

## PRESS RELEASE

### **The Best Ager generation love shopping online at PETER HAHN and MADELEINE – TriStyle Group shows strong sales growth at the end of the first half-year.**

TriStyle-CEO Gutting: "The dynamic trend will continue, we expect full-year sales to exceed 600 million euros for the first time."

Munich, June 28, 2021 – **The TriStyle Group has strengthened its position as the market leader in European fashion distance selling for the 45+ generation, primarily with dynamic growth in its online business and targeted investments in the future.**

The TriStyle Group, headquartered in Munich, is the holding company of the independently managed mail order and e-commerce companies PETER HAHN and MADELEINE. The two brands specialise in high-quality women's clothing in the 45+ target group and distinguish themselves with a clear brand and product profile.

In the first six months of the 2020/2021 financial year – so, from October to March 2021 – the TriStyle Group achieved 15% growth in sales compared to the same period last year, making a total of 316 million euros.

In the exceptional market environment during the Covid 19 pandemic, the corporate group succeeded in increasing the number of new customers by a very significant 57% through targeted investments and a differentiated marketing mix. This rise was accompanied by very positive sales among the very loyal existing customers. In addition, the TriStyle Group showed a disproportionately high growth in earnings. The EBITDA margin comfortably sits in double figures.

Daniel Gutting, CEO of the TriStyle Group: "The figures for the first half of the financial year prove the resilience and sustainability of our business model. We have used the situation induced by the pandemic to consistently expand our activities in digital channels. It is evident that the approach of digital transformation with an integrated omnichannel is bearing fruit. We are very optimistic about the remainder of the financial year, which should be similarly successful. Our strategy is taking effect and we are observing an extremely high level of loyalty among our customers. This positive trend will continue."

As recent as the previous financial year 2019/2020, the group's turnover on a comparable basis was around 544 million euros. For the remainder of the financial year, the company expects a similar growth in turnover to the first six months, so that a total of 600 to 620 million euros is targeted for 2020/2021.

### **Contact**

Corecoms Consulting GmbH  
E-mail [tristyle@corecoms.de](mailto:tristyle@corecoms.de)  
Tel. 069 870 097 871

### **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 part 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.

### **TriStyle Mode GmbH**

Franz-Joseph-Straße 38  
D-80801 München  
Telefon/Fax +49 (89) 599 78 90-0 /-30  
[info@tristylegroup.com](mailto:info@tristylegroup.com)  
[www.tristylegroup.com](http://www.tristylegroup.com)  
Geschäftsführer: Dr. Daniel Gutting,  
Dr. Stefan Schoon, Stefan Kober, Volker  
Valk

Bankverbindung: Commerzbank  
Kontonummer 132 965 0000  
BLZ 760 800 40  
IBAN DE88 7608 0040 0132 9650 00  
BIC/SWIFT DRESDEFF760

Sitz der Gesellschaft: München  
Amtsgericht München HRB 219719  
Umsatzsteuer-ID Nr. DE302385713  
Steuer-Nr. 143/187/91156