

BIMBA Y LOLA

BIMBA Y LOLA HALF-YEAR NET SALES REFLECT THE IMPACT OF CLOSURES DUE TO COVID-19

Vigo, 17 September 2020

BIMBA Y LOLA completed the first half of financial year 2020 with a -39.1% drop in net sales. This was mainly due to the period of mandatory closures affecting all 277 points of sales of the brand in all countries.

However, in this same period, growth of the brand's digital channel has significantly accelerated, recording an increase of 86.2% of online sales.

Stores sales show a positive trend every month since their reopening. The impact and risks of the pandemic on the sector remain significant, and the Group is therefore focused on adapting quickly to the new market situation and continuing ahead with its strategic plan to consolidate BIMBA Y LOLA as a reference global brand in its market segment.