

# Corporate Profile

Founded as a small ship chandler, Gebr. Heinemann is today a major retailer and distributor in the global travel retail market.

## Living the Passion for Trade and Travel

Gebr. Heinemann is both a retailer and distributor with a deep understanding of all sales channels in travel retail. The company operates at airports and border crossings, on cruise ships and ferries, on planes, in downtown shops, as well as in diplomatic missions and special military zones. In close collaboration with the world's leading luxury brands, Gebr. Heinemann curates an extensive assortment, including beauty products, wine and spirits, tobacco, confectionery, fine foods, fashion items, accessories, watches, and jewelry.

As a globally positioned group of companies, Gebr. Heinemann is closely connected to partners in various cultural settings. The parent company Gebr. Heinemann SE & Co. KG is based in Hamburg, Germany, while the regional headquarters – Heinemann Americas, Heinemann Asia Pacific, and Heinemann Middle East Africa – operate from Miami, Singapore, and Dubai, respectively.

To grow profitably within a diverse business portfolio, the company relies on subsidiaries, affiliates, and joint ventures worldwide. Major locations include the airports of Istanbul and Antalya

(Turkey), Tel Aviv (Israel), Oslo (Norway), Sydney (Australia), Copenhagen (Denmark), Vienna (Austria), Budapest (Hungary), as well as Berlin, Frankfurt, Düsseldorf, and Hamburg (Germany). In the border-shop segment, the main countries for the company are the Czech Republic, Poland, Romania, Bulgaria, Serbia, and Macedonia.

Gebr. Heinemann also supplies around 250 cruise ships and ferries, and operates as a retailer on board 22 cruise ships, including Icon of the Seas and Utopia of the Seas, the two largest cruise ships in the world, both operated by Royal Caribbean.

Two fully automated and secure distribution centers in Germany, along with local hubs in Vestby near Oslo, Miami, and Singapore, as well as warehouses in Jeddah and Sydney, ensure a seamless global flow of goods. Supported by precise end-to-end planning and thousands of interlinked processes, Gebr. Heinemann ranks among the most modern logistics providers in its industry.



10,503 employees in over 100 countries worldwide



The Heinemann Group stands on two strong pillars: 61 percent of turnover comes from retail, 33 percent from distribution.\*

## Putting People at the Center of Everything

As a family-run business, Gebr. Heinemann is committed to long-term financial independence. With a focus on sustainability across all its activities, the company thinks across generations and also takes a generational perspective on its business. Since its founding in Hamburg by Carl and Heinrich Heinemann in 1879, the company has been managed by members of the family.

Today, the fourth generation of the family is represented by Claus and Gunnar Heinemann on the Supervisory Board and the fifth generation by Co-Chief Executive Officer Max Heinemann on the Executive Board and Clara Heinemann as a Senior Project Manager in the Commercial Effectiveness department. Co-CEO Raoul Spanger, Chief Financial Officer Dr. Kai Deneke, Chief Commercial Officer Inken Callsen, and Chief Sales Officer Florian Seidel complete the Executive Board.

More human, more passionate, more reliable, and more accessible than others: Gebr. Heinemann lives family values, always putting people first – be they partners, customers, suppliers, and, most importantly, its employees, as well as travelers around the globe. The social community is equally important to Gebr. Heinemann, as the company actively supports those in need and promotes social projects and charitable causes through both in-kind donations and hands-on involvement.

Anchored in its vision, Gebr. Heinemann puts people at the heart of everything it does while striving to turn travel time into valuable time. The company follows a clear strategic direction for a successful future and believes in actively shaping the travel retail industry. Its mission statement provides guidance on this path.

\*Six percent of turnover is derived from rendered services and rental income.