

KEY FIGURES 2022

Net sales	2021	2022	Change (in % 2021/22)
Net sales (incl. excise taxes)	1,326 million €	1,417 million €	+ 6,8 %
Net sales (excl. excise taxes)	1,088 million €	1,181 million €	+ 8,5 %

Net sales by region (excl. sparkling wine and spirits tax)	2021	2022	Change (in % 2021/22)
DACH	308 million €	318 million €	+ 3,4 %
Western Europe	369 million €	385 million €	+ 4,3 %
Eastern Europe	192 million €	210 million €	+ 9,2 %
Americas	168 million €	216 million €	+ 28,7 %
Asia/Pacific	39 million €	39 million €	+ 0,1 %
Rest of the world	12 million €	12 million €	+ 3,8 %

Net sales by brand (excl. sparkling wine and spirits tax)	2021	2022	Change (in % 2021/22)
Global Icons	491 million €	539 million €	+ 9,7 %
Global Stars	64 million €	67 million €	+ 4,8 %
International Prestige Brands	45 million €	52 million €	+ 15,5 %
Local Icons	150 million €	154 million €	+ 2,4 %
Rest	338 million €	369 million €	+ 8,4 %



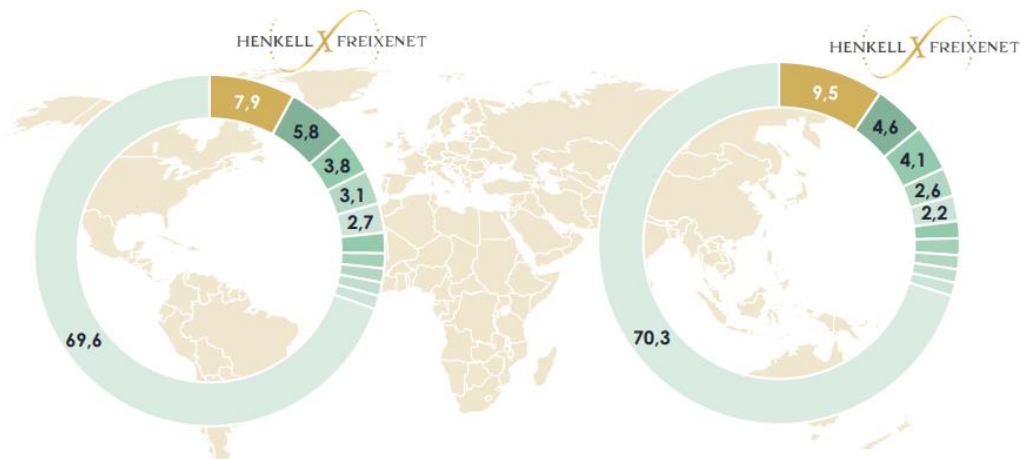
Investments	2021	2022	Change (in % 2021/22)
Investments	26 million €	39 million €	+ 50,2 %

Employees	2021	2022	Change (in heads annual average 2021/22)
DACH	687	759	+72
Western Europe	1.350	1.388	+38
Eastern Europe	1.068	1.041	-27
Americas	350	363	+13
Asia/Pacific	43	13	-30
TOTAL	3.499	3.564	+ 65

MARKET SHARE

IN VOLUME

IN VALUE



Quelle: IWSR, Sparkling Wine Category excl. Champagne, Market Share by Manufacturers 2021 in %