



LR Health & Beauty invests in business location Ahlen

Construction project 'Logistics 4.0' takes shape

Ahlen, 04 April 2022 – The 'Logistics 4.0' construction project of LR Health & Beauty and the Theodor F. Leifeld Foundation has been picking up speed since the beginning of the year. Both partners are investing in the construction of a new logistics center with modern picking and shipping technology. The shell phase of the 12- to 15-month construction period has already been completed.

After the signing of the contract in July and the laying of the foundation stone in December 2021, the construction site on Porschestrasse has been bustling since the beginning of this year. Foundation work has been completed, exterior walls have been raised and the roof structure has been finished. A total of 1055 m³ of concrete and 130 tons of structural steel have been used so far.

Andreas Friesch, CEO & Spokesman of the Management Board of LR Health & Beauty, is also enthusiastic about the approximately 3,000 square meter new building: "It is impressive how quickly our joint construction project is taking shape. I would like to thank everyone involved for every helping hand and for the exemplary cooperation. The Logistics 4.0 project will be the next milestone in LR's history."

After completion of the exterior facade, the finishing work follows. Ceilings and partition walls will be installed, as will the heating, power supply and lighting. Together with the Theodor F. Leifeld Foundation, LR is investing a total of around seven million euros in this major project. It is part of LR's sustainable growth strategy and strengthens the company's claim to be "Made in Germany" as well as its ties to the business location of Ahlen. The new logistics center will open in 2023.

Exciting insights "Made in Ahlen"

A very special highlight for all visitors to the production site in Ahlen will be the open transition to the logistics. LR connects the skywalk of the aloe vera production, which was already built in 2018, directly to the new logistics building. From



there, the logistics operations of the new plant can be viewed. In the future, the entire "Made in Ahlen" process chain - from production to shipment of the finished end product - can thus be experienced directly via the skywalk and the newly constructed transition.

LR Group

Following the motto "More quality for your life", the LR Group with headquarters in Ahlen/Westphalia produces and markets various health and beauty products in 28 countries. As a modern social selling platform, the company combines personal exchange in its community with efficient, digital solutions. This expertise is particularly evident in the "LR Connect" app developed by LR itself, which supports the community in building and developing its business. The community, which often acts as micro-influencers, is young, flexible and increasingly uses social media as a sales platform. LR's goal is to improve people's well-being and health with its portfolio consisting of care and decorative cosmetics, dietary supplements and perfumes. That is why the company continuously develops new products – from the power of nature in combination with the latest scientific findings.

The processing of Aloe Vera has been one of the core competencies of LR Health & Beauty for 20 years. Only the valuable inside of the leaf is used for the products. Since 2018, LR has been producing its Aloe Vera Drinking Gels in the modern Aloe Vera production side at the company headquarters in Ahlen. LR has been firmly established in the market for over 35 years with around 1,300 employees and more than 300,000 registered community members. LR also founded the LR Global Kids Fund e.V. which provides efficient and unbureaucratic support for deprived children and their families in many different countries around the world in cooperation with local institutions. The commitment to take responsibility in terms of 4 ESG is part of LR's philosophy. Since 2020 LR started using FSC-certified paper, taking various measures to avoid plastic consumption and switching to green power.

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