



## Corporate News

### **LUDWIG BECK celebrates entry into online business, an important step towards the development of new future potentials**

**Munich, December 12, 2012** – The Munich fashion group LUDWIG BECK (ISIN DE 0005199905) can look back at a successful year 2012. Once again, the company was able to impressively outperform the sector trend of the strenuously striving German textile retail trade as per the 3<sup>rd</sup> quarter of 2012. In the last years, it has been a defining characteristic of LUDWIG BECK to concentrate all efforts on its flagship store at Marienplatz in Munich, which has always been a sure candidate for flourishing sales. Since December 4, 2012, the group has also been present in the online segment. From now on customers will find an exclusive and comprehensive range of premium products around the topics of beauty and cosmetics at [www.ludwigbeck.de](http://www.ludwigbeck.de).

#### **HAUTNAH concept transferred to the Internet**

For its Internet appearance LUDWIG BECK deliberately chose the high-class product lines of HAUTNAH. The beauty paradise in the “Store of the Senses“ and in FÜNF HÖFE in Munich is exemplary for the company’s success with high-end offers. On the Internet even the demanding customer can now find a range of almost 6,000 products and more than 70 brand names – all handpicked by experienced HAUTNAH staff. For its online business LUDWIG BECK also relies on emotionalization and unique shopping flair experience. The company delivers not only to Germany but also to Austria. Dieter Münch: “This decision was preceded by intense strategic planning. We did take our time, and therefore, we believe, we will be able to avoid the teething problems and misjudgments typical for comparable online appearances. We are convinced that our digital HAUTNAH world will be a great success“.

#### **Immense market volume, little competition**

For the management of LUDWIG BECK AG, participation in the online market is highly appropriate because the Internet business is an important and inevitable step towards the diversification of sales channels. Consequently, LUDWIG BECK is now more broadly positioned and can benefit from additional sales and earnings potentials. Niche and luxury products in the cosmetics field are ideal for E-Commerce. Moreover, the online market for this segment is of straightforward size. Therefore, the Munich fashion house can fully deploy its expertise and build up a strong growth engine for the future. In the year 2011, the market volume was approximately € 150m in this segment. Initial sales will be generated in the current fiscal year already. In 2013, sales are expected to exceed the million barriers.

#### **Foundation of ludwigbeck.de GmbH**

The online activities of the Munich fashion group will be carried on by ludwigbeck.de GmbH, a 100 % subsidiary of LUDWIG BECK AG. A control and profit transfer agreement was made by resolution of the company’s general meeting on May 8 this year.

The Internet presence of LUDWIG BECK AG with information around the enterprise and the share, formerly found at [www.ludwigbeck.de](http://www.ludwigbeck.de) has now a new domain home at <http://kaufhaus.ludwigbeck.de>. There, readers will find the Munich fashion group’s corporate appearance as usual.

**About LUDWIG BECK**

Founded in the year 1861 as a button maker and dress trimmer workshop with four assistants and one apprentice, LUDWIG BECK, in the course of time advanced to one of the most innovative commercial enterprises in Germany.

Directly situated at Marienplatz in the heart of Munich, LUDWIG BECK, with a staff of approximately 500 and a 11,500 square meters sales area on seven levels offers an extraordinary product range mix including the latest fashion, exclusive leather goods and accessories, unique beauty products, fancy gift ideas, traditional sewing and knitting creations as well as delicious ear candies.

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

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