

DEICHMANN

Expansion Presentation

2022 English version





Because we love shoes.

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!

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



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Fashion highlights from Bench to Skechers

Lifestyle brands that inspire!

Bench.

ROMIKA®

ESPRIT



DANIEL HECHTER
PARIS

SKECHERS

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 Boutique	crocs™	DANIEL HECHTER	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!

A young couple is shown from the chest up, standing on a beach. The woman, on the left, has long blonde hair and is wearing a yellow top with a pattern of small holes. The man, on the right, has short dark hair and is wearing a solid yellow t-shirt. They are both looking towards the camera with slight smiles. The background shows a sandy beach, the ocean with waves, and a clear blue sky.

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

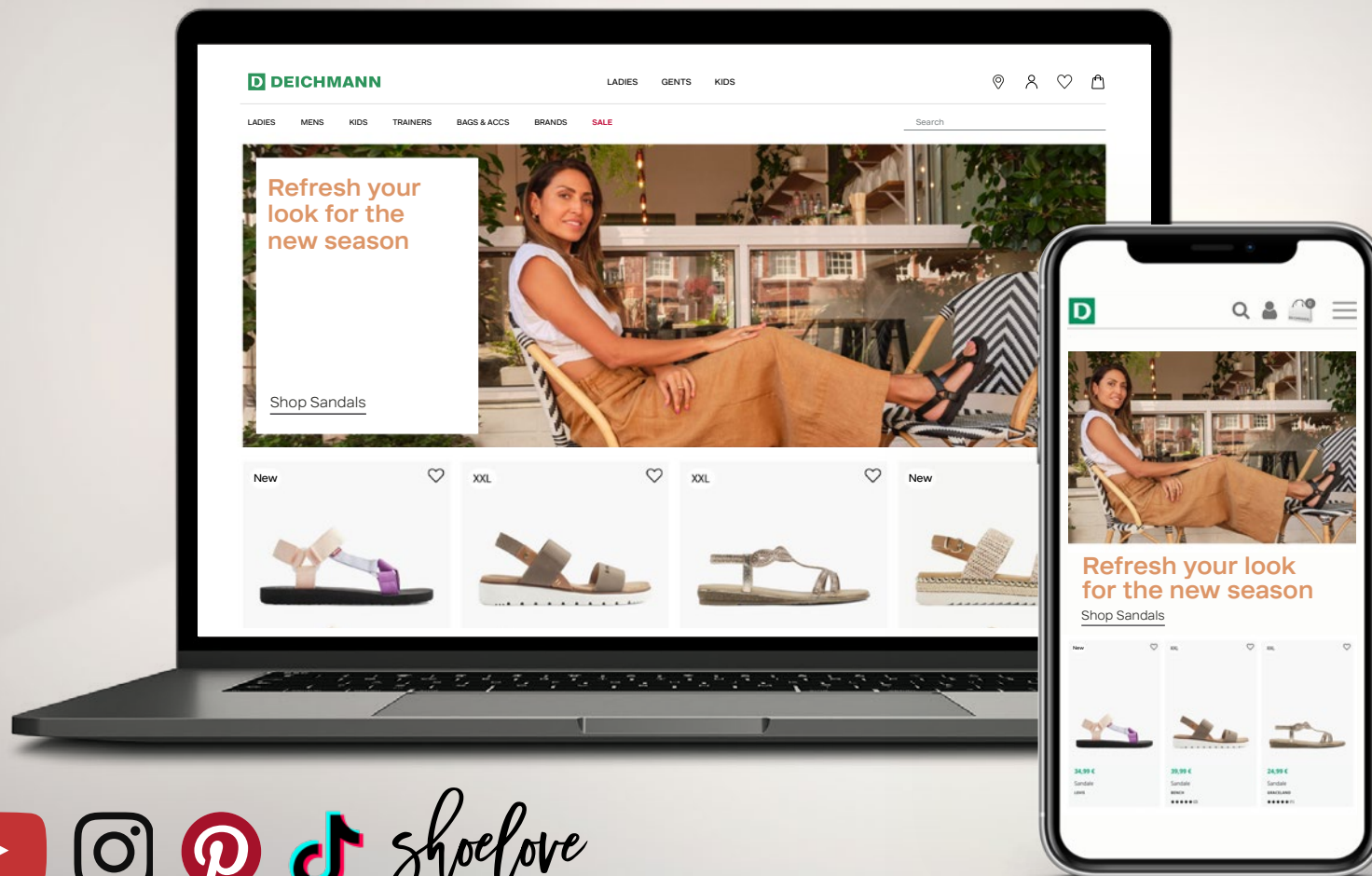


**Both in
the classic
retail stores ...**

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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
2022

English version

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

160 million pairs of shoes

31 countries

4,300 stores

40 online shops

42,000 staff

6.2 billion Euro in sales

In the financial year 2021 DEICHMANN SE generated worldwide gross revenue of 6.2 billion euros (net: 5.3 billion euros). 160 million pairs of shoes were sold worldwide both in the stores and the group's online shops. On 31.12.2021 DEICHMANN SE was operating 4.294 stores as well as 40 online shops, and it employed 14.928 workers.

In 2021 the company was active in 31 countries and 69 percent of its revenue was generated abroad.

Our 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		Denmark Introduction DEICHMANN	2013	Bosnia and Herzegovina Introduction DEICHMANN
1973	Switzerland Acquisition DOSENBACH	2004	Slovakia Introduction DEICHMANN	2014	Russia Introduction DEICHMANN
1984	USA Acquisition RACK ROOM SHOES (then LERNER SHOES)	2006	Slovenia Introduction DEICHMANN Turkey Introduction DEICHMANN	2018	France Introduction DEICHMANN Belgium Introduction van HAREN
1985	Netherlands Acquisition vanHAREN	2007	Romania Introduction DEICHMANN Croatia Introduction DEICHMANN Sweden Introduction DEICHMANN	2019	Latvia Introduction DEICHMANN Estonia Introduction DEICHMANN UAE Introduction DEICHMANN (Franchise)
1992	Austria Introduction DEICHMANN Switzerland Acquisition OCHSNER	2008	Italy Introduction DEICHMANN Lithuania Introduction DEICHMANN	2020	Kuwait Introduction DEICHMANN (Franchise)
1997	Poland Introduction DEICHMANN	2009	Bulgaria Introduction DEICHMANN	2021	Qatar Introduction DEICHMANN (Franchise)
2001	Hungary Introduction DEICHMANN United Kingdom Introduction DEICHMANN	2010	Spain Introduction DEICHMANN	2022	Oman Introduction DEICHMANN (Franchise)
2002	USA Acquisition OFF BROADWAY	2011	Portugal Introduction DEICHMANN Serbia Introduction DEICHMANN		

DEICHMANN DOSENBACH OCHSNER SHOES OCHSNER SPORT



solebox



ONLY|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, Italy and Croatia.

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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!

Mrs. Eda Kahraman Yesilyurt

eda_kahraman-yesilyurt@deichmann.com

+49 201 8676 259

[deichmann.com](https://www.deichmann.com)