

PRESS RELEASE

TriStyle Group reveals record sales - significant growth compared to the previous year

Munich, 22 November 2021 – **The TriStyle Group achieved record sales of 605 million euros in the 2020/2021 financial year (October to September) and is consistently expanding its strong position in European premium fashion distance retail for best agers.**

In the 2020/2021 financial year (October 2020 to September 2021), TriStyle Group achieved a total revenue of 605 million euros. This corresponds to an increase of 11 per cent compared to the previous year (544 million euros).

The growth can largely be attributed to the good business performance in the DACH region as the core market, as well as France and the Netherlands. In a trading year marked by the challenging conditions of the Covid-19 pandemic, the TriStyle Group succeeded in significantly increasing total revenue as well as the number of new customers thanks to numerous investments and a very sophisticated marketing mix.

Numerous future initiatives were launched at the same time. These include, above all, internationalisation. After a successful test phase, the USA is now a promising market for MADELEINE. There, MADELEINE is aiming for annual sales of 50 million euros in five years. In addition, the TriStyle Group founded the overarching digital unit Customerce within the past financial year to push digital sales and data-based marketing across the TriStyle Group.

In line with the growth in revenue, the TriStyle Group also recorded a considerable improvement in its earnings. The EBITDA margin is well in the double-digit range.

"Despite the difficult conditions of the 2020/2021 financial year, we achieved a revenue of more than 600 million euros for the first time. The strategic focus on expanding our online activities and our investments in data management and digital infrastructure are paying off. We expect that we can continue this growth trend in the coming financial year. The International expansion, the successive expansion of the product range and an even more personalised customer approach will be the focus of our activities," Dr Daniel Gutting says, CEO of the TriStyle Group.

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About the company

The Tristyle Group, headquartered in Munich, unites the independently managed mail order and e-commerce companies PETER HAHN and MADELEINE under one roof. As a company within the portfolio of the equity investor Equistone Partners Europe, it specialises in the growing market for high-quality women's fashion in the 45-plus target group. It operates in 13 countries with around 1,400 employees and generated sales of around €544 million in the 2019/2020 financial year with its two companies PETER HAHN and MADELEINE.