

interparfums

2021

First-quarter sales

April 21, 2021



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Q1 2021 launches

- Main initiatives



I Want Choo



Kate Spade



Rochas Girl



Orchid Leather

Q1 2021 highlights

Very robust sales

- **Q1 2021 sales: €132.6m**
- **Strong growth in relation to Q1 2020**
 - +28% at current exchange rates
 - +34% at constant exchange rates
- **But also exceeding sales of Q1 2019**
 - +5% at current exchange rates
 - +8% at constant exchange rates
- **A strong rebound by the main lines**
- **An acceleration particularly pronounced in certain regions**

Q1 2021 highlights

Acquisition of the future headquarters office complex

- **Search initiated in early 2019**
 - To benefit from more office space
 - To bring the teams together at a single site
- **An acquisition opportunity arose in fall 2020**
 - A real estate complex located at 10 rue de Solferino (Paris 7th) comprising in large part the French Socialist Party's former headquarters
 - Total square footage of approximately 40,000 sq. ft. (3,700 sqm) spread over 3 buildings
- **A transaction completed on April 12, 2021**
 - A complete redevelopment project in progress
 - A move scheduled in Q1 2022



Q1 2021 highlights

Acquisition of the future headquarters office complex

- **Financial information**

- A purchase price of €125m (+€10m for related expenses and installation costs)
- In line with market value (3 appraisals)
- A 10-year €120m bank loan benefiting from the current interest rates
- A marginal P&L impact (calculation in progress)

- **A genuine enterprise project**

- A milestone in the Group's development
- Bringing teams together at a single site
- A new more flexible and convivial work organization
- An operational showcase of excellence for all of the company's partners
- Environmental certifications expected
(*HQE¹ Excellent* and *Breeam² Excellent*)

(1) Building Research Establishment Environmental Assessment Method

(2) *Haute Qualité Environnementale* (High Quality Environmental standard), a French standard for green buildings



Q1 2021 highlights

Acquisition of the future headquarters office complex



Q1 2021 highlights

Acquisition of the future headquarters office complex



Q1 2021 highlights

Acquisition of the future headquarters office complex



- Q1 2021 sales
by brand



• **MONT
BLANC** 



Montblanc: Q1 2021

MONT
BLANC

€32.5m

Sales

+17%

25%

of sales

II.

A return to more
normal levels



Quarterly sales once again
exceeding €30m

- JIMMY CHOO



Jimmy Choo: Q1 2021

JIMMY CHOO

€30m

Sales

+53%

23%

of sales

II.

Back to more normal
levels



I Want Choo, a very
promising launch



Coach: Q1 2021



€26.2m

Sales

stable

20%

of sales



Stable sales



**Launch of the
Coach Dreams line
in early 2020**



**Solidity of the first
Coach line (men's &
women's)**

• **LANVIN**
PARFUMS



Lanvin: Q1 2021

A girl in Capri

€14.6m

Sales

+ 75%



11%

of sales

LANVIN
PARFUMS

LANVIN
PARIS

II.

Quarterly sales of
nearly €15m



A strong rebound
in Eastern Europe
and Asia

• **ROCHAS**
PARIS



Rochas: Q1 2021

ROCHAS
PARIS

€8m

Sales

+10%

7%

of sales

II.

Back on a
positive track



Launch of the *Girl*
Rochas line in
selected markets

- **kate spade**
NEW YORK



Kate Spade: Q1 2021

kate spade
NEW YORK

€5.2m

Sales

4%

of sales

II.

A first initiative for the brand



A positive reception in the US market

Q1 2021 sales by brand

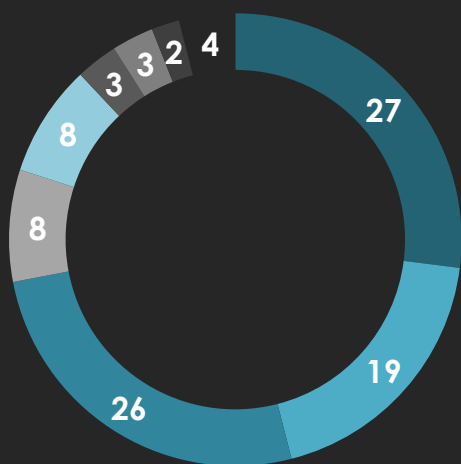
(€m)

	Q1 2019	Q1 2020	Q1 2021	2021/2020
Montblanc	40.7	27.9	32.5	+17%
Jimmy Choo	26.7	19.7	30.0	+53%
Coach	18.8	26.4	26.2	-
Lanvin	14.0	8.4	14.6	+75%
Rochas	8.0	7.8	8.6	+10%
Kate Spade	-	-	5.2	na
Boucheron	6.3	3.3	4.6	41%
Karl Lagerfeld	2.7	2.6	4.3	65%
Van Cleef & Arpels	4.1	3.5	4.2	+20%
Other brands	5.3	3.9	2.4	ns
Total sales	126.6	103.5	132.6	+28%

na : not applicable ns : not significant

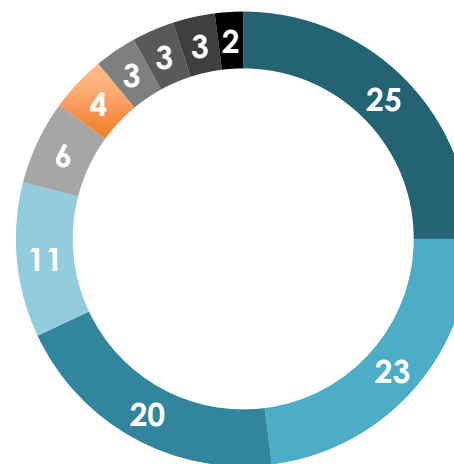
Breakdown by brand

Q1 2020



- Montblanc: 27%
- Coach: 26%
- Rochas: 8%
- Van Cleef & Arpels: 3%
- Jimmy Choo: 19%
- Lanvin: 8%
- Boucheron: 3%
- Karl Lagerfeld: 2%
- Other brands: 4%

Q1 2021



- Montblanc: 25%
- Coach: 20%
- Rochas: 6%
- Boucheron: 3%
- Karl Lagerfeld: 3%
- Jimmy Choo: 23%
- Lanvin: 11%
- Kate Spade: 4%
- Van Cleef & Arpels: 3%
- Other brands: 2%

- Q1 2021 sales
by region



Q1 2021 sales by region

A particularly pronounced acceleration

- **In North America (+45%)**

- Sales by our US subsidiary (+66%) outperformed the beauty market in the United States, itself already up significantly (+49%)
- A better-than-expected performance of the *I Want Choo* line launch

- **In the Asia-Pacific region (+36%)**

- A return to Q1 2019 levels
- A strong acceleration in China

- **In Eastern Europe (+97%)**

- A resumption in growth, particularly by Lanvin fragrances, after a difficult 2020 year in Russia

Q1 2021 sales by region

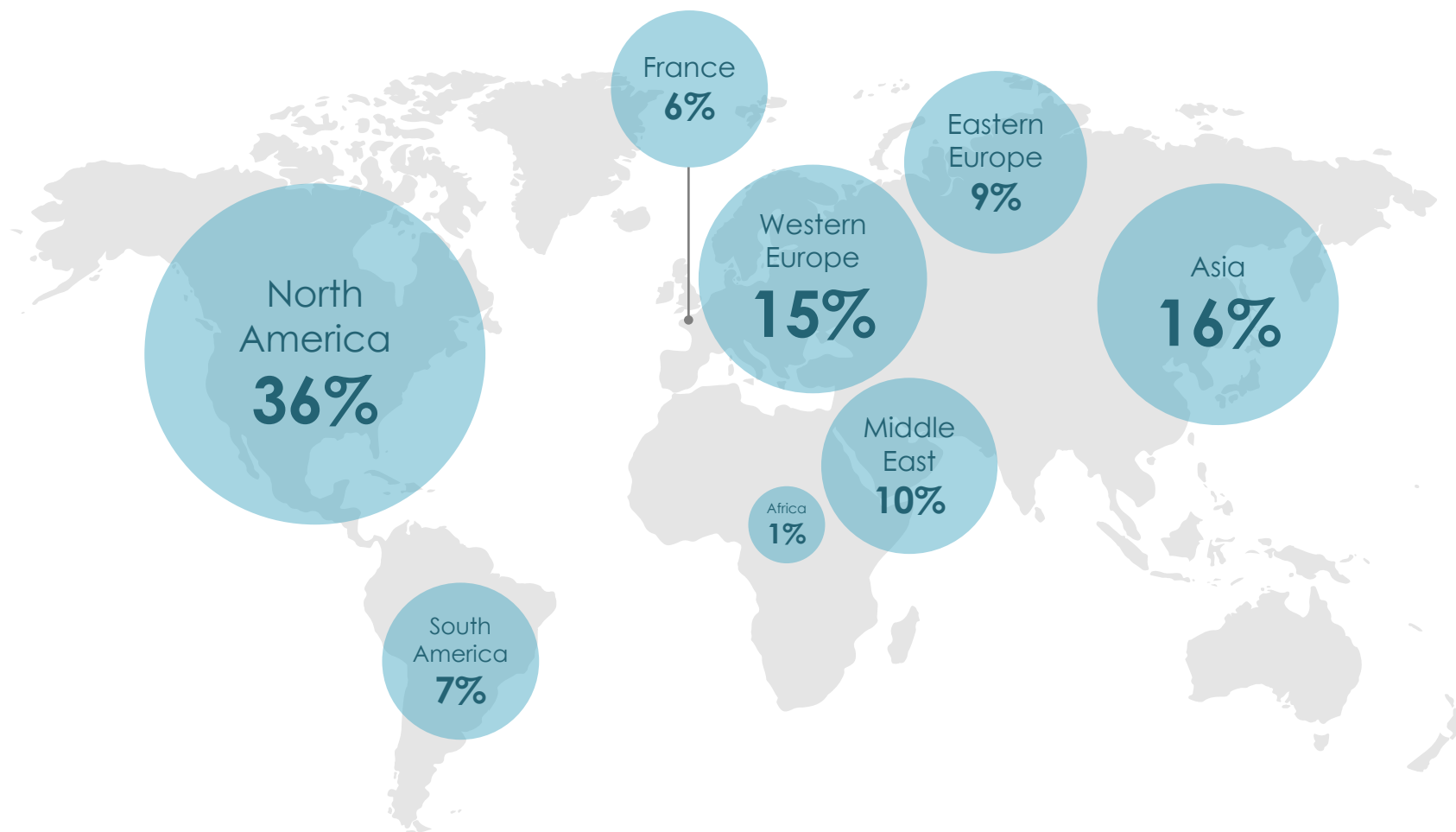
- **Western Europe (-7%)**
 - Impacted by lockdowns in certain countries and an unfavorable comparison base from the launches of the *Coach Dreams* and *L'Homme Rochas* lines in Q1 2020
- **France (+23%)**
 - Strong sales growth though adversely impacted by the lockdown measures
 - A good market response to the *Rochas Girl* line

Q1 2021 sales by region

(€m)

	Q1 2019	Q1 2020	Q1 2021	2021/2020
Africa	1.4	1.2	1.7	+37%
Asia-Pacific	22.0	15.7	21.1	+36%
Eastern Europe	6.9	6.1	12.0	+97%
France	10.5	6.9	8.5	+23%
Middle East	20.0	11.2	12.5	+12%
North America	33.2	32.6	47.2	+45%
South America	10.2	8.5	9.8	+15%
Western Europe	22.4	21.3	19.8	-7%
Total sales	126.6	103.5	132.6	28%

Q1 2021 regional sales mix



E-commerce & Travel Retail in Q1 2021

- **Travel Retail:**

- A sector continues to be severely impacted by international travel restrictions
- Sales down 60% to 70% according to the country

- **E-commerce in France**

- Sales by Interparfums brands grew 87% within an overall market up 70%
- Percentage of French sales: 18.5%

• 2021 outlook



Q2 and Q3 2021 launches

- **Strategic launches**

- ***Explorer Ultra Blue*** (Montblanc)
(men's fragrance)
- New Lanvin line
(women's fragrance – perfume collection)

- **Tactical launches**

- Karl Lagerfeld Duos ***Places by Karl***
- Coach
(a women's fragrance –interpretation of the *Coach Dreams* line)

2021 outlook

- Continuing preparations for the launch of the *Moncler* line
- Communications campaign *my-origines.com* (ex *origines-parfums.fr*)

2021 guidance

- **Sales**

- A very good start for the year
- Very strong order intake
- Though a trend difficult to extrapolate over the year
- ➡ Potential annual sales of around €440m

- **Results**

- A long-term strategy of reinvesting surplus operating profit
- ➡ A significant increase in the operating margin is not expected

Financial communications calendar

H1 2021 sales



July 20, 2021

H1 2021 results



Early September 2021

interparfums

2021

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