

SWAROVSKI OPTIK FACTS AND FIGURES



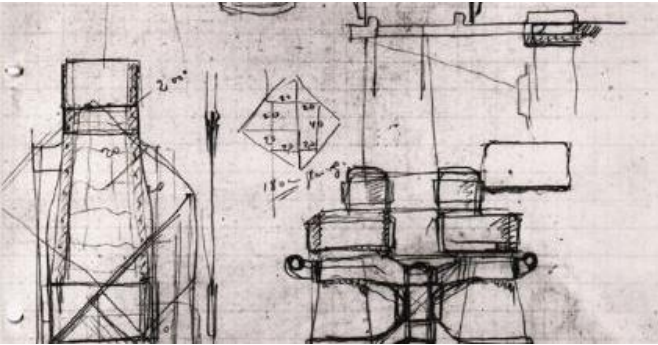
SEE *THE* UNSEEN



SWAROVSKI
OPTIK



FAMILY OWNED SINCE 1949



SWAROVSKI OPTIK, headquartered 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 instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects.



WORLDWIDE LEADING MANUFACTURER OF HIGH-PRECISION SPORT OPTICS

Total no. of employees worldwide:
more than 1000

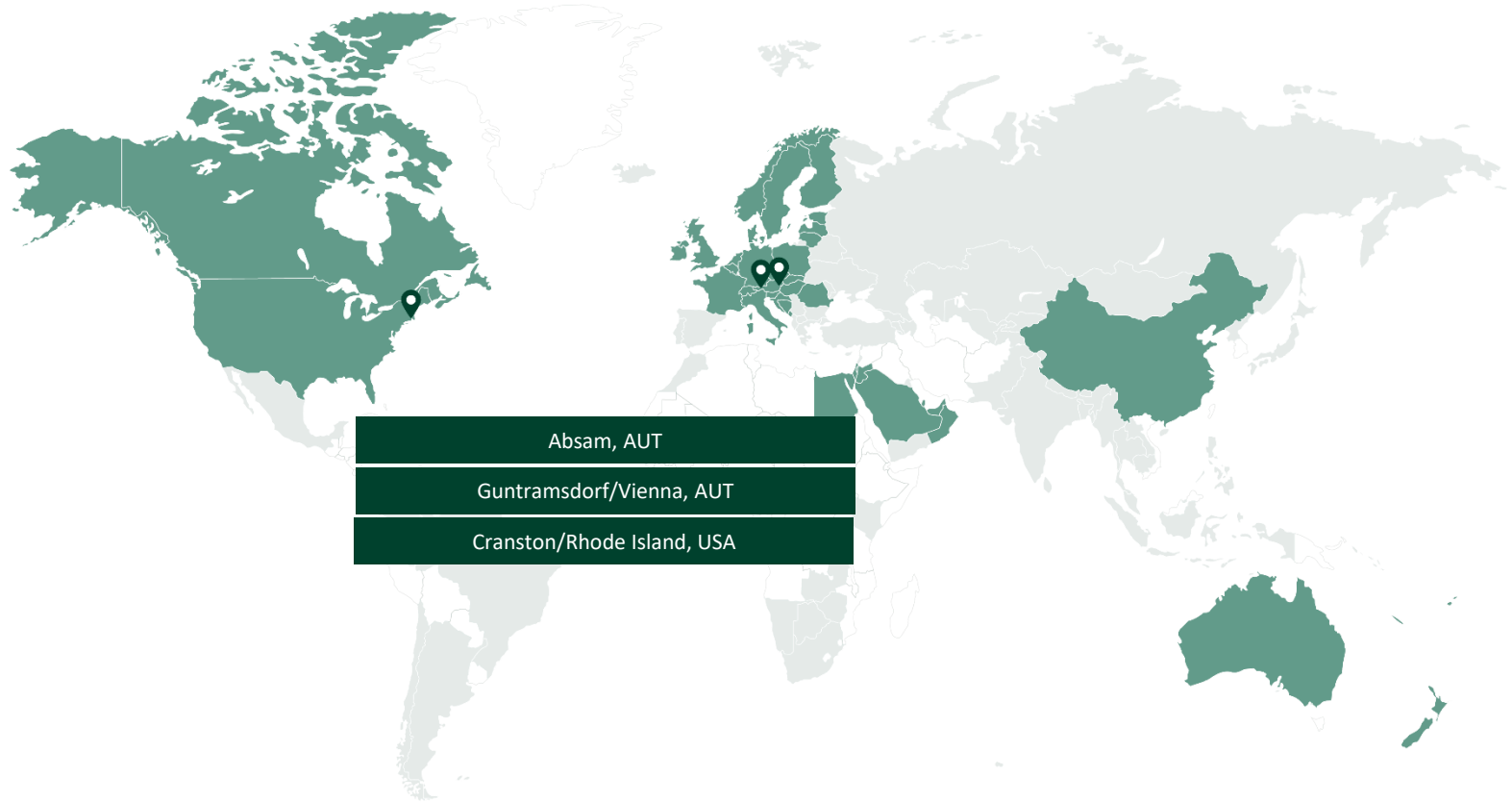
Consolidated turnover 2022: EUR
216.4 million

Export share: 91%

Production site: Absam, Tyrol (A),
Guntramsdorf (A), Cranston (US)

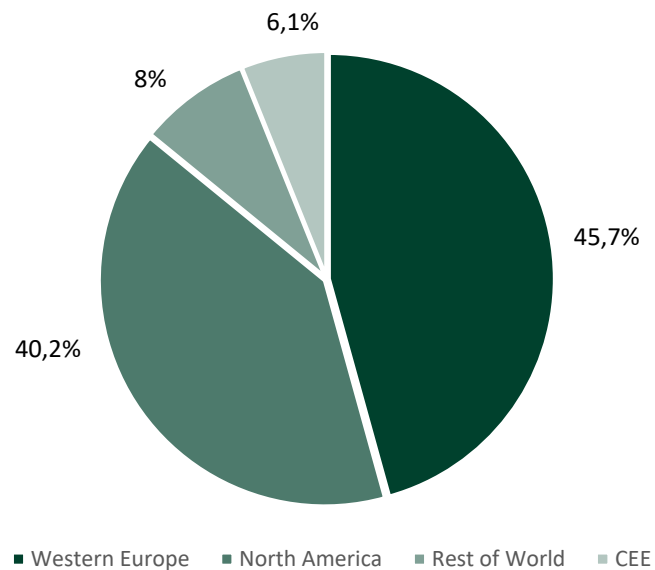


GLOBAL PRODUCTION NETWORK



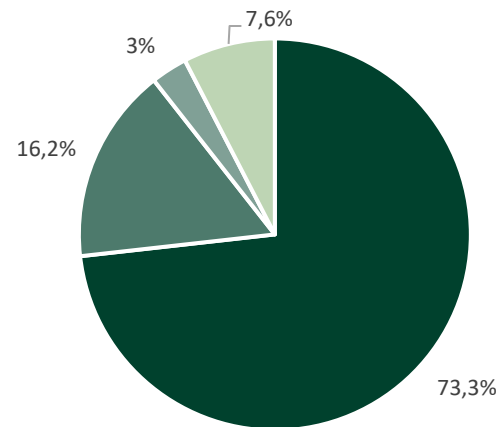


TURNOVER REGION 2022





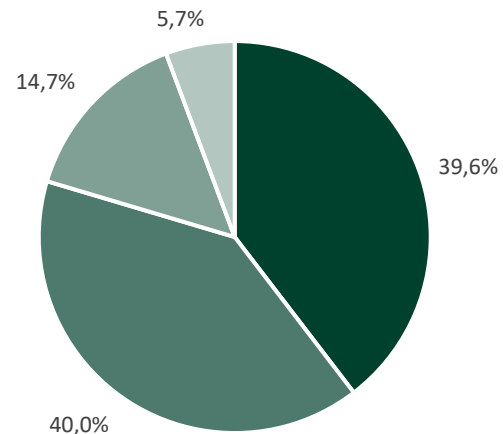
TURNOVER SEGMENT 2022



■ Hunting ■ Birding ■ Outdoor ■ Institutions and others



TURNOVER PRODUCT CATEGORY 2022



■ Riflescopes ■ Binoculars ■ Telescopes ■ Gear and Accessories

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The world belongs to those who can see beauty.
Experience the moment. SEE THE UNSEEN.





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