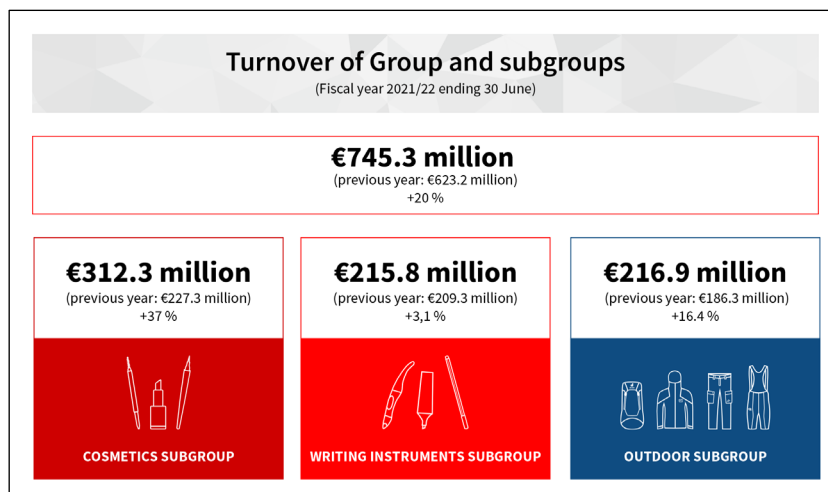


PRESS RELEASE

## Schwan-STABILO: Success in hard times

- Corporate group: Crisis-resistant for extraordinary success
- Cosmetics: Change of perspective brings record upswing
- STABILO: Analog-digital mix is well received worldwide
- Outdoor: Sales of more than EUR 200 million for the first time with strong brands

Heroldsberg, 24 November 2022. In the 2021/22 financial year, the Schwan-STABILO Group generated high sales of EUR 745.3 million (previous year: EUR 623.2 million). There had already been a moderate increase in the previous year. In view of additional difficulties, such as bottlenecks in the supply of raw materials and energy, as well as supply chain problems and a sharp increase in the inflation rate, an extraordinary increase of around 20 % was achieved.



The family company’s strong brand portfolio once again proved to be the most important success factor. In each of the three business areas of Cosmetics, Writing Instruments and Outdoor premium quality products and innovations designed for sustainability ensured record sales. The Cosmetics business area grew disproportionately with sales of EUR 312.3 million (+ 37 %). STABILO and Outdoor also achieved new records: STABILO generated EUR 215.8 million (+ 3.1 %), Outdoor EUR 216.9 million (+16.4 %).

Sales developed positively in all regions, but particularly in North America and Europe. STABILO was able to grow disproportionately due to the strength of the brand in Europe and Asia. North America once again became the most important sales market for Cosmetics, but Europe also grew significantly again. Outdoor has pushed ahead with the expansion of its sales activities in the USA, China and Europe.

**Sebastian Schwanhäußer, Chief Executive Officer (CEO): Success for everyone**

“We are active in lots of countries around the world in different segments of the consumer



goods sector and our economic situation depends both on global consumer behavior and on individual market influences. The past financial year has shown that Schwan-STABILO can be successful even in times of crisis.

Delivering such strong results against all odds may be a strength of family businesses. In any case, it has been a great global team effort by the employees and management!”

**Entrepreneurial know-how in each division instead of one-size-fits-all solutions**

The Schwan-STABILO Group business areas do business in different sectors. But they all belong to the consumer goods sector. Economic growth and individual purchasing power are decisive sales factors and each subgroup had to find its own answers and solutions to the constantly changing conditions.

**Tomás Espinosa, CEO of Schwan Cosmetics, sums things up in these words:**



“Cosmetics achieved sales of EUR 312.3 million in the year under review. This corresponds to a growth of 37% compared to the previous year. After an initial recovery in business development was seen in the last quarter of the previous year due to the easing of the strict global Covid-19 lockdown measures, this recovery continued and strengthened significantly with each quarter being stronger than the last. One of the key successes in Cosmetics was that we achieved excellent new product growth with our brand commitment to ‘Mindful Beauty’— it doubled compared to last year. Our total sales are higher than before the Covid-19 pandemic, and the number of our

employees has also grown.

One side of the coin is the challenge, the other the opportunity: The change from an internal perspective to an innovation and customer-oriented perspective is paying off:

The realignment has helped bring back the company’s old strength faster than expected.

Our goal was to be closer to the customer and to make cosmetics as a whole more emotionally tangible. Since then, worldwide trend observations, the evaluation of social media and discussions with many experts have been incorporated strongly into product development.

The decision to pay much more attention to regional aspects than before and to manufacture as close to the customer as possible in the respective sales market also ensured greater proximity to consumers.

This change of direction was well received: The brand image and products were convincing at all of the world’s leading trade fairs and ensured we had full order books. We are continuing to focus on sustainable and profitable growth now.”

**Horst Brinkmann, CEO of STABILO, sums up the year with the following words:**

**“STABILO once again recorded growth of EUR 215.8 million in the year under review.**



**This means that the growth trend of recent years has continued despite commodity price increases, problems in the supply chain and consumer restraint, particularly in Europe. Compared to the strong previous year, sales increased by 3.1%. In Asia even by double digits: strategic adjustments there enabled us to achieve greater competitiveness. In Europe, however, a strong first half year was followed by a noticeable slowdown in consumption.**

**We have massively expanded our innovation work in recent years. It was worth it, because it resulted in consumer-oriented product development that goes hand in hand with digital activities. For example, STABILO products used by influencers are digitally present on all important country platforms and can also be bought directly by customers with one click. There have also been initial successful steps with products and services that work in both analog and digital spaces: for example with STABILO pen application for the Apple Procreate app and with the enhanced STABILO EduPen in the analog-digital area for writing training.**

**Although we had to make many difficult decisions every day due to the effects of the Covid-19 virus and the war in Ukraine, STABILO still worked on a lot of new things, from products to regional strategy. Being close to consumers is a key success factor anywhere in the world. This also applies to sustainability. In order to be climate-neutral in 2025, we again launched specific measures from our action plan for the areas of energy, transport and raw materials.**

**Even though we are feeling headwinds in our European business, we are handling the situation thoughtfully and will rely on strategies that work should conditions become even tougher in the future.”**

**Martin Riebel, CEO of the Outdoor business area, looks back on the year with these words:**

“For the first time, Outdoor managed to break the EUR 200 million mark in sales:



EUR 216.9 million (previous year: 186.3), making it the subgroup with the best marks. This is a success to which all four brands – deuter, ORTOVOX, Maier Sports und GONSO – have contributed thanks to their high attractiveness. The fact that we have undeterred pursued the further development of our collections and have thus been able to offer innovative products paid off. Our long-term, mostly exclusive business relationships with suppliers have helped to overcome the massive problems caused by factory closures in Ukraine, lockdown in Vietnam and supply chain bottle-

necks. The decision to successively rely on our own sales teams in countries with great potential, such as China, France and Italy, was certainly also helpful. With the new addition to our portfolio, our stake in the Rosenheim start-up company “Doghammer,” we have invested in another high-growth area that complements the existing outdoor segment well: Doghammer is a young brand for sustainable outdoor shoes.

What all our outdoor brands have in common are strong values: Whether it’s our passion for mountain sports, the safety of people in the mountains or the large topic of sustainability: They are all honest and authentic. In the future, we will focus even more strongly than before on the experiences people have with our brands. Despite all the challenges, we are therefore optimistic about the future.”

**Outlook of Sebastian Schwanhäußer: relaxed and confident**

After a very good start in the first quarter of the new financial year, global fluctuations in terms of consumption, demand and incoming orders can currently be seen in all three business areas. Caution and restraint in Europe on the one hand, extraordinary growth in Asia and the American markets on the other.

Summing things up and giving a prognosis for the future, company boss Sebastian Schwanhäußer states: “Despite all the excitement about the results, which was not foreseeable to this extent, we will have to remain flexible– because there’s no returning to normal after the crisis. But all areas of our company have already made adjustments here. We are relaxed about future development. Acting instead of reacting: That’s what will also makes us future-proof.”

## Investments, total assets, equity ratio



## Employees

