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SHOP APOTHEKE EUROPE N.V. PUBLISHES AGM CONVOCATION AND AGENDA.

SHOP APOTHEKE EUROPE N.V. ("SHOP APOTHEKE EUROPE" or the "Company"), Europe's leading online OTC pharmacy (OTC = over the counter = non-prescription medications), has today published the convocation for the annual general meeting of shareholders of the Company (the "AGM"), including the agenda, the accompanying explanatory notes and other information/documentation on its website <http://shop-apotheke-europe.com/en/investorrelations/hauptversammlung/>.

The AGM will take place on 16 May 2017 at 13:00 CEST at Van der Valk Hotel Venlo, Nijmeegseweg 90, 5916 PT Venlo, The Netherlands.

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 the market leader in terms of traffic. SHOP APOTHEKE EUROPE delivers a broad range of more than 100,000 original products to 1.8 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.

PRESS RELEASE

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This announcement does not constitute a public offer or an offer to subscribe to any securities in any jurisdiction. The offer was made exclusively on the basis of the company's securities prospectus that had been published in connection with the offer. The shares have already been sold.

This announcement contains forward-looking statements that relate to the future course of business and future financial performance, as well as future transactions or developments concerning SHOP APOTHEKE EUROPE. The bases of these statements are current expectations and assumptions of SHOP APOTHEKE EUROPE's management, of which a large number are outside SHOPE APOTHEKE EUROPE's sphere of influence. These statements are therefore subject to a variety of risks and uncertainties. If such risks and uncertainties occur, or if the underlying expectations do not materialize or the assumptions made are not correct, the actual events, both positive and negative, may differ materially from those events contained in the forward-looking statements. SHOP APOTHEKE EUROPE assumes no obligation to update these forward-looking statements or to correct them in the event of occurrences or developments other than those anticipated. Such updates or corrections are not intended.