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Press release

Even easier to save: DocMorris introduces new points system

The online pharmacy DocMorris is introducing an attractive points system that allows customers to save on their purchases. They can collect valuable points with every order and later convert them into discounts. The new program makes shopping at DocMorris even more rewarding and offers many advantages. "Many of our customers have been ordering regularly from DocMorris for years. With the loyalty program, we can now thank them even more for their loyalty. From now on, points will be automatically credited for every prescription-free online order. Saving has never been so easy," explains Dorit Posdorf, Chief Marketing Officer DocMorris.

**The advantages of the DocMorris points system:**

1. **collect points automatically:** Customers automatically collect points with every prescription-free online order via the DocMorris website or the DocMorris app - without prior registration.
2. **attractive conversion:** customers receive at least 10 points per €1 order value, and even 15 points in the app.
3. **quick redemption:** From 1000 points (equivalent to €1 discount), the points can be redeemed in the shopping basket. Up to 20 per cent of the shopping basket value of non-prescription items can be paid for with points**.**
4. **regular special promotions:** Additional points can be collected during numerous special
promotions.
5. **clear points balance:** The current points balance can be viewed at any time in the online
customer account and by e-mail.

Points are credited within 14 days of purchase and are valid for 1 year. Customers will be informed by e-mail before points expire. Points are not combinable with vouchers.

Further information can be found at: [www.docmorris.de/punkte](http://www.docmorris.de/punkte)

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**DocMorris**

DocMorris stands for customer-centred, innovative services and a wide range of digital healthcare products. These range from quickly making appointments to see a doctor online on the TeleClinic telemedicine platform to pharmaceutical advice and the supply of prescription and over-the-counter medicines and healthcare products from Germany's best-known online pharmacy. In addition, there is the marketplace with a broad complementary range of remedies and aids as well as products from the areas of nutrition, beauty and family. DocMorris thus provides its customers with easy access to comprehensive healthcare services in one place with just one click. In the Germany segment, the Swiss company DocMorris AG generated external sales of CHF 976 million in 2023 with over 9 million active customers.