

Store Network Expansion

## **DOUGLAS Group opens 150th store in Poland and continues growth story in Central and Eastern Europe**

- New store in the Old Town Gallery in Leszno opened today, 26 April 2024
- Presence in Central Eastern Europe (CEE) continuously expanded: six store openings and five refurbishments in the current financial year 2023/24 (since October 2023)

**Warsaw, April 26, 2024** - The DOUGLAS Group, Europe's number one omnichannel destination for premium beauty, continues to expand its store network across Europe and has opened its 150<sup>th</sup> DOUGLAS store in Poland today. The new store in the Old Town Gallery in Leszno presents a completely new dimension of shopping and brings the offline and online world together. With this step, the DOUGLAS Group further pursues its expansion strategy in the Central and Eastern Europe (CEE) region, focusing on growth in major metropolitan areas as well as in smaller cities.

Since entering the Polish market more than 23 years ago, the company has been constantly strengthening its presence, both by opening new stores as well as by modernizing existing stores. In the current financial year, DOUGLAS has already opened 6 new stores in Poland and refurbished 5 existing stores.

"The beauty market is very dynamic and driven by evolving consumer trends. We want to always be close to our customers and respond directly to their needs. With the new store in the Old Town Gallery in Leszno, we are offering our customers a unique premium beauty shopping experience right in the heart of the Old Town. Stores are an essential part of our omnichannel strategy, and the opening of the 150th store in Poland marks yet another milestone in achieving our long-term goals", says Agnieszka Mosurek-Zava, CEO of DOUGLAS Polska.

### **Unique shopping experience and customized services**

The new store in the Old Town Gallery in Leszno has a sales area of 196 square meters and is the second store in the city of Leszno. It offers customers a variety of different products and beauty services, such as free advanced consultations tailored to individual needs in selecting the right products in skincare, makeup and fragrances, as well as exclusive spa rooms and modern mobile treatment booths. The assortment comprises more than 4,000 products and nearly 80 brands, including global and premium brands such as Dr. Susanne von Schmiedeberg, Sol de Janeiro, Yves Saint Laurent, Estée Lauder and Sensai. Customers will also be able to enjoy free advanced skin condition consultations with professional diagnostic equipment or a free 15-minute makeup treatment.

### **Bringing together offline and online**

As part of its growth strategy "Let it Bloom", the DOUGLAS Group is constantly developing its product offering, with already nearly 1,500 brands in its portfolio. In line with its omnichannel strategy, the new store in Leszno provides a consistent customer experience that brings offline and online shopping seamlessly together: For example, customers can place orders via the click &

collect service and can also order products online with the assistance of the in-store beauty advisors - either to their home or for free to a DOUGLAS store.

### **About the DOUGLAS Group**

The DOUGLAS Group, with its commercial brands DOUGLAS, NOCIBÉ, Parfumdreams and Niche Beauty, is the number one omnichannel premium beauty destination in Europe. The DOUGLAS Group is inspiring customers to live their own kind of beauty by offering a unique assortment online and in around 1,850 stores. With unparalleled size and access to customers, the DOUGLAS Group is the partner of choice for brands and offers a premium range of selective and exclusive brands as well as own corporate brands. The assortment includes fragrances, color cosmetics, skin care, hair care, accessories as well as beauty services. Strengthening its successful omnichannel positioning while consistently developing superior customer experience is at the heart of the DOUGLAS Group strategy "Let it Bloom - DOUGLAS 2026". The winning business model is underpinned by the Group's omnichannel proposition, leading brands, and data capabilities. In the financial year 2022/23, the DOUGLAS Group generated sales (net) of 4.1 billion euros and employed around 18,000 people across Europe.

or further information please visit the [DOUGLAS Group Website](#).

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