


DEICHMANN

Expansion Presentation

2021 English version

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Our love for shoes is reflected in all that we do,
starting from the selection of on-trend brands and models
to our standards for quality and workmanship to our high
standards of service and consultation.

And that's for more than 100 years!

Because we love shoes.

A philosophy

that we share with our customers.
Even for them, shoes are not just any piece
of clothing – but an expression of fashion
and personality.

**With a large selection of the
latest brands, Deichmann offers
each customer the right shoe.**

Sporting highlights from adidas to Nike



Official partners of the Deichmann Group



FILA

adidas

PUMA

asics

Reebok

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Fashion highlights from Bench to Skechers

Lifestyle brands that inspire!

Bench.

E S P R I T

ROMIKA®



DANIEL HECHTER
P A R I S

S
SKECHERS

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Our brand world.

Deichmann does not only offer a wide selection of the latest top brands but also our own high-quality brands.

5TH AVENUE	adidas	AGAXY	AM	asics	Bären-Schuhe
Bench.	BORELLI	Buffalo	Björndal	Bobbi Shoes	bluefin
BK BRITISH KNIGHTS	BOTTESINI	casa mia	CATWALK	CLAUDIO CONTI	CORONA
Cupcake Couture	crocs™	DANIEL HECHTER PARIS	Dockers by Gerli Boots & Shoes	easy STREET	elefanten
ESPRIT	FILA	Gallus SINCE 1950	Graceland	HIGHLAND CREEK	JACK & JONES
KangaROOS	Kappa	LANDROVER	medicus	MEMPHIS one	Nike
PUMA	Reebok	ROMIKA	RoniKids	SKECHERS	TOM TAILOR
VE	victory	VENICE street & sportswear	Vty	VERO MODA	... and many more!



**Amongst all the diversity
there is one clear similarity:
Deichmann offers
experienced service.**

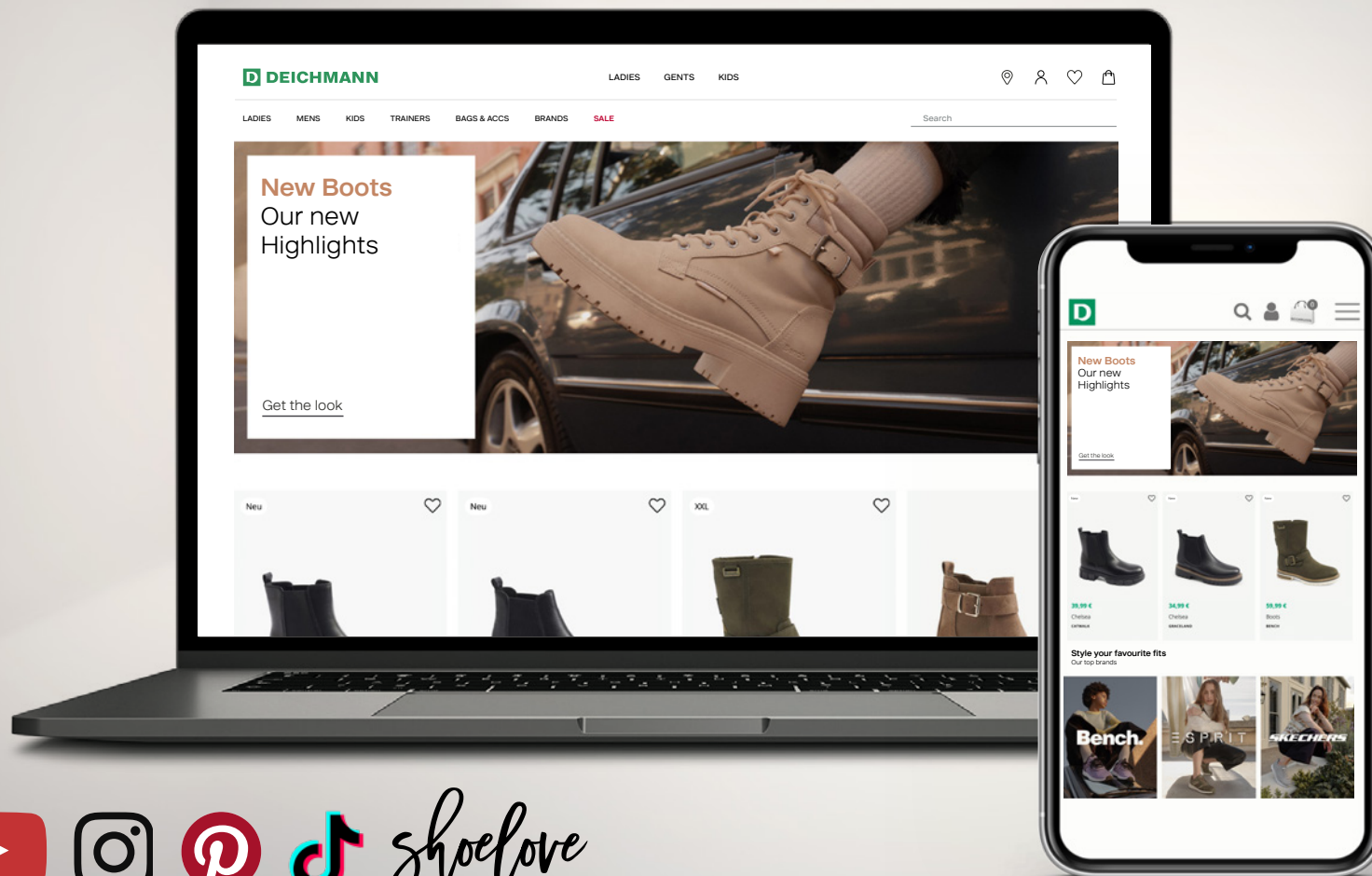


**Both in
the classic
retail stores ...**

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... and our multiple social media channels.



shoelove
- FASHIONBLOG BY DEICHMANN -

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**Along with an ambience
where cross-platform shopping
becomes more enjoyable.**

We look forward to seeing you!

Facts & Figures

The company in numbers
2021

English version

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Growth & expertise

Deichmann looks back on a 100-year tradition, and the family-owned company is Europe's largest shoe retailer.

The Deichmann Group sells 150 million pairs of shoes worldwide in a year. A figure that speaks for itself.

Part of Deichmann's history is its growth under its own strength, without an IPO or loans.

Our years of market knowledge and our financial power is the guarantee for our successful expansion.



No. 1 in Europe

183 million pairs of shoes

30 countries

4,200 stores

40 online shops

43,000 staff

6.5 billion Euro in sales

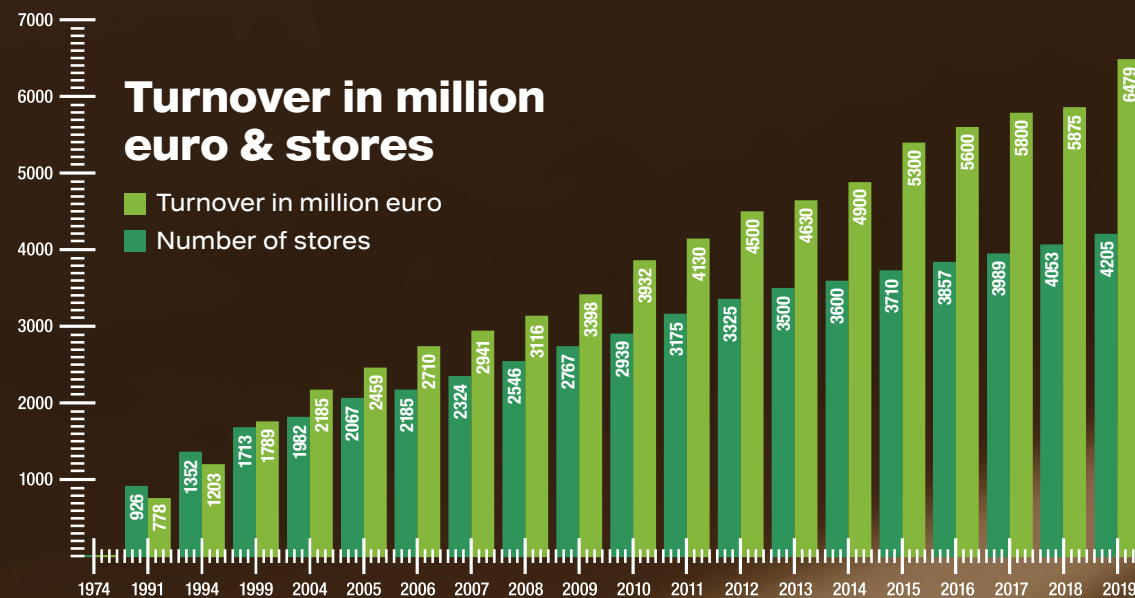
In the financial year 2019 DEICHMANN SE generated worldwide gross revenue of 6.5 billion euros (net: 5.5 billion euros). 183 million pairs of shoes were sold worldwide both in the stores and the group's online shops. On 31.12.2019 DEICHMANN SE was operating 4,205 stores as well as 40 online shops, and it employed 42,962 workers.

In 2019 the company was active in 30 countries and 64 percent of its revenue was generated abroad.

Turnover & stores

The coronavirus pandemic is the biggest challenge Deichmann has faced in its entire post-war history. As a result of the pandemic, the company has not closed any stores or made any staff redundant. The Deichmann group is a healthy, strong and high-performing organisation. Despite the current situation, we will continue to push ahead with the consistent expansion and continuous modernisation of our branch network and provide our customers with modern and attractive shops.

A modern shop must meet the functional and emotional needs of the customers. This applies to a good range of products that are attractively and clearly displayed, a good service provided by our sales staff and also a comfort factor in the shop through, for example, lighting mood or colours. The connection between the store and the online store is becoming increasingly important.



The evolution of the Deichmann group

1913	Germany Establishment DEICHMANN	2003	Czech Republic Introduction DEICHMANN	2011	Portugal Introduction DEICHMANN
1973	Switzerland Acquisition DOSENBACH		Denmark Introduction DEICHMANN		Serbia Introduction DEICHMANN
1984	USA Acquisition RACK ROOM SHOES (then LERNER SHOES)	2004	Slovakia Introduction DEICHMANN	2013	Bosnia and Herzegovina Introduction DEICHMANN
1985	Netherlands Acquisition vanHAREN	2006	Slovenia Introduction DEICHMANN	2014	Russia Introduction DEICHMANN
1992	Austria Introduction DEICHMANN	2007	Romania Introduction DEICHMANN	2018	France Introduction DEICHMANN
	Switzerland Acquisition OCHSNER		Croatia Introduction DEICHMANN		Belgium Introduction van HAREN
1997	Poland Introduction DEICHMANN		Sweden Introduction DEICHMANN	2019	Latvia Introduction DEICHMANN
2001	Hungary Introduction DEICHMANN	2008	Italy Introduction DEICHMANN		Estonia Introduction DEICHMANN
	United Kingdom Introduction DEICHMANN		Lithuania Introduction DEICHMANN		UAE Introduction DEICHMANN (Franchise)
2002	USA Acquisition OFF BROADWAY	2009	Bulgaria Introduction DEICHMANN	2020	Kuwait Introduction DEICHMANN (Franchise)
		2010	Spain Introduction DEICHMANN		



DEICHMANN DOSENBACH OCHSNER SHOES OCHSNER SPORT

MY SHOES



solebox

**OFF BROADWAY
SHOES**

ONLY I GO

RACK ROOM SHOES

snipes

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Our shop concepts

The Deichmann Group is represented in Switzerland (Dosenbach/Ochsner Shoes/Ochsner Sport), in the Netherlands and Belgium (vanHaren) and in the USA (Rack Room Shoes/Off Broadway). MyShoes SE: the company is represented in Germany, Austria and Poland. The company also owns the SNIPES Group with stores in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal, the USA and Italy. In addition, Deichmann and a partner offer a selection of its product range in China through the online platform T-Mall Global.

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Our shop concepts

**High street –
City centre locations
as well as highly frequented
pedestrian zones**

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





Our shop concepts

Shopping Centres

- modern architecture or high-quality old building
- box-style store
- gross area of approx. 400-500 sqm
- strong tenant mix, consisting of international and national fashion retailers and specialist shops
- minimum of 9 m shop front
- ceiling height of at least 3 m
- good visibility and profile



Our shop concepts

Retail Park Centres

- shop with minimum 400 sqm
- with appropriate tenant occupancy consisting of a hyper- or supermarket as well as convenience goods retailers
- with good transport links and spacious parking facilities



Questions? Contact us!

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