

## MEISSEN with break-even result better than expected

Meißen, 27th February 2023.

**The Meissen porcelain manufactory has come through the difficult year 2022 better than expected. While consistently pursuing its course to modernize and rejuvenate the brand, the company was able to increase sales and achieve an operating break-even result for the first time in many years. The market and overall conditions remain challenging.**

In an overall difficult environment – characterized by the influences of Covid-19, the Russian war in Ukraine, energy supply uncertainties as well as wage cost and inflationary pressures – Meissen manufactory got through 2022 relatively well. With the consistent continuation of the course to modernize and rejuvenate the company, the manufactory has become more robust since the restructuring at the beginning of 2020.

Once the Corona restrictions in retail still in place at the beginning of 2022 were overcome, sales in the stores developed positively despite the absence of affluent international tourists. Whereas online sales declined slightly due to the regained stationary shopping opportunities, sales to end customers increased overall. Although the reseller and export business was significantly impacted by the zero covid policy in China and the loss of business in Russia, overall sales increased slightly. The gas and energy supply uncertainty caused by the war in Ukraine was countered with advance production in the summer months. Overall, the employees of all divisions of the manufactory performed exceptionally well in this very difficult year.

Despite this challenging overall situation, sales in 2022 increased by almost 10% to EUR 32.5 million and, for the first time in many years, a break-even operating result was achieved. The overall result after interest and neutral effects is also expected to be balanced, whereas in the previous year a loss of EUR 1.4 million was recorded.

Given the uncertain economic and political situation, it is difficult to make a forecast for fiscal 2023. The zero-covid policy in China is having a major impact, and there is no end in sight to the Russian war in Ukraine. High inflation, significantly rising energy costs and

strong wage increases cannot simply be passed on through higher prices. The development of tourism will be essential for MEISSEN's business prospects, in particular from affluent visitors from Asia and the USA.



In summary, Managing Director Dr. Tillmann Blaschke states: "Although the current situation is associated with risks and challenges, we are cautiously optimistic about the future. We trust in our product innovations, lots of good ideas and our very committed workforce."

If you have any questions, please do not hesitate to contact us at [presse@meissen.com](mailto:presse@meissen.com).