

FINANCIAL YEAR 2023:

PREMIUM BRAND LLOYD POSTS 9% GROWTH

Sulingen/Germany, March 13, 2024. Sales at the premium brand LLOYD were up 9% in the 2023 financial year. As a result of positive developments across all business areas, total sales of EUR 128 million were recorded last year.

In 2023, LLOYD was once again the market leader for premium men's shoes in the German-speaking fashion retail sector. The company also retained the previous year's top sales position in the specialised footwear retail sector. In addition, further strong growth was recorded in the women's shoe collection segment. Thanks to the appeal of the brand and its products, LLOYD's D2C activities - its own retail business and the [LLOYD.COM](https://www.lloyd.com) e-shop - performed exceptionally well in 2023 despite the difficult overall situation.

Driven by large numbers of repeat orders, particularly in the first half of the year, sales with retail partners also picked up. This trend was even stronger abroad than at home, resulting in a respective increase in LLOYD's export ratio. In vital foreign markets such as Austria, Switzerland and Denmark, further excellent results were achieved on top of the targets, some of which were set quite high.

Andreas Schaller, spokesman for the management of LLOYD Shoes GmbH:

"LLOYD's impressive development can be attributed to the consistent implementation of our corporate strategy based on a strong brand image, a reliable basic programme and secure delivery capacities."

"January and February 2024 are already showing a consistently positive sales trend in our own D2C retail and e-commerce sales channels, particularly following the relaunch of [LLOYD.COM](https://www.lloyd.com) at the beginning of the year. The spring/summer collection has been very popular with customers, and we have matched the previous year's result for repeat orders in the B2B segment. In light of these trends, we are planning another moderate increase in sales for 2024 despite the difficult market environment."



About LLOYD

Established in 1888, LLOYD is the market leader in the premium segment, both in the German-speaking countries and in the Scandinavian markets. LLOYD has been synonymous with the highest quality in shoe production for 136 years. Through its omnichannel strategy, the company sells its collections at around 2,800 points of sale worldwide, currently in 48 countries. Aside from its LLOYD.COM international online store, the company operates 35 concept stores in key German cities as well as in major international cities such as Copenhagen, Lima, Vienna and Beijing. Matching the shoe collections for men and women, a range of high-quality leather goods such as jackets, bags and belts completes the LLOYD portfolio. LLOYD Shoes GmbH, which has a workforce of over 1,500 employees, including almost 500 staff members in Germany alone, will be acquired by the Swiss Arklyz Group AG in the first half of 2024.

About ARKLYZ

Arklyz was established in 2018 by Param Singh, owner and CEO of Arklyz Group AG. Based in Stans, Switzerland, Arklyz Group AG is a fast-growing and dynamic investment company specialising in sports, lifestyle and workwear. The company's business model is based on vertical integration of the global value chain with a particular focus on the areas of brand management, sales, retail, e-commerce and production. In addition to owning The Athlete's Foot, Asphaltgold and Intersocks, Arklyz also holds various global licences and distribution licences for brands such as Salomon, HEAD, Crocs, Nordica, Adidas and Hey Dude.

Media Contact:

LLOYD Shoes GmbH
Godo Kraemer
Hans-Hermann-Meyer-Str.1
27232 Sulingen / Germany

Phone: +49 (0) 4271 940 211
E-Mail: kraemer@lloyd.com
Homepage: LLOYD.COM

PR Agency:

MASALI GmbH
Stephanie Speckmann
Heinrich-Roller-Str. 16B
10405 Berlin / Germany

Phone: +49 (0) 30 2325794 11
E-Mail: s.speckmann@masali.de
Homepage: masali.de