

# Global Retail

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Global Retail achieved sales of around 450 million Swiss francs, in a challenging year, dominated by shop closures worldwide imposed by the Covid-19 pandemic.



## Europe Paris, France

The Lindt Chocolate Shop in Paris attracted visitors with its magical seasonal window displays.

## Rest of the World Osaka, Japan

The subsidiary Lindt & Sprüngli Japan celebrated its 10th anniversary with the opening of 11 new Lindt Chocolate Shops at prime locations.



The financial year 2020 was full of challenges for the international own shop network due to the global measures to contain the Covid-19 pandemic. After a good start to the year, the first temporary shop closures occurred just before the important Easter business. Despite further closures in November, sales recovered significantly in the second half of the year.

This positive trend was supported by extensive protective measures in the shops and numerous creative shop initiatives. The introduction of Click & Collect services, new delivery concepts, pop-up shops, kiosk concepts, and concierge services over the Christmas period allowed consumers to enjoy the usual exclusive shopping experience.

In 2020, the company also succeeded in further expanding its shop network, with a particular focus on Brazil and Japan. The shops looked even more glamorous in their new design introduced during the reporting period. The new design elements bring a warmer atmosphere and emotionality to the stores and thereby intensify the brand experience. Highlights included the opening of the world's biggest Lindt Shop (500 m<sup>2</sup>) in the Lindt Home of Chocolate in Kilchberg, Switzerland.

Another novelty was the successful launch of the Lindt Crema Gelata concept. The premium ice cream is made of Lindt chocolate and enriches the product portfolio with a new, exclusive specialty for the summer. In 2020, the shops showed once again that there is no better address for personalized chocolate gifts to send a message to your loved ones, whether it be a personal photo on the gift box or a message on the gift ribbons.

The overarching omnichannel strategy was expanded in 2020, now ranging from the company's own shops to e-commerce, corporate gifting, teleshopping and subscription programs to offer a seamless consumer experience. The corporate gifting segment also achieved good sales in the reporting period, with Switzerland and Germany as the main growth drivers. The e-commerce business grew strongly and accelerated further due to the changed consumer demands during the pandemic. This positive development was supported by the launch of new e-shops during the reporting period. The further strengthening of the direct-to-consumer segment will continue in the financial year to follow.



## Europe Kilchberg, Switzerland

The world's biggest Lindt Shop opened in the Lindt Home of Chocolate, offering visitors an exclusive product range with many opportunities to personalize their chocolate gifts. The Master Chocolatier counter is a popular visitor attraction where they can watch Lindt Master Chocolatiers bring exquisite chocolate creations to life.

The biggest  
Lindt Shop  
in the world



Also, Lindt brand ambassador Roger Federer already enjoyed the world's biggest Lindor selection in Kilchberg.

### Rest of the World Porto Alegre, Brasilien

The first Lindt Chocolate Shop in Porto Alegre offers chocolate fans an exclusive ambience to enjoy a coffee with a Lindor truffle. During the reporting period, 5 new Lindt Shops were opened in premium shopping malls throughout Brazil.

