



Corporate News

LUDWIG BECK increases sales of current branches by 2.9% - EBT expected to reach upper end of forecast (€ 10-12m)

Munich, January 7, 2013 – Compared to 2011, Munich fashion group LUDWIG BECK (ISIN DE 0005199905) increased gross sales of its flagship store at Marienplatz (including FÜNF HÖFE) by 2.9% to € 101.5m (2011: € 98.6m). This increase meets the board's expectations. It thus achieved the branch-adjusted 2% to 3% gain in sales it was aiming for.

Taking into account the branches closed down in 2011 and 2012 (Augsburg 03/2011 and Olympia Mall 07/2012), the group was able to maintain its level of sales with € 103.2m (2011: € 103.3m).

Traditionally, the Christmas season is an essential factor for LUDWIG BECK 's volume of sales. Management indicated that the Christmas season, despite mild temperature during the time before Christmas, produced very pleasing results.

In 2012, parallel to centralizing the physical locations of the Group, LUDWIG BECK started its online business. Transferring the success strategy of the HAUTNAH department to www.ludwigbeck.de, the online store offers more than 6.000 upscale beauty products featuring 70 brands. Since its inception on December 4, 2012, it has performed according to expectations.

Dieter Münch, Executive Board member, LUDWIG BECK AG: "After exceeding existing markers with strong year-end results in times of an overall troubled economy we feel very optimistic for 2013."

Based on the positive economic development, management confirms its earnings forecast for the 2012 fiscal year and assumes earnings before taxes (EBT) to clearly exceed € 11.3m.

Detailed figures and expectations for the new 2013 fiscal year will be presented at the company's balance sheet conference in Munich on March 14, 2013. For more information about the corporation and its stock visit the company website at <http://kaufhaus.ludwigbeck.de>.

About LUDWIG BECK

Founded in 1861 as a trimmings and button-making workshop with four journeymen and one apprentice, over time, LUDWIG BECK advanced to become one of the most innovative retail businesses in Germany.

Located at Marienplatz in the heart of Munich, with a sales area of 11,500 m² spread over seven floors, and close to 500 employees, LUDWIG BECK offers an extraordinary blend of goods in its selection: hip fashion, exclusive leather goods and accessories, unique beauty products, original gift ideas, traditionally exquisite sewn and knitted creations, and the finest of auditory pleasures.

In 2011, LUDWIG BECK generated gross sales of € 103.3m and earnings before taxes (EBT) of € 11.3m.

Investor Relations contact:

esVedra consulting GmbH

Metis Tarta

t: +49 89 206021-210

f: +49 89 206021-610

mt@esvedragroup.com

Group accounting contact:

LUDWIG BECK AG

Jens Schott

t: +49 89 23691 – 798

f: +49 89 23691 – 600

jens.schott@ludwigbeck.de