

## Corporate Profile Haufe Group SE

### Business operations

Haufe Group SE is a leading German provider of digital workplace solutions and services, as well as being a key player in the field of training and professional development. The company offers its customers integrated workplace solutions and complete packages for successfully mastering tax, business, and legal tasks.

Thanks to its own radical transformation, Haufe Group has become a sought-after innovator for the working world of today and tomorrow, empowering its customers with holistic business solutions on their journey to a successful future in the digital age. Target groups include large and medium-sized enterprises, small businesses and freelancers, accountants and lawyers, real estate companies, and organizations in the public sector, where Haufe Group assumes a leading position on the market with the brands Haufe and Lexware.

### Development

Haufe Group evolved from a successful publishing business to become a comprehensive solution provider of digital and web-based offerings. Many of its products and offerings have been combined to form integrated workplace solutions that enable customers to work effectively.

The platforms and infrastructures necessary for this were created in recent years and undergo systematic further development. The outstanding success of Haufe Akademie has made Haufe Group one of the most prominent providers of qualification-based training and personnel and organizational development in German-speaking countries.

### Current market position

In its sector, Haufe Group is widely considered one of the most innovative media and software companies in Germany. Its solutions are renowned for their integrated approach, their great ease of use, and their practical orientation. Haufe Group is headquartered in the German city of Freiburg and employs more than 2,100 people worldwide. It pursues an international growth strategy based on its current service and product portfolio. Haufe Group's sustained growth is driven by the core competencies and strengths of its individual companies and brands, which work in concert. In fiscal year 2019/2020 (July 2019 to June 2020), Haufe Group generated sales of over 393 million euros (previous year: over 407 million euros). Growth in digital solutions managed to largely compensate for pandemic-related lost revenue in the past fiscal year compared with 2018/2019.

### Strategy

Haufe Group consistently works on developing its technologies, product portfolio, business models, and organization, with the objective of helping customers accomplish all their tasks and making available the right online solutions for every workplace.

For more information, contact:

## **Haufe Group SE**

Munzinger Str. 9  
79111 Freiburg  
Germany

## **Corporate Communications**

Hille Kück  
Tel.: +49 761 898 3184  
E-mail: [presse@haufe-lexware.com](mailto:presse@haufe-lexware.com)  
Internet: [www.haufe-group.com](http://www.haufe-group.com)