

-----ABOUT LEICHT KÜCHEN AG-----



LEICHT is one of the top 10 in the German kitchen industry with an annual turnover of 110 million euros. In a survey carried out in 2015 by market research institute GfK, LEICHT was cited as the "best sold premium brand in Germany". In June of the same year, LEICHT was the only manufacturer of kitchens to be awarded the accolade "the most innovative brand of the year" - this is the greatest distinction of the Plus X Award.

LEICHT has developed from a Swabian manufacturer of quality goods into a brand coveted all over the world and currently exported to 50 countries. The company founded as a carpenter's workshop in 1928 by the brothers Alois and Josef Leicht has come a long way since then and is now leaving its mark on the modern kitchen architecture of the twenty-first century.

Situated in Waldstetten on the edge of the picturesque Ostalb area of southern Germany, LEICHT, with its 520 employees, designs and produces functional kitchens, on site and thus entirely in Germany, in a timeless design with international appeal and an unmistakable style.

LEICHT kitchens are used by leading architects and planners all over the world in international, seminal architecture. This is documented in the publication "Architecture+Kitchen", now in its third edition.

A milestone in the company's history was the opening of the LEICHT | World in October 2014 at the company's HQ in a kitchen exhibition area covering 1500 square meters with show kitchen and roof

terrace. LEICHT sees itself as a partner - from individual kitchen design to complete assembly - and provides a comprehensive advisory service in the LEICHT | World.



SUCCESSFUL BRAND STRATEGY

The highest distinction in the various categories of the Plus X Award was, however, the accolade "the most innovative brand of the year," which LEICHT received in June 2015 as the only kitchen and furniture manufacturer. For Stefan Waldenmaier, CEO and Chairman of the Board at LEICHT Küchen AG, the award was thus "clear proof of the successful brand and corporate strategy."



PREMIUM NO.1

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