



TAMARIS – THE MOST SUCCESSFUL SHOE BRAND IN GERMANY



A SUCCESS STORY



ABOUT A SHOE

THAT GOES ITS OWN WAY.



# THE WORTMANN GROUP

Can we check the box for being a company that operates on a worldwide scale? We think so. Because for us, checking off the box for women is what actually defines our whole business. We are passionate about women's shoes. And have been for over 40 years. During that time, we've become one of the largest shoe manufacturers in Europe and now produce 67 million pairs of shoes a year. We sell them in over 70 countries, in about

15,000 shops. That's how our business group achieved a turnover of over 950 million euros in 2010/11. A vital component of these good results, is Wortmann's close cooperation with the on-site retailers. Working together, we offer the fashion-conscious woman quality, design, performance and value for money. And that's why every woman in Germany today owns at least one pair of TAMARIS shoes.



**950** MILLION EUROS IN TOTAL TURNOVER

**67** MILLION PAIRS OF SHOES PRODUCED ANNUALLY

**30,000** EMPLOYEES WORLDWIDE

**70** SALES COUNTRIES

**52** PERCENT EXPORT RATE

THE NEW LOGISTICS CENTRE:

# EUROPE'S

LARGEST SHOE CABINET

As one of the shoe giants in Europe, we need one thing above all else: a lot of room for the latest shoe collections. That's why our new logistics centre in Detmold has an ample 10,000 m<sup>2</sup> of space to offer. So 4.5 million pairs of shoes can easily find temporary storage here. So that these can get to the shops and customers as

quickly as possible, the most up to date, fully automated storage and materials handling technology is on hand. It can take as little as 120 seconds between goods in and goods out. This much is clear: for our partners, we make the impossible possible. As quickly as possible.

500,000 PAIRS OF SHOES DAILY TURNOVER

35 MILLION EUROS INVESTMENT VOLUME

10,000 M<sup>2</sup> STORAGE AREA

4.5 MILLION PAIRS OF SHOES STORAGE CAPACITY

60 LOADING BAYS

 **wortmann**<sup>®</sup>

As of June 2011





# TAMARIS: THE LIFESTYLE BRAND

Without doubt, women love shoes. At TAMARIS, we love shoes, too. So it makes complete sense that women love TAMARIS. And of course we're there to help our customers find the right choice of shoe. That's why we offer the fashion conscious woman three basic style groups which make every look possible and yet are still highly individual. Whether it's a casual look, the must-have shoe of the season or something classical chic,

you'll always have a distinctive lifestyle image, right there on your feet. But alongside this unique brand quality, TAMARIS also offers arguments that have their feet firmly on the ground. The combination of an extraordinary price with a top quality product has, after all, contributed to our success. And you can rely on this performance promise. It's what we aspire to - for ourselves, for our partners and ultimately also for our customers.



## Tamaris

Classical, fashionable, quality conscious – these are the characteristics of Tamaris Classic. The elegant designs and business shoes in this collection are also captivating for everyday use.



## Tamaris *active*

Confident, sporty, relaxed and with the accentuation on leisure – that's what TAMARIS active stands for. The combination of sporty design and real comfort is quite straightforward.



## Tamaris TREND.

Keep your finger on the pulse with TAMARIS Trend. Contemporary and designed, here you'll find the must-have shoes of the season, with just a touch of flamboyance.



# TAMARIS COMMUNICATION: GENUINE BRAND IMAGE

With shoes particularly, the perfect appearance is important. That's why the TAMARIS brand is so captivating, with its concise and stylistically confident brand image. Of course this runs throughout all our advertising and ensures that the real star of the show always takes centre stage: the shoe. With this unique, clear

communication strategy we have succeeded in making TAMARIS one of the most successful European brands. Add well over 500 advertisements, more than 12,000 billboard appearances and over 3,000 TV spots annually to this. That's also how women all around the world are able to have the latest collection at their feet so quickly.

## REDUCE TO THE MAX

EFFECTIVE COMMUNICATION WITH A CLEAR CONCEPT



STRONG  
IMAGE THROUGH SELECTED MEDIA COVERAGE.



500 ADVERTISEMENTS A YEAR

12,000 BILLBOARD APPEARANCES A YEAR

3,000 TV SPOTS A YEAR

700 PRESS RELEASES A YEAR

THE  
HIGHLIGHTS AND SUCCESSES  
OF THE TAMARIS BRAND.

The renowned Brigitte communication analysis by Gruner + Jahr researches brand recognition, brand sympathy and willingness to buy a particular brand. In 2010, TAMARIS achieved optimal results in over 5,000 interviews with women in the 14 – 70 target age group.



51% RECOGNITION\*

27% SYMPATHY\*

21% WILLINGNESS TO BUY\*

\* Average of all shoe brands analysed: Recognition 39.6%, Sympathy 13.4%, Willingness to buy 9.7% (Source: www.brigitte-ka.de)

best  
brands  
2011 das deutsche  
markenranking

12,000 BRANDS ANALYSED  
TAMARIS RANKED IN 3RD PLACE

As the first ever German shoe brand, TAMARIS achieved 3rd place out of the 12,000 brands analysed in the category of brand growth. Only the Apple iPhone and the LG brand were ranked higher.

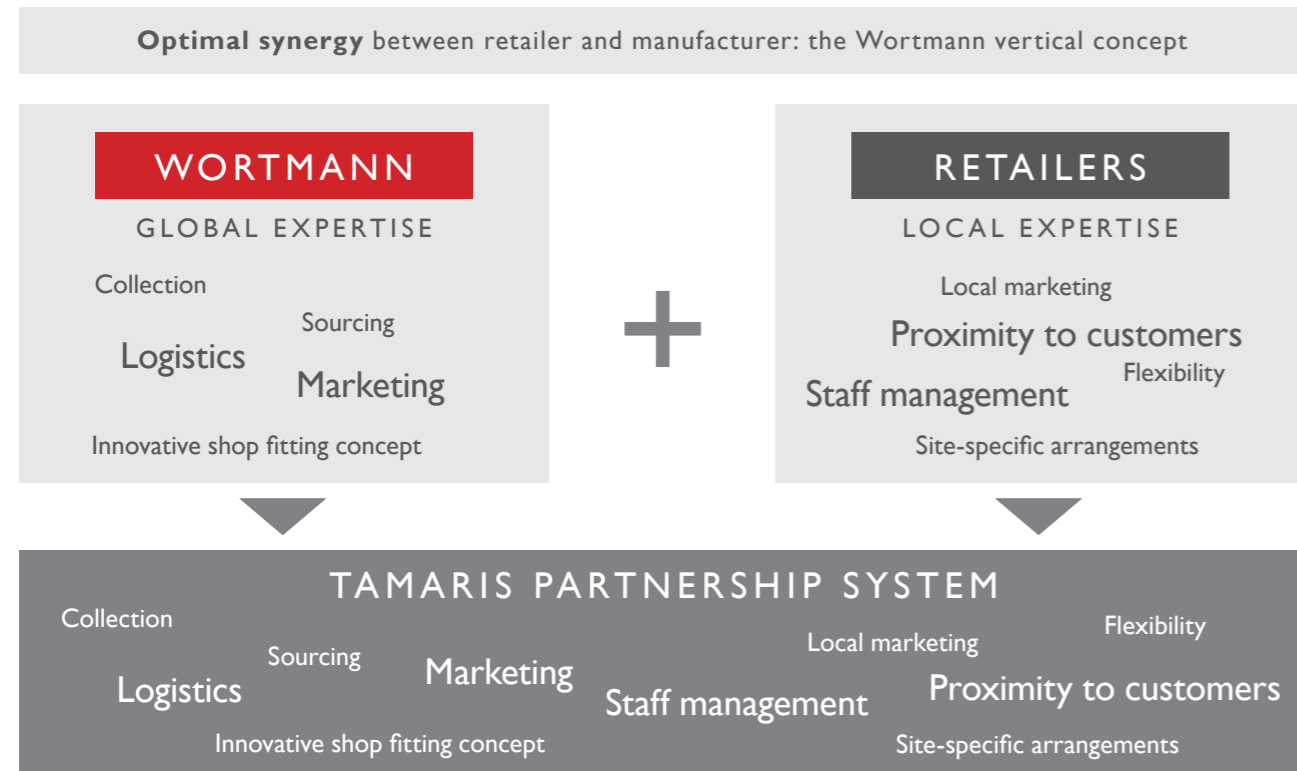


# THE PARTNERSHIP SYSTEM: BUSINESS WITH A PLAN

As an exceptional brand with an exceptional concept, we're always on the lookout for exceptional partners. Partners who want to grow with us and stand by us in our next steps. What is special about the TAMARIS partnership system is the truly excellent link between global and local expertise. This synergy is the foundation of a concept which for years has been the fastest growing

of its kind in the shoe retail sector. So if you can offer entrepreneurial qualities, a customer-focused service mentality and an enthusiasm for the footwear industry, then we should get to know each other. Whether it's in Berlin, Stockholm, Moscow, Dubai or wherever women love to buy shoes.

Optimal synergy between retailer and manufacturer: the Wortmann vertical concept



180 TAMARIS STORES WORLDWIDE

253 SHOP-IN-SHOPS WORLDWIDE

433 PARTNERSHIPS WORLDWIDE



TRUST OUR SUCCESS –  
BECOME A PART OF IT.

**Tamaris**





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**WORTMANN KG Internationale Schuhproduktionen**

Klingenbergstraße 1-3 · D-32758 Detmold · Tel.: +49 (0) 52 31.605 00 · Fax: +49 (0) 52 31.605 236

[www.tamaris.de](http://www.tamaris.de)