

LALIQUE GROUP

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

Müller Handels AG Schweiz increases its participation in Laliq Group to 25% - Silvio Denz retains majority stake

Zurich, 13. December 2023 - Laliq Group SA (SIX: LLQ), which is active in the creation, development, marketing and worldwide distribution of luxury goods, has been informed that Müller Handels AG Schweiz is acquiring a further approximately 1.3 million shares in Laliq Group and is thus increasing its participation in the company to 25.0%. Silvio Denz, Chairman of the Board of Directors, remains the majority shareholder.

Müller Handels AG Schweiz expects the equity transactions to be completed in the coming days. Silvio Denz's participation in Laliq Group will subsequently decrease to 50.1% and he remains the majority shareholder.

Silvio Denz stated: "We see Erwin Müller's decision to increase his stake in Laliq Group as a vote of confidence and we also view it as an obligation on our part. We would be pleased to have a representative of Müller Handels AG Schweiz join our Board of Directors. Over the past few months, Laliq Group and the Müller drugstores have intensified their longstanding collaboration in the distribution of perfumes and sun protection products, and we are exploring further opportunities for cooperation."

Müller Handels AG Schweiz with registered offices in Oberentfelden, which acquired an 8.3% participation in Laliq Group from Silvio Denz in July 2023, is the Swiss arm of the Müller drugstore chain established by Erwin Müller in 1953 near Ulm. Müller today has more than 900 branches and around 35,000 employees in German-speaking markets, Eastern Europe and Spain.

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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 around 790 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.

Additional information is available at: www.lalique-group.com