

Announcement pursuant to Article 2(1) of the Delegated Regulation (EU) 2016/1052

Berlin, Germany, August 14, 2017 – Today, the Management Board of Rocket Internet SE, with consent of the Supervisory Board, has resolved to carry out a share buy-back program with a volume of a maximum up to 5,000,000 shares of Rocket Internet SE (ISIN: DE000A12UKK6) for a total purchase price (excluding incidental costs) of a maximum up to 100 million Euro (the “Share Buy-Back Program”). The buy-back via Xetra trading of the Frankfurt Stock Exchange will begin on August 14, 2017 and will be conducted for a period until the end of April 30, 2018. The repurchased shares of Rocket Internet SE are currently intended to be redeemed, and the share capital of Rocket Internet SE to be reduced accordingly.

The Share Buy-Back Program will be carried out based on the authorization of the Annual General Meeting of Rocket Internet SE on June 2, 2017. Under this authorization, Rocket Internet SE is authorized to acquire until June 1, 2022 own shares in an amount of up to 10% of the share capital of Rocket Internet SE at the time of the resolution or – if this value is lower – at the time of the exercise of the authorization. If the shares are repurchased over the stock exchange, the purchase price per share (excluding incidental costs) may not exceed or be less than 10% of the price of a share of Rocket Internet SE in Xetra trading (or a corresponding successor system) ascertained by the opening auction on the trading day.

The acquisition of own shares by way of the Share Buy-Back Program will be carried out by a credit institution. To the extent it is intended to repurchase shares of Rocket Internet SE during a closed period within the meaning of Art. 19(11) of Regulation (EU) No 596/2014 of the European Parliament and the Council of April 16, 2014 or during a period in which Rocket Internet SE has decided to delay the public disclosure of inside information in accordance with Art. 17(4) of Regulation (EU) No 596/2014 of the European Parliament and the Council of April 16, 2014, Rocket Internet SE has instructed the credit institution to execute such repurchases. The credit institution will make its trading decisions concerning the timing of the purchases of the shares of Rocket Internet SE, observing the contractual obligations, independently of and without any influence from Rocket Internet SE within the meaning of Art. 4(2) lit. b) of Delegated Regulation (EU) 2016/1052 of the Commission of

March 8, 2016. Insofar, Rocket Internet SE will not exercise any influence over the credit institution's decisions.

Rocket Internet SE will carry out the purchases in accordance with Art. 5 of Regulation (EU) No 596/2014 of the European Parliament and the Council of April 16, 2014 as well as the provisions of Delegated Regulation (EU) 2016/1052 of the Commission of March 8, 2016 and on the basis of the aforementioned authorization by the Annual General Meeting of Rocket Internet SE on June 2, 2017. To the extent Rocket Internet SE has instructed a credit institution to purchase the shares of Rocket Internet SE, Rocket Internet SE has obligated this credit institution accordingly.

The shares of Rocket Internet SE will be purchased at market prices in accordance with the conditions for trading pursuant to Art. 3 of Delegated Regulation (EU) 2016/1052 of the Commission of March 8, 2016. In particular, the shares of Rocket Internet SE will not be purchased at a price higher than the higher of the price of the last independent trade and the highest current independent purchase bid on the trading venue where the purchase is carried out. In addition, Rocket Internet SE will not purchase on any trading day more than 25% of the average daily volume of the shares on the trading venue on which the purchase is carried out. The average daily volume is calculated based on the average daily volume traded during the 20 trading days preceding the date of the respective purchase.

To the extent required and legally permissible, the Share Buy-Back Program can be suspended and also resumed at any time.

Information on the transactions relating to the Share Buy-Back Program will be adequately disclosed no later than by the end of the seventh daily market session following the date of execution of such transactions in a detailed form and in an aggregated form. In addition, Rocket Internet SE will post on its website (www.rocket-internet.com) under section "Investors" the transactions disclosed and keep that information available for the public for at least a 5-year period from the date of public disclosure.

Ends

Disclaimer:

This document contains forward-looking statements. These statements are based on the current views, expectations and assumptions of the management of Rocket Internet SE ("Rocket Internet") and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Actual results,

performance or events may differ materially from those described in such statements due to, among other things, changes in the general economic and competitive environment, risks associated with capital markets, currency exchange rate fluctuations and competition from other companies, changes in international and national laws and regulations, in particular with respect to tax laws and regulations, and other factors. Rocket Internet does not assume any obligations to update any forward-looking statements.