



DEICHMANN

Expansion Presentation

2024 English version

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DEICHMANN

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.

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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



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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		crocs	AM	asics	Bären-Schuhe
Bench.	BORELLI	Buffalo	Björndal	Bobbi Shoes	bluefin
BK BRITISH KNIGHTS	BOTTESINI	casa mia	CATWALK	CLAUDIO CONTI	CORCINA
Cupcake Couture	Jack Wolfskin	DANIEL HECHTER	Dockers by Gerli Boots & Shoes	easy STREET	elefanten
ESPRIT	FILA	Gallus SINCE 1980	Graceland	HIGHLAND CREEK	JACK & JONES
KangaROOS	Keppa	LANDROVER	medicus	MEMPHIS ONE	Nike
PUMA	Reebok	ROMIKA	RoniKids	SKECHERS	TOM TAILOR
VE	victory	VEICE shoes & sportswear	Vty	VERO MODA	... und viele mehr!

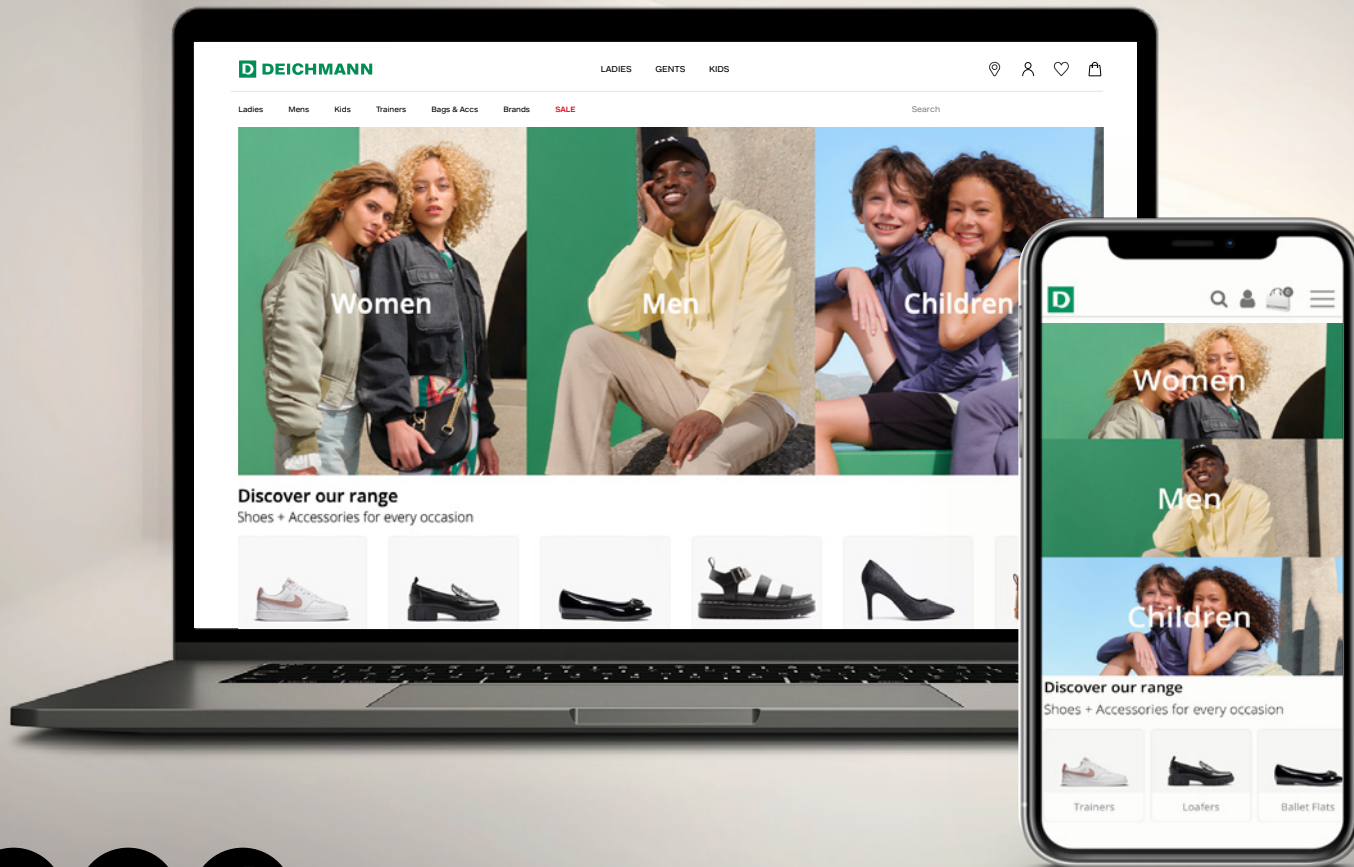


**Amongst all the diversity
there is one clear similarity:
DEICHMANN offers
experienced service.**



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

... and in our multiple social media channels.



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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

2024 English version

Growth & expertise

DEICHMANN looks back on a 111-year tradition and the family-owned company is Europe's largest shoe retailer.

The DEICHMANN Group sells 184 million pairs of shoes worldwide per year. A figure that speaks for itself.

In its corporate history, DEICHMANN has grown under its own steam, without going public or loans .

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



No. 1 in Europe

184 million pairs of shoes

34 countries

4,700 stores

41 online shops

49,000 staff

8.7 billion Euro in sales

DEICHMANN SE achieved a gross turnover of 8.7 billion Euros (net 7.4 billion Euros) worldwide in the financial year 2023. Around 184 million pairs of shoes were sold in the Group's branches and online shops in 2023.

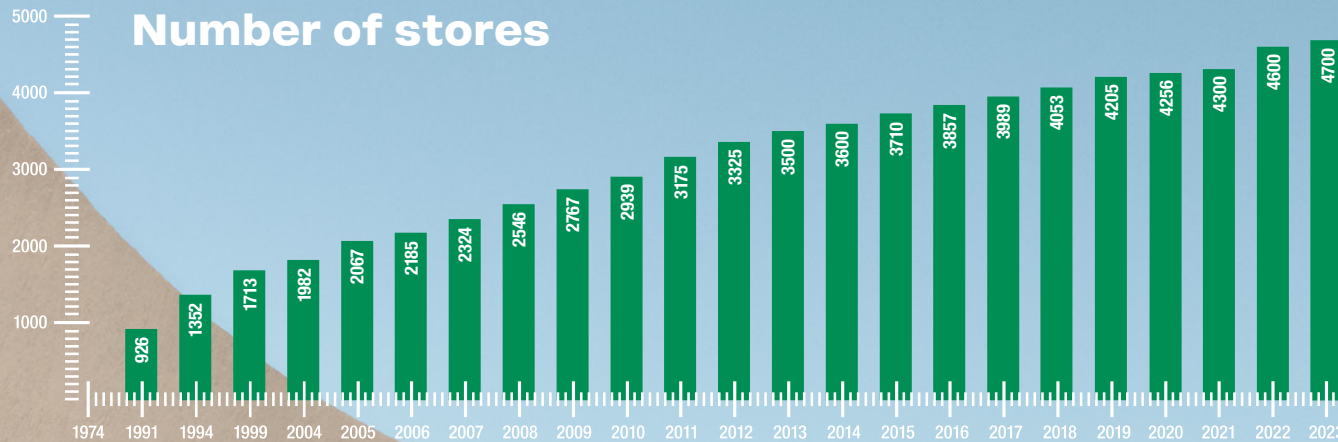
DEICHMANN SE has more than 4,700 branches and 41 online shops worldwide and employs more than 49,000 people. The corporate group is active in 34 countries and generated 68 percent of its sales in 2023 abroad.

* figures as at 31.12.2023

Our stores

As Europe's largest shoe retailer, DEICHMANN focuses on a wide range and the best possible service in its stores and online shops. Shopping should be as easy and convenient as possible for customers. That's why DEICHMANN, as an omnichannel provider, combines traditional bricks-and-mortar shopping in local stores with customer-centred digital services - all in a bright and friendly atmosphere.

Our state-of-the-art shop design concept is based on this claim, which is why we invest millions every year in the modernisation of our stores and the acquisition of attractive store locations. You will find us on the trendy boulevards and in the top shopping centres as well as in the countryside.



The evolution of the DEICHMANN group

1913	Germany Establishment DEICHMANN	2006	Slovenia Introduction DEICHMANN	2019	Latvia Introduction DEICHMANN
1973	Switzerland Acquisition DOSENBACH		Turkey Introduction DEICHMANN		Estonia Introduction DEICHMANN
1984	USA Acquisition RACK ROOM SHOES (previously LERNER SHOES)	2007	Romania Introduction DEICHMANN		UAE Introduction DEICHMANN (Franchise)
1985	Netherlands Acquisition vanHAREN		Croatia Introduction DEICHMANN	2020	Kuwait Introduction DEICHMANN (Franchise)
1992	Austria Introduction DEICHMANN	2008	Italy Introduction DEICHMANN	2021	Qatar Introduction DEICHMANN (Franchise)
	Switzerland Acquisition OCHSNER		Lithuania Introduction DEICHMANN	2022	Oman Introduction DEICHMANN (Franchise)
1997	Poland Introduction DEICHMANN	2009	Bulgaria Introduction DEICHMANN		End of business Russia
2001	Hungary Introduction DEICHMANN	2010	Spain Introduction DEICHMANN	2023	Saudi Arabia Introduction DEICHMANN (Franchise)
	United Kingdom Introduction DEICHMANN	2011	Portugal Introduction DEICHMANN		Kenia Introduction DEICHMANN (Franchise)
2002	USA Acquisition OFF BROADWAY		Serbia Introduction DEICHMANN		Ivory Coast Introduction DEICHMANN (Franchise)
2003	Czech Republic Introduction DEICHMANN	2013	Bosnia and Herzegovina Introduction DEICHMANN	2024	Bahrain Introduction DEICHMANN (Franchise)
	Denmark Introduction DEICHMANN	2014	Russia Introduction DEICHMANN		
2004	Slovakia Introduction DEICHMANN	2018	France Introduction DEICHMANN		
			Belgium Introduction DEICHMANN		



DEICHMANN DOSENBACH  solebox.  OCHSNER SHOES  OCHSNER SPORT  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). The company also owns the SNIPES Group with stores in Germany, Austria, Switzerland, France, the Netherlands, Belgium, Spain, Portugal, the USA, Italy Croatia and Poland.



Our shop concepts

**High streets -
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





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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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