

DÜREN MÜHLHAUSEN LEIPZIG BERLIN HAMBURG OBERHAUSEN KÖLN RIGA UNTERREHNINGEN BERGSTADT MEISSEN STOCKHOLM ROERMOND HAAN HAMELN WIEN DRESDEN KASSEL DÜREN KALININGRAD ESCHWILEN LANGENFELD NOVOSIBIRSK GÜTERSLOH PADERBORN BUDAPEST NÜRNBERG ERFURT MAGDEBURG WIDENBURG PRÜM KOEGE LINZ NEUMÜNSTER WUPPERTAL MÜNCHEN DEN HAAG HELSINGBORG JENA VENLO KALININGRAD LANGEN SCHVI PERM SULZBACH HAMBURG AL AIN STUTTGART FRANKFURT A.M. DÜSSELDORF GREVENBROICH WIMATA HÄBERSTADT LUTHERSTADT WITTENBERG KÖLN-NIPPES DORTMUND HOF ROSENHEIM HONNING WADEN WIEBAD NINOVE WITTEN AMSTERDAM-KALVERSTRAAT EINDHOVEN BERLIN BRÜSSEL ESSEN CHEMNITZ ERKLENZ MINDEN WAIBLINGEN NORDHAUSEN GENK-WATERSCHEI WIEN ROTTERDAM LE BLANC LÖRRACH HECHINGEN BERLIN SCHNITZHOFSHOFEN VAHINGEN GÖRLITZ ABU DHABI MANNHEIM MOSKAU MOERS DETMOLD MISKOLCZ WAZASIN VANNI MASSFURT EISENHÜTTENSTADT RANSBACH-BAUMBACH MÜNCHEN KÖLN DESSAU-ROSSLAU LÜBBE TERNAI FREYSTADT EUTIN WILLISAU GELTERKINDEN OPWIJK MINDEN HALLE/SAALE-PEISSEN HOLZMINDEN HOFERSWERDA OBERNDORF BALEN AICHACH KEMPEN EBERSWALDE WADERN WAREN EMDEN WEIDEN ERLANGEN SALZKOTTEN ROSTOCK ESSEN WITTLICH PAAL HAMBURG HANNOVER BRANDENBURG LEIPZIG TALLINN ANDRESELDE RIESENBREIT-NEUSES LANGENAU WARBURG GARMISCH-PARTENKIRCHEN KARLSRUHE LANDAU NIS KATHOUBA SIOHAN M PONGAU EMLICHHEIM BAD LAUTERBERG HEINSBERG MANNHEIM ASCHAFFENBURG HORR AM RECKAR BERLIN NORDENHAM ROTH SONNEBERG ULM HALLE/SAALE COTTBUS BERLIN WEITERSTADT MÜNCHEN GESEKE EISENHEIT STAUNSTEIN JEKATERINBURG MICHELFELD GRONINGEN HAMBURG AALEN ROSTOCK MÜHLBALEN AMSTEFEN FÜR SILVERSUM ADENAU HOF HÖXTER AHLEN OBERHAUSEN BAD SEGEBERG HAGENOW BÄNNLUL BERLIN GENT PENZBERG NARVA RAALTE KÖLN WILHELMSHAVEN BUDAPEST DUISBURG WIESBADEN WITENBÜTTEL PECS REISBERG/GRAZ BREDA KRUMBACH MAASTRICHT GIESSEN AUGSBURG MÜNCHEN NETTETAL-LOFFRICH HAMBURG FRANKENTHAL NORDHORN PLAUEN SIEGEN LIPPSTADT RAVENSBURG ILMENAU BASSUM LEINWÄRDEN BERLIN BACHMANG TARTU SENDEN ESCHWEGE BERLIN FRANKFURT/ODER LEIPZIG BAD REICHENHALL VILNIGEN SCHWENNINGEN RADOLZFELL NEUSTRELITZ FREIBERG RINTELN HEILBRONN LANGEN BUXTEHUDE IBACH WEINSBERG WEILSTADT RIEDBAHN WENDLINGEN WERNIGERODE TILBURG NÜRNBERG HAMBURG NEUMARKT QUIMPER CHAM SULZ WÄFELDEN ZEIST KIROV VIERSEN MOERS AACHEN ERFURT WEIMAR KÖLN BÜNDE GÜNTHERSDORF BERLIN OBECK LEMPAALA WESTERHEIM DORSTEN BRUCHSAL BECKUM ALKMAAR BREISACH TELGTE JELAVA LIPAJA WESERSTADT PLANEGG NEUSTADT SCHWABACH BRAUNSCHWEIG GREIFSWALD FRIEDRICHSHAFEN HAMBURG ABLAIS FRIESOYTHE MARBURG SOLINGEN HILDEN HALLE/SAALE KOBLENZ ARNHEIM OLPE OSNABRÜCK MARKTREWITZ ÜBERLINGEN KIRCHHEIMTECK PFAFFENHOFEN WORMS BUDAPEST BONN OOSTENDE CONZELDORF PATAUCHA WEINSTADT SARATOV GROSS-GERAU KÖTHEN INGOLSTADT CHABAROVSK RASTATT ULM FRANKENTHAL BIBERACH ETTENHEIM DEBRECEN BOTTROP INNSBRUCK HAMBURG AUGSBURG SCHWEINFURT BÜNDE KAZAN SINT-NIKLAAS ESSLINGEN KAARST GERA DESSAU KERPEN KÖLN LEIPZIG RIGA BUDAPEST POTSDAM NEUSS BERGISCH-GLADBACH LANDAU STADTHAGEN ARHANGELSK LAUPHEIM BREMEN KAUFBEUREN TARTU ZUG PRÜM KAUNAS BLAVAND GRÜNSTADT PLÖN MERING BAUTZEN OBERKIRCH LE HAVRE CHARLEROI CASTROP-RAUXEL MEPPEN ELSFLETH PETROSOVODSK HOLZKIRCHEN RUDOLSTADT BREMEN-HUCHTING BERLIN HOCKENHEIM GERLINGEN WASSERBURG KRASNOJARSK SCHWANDORF LÜBBECKE EISENACH HATTINGEN HEILIGENHAFEN LANGENHAGEN MELLE WEISSENBURG SUHL FÜRSTENFELD KLAIPEDA HERMSDORF WEIMAR BIELEFELD HALLE/SAALE LAUF EMMENDINGEN HASLACH JESTETTEN EUSKIRCHEN HAMBURG-BERGEDORF DÜSSELDORF HANNOVER COTTBUS ROSKILDE SCHENEFELD NEUBRANDENBURG RÖMÖ SCHÖNBÜHL TÜBINGEN BERN ZÜRICH EINDHOVEN KÖLN SIEGEN KOPAVOGUR OLDENBURG-WECHLOY WALDKIRCH SALZBERGEN LAGE BAD KISSINGEN MÜNSTER TRIER CHEMNITZ WOLFACH DINKELSBÜHL ROSENHEIM BERLIN **BEHIND EVERY SUCCESS IS A SYSTEM** DUBAI REUTLINGEN BANJA LUKA SAINT-LÖ NEUNKIRCHEN HERBOLZHEIM SULINGEN PEINE SIEGBURG DUBAI BUDAPEST WISMAR DIETFURT STOCKELSDORF EBERMANNSTADT RATINGEN-LINTORF AALST HAMBURG LEVERKUSEN KIEL WOLFSBURG LUDWIGSHAFEN VILLINGEN-SCHWENNINGEN LEINFELDEN-ECHTERDINGEN JEKATERINBURG HASSELT HAGEN PIRMASENS GRÜNWALD CERNAY LES SABLES D'OLONNE LEER AURICH REUTLINGEN DÜSSELDORF HANNOVER FIRREL KLEVE WINTERBERG NOVOSIBIRSK BAD ENDORF JÜLICH TREMELO BÜHL UTRECHT LIPPSTADT MAINZ GEORGMARIENHÜTTE RIGA SAALFELD OTTERBERG SCHWALMSTADT BÜHL DATTELN BAUNATAL SCHWERIN GÖTTINGEN HILDESHEIM BERLIN HERFORD VIERNHEIM OSTRAVA VELBERT AALEN RECKLINGHAUSEN POTSDAM MÜNCHEN STUTTGART MOSKAU METTMANN NORDEN GELSENKIRCHEN-BUER VILNIUS ESSEN BREMERHAVEN DRESDEN WIEN BOCHOLT OLDENBURG HAMBURG-BRAMFELD TIMISOARA RIESA NEUSS HALLSTADT LÜTTICH SAARBRÜCKEN GRAZ BADEN-BADEN HAMM KEMPTEN ESSEN-WERDEN PRISHTINE ANNABERG DELMENHORST VILNIUS SZEGED LAATZEN PLAUEN MÜLHEIM/RUHR DUISBURG NEUSTADT/W. NEU-ISENBURG TVER KORTRIJK KOBLENZ KÖLN STUTTGART BUDAPEST RIGA GRAZ GARAN MERKSPLAS GUNZENHAUSEN SYKE KLAIPEDA TALLINI REGENSBURG BERLIN NANTES LEIPZIG SANTA FE CHELYBINSK TLALPAN SPEYER PANEVEZYS





GIVE A GIRL  
**THE RIGHT SHOES**  
AND SHE CAN CONQUER THE WORLD

MARILYN MONROE

# STRONG PARTNERSHIP STRONG SUCCESS

757 system areas. Sometimes one number says more than a thousand words – because this number is proof that our customers and partners have placed their trust in us 757 times. We appreciate this trust and would like to confirm our appreciation through our services – every day, every week and every season.

Many of our partners already have more than two system areas (store or shop-in-shop), but are still on the lookout for more suitable properties.

We want to become the number one shoe brand in Europe. We are investing a lot into this goal. An international marketing budget of 100 million Euros, an optimisation of the support offered to system partners by our Retail Area Team and an expansion of our Field Service Team are just some of the components involved.

By working with innovative, forward-thinking partners, we will achieve this common aim.

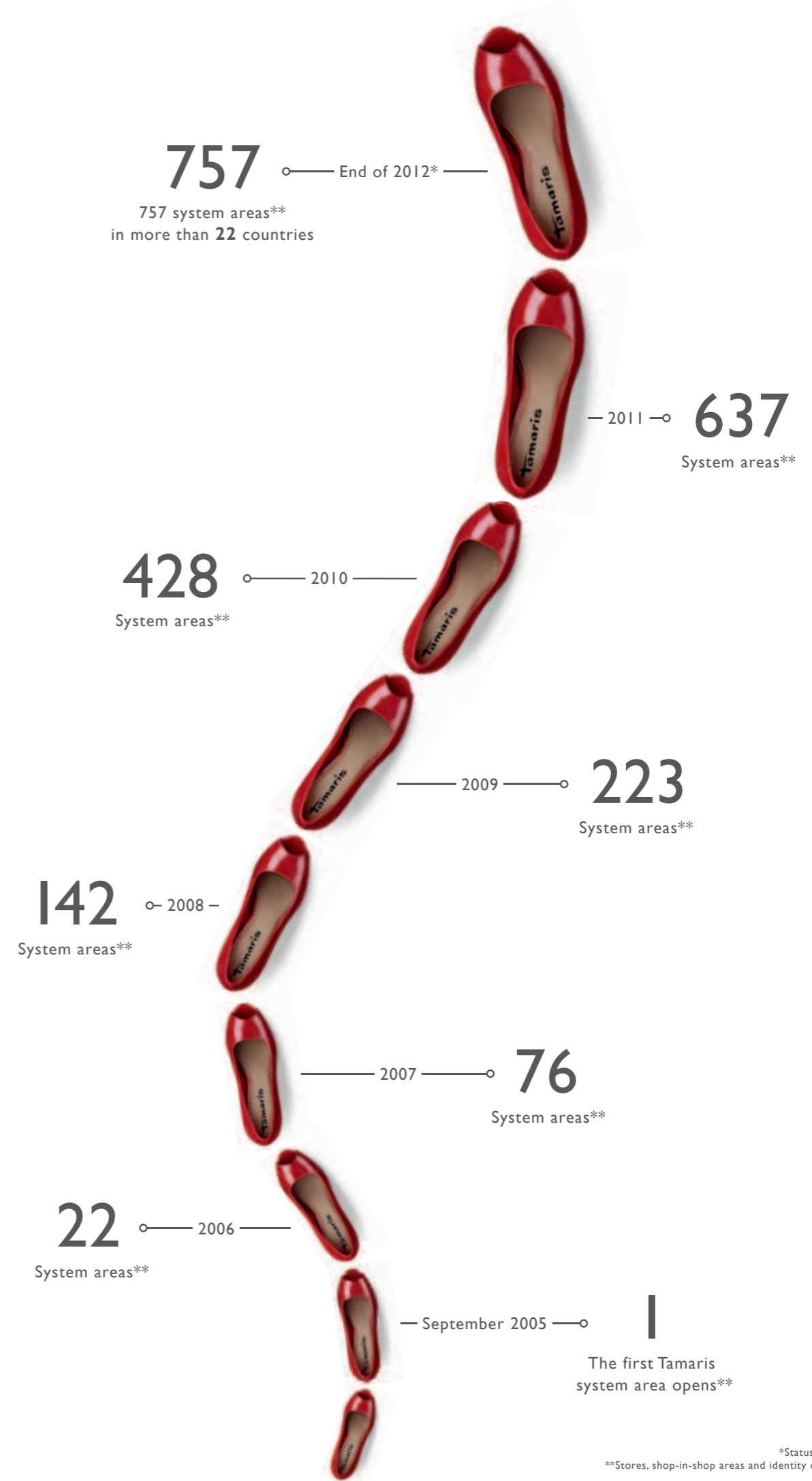
Become a Tamaris system partner so that we can create success together!

Best regards,



Jeris-Beining

Managing Shareholder  
Wortmann Schuh-Holding KG



The first Tamaris system area opens\*\*

\*Status: 2012  
\*\*Stores, shop-in-shop areas and identity corner

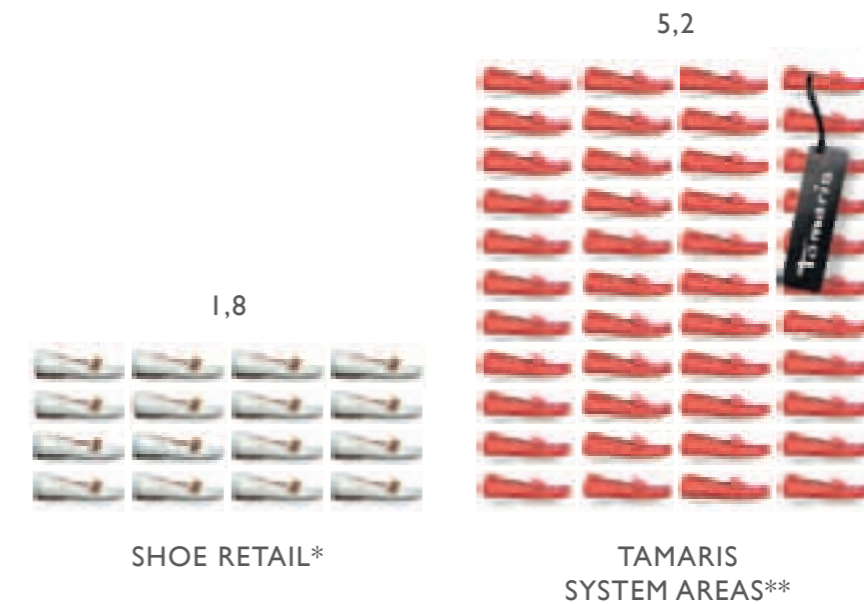
# THE BASIS OF OUR COLLABORATION



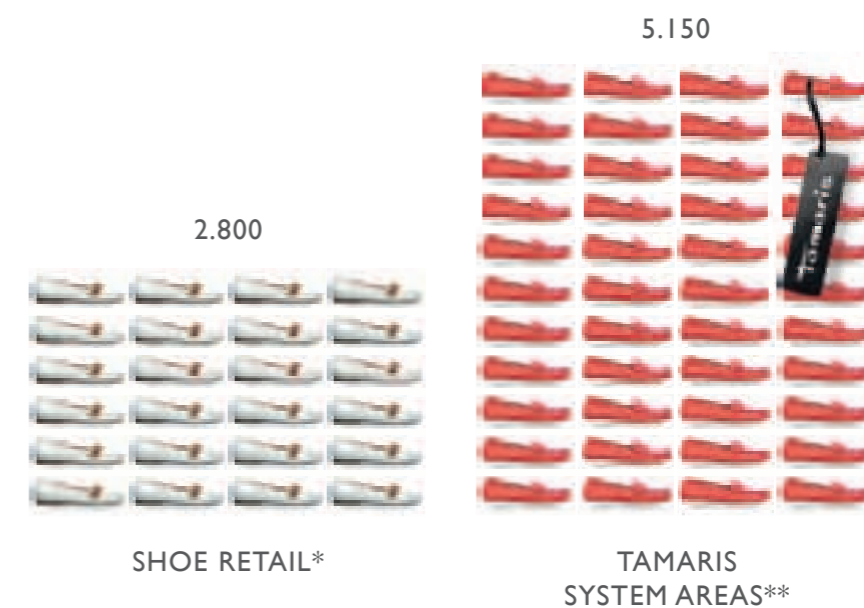
The Tamaris system partnership is based on a simple motto: together we are strong! We combine the strengths of both partners. The local strengths of a system partner and the global strengths of a company trading all over the world like Wortmann, provide a crucial competitive edge on the international shoe market.

The facts and figures of this system constitute very convincing proof that it works: 757 Tamaris system areas have been opened in more than 22 countries in less than 370 weeks. To put it in a nutshell, we open at least one new Tamaris system area somewhere in the world every week. Maybe we'll soon open one with you, too!

## INVENTORY TURNOVER/YEAR



## SALES PER SQUARE METRE IN EUROS/YEAR



\*Source: Bundesverband des Deutschen Schuheinzelhandels e.V. (Federal Association of the German Shoe Retail Sector)  
 \*\*Average values for existing Tamaris system areas (Federal Republic of Germany) in December 2011

# THE TAMARIS SYSTEM PARTNERSHIP

## 360-DEGREE SERVICE

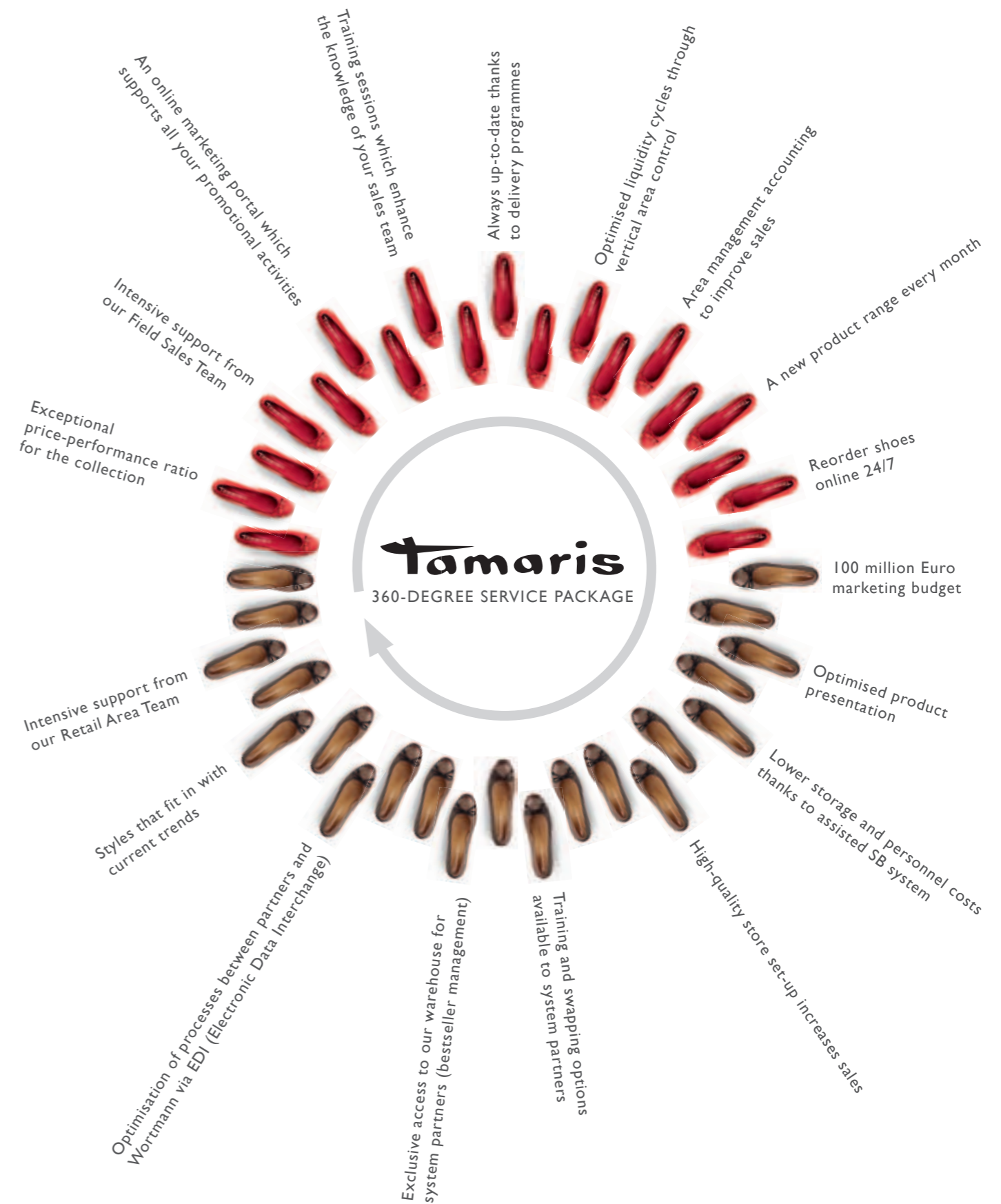
Success is the sum of many details. We have therefore developed a whole range of measures for our Tamaris system areas with just one aim in mind: optimising sales and minimising costs.

Wouldn't it be nice if your sales staff only had to take care of your customers and your products? Thanks to the unique concept of assisted self-service in Tamaris system areas, this is exactly what we have achieved. Our selling area is also our stockroom, which means employees never have to leave customers alone and walk a long way to find them the size they require.

Your staff will always be in the system area. Double staffing is therefore only necessary when footfall and sales demand it. That's what we call efficiency and cost minimisation. Wouldn't it be great if you could automatically offer customers a new shopping experience again and again thanks to joint limit and purchase planning? It would be such an exciting

and attractive world for customers that they would visit your system area every week. That really is sales optimisation in our eyes.

As you can see, these are just a few measures from our unique 360-degree service package, but they do make one thing very clear: We have based everything on success and in process paid attention to details which will make your job noticeably easier and you much more efficient. Whether you have a Tamaris store or a Tamaris shop-in-shop, the Tamaris brand offers a multitude of ways to master future challenges successfully.





THE TAMARIS SHOP-IN-SHOP

# THE AREA WE SHARE

IN YOUR STORE

Have Tamaris shoes already brought you success or would you perhaps like to use the potential of Tamaris for yourself? Opening a shop-in shop area in your store offers you the opportunity take advantage of the strength and product quality of the Tamaris brand in a fast, easy manner.

Thanks to its clean, elegant appearance and modular store set-up, the Tamaris shop-in-shop will fit into your current store perfectly. Regardless of the size of your area, Tamaris will harmonise brilliantly with the other brands in your store and strengthen your brand expertise.

Recognition of the Tamaris brand is of course guaranteed in this area. Customers will always be presented with its unmistakable, stylish boutique flair and will be able to devote themselves completely to their personal shopping experience.

Tamaris – a magnet in shops everywhere.



## TAMARIS SHOP-IN-SHOP

# REQUIREMENTS

- Top placement in store
- Store area + storage area for small items at least 25 sqm
- Ceiling height at least 2.80 m
- A back wall of at least 6 m in length
- Projection at the front of at least 4 m

**The Tamaris shop-in-shop system price: € 400 per sqm\***  
 (\*within the EU, plus VAT and carriage, without special furniture)

The system price includes an extensive, detailed service package from Wortmann. We would be happy to send you an overview of our services.



# THE TAMARIS STORE AN OPPORTUNITY FOR YOU TO EXPAND

Are you looking for a way to expand? Would you like to transform your current area with a new, successful concept? You've just found it! With a Tamaris mono brand store, you'll be dedicating yourself to one of the most successful and forward-thinking brands in Europe.

More than 220 partner-run stores are proof of the great trust our partners have in us – and the demand is growing constantly. A Tamaris store communicates the strength of the Tamaris brand instantly. It catches the eye and is a magnet for

shoppers in every town and shopping centre. The Tamaris store concentrates the outstanding strength of the brand, the area competence of the collection, and the store and system concept, which has been optimised with sales in mind, down to the very last detail.

Combining Tamaris with a strong partner creates an unbeatable team!



## TAMARIS STORE REQUIREMENTS

### Storefront requirements:

- Storefront size 100 - 140 sqm + stockroom (approx. 20 sqm)
- Front of the store at least 7 m long
- Ceiling height at least 3.20 m
- Level with the ground; no steps at the entrance or inside the store
- No second sales-level

**The Tamaris store system price: € 500 per sqm\***  
(\*within the EU, plus VAT and carriage, without special furniture)

The system price includes an extensive, detailed service package from Wortmann. We would be happy to send you an overview of the services.

### Site requirements:

- Store in a top-notch location
- Fashionable environment
- At least 40,000 inhabitants
- Attractive range of services and facilities in the town, large zone of attraction, shopping town, centre



Tamaris

Tamaris

Tamaris

Tamaris



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