

Company figures for 2021 – Outlook for 2022

Schleich: The most successful business year in its history Turnover increased by more than 20% in 2021

For toy manufacturer Schleich, the 2021 financial year was the most successful in the company's 86-year history. With an increase of more than 20%, Schleich GmbH can report record turnover of around EUR 255 million (previous year: EUR 210 million). The company has thus further consolidated both its position as one of Germany's largest toy manufacturers and its share of the international markets. Furthermore, Schleich has recorded growth for the eighth consecutive year.

Schwäbisch Gmünd, 27 January 2022. In addition to a 20% increase in turnover – the largest in Schleich's history – CEO Dirk Engehausen has a second reason to be pleased: "For the first time we have achieved stronger growth with our products in our international market than in our core market of Germany." In 2021, turnover grew by 39% in both the USA and France, and by 21% in the United Kingdom. In its home market of Germany, Schleich recorded sales growth of 17%. Dirk Engehausen: "We have invested a lot in the internationalisation of the Schleich brand in recent years and are delighted that we are also successfully growing and gaining recognition in the world's largest toy markets."

Due to global logistical bottlenecks, demand in the second half of the year exceeded Schleich's production capacity. "The delivery problems just before Christmas prevented even larger growth. The demand for our products far exceeded our capacity – despite extensive special transports and additional efforts by our suppliers," says Engehausen.

In terms of Schleich's most popular characters and sets, in 2021 its *Dinosaurs* product line established itself as another mainstay alongside the company's bestselling *Horse Club* segment. "Dinosaurs and horses are our consumers favourites," says Engehausen. Last year's top sellers also included the *Eldrador® Mini Creatures* collectible characters, a new addition to the Schleich range in 2021.

2022: Horses with styling options / Further development of the brand

In addition to numerous new products in all six Schleich product lines, its strongest, *Horse Club*, will be expanded in the second half of the year to include horses whose manes and tails can be styled and interchanged. With this new line, Schleich will satisfy the strong demand among children for characters that can be customised and decorated.

To support long-term and sustainable growth in international markets as well as the core market of Germany, Schleich is planning a fundamental brand relaunch for the second half of 2022. The development of new solutions in the area of sustainability is also in focus, with gradual changes beginning in all relevant areas of the company in 2022.

About Schleich

Founded in 1935 by Friedrich Schleich in Schwäbisch Gmünd, the company is one of Germany's largest toy manufacturers and a leading international supplier of realistic animal figures. The famous characters and sets made by Schleich are sold in more than 60 countries and have become a beloved feature in children's rooms around the world. As a global player with Swabian roots, Schleich now generates more than half of its turnover outside of its core market in Germany. The company is now majority-owned by the Partners Group, a global private markets investment manager. The design of Schleich characters and playworlds, the manufacturing of production tools as well as quality and safety tests take place in Germany. The production itself takes place on a small scale at the company location in Schwäbisch Gmünd, the main production is in production facilities abroad.

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