

interparfums

2020

sales

January 26, 2021



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- 2020 operating highlights



2020 sales: a year divided into two parts

H1 2020

- **January / February: a relatively dynamic start of the year**
 - launch of the *Coach Dreams* and *L'Homme Rochas* lines
- **Mid-March: strong business slowdown in response to the closure of nearly all the points of sale for perfumes worldwide**
- **April / May: Interparfums rapidly adapts its operating model**
 - rescheduling of certain launches
 - cancellation or postponement of media expenses
 - modification of production planning
 - a complete review of outstanding accounts receivables and payables
 - adaptation of the internal organization

2020 sales: a year divided into two parts

H2 2020

- **July: orders rebound in all world regions**
- **September / October: accelerating momentum in the pace of orders**
- **December: a robust fourth quarter**
 - continuing the rebound: +1% vs. Q4 2019
 - a sharp acceleration in North America: +16% vs. Q4 2019
- **Guidance gradually raised over the course of the second half**

2020 sales: in brief

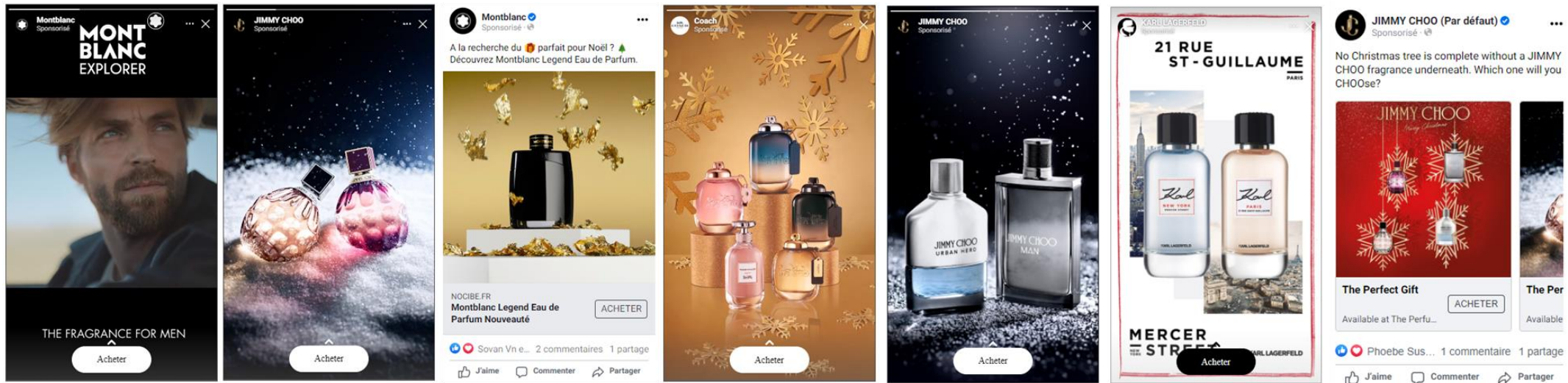
- **€367.4m in sales for the 2020 full year**
 - down 24.0% at current exchange rates in relation to 2019
 - down 23.5% at constant exchange rates in relation to 2019
- **A rebound in Q3 reinforced in Q4**

	Q1	Q2	Q3	Q4	Total
2020	103.5	35.8	111.0	117.1	367.4
2019	126.6	118.8	129.2	116.7	484.3
Change	-18%	-70%	-14%	+1%	-24%

- **Contrasting trends by brands**
- **Contrasting trends by geographical market**

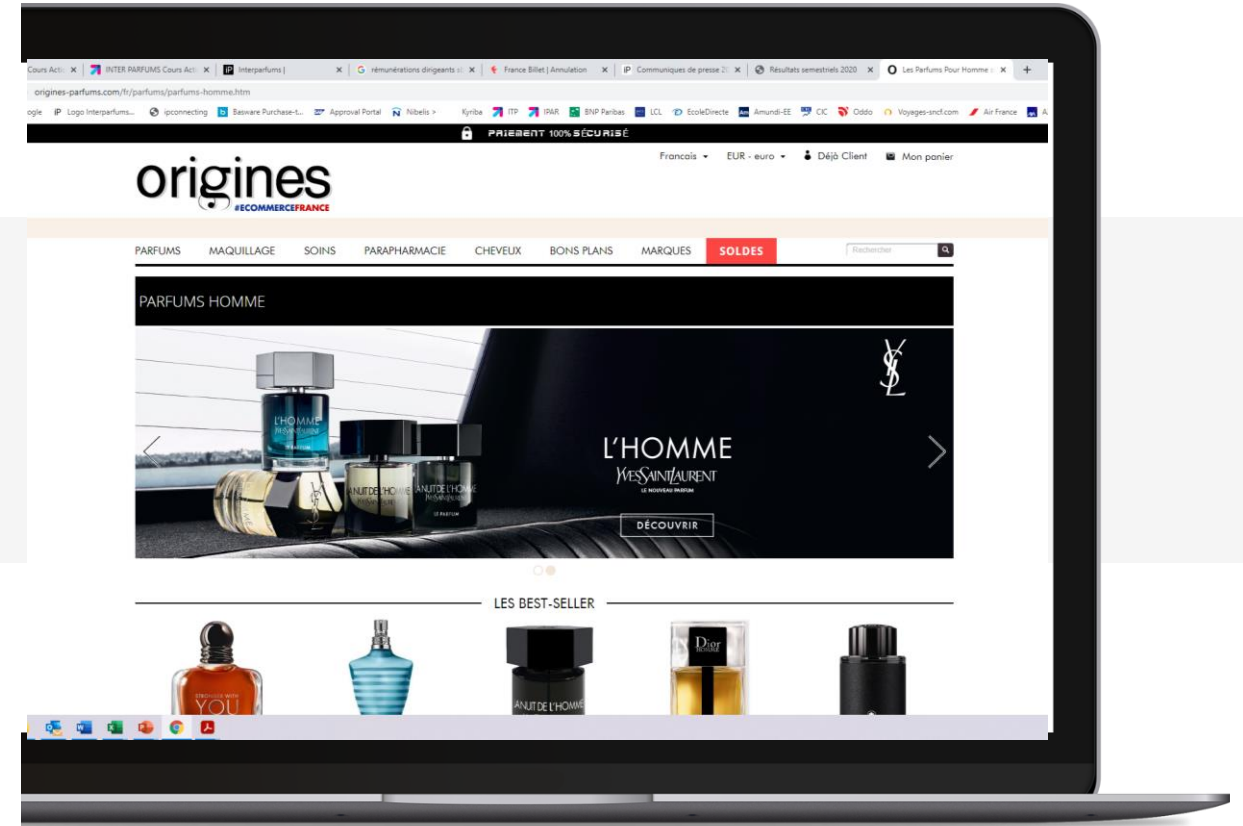
Other 2020 highlights

- Signature of a fragrance license agreement with the Moncler brand
- Acquisition of an equity stake in www.origines-parfums.fr
- Strong increase in digital campaigns (50% of media expenses in 2020)



www.origines-parfums.fr

- one of the leading beauty e-commerce platforms approved by the brands
- sales of €58m (incl. VAT) , up 45% from 2019
A long-term objective of €100m
- A 25% equity stake and a €12.5m capital increase (organization and name recognition)



Moncler project

- **Progress update**
 - development of the line
 - visual
 - merchandising
- **Calendar**
 - distributor presentations
 - distributor feedback
 - initial supply of products
 - launch (January 2022)



- **2020 sales
by brand**



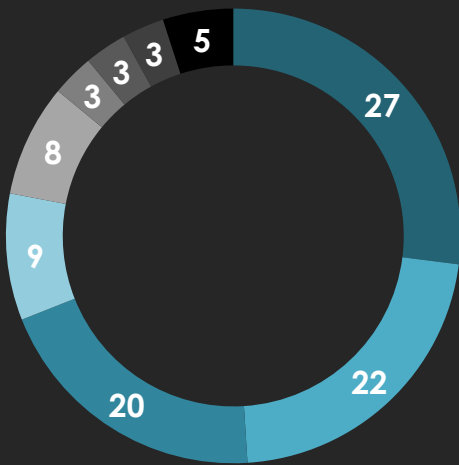
2020 sales by brand

(€m)

	2019	2020	2020/2019
Montblanc	140.7	100.0	-29%
Coach	86.5	81.1	-6%
Jimmy Choo	103.5	73.8	-29%
Lanvin	52.1	32.9	-37%
Rochas	34.5	29.7	-14%
Boucheron	18.3	12.0	-34%
Karl Lagerfeld	13.9	11.4	-18%
Van Cleef & Arpels	15.3	10.4	-32%
Other	19.5	16.1	ns
Total sales	484.3	367.4	-24%

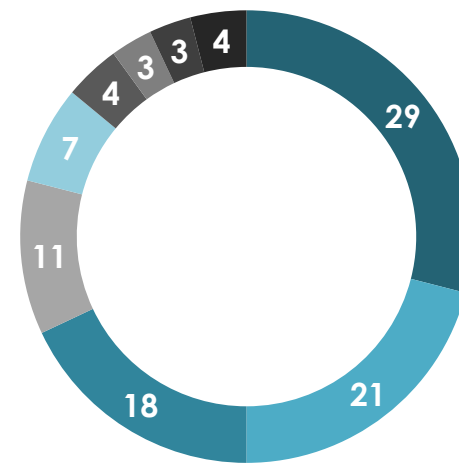
Breakdown by brand

2020



- Montblanc: 27%
- Jimmy Choo: 20%
- Rochas: 8%
- Van Cleef & Arpels: 3%
- Other brands: 5%
- Coach: 22%
- Lanvin: 9%
- Boucheron: 3%
- Karl Lagerfeld: 3%

2019



- Montblanc: 29%
- Coach: 18%
- Rochas: 7%
- Van Cleef & Arpels: 3%
- Other brands: 4%
- Jimmy Choo: 21%
- Lanvin: 11%
- Boucheron: 4%
- Karl Lagerfeld: 3%

- **2020 sales
by region**



2020 sales by region

- **North America**

- a strong rebound in the perfume and cosmetics market beginning in August
- the business acceleration by our US subsidiary at year-end limited the overall drop in sales for the year (-10%^(*))
- success of Coach fragrances (+4%^(*))

- **Asia-Pacific**

- strong growth in Q3 2020
- a particularly good performance in Australia (+20%)

- **Eastern Europe**

- negatively impacted & adverse market conditions , notably for Lanvin fragrances
- sales declined 60% Russia

(*) NPD data – retail sales

2020 sales by region

- **Middle East & South America**
 - improving trends at year-end
- **France**
 - business resilience (-14%)⁽¹⁾ against the backdrop of a general downturn in the French fragrance and cosmetics market (-20%^(*))
 - good performances by Rochas and Montblanc fragrances

(*) NPD data – retail sales

2020 sales by region: a rebound more or less rapid according to the market

(€m)

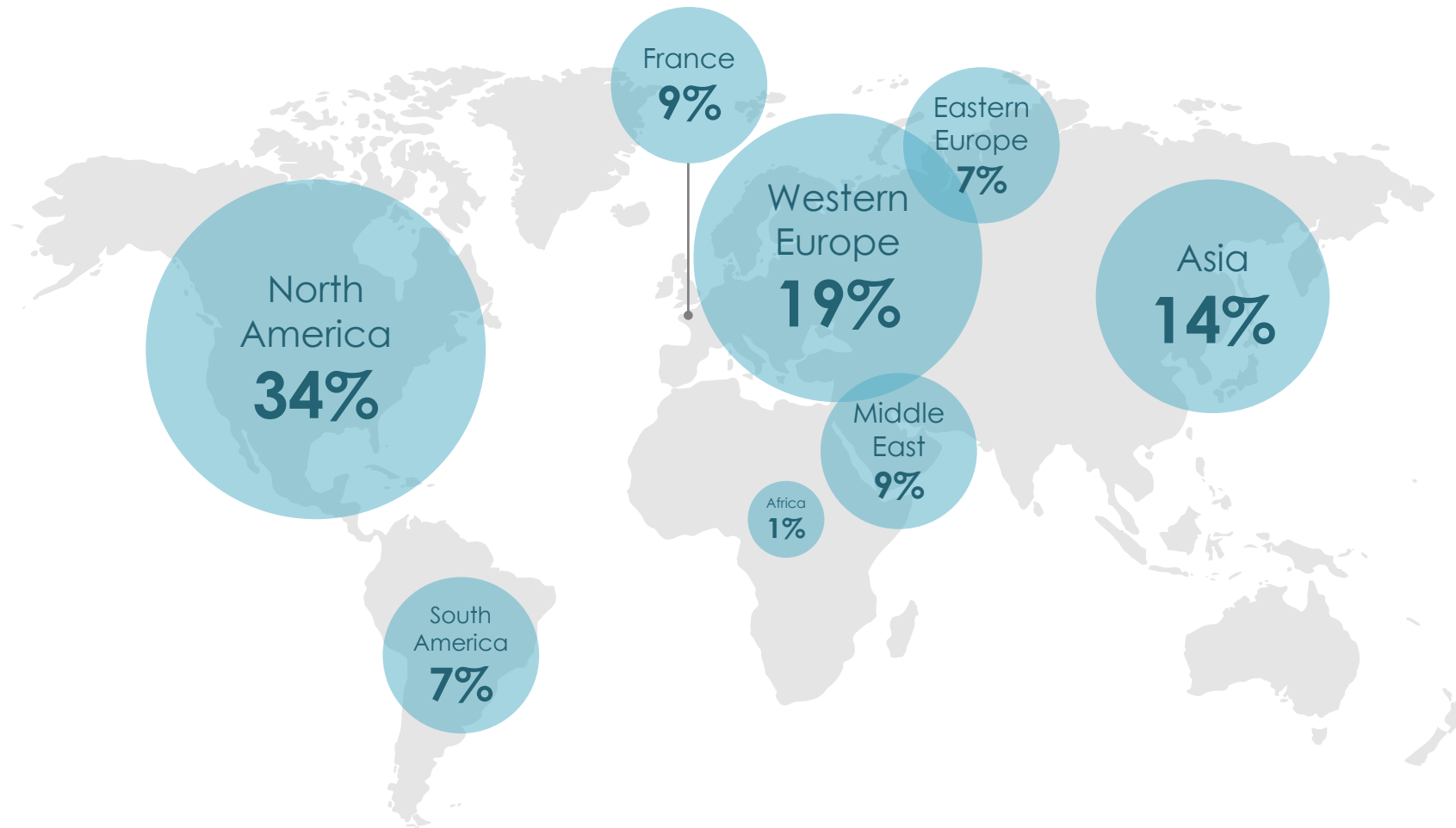
	Q1	Q2	Q3	Q4	Total
Africa	-16%	-3%	-19%	-36%	-21%
Asia-Pacific	-30%	-67%	+29%	-14%	-24%
Eastern Europe	-12%	-80%	-52%	-2%	-40%
France	-34%	-19%	+12%	-10%	-14%
Middle East	-43%	-73%	-3%	+22%	-33%
North America	-2%	-72%	-19%	+16%	-17%
South America	-16%	-69%	-20%	+9%	-27%
Western Europe	-5%	-73%	-16%	-23%	-28%

2020 sales by region

(€m)

	2019	2020	2020/2019
Africa	5.4	4.3	-21%
Asia-Pacific	67.9	52.0	-24%
Eastern Europe	42.6	25.6	-40%
France	36.9	31.8	-14%
Middle East	51.2	34.2	-33%
North America	151.7	126.0	-17%
South America	35.0	25.7	-27%
Western Europe	91.6	67.8	-27%
Total sales	484.4	367.4	-24 %

2020 sales by region



2020 sales: e-business in France

- **Total sales**
 - sales by Interparfums brands: €8m (+43%)
 - 16% of French sales
- **Brand highlights**
 - Rochas €2.5m (+57%)
 - Montblanc €2m (+65%)
- **Business by retail outlet**
 - Origenes €2.2m (+46%)
 - Nocibé €1.9m (+68%)
 - Sephora €1.5m (+37%)

2020 sales Worldwide travel retail

- **Worldwide activity**

	2019	2020	
• Total sales (€m)	52	21	(-60%)
- **Regions less impacted**
 - North America (-30%) benefited from the performances of Coach (-7%) & Montblanc (-18%)
 - Middle East (-26%)
- **Brand less impacted**
 - Coach (-32%)
 - all other brands ended down between -60% and -70%

- Information on FY 2020 results



Information on FY 2020 results


- **H1 2020**
 - spending was adapted, notably for marketing and advertising
 - ➡ an operating margin of 7.5% despite a 40% decrease in sales
- **H2 2020**
 - expenses were also adapted
 - year-end sales significantly better-than-expected
- **FY 2020**
 - marketing and advertising budgets representing 20% of sales
 - ➡ an operating margin now expected to exceed 11%

Financial communications calendar

FY 2020 results

 March 2, 2021


Annual General Meeting

 April 23, 2021

Q1 2021 sales

 April 22, 2021

H1 2021 sales

 End of July 2021

- 2021 launches
(update)



H1 2021 launches

- **Strategic launches**

- *I Want Choo* (Jimmy Choo)
(women's fragrance - initially planned for 2020)
- *Kate Spade*
(women's fragrance- initially planned for 2020 - 1st initiative of the brand)
- New Rochas line
(women's fragrance - A major eco-responsible initiative)
- New Montblanc line
(men's fragrance – flanker series for the *Explorer* line)

- **Tactical launches**

- The Boucheron collection
- The Van Cleef & Arpels collection
- Karl Lagerfeld Duos

H2 2021 launches

- **Strategic launches**

- New Lanvin line
(women's fragrance – perfume collection)

- **Tactical launches**

- Jimmy Choo
(men's fragrance – flanker series for the *Urban Hero* line)
- Coach
(women's fragrance– flanker series for the *Coach Dreams* line)

- **Jimmy Choo make-up line**

- 4 new lipsticks

- Our strengths for 2021



Our strengths for 2021 (to date)

- **A largely improving worldwide perfumes and cosmetics market**
- **Business momentum based on solid pillars and promising strategic launches, spread across more than 100 countries**
- **A flexible business model for development to accelerate growth...or attenuate the downturn**

Project to acquire an office complex for the future headquarters

- **Search initiated in early 2019**
 - more office space
 - teams located at a single site
- **... having become an enterprise project...**
 - a milestone in the Group's development
 - well-working
 - image
- **... combined with an acquisition opportunity**
 - amount: €125m + expenses (market price)
 - 90% financed by a long-term bank loan
 - closing in spring 2021
 - move in early 2022



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