



Lux International AG

Press Release 2014

In 2013 the Switzerland based global direct sales company Lux International completed its 4th record year in a row, with a revenue growth of +5.1%

Forbes Lux, the newly founded global group of Lux International Switzerland and Eureka Forbes India, also realised a new record result in global revenues, with a turnover of \$500 Million and a sales growth of +9%.



Lux International Executive Management Board



2013 was another historic year for Lux International, during which the Swiss based company could complete its 4th record year in a row with a sales growth of over 5%. Furthermore the year saw the new formation of Forbes Lux together with India's largest direct sales company, Eureka Forbes. Together, this group of companies has surpassed top line revenues in 2013 of \$500 Million, realising a growth of +9%.

According to its CEO Reto von der Becke, 2013 was a year with several challenges but also many exciting opportunities:

“Lux International could continue its excellent development of the years before in what was also in 2013 a demanding market environment. I am very proud on our leaders and sales partners all around the world, who have really taken the extra effort needed to make this result come true. With a record number of sales partners working for us, with a clear plan to open in 2014 an additional 20 sales offices and several new geographic markets, and with our constant focus on product development and product innovation in our healthy home and healthy office product segment, we are well positioned for what lies ahead and ready for a 5th record year also in 2014.”

2013 was also an exciting year for the Lux brand with the launch of the newest product in the Lux portfolio, the air treatment system Aeroguard Mini. With the launch of this innovative new product, the company follows its strategy to position itself as a Swiss market leader in the growing segment of premium quality air treatment systems. New studies by reputable researchers in Europe show once more how serious the health threats caused by air pollution and fine dust are, potentially leading to acute health problems such as lung cancer and premature death. Lux International wants to be in the forefront of this important discussion with its effective solutions for reducing fine dust concentrations indoors. With the Aeroguard range of air purifying products, Lux is also the only company worldwide that received the prestigious recommendation from the *Swiss Asthma and Allergy Centre aha!* in this product category.



The new Lux Aeroguard Mini range



For further information please visit our website under www.luxinternational.com or contact Birgit Pfister under birgit.pfister@luxinternational.com.