



## DEICHMANN-Group acquires Buffalo Boots

Essen/Hochheim 30 September 2016. On 29 September 2016, the founder of Buffalo Boots GmbH, Mick Conradi, and the DEICHMANN group signed a purchase agreement for the acquisition of Buffalo. It is still subject to approval by the antitrust authorities. The purchase price was not disclosed.

The objective is to maintain the brand and the company as a separate unit. This means that both the branches and also the licensing business and wholesale trade will continue. The Buffalo brand will not be run as a proprietary brand of DEICHMANN and will also not be given a separate distribution channel or separate pricing within the group.

"We see the acquisition of Buffalo as a strategic corporate holding. Our goal is to maintain this cult brand for the market as an independent entity and to develop it further, so that it is well equipped to face future challenges. In this way we are continuing our successful diversification strategy, seeking to open up new growth areas with special concepts such as Snipes or ONYGO", said Heinrich Deichmann, Chairman of the managing directors and of the Board of Directors of DEICHMANN SE, about the direction of development.

Mick Conradi, who founded the brand in 1979, noted: "I am glad that Buffalo is being taken over by an investor which comes from the industry and can look back on a long tradition as a proprietor-run shoe retailer. I am sure that they will understand the management and further development of our brand."

Media contact  
DEICHMANN SE  
Corporate Communications  
Ulrich Effing  
Tel: 0201 8676-960  
[ulrich\\_effing@deichmann.com](mailto:ulrich_effing@deichmann.com)

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The DEICHMANN SE with headquarters in Essen (Germany) was founded in 1913 and is 100 percent owned by the founding family. The company is the market leader in the European shoe retailers and employs worldwide more than 37,300 persons. Under the name of DEICHMANN operate branches in Germany, Bosnia and Herzegovina, Bulgaria, Denmark, Great Britain, Italy, Croatia, Lithuania, Austria, Poland, Portugal, Romania, Russia, Sweden, Serbia, of Slovakia, Slovenia, Spain, Czech Republic, Turkey and Hungary. In addition, the group is represented in the Switzerland (Dosenbach/O'Toole/Ochsner sport), the Netherlands (vanHaren), in the United States (Rack Room Shoes / off Broadway). In Germany, she also heard Roland SE Group of companies. The companies in Germany, Austria and the Switzerland is represented with the MyShoes SE.