

# DEICHMANN

## Expansion Presentation

### 2023 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



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# Fashion Highlights from Bench to Skechers

Lifestyle brands that inspire!

**Bench.**

**ROMIKA**

ESPRIT

DANIEL HECHTER  
PARIS

**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	CORLINA
Cupcake Couture	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!



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





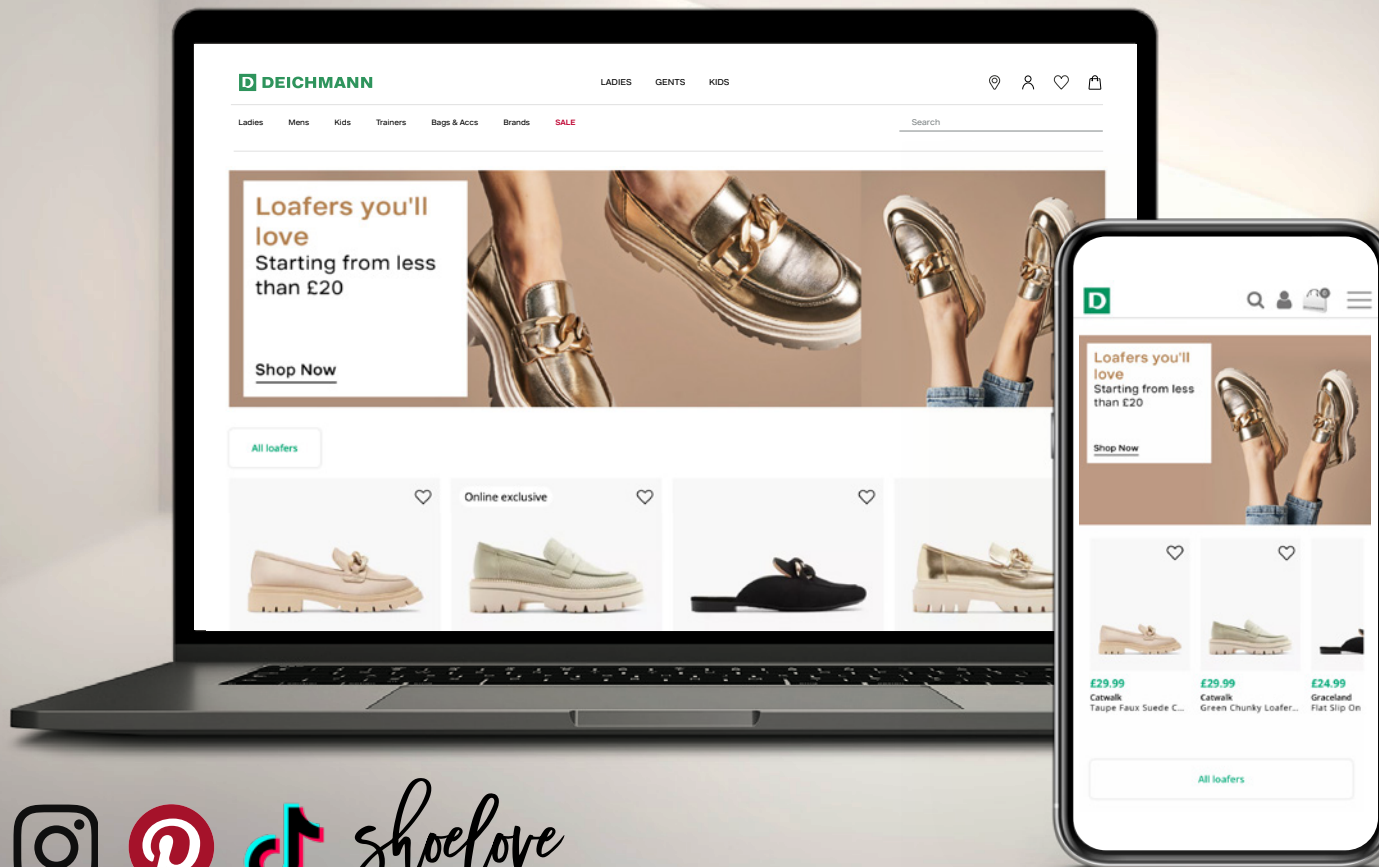
**Both in  
the classic  
retail stores ...**

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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  
2023

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 178 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**

**178 million pairs of shoes**

**31 countries**

**4,600 stores**

**41 online shops**

**48,000 staff**

**8.1 billion Euro in sales**

DEICHMANN SE achieved a gross turnover of 8.1 billion Euros (net 6.9 billion Euros) worldwide in the financial year 2022. Around 178 million pairs of shoes were sold in the Group's branches and online shops in 2022.

DEICHMANN SE has more than 4,600 branches and 41 online shops worldwide and employs more than 486,000 people. The corporate group is active in 31 countries and generated 67 percent of its sales in 2022 abroad.

\* figures as at 31.12.2022



# 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

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



**DEICHMANN DOSENBACH OCHSNER SHOES OCHSNER SPORT**  
**MY SHOES**  **solebox** **ONLY|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.

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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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