



Ad Hoc announcement according to Sec. 15 Securities Trading Act (WpHG)

**LUDWIG BECK am Rathauseck – Textilhaus Feldmeier AG
- Security Identification Number 519 990 -**

LUDWIG BECK acquires men's fashion store chain WORMLAND

Munich, May 12, 2015 – LUDWIG BECK AG today acquired all shares in **WORMLAND** Unternehmensverwaltung GmbH via a subsidiary. The parties agreed to keep the purchase price secret.

Through its subsidiary Theo Wormland GmbH & Co. KG, **WORMLAND** Unternehmensverwaltung GmbH operates a total of 15 German textile retail branches in prime locations and an associated online shop. **WORMLAND** is a specialist supplier in the field of men's fashion with high-level competence, an exceptional reputation and a significant market position in this segment. Based on **WORMLAND's** expertise in chain store operations it will be possible to tap additional growth potentials in the future.

Thus, the acquisition of **WORMLAND** is of strategic significance. So far, LUDWIG BECK has stood primarily for premium women's fashion and non-textile product ranges like cosmetics and sound recordings. With the acquisition of **WORMLAND**, LUDWIG BECK will become one of the top addresses in Germany also in the field of men's fashion.

WORMLAND's gross sales amounted to approximately € 79.6m in 2014, generated with a staff of 465 employees on a sales area of approximately 13,600 sqm.

On account of the acquisition of **WORMLAND**, LUDWIG BECK's forecast for the year 2015 has to be adjusted. The management now expects sales to increase by approximately 60% (previously 2 - 4%). With the pro-rated sales of **WORMLAND** included, LUDWIG BECK could thus attain accumulated gross sales of approximately € 164m in aggregate in 2015 (previous year: € 102.7m). The anticipated earnings before interest and taxes (EBIT) are expected to rise considerably to approximately € 17 - 19m (previously approximately € 10m) – basically due to non-recurring effects.

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