



LR kicks off Q1 2023 with sales growth and continues to drive international expansion with market entry in the UK

- Effective strategic initiatives put LR back on track for growth with 5% sales increase in Q1 2023
- Market activities in the UK to commence in the third quarter of 2023
- Favourable market conditions in the UK for social selling
- Cross-sponsoring promotes market access and career development of partners

Ahlen, 24 April 2023 - LR Global Holding GmbH, Europe's leading digital social selling company in the area of high-quality health and care products, had a successful start to the financial year 2023. Based on preliminary figures, the LR Group increased sales in the first quarter of 2023 by 5% year-on-year (Q1 2022: EUR 68.6 million). The strategic realignment initiated in the summer of 2022 thus continues to have a positive effect and puts LR back on track for growth. Thus strengthened, LR will enter the UK market in the third quarter of 2023 in continuation of its international expansion. Including the market entry in the UK, the LR Group will be represented in 32 countries worldwide. The UK, with its four countries England, Wales, Scotland and Northern Ireland, has a population of around 70 million and offers favourable market conditions for the planned expansion of the business activities in Europe.

Dr. Andreas Laabs, CEO of LR Health & Beauty SE, comments: "We're pleased that the targeted promotion of our partners' career development is paying off and that LR is back on track for growth in the first quarter of 2023. This gives us the momentum to drive the expansion into new markets. With our market entry in the UK, we're taking the next step in opening up this attractive growth market for LR. Given the excellent market conditions and entrepreneurial culture, we see great opportunities in the UK for the distribution of our health and care products. At the same time, the market entry in the UK enables our partners to successfully grow their careers. On the back of our strong partner community as well as our high-quality products 'Made in Germany', we're positive that LR will do very well here."

The business activities in the UK are managed from Germany, enabling LR to leverage its proven expertise from decades of experience in social selling.



This is in line with LR's strategy to increasingly rely on partner cross-sponsoring, which focuses on gaining new partners across countries. Numerous measures – such as individual starter packages or the Fast Track 5.0 bonus programme – help partners to tap into the UK market. Under the LR brand, the LR Group globally distributes around 200 high-quality health and care products, including food supplements, body care products and fragrances. Top sellers like the new ZEITGARD Pro device for innovative skin care provide additional momentum for LR partners expanding their activities in the UK.

Further information on the business development as well as the full figures for the first quarter of the 2023 financial year will be published by LR at the end of May 2023.

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 32 countries. As an attractive social selling company, LR 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 often acting 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 nutritional supplements and personal care, health representing close to 65% and beauty 35% of our sales. 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 more than 20 years. Only the valuable inside of the leaf is used for the products. In Ahlen, the company has established one of the most modern Aloe Vera production sites for Aloe Vera Drinking Gels in Europe. LR has been firmly established in the market for over 35 years with around 1,200 employees and around 300,000 registered community members. LR also established 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 ESG is part of LR's philosophy. Since 2020 LR started using FSC-certified paper, takes various measures to avoid plastic consumption and switched to green power.

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