



LR Health & Beauty SE publishes figures for the first half of 2026

- H1 2026 sales reached EUR 118.6 million, with normalized EBITDA of EUR 8.7 million
- In the transformation year 2026, LR systematically advances strategic initiatives to position the organization for the future
- Business Days in September boost international partner community activities

Ahlen, 24 August 2026 – LR Health & Beauty SE, Europe's leading social commerce company for high-quality nutritional supplements and beauty products, has today published its figures for the second quarter and first half of 2026.

In the second quarter of the 2026 financial year, LR Health & Beauty SE generated sales (revenue from goods sold) of EUR 57.8 million (Q2 2025: EUR 68.9 million), representing a decrease of 16.1% compared with the same period last year. For the first half of the year, sales amounted to EUR 118.6 million, which was 17.0% lower than the previous year's level of EUR 142.9 million. Sales performance continued to be characterized by a challenging market environment, with consumer sentiment generally subdued.

In addition to the decrease in sales, one-off effects relating to the reorganization of the financing structure had a particularly negative impact on earnings. In the first six months of 2026, LR Health & Beauty SE generated reported EBITDA of EUR 3.9 million, which represents a decrease compared with the previous year (H1 2025: EUR 13.3 million). Normalized EBITDA amounted to EUR 8.7 million in the first six months of 2026, compared with EUR 15.3 million in the same period of the previous year.

Jörg Körfer, CEO of LR Health & Beauty SE, comments: "With the successful completion of our financial realignment, we have already made significant progress in the transformation year 2026 towards positioning LR for the future. On this basis, we are consistently driving forward our strategic initiatives, with a particular focus on developing the organization sustainably and enabling future growth at LR. At the same time, we are looking forward to the upcoming Business Days in September. They provide the ideal

platform to further deepen our dialogue with our partner community, jointly advance our activities and provide important impetus for LR's future."

As part of its strategic initiatives, LR is implementing targeted measures in key areas that are crucial to the company's future. These include investments in production at the Ahlen site, the optimization of logistics processes and support for international growth. An important element of these initiatives is the expansion of in-house production, which will enable LR to further strengthen its own value creation and provide additional flexibility to scale the business. To this end, LR is also driving forward the digitalization and automation of internal processes.

The full report for the second quarter and the first six months of 2026 is available online 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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