

Otto Group Path

You are the Otto Group!

You are a fundamental part of a forward-looking enterprise that has embraced a clear vision. “Responsible commerce that inspires” has defined our direction, linking it to ambitious goals for the years ahead. We want to grow our business while not losing sight of our responsibility for people and the planet.

Champion the cause
and let's create a
formidable future together!

Responsible commerce that inspires

Our ambition

- We combine social and ecological responsibility with economic success.
- Together we shape exceptional customer experiences.
- We provide digital entrepreneurs with a home to pursue big ideas that give us a competitive edge.

Our attitude

- We are a family business and act with conviction and integrity in line with the values embraced in our Code of Ethics.
- We persistently and creatively strive for operational excellence for our customers.
- We live *Kulturwandel*, our cultural change, with courage and passion to secure our future.

Our path

- We pursue a focused growth strategy and make high invests in our existing strengths, both national and international.
- Innovation is the driving force that helps us expand and build new businesses.
- We set clear and ambitious goals to drive social and ecological responsibility.

Together we push the limits

otto group

Our common goals

Growth

We achieve ambitious growth through a focused expansion in high yield businesses as well as through the development of new and innovative concepts.

Profitability

We generate sustainable profits to finance the development of our Group with a goal to reach a double-digit ROCE* in the midterm.

Investments

We are increasing our investments in both existing businesses, operational excellence, innovative concepts and attractive markets, taking advantage of the opportunities offered by M&A**.

Financial framework

We maintain our entrepreneurial freedom and flexibility through a healthy balance sheet structure with an equity ratio of over 25 percent and a good credit-worthiness.

Corporate responsibility

We act sustainably in all of our areas of activity and pursue clear and ambitious goals such as climate neutrality in 2030.

* Return on capital employed: Earnings before interest in relation to total capital employed

** Mergers & Acquisitions: Mergers of companies and acquisition of companies or shares in companies

Every step counts!

No matter who you are, where you are, what your job is, you help fill the Otto Group Path with life. We all play our part in shaping the Otto Group Path.

We are glad to have you on this journey with us.



What exactly are our ambition, our attitude and our path? What goals do we set ourselves and how does the Code of Ethics guide us in our daily work? Everything about the Otto Group Path:

www.ottogroup.com/ottogrouppath