

LALIQUE GROUP

MEDIA RELEASE – Ad hoc announcement pursuant to Art. 53 LR

Lalique Group further diversifies its shareholder base

Zurich, 24 July 2023 – **Silvio Denz, majority shareholder and Chairman of the Board of Directors of Lalique Group SA (SIX: LLQ), active in the creation, development, marketing and global sales of luxury goods, has reached an agreement with Müller Handels AG Schweiz for the latter to buy 600,000 of the company shares held by him, thus reducing his shareholding to 50.1%.**

Silvio Denz: “I am delighted to welcome Müller Handels AG Schweiz and, with it, such a well-respected entrepreneur and associate of many years as Erwin Müller, as an additional anchor shareholder to Lalique Group. We are thus further diversifying our shareholder base, while I will continue to hold the majority in the company in the future”.

Müller Handels AG Schweiz, with registered offices in Oberentfelden, is the Swiss arm of the enterprise established by Erwin Müller in 1953 near Ulm that, with its drugstore chain, today operates around 900 branches in the German-speaking markets, Eastern Europe and Spain. Lalique Group works with Müller in the distribution of perfume and sun protection products and will consider further collaboration opportunities.

The sale of the stake will be completed in the next few days. Once the transaction has been concluded, Silvio Denz’s shareholding in Lalique Group will reduce to 50.1% and Müller Handels AG Schweiz will have a stake of 8.3%. Dharampal Satyapal Limited holds 12.3%, Hansjörg Wyss holds 6.3%, and Ayman, Faisal, Mohammed and Maanoun Tamer hold 3.3% in Lalique Group via MAG Seven Ltd.

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Lalique Group

Lalique Group is a niche player in the creation, development, marketing and global distribution of luxury goods. Its business areas comprise perfumes, cosmetics, crystal, jewellery, high-end furniture and lifestyle accessories, along with art, gastronomy and hospitality as well as single malt whisky. Founded in 2000, the company employs approx. 770 staff (FTE) and has its headquarters in Zurich. The Lalique brand, from which the Group derives its name, was created in Paris in 1888 by the master glassmaker and jewellery designer René Lalique. The registered shares of Lalique Group (LLQ) are listed on the SIX Swiss Exchange.

You can find further information at www.lalique-group.com