
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

Form 6-K

**REPORT OF FOREIGN PRIVATE ISSUER PURSUANT TO RULE 13a-16 OR 15d-16 UNDER THE
SECURITIES EXCHANGE ACT OF 1934**

For the month of January, 2024

Commission File Number 001-41836

Birkenstock Holding plc

(Translation of registrant's name into English)

**1-2 Berkeley Square
London W1J 6EA
United Kingdom**

(Address of principal executive office)

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.

Form 20-F ☒ Form 40-F ☐

Explanatory Note

On January 26, 2024, Birkenstock Holding plc issued a press release announcing to report its first quarter fiscal year 2024 (ended December 31, 2023) financial results on Thursday, February 29, 2024 before market open. The Company will host a conference call and live webcast with the investment community at 8:00 a.m. Eastern Time that same day. A copy of the press release is furnished as Exhibit 99.1 to this Report on Form 6-K and incorporated by reference herein.

The information in this Report on Form 6-K (including Exhibit 99.1 hereto) shall not be deemed “filed” for purposes of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference in any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as expressly set forth by specific reference in such a filing.

Exhibit Index

Exhibit Number	Description
99.1	Press Release of Birkenstock Holding plc, dated January 26, 2024.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

Birkenstock Holding plc

Date: January 26, 2024

By: /s/ Johannes Liefke

Name: Johannes Liefke

Title: Director Legal Affairs

PRESS RELEASE

LONDON, UNITED KINGDOM || JANUARY 26, 2024

BIRKENSTOCK ANNOUNCES FIRST QUARTER FISCAL YEAR 2024 (ENDED DECEMBER 31, 2023) RESULTS DATE AND CONFERENCE CALL

Birkenstock Holding plc ("BIRKENSTOCK" or the "Company", NYSE: BIRK), announced today that the Company will report its first quarter fiscal year 2024 (ended December 31, 2023) financial results on Thursday, February 29, 2024 before US market open. The Company will host a conference call and live webcast with the investment community at 8:00 a.m. Eastern Time that same day.

A webcast of the call will be accessible on the Company's Investor Relations website at <https://www.birkenstock-holding.com>. To join the phone line, please dial 1-888-506-0062 (US) or 1-973-528-0011 (International). The access code for the call is 577904. To access the phone line replay after the conclusion of the call, please dial 1-877-481-4010 (US) or 1-919-882-2331 (International). The access code for the replay is 49781. An archive of the webcast will also be available on BIRKENSTOCK's Investor Relations website.

ABOUT BIRKENSTOCK

Birkenstock Holding plc is the ultimate parent company of Birkenstock Group B.V. & Co. KG and its subsidiaries (the Birkenstock Group). BIRKENSTOCK is a global brand which embraces all consumers regardless of geography, gender, age and income and which is committed to a clear purpose - encouraging proper foot health. Deeply rooted in studies of the biomechanics of the human foot and backed by a family tradition of shoemaking that can be traced back to 1774, BIRKENSTOCK is a timeless «super brand» with a brand universe that transcends product categories and ranges from entry-level to luxury price points while addressing the growing need for a conscious and active lifestyle. Function, quality and tradition are the core values of the Zeitgeist brand which features products in the footwear, sleep systems and natural cosmetics segments. BIRKENSTOCK is the inventor of the footbed and has shaped the principle of walking as intended by nature ("Naturgewolltes Gehen").

MEDIA CONTACT

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