



PRESS RELEASE

The Leica Camera Group reports record operating results for the financial year 2021/22 and the future development of cameras for smartphones in collaboration with Xiaomi

Wetzlar, 30 June 2022. The Leica Camera Group finished the 2021/2022 financial year (1 April 2021 to 31 March 2022) with record operating results. Compared to the previous year, turnover increased by more than 16 % and, at a preliminary € 450 million, achieved the best business result in the company's history of more than 100-years. According to Matthias Harsch, CEO of Leica Camera AG, a significant increase was also recorded in return on sales. The international, premium manufacturer of cameras and sports optics products thus registered more than positive results from the past year and was able to accelerate its international growth despite the coronavirus crisis and its effects on supply chains and the retail segment.

A significant factor in this growth was the systematic expansion of the global sales and retail network and the online business sector. With the realignment of US business activities and the founding of regional organisations in the Middle East and Scandinavia, the company further consolidated its activities in strategically important premium markets. As a result of this, Leica now operates almost 100 mono-brand stores around the world. 'We are convinced that our products "made in Germany" fulfil the strongly growing consumer demand for high-quality sustainable brands and that our new product categories will generate increasing enthusiasm for the world of Leica photography in younger target groups', reports Matthias Harsch.

With the recent announcement of a strategic partnership in the area of camera development with Xiaomi, one of the world's leading manufacturers of smartphones, the company is intensifying its activities in future-oriented fields of technology such as image processing, image quality tuning and computational imaging. The goal of the technology partnership between Leica and Xiaomi is the definition of new quality and performance standards in the world of smartphone photography.

Leica Camera – the partner of photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.