



LLOYD ANNOUNCES COMPANY NAME CHANGE TO REFLECT EXPANDED BRAND VISION

Sulingen, October 10, 2024 – LLOYD Shoes GmbH is pleased to announce a significant change in its company name to **"LLOYD Lifestyle GmbH"**, effective immediately. This change reflects the company's strategic shift towards an expanded lifestyle brand vision under its new owner Arklyz AG, encompassing a wider range of products that go beyond footwear.

In line with this transition, one of the company's subsidiaries, previously known as **"LLOYD Shoes Retail GmbH"**, will now operate under the name **"LLOYD Lifestyle Retail GmbH"**.

"Our vision is to transform LLOYD into a globally appealing lifestyle brand," said Param Singh, owner & CEO of Arklyz AG. "The new company name is symbolic of our ambition, and we are eager to infuse new energy into the brand while honoring LLOYD's rich heritage of quality and craftsmanship."

"Our new name, LLOYD Lifestyle GmbH, reflects our ongoing commitment to expanding our brand beyond shoes and into the lifestyle sector, aligning with the evolving needs and aspirations of our customers," said Andreas Schaller, CEO of LLOYD Lifestyle GmbH. "We are excited to embark on this new chapter."

This renaming marks a significant milestone in LLOYD's development and aligns with the company's mission to offer a comprehensive lifestyle experience to its customers. All other aspects of the company, including ownership, staff and organizational structure, remain unchanged.



About Arklyz

Arklyz was founded in 2018 by Param Singh, owner & CEO of Arklyz Group. Based in Stans, Switzerland, Arklyz Group AG is a fast-growing powerhouse in the arena of sports and lifestyle. Arklyz covers a vertically connected set of activities with a special focus on brand management, distribution, retail, e-commerce, and manufacturing. Arklyz owns The Athlete's Foot, Asphaltgold, Intersocks, Arkrod and several global licenses or wholesale distribution for brands like Salomon, HEAD, Nordica, Mammut, Crocs, Adidas, Hey Dude etc.

About LLOYD

Since 1888, LLOYD is the market leader in the premium footwear sector in German-speaking and Scandinavian countries. For the last 136 years, LLOYD has stood for the highest quality in shoe production. Based on its omni-channel strategy, the company sells its collections worldwide, in 48 countries at around 2,800 points of sale. LLOYD operates 35 concept stores in major cities in Germany as well as in other major cities like Copenhagen, Lima, Vienna, and Beijing as well as through international online platform, LLOYD.COM. LLOYD also offers high-quality leather goods such as jackets, bags, and belts to match the shoe collections for men and women. The company employs over 1,500 people including almost 500 in Germany.

Press Contact:

LLOYD Lifestyle GmbH
Godo Kraemer
Hans-Hermann-Meyer-Str.1
27232 Sulingen / Germany

Phone: +49 (0) 4271 940 211
Email: kraemer@lloyd.com
Homepage: LLOYD.COM

PR Agency:

MASALI GmbH
Stephanie Speckmann
Heinrich-Roller-Str. 16B
10405 Berlin / Germany

Phone: +49 (0) 30 2325794 11
Email: s.speckmann@masali.de
Homepage: masali.de