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**XXXL**  
*for tomorrow*



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MEIN MÖBELHAUS.  
MEIN ONLINE SHOP.

**XXXLutz**

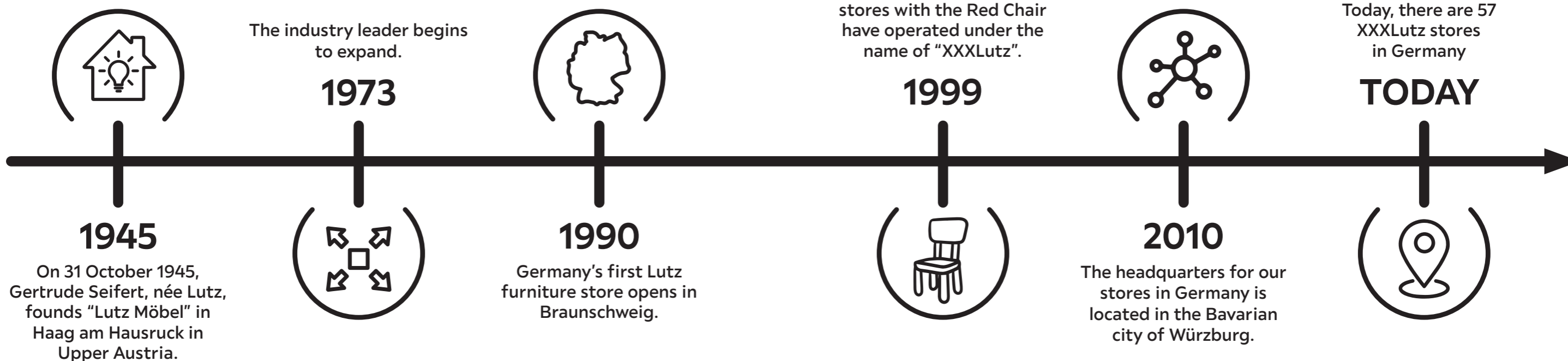
**XXXLutz**

# 01\_ That's us

**We are XXXLutz.** The original company dates back to 1945. In Haag am Hausruck in Upper Austria, Gertrude Seifert, née Lutz, laid the foundation for the success story of today's XXXLutz furniture stores. She started out small, selling pieces of regional craftsmanship. The small furniture store and carpentry always focused on customer service and quality. In 1973, the company started to expand and it has continuously kept growing ever since then, in both size and number of employees. Its core principles are customer satisfaction, first-class quality, perfect service and favourable prices.

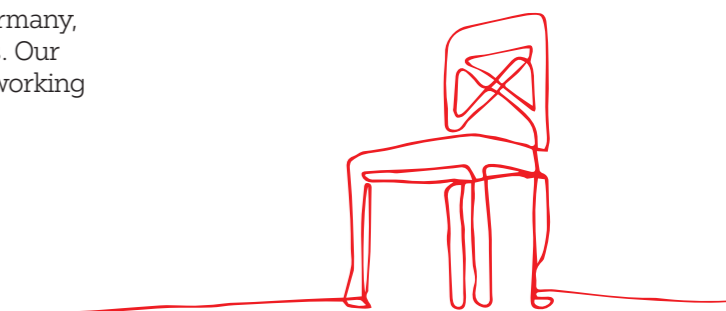


◀ Original company building in Haag am Hausruck.

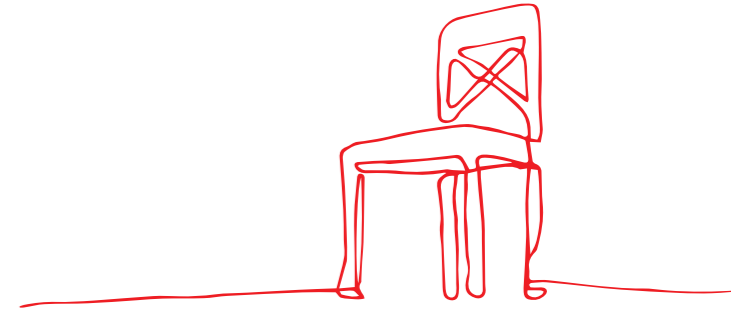


▶ On 31 October 1945, Gertrude Seifert, née Lutz, founds "Lutz Möbel" and thus lays the foundation for what is the XXXLutz group of companies today.

XXXLutz is characterised by **growth**: A small furniture store, founded with a strong entrepreneurial spirit, has turned into a large company. Today, we run more than 370 furniture stores in 13 European countries. More than 27,100 employees, over 11,000 of them in Germany, contribute each day to the success of our group of companies. Our company values create a long-term harmonious and healthy working atmosphere focussing on the satisfaction of our customers.

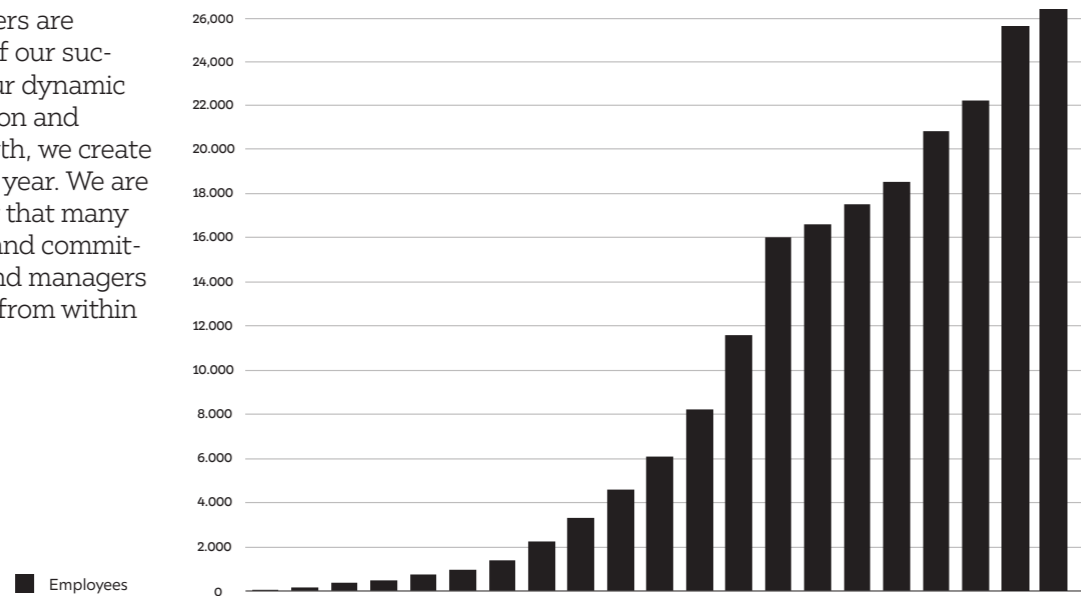


# 02 We are the XXXLutz group of companies

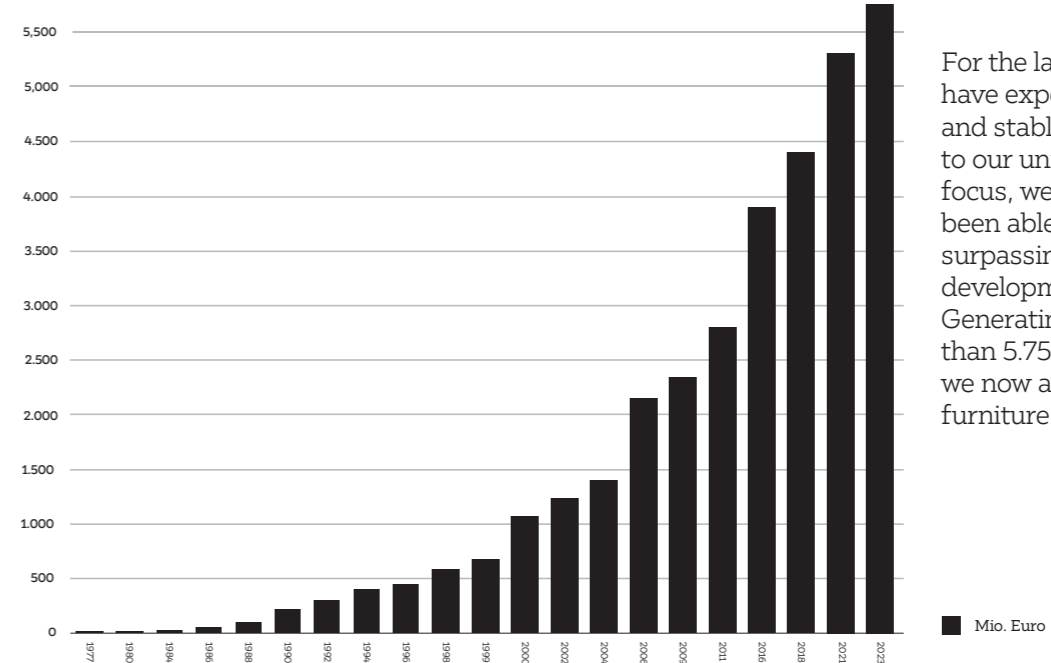


Our team members are the foundation of our success. Through our dynamic business operation and continuous growth, we create many jobs every year. We are especially happy that many of our qualified and committed colleagues and managers have been hired from within the company.

Number of employees from 1977 to 2023:



Development of turnover from 1977 to 2023:



For the last three decades, we have experienced continuous and stable growth. Owing to our unique customer focus, we have consistently been able to thrive, far surpassing general economic development. Generating a turnover of more than 5.75 billion euros in 2023, we now are one of the largest furniture retailers in the world.

upper picture: mömax Villach  
lower picture: Möbelix Langenzersdorf

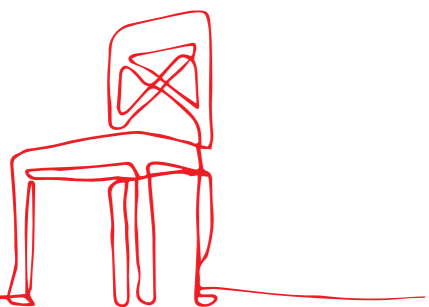
upper picture: Lesnina XXXL Nova Gorica  
lower picture: mömax Wiesbaden

upper picture: XXXLutz Fellbach  
lower picture: Pfister Lyssach

upper picture: E-commerce logistics centre Amt Wachsenburg  
lower picture: XXXLutz Heidelberg



# 03 We expand across Europe



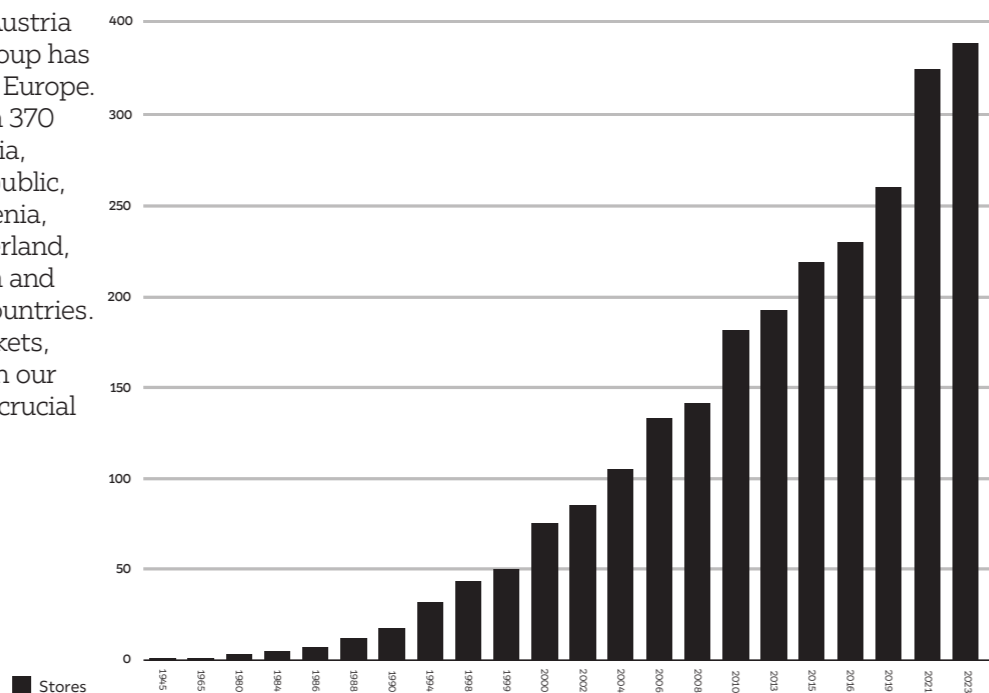
On average, we open six new furniture stores each year. At present, there are 47 XXXLutz stores in Austria, perfectly complemented by 60 Möbelix discount stores and 20 mömax stores. In Germany, the XXXLutz Group has 57 XXXLutz stores as well as 47 mömax stores. The beginning of the XXXLutz Group's expansion to Eastern Europe was marked by the opening of a Möbelix store in 2007. Since that time, several Möbelix and mömax stores have been opening in Slovakia, the Czech Republic, Croatia, Slovenia and Hungary every year. In 2015, we expanded to Bulgaria by acquiring Aiko. The medium-term goal of the XXXLutz Group is to systematically increase the number of stores and continue the expansion in Eastern Europe. In 2018, the market entry into Romania was set and in 2019, Serbia followed. Also in 2019, we took over 22 Kika stores located in the Czech Republic, Slovakia, Hungary and Romania. Acquiring the renowned Möbel Pfister company as well as six Interio sites in Switzerland was another important step towards market leadership.

Sustainable growth and constant innovation have characterised the XXXLutz Group for decades, such as here in Stuttgart-Fellbach.

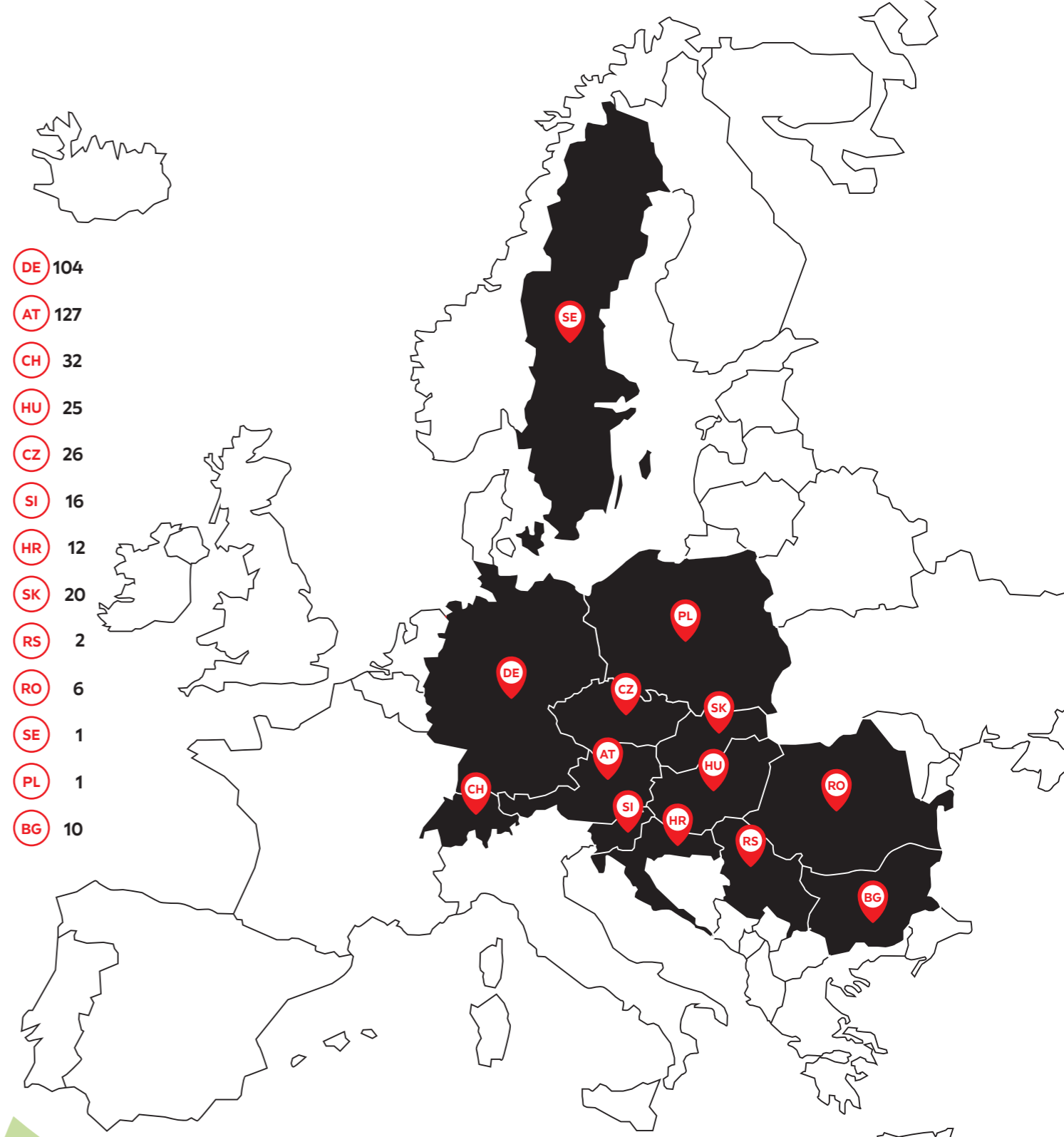


## Expansion from 1945 to 2023:

Since its foundation in Austria in 1945, the XXXLutz Group has continually expanded in Europe. Today, we run more than 370 furniture stores in Austria, Germany, the Czech Republic, Slovakia, Hungary, Slovenia, Croatia, Bulgaria, Switzerland, Romania, Poland, Serbia and Sweden, among other countries. By opening up new markets, we are able to strengthen our position. This leads to a crucial competitive advantage.



- DE 104
- AT 127
- CH 32
- HU 25
- CZ 26
- SI 16
- HR 12
- SK 20
- RS 2
- RO 6
- SE 1
- PL 1
- BG 10



In order to offer customised product ranges, we are continuously expanding and improving XXXLutz brands and companies.



# 04 *We* offer numerous benefits to our employees

The remarkable effort of our employees is crucial for the success of our companies. As a token of appreciation for their valuable contributions, we offer a wide range of benefits that cater to individual preferences.

In the beginning of 2017, we successfully established our Employee Benefit Programme – aptly named “XXXL Plus” – which was specifically developed by the XXXLutz Group itself. More than 10,000 employees, which is more than 90% of our staff, make use of and benefit from this attractive benefit programme which is unique in our industry.



At our headquarters in the Bavarian city of Würzburg, we provide 1,100 people with a modern workplace and stable and secure jobs. Open-air workstations, varied and spacious employee kitchens, themed retreat and communication zones, short distances and a dedicated staff restaurant, charging stations for electric cars, as well as a separate bicycle garage with charging points for e-bikes: With this, we utilise an established workplace concept. In general, sustainability is very important to us – not only in construction, but also when it comes to day-to-day business at the headquarters office.



For example, the photovoltaic panels on the green roofs have been extended and large window fronts help to save energy by providing natural light. In addition, a bivalent air/water heat pump for heating and cooling is used in the building’s extension and all the lights are equipped with the latest LED technology. All of these measures serve to reduce CO<sup>2</sup> emissions and conserve energy resources.



## We give back valuable time

Apart from an additional day off per year (for one’s birthday) and up to five extra days of holidays on the respective service anniversaries, the programme “XXXLutz gibt Ihnen schulfrei” guarantees that your child’s enrolment becomes an unforgettable event. For this occasion, parents receive an additional day off.



## Support for families

The programme “Das Mehr für Ihre Familie” contains three benefits at once and focusses on the kids of XXXLutz employees in all their different life stages: at birth, the parents receive a box containing sustainable items for the baby as well as a shopping voucher; and for their enrolment, we provide a school bag with the starter box for the children’s milestones.



## The added bonus for your health

Employees can choose from supplemental health insurance, accident insurance or supplementary pension. And the best is: XXXLutz pays 100% of the contributions. The owner-managed group of companies also has an “emergency programme” which covers up to 1.5 million euro to help employees in the event of accidents or great personal misfortune – quickly and unbureaucratically.



## Save money with company bike leasing

With CompanyBike, employees and their partners can save up to 50% on a new (e-)bike compared to buying their own bike. On top of that, XXXLutz contributes an additional €5.00 each month.



## Attractive benefits

Employees profit from attractive benefits when shopping at XXXLutz and more than 3,000 partner companies. In addition, employees can look forward to winning great prizes in exclusive raffles.






We are XXXLutz

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XXXL Plus
- 

XXXLife
- 

apprenticeship and employee training
- 

high proportion of women in management
- 

11 million euro for our employees' development
- 

dedicated training centres

- 

teamwork
- 

development
- 

goal orientation
- 

responsibility

# 05 People at XXXLutz

**Our employees** are the most important factor of XXXLutz. It's only through them that we can be successful, grow in a sustainable manner and, most importantly, make our customers happy. Due to the opening of new furniture stores and logistics centres, the expansion of central administrative functions as well as the online shop, 4,000 new jobs were created in Germany alone in the last ten years. In total, 11,000 employees in Germany make sure that things run smoothly in all business areas.



Alois Kobler, CEO XXXLutz Germany



"We have created four central values which give us guidance, reliability and a basis for decision-making. These values help us create a working environment in which we feel good and can unfold our full potential. Each value was specifically defined and is put into practice by all employees in their everyday work life – from the managers to the apprentices. We make these values **teamwork, development, goal orientation and responsibility** come alive."



Olivia Illig, Team Lead Employee Development for Sales

"The success of our employees forms the basis for our furniture stores. This is why the XXXLutz Human Resource Development provides the necessary tools to allow everyone who is willing to learn to continue their professional and personal development.



Steffen Braun, ARGE chairman

"The German syndicate of works councils (ARGE) is happy to have established the XXXL Plus programme in 2017 as a collaborative effort together with the management. We will continue to expand the programme to show how much the company values its employees."



XXXLutz management, (from left to right): Helmuth Götz, Alois Kobler, Konrad Nill, Sascha Pillat

Jutta Härschitz, Deputy Head of the Graphics department and go-to person



# 06 We are XXXL

**One XXXL team** – various nations, cultures and religions, people with and without handicaps, different mentalities and opinions come together each day. We know that this diversity makes us stronger and more innovative and helps us reach our goals together. Tolerance, acceptance and equality are top priorities for us.

We know that our employees are the key to our success, which is why we – the furniture store with the Red Chair – invest in regular trainings for our workforce. The term "development" is firmly anchored in our company's philosophy.

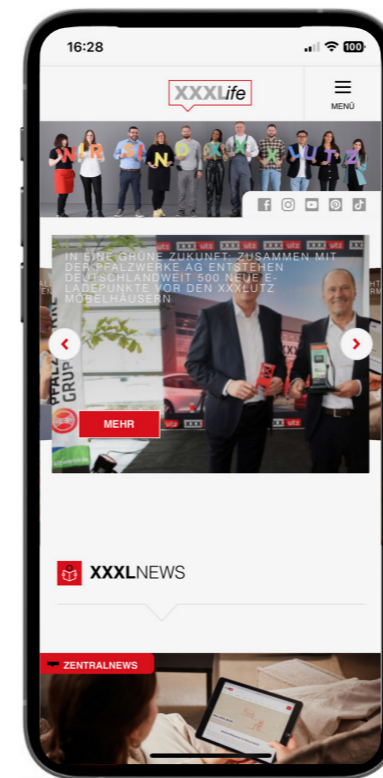
This is why we have set ourselves the following goal: "Our striving for economic and personal success means that we are constantly developing as an XXXLutz family so that we can give our best for our customers."

To achieve this, our human resource development department provides a team of around 30 trainers, coaches, and training managers and creates a continuous and targeted process aimed at maintaining existing skills, developing them further,

and implementing new skills. The focus is always on development opportunities, adapted to a wide range of personalities. Because diversity is what sets us apart.

This transfer of knowledge makes it possible to achieve professional goals and pursue a successful career in the company. Whether it's onboarding for new hires, training for apprentices or advanced training to become a manager: the XXXLutz Human Resource Development offers a suitable programme for every goal – following the principle "retail means change".

The wide range of training courses includes, for example, the areas of sales, logistics, assembly, and catering. The day-to-day work of our employees varies depending on the area of business. That is why, in addition to face-to-face seminars and coaching sessions at the workplace, we also offer e-learning and online webinars.



"In the past 20 years, it has always been natural to me to pay attention to what's happening around me and to care about my colleagues and the whole team, even if the work routine at XXXLutz can be quite stressful at times. There should always be time for a friendly word between colleagues. As a mediator and go-to person, I am firmly convinced of this and I live by it every day."

## XXXLife

**XXXLife** – our internal employee magazine, available on the web or as an app, provides not only the latest news of our company on the go, it also includes exclusive raffles and vouchers.





# 07 *We* offer an enormous product range

In our XXXLutz furniture stores, we offer our customers an enormous range of products related to living, household and home decoration topics. Numerous ideas for home furnishing are presented in a wide variety of styles, materials and price ranges: from affordable first furnishings for young families to all well-known furniture brands for discerning customers.

**Our enormous product range** can not only be found in our currently 57 XXXLutz furniture stores in Germany, but also in our XXXLutz online shop. Here, more than 200,000 different products guarantee an incomparable digital shopping experience. You can rely on us to quickly process and deliver all orders. As an extra service we are happy to offer professional assembly of our products throughout Germany.



TEAM7

ambia HOME

HOM'IN®  
JUNGES EINRICHTEN

valnatura  
natürlich leben

voleo  
DAS MÖBEL

bio:vio

ambiente

WALDWELT

VENJAKOB

JOOP!

notte neo

novel

WMF

# 08 *We are convincing*

To further strengthen their leading role in the industry, XXXLutz furniture stores make extensive use of artificial intelligence. From design and marketing to customised home planning with augmented reality – the furniture stores with the Red Chair use innovative AI solutions to offer customers a personal and unique shopping experience. For example, artificial intelligence is used to create realistic 3D product visualisations

for furniture and home decoration products, seemingly bringing them to life within your own home. We already rely heavily on computer-generated imagery (CGI) to create catalogues and product photos. With "Smart Reply", AI supports customer service employees in responding to requests in a more personalised way. We also use AI for our online shop, for example to generate suggestions for similar articles underneath the product.

XXXLutz offers a convenient consultation service at the customers' home.



We continually increase the use of digital tools in our furniture stores.



Digital price labelling is already widely used at XXXLutz. This reduces the need for paper and is good for the environment.

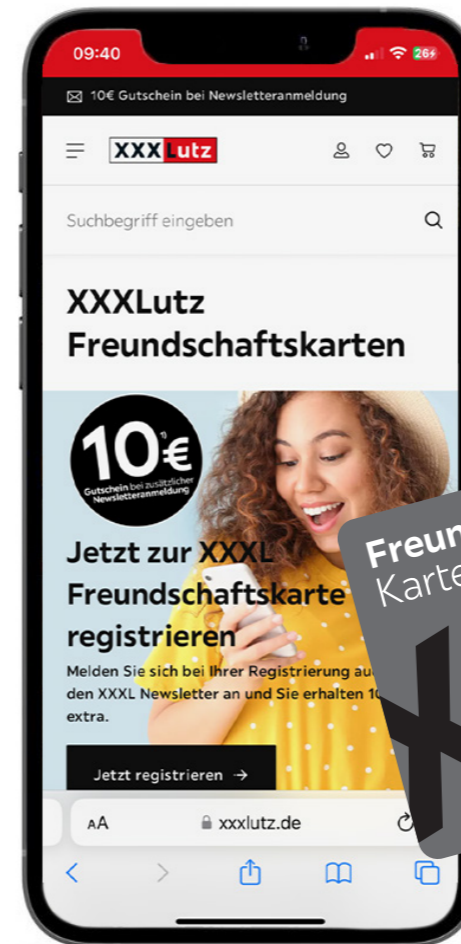


XXXLutz offers excellent kitchen planning advice.

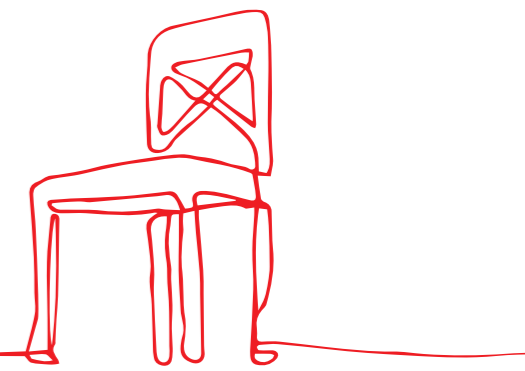
"XXXLutz delights customers with cutting-edge furniture stores and digital innovations. Everything is linked to our online shop, making xxxlutz.de one of the most visited websites in the industry. This is thanks to XXXLdigital, our international team of e-commerce and technology experts that ensures the further extension of XXXLutz' leading position in the area of digitisation in the furniture retail market."



Udo Gündermann, CIO of XXXLdigital



Our "Freundschaftskarte" offers unlimited service. XXXL customer card holders get every purchase credited to their customer card account – and this turns into an attractive bonus at the beginning of the next year. Additionally, there are many more advantages, such as a van hire service free of charge for moving or individual and cost-free living space planning.



# RED CHAIRity

Wir helfen Menschen

**RED CHAIRity** is the XXXLutz group of companies' very own aid agency. After it was founded in 2010, it has become the focal point for charity initiatives. The internal organisation was named after the red chair, the trademark of our group of companies.

**RED CHAIRity** sees its mission in helping people in need of food, medicine and education, and it especially focuses on projects with children under 14 years of age.

# 09\_ We do good

We, the XXXLutz furniture stores, support both small and big passion projects that help low-income families and children. But also current events like the Russia-Ukraine crisis require XXXL help.

We have supported Peter Maffay's foundation for children for about 20 years. Through innumerable concerts held in our furniture stores and other joint events, we have already raised over two million euros for children in need. And the successful musician says he has no intentions of ending his commitment to this cause any time soon. Our latest donation to the artist's foundation amounted to a tidy 50,000 euro.

We also support Bülent Ceylan's foundation for children. The comedian focuses on emergency aid for children's facilities in need, to which XXXLutz has already donated several hundred thousand euros.

Gratifying donation handover: XXXLutz donates €50,000 to the Peter Maffay foundation.



"Children paint for children": In 2022, we called for a major nationwide painting campaign to mark the occasion of World Children's Day. Via "RED CHAIRity", we donated 100 euros for each painting that was sent in to Bülent Ceylan's foundation. The donation will also benefit the Weinheim music project "Bülent Ceylan - Your Chance for Music". XXXLutz ended up donating a total of 61,900 euros to Bülent Ceylan's foundation.



The Russia-Ukraine crisis has shaken the whole world. For that reason, we are pleased that in addition to the aid efforts already in place, our company continues its commitment and has contributed a €300,000 donation via RED CHAIRity to an ORF donation campaign. Thomas Saliger, marketing director and spokesman of XXXLutz Austria, handed over the cheque in the name of the whole company.

Peter Maffay at the charity event in Frankfurt.



Bülent Ceylan and XXXLutz personally hand over the donation cheques to the kindergartens in need.

# 10 *We* are sustainable

## XXXL for tomorrow

### XXXL for tomorrow

"The topic of sustainability plays a central role throughout the entire XXXLutz Group. Our strategy and all our measures for a more sustainable future are summarised in the "XXXL for tomorrow" programme."

### Business partners

"Many of our business partners, like us, already care about the environment and the use of resources. Our aim is to expand these partnerships in order to become more sustainable together."

### Quality & environmental standards

"Certified quality is very important to us. Therefore, regular quality checks are conducted by our purchasers at the production facilities to monitor compliance with the contractually agreed quality requirements and environmental standards."

### Circular economy

"Recycling is one of the most important topics of our time. As one of the largest furniture retailers in the world, we want to contribute to the continued expansion of the circular economy."

### XXXL product range

"An increasing number of products in our range are produced under more sustainable conditions and using natural materials. We want to continuously increase this number and thus actively help to shape a more sustainable future."

What is the secret to our success? We never rest but always strive to improve even further – of course, this also applies to sustainability. We continue to apply our measures within the framework of **XXXL for tomorrow** – on the way to a more sustainable future! As a leading furniture and home accessories retailer, we are aware of our social responsibility towards our employees, customers, the environment and the generations to come. We have set ourselves an ambitious programme for the future, in which we consolidate all our initiatives for more regionality and sustainability in all business areas. Our first successes motivate us to take further action for a good future.

**XXXL for tomorrow** – our sustainability initiative that marks regional and sustainable products, offers and services. We go for a green future! If consumer behaviour becomes more sustainable in the long term, both humans and the environment will benefit from this. We want to contribute to achieving this goal and try to make our company more sustainable every day.



As a company which is aware of its responsibility, we meet the big challenges of our time. Our **"XXXL for tomorrow"** sustainability initiative stands for sustainable products which are, for example, GOTS certified or have an OEKO-TEX label.



▲ „XXXL for tomorrow“ can already be found in numerous product groups.

For our XXXLutz restaurants, we are increasingly working with suppliers who, like us, are committed to the environment, animal welfare and sustainability. Our collaboration with Hütthaler was a great leap into the right direction: With the project **"hütthaler's hofkultur"**, a programme was launched to guarantee animal welfare along the entire value chain.



▲ The family running the animal farming partner project in Austria champions animal welfare and a fair production process.

Our furniture store in Heidelberg was **constructed in a sustainable way**. For a long time now, we have integrated photovoltaic systems, sustainable cooling and heating systems, green roofs as well as energy- and CO<sup>2</sup>-efficient LED lighting into our newly constructed and refurbished sites. The use of groundwater cooling is also part of our sustainability efforts.



▲ In early 2022, we opened our new sustainable furniture store in Heidelberg.

In collaboration with the Pfalzerwerke AG, we are installing around **500 charging stations** in front of our furniture stores **by 2028**, thus taking another important step towards a green future. Pfalzerwerke AG is a pioneer in the field of charging stations for electric vehicles, offering the latest and fastest technology with a charging capacity of up to 400 kW. **100% of the electricity comes from renewable sources.**



▲ Pfalzerwerke AG and the XXXLutz Group are joining forces.



Tobias Barthel, Apprenticeship manager Germany

"In the face of ongoing digitalisation and increasingly higher demands, our focus remains on the people. Above all, training apprentices means engaging in dialogue, making progress and also learning from the younger generation. This is how, year after year, we at XXXLutz manage to successfully train young people and create a professional future for them."



XXXL diversity: At the trainee event, around 1000 job starters are welcomed into the XXXLutz family each year.



Sarah

### Management assistant in retail business

"Our job is just as diverse as the customers who come into our furniture stores every day. We're happy to help our customers find the furnishing designs they are looking for by giving them competent advice."

### Commercial specialist

"We decided to go for this training because of the good future prospects that come with it. Right from the beginning, we train the skills we later need to be successful in our leadership position."

### Junior caterer

"In this job, it is important that we always stay on top of things and organise our processes to make sure our guests enjoy their culinary break. Our training never gets boring."

### Junior furniture installer

"We take care of the furniture assembly in our customers' homes. Our tasks range from water and electrical installation services to carpentry works. We gain the expertise we need for our job at the XXXLutz Assembly Academies, among other places."



Ben



Melina



Gordon



# 11 We train apprentices

For more than ten years now, we have been organising the annual trainee event for approx. 1000 trainees: during the pandemic in the form of an interactive and unique streaming event, live at a climbing park or, most recently, at the Rookie Festival on a huge event area near Crailsheim. Every year, more than 13,000 job starters apply for an apprenticeship or a study programme at our company.

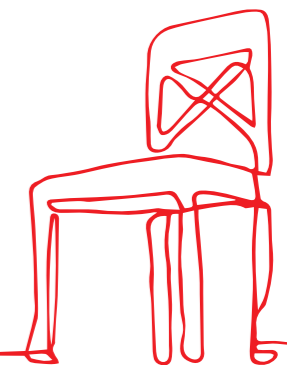
We offer more than 16 different vocational trainings and dual study programmes. Whether in sales, logistics, or catering – we offer a wide range of

opportunities and career prospects. Our trainees can already gain management experience as part of their training. On the annual Trainee Days, our 2nd and 3rd year trainees take over the management positions at all locations for one day.

And what comes after the apprenticeship? On average, nearly 80% of those completing their training are taken on as permanent employees.

Becoming a commercial specialist with four certificates in just 16 or 34 months? For those who have graduated with an Abitur, we offer the specially developed commercial specialist programme. They learn the theoretical part at the Akademie Handel e.V. in block classes in separate groups and gain practical experience during everyday training with us. In addition, all trainees can look forward to company-internal trainings and individual coaching sessions.

Find more information at: [karriere.xxxlutz.de](http://karriere.xxxlutz.de)



# 12. We are innovative

Our customers are delighted by our current 57 XXXLutz furniture stores in Germany. New furniture stores do not only create future-proof jobs, they also lead to large investments during the project implementation with regional companies involved.

Additionally, they create incentives for the business location and increase the purchasing power in the region. Other potential buyers and construction projects from a wide variety of industries usually follow and set up stores around the XXXLutz site, leading to even more investments, jobs and tax revenues for the local communities.

Dirk Dietrich, Expansions, XXXLutz Germany



"With our modern XXXLutz sites, we contribute to the local shopping destinations and significantly boost their attractiveness. We've also received good feedback on the progressive climate protection plan we follow in the development of our sites."

Patrik Kiesow, Expansions, XXXLutz Germany



"Through the sustainable growth of the XXXLutz group of companies, we create future-proof jobs. When constructing a new site, environmental aspects play a central role. For a long time now, we have integrated photovoltaic systems, sustainable cooling and heating systems, green roofs and energy-efficient LED lighting into our newly constructed and refurbished sites. We expand in a sustainable manner with a view to a greener world."



### ^ XXXLutz Ludwigsburg

To keep up with the times, the existing furniture stores are regularly refurbished and modernised.

As mayor of Ludwigsburg, I am proud that our city is an important location for the XXXLutz Group. The furniture store has a reach that goes far beyond Ludwigsburg into the surrounding region. As one of the largest furniture retailers in Europe, XXXLutz contributes to the attractiveness and economic strength of our city and its surroundings, for which I am very grateful.

**Dr Matthias Knecht**  
Mayor of the city of Ludwigsburg



### ^ Erfurter Kreuz

Thanks to an innovative way of construction we increase the sustainability rating.

I am delighted that the XXXLutz Group wants to use Thuringia as a base for its future growth. This helps Thuringia to further strengthen its position as a leading logistics hub in Germany. Here, one can find employees with varying qualifications and professional biographies.

**Wolfgang Tiefensee**  
Thuringia's Minister for Economic Affairs, Science and Digital Society



### ^ XXXLutz Würzburg

With currently 57 stores, we are up for further expansion and sustainable growth.

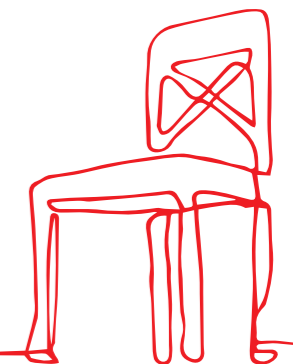
XXXLutz is one of the largest employers in the city of Würzburg and therefore invaluable to our city and the region. We are very pleased that we have been able to provide your company with suitable development space for the headquarters of the stores in Germany as well as for further growth in the future. I also appreciate the exemplary social commitment with which the company, which is successful throughout Europe, has been supporting disadvantaged people for many years, with a particular focus on children under the age of 14.

**Christian Schuchardt**  
Mayor of the city of Würzburg



### ^ XXXLutz Kempten

As part of our climate protection plan, we include groundwater cooling systems in our buildings wherever possible.





^  
XXXLutz headquarters Würzburg

### For developing new furniture stores, we are looking for ...

- plots
- commercial real estates, dormant sites, and the like
- existing commercial properties such as hardware stores, specialist retailers, and garden centres, etc.

### Our criteria in terms of location are ...

- sites in medium-sized or large cities or comparable catchment areas
- easily visible locations, e.g. on well trafficked main streets or in commercial areas

### Our requirements in terms of space ...

- plots starting from 10,000 m<sup>2</sup>
- existing retail space or space developable for retail starting from 6,500 m<sup>2</sup>

#### Contact

##### For all of Germany

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