



DEICHMANN

International Expansion



DEICHMANN DOSENBACH OCHSNER SHOES OCHSNER SPORT



ROLAND



ONLY|GO

RACK ROOM SHOES



The Company



Heinrich Deichmann
owner of the Deichmann Group.

Deichmann is Europe's largest shoe retailer today. It is still 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 was founded in 1913 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 23 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. 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
172 million pairs of shoes
24 countries
3,710 stores
37,300 staff
5,3 billion Euro in sales

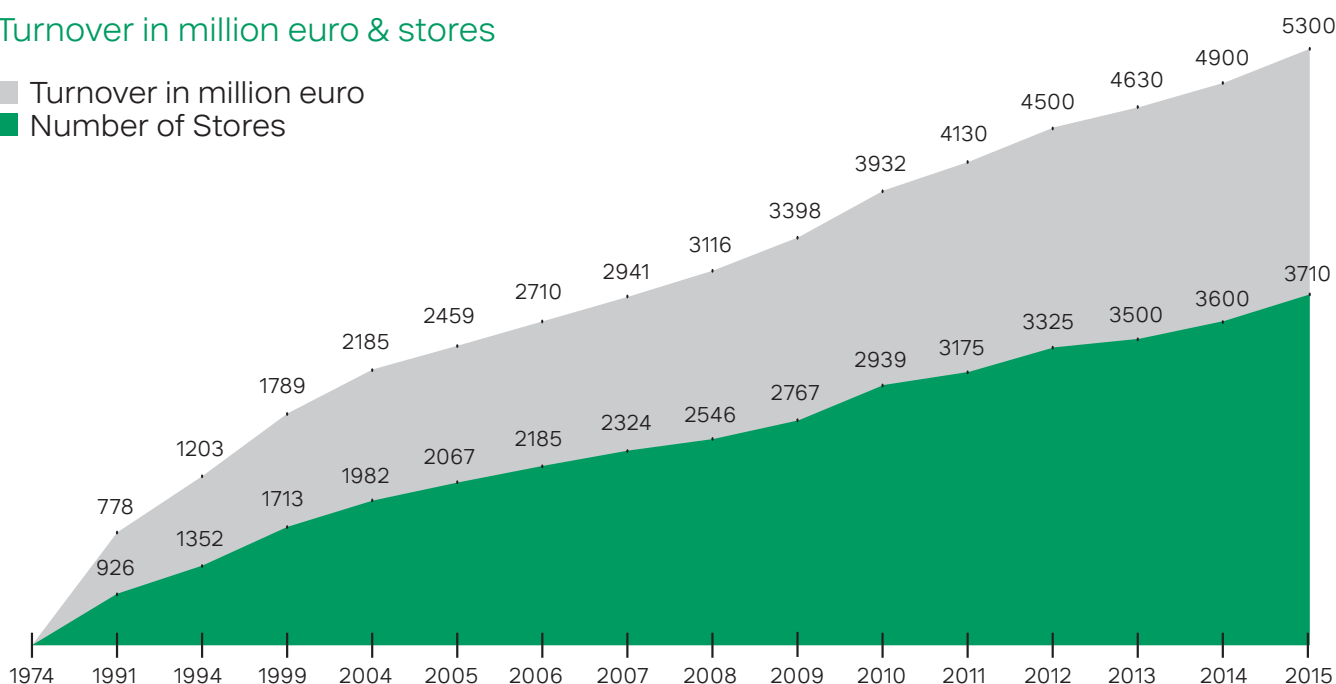
With a currency-adjusted turnover growth of 8 per cent in 2015 the Deichmann Group has been able to maintain the steady growth of the recent years.

In financial year 2015 the group achieved a turnover of 5,3 billion euro in 23 European countries plus the USA. Deichmann sold 172 million pairs of shoes worldwide in 2015.

This means the company more than doubled the number of sold pairs of shoes in the past 13 years, rising from 78 to 172 million pairs. At the end of 2015, the group had 37.300 employees (2014: 36.150) at 3.710 branches in Germany and abroad (2014: 3.600). In 2015, almost 60 per cent of the turnover was already generated abroad.

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



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