



EQS-Ad-hoc: Wolford AG / Key word(s): Development of Sales
Wolford AG: Wolford AG announces sales figures for fiscal year 2025

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Wolford AG reports revenues of €76 million for fiscal year 2025, representing a 14% decrease compared to the prior year (€88 million in 2024).

The performance in the first half of 2025 was significantly affected by the tail end of prior-year challenges and the ongoing transition phase—including macroeconomic uncertainties and logistical disruptions. These factors accounted for **78% of the year-on-year deviation**, while the **second half of 2025 showed a progressive improvement**, particularly in **Q4 2025**, supported by the strengthened financial position of the Company following a **significant capital increase**.

Regional performance

- **EMEA:** -12% vs. prior year
- **Greater China:** -18% vs. prior year
- **North America:** -19% vs. prior year

Channel performance

The **Retail** and **Outlet** channels recorded the sharpest **decline** (-27% vs. prior year), mainly driven by the **closure** of unprofitable stores, while the comparable store network showed signs of recovery versus prior year (mid-single digit growth).

Online channel still suffered (-15% vs. prior year), compensated by **Wholesale** growth vs prior year (+17%).

Brand & Strategy Update

In 2025, the Company celebrated its **75th anniversary** with a brand campaign built on emotional appeal, aimed at reinforcing engagement with its global audience.

For 2026, the Company will focus on executing its **new product strategy** and strengthening the **go-to-market model**, with the objective of continuing the ongoing **brand revitalization**.

The reported figures are unaudited.

End of Inside Information

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