



LR Health & Beauty SE publishes final 2025 annual report and continues to execute its strategic initiatives

- Preliminary FY 2025 sales and EBITDA confirmed
- Solid financial footing provides scope to consistently advance strategic initiatives aimed at optimizing production, logistics and sales

Ahlen, 4 August 2026 – LR Health & Beauty SE, Europe's leading social commerce company for high-quality nutritional supplements and beauty products, has today published its final annual report for 2025.

The sales and earnings figures for the 2025 financial year, as communicated in the preliminary results, are thereby confirmed: for the full 2025 year, the LR Group generated sales (revenue from goods sold) of EUR 277.1 million (2024: EUR 289.2 million). Meanwhile, one-off effects arising from the reorganization of the financing structure weighed on earnings performance. For the full 2025 year, this resulted in reported EBITDA of EUR 16.5 million, compared with EUR 27.3 million in the previous year. Normalized EBITDA for the year amounted to EUR 22.5 million (2024: EUR 32.6 million).

Jörg Körfer, CEO of LR Health & Beauty SE, comments: "The 2026 financial year is a transitional year for LR, during which we have laid the groundwork – both financially and strategically – for sustainable business growth and performance. The newly established financing structure gives us the momentum we need to continue to consistently pursue the initiatives we have launched in production, logistics and sales in the second half of the year. In this context, we are committed to working closely with our partners and are continuing to expand these relationships internationally."

Expanding in-house production is a key strategic pillar. As part of its strategic measures, LR is investing over 2 million euros in a new, high-performance production line, thereby centralizing the manufacture of the 5in1 product category entirely at its site in Ahlen in the future. This includes the established products LR 5in1 Beauty Elixir and LR 5in1 Men's Shot. The new production facility is designed to have an annual capacity of up to



40 million units and also paves the way for further product innovations in the area of modern nutritional supplement concepts.

The full 2025 Annual Report is available from today on the company's website at <https://ir.lrworld.com>.

LR Group

Under the motto "More quality for your life", the LR Group – headquartered in the town of Ahlen/Westphalia – successfully produces and distributes various high-quality nutritional supplements and cosmetic products in 32 countries. As an attractive Social Commerce Company, LR supports the personal exchange in its community with efficient, digital solutions. The holistic tool "LR neo" offers the international partnership all business-relevant key figures and information for their LR business in one dashboard.

Since 1985, LR has been firmly established in the market as a "people business" with a focus on people and personal consultation. In times of changing working environments, the business model is particularly appealing to those who are looking for more flexibility, a better work-life balance and greater financial independence.

The processing of aloe vera has been one of LR's core competencies for over 20 years. Only the leaf's valuable inside is used for the products. In Ahlen, the company has built one of the most modern aloe vera production facilities for aloe vera drinking gels in Europe.

In the fall of 2009, LR founded the LR Global Kids Fund e.V., which supports disadvantaged children and their families in many countries around the world efficiently and without the usual red tape in cooperation with local institutions. For further information on our commitment to sustainability, please read our [Sustainability Report](#).

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