

Press release

There is a long tradition of innovation at Seidensticker. The cyclic production line, the first hanger-free shirt and the famous "London collar" which, unlike previous cut-away collars, appears larger and tidier, are just three innovations with which the family-run firm from eastern Westphalia has helped to shape the international fashion industry.

The **Seidensticker Group** now ranks in the top three of the world's largest shirt-makers. Founded in Bielefeld in 1919, it employs 1,800 people worldwide and has production facilities in 13 countries in Eastern Europe and Asia. In addition to its own Seidensticker, Schwarze Rose, Jacques Britt, Dornbusch, Lorenzo Calvino and Redford brands, the company also holds the master licence for Camel Active as well as licences for Joop!, Strellson, Bugatti, Bogner, Baldessarini and Michalsky. It closed the 2010/2011 fiscal year with sales of over 200 million euros and a profit. Exports accounted for 40 percent of sales. The Group produces around 16 million articles a year and is 100 percent family-owned. Managing partners Gerd Oliver and Frank-Walter Seidensticker run the Group together with Detlef Adler.

Telefónica Germany GmbH & Co. OHG and its brands O₂ and Alice belong to Telefónica Europe and are part of the Spanish telecommunication group Telefónica S.A. The Company offers its German private and business customers postpaid and prepaid mobile telecom products as well as innovative mobile data services based on the GPRS and UMTS technologies. In addition, the integrated communications provider also offers DSL fixed network telephony and high-speed internet. According to a network test by "connect" magazine (edition 12/10), the O₂ network is top of the list when it comes to reliable file downloads and champion in the telephony category. In the overall result the company is on second position. "Kundenmonitor Deutschland 2011" honoured Telefónica Germany as the network operator with the most satisfied mobile phone customers in the German market for the fifth time in a row. Telefónica Europe has more than 57 million mobile and fixed network customers in Great Britain, Ireland, the Czech Republic, Slovakia and Germany.

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