

GERRY WEBER NEWS

TAIFUN

TAIFUN EXPANDS ITS BRAND CONCEPT

A modern young brand for the discerning customer



GERRY WEBER ACCESSORIES

LAUNCH OF THE GERRY WEBER ACCESSORIES BRAND

At the CPD show in Düsseldorf



SAMOON by GERRY WEBER

SAMOON BENEFITS FROM NEW SELF-CONFIDENCE OF CONSUMERS WEARING PLUS SIZES

Curvy is sexy.



GERRY WEBER SHARE

We have intensified our communication with international investors and shareholders.



GERRY WEBER

**GERRY WEBER
EDITION**

G.W.

TAIFUN

SAMOON
by GERRY WEBER

Dear reader,



The turn of the year is always a time for looking back but also for looking ahead. What changes have we made, what have we achieved and what do we still need to improve? In this issue of our newsletter, we focus on our core business, i.e. the fashion products offered by our brands.

While our last newsletter centred on the topic of consumer awareness of the GERRY WEBER brand, this time we highlight the evolution of the TAIFUN and SAMOON brands in the past year and highlight their potential. In the past two years, we continued to expand the total sales space occupied by the two brands and broadened their international footprint. We are also pleased to be able to announce the launch of the GERRY WEBER ACCESSORIES brand, which will expand our product portfolio in a highly focused way. Our first accessories collections comprised of high-quality products were presented on the occasion of the CPD show in Düsseldorf.

We had a good start to the year 2014 not only in strategic terms. At the beginning of the month, we were able to announce an increase in Retail sales on a like-for-like basis of plus 3.2% for the first quarter of the current fiscal.

In mid-January 2014, we introduced our company to existing and new investors at a capital market conference in New York. We are particularly pleased about the increased interest and the growing awareness enjoyed by the GERRY WEBER Group in Germany and abroad. We hope that you will find the topics addressed in this issue interesting and wish you pleasant reading.

Yours

Gerhard Weber

TAIFUN EXPANDS ITS BRAND CONCEPT

Oliver Zaric, Product Manager and Managing Director for the TAIFUN brand, explains the latest developments at TAIFUN.

The TAIFUN brand has delivered a very positive performance over the past years. Needless to say, there have been changes, too. What exactly is new?

Oliver Zaric: The TAIFUN Collection brand stands for international and feminine fashion which is trend-oriented and suitable as businesswear. Most of the styles used to be worn by our customers primarily for formal and business occasions. We have launched TAIFUN Separates to offer our customers a casual choice and to accompany them all day long, in all spheres of life. TAIFUN Separates meets our customers' wish for more casualness and what we refer to as "Casual Chic & Life-Style". Needless to say, our commitment to quality, feminine styles and perfect fits remains unchanged.

How would you describe the typical TAIFUN customer?

Oliver Zaric: The typical TAIFUN customer knows what she wants. She is independent and

needs nobody to tell her how to dress fashionably for every occasion. She combines a stylish blazer, a pair of used wash jeans and a casual blouse to self-confidently create her very own style. Our TAIFUN customer actively seeks information about trends and designs. She knows what she wants to wear at what time of the day, and our looks are self-explanatory.

What kind of freedom does the extended brand concept offer the TAIFUN customer?

Oliver Zaric: Freedom is exactly the right word. Our customer has the possibility to combine casualness and elegance the way she wants, to mix seemingly contrasting styles and simply to be herself. TAIFUN Collection and TAIFUN Separates work hand in hand. Each of our deliveries includes some 12 to 15 TAIFUN Separates items, which our customer can freely combine with the existing TAIFUN Collection. A single item is often sufficient to change the whole look.



What is TAIFUN's position in the overall competitive environment?

Oliver Zaric: In our target group and our price range, there is hardly another competitor who has similarly high expertise in ensuring the perfect fit across all product categories. You need a lot of know-how to deliver consistently good quality in all product categories – after all, trousers work quite differently from blouses and blouses work differently from knitwear. We know them all.

What are your objectives for the near future and where do you want to take the TAIFUN brand?

Oliver Zaric: Our fashion items work internationally and our formula of sportiness, trendy

styles and elegance can be applied around the globe. It sells equally well in the Netherlands as in the Middle East or Russia. We still have huge potential in these markets and we want to exploit this potential and expand it internationally. To achieve this, we must increase the visibility of the TAIFUN brand. Challenges and opportunities we will be happy to take up also lie in fashion itself, namely in its speed and its directness. With every collection and every theme we bring to the stores, we learn how to equip our sales space even more effectively and deliver exactly what the consumer wants at any given time. In this context, we will constantly advance and refine our collections.



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LAUNCH OF THE GERRY WEBER ACCESSORIES BRAND

At the beginning of the year, GERRY WEBER launched the new GERRY WEBER ACCESSORIES brand. The first 2014 autumn/winter collection was presented to buyers and the press at the CPD fashion show in Düsseldorf.

Starting July 2014, product groups such as scarves and shawls, ponchos and stoles, caps and gloves, belts and other seasonal accessories such as hats will round off the GERRY WEBER lifestyle universe. Besides the ladies-wear ranges, the new collection will thus perfectly complement the successful licensing products, GERRY WEBER Bags, GERRY WEBER Shoes, GERRY WEBER Jewel and GERRY WEBER Eyewear.

Design & Sourcing

GERRY WEBER ACCESSORIES will be developed by GERRY WEBER's own in-house design team and stand for fashionable products with lovingly crafted details, sophisticated design and a wide variety of high-quality materials. For the development and production of the collection, the company will rely on the textile expertise that is available within GERRY WEBER as well as on the company's procurement network. This ensures that consumers can be supplied with high-quality garments that meet the familiar high standards.

New trend styles every month

The company plans twelve monthly collections with twelve delivery dates and six sales periods per year. Each collection and theme comprises about 20 - 25 styles in up to three colours. These intervals will allow the company to respond quickly to emerging trends.

Global distribution

The new accessories will be available worldwide in selected retail stores, the Houses of GERRY WEBER as well as the brand online shops. A multifunctional shop system has been specifically developed to ensure the professional presentation of the GERRY WEBER Accessories.

Status quo and expansion GERRY WEBER licences

Besides the bags and small leatherware items that were successfully introduced by GERRY WEBER 14 years ago, the shoe collection launched recently in cooperation with a new partner has led to growing sales in this segment of the fashion market.

Accessories and licenses have become an important strategic segment of the GERRY WEBER world and will continue to be expanded going forward. This move has taken the company yet another step closer to its goal of dressing consumers in GERRY WEBER products from head to toe.



SAMOON BENEFITS FROM NEW SELF-CONFIDENCE OF CONSUMERS WEARING PLUS SIZES

“Curvy is sexy” – never before has this motto been as true as it is today. On the occasion of the second edition of the plus size fashion show held as part of the Berlin Fashion Week in January, we would like to tell you more about our understanding of plus size fashion and our SAMOON by GERRY WEBER brand.

The Berlin Fashion Week is a busy season not only for size 36 fashion bloggers but also for the bloggers wearing plus sizes. The online opinion leaders are of special importance for the plus size segment, which ticks differently than the “normal” fashion market. Plus size fashion is still not as easy to find in German high streets as standard size fashion. In many cases, the situation used to be aggravated by cramped fitting rooms, the need to drive long distances to get to suitable shops and a relatively limited range of products often designed for an older target group. Many consumers therefore prefer to seek information on the web and exchange it online. Some of them regularly upload photos of their latest outfits to their blogs to show them to other women, many of whom then place their orders online.

Internet and e-commerce are of special importance

This online community plays an important role for the plus size market, which is not least reflected in the percentage of SAMOON orders received by our online shops. While SAMOON accounted for about 5% of total Group sales revenues in the fiscal year 2012/13, the brand contributed 16% to our online revenues – and this share is growing constantly. We support the quick communication on the web and exchange information (e.g. in the context of the Curvy is sexy show) with the opinion leaders, who we regard as spokespersons for our consumers.

The new self-confidence of the SAMOON customer

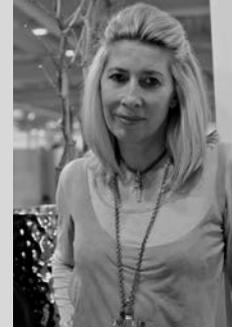
Unfortunately, the customer's desire for fashionable designs was often ignored by the general fashion market in the past. This has resulted in huge pent-up demand and customers are today demanding more trendy styles which are comparable with the standard sizes. We cater to their needs and produce casual, self-confident garments in sizes 42 to 54. Trendy cuts, high-quality materials and excellent fits underline the femininity of our consumers. The perfect interpretation of the latest trends helps to show their curves in a favourable light and give them a new and good body feeling. In other words: we do not believe that fashion ends with a certain size. "Revealing instead of concealing should be the motto for every woman," says Heike Dahlmeier, Product Manager and, hence, the heart and soul of the SAMOON by GERRY WEBER brand. "We are committed to giving our customers exactly this new feeling."

Taking advantage of our strengths

SAMOON customers come from nearly all age groups. Especially the younger bloggers give many other customers the feeling that they can dress as they like, i.e. in a young and trendy style. We think of something new for every col-

"Revealing instead of concealing should be the motto for every woman."

Heike Dahlmeier,
Product Manager SAMOON



lection. Over the past seasons, we have steadily raised the fashion appeal of our collections to meet this very demand. And we use fabric types which cater to the needs of our customers, e.g. fabrics with a high stretch content.



The SAMOON booth at the "Curvy is sexy" show

Our collections are authentic and excellent for combinations. We create complete outfits with a very personal touch and excellent fits – and this is exactly where our strengths lie.



We need to support our customers – also with new distribution channels

To market our SAMOON collections effectively, we have developed a dedicated mono-label store concept. At the end of January 2014, we were operating 37 SAMOON stores in Germany. Besides the online business, we want to grow this business as well and plan to open new SAMOON mono-label stores inside and outside Germany. Moreover, we increasingly benefit from the trend towards new store concepts specialising exclusively in plus sizes from different brands. In a modern feel-good environment, which includes large fitting rooms, these stores pool the products of different brands in a single store, thus meeting consumers' demand for an integrated shopping

experience. This will open up significant synergies for our brand and we are happy to be able to support our customers this way.

A market environment offering huge potential

It is a fact that the market for plus sizes is far from being fully exploited – right on the contrary, there is huge pent-up demand. This means that our SAMOON brand stands an excellent chance of growing both nationally and internationally. We are looking forward to mastering these new challenges and to serving our customers and making them happy with a constant stream of new styles.



Thanks to the growing interest in GERRY WEBER International AG shown by international investors, we were able to present our company for the first time at the largest US capital market conference for German DAX and MDAX-listed shares. At the Commerzbank German Investment Seminar in New York, we informed both existing and new potential investors about our business model, the challenges faced in the past fiscal year and our ongoing growth strategy.

The further expansion of our Retail segment, especially in European countries outside of Germany, will remain one of the main growth drivers. Many of the 65 - 76 planned new Houses of GERRY WEBER will be opened in neighbouring European countries, with the main focus on countries such as the Netherlands, Belgium, Poland, the Czech Republic, Slovakia and Scandinavia. Our online business will play an important role in the context of our Retail growth strategy, with three to four new national online shops planned to be opened.

We will also strengthen the presence of our GERRY WEBER, TAIFUN and SAMOON brands outside Europe. In doing so, we will rely on cooperation with partners who are excellently positioned in their respective home markets.

We will continue to provide domestic and international investors with timely and comprehensive information and to expand our investor base in the current fiscal year.

YOUR GERRY WEBER SHARE (NOV.13 - FEB.14)



GERRY WEBER

SHARE PRICE PERFORMANCE

NOVEMBER 2013 - FEBRUARY 2014

- High: € 36.29 (Xetra closing price on 17 February 2014)
- Low: € 28.76 (Xetra closing price on 13 December 2013)
- Performance since 1 Nov.: +19.02 %
- Closing price on 17 February 2014: € 36.29
- Dividend per share (2012): € 0.75

IMPORTANT DATES IN Q1 AND Q2 2014

13 February 2014	Close Brothers Seydler Small & MidCap Conference, Frankfurt
26 February 2014	Annual Press Conference Düsseldorf
14 March 2014	Publication of 3-month report
3 April 2014	Lampe Bank Conference Baden-Baden



Dear investors and interested readers,

Thank you for your interest in our company. If you have any further queries, requests or suggestions for our Investor Relations Team, we will be pleased to assist you.

Best Regards,
The GERRY WEBER Team

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