



Contents

- Half-year operating highlights
- H1 sales by brand
- H1 sales by region
- Brand highlights
- Information on half-year results



Half-year operating highlights



Half-year operating highlights

- Factors impacting the worldwide perfumes and cosmetics market
 - nearly all points of sale closed in mid-March
 - partial and gradual reopenings
- Sales of €139.3 million (-42%) with a 68% drop in Q2 2020
 - resilience of Coach fragrances (-19%), sustained by the launch of the Coach Dreams line at the start of the year
 - resilience of Rochas fragrances (-15%), sustained by the launch of the L'Homme Rochas line
 - declines of between 40% and 60% by the other brands

Half-year operating highlights

- Signature of a license agreement with the Moncler brand
 - for 6 $\frac{1}{2}$ years with an option for an additional 5 years
 - creation, production and distribution of perfumes and fragrance-related products
 - a first fragrance line planned for Q1 2022
- www.origines-parfums.fr
 - one of the leading e-commerce platform for fragrances recognized by the brands
 - €40 million in sales in 2019, future target of €100 million
 - a 25% equity stake
 - a capital increase of €12.5 million to expand its name recognition and strengthen the internal organization

Sales by brand



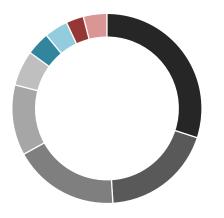
H1 2020 sales by brand (€m)

■ H1 2019 ■ H1 2020

<u>(€m)</u>	H1 2019	H1 2020	2020/2019
Montblanc	71.8	36.2	-50%
Coach	41.7	33.6	-19%
Jimmy Choo	46.2	26.7	-42%
Rochas	14.6	12.4	-15%
Lanvin	28.1	10.9	-61%
Van Cleef & Arpels	9.5	4.7	-51%
Boucheron	10.1	4.4	-56%
Karl Lagerfeld	7.2	4.2	-41%
Other	9.2	6.2	ns
Total revenue	238.4	139.3	-42%

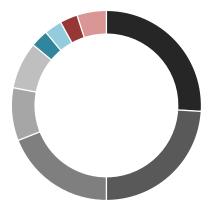
Breakdown by brand

H1 2019



- Montblanc: 30%
- Jimmy Choo: 19%
- Coach: 18%
- Lanvin: 12%
- Rochas: 6%
- Boucheron: 4%
- Van Cleef & Arpels: 4%
- Karl Lagerfeld: 3%
- Other: 4%

H1 2020



- Montblanc: 26%
- Coach: 24%
- Jimmy Choo: 19%
- Rochas: 9%
- Lanvin: 8%
- Van Cleef & Arpels: 3%
- Boucheron: 3%
- Karl Lagerfeld: 3%
- Other: 5%

• Sales by region



H1 2020 sales by region

- Sustained sales in the United States and Western Europe over the last several years limited the scope of the declines in these regions
- Steeper declines in
 - the Middle East (-55%)
 - Eastern Europe (-51%)
- A significant rebound in France in May and June with good performances by Rochas and Montblanc fragrances

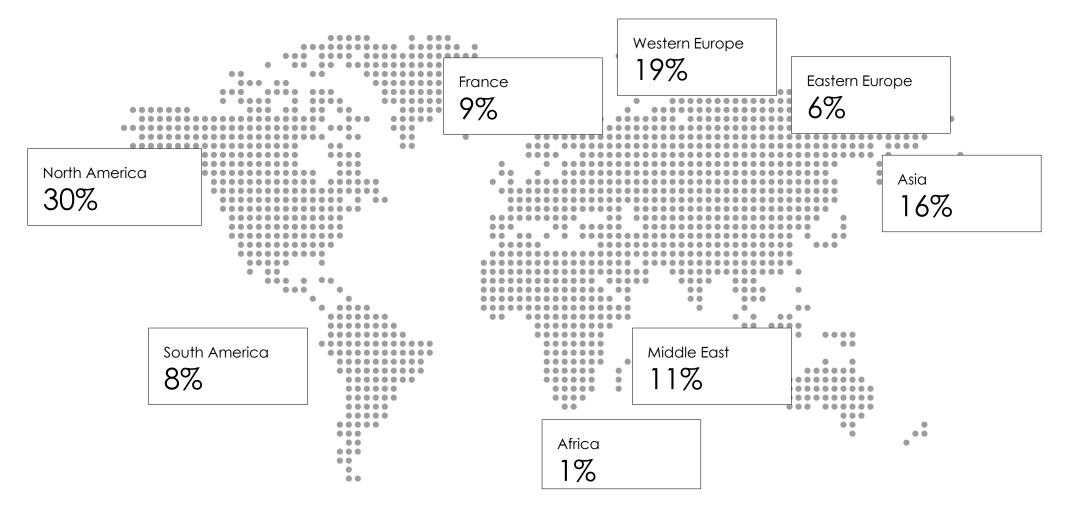
H1 2020 sales by region (€m)

■ H1 2019 ■ H1 2020

(€m)	H1 2019	H1 2020	2020 / 2019
Africa	2.2	2.0	-9%
Asia-Pacific	40.3	21.8	-46%
Eastern Europe	16.2	7.9	-51%
France	17.8	12.8	-28%
Middle East	33.7	15.0	-55%
North America	66.1	41.6	-37%
South America	19.8	11.5	-42%
Western Europe	42.3	26.7	-37%
Total revenue	238.4	139.3	-42%

Sales mix by region

H1 2020



• Brand highlights



Montblanc: 2020 and beyond

• 2020

- H1 2020 sales: €36.2m (+50%)
- launch of the women's line, Montblanc Signature
- launch of the men's Montblanc Legend eau de parfum line

• 2021

- an interpretation of the Montblanc Explorer line launched in early 2019
- various technical initiatives (gift sets, POS material, miniature sets,...)
- Outlook & targets
 - a new men's line in 2023
 - strengthening the Montblanc Legend line's market positions





NTBLANC

Can and





LA NOUVELLE EAU DE PARFUM

Coach: 2020 and beyond

• 2020

- H1 2020 sales: €33.6m (-19%)
- the successful launch of the women's line Coach Dreams at the beginning of the year, a second initiative under the brand
- launch of the men's line, Coach Man Blue

• 2021

- an interpretation of the Coach Dreams line
- preparation of a fragrance duo for 2022
- development of the European market
- Outlook & targets
 - strengthening market positions in Asia





BLUE



18

Jimmy Choo: 2020 and beyond

• 2020

- H1 2020 sales: €26.7m (-42%)
- continuing rollout of the men's line, Jimmy Choo Urban Hero
- make-up line launched at selected points of sale
- 2021
 - a new fragrance line (initially planned for 2020)
 - an interpretation of the Jimmy Choo Urban Hero line
- Outlook & targets
 - returning to the activity levels of 2019

Rochas: 2020 and beyond

• 2020

- H1 2020 sales: €12.4m (-15%)
- launch of the Byzance and Rochas L'Homme lines

• 2021

- a new women's line
 - . an original concept
 - . focusing on the theme of sustainability with an eco-responsible product
 - . designed for Generation Z
- Outlook & targets
 - reaching the level of €50 million in sales
 - expanding name recognition in Asia



BYZANCE





Lanvin: 2020 and beyond

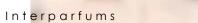
• 2020

- H1 2020 sales: €10.9m (-61%)
- an interpretation of the women's line, Eclat d'Arpège
- focus on Russia and Asia
- 2021
 - a new women's line in H2
- Outlook & targets
 - supporting business activity at around €50 million in sales

PRINCESS BLOOMING

VIVN

LANVIN PARIS



Van Cleef & Arpels

• 2020 & 2021

- H1 2020 sales: €4.7m (-51%)
- launch of new juices
 within the Collection
 Extraordinaire

• Outlook

 ongoing development of the Collection





BOUCHERON

TLLE

2020 & 2021

- H1 2020 sales: €4.4m (-56%)
- launch of new juices for the collection
- launch of the Serpent Bohème line

Outlook

 continuing development of the line of extraordinary fragrances





COMMUNICATION





LES PARFUMS MATIÈRES

KARL LAGERFELD

• 2020 & 2021

- H1 2020 sales: €4.2m (-41%)
- launch of new fragrance duos
- Outlook
 - supporting business activity at around €15 million in sales









 Information on half-year results



Information on half-year results

- Marketing and advertising expenses adjusted in Q2 2020
- An operating margin of around 5%
- A tax rate of approximately 26%

Publication schedule

• H1 2020 results

September 8, 2020 (before the opening of the Paris stock market)

• Q3 2020 sales

October 28, 2020 (before the opening of the Paris stock market)

• 2021 outlook

November 17, 2020 (before the opening of the Paris stock market)

Boucheron Coach Jimmy Choo Karl Lagerfeld Kate Spade Lanvin Moncler Montblanc Paul Smith Repetto Rochas S.T. Dupont Van Cleef & Arpels

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