



## PRESS RELEASE

**In the fiscal year 2023/24, Leica Camera achieved the best result in the history of the company and continues to pursue its successful course with another record result**

**Wetzlar, 20 November 2024.** The Leica Camera Group registers another new revenue record for the fiscal year 2023/2024. With a renewed increase in revenue of 14% to MEUR 554 against the previous year's figure of MEUR 485, the premium-segment manufacturer of optical products was able to further build on the successful course pursued in the previous fiscal year and successfully sustain the growth of its operating earnings. Once again, the most significant driver of this was the core product segment Photography, which benefited significantly not only from an innovative product pipeline but also from the continuous expansion of the group's own global sales network. In addition, a particularly dynamic increase in revenue was also observed in the Mobile Imaging segment (Smartphones).

The best fiscal year so far in the almost 100-year history of Leica Camera confirms the successful strategic alignment of the Leica Camera Group with its focus on the development of new business segments and the expansion of the sales network.

Matthias Harsch, CEO of Leica Camera AG: 'Our products "Made in Germany" satisfy the market's growing demands for a premium and sustainable premium brand experience. In the current fiscal year, we will continue to pursue innovative approaches that enable us to further strengthen the Leica brand and address new target groups. Alongside the rapidly growing Home Cinema segment based on highly innovative laser and imaging technologies, we have also launched our new Leica LUX app for professional mobile photography with the iPhone. This app expands our digital ecosystem and opens up an important business sector in the mobile segment that smooths the path for entering the world of the Leica experience.'

## **Growth in all regions**

The Leica Camera Group recorded revenue growth in all regions in fiscal year 2023/2024. The most significant growth was observed in the Asian region with an increase of 25%, followed by the European region (without Germany) with an increase of over 10%. With the opening of Leica Stores in the major cities Paris, Mexico City, Amsterdam and New York and four further locations in Germany – including Heidelberg and stores in Hamburg, Berlin and Munich through the takeover of an established photographic dealer – the past fiscal year has seen a further strengthening of the concern's position in strategically important markets. Today, Leica has an overall global network of 120 monobrand stores, 12 of which are located in Germany.

## **Success drivers and innovative new products**

The most significant revenue driver was the Leica Q3, a compact full-frame camera that impresses with exceptional performance, a simple handling concept and premium finishing. One of the innovative new products of the past fiscal year is the Leica M11-P, the world's first camera with 'Content Credentials', which guarantee the authenticity of digital images. Another addition to the Leica M-System, which has fascinated and delighted photographers around the globe with iconic products for 70 years, was the Leica M11 Monochrom (with a black-and-white camera sensor).

## **Expansion of the business segments and the product portfolio**

The Leica Camera Group is continuously expanding its business segments in the current fiscal year 2024/2025. The recent takeover of Norwegian company Fjorden Electra AS, a developer of smartphone apps and accessories, and the joint development of the Leica LUX photo app further strengthen the Mobile Business segment. Together with the Xiaomi partnership and the current Xiaomi 15 Series with Leica optics, the photo app is an important pillar of the strategic development programme.

## **Celebrating 100 years of the Leica I**

2025 marks the 100th anniversary of the appearance of the Leica I on the market. Presented to the general public for the first time in 1925, the camera stands as a milestone in the history of innovative Leica products. As the first Leica 35 mm camera to be produced in series, it rang in the advent of 35 mm photography and revolutionised the world of

photography for all time. The Leica Camera Group will be celebrating this anniversary with a varied programme of activities promoting the art of photography in both the worldwide network of around 30 Leica Galleries and at the company headquarters in Wetzlar.