

DEICHMANN

Expansion Presentation

2022 English version



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



DEICHMANN Expansion presentation 2022



Fashion Highlights from Bench to Skechers

Lifestyle brands that inspire!

Bench.

ROMIKA®

ESPRIT

///
DANIEL HECHTER
PARIS

S
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 SINCE 1984	asics	Bären-Schuhe
Bench.	BORELLI	Buffalo	Björndal	Bobbi Shoes	bluefin
BK BRITISH KNIGHTS	BOTTESINI	CASA mia	CATWALK	CLAUDIO CONTI	CORLINA
Cupcake Couture	crocs™	DANIEL HECHTER PARIS	Dockers® by Gerli Boots & Shoes	easy STREET	elefanten
ESPRIT	FILA	Gallus SINCE 1980	Graceland	HIGHLAND CREEK	JACK & JONES™
KangaROOS	Kappa	LANDROVER	medicus	MEMPHIS one	NIKE
PUMA	Reebok	ROMIKA	RomiKids	SKECHERS	TOM TAILOR
VE	victory	VENICE street & sportswear	Vty	VERO MODA	... und viele mehr!



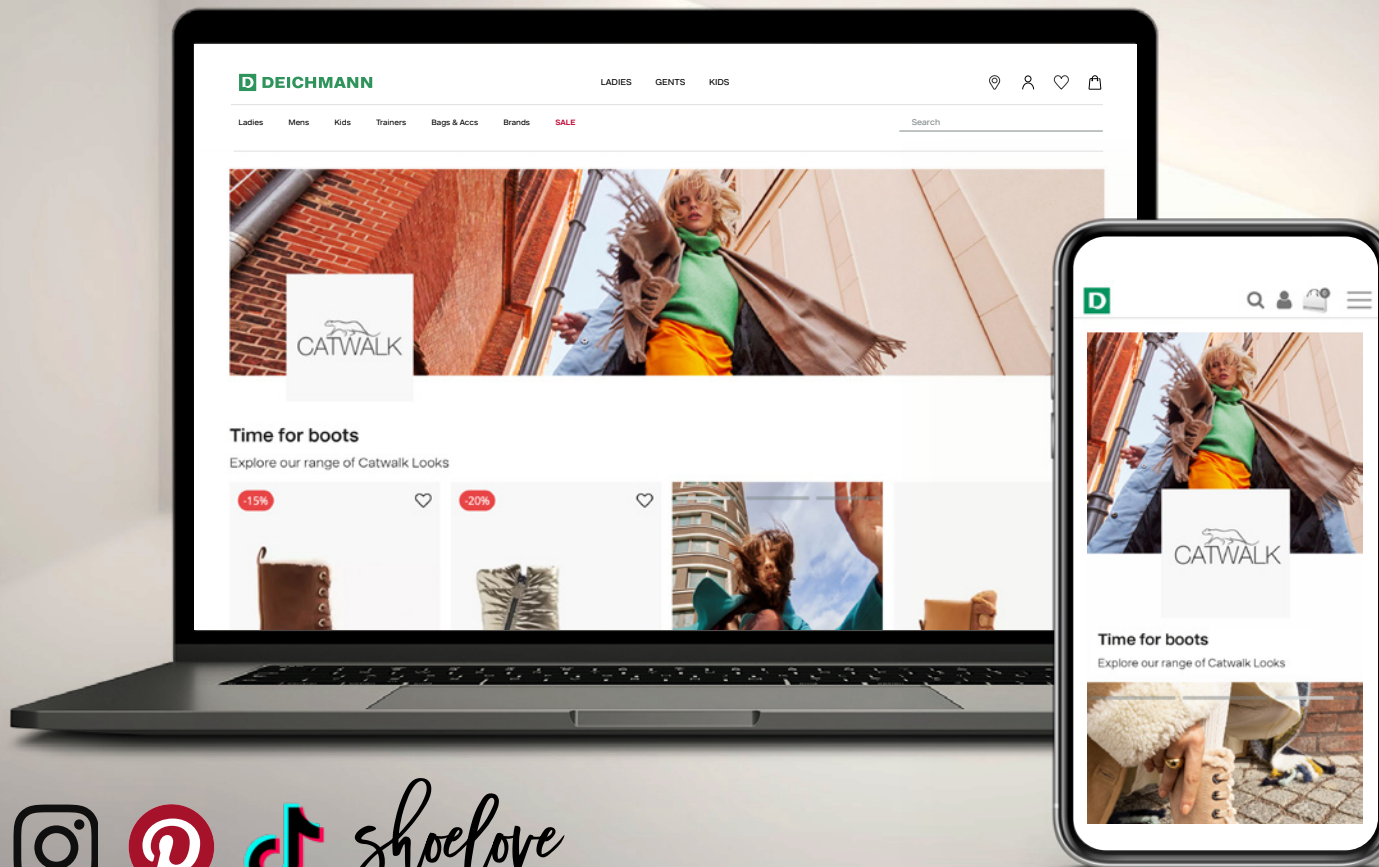
**Amongst all the diversity
there is one clear similarity:
DEICHMANN offers
experienced service.**



Both in the classic retail stores ...



... and our multiple social media channels.



shoelove
- FASHIONBLOG BY DEICHMANN -

DEICHMANN Expansion presentation 2022





**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

4,500 stores

41 online shops

46,000 staff

6.2 billion Euro in sales

DEICHMANN SE achieved a gross turnover of 6.2 billion Euros (net 5.3 billion Euros) worldwide in the financial year 2021. Around 160 million pairs of shoes were sold in the Group's branches and online shops in 2021.

DEICHMANN SE has more than 4,500 branches and 41 online shops worldwide and employs more than 46,000 people. The corporate group is active in 31 countries and generated 69 percent of its sales in 2021 abroad.

* figures as at 31.12.2021

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 vanHAREN
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) End of business Russia
2002	USA Acquisition OFF BROADWAY	2011	Portugal Introduction DEICHMANN Serbia Introduction DEICHMANN		

DEICHMANN DOSENBACH OCHSNER SHOES OCHSNER SPORT



solebox. ON|Y|GO. RACK ROOM SHOES snipes





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). 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.





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





DEICHMANN Expansion presentation 2022

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)

