

CALIDAGROUP

CALIDA GROUP press release
ad hoc announcement pursuant to article 53 LR
Sursee (Switzerland), 29 June 2021

CALIDA GROUP focuses further on core business of underwear and lingerie – sale of MILLET MOUNTAIN GROUP planned

The CALIDA GROUP intends to consistently pursue its initiated strategic focus (sale of the Eider and Oxbow brands) and concentrate on its core business of underwear and lingerie with a targeted brand portfolio. The latest business development has again shown that the Group can strengthen its profitability and positioning by concentrating its business activities on the highly successful areas of underwear and lingerie as well as LAFUMA MOBILIER.

As part of the strategic review, the Board of Directors of CALIDA GROUP has decided, in conjunction with the management, to sell MILLET MOUNTAIN GROUP division (sales in 2020: EUR 78.2 million) with the MILLET and LAFUMA brands. MILLET MOUNTAIN GROUP, a French pioneer in mountain sports equipment, with its two brands MILLET and LAFUMA, is a mainstay of the outdoor scene and offers a comprehensive range of high-end products, including clothing, shoes and rucksacks. The CALIDA GROUP has consistently developed its outdoor business in a demanding market environment in recent years, so that MILLET MOUNTAIN GROUP is now well positioned and equipped for the future. It is planned to use the sales proceeds for investments in the existing core brands and for acquisitions in the core underwear and lingerie segment in order to further accelerate its growth. Online activities will be expanded further at the same time.

Hans-Kristian Hoejsgaard, Chairman of the Board of Directors of CALIDA GROUP, comments: “The scheduled sale of MILLET MOUNTAIN GROUP is the next logical step in optimising the CALIDA GROUP business model. A new owner can successfully bring our outdoor business further. The focus on the internationally known brands CALIDA and AUBADE gives the Group a distinct profile in the area of underwear and lingerie and generates corresponding value creation to the benefit of customers, employees and shareholders.”

Timo Schmidt-Eisenhart, CEO of CALIDA GROUP, comments: “The planned further strategic focusing of the business model will give an extra boost to the growth and profitability of our Group. At the same time, we plan to expand our core business of underwear and lingerie both organically and through targeted acquisitions. The financial solidity of the Group opens up interesting business opportunities for us. The well positioned and highly profitable brands CALIDA, AUBADE and LAFUMA MOBILIER form an extremely solid basis for the Group’s further development.”

For further information, please contact:

Calida Holding AG
Sacha Gerber, CFO

Tel.: +41 41 925 44 49

investor.relations@calida.com

The CALIDA GROUP is a globally active apparel group with its head office in Switzerland. It consists of the brands CALIDA and AUBADE in the lingerie segment, MILLET and LAFUMA in the alpine sports and outdoor segment as well as the outdoor furniture brand LAFUMA MOBILIER. The Group generated revenue of around CHF 333 million in 2020 with around 2,800 employees. The CALIDA GROUP is listed on the SIX Swiss Exchange.