

GERRY WEBER NEWS

BRAND

GERRY WEBER GOES TO NEW YORK

September sees launch of “NY Collection” TV commercial.



MEDIA

GERRY WEBER CAN NOW BE REACHED ON FACEBOOK

Social media platform opens up new possibilities.



GERRY WEBER CUSTOMER

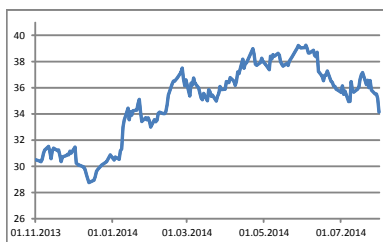
THE NUMBER OF CUSTOMER CARD HOLDERS IS GROWING

Many Customer Card holders are real fans.



GERRY WEBER SHARE

GERRY WEBER acquires franchised HOUSES of GERRY WEBER in Norway.



GERRY WEBER

**GERRY WEBER
EDITION**

G.W.

TAIFUN

SAMOON
by GERRY WEBER



Dear Readers,

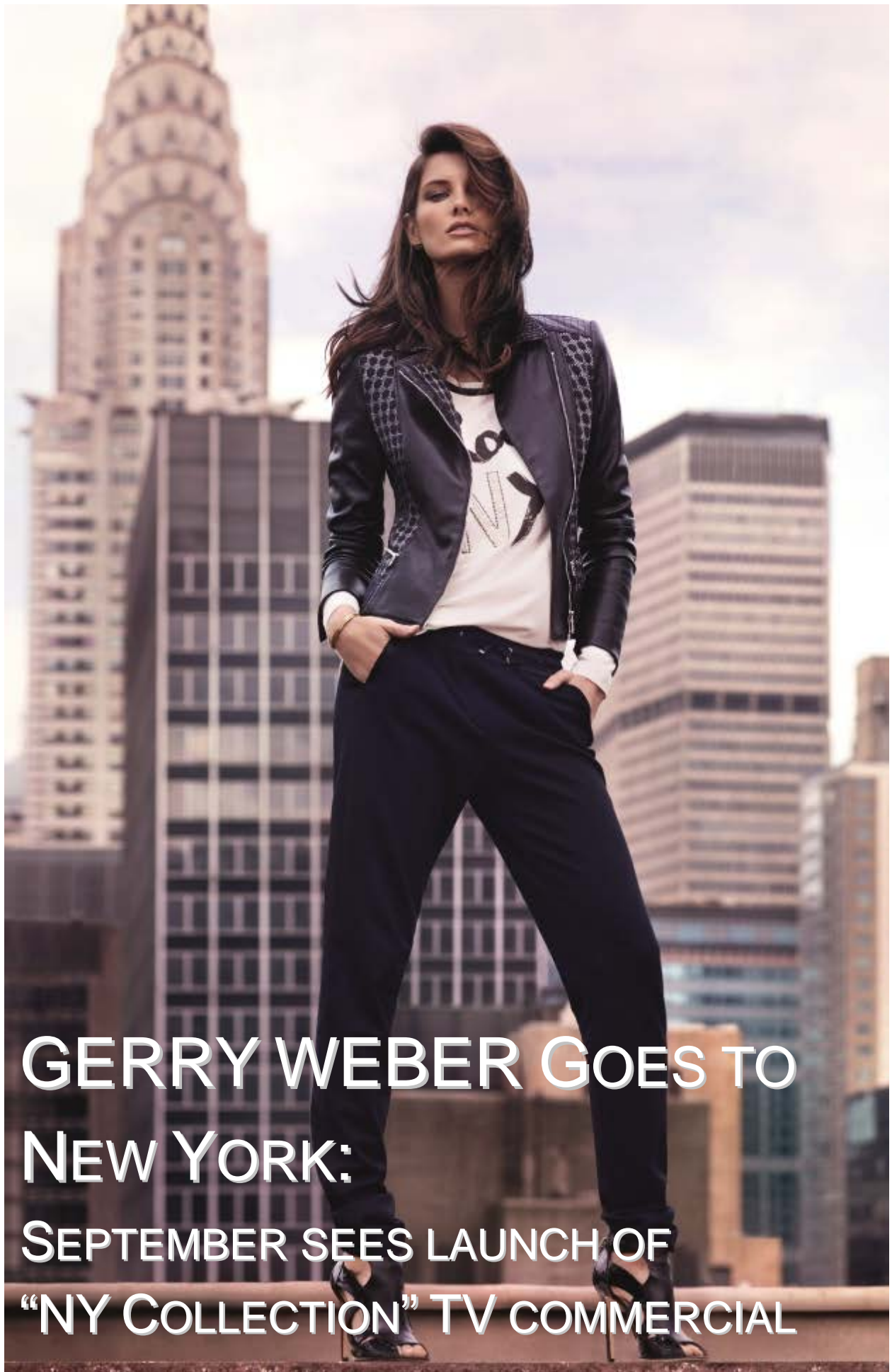
This issue of the Investor Newsletter will give you an insight into the different communication channels used by the GERRY WEBER Group to reach out to our customers. Over the past years and months, we have done a lot to build and improve contacts with existing and new customer groups. The GERRY WEBER Customer Card has met with high acceptance for almost three years and provides both our company and our customers with considerable added value. In April of this year, we posted three brand profiles for GERRY WEBER, TAIFUN, and SAMOON, respectively, on Facebook. A TV campaign scheduled to be launched early next month is another element of our integrated communication strategy.

All three measures serve different communication channels and, hence, different customer requirements. The aim is not only to increase our brand awareness but also to intensify our customer relationships. While the TV campaign will reach a broad audience, we use Facebook to fulfil customers' wish for direct real-time communication and direct exchange - after all, our customers are making growing use of the Internet.

The individual communication channels serve as connecting links between the different distribution channels: A Customer Card holder who regularly shops at the House of GERRY WEBER is informed of the online shop in our mailings and information letters, while a customer who sees our commercial on TV is encouraged to visit one of our stores again. This way, communication channels and multi-channel strategy work hand in hand. But please read for yourself.

Yours,

Gerhard Weber



**GERRY WEBER GOES TO
NEW YORK:
SEPTEMBER SEES LAUNCH OF
"NY COLLECTION" TV COMMERCIAL**

GERRY WEBER is launching a new image and advertising campaign for the autumn/winter collection. The highlight for the coming season will be a TV commercial shot in New York to visualise our “NY Collection” and project our brand’s modernity.

Constantly changing trends are the lifeblood of fashion. Recent years have seen trends come and go at an ever faster pace and our customers are increasingly looking for modern cosmopolitan styles. Over the past years we have worked to modernise our collections step by step and to cater to our customers’ desire for fashion reflecting current trends. Our upcoming TV commercial clearly reflects the ongoing evolution and the modernity of GERRY WEBER and is designed to further enhance the brand’s emotional appeal and raise its public profile to new heights.

TV spots gaining in importance

Fashion has changed a lot in recent years and so have the use and the effectiveness of advertising channels. According to a study by market researchers Nielsen, the German fashion sector’s ad spending in the last six months was up 10 percent on the previous year. TV commercials, in particular, have gained greater significance and attractiveness. This reflects the dual effects of e-commerce and changes in customers’ purchasing behaviour. Tablet computers, in particular, make it easy for customers to spontaneously check out and even buy new products seen in a TV commercial by visiting the GERRY WEBER online shop. However, TV commercials should not only drive sales but also project the brand’s image.

New York represents internationality and current trends

The first step was to choose a suitable location for shooting the new commercial, one that would reflect the company’s progressive internationalisation in recent years and one that would be easily recognisable by audiences all over the globe. With its distinctive skyline, New York represents cosmopolitan style and modernity like no other city.

Cross-media exposure for our messages

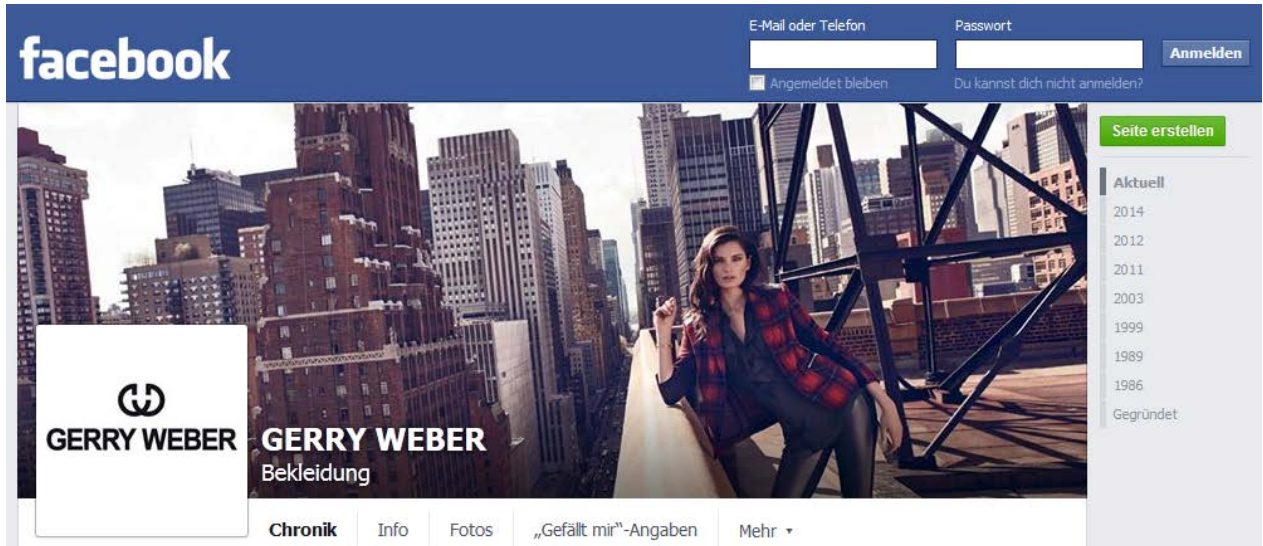
The music chosen for the commercial is “Summer of 69” by singer and photographer Bryan Adams who also shot the visuals for the collection. The commercial will be shown in prime time slots on such channels as RTL, Sat1, Kabel1, Pro7, Vox and Sixx. It will be supported by ads in traditional print media and online media as well as point-of-sale materials in retail showrooms. Activities will be completed by stand-up displays, carrier bags and a competition offering the chance to win a trip to the Big Apple and tickets to a Bryan Adams concert.

Integrated communication

The past few years have seen some significant changes in terms of the communication channels we use to reach out to our customers. Communication is now taking place across an ever greater variety of channels and is becoming more interactive all the time. Our current advertising campaign, our Customer Card and our social media offerings are all designed to tap into the opportunities resulting from these



changes and to give us access to additional consumer groups.



GERRY WEBER CAN NOW BE REACHED ON FACEBOOK

In mid-April, GERRY WEBER International AG launched three official pages for its GERRY WEBER, TAIFUN and SAMOON by GERRY WEBER brands on Facebook, the social media platform. The aim of our Facebook presence is to further intensify direct dialogue with our customers.

The brand profiles offer all Facebook users a platform for communication on fashion and life-style under the following links

<https://www.facebook.com/gerryweber.fashion>
<https://www.facebook.com/taifun.fashion>
 and
<https://www.facebook.com/samoon.fashion>.

Information and interaction

The profiles of the three brands offer their fans news and insights into the latest collections, regular promotions and prize competitions. Customers are also kept up-to-date about upcoming

events such as store openings and fashion shows and provided with other interesting information from the world of fashion. This way we cater to our customers' desire for more information and the possibility to interact with the company.

Synergies between our distribution channels

The permanent link of individual collection items and complete outfits to the online shop generates additional revenues for our online shops. Moreover, Facebook users are informed about all current offerings for Customer Card holders and the dates of fashion shows staged

“We take the opinions of our customers very seriously. We are looking forward to communicating directly and receiving feedback from our customers. The new Facebook profiles allow fans to get to know our brands even better. We provide users with exciting insights behind the scenes of our events, photo shoots and individual departments.”

Ralf Weber, Member of the Managing Board





at our Houses of GERRY WEBER. The Facebook platforms thus serve as a connecting link between the distribution channels.

Feedback from our customers

Authenticity, communication and a direct experience of our GERRY WEBER, TAIFUN and SAMOON brands are the reasons for our presence on Facebook. Our customers are making growing use of the Internet and we want to seize the opportunity to get to know them better through direct communication. But there is also

huge potential for winning new customers via the Internet platform, considering the average age of the current GERRY WEBER Facebook community is much lower than that of our customers in the stores. We are looking forward to more intensive exchange, more feedback with and from our customers as well as to increasing both our brand awareness and brand loyalty thanks to our presence on Facebook.



THE NUMBER OF GERRY WEBER CUSTOMER CARD HOLDERS IS GROWING

The Customer Card is more than just another plastic card in the wallet. Many Customer Card holders are real GERRY WEBER fans. In return, GERRY WEBER benefits from the insight into customers' purchasing behaviour.

A bit less than three years ago, in November 2011, GERRY WEBER introduced the Customer Card. At the time, nobody would have expected such a dynamic growth as we have seen over the past years. Today, almost one million GERRY WEBER customers hold a Customer Card.

Customer Card offers added value

The system is simple but effective: Customer Card holders collect points with each purchase, which are later credited to them in the form of vouchers. The real added value for the customer, however, are the many services provided in conjunction with the Customer Card. Besides regular letters and e-mails containing vouchers, information about competitions, give-aways or information about new collections, GERRY WEBER customers enjoy a wide range of attractive benefits offering access to the GERRY WEBER world. These include events such as fashion shows at which the new collections are presented before delivery to the shops as well as promotions on the occasion of store anniversaries and special events. This privileged access and the opportunities to experience the

GERRY WEBER, TAIFUN and SAMOON by GERRY WEBER brands in a relaxed atmosphere create a bond with the company and its brands. At the same time, the Customer Card renders the customer's loyalty to the brands visible in the form of such important performance indicators as purchasing frequency, average bill and items per bill.

Know what the customer wants

It is exactly this kind of information which allows us to get to know our customers and their wishes even better. Thanks to the Customer Card, we know who the typical GERRY WEBER customer is and learn more about their preferences regarding different articles and product groups. This, in turn, enables us to identify best-sellers better and more quickly. To move forward and offer customers exactly what they want and expect, a fashion company like ours depends on this kind of knowledge. Service and good advice are especially important to our customer. This is why she primarily visits our stationary stores staffed with trained fashion consultants. In addition, growing use is being

made of the GERRY WEBER online offerings. Our customers find a high level of service and advice in this distribution channel, too, e.g. in the form of tips regarding the combination of individual items or the choice of the right size. When contacting our Customer Card holders, e-mails and newsletters are therefore becoming increasingly important in addition to information letters sent by regular mail. For us, the online shop is not in competition with the traditional stationary retail store. Right on the contrary, we seek to leverage the synergies arising from this multi-channel approach and use the Customer Card as an important connecting link between the individual distribution channels. For instance, the vouchers sent to Customer Card holders can be redeemed both in our online shops and our retail stores. Because after all, the most important thing is to provide customers with the service and support they need so that GERRY WEBER becomes and stays their favourite fashion retailer.

Customers actively ask for the Customer Card

The October 2013 introduction of the Customer Card in Austria has shown that the Card plays a very important role also for the customer. The

fact that customers had previously actively asked for the Customer Card and the rapid growth in the number of Customer Card



applications handed in by our existing Austrian customers both show that this kind of service is very popular and important. In February of this year, the Customer Card was also introduced in the Netherlands, with more countries on the agenda. A Customer Card is more than just a customer retention tool. It helps us identify the requirements of our target market and meet customers' fashion demands today and tomorrow.



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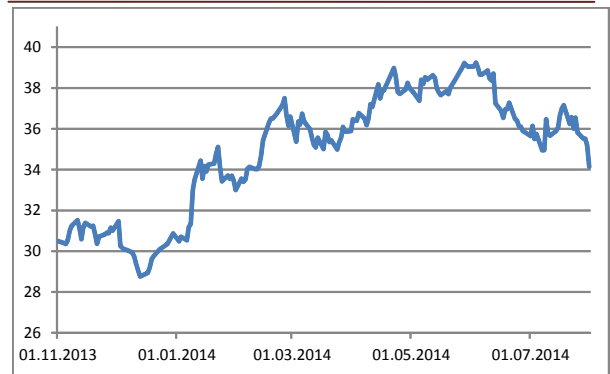
With effect from 1 June 2014 GERRY WEBER International AG has acquired eight well established HOUSES of GERRY WEBER as well as 17 multi-label stores in Norway. Under the transaction structure, GERRY WEBER has acquired 100 percent ownership of the Norwegian company operating the stores. The purchase price amounts to a total of NOK 115.75 million (approx. EUR 14 million). In addition, the parties have agreed an earn-out clause providing for a maximum of NOK 20 million in extraordinary payments subject to the attainment of certain pre-defined sales and earnings targets in the financial year 2018.

The first franchisee-operated HOUSE of GERRY WEBER was opened in Norway in 2005 and the retail concept was steadily expanded in the ensuing years. All eight stores acquired as well as the 17 multi-label stores operated under the "Chantal" name are in prime locations in Norway.

Since 1 June 2014, the acquired companies have been fully consolidated by the GERRY WEBER Group. Since that date, the vertically integrated stores fully counts towards the Group's Retail segment. Local management remains in the competent hands of our proven Norwegian partner who continues to support our ongoing expansion in Norway. We see substantial potential for our three brand families - GERRY WEBER, TAIFUN and SAMOON - in the Norwegian market.

This transaction is consistent with the GERRY WEBER Group's strategy of expanding its own Retail operations in selected core markets across Europe.

YOUR GERRY WEBER SHARE (NOV.13 – AUG.14)



GERRY WEBER-

SHARE PRICE PERFORMANCE

NOVEMBER 2013 – JULY 2014

- High: € 39.24 (Xetra closing price on 3 June 2014)
- Low: € 28.76 (Xetra closing price on 13 December 2013)
- Performance since 1 November 2013: **+11.97%**
- Closing price on 31 July 2014: **€ 34.14**
- Dividend per share (2013): **€ 0.75**

IMPORTANT DATES IN Q4 2014

18-19 Aug. 2014	Roadshow in Copenhagen and Helsinki
12 Sept. 2014	Publication of 9-month figures, Halle/Westphalia.
17-18 Sept. 2014	Merrill Lynch Global Consumer & Retail Conference, London



Dear investors and interested readers,

We hope that this issue of the GERRY WEBER Investor Newsletter has given you a better insight into the different communication channels we use to reach out to our customers. Thank you very much for your interest and until the next issue.

Best regards
Your GERRY WEBER Team

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