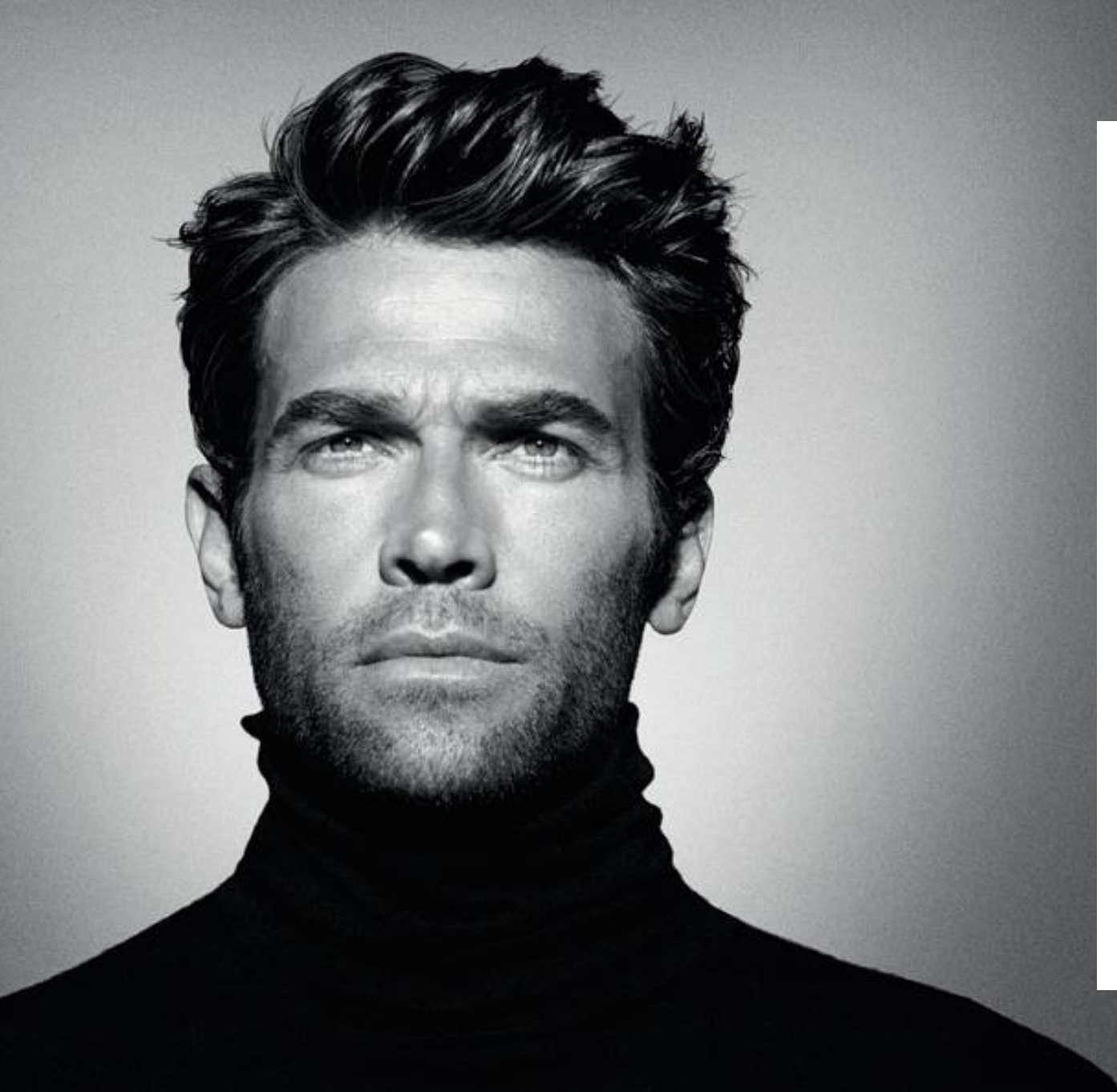




2019 annual sales  
Paris, January 28, 2020

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interparfums



## Contents

### 2019

- Operating highlights
- Sales by brand
- Sales by region
- Sales by currency

### 2020

- Launches
- Budget by brand
- Publication schedule



## 2019 annual sales

Paris, January 28, 2020

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## 2019 Operating highlights

-

## 2019 highlights

- **€484.3m in sales for the 2019 full year**
  - +6.4% at current exchange rates compared to FY 2018
  - +3.6% at constant exchange rates compared to FY 2018
- **A remarkable performance by Montblanc fragrances**
  - Sales by the *Montblanc Explorer* line exceeded €40m
  - Steady sales by the *Montblanc Legend* line
- **Further gains by Jimmy Choo fragrances (4%) and Coach (3%)**
- **Signature of the Kate Spade license agreement**



## 2019 annual sales

Paris, January 28, 2020

- 

## 2019 Sales by brand

-

# 2019 launches



February  
*Montblanc Explorer*



February  
*Jimmy Choo Floral*



February  
*Mademoiselle Rochas Couture*



March  
*Van Cleef & Arpels  
Collection Extraordinaire Rêve d'Ylang*



April  
*Coach Floral Blush*

# 2019 launches



May  
Karl Lagerfeld Les Parfums Matières



May  
Lanvin A Girl in Capri



July  
Boucheron La Collection Santal de Kandy



July  
Van Cleef & Arpels  
Collection Extraordinaire Santal Blanc



September  
Jimmy Choo Urban Hero



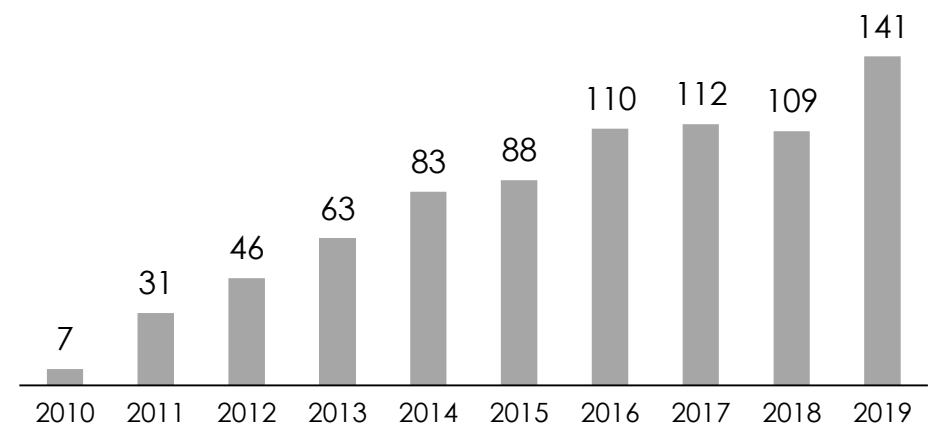
November  
Byzance Rochas





**MONT  
BLANC**

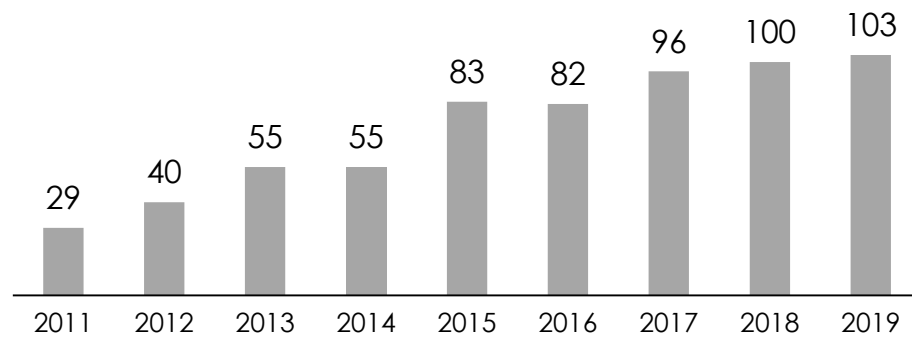
Annual sales growth (€m)





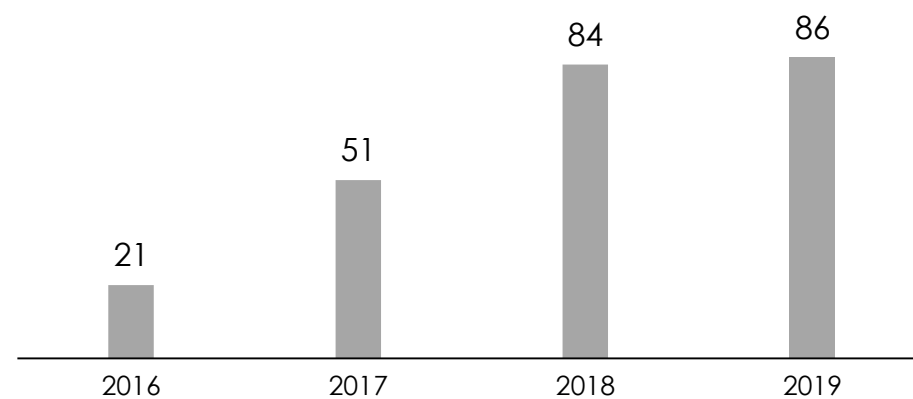
# JIMMY CHOO

Annual sales growth (€m)





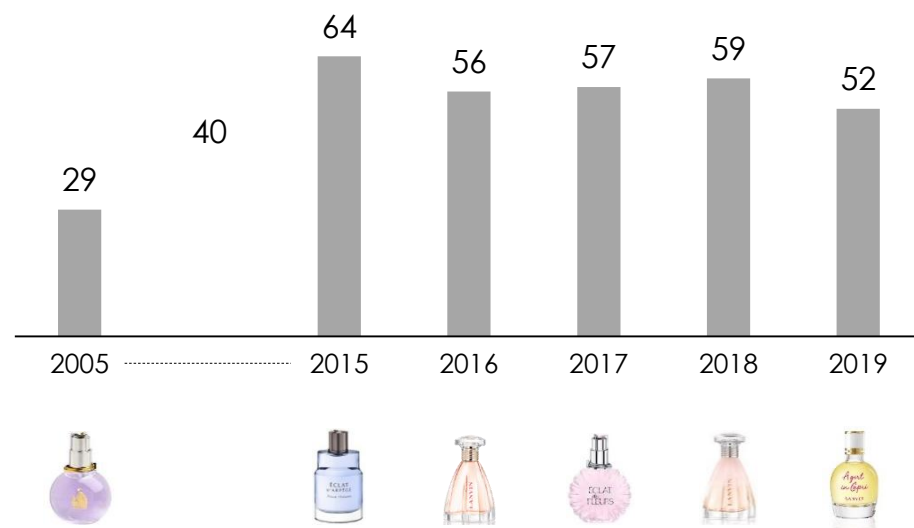
Annual sales growth (€m)





# LANVIN PARFUMS

Annual sales growth (€m)



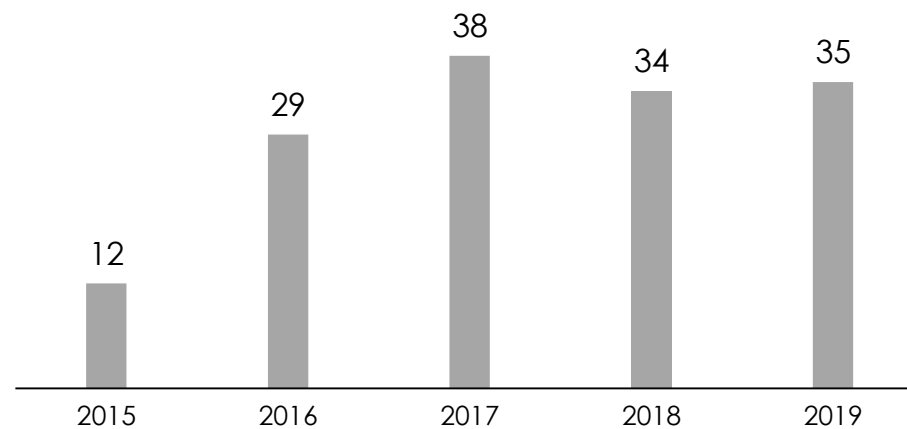




# EAU ROC

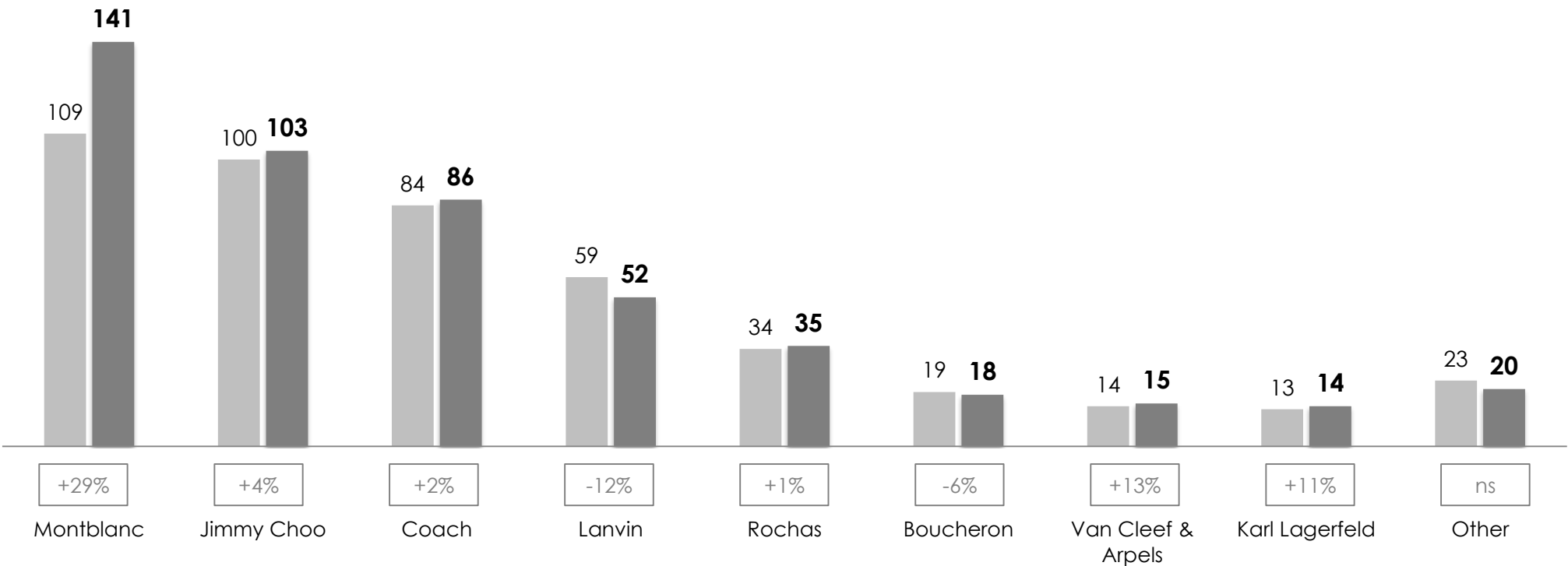
**ROCHAS**  
PARIS

Annual sales growth (€m)



# 2019 sales by brand (€m)

■ 2018 ■ 2019

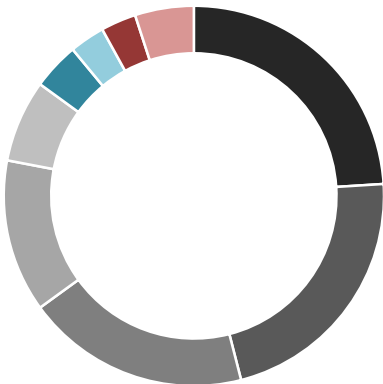


2018 total net sales  
**€455.3m**

2019 total net sales  
**€484.3m** (+6.4%)

# Breakdown by brand

2018



- Montblanc: 24%
- Jimmy Choo: 22%
- Coach: 19%
- Lanvin: 13%
- Rochas: 7%
- Boucheron: 4%
- Van Cleef & Arpels: 3%
- Karl Lagerfeld: 3%
- Other brands: 5%

2019



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





## 2019 annual sales

Paris, January 28, 2020

- 

## 2019 Sales by region

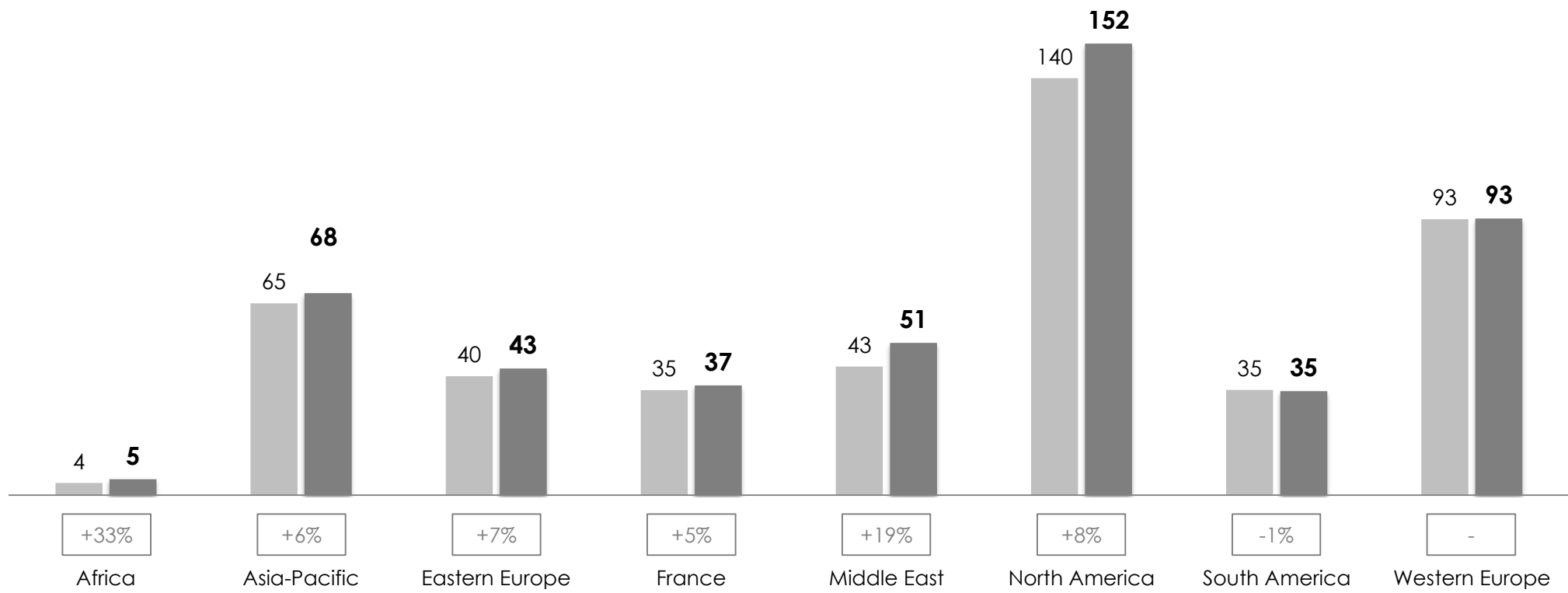
-

## 2019 sales by region

- **Continuing strong growth in North America (+8%)**
  - United States +8.6% / Market +2.6%
- **South America remains resilient within a turbulent economic environment**
  - Sales declined in Argentina / Uruguay / Chile
  - Sales grew in Mexico / Paraguay
- **A good performance in the Middle East (+19%)**
  - Montblanc & Coach
- **Further growth in Western Europe**
  - +4% excluding the change in the distribution structure in Italy
- **A good performance in France (+5%) within an overall market that contracted (-0.7%)**
  - Success of the *Montblanc Explorer* line

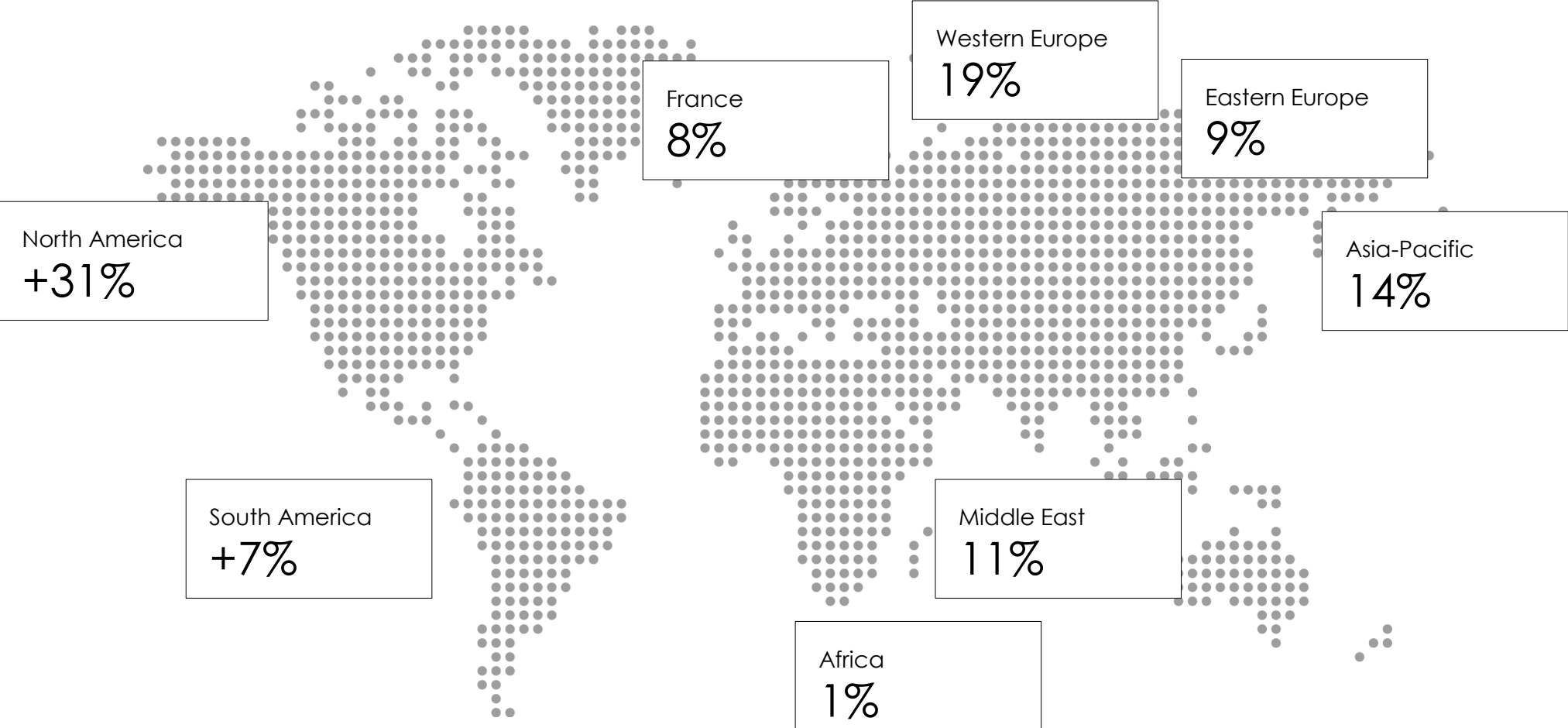
# 2019 sales by region (€m)

■ 2018 ■ 2019



# Sales mix by region

2019





## 2019 annual sales

Paris, January 28, 2020

- 

## 2019 Sales by currency

-

# Currency effect

Sales by currency (2019/2018)



- Euro: 45% (46 %)
- US Dollar: 47% (46 %)
- Pound Sterling: 6% (6 %)
- Other: 2% (2 %)



# Currency effect

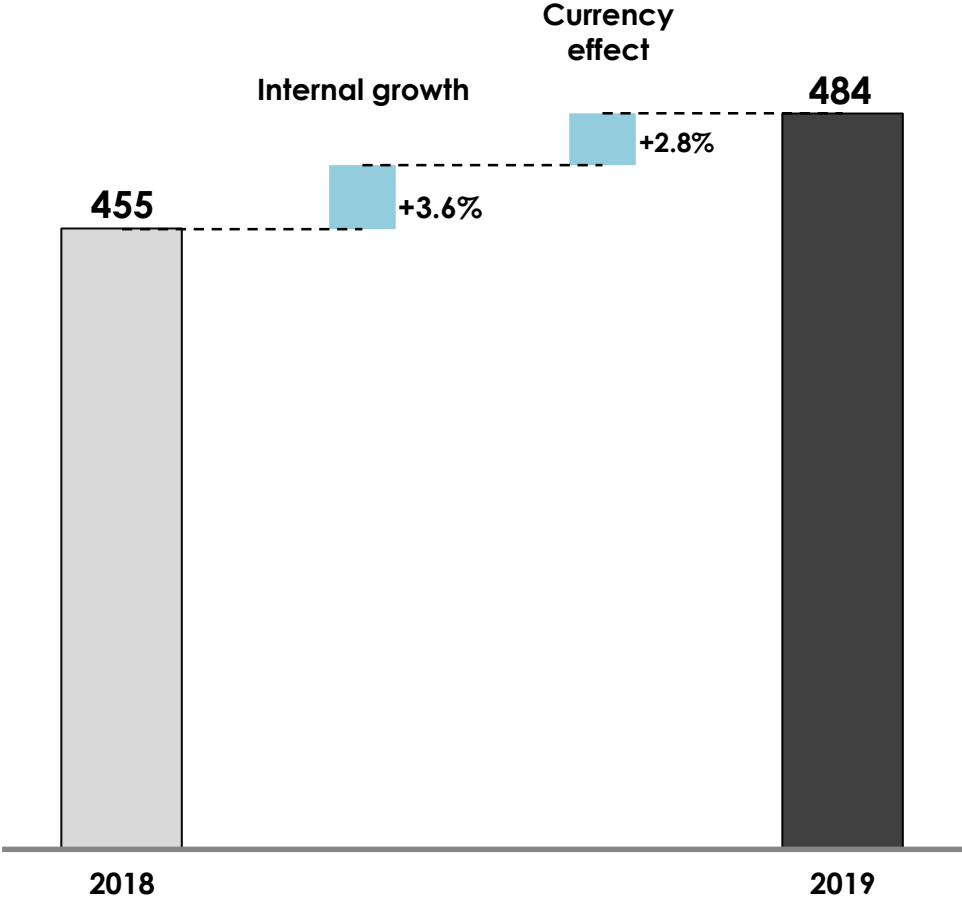
Impact on 2019 sales

Currency	Av. exch. rate 2018	Av. exch. rate 2019	Currency effect
€/\$	1.186	1.122	€12.2m
€/£	0.885	0.887	-€0.1m
€/¥	131.2	122.5	€0.5m

- Total currency effect of €12.8m
- Annual sales of €471.5m at constant exchange rates

# Currency effect

Impact on 2019 sales (€m)





2019 annual sales  
Paris, January 28, 2020

- 

**2020  
Launches**

-

## 2020 launches

- **1<sup>st</sup> half**
  - Rochas: *Byzance* (women's line) & *L'Homme Rochas*
  - Jimmy Choo: Collection (lipstick, nail polish and fragrances)
  - Coach: *Coach Dreams* (women's line)
  - Montblanc: *Montblanc Signature* (women's line)
  - Karl Lagerfeld: *Karl* (fragrance duo)



# BYZANCE



**ROCHAS**  
PARIS

# L'HOMME ROCHAS



LE NOUVEAU PARFUM

# L'HOMME ROCHAS



Interparfums /26





  
**COACH**  
NEW YORK

The New Fragrance  
**COACH DREAMS**  
*Live Yours*



## 2020 launches

- **2<sup>nd</sup> half**
  - Kate Spade: a first women's line
  - Jimmy Choo: a new women's line
  - Boucheron: a new women's line
  - Montblanc: Eau de Parfum *Legend*



2019 annual sales  
Paris, January 28, 2020

- 

**2020**  
**Budget by brand**

-



**MONT  
BLANC**

€138m  
2020 net sales(e)

-2%

28%  
of total  
Group revenue

- A period of business consolidation after the strong growth in 2019
- Launch of a new women's line (*Montblanc Signature*)
- Eau de parfum *Montblanc Legend*





# JIMMY CHOO

€107m

2020 net sales(e)

+3%

21%

of total  
Group revenue

- Further growth in 2020
- A collection of lipstick, nail polish and fragrances in H1
- Launch of a second women's line in the fall





€97m  
2020 net sales(e)

+12%

19%  
of total  
Group revenue

- Strong growth after a period of consolidation in 2019
- Launch of *Coach Dreams* (a new women's line)
- A flanker for the *Coach Man* line



Interparfums

/3



# LANVIN

PARFUMS

€50m

2020 net sales(e)

-4%

10%

of total  
Group revenue

- A reduction in sales
- No major launches in 2020
- A flanker based on *Eclat d'Arpège*





# ROCHAS

PARIS

€36m

2020 net sales(e)

+4%

7%

of total  
Group revenue

- An increase in sales
- A new women's line (Byzance)
- A new men's line (L'Homme de Rochas)



# U DE HAS





# BOUCHERON

PARIS

€19m

2020 net sales(e)

+4%

4%

of total  
Group revenue

- An increase in sales
- Launch of a new women's line in H2



# Van Cleef & Arpels

€16m

2020 net sales(e)

+4%

3%

of total  
Group revenue

- **Growth in sales**
- **Strength of the *Collection Extraordinaire* line (+25% in 2019)**





# LES PARFUMS MATIÈRES KARL LAGERFELD

## KARL LAGERFELD

€15m

2020 net sales(e)

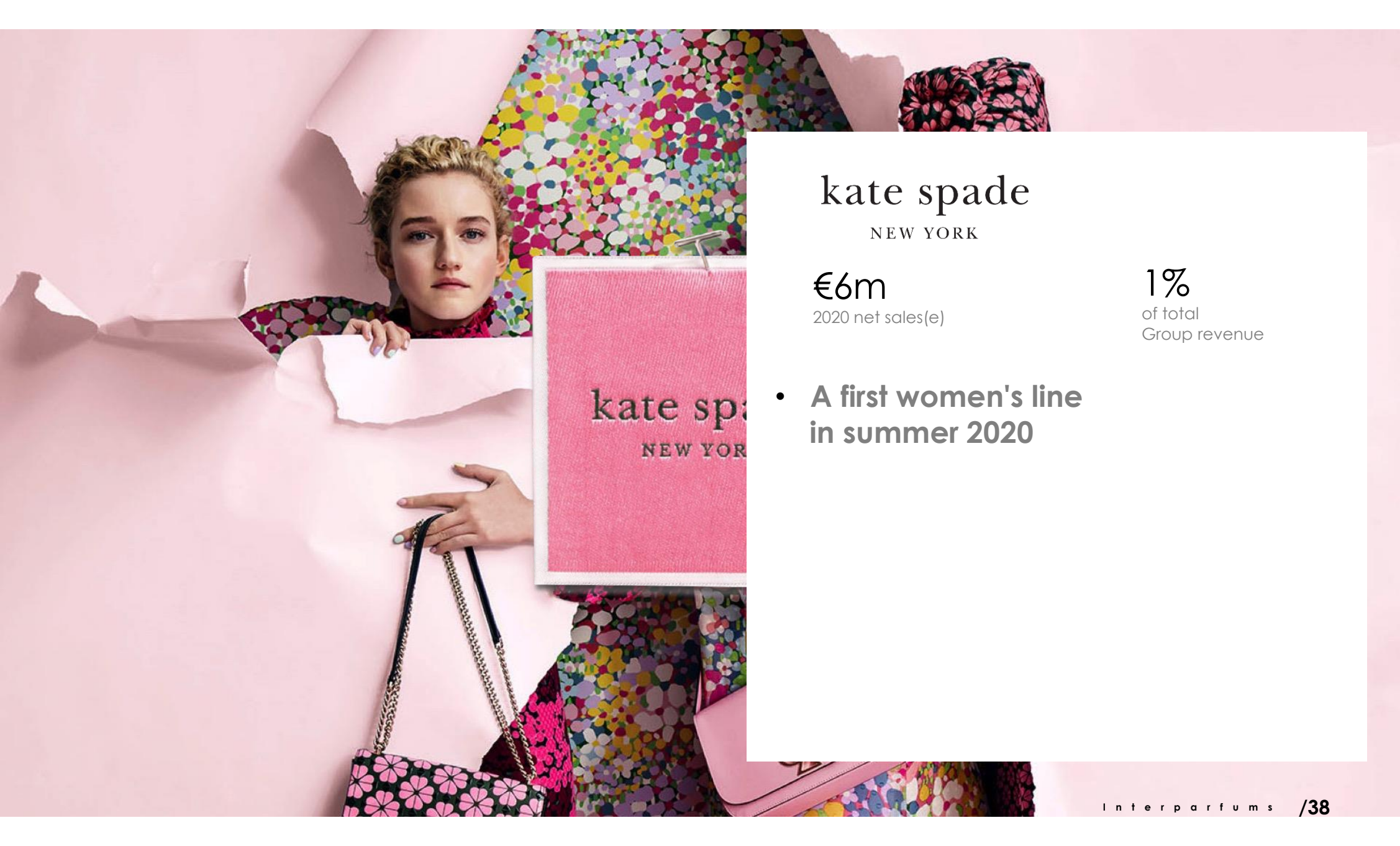
+8%

3%

of total  
Group revenue

- Growth in sales
- A new duo in H1





kate spade

NEW YORK

€6m

2020 net sales(e)

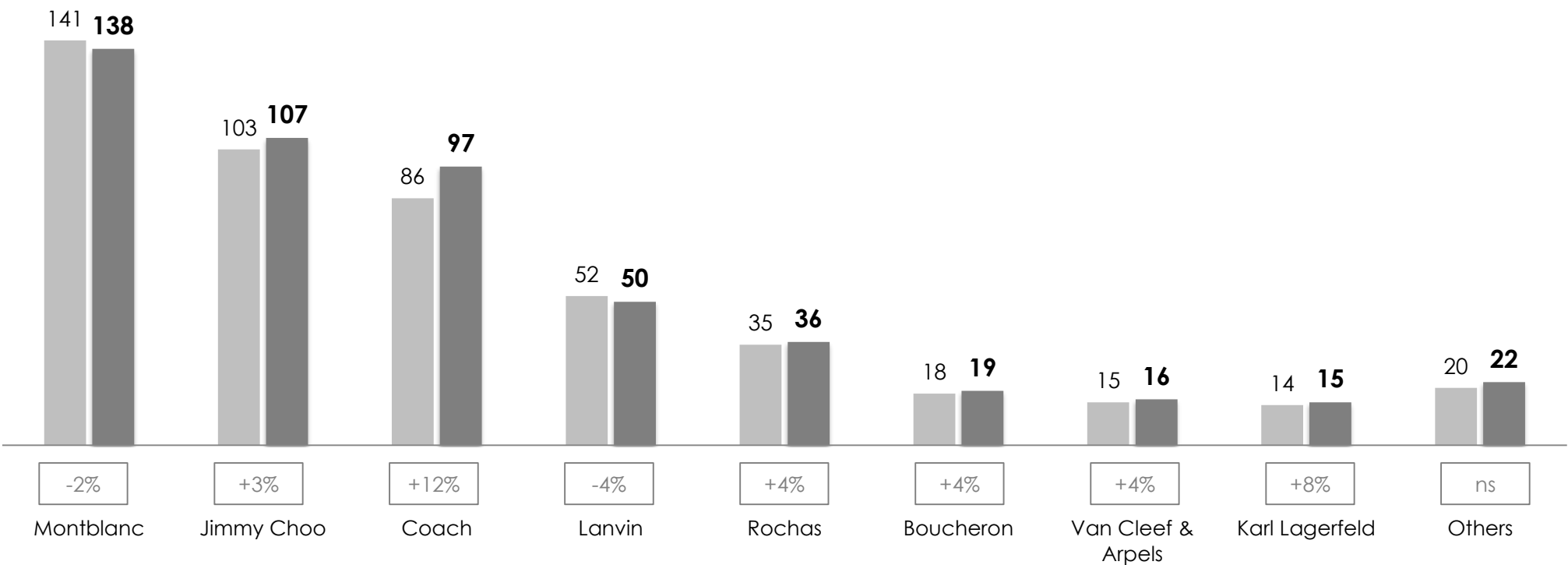
1%

of total  
Group revenue

- A first women's line  
in summer 2020

# 2020 sales by brand (€m)

■ 2019 ■ 2020(e)



2019 total net sales

**€484.3m**

2020 total net sales(e)

**€500.0m** (+3.3%)

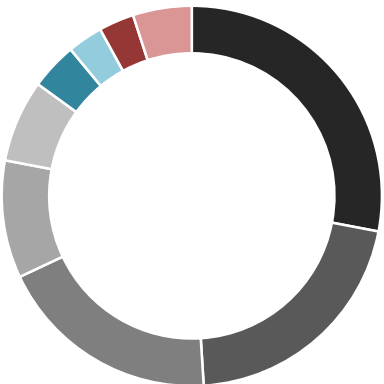
# Breakdown by brand

2019



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

2020(e)



- Montblanc: 28%
- Jimmy Choo: 21%
- Coach: 19%
- Lanvin: 10%
- Rochas: 7%
- Boucheron: 4%
- Van Cleef & Arpels: 3%
- Karl Lagerfeld: 3%
- Other brands: 5%





2019 annual sales  
Paris, January 28, 2020

- 

**2020**  
**publication schedule**

-

# Publication schedule

- **2019 annual results**

March 3, 2020 (before the opening of the Paris stock market)

- **2020 first-quarter sales**

April 23, 2020 (before the opening of the Paris stock market)

- **Annual General Meeting**

April 24, 2020 (2:00 p.m. - Pavillon Gabriel - Paris)

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

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