

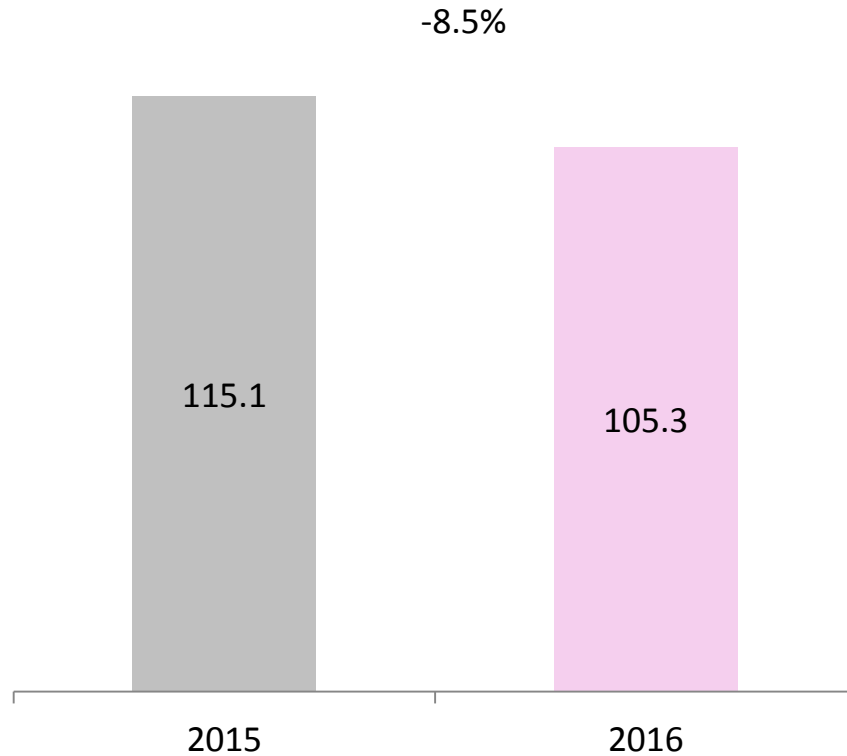
# Analyst Presentation

First Quarter Results 2016

3 May 2016

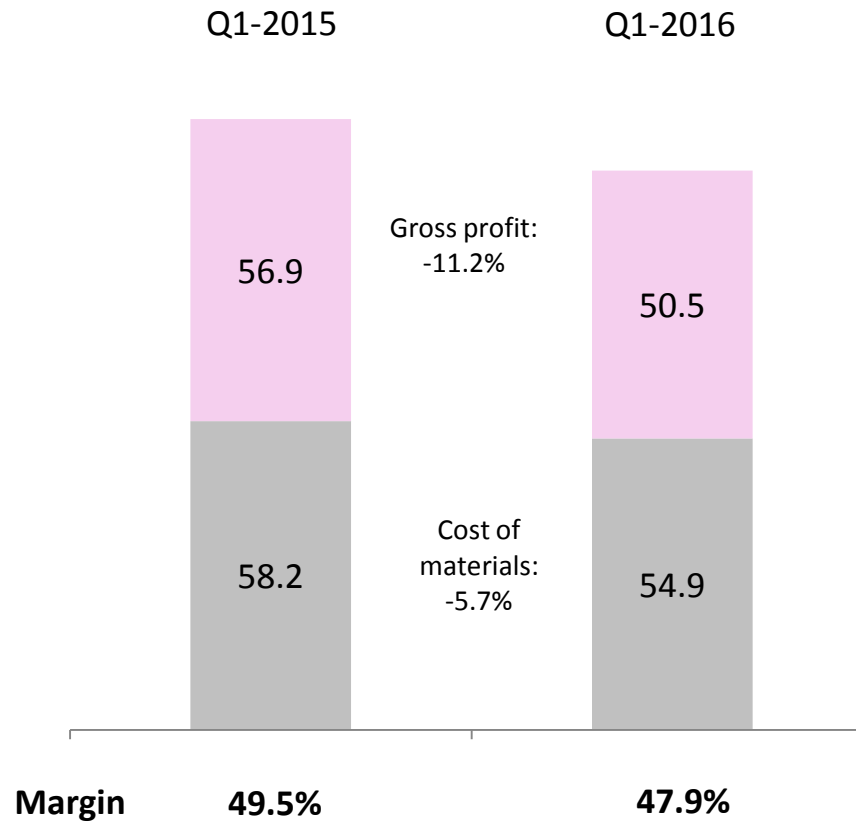


Revenue in m€



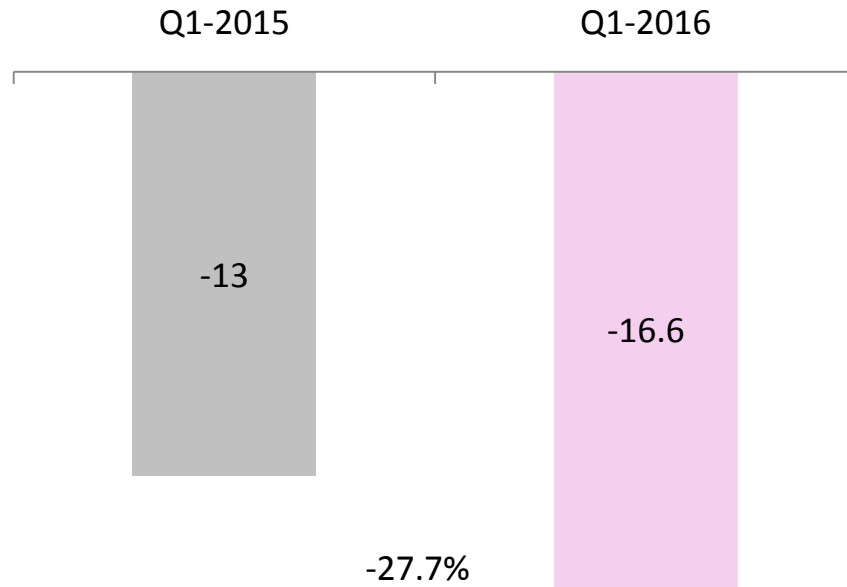
- Sluggish sales development due to very unfortunate weather conditions (mild winter / cold spring)
- Early Easter holiday resulted in losing a day of sales in the first quarter of 2016
- Product range optimisation and the associated clearance sales at the ADLER Orange stores caused revenue decline of € 2.2 million
- Like-for-like: -7.7%

in m€



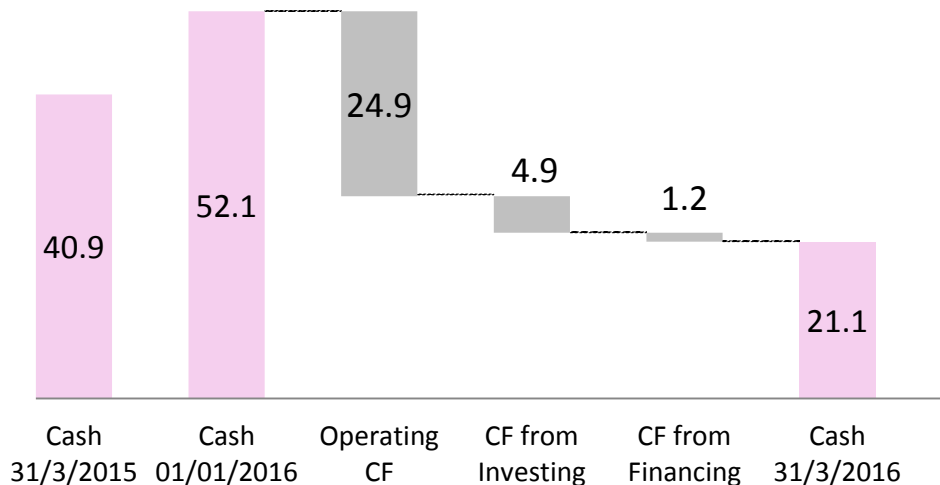
# Decrease in EBITDA lower than in gross profit thanks to successful cost saving measures

EBITDA in m€



- Other operating expenses decrease from € 44.1 million to € 42.5 million, as ADLER reacted promptly to the decline in revenues by implementing cost saving programmes

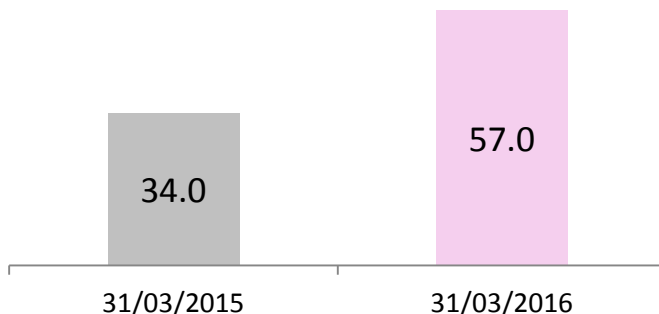
in m€



- Decline in cash and cash equivalents due to: lower revenues, the typical seasonal cash reduction and the consolidated net loss of € -15,0 million

## Net debt\*

in m€



Net debt impacted by:

- Decrease in cash and cash equivalents by € 19.8 Mio. compared to 31 March 2015
- Increase in finance lease obligations by € 3.9 million to € 57.1 million due to contract modifications
- Rise in liabilities from customer card by € 0.6 million
- Reduction of pension provisions by € 1.3 million

\* Including liabilities from customer card, pension provisions, finance lease liabilities ex assets held for sale, cash, other financial liabilities

in m€	31 March 2016	31 Dec. 2015	Change
Total assets	240.1	243.4	-1.4%
Inventories	99.7	81.3	+22.6%
Trade receivables	0.6	1.9	-68.4%
Cash position	21.1	52.1	-59.5%
Equity	89.9	104.9	-14.3%
Equity ratio	37.4%	43.1%	5.7pp
Trade payables	42.8	32.0	33.8



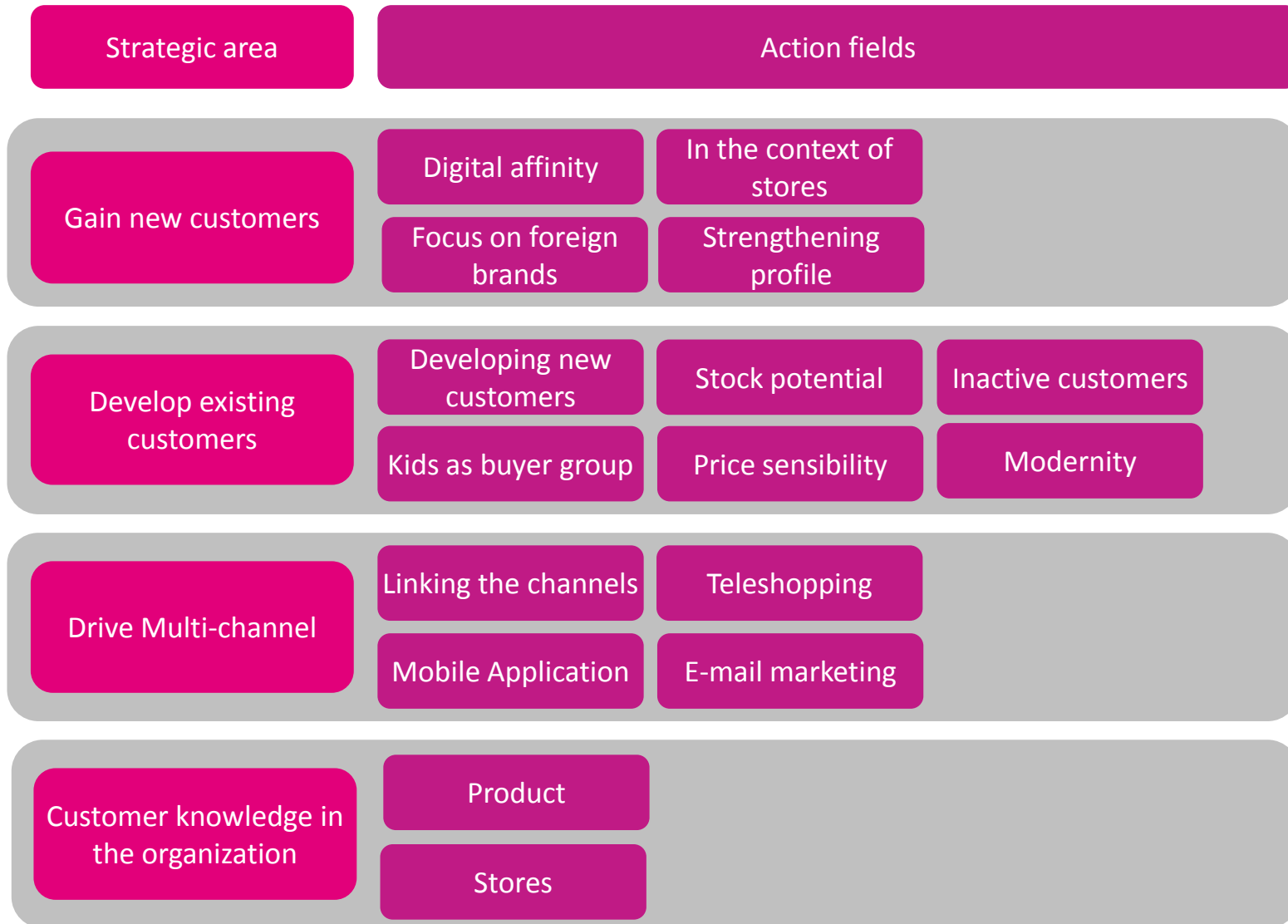
## Triggers for positive operational outlook

- No further integration costs from Kressner + hefa stores
- Significant reduction of marketing costs
- Further top-line potential above market development and efficiency gains

Detailed analysis of cost cutting potentials across all group divisions:

- Quick wins of mid single-digit million range feasible
- Potential for 2017 > € 10 million
- Main drivers: Marketing; CAPEX and technical equipment; procurement processes
- Optimization of procurement processes, kicked off in February 2016; aims to increase gross profit margin by exchanging excel-controlled procurement processes on high level (articlegroups) with SKU-controlled, integrated processes on the level of articles





Adler Modemärkte AG

Industriestrasse Ost 1 – 7  
63808 Haibach/Germany

Phone: +49 6021 633-1828

Fax: +49 6021 633-1417

eMail: [InvestorRelations@adler.de](mailto:InvestorRelations@adler.de)

Full year results and annual report 2015

17 March 2016

Reports on the 1st quarter 2016

3 May 2016

Annual General Meeting 2016

4 May 2016

Capital Markets Day

1 June 2016

Report on the 1st half 2016

4 August 2016

Report on the first nine months 2016

3 November 2016

German Equity Forum

21-22 November 2016