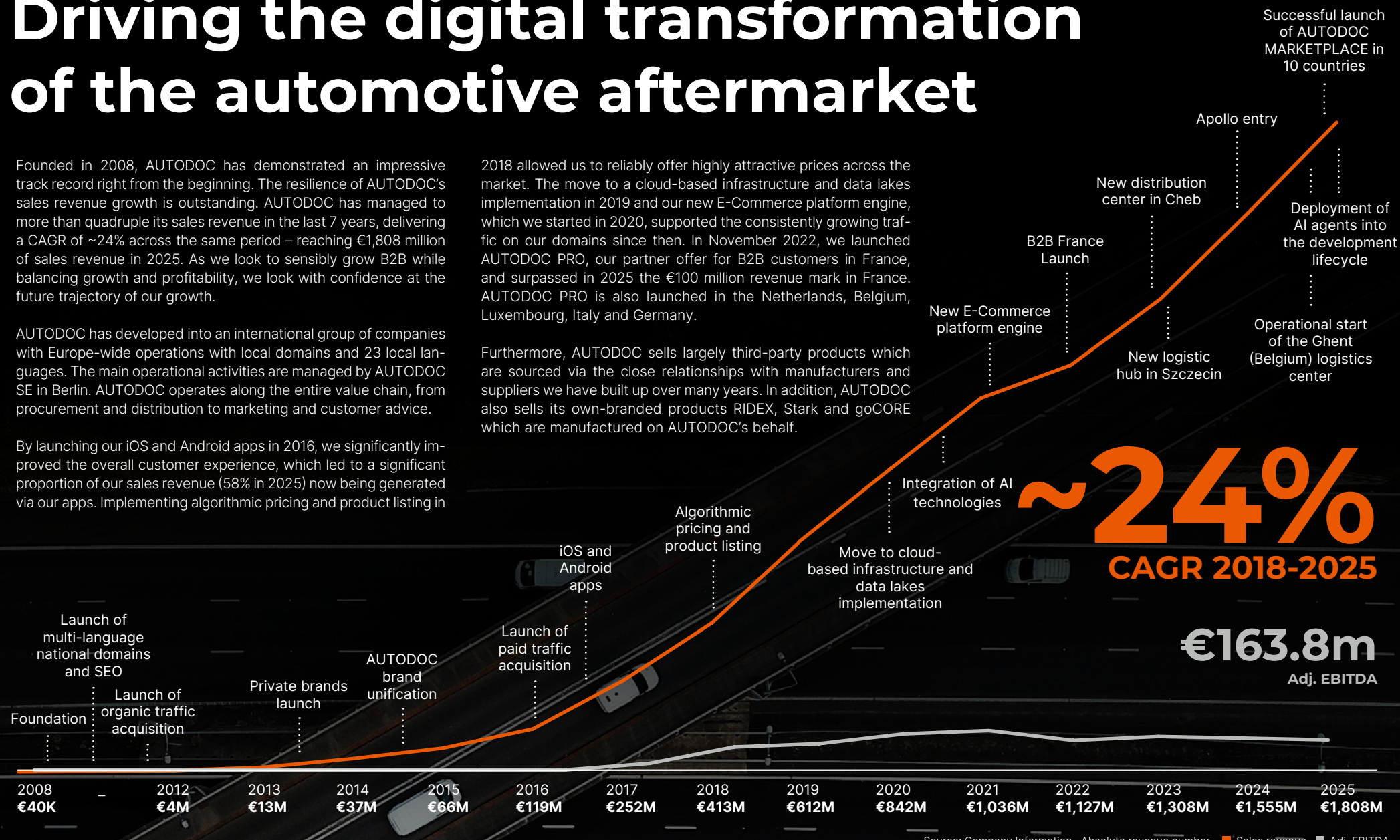
Founded in 2008, AUTODOC has demonstrated an impressive track record right from the beginning. The resilience of AUTODOC's sales revenue growth is outstanding. AUTODOC has managed to more than quadruple its sales revenue in the last 7 years, delivering a CAGR of ~24% across the same period – reaching €1,808 million of sales revenue in 2025. As we look to sensibly grow B2B while balancing growth and profitability, we look with confidence at the future trajectory of our growth.

AUTODOC has developed into an international group of companies with Europe-wide operations with local domains and 23 local languages. The main operational activities are managed by AUTODOC SE in Berlin. AUTODOC operates along the entire value chain, from procurement and distribution to marketing and customer advice.

By launching our iOS and Android apps in 2016, we significantly improved the overall customer experience, which led to a significant proportion of our sales revenue (58% in 2025) now being generated via our apps. Implementing algorithmic pricing and product listing in

2018 allowed us to reliably offer highly attractive prices across the market. The move to a cloud-based infrastructure and data lakes implementation in 2019 and our new E-Commerce platform engine, which we started in 2020, supported the consistently growing traffic on our domains since then. In November 2022, we launched AUTODOC PRO, our partner offer for B2B customers in France, and surpassed in 2025 the €100 million revenue mark in France. AUTODOC PRO is also launched in the Netherlands, Belgium, Luxembourg, Italy and Germany.

Furthermore, AUTODOC sells largely third-party products which are sourced via the close relationships with manufacturers and suppliers we have built up over many years. In addition, AUTODOC also sells its own-branded products RIDEX, Stark and goCORE which are manufactured on AUTODOC's behalf.



Successful launch of AUTODOC MARKETPLACE in 10 countries

Apollo entry

New distribution center in Cheb

B2B France Launch

New E-Commerce platform engine

New logistic hub in Szczecin

Operational start of the Ghent (Belgium) logistics center

Deployment of AI agents into the development lifecycle

Algorithmic pricing and product listing

Move to cloud-based infrastructure and data lakes implementation

Integration of AI technologies

iOS and Android apps

Launch of paid traffic acquisition

AUTODOC brand unification

Private brands launch

Launch of organic traffic acquisition

Launch of multi-language national domains and SEO

Foundation

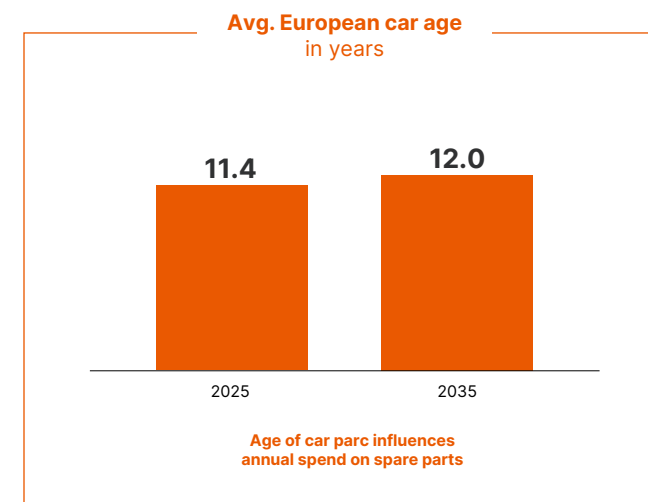
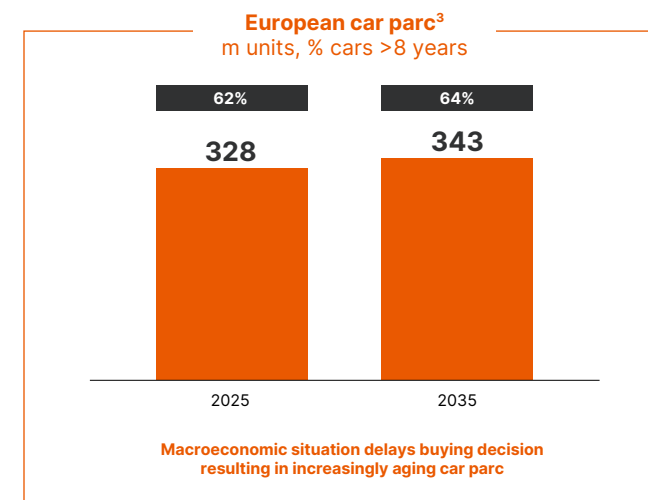
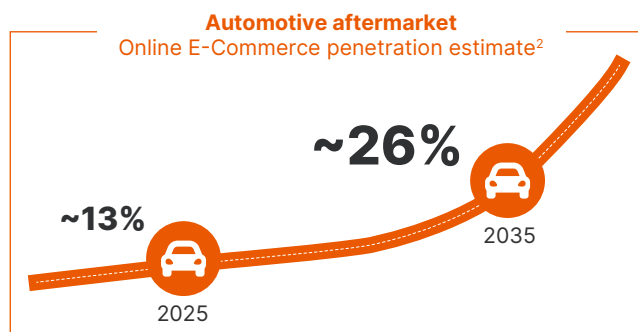
Operating in a large market with huge potential

Transformation from offline to online, ageing European car parc, overall market expansion and the increase of E-Commerce adoption: AUTODOC is well positioned in a growing B2C and B2B segment and thus ensuring sustained growth and a strong competitive edge.

The total European car parc is continuously growing and aging, creating a larger repair potential in the automotive aftermarket. At present, around 62% of the 328 million cars in Europe are older than 8 years. According to a study by Boston Consulting Group (BCG), in 2035 there will be 343 million vehicles in Europe – 64% of the cars of the total market will be older than 8 years. AUTODOC's key customer segment (cars >8 years) is growing and accounts for 73% of the independent automotive aftermarket (IAM) spend.

The market growth is driven by consumers placing greater importance on the convenience of online shopping, allowing them to quickly access information, compare prices, enjoy fast checkout, select preferred delivery options and receive professional support both before and after their purchase. The E-Commerce penetration in the independent automotive aftermarket's B2B and B2C segments is approximately 13% in 2025 according to the same study. There is strong growth potential for E-Commerce in the auto parts sector until 2035.

AUTODOC offers unmatched value that competitors cannot replicate and aims to align the share of its presence in key countries with the share composition of the overall European automotive aftermarket.



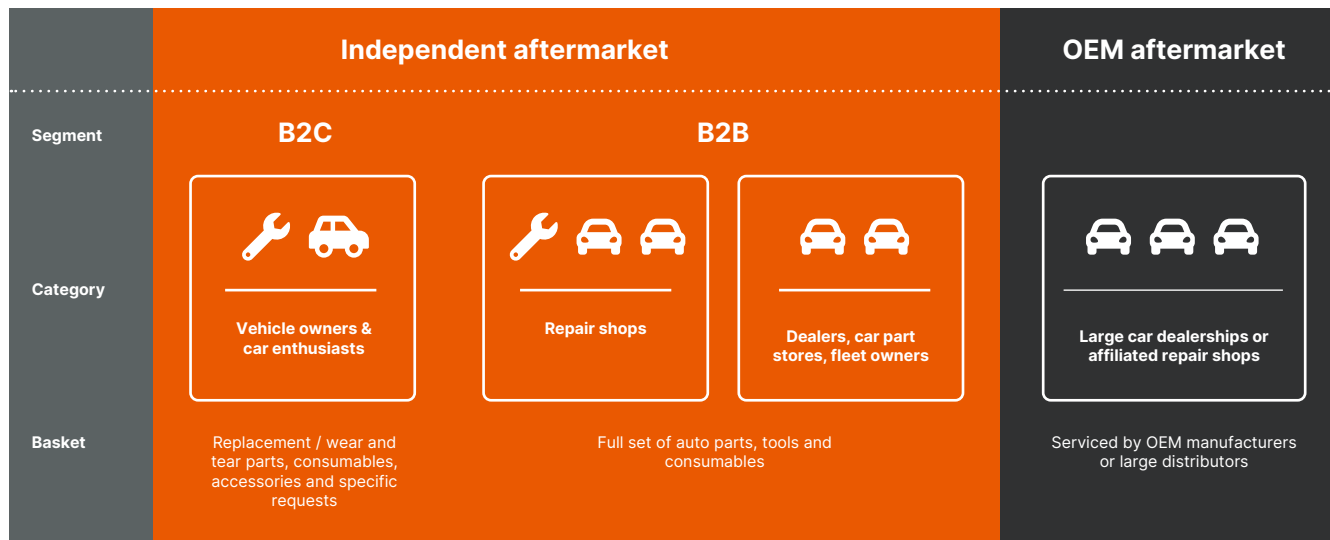
Sources: Study by BCG "Shifting gears: E-Commerce in the European Automotive Aftermarket" / Company analysis. Notes: ¹ Includes Accessories & Lifestyle E-Commerce. ² Refers to share of E-Commerce within B2C and B2B segments within total European Independent Aftermarket. ³ Car parc data referring to passenger cars and light commercial vehicles.

AUTODOC's offering

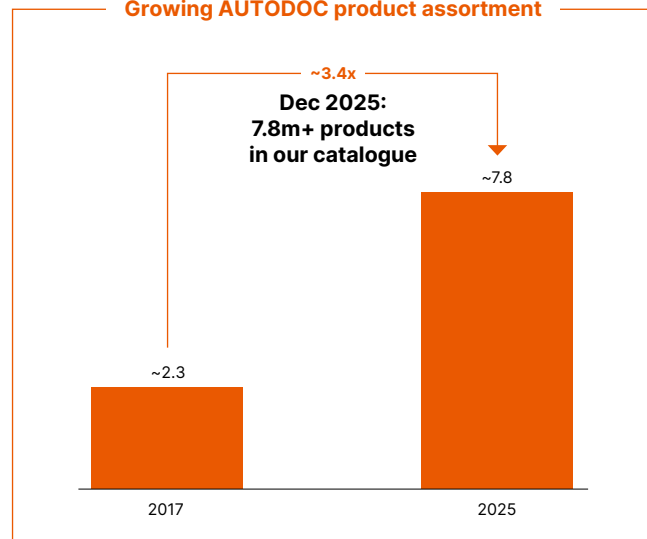
Our customers choose us because of our assortment, our prices and the convenience. As we were the first mover to a dedicated app in 2016 and due to our engagement on social media, they can easily find what they need online. Our AUTODOC app was downloaded around 15 million times in 2025 and around 141 million times since launch in 2016. AUTODOC continuously expands its already market-leading product range, especially as more models from manufacturers become available.

In 2025, we offered a range of approximately 7.8 million products from around 2,700 brand manufacturers, including our own popular brands, serving over 340 vehicle brands with confidence. The AUTODOC CLUB features more than 21,000 PDF instructions and 3,500 video tutorials.

Today, we maintain a leading position in the E-Commerce-based European independent aftermarket, with strong growth in core B2C markets and added potential to take market share from the much larger B2B market.

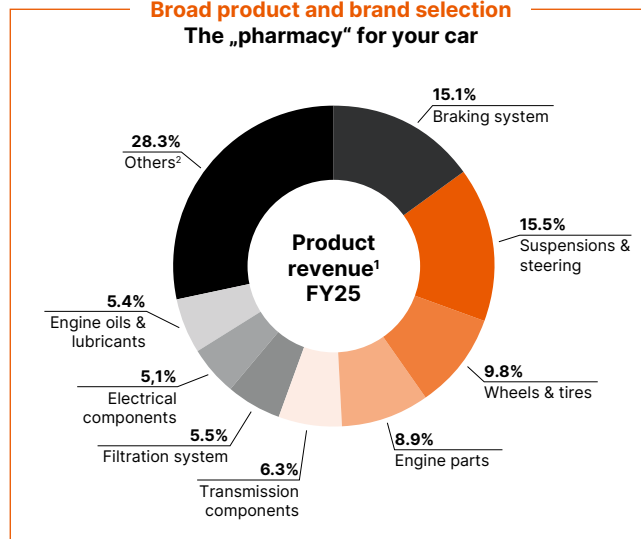


Growing AUTODOC product assortment

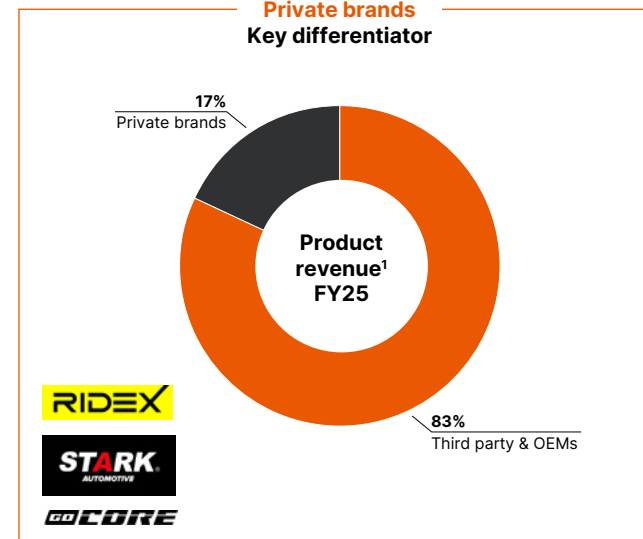


Source: Company information

Broad product and brand selection The „pharmacy“ for your car

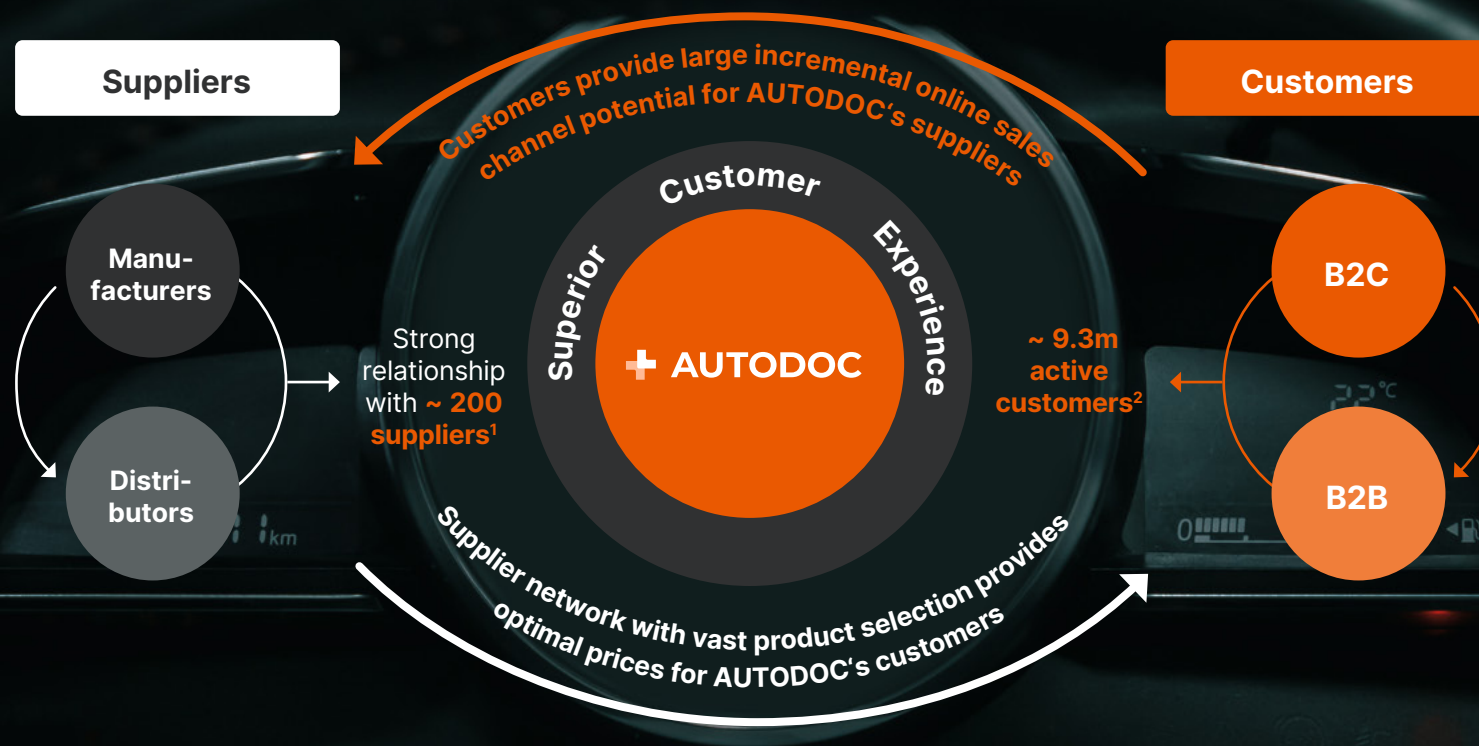


Private brands Key differentiator



Notes: 1 Product revenue defined as sales revenue before refunds, shipping fees, etc. 2 Others includes engine cooling & heating system, crash parts, lighting, others.

AUTODOC's technological capabilities



ONLY digital platform creating flywheel effects for the ecosystem

Best-in-class consumer knowledge
Access to manufacturers and a wide assortment

Power to leverage and convert web traffic
Strong supply chain

AUTODOC PRO – positioned to capture the digitalisation of the B2B segment

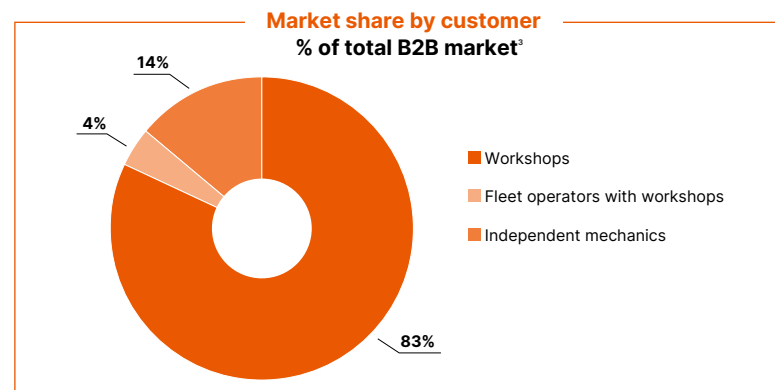
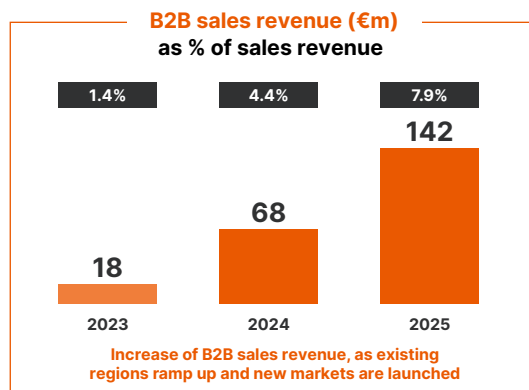
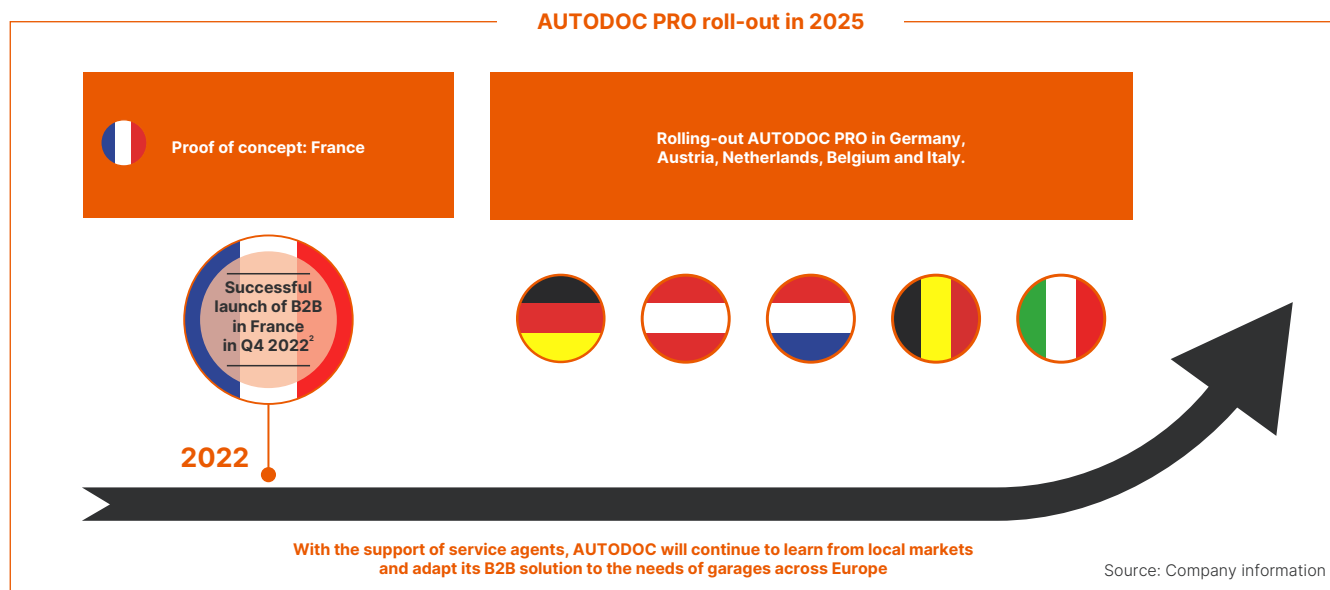
Disrupting the traditional B2B distribution channel

As the leading platform in the European B2C online automotive aftermarket, it is a natural progression to expand into the B2B market. Our comprehensive range and reach benefit not only independent garages, mechanics, car dealers, body shops, tire shops and company fleets, but also our partners and suppliers.

The objective is to improve and expand the platform's capabilities to increase B2B sales. This involves expanding the product portfolio to include adjacent categories like tools and parts for electric cars, while addressing changing customer preferences. Additionally, AUTODOC is developing innovative product concepts tailored for the B2B market. The development of a new private brand product line aimed at professionals – goCORE – highlights AUTODOC's strategic approach to identifying niche segments with untapped potential.

The groundwork for B2B business development was established with the launch of AUTODOC PRO in France. AUTODOC PRO is a sales concept aimed exclusively at professional workshops, independent mechanics as well as fleet operators with workshops. It is a "phygital" concept that combines a dedicated digital platform with a range of physical services provided by a field service team. In two years, AUTODOC has connected more than 50% of French garages to AUTODOC PRO in a hyper-mature and hyper-competitive market. By the end of 2025, all 106 designated zones in France were fully covered by sales representatives, and existing garage partnerships were significantly expanded.

The successful rollout of AUTODOC PRO in France and the Netherlands in 2024 established a foundation for our future expansion plans across Europe, with additional rollouts in Germany, Austria, Netherlands, Belgium and Italy. In 2026, we will focus on process excellence in open countries.

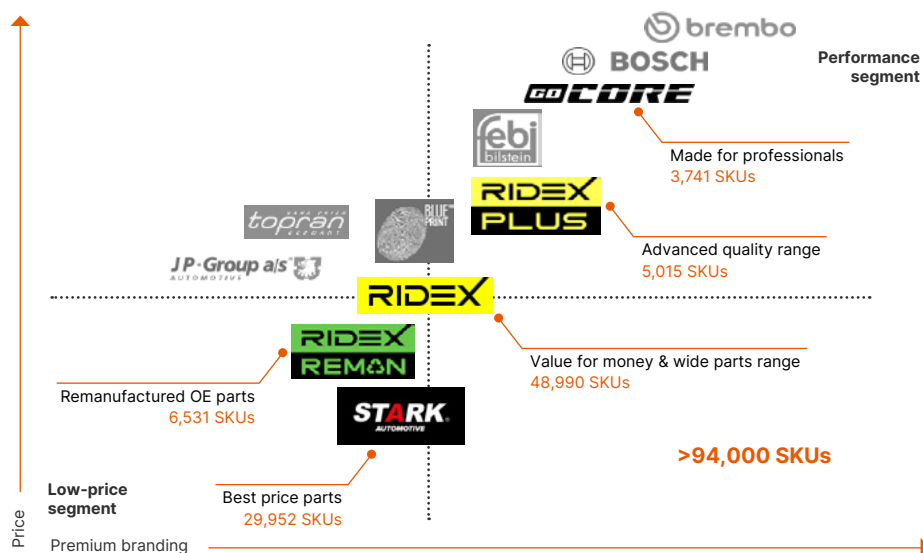
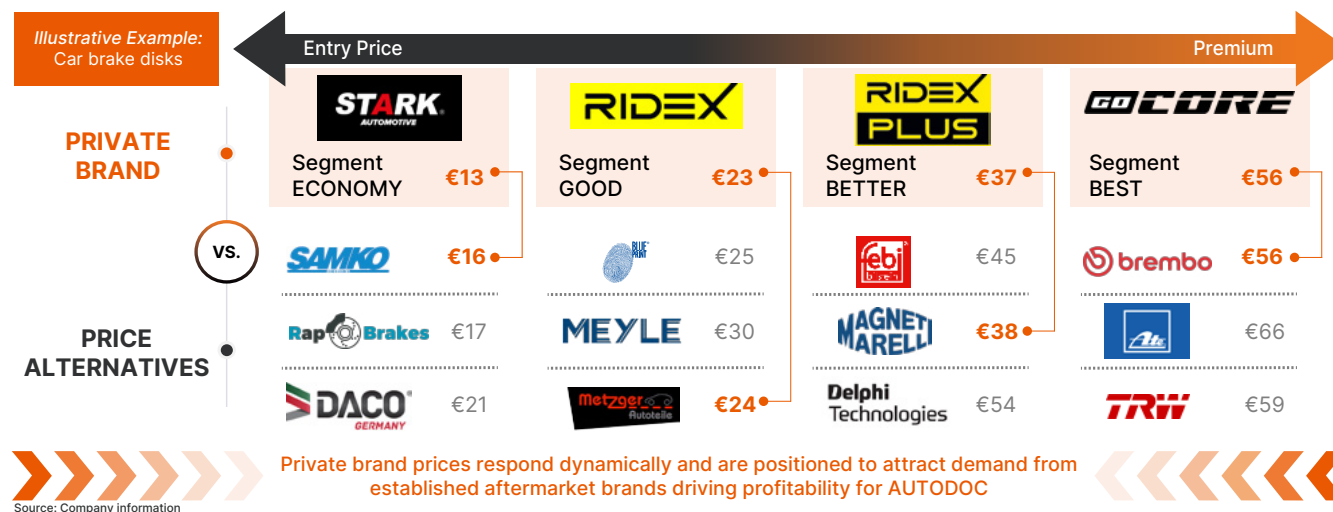


Notes: 1 Active customer: >1 order in last 12 months. 2 Before official introduction of AUTODOC PRO in Nov 2022, there were already some garage customers (which would now be categorized as B2B customers) that bought from the AUTODOC B2C shop. 3 Percentages may not total 100% due to rounding.

Expansion of our private brands portfolio

AUTODOC's private brands are key to offering competitive prices and great benefits for our customers. In addition, they contribute to operational performance with data-driven category management. Our high-performing brands, RIDEX and goCORE, operate multiple subbrands. The share of private brands in total sales still has room for incremental growth compared to the industry average. We are pursuing a continuously evolving approach to product range development based on vehicle operating and demand data, which makes it possible to predict demand for new items.

Leveraging customer trust and market credibility, AUTODOC is poised to further expand its brand portfolio to include new product categories for different customer needs. Moreover, we are further expanding goCORE for the B2B segment – a product range tailored to identified garage requirements and ensuring availability through the visibility of high-volume sales items. The use of a quality control system ensures end-customer satisfaction.



Tailored to demand

Matching demand

- Ability to leverage insights gained from sale of 3rd party brand products for expansion of **item range, product lines** and entry into **related categories**
- Ability to build **product portfolios** in **any price and quality sector** under existing and new brands
- Further expansion of goCORE for the B2B segment

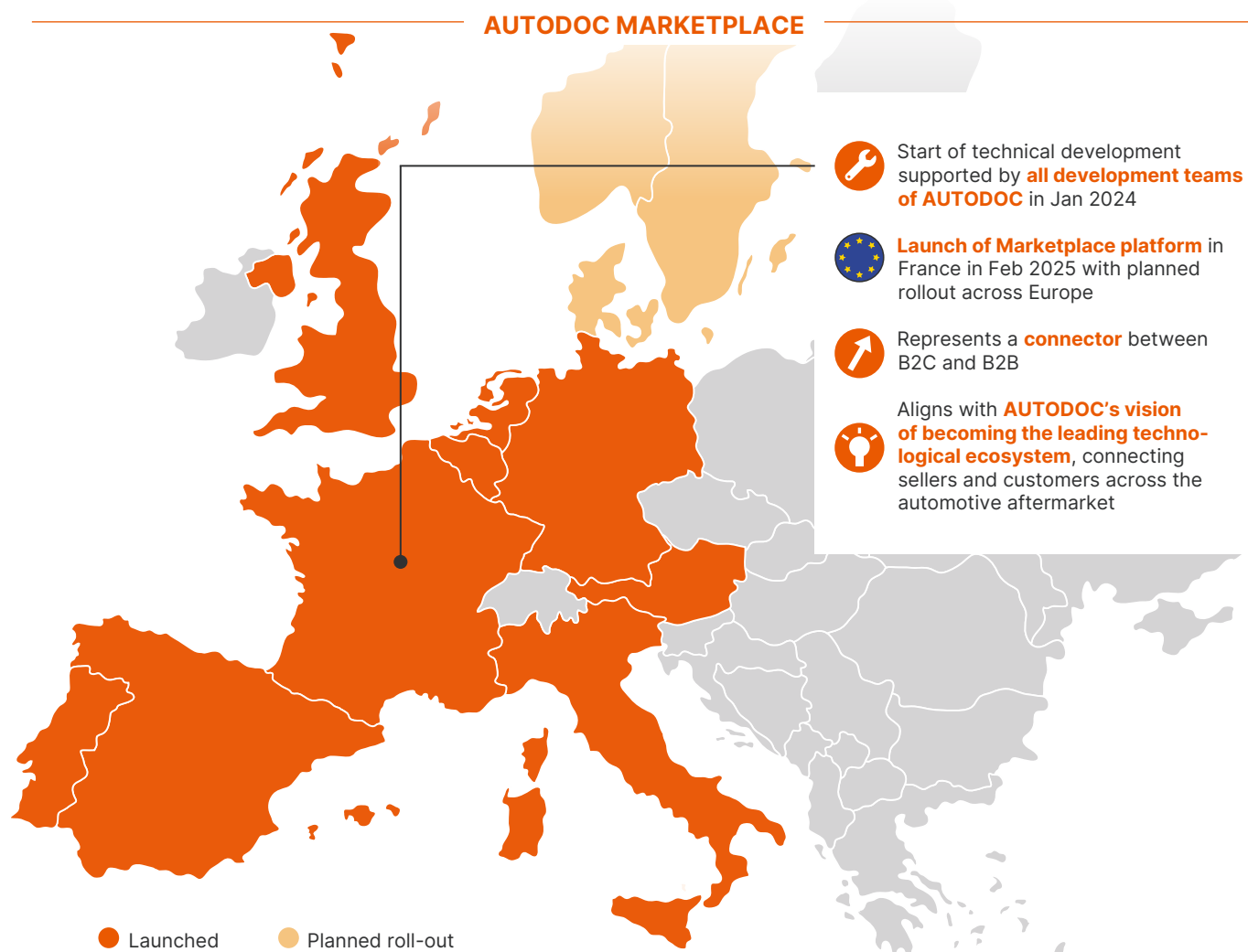
Quality

- Strict quality control system** to increase customer retention and minimize reclamations
- Manufactured in facilities shared with leading brands and **certified to international standards**

Availability

- Goods on stock**, ready for dispatch

AUTODOC MARKETPLACE – the platform to go to



Key advantages

For customers

- **Widening assortment** by allowing selected retailers to sell through marketplace
- **Competitive prices** through direct competition
- **Transparency on seller's reliability**
- Usage of AUTODOC's **expert customer support**

For sellers

- **Leveraging trusted platform** to reach vast customer base
- **Direct shipment to customers**, leveraging AUTODOC platform for post-sales

For AUTODOC

- Offers **additional products** on AUTODOC platform
- Increasing **relevance** and **brand value** for AUTODOC
- **Asset light extension** of AUTODOC's platform
- Expansion **targets** were **surpassed** by onboarding 400+ sellers across 150+ new categories
- Making AUTODOC the **go-to destination** for all vehicle needs

What sets us apart

#1 Digital pure play platform for automotive parts in Europe

Turbocharging the digitalisation of a ~€109bn market

Built on proprietary data and tech-driven platform

Broad product & brand offering supported by a seamless customer-first mobile experience

Ideally positioned to capture the digitalisation of the large B2B segment

Highly attractive financial profile with consistent track record of profitable growth

Multiple levers to fuel additional growth

Digitalisation – driver of our business

We have a data- and AI-driven approach to disrupt the market!

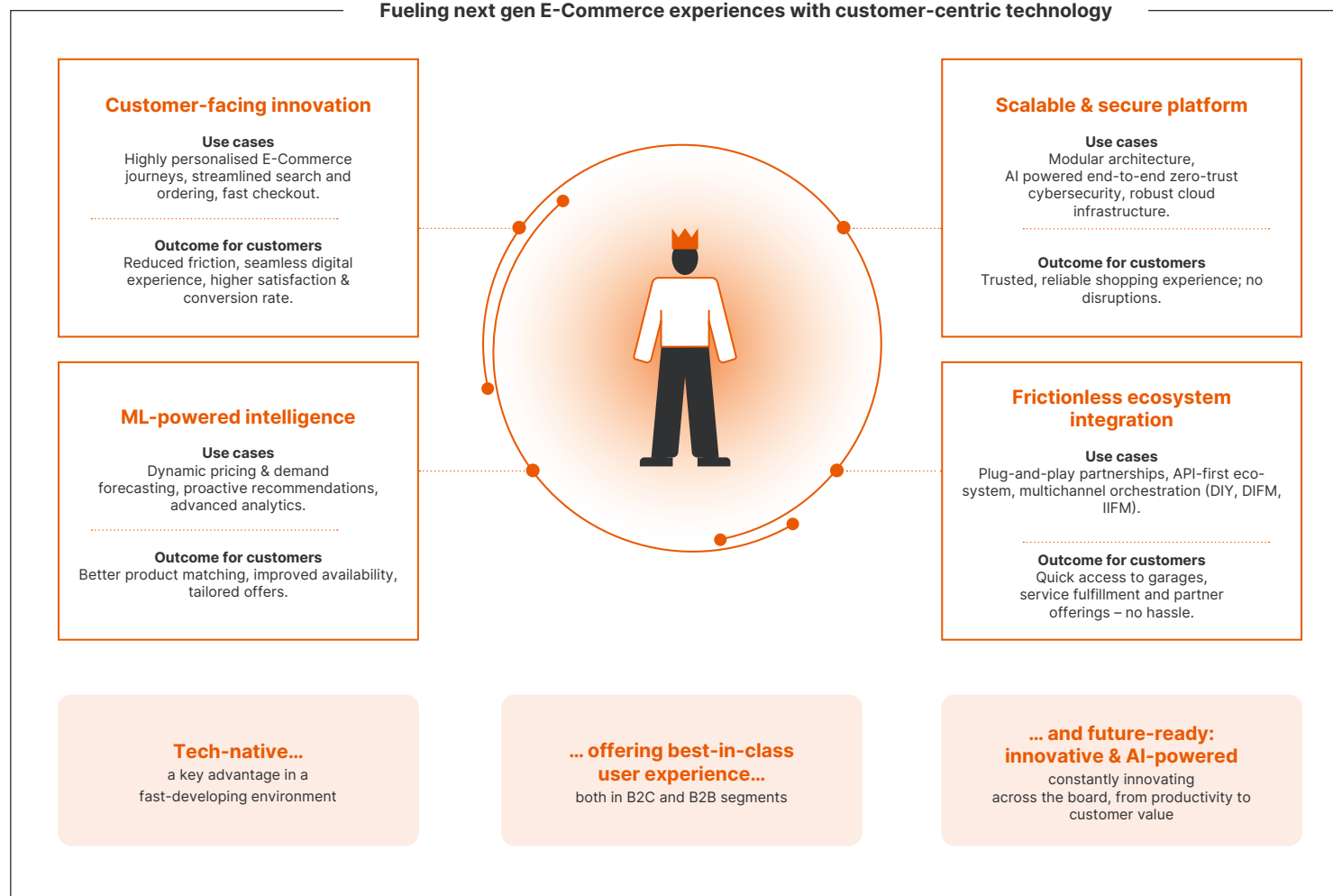
For us at AUTODOC, digitalisation is a megatrend and the enabler of our business model. In addition, embracing digital innovation allows us to better position ourselves and our products in the market by increasing transparency, data security and compliance. Our vision is clear: AUTODOC is building the leading European tech ecosystem connecting the automotive aftermarket. The digital experience at AUTODOC is tailored to the needs of customers and has been specifically designed for the automotive aftermarket.

As a fast-growing, technology-driven company, AUTODOC continuously invests in the best possible digital experience for its customers across all touch-points of the digital shopping process – from discovery to after-sales support. Furthermore, the company is deploying AI-driven solutions in customer service to enhance scalability and response quality.

In terms of security, we achieved a remarkable milestone: Zero Trust implementation drove the NIST¹ maturity score to 2.84, the largest improvement in three years, on par with benchmarks in highly regulated sectors such as financial services.

The continuous development of digital products, such as E-Commerce websites and apps, the optimisation of the online user experience, the improvement of customer support, and investment in innovative technologies to meet customer needs are central components of AUTODOC's corporate strategy.

Fueling next gen E-Commerce experiences with customer-centric technology



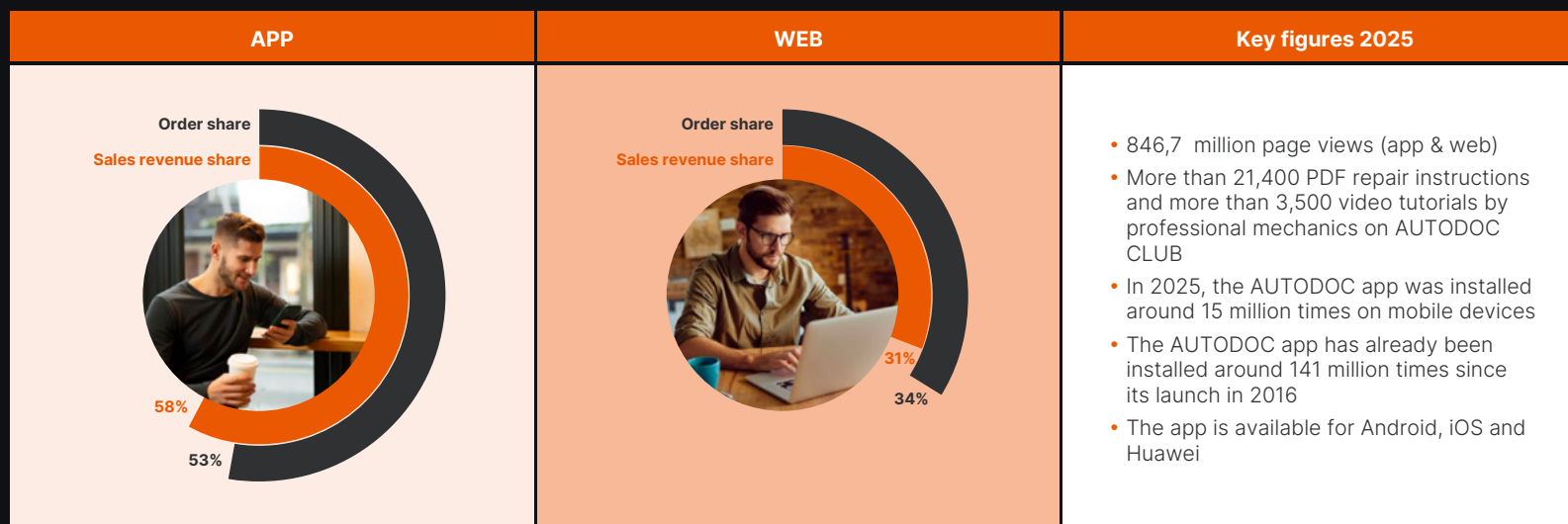
¹ The NIST Cybersecurity Framework is a set of guidelines for mitigating organisational cybersecurity risks, published by the US National Institute of Standards and Technology. NIST CSF maturity scores range from 0–4, with the highest level (4) is applicable normally to only the highest regulated or for government, military or federal institutions.

AUTODOC's digital strength – the key to success

AUTODOC's digital strength rests on its app, website and social media as the major sales and communication channels.

Innovating and further developing digital products, such as local websites and apps, optimising the online user experience and improving customer support

are an important part of the corporate strategy. AUTODOC designs and develops its websites and apps in-house, ensuring that the online channels are as user-friendly and intuitive as possible. All functionality is aligned to customers' needs and requests and is designed to provide the customer with added value before, during, and after their purchase.



Remaining percentages are orders and revenues on external marketplaces.

OFF



OFF

Source: Company information for 2025.
Notes: 1 CR refers to Conversion Rate. 2 AOV refers to Average Order Value. 3 RR360 refers to Retention Rate (over 360 days). 4 Frequency of a user's website vs. app visits.

Social media – driver of brand awareness and loyalty

We create original and helpful content on all social media channels to drive awareness and loyalty

AUTODOC is continuously working to improve its customer experience. Besides developing the product range and optimising the web shop as well as the AUTODOC app, several innovative projects were launched to specifically address customer requests and requirements, to improve the internal processes and make them more secure.

AUTODOC produces its own videos to communicate with and assist customers. More than 4k videos & shorts per language are available on YouTube, which are mostly about car repairs, how to maintain a car's value, car care and maintenance, as well as life hacks and tips.

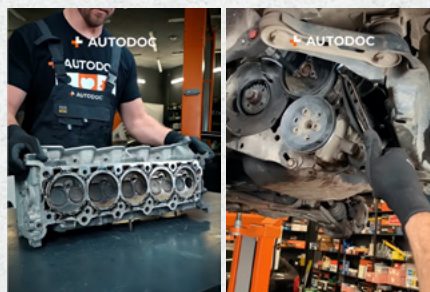
YouTube

Impressions 662m

Subscriptions 2.7m

Car care tips, DIY repair, lifehack and expert content.

Shorts



297k views

181k views

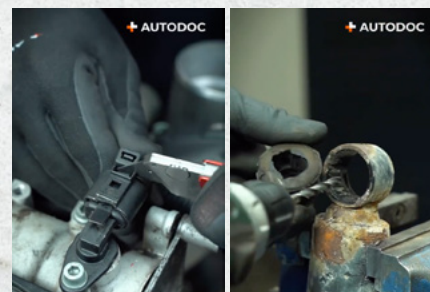
Instagram

Views 1.2bn

Followers 1.3m

Information, lifehack, engaging and entertainment content.

Post & Reels



23.9m views

11.5m views

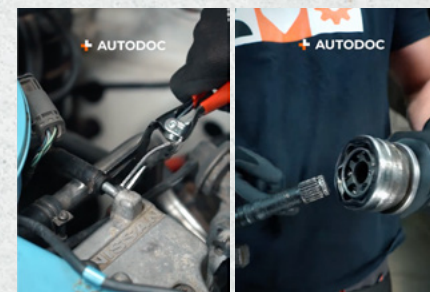
TikTok

Views 655m

Followers 2.2m

DIY repair, lifehack, product and entertainment content.

Videos



27.1m views

23m views

Our leadership team

Management Board



Dmitri Zadorojnii
Chief Executive Officer (CEO)



Lennart Schmidt
Chief Financial Officer (CFO)

Executive Leadership Team



Eugene Zhuravlenko
Chief Revenue Officer
(CRO)



Maximilian von Schorlemer
SVP & General Counsel



Steve Bianchi
Chief People Officer
(CPO)



Sebastian Bleser
Senior Vice President
Supply Chain
(SVP)

Our supervisory board



Alexei Kletenkov
Chairman of the
Supervisory Board
(AC)¹ / (EC)²



Alexej Erdle
Founder/Member of the
Supervisory Board



Max Wegner
Founder/Member of the
Supervisory Board



Vitalij Kungel
Founder/Member of the
Supervisory Board



Sandra Dax
Member of the
Supervisory Board
(AC)¹ / (EC)²



Jeremy Honeth
Member of the Supervisory Board
Apollo Representative
(AC)¹



Dr. Ulrike Handel
Member of the
Supervisory Board
(EC)²

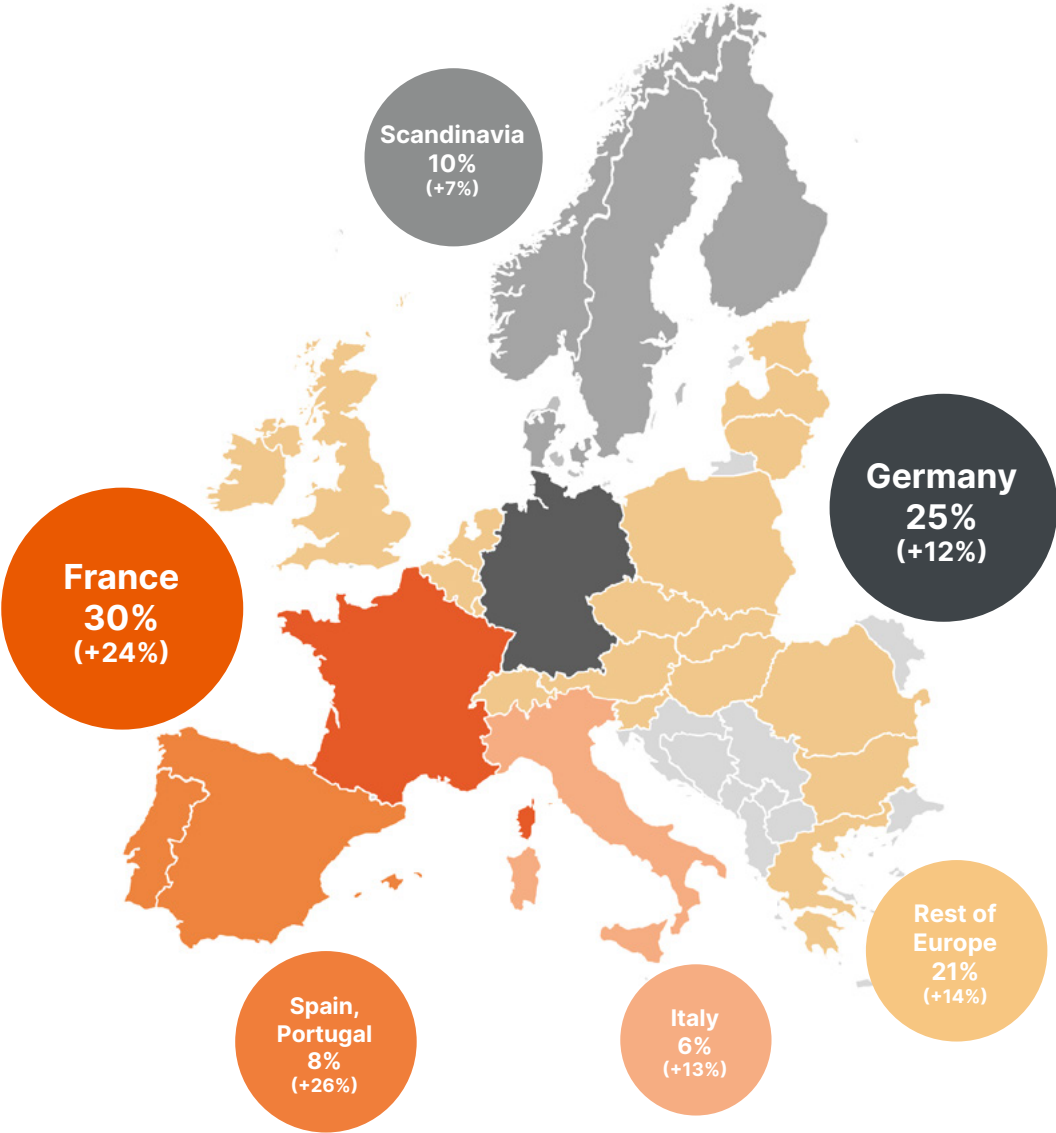


Manfred Puffer
Member of the
Supervisory Board

Financials 2025 – strong growth in all regions

Key financial performance metrics

FYE 31-DECEMBER	2021	2022	2023	2024	2025
Key financials					
Sales revenue (€m)	1,036	1,127	1,308	1,555	1,808
Gross profit (€m)	448	490	566	656	757
Adj. EBITDA (€m)	124	102	134	151	164
Adj. EBITDA margin (%)	12.0	9.1	10.2	9.7	9.1
Free cash flow* (€m)	52.8	45.6	86.6	125.3	84.0
Other KPIs					
Employees	3,100	3,800	4,400	>5,000	>5,500
Average order value (€)	86	89	91	93	96
Active customers (m)	6.2	6.6	7.4	8.4	9.3



*Unlevered Free cash flow, i.e., cash flow from operating activities and cash flow from investing activities.

Circles show revenue share in 2025; figures in brackets indicate year-on-year revenue growth compared to 2024.

A shared commitment to a greener future

At AUTODOC, sustainability means making conscious decisions – every day, across our business and value chain. Whether it's enabling repairs that keep vehicles on the road longer or using technology to drive smarter, more efficient solutions, our goal is simple: reduce waste, extend vehicle life and help shape a more circular future for mobility in Europe.

We see sustainability not as a standalone effort, but as something that touches every part of our company. From logistics and tech to customer service and partnerships, we are working to build long-term value – for our employees and customers, our communities and the planet.

From circularity to strategy: How we define and drive sustainable impact

Circularity is at the heart of what we do. By making spare parts, remanufactured products and repair know-how widely available – through our own brands and a curated product range – we support repair over replacement, leading to more efficient use of resources. That means fewer resources used and more cars staying on the road longer.

In 2025, we completed our ESRS-aligned double materiality assessment, built on engagement with our stakeholders, including employees, customers, investors and suppliers. This process helped us identify the most material sustainability topics from both a financial and impact perspective, and where we can make the greatest difference. Based on this assessment, we defined our key sustainability goals, which guide our actions, shape our KPIs and influence how we grow.

In line with regulatory requirements, we published our first report under the German Supply Chain Due Diligence Act (LkSG) in 2025. While we are not currently required to publish a full sustainability report, the insights from our materiality assessment already guide our sustainability strategy and help us focus on the areas where we can create the most meaningful impact.



Climate action across the value chain

We are committed to lowering greenhouse gas emissions throughout the AUTODOC ecosystem from supply chain and logistics to warehousing and digital operations.

TOP GOAL: Reduce GHG emissions across the AUTODOC value chain.



Smart waste & packaging solutions

We actively work to minimise our environmental footprint by optimising packaging, reducing material waste, and improving resource efficiency across our operations.

TOP GOAL: Minimise environmental impact by waste reduction and packaging optimisation.



High-Performing and inclusive Workplace

We foster a workplace where everyone feels valued and respected. Diversity and inclusion are embedded in our company culture, ensuring that all employees' lifetime value is maximised.

TOP GOAL: Cultivate a high-performing, inclusive workplace where every employee's lifetime value is maximised, contributing to the organisation's sustainable success and competitive advantage.



Product integrity & customer trust

We hold ourselves to the highest standards of product quality, safety and compliance – because trust is essential to everything we do. From sourcing to service, we prioritise integrity and customer confidence.

TOP GOAL: Maintain customer trust and integrity, ensure product safety by meeting consistent quality and compliance standards.

Embedding sustainability into leadership and governance

At AUTODOC, we are committed to responsible leadership and sustainable business practices. Our governance structure reflects this commitment, ensuring long-term success guided by high ethical standards and a strong focus on sustainability. We take a forward-looking approach by embedding sustainability into our operations, decision-making processes and business strategy.

Our sustainability programme is aligned with the Corporate Sustainability Reporting Directive (CSRD). The ultimate responsibility lies with our Chief Executive Officer (CEO), who leads by example and plays an active role in driving our sustainability agenda. By integrating sustainability into strategic decisions across the company, he sets the tone for our long-term direction.

To provide oversight and continuity, we have established a cross-functional Sustainability Committee. This committee includes key members of our leadership team: the CEO, Chief Financial Officer (CFO), Chief Operating Officer (COO), Chief People Officer (CPO). The committee meets regularly to evaluate our sustainability goals, track progress on key initiatives and steer our Environmental, Social, and Governance (ESG) efforts. It acts as a central forum for aligning sustainability with our broader corporate objectives and ensuring transparent, accountable leadership at the highest level.

Our Sustainability Management function is to support the Committee, responsible for operational implementation, coordination and the continuous development of our sustainability strategy. A cross-departmental Sustainability Team further supports data collection, ESG reporting and the execution of initiatives across the company.

We also take a holistic approach to sustainability-related risks and opportunities by integrating ESG topics into our enterprise-wide Risk Management system. Sustainability is not treated as a standalone effort – it is an integral part of how we think, plan and act as a company.

Our governance structure is continuously reviewed and refined to ensure compliance with evolving regulations such as the CSRD and European Sustainability Reporting Standards (ESRS). This helps us stay future-ready and maintain accountability to all our stakeholders.

Looking Ahead: driving change, step by step

And this is just the beginning. With the right people, mindset and partnerships, we're confident we can drive meaningful change – one decision, one repair, one vehicle at a time.



Innovation and sustainability go hand-in-hand. As we shape the future of the European automotive aftermarket, we believe that the smartest solutions are also the most sustainably responsible ones.

Dmitri Zadorojnii
Chief Executive Officer (CEO)

Stronger together – core values of AUTODOC



Customer centricity

Offer high quality products and services that address customers needs



Collaboration

Acknowledge people's different needs and value the contribution of each individual



Inclusion

Diversity is in AUTODOC's DNA: AUTODOC was built by immigrants with limited resources



Empowerment

Encourage, inspire and support each other to grow and succeed together

From building a strong culture to implementing socially responsible initiatives



Campaign for addressing poverty

Initiative to combat poverty, usually in November and December, during which we assemble supplies for families facing economic hardships.



United for Good: Ukraine

United for Good is AUTODOC's global fundraiser for Ukraine. Donations and live voting during our employee talent show *Ukraine Got Talent* supported the UNBROKEN Prosthetics Foundation.



AUTODOC Hackathon

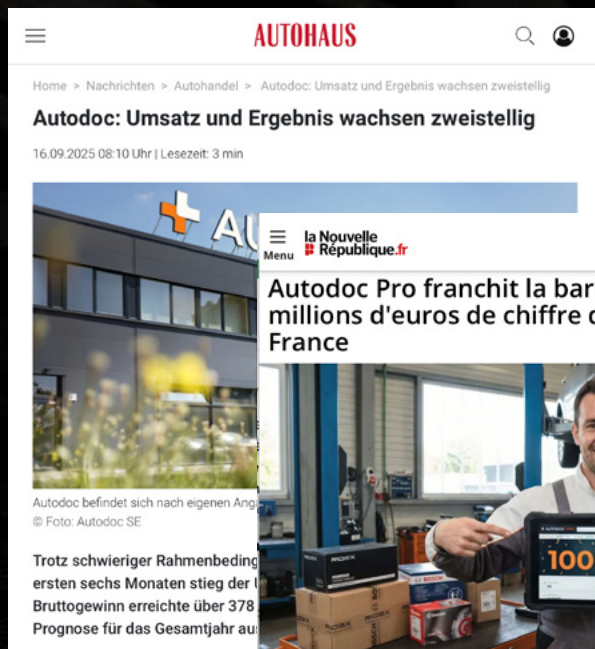
Bringing together colleagues from across the business, this initiative turns ideas into solutions that support collaboration, innovation and long-term progress.



Anti-harassment training

With the presence of Senior leadership, AUTODOC successfully conducted in-person anti-harassment training for approximately 2,000 warehouse staff members.

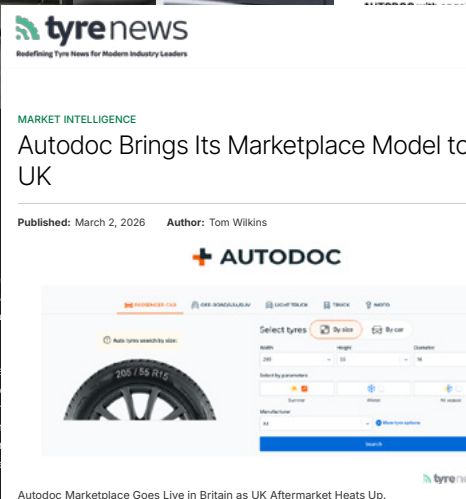
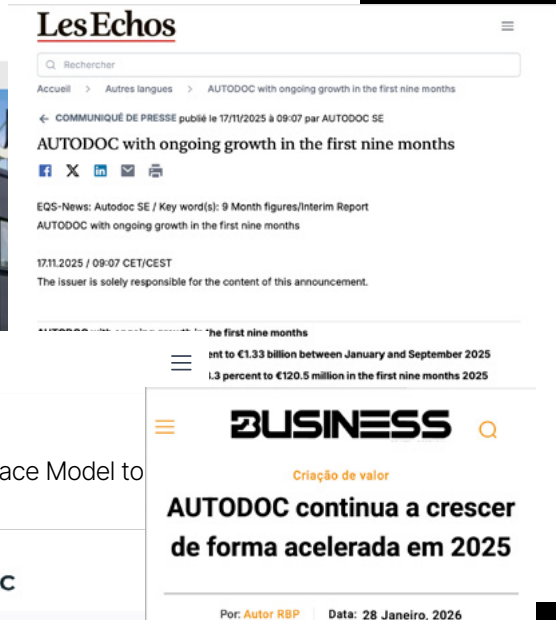
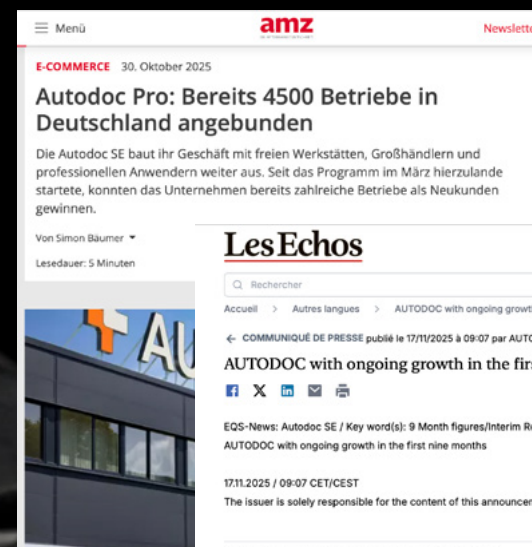
AUTODOC in the media



"De uitbreiding van Autodoc Marketplace naar de Benelux is een natuurlijke stap voorwaarts", aldus CEO Dmitry Zadorozhny. "Het is een belangrijke mijlpaal op de weg naar het toonaangevende Europese technologische ecosysteem voor de aftermarket van de auto-industrie te worden. De marktplaats is een aanvulling op onze B2C- en B2B-platforms, breidt ons aanbod uit tot meer dan alleen de traditionele onderdelenverkoop, voegt Zadorozhny eraan toe. "In tegenstelling tot algemene marktplaatsen legt ons platform de nadruk op relevante aanbieders voor een zeer betrokken automobilistenpubliek."

Relevant

Met een positie op Autodoc Marketplace profiteren klanten van deze externe en lokale verkopers een speciaal, op de auto gericht verkoopkanaal. Het biedt toegang tot miljoenen potentiële klanten", voegt Zadorozhny eraan toe. "In tegenstelling tot algemene marktplaatsen legt ons platform de nadruk op relevante aanbieders voor een zeer betrokken automobilistenpubliek."



The German-headquartered retailer, which positions itself as one of Europe's leading online sellers of vehicle spare parts and accessories, has been at the forefront of the marketplace model across key European markets and now has firmly in its sights.

What Is the Autodoc Marketplace?

Rather than operating solely as a traditional online retailer stocking its own inventory, Autodoc is evolving into a broader platform business. The Autodoc Marketplace allows vetted third-party sellers (including national and regional parts retailers, distributors, manufacturers and specialist suppliers) to list



amz
DIE AFTERMARKETZEITSCHRIFT

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