



PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, July 27, 2021

SWAROVSKI OPTIK keeps on growing successfully Innovations and the "back to nature" trend boost sales

The Tyrolean family-owned company SWAROVSKI OPTIK, market leader for high-quality binoculars, spotting scopes and rifle scopes, defies the pandemic and successfully continues its growth course of the past years. In 2020, the company achieved sales of 163.5 million euros (+3% compared to 2019). The sports optics specialist is also optimistic for 2021 and expects further growth. In May this year, monthly sales exceeded the 20-million-euro mark for the first time. Record figures that continued in June.

Carina Schiestl-Swarovski, CEO of SWAROVSKI OPTIK, explains: "We are looking back on a very successful business development in recent years. The COVID 19 crisis has not changed that. On the contrary - as a brand, we are benefiting from the global trend of rediscovering nature as a source of strength and a place of recreation. "

Investments strengthen the Absam location

Over the past 15 years, the company has invested 150 million euros in the Tyrolean site. Of this, 27 million euros have been invested in the current capacity expansion program in the last 3 years alone, in order to be able to meet the constantly increasing demand in the future as well. "As a family business with strong roots in Tyrol, we take a long-term view and stand for continuity down the generations," says the CEO. "Our goal is to continue to grow sustainably to safeguard jobs and assert our global market leadership, and to continuously increase the value of the SWAROVSKI OPTIK brand." The company's positive development is also reflected in the number of employees. Currently, more than 1,000 employees work for SWAROVSKI OPTIK worldwide, including almost 800 in Absam, Austria. This means that the number of employees has also increased in 2020, a year marked by the pandemic.

Love of nature as the cornerstone of the corporate philosophy

In addition to sustainable business, the love of nature is at the heart of the company's strategy. SWAROVSKI OPTIK pursues a clear mission to inspire as many people as possible to fall in love with nature and encourage them to treat it with care and respect as a guest. The company's high appreciation of nature is also expressed in its exemplary environmentally friendly production and in its sustainable commitment to selected nature conservation projects.



PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, July 27, 2021

Grand Decoration of Honor for Services to the Republic of Austria

Recently, the CEO, Carina Schiestl-Swarovski, was also appreciated by the highest political level. After receiving the Decoration of Honor of the Province of Tyrol in 2019, she was awarded the Grand Decoration of Honor for Services to the Republic of Austria by Minister of Economics and Digitization Dr. Margarete Schramböck at the end of June 2021. "This high state award makes me very happy and fills me with great gratitude. It honors not only me, but all the people at SWAROVSKI OPTIK who are working with courage, skill, innovative spirit, commitment and diligence. The entrepreneurial, social, and caritative achievements as well as our commitment to sustainability issues are recognized by this award. This honor rewards us for leading a life true to our values. Thus, I proudly dedicate it to everyone in the SWAROVSKI OPTIK family," says Carina Schiestl-Swarovski.

Constantly improving what is good – also in the future

Surprising customers with innovative products, developing new markets, appealing to new target groups, and driving digitization throughout the company – those are the goals SWAROVSKI OPTIK has set itself for the future. Innovative strength, high standards of product quality and value retention, as well as sustainability will continue to be the mainstays of its success. "We focus on the things that have made us strong for so many years: Our vision, our values, our purpose, the people in our company, and the long-term relationships with our partners," Carina Schiestl-Swarovski concludes. "Constantly improving what is good" – more than 125 years after Daniel Swarovski, great-grandfather of Schiestl-Swarovski, opened a crystal business in Wattens, his motto still holds true today.

High resolution images:

<https://mam.swarovski.com/pinaccess/showpin.do?pinCode=LMBw8QtUl1yF>

© Images Location: SWAROVSKI OPTIK

© Picture Award of Decoration of Honor: BMDWHartberger

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

SWAROVSKI OPTIK

SWAROVSKI OPTIK, based in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes and optronic devices are products of choice for demanding users worldwide. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and aesthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected



SWAROVSKI
OPTIK

PRESS RELEASE

SWAROVSKI OPTIK KG
Absam, July 27, 2021

commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. In 2020, the turnover was 163.5 million euros (2019: 158.7 million euros) and the export ratio was 91%. The company employs approximately 1,000 people.

Information & Contact

Simone Ladurner

Manager PR

Mobile: +43 (0) 664/ 547 23 55

simone.ladurner@swarovskioptik.com

SWAROVSKIOPTIK.COM