



**DEICHMANN**

International Expansion



**DEICHMANN DOSENBACH OCHSNER SHOES OCHSNER SPORT**

**MY SHOES**



**ROLAND**

**OFF BROADWAY  
SHOES**

**ONLY I GO**

**RACK ROOM SHOES**

**snipes**

# The Company



**Heinrich Deichmann**  
owner of the Deichmann Group.

Deichmann is Europe's largest shoe retailer today. It is since 1913 a family-run business, meaning the owners vouch for the company with their name and full commitment. This concept has been successful ever since the company founding and will continue to be applied in the future.

Meanwhile the Deichmann Group is generating over half of its turnover abroad. Alongside Germany, the company is currently active in 29 countries. Although Deichmann is European market leader in the shoe retail industry, the company plans to continue operating as a family business and maintain its independence. Deichmann's growth course is characterized by loyalty to its original strategy: expanding by means of its own resources. This strategy has enabled Deichmann to remain independent of stock exchanges and financial markets. Except for the operation for UAE, the shops are not operated as franchises but remain in the hands of the company.

Deichmann is a reliable business partner in every country, with an interest in long term tenancies.

## The development of the Deichmann Group



# Facts & Figures

No. 1 in Europe  
 178 million pairs of shoes  
 30 countries  
 4,053 stores  
 40 online shops  
 40,698 staff  
 5,8 billion Euro in sales

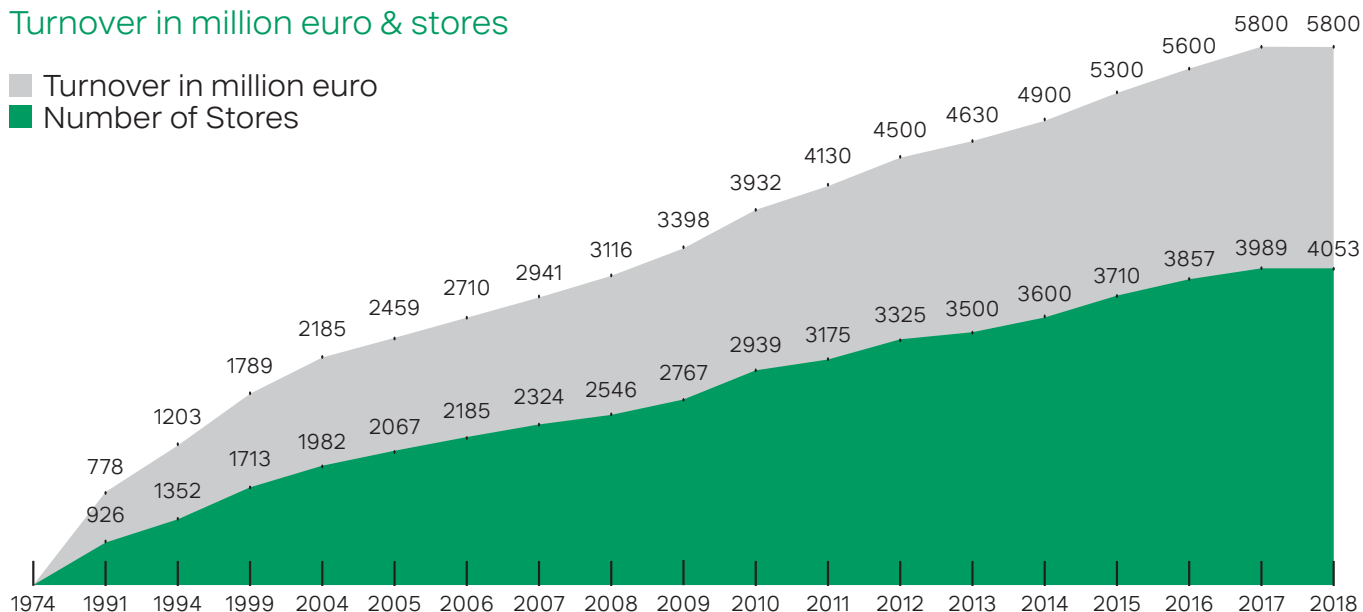
The group generated a gross turnover of 5.8 billion euros (net: 5 billion euros) in the past financial year – the highest in a company history spanning more than 100 years.

The currency-adjusted turnover increase was 2 per cent. At the end of 2018, Europe's largest shoe retailer was running a total of 4,053 branches and 40 online shops, employing a staff of 39,564. In 2019 the group successfully entered the market in another three countries: Estonia, Latvia and United Arab Emirates.

Against the backdrop of the current economic situation, extensive growth plans are also on the agenda for 2019. The planned investments for the entire group amount to 285 million euros, a record high. 102 million euros of this total will be allocated to Germany. Investments will be made both in the modernisation of the store network and the opening of new bricks-and-mortar stores, as well as in internationalisation and digitalisation. For 2019, the group is planning on opening 229 new stores worldwide and modernising 256 stores. (Press release 14.03.2019)

## Turnover in million euro & stores

■ Turnover in million euro  
 ■ Number of Stores





## Generalist and specialist

### Target groups



**Core target groups:**

Fashion-orientated men and women, 20-49 years of age

**Target group plus:**

Demand-orientated families with children plus best-agers

**Range of products:**

Full range of women, men, children's shoes, trainers and comfort shoes

**Brand policy:**

Exclusive proprietary brand portfolio. External brands in sports segment and acquisition of quality brands.



The Deichmann omni-channel mix covers all communication and sales channels.





## Our shop concepts



## High street – City centre locations

as well as highly frequented pedestrian zones

- shops in A and B locations
- preferably at ground level
- at least 400–500 sqm, with additional storage space if appropriate
- in exceptions, multi-storey with up to 1,000 sqm
- good visibility
- wide window front
- straight-line/preferably rectangular floor plan
- very good accessibility and transport links



## Our shop concepts



## Shopping centres

- total area of at least 20,000 sqm
- modern architecture or high-quality old building
- with good tenant occupancy, consisting of international/domestic fashion retailers and specialist shops
- box-style store
- gross area of approx. 400-500 sqm
- minimum of 9 m store frontage
- ceiling height of at least 3 m
- good visibility of the shop in the mall





## Our shop concepts



## Retail Park Centres and Strip Malls

- with a total sales area starting from 5,000 sqm
- shop with minimum 400 sqm
- with appropriate tenant occupancy consisting of a self-service department store as well as convenience goods retailers
- with good transport links and spacious parking facilities

## Convenience stores

- with a total sales area of approximately 3,000 sqm
- with local provision function
- good visibility and transport links
- preferred single-floor layout



**Germany**  
**Frank Bode**  
frank\_bode@deichmann.com  
Deichmann SE  
Deichmannweg 9  
45359 Essen  
Phone: +49 201 8676 261  
www.deichmann.com



**Switzerland**  
**Raffaele de Stefano**  
raffaele\_de\_stefano@deichmann.com  
DOSENBACH - OCHSNER AG  
Schuhe und Sport  
Allmendstraße 25  
8953 Dietikon 1  
Phone: +41 44 745 46 33  
www.dosenbach.com



**Great Britain**  
**Mark Cunningham**  
mark\_cunningham@deichmann.com  
DEICHMANN-SHOES UK Ltd.  
16 Compass Point  
Market Harborough  
Leicestershire England, LE16 9HW  
Phone: +44 1858 436 519  
www.deichmann.com



**Russia**  
**Armin Schweers**  
armin\_schweers@deichmann.com  
Deichmann Ltd.  
Room 1B, premise XXV, bld. 1, housing estate 6,  
22-nd kilometer, Kievskoye highway, settlement  
«Moskovsky»  
Moscow, 108811  
Phone: +7 495 745 26 88  
www.deichmann.com



#### SPAIN + PORTUGAL

**Markus Weber**  
markus\_weber@deichmann.com

► **Spain**  
DEICHMANN Calzados, S. L.  
C/Juan Gris 10-18 3a  
08014 Barcelona  
Phone: +34 93 432 9485  
www.deichmann.com



► **Portugal**  
DEICHMANN Calçados – Unipessoal, LDA.  
Av. da República, n° 6 7a Esq.  
1050-191 Lisboa  
Phone: +34 93 432 8336  
www.deichmann.com



**Italy**  
**Maurilio Prezioso**  
maurilio\_prezioso@deichmann.com  
DEICHMANN Calzature S. r. L.  
Via XXV Aprile 5  
20016 Pero (MI)  
Phone: +39 02 3834 8001  
www.deichmann.com



**Turkey**  
**Metehan Oezel**  
metehan\_oezel@deichmann.com  
Deichmann Ayakkabıcılık San. ve Tic. Ltd. Şti.  
19 Mayıs Cad. No:3  
Golden Plaza Kat 6  
34371 Sisli / Istanbul  
Phone: +90 212 373 7003  
www.deichmann.com



**V.A.E. (\*Franchise)**  
**Deichmann SE**  
**Martin Hoelscher**  
Head of Strategic Expansion  
strategic-expansion@deichmann.com  
Deichmannweg 9  
45359 Essen  
Phone: +49 2018676 237  
www.deichmann.com



#### AUSTRIA + CENTRAL AND EASTERN EUROPEAN COUNTRIES

**Alexander Chlumecky**  
alexander\_chlumecky@deichmann.com  
**Tomas Marcek**  
tomas\_marcek@deichmann.com

► **Austria**  
DEICHMANN GmbH  
Modecenterstrasse 22/ MGC 4 / Top 602  
A-1030 Wien  
Phone: +43 1 798 64 00  
www.deichmann.com



► **Bulgaria**  
**Orlin Andreev**  
orlin\_andreev@deichmann.com  
Deichmann targovia s obuvki EOOD  
bul. Tzarigradsko shosse 115 G  
Business Center MEGAPARK, et. 2, office E2  
1784 Sofia  
Phone: +35 9 2 8178 901  
www.deichmann.com



► **Hungary**  
**Krisztina Fodor**  
krisztina\_fodor@deichmann.com  
DEICHMANN-Cipökereskedelmi Kft.  
Kassák Lajos u. 19-25. / 6. Stock  
1134 Budapest  
Phone: +36 1 263 66 80  
www.deichmann.com



► **Romania**  
**Alexandru Tatoi**  
alexandru\_tatoi@deichmann.com  
DEICHMANN Comercializare  
Incaltaminte SRL  
Victoria Park  
Sos. Bucuresti - Ploiesti nr. 73-81  
Cladirea 2, Etaj 4 Sector 1  
013685 Bucuresti  
Phone: +40 21 300 4600  
www.deichmann.com



#### SLOVENIA, BOSNIA, CROATIA, SERBIA

**Toncek Krajnc**  
toncek\_krajnc@deichmann.com

► **Slovenia**  
DEICHMANN prodaja  
obutve d.o.o.  
Dunajska cesta 151  
1000 Ljubljana  
Phone: +38 612 39 63 03  
www.deichmann.com



► **Bosnia**  
Deichmann obuća d.o.o.  
Franca Lehara 2  
71000 Sarajevo  
Phone: +38 612 39 63 03  
www.deichmann.com



► **Croatia**  
DEICHMANN trgovina obucom d.o.o.  
Rudolfa Kolaka 14  
10040 Zagreb  
Phone: +38 612 39 63 03  
www.deichmann.com



► **Serbia**  
DEICHMANN trgovina  
obucom SRB d.o.o.  
Bulevar Mihajla Pupina 4  
11070 Novi Beograd  
Phone: +38 6 1 239 63 03  
www.deichmann.com



#### SLOVAKIA + CZECH REPUBLIC

**Petr Leden**  
petr\_leden@deichmann.com

► **Slovakia**  
DEICHMANN-OBUV SK s.r.o.  
Ulica Logistického Parku 1  
929 01 Dunajská Streda  
Phone: +420 543 423 600  
www.deichmann.com



► **Czech Republic**  
DEICHMANN-OBUV s.r.o.  
Brno Business Park  
Londýnské nám. 853/1  
639 00 Brno  
Phone: +420 543 423 600  
www.deichmann.com



#### SCANDINAVIA

**Susanne Wichtrup**  
susanne\_wichtrup@deichmann.com

► **Denmark**  
DEICHMANN – SKO ApS  
Vesterbrogade 6D, 1. sal  
1620 Copenhagen V  
Phone: +45 33 34 38 00  
www.deichmann.com



► **Sweden**  
Deichmann Sko AB  
c/o Deichmann Sko ApS  
Vesterbrogade 6D, 1. sal  
1620 Copenhagen V  
Phone: +45 33 34 38 00  
www.deichmann.com



#### POLAND + BALTICS

**Wojciech Normand (CEO)**  
wojciech\_normand@deichmann.com  
**Marcin Richert**  
marcin\_richert@deichmann.com  
**Marcin Detko**  
marcin\_detko@deichmann.com

► **Poland**  
DEICHMANN-Obuwie Sp. z o.o.  
ul. Lotnicza 12  
54-155 Wrocław  
Phone: +48 71 3901427  
+48 71 3901420  
www.deichmann.com



► **Lithuania**  
UAB DEICHMANN AVALYNE  
A. Goštauto g. 40B  
03163 Vilnius  
Phone: +370 5 2491230  
www.deichmann.com



► **Latvia**  
DEICHMANN APAVI SIA  
Kalku iela 15-3B  
LV-1019 Riga  
Phone: +48 607 100 551  
+48 693 766 660  
www.deichmann.com



► **Estonia**  
DEICHMANN KINGAD OÜ  
A.H. Tammsaare tee 47  
ET-11316, Tallinn  
Phone: +48 607 100 551  
+48 693 766 660  
www.deichmann.com



**France**  
**Fabrice Gentile**  
fabrice\_gentile@deichmann.com  
DEICHMANN CHAUSSURES SAS  
Parc Technoland  
Bat. F, 3 allée de Toscane  
69800 Saint Priest  
Phone: +33 4 37 54 61 61  
www.deichmann.com



#### NETHERLANDS + BELGIUM

**Frank van Sebille**  
frank\_van\_sebille@deichmann.com

► **Netherlands**  
VAN HAREN Schoenen B. V.  
van Liemptstraat 10  
5145 RB Waalwijk  
Phone: +31 416 562 200  
www.deichmann.com



► **Belgium**  
Van Haren Schoenen BVBA  
Ankerrui 9  
2000 Antwerpen  
Phone: +31 416 56 22 00

