



Mast-Jägermeister SE continues to grow

Significant increase in sales volume despite difficult general conditions

Wolfenbüttel, March 2023. Mast-Jägermeister SE was able to significantly increase its sales volume in fiscal year 2022 despite challenging political and economic conditions. The company reports sales volume of 9.4 million 9-liter cases of Jägermeister in the past fiscal year. This corresponds with growth of 8.1 percent. The results mark a new record for the Germany-based spirits producer.

Mast-Jägermeister SE faced enormous challenges last year: As a result of the local zero-covid strategy, business in China, an important growth market, slumped. In Russia, the company suspended its business as a result of the Russian attack on Ukraine. However, thanks to its very well-balanced global presence in now more than 150 countries, sales losses in these two markets were more than offset by significant growth in all regions.

Double-digit growth was recorded in Western and Eastern Europe, North America, Latin America and the Middle East/Africa region. Positive sales were also recorded in the central European markets of Germany and the United Kingdom. South Africa is an outstanding success story: within a short period of time, the country has become the third-largest market for the company, with around 777.778 9-liter cases now sold.

The global travel retail business also developed very positively. Here, double-digit increases in sales volume were recorded. Travelers were attracted to the brand by the award-winning international campaign 'The secret is you' at major hubs. The global brand campaign 'Save-the-Night', which supports nightlife globally with creative concepts and high investments during the Covid years, was successfully continued for Jägermeister. At the same time, the brand launched its first cooperation with the NFT community HAPE and positioned itself in the Web3 universe.

As another of the Group's-portfolio premium spirits, the tequila brand Teremana, founded by Hollywood actor and entrepreneur Dwayne Johnson, has been marketed in North America since 2020. Having already celebrated the most successful launch of a premium spirit in the U.S., Teremana's strong growth continued last year, with sales volume increasing 43 percent to 911 thousand 9-liter cases.

The craft brand GIN SUL from the 'Altonaer Spirituosen-Manufaktur' (Hamburg-based spirits manufacturer) has been part of the Mast-Jägermeister SE portfolio since July 2018. The brand has been further strengthened and sales and distribution carefully expanded. In the German domestic market, the Group distributes the juniper spirit through Mast-Jägermeister Deutschland GmbH.



The very successful fiscal year 2022 and the strategic further development of the brand and country portfolio are the basis for an overall optimistic outlook for the future. For the current fiscal year, however, the company is planning conservatively and with only moderate growth for its core brand Jägermeister due to the diverse market risks.

"We continue to see great potential in almost all global regions. At the same time, the consumer climate is currently at a low level worldwide against the backdrop of political uncertainties as well as high inflation combined with rising energy costs," explains Michael Volke, CEO of Mast-Jägermeister SE.

Expectations continue to be very positive for the tequila brand Teremana, which is undergoing rapid expansion. "We are planning for continued strong demand and, as a result, market share gains both for the tequila category and disproportionately for Teremana; especially in the largest market, the USA. The long-term brand development together with Dwayne "the Rock" Johnson is in the foreground," Michael Volke explains in conclusion.

Press Contacts:

Mast-Jägermeister SE
Jägermeisterstraße 7-15
38296 Wolfenbüttel
www.mast-jaegermeister.de

Michael Eichel
Tel: + 49 53 31/81-416
E-Mail: michael.eichel@jaegermeister.de

Melanie Schyja
+49 170 76 14 898
melanie.schyja@jaegermeister.de

About Jägermeister

Today's most famous premium herbal liqueur was launched in 1935 by Curt Mast. The recipe of 56 herbs, blossoms and roots has remained unchanged to this day. Traditionally, Jägermeister is produced exclusively in the small town of Wolfenbüttel in northern Germany. Bottling takes place at plants in Wolfenbüttel-Linden and Kamenz in Saxony. From here, the herbal liqueur in the distinctive bottle is exported to more than 150 countries worldwide. In 2022, the brand with the stag was the world's best-selling herbal liqueur, with total sales of 120.7 million 0.7-litre bottles [9,4 mio. litre cases].

The family-owned company employs around 1,000 people worldwide. From 2020, the brand portfolio will also include Teremana, the tequila brand founded by Hollywood actor and entrepreneur Dwayne Johnson, and GIN SUL, which is produced in Hamburg-Altona.