

Paris  
January 29, 2019

---

2018  
Annual Sales

---

interparfums

# Contents

---

- ✓ FY 2018
  - Operating highlights
  - Highlights by brand
  - Highlights by region
  - Information on results
  
- ✓ FY 2019
  - Budget by brand
  - Information on results
  
- ✓ 2020 & 2021 outlook



2018  
Annual Sales

---

FY 2018  
Operating  
highlights

---

interparfums

# Annual highlights

---

- ✓ Sales of €455 million
  - + 8% at current exchange rates
  - 11% at constant exchange rates
  - Largely outperforming initial guidance
- ✓ A remarkable performance by Coach fragrances
- ✓ Solid performances by Montblanc, Jimmy Choo and Lanvin fragrances



Growth totaling 50% in 4 years  
Average annual growth of 11%



2018  
Annual Sales

---

FY 2018  
Highlights by  
brand

---

interparfums

# 2018 sales by brand

---

- ✓ A remarkable performance by Coach fragrances
  - Sales of €84m (+66%)
  - With just one fragrance line, comprised of 5 juices and after only 2 ½ years of activity
  - Nearly 20% of total Group revenue
- ✓ Solid performances by Montblanc (-3%) and Lanvin (2%) fragrances in a year without major launches
- ✓ Further gains by Jimmy Choo (+4%) following 17% growth in 2017
  - The launch of flanker lines *Jimmy Choo Man Blue* and *Jimmy Choo Fever* in 2018 offset...
  - ... flanker lines *Jimmy Choo L'Eau* and *Jimmy Choo Man Ice* launched in 2017

# 2018 sales by brand

---

- ✓ Rochas fragrances continue to extend their market reach
  - The *Mademoiselle Rochas* Eau de toilette in 2018 after the Eau de parfum in 2017
  - In twenty countries
- ✓ New growth for Karl Lagerfeld fragrances driven by the *Les Parfums Matières* collection

# 2018 launches



**H1** – Continuing rollout  
*Montblanc Legend Night*



**March**  
*Boucheron Quatre en rose*



**March**  
*Coach Floral*



**January**  
*Repetto Dance with Repetto*



**April**  
*Collection Vanilla & Leather*



**January**  
*Lanvin Modern Princess Eau Sensuelle*





# 2018 launches



**April**  
Mademoiselle Rochas EDT



**May**  
Paul Smith Hello You



**May**  
Jimmy Choo Man Blue



**2018-2019 Fall/Winter Collection**  
Rochas fashion show

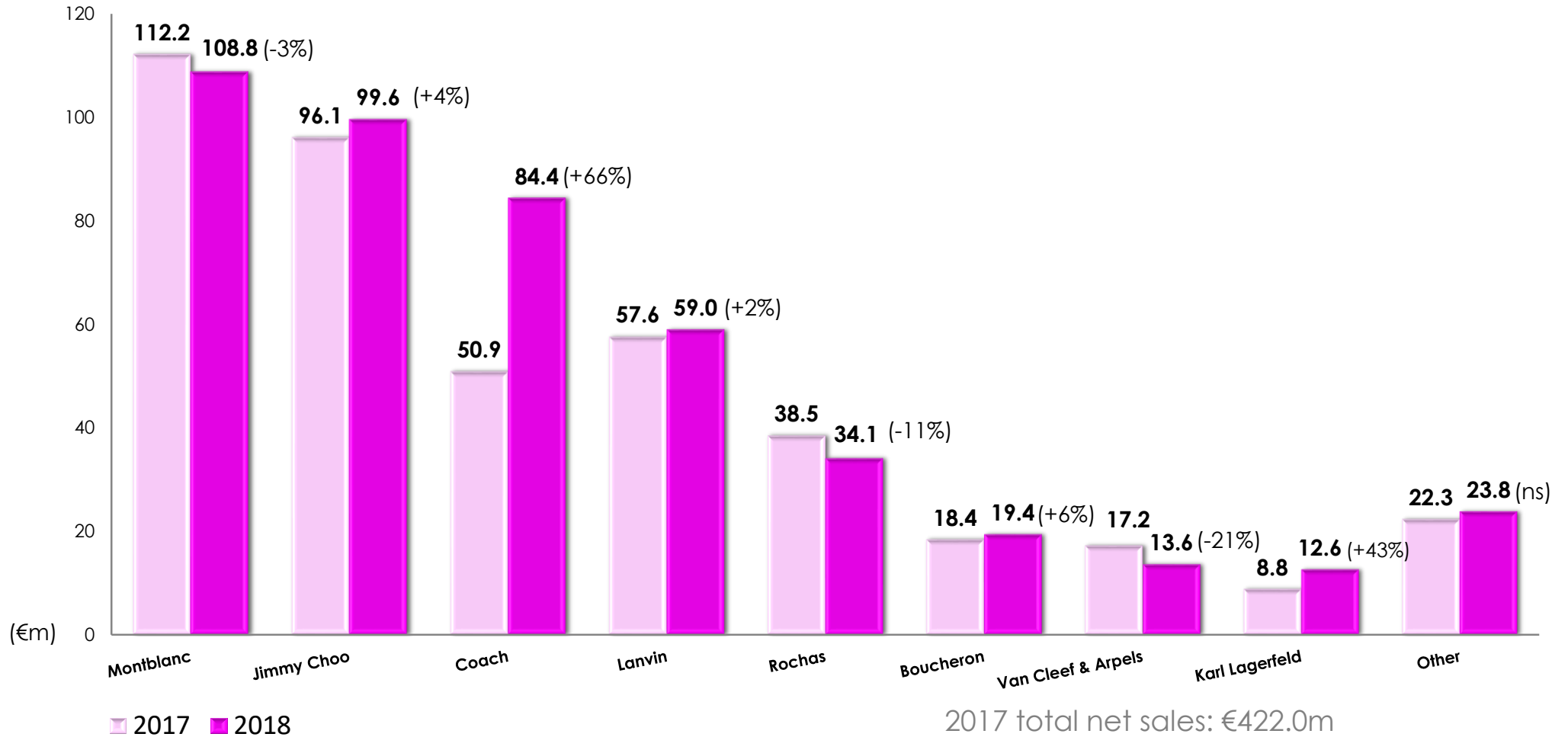


**May**  
The Boucheron collection  
Santal de Kandy



**April**  
Van Cleef & Arpels  
Néroli Amara

# 2018 sales by brand

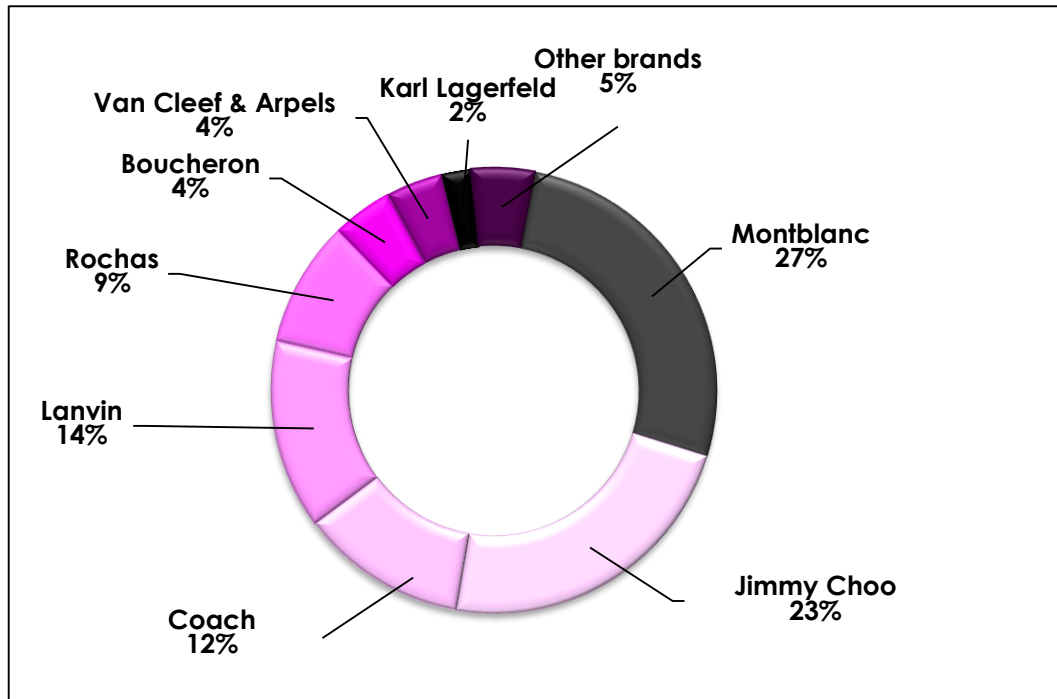


2017 total net sales: €422.0m

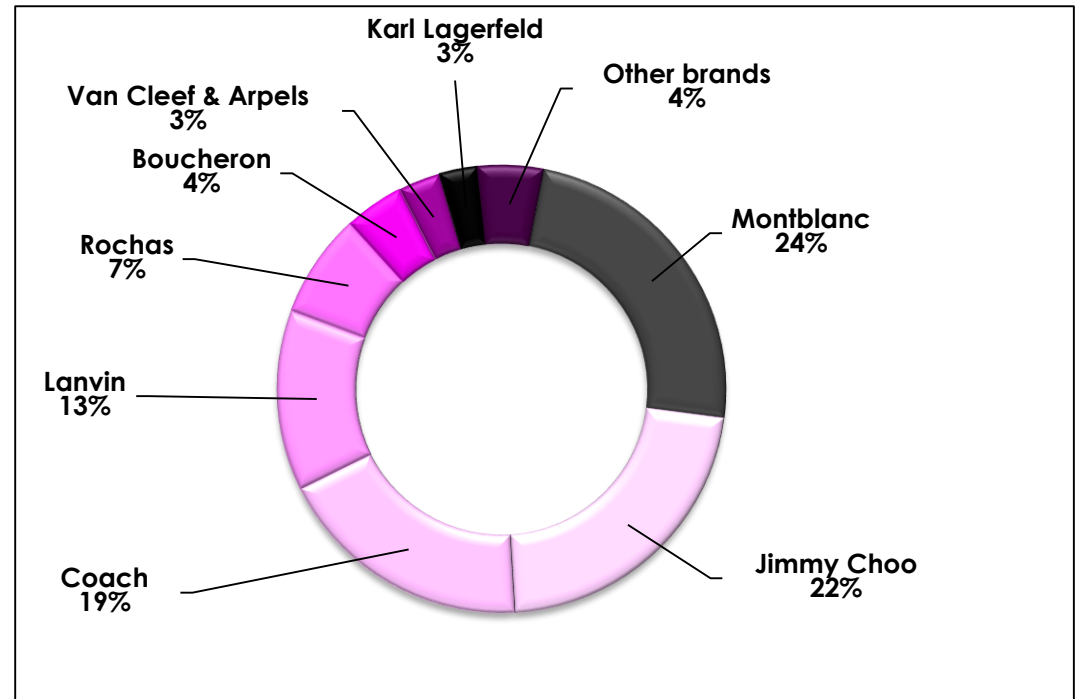
2018 total net sales: €455.3m (+8%)

# 2018 sales mix by brand

2017



2018





2018  
Annual Sales

\_\_\_\_\_

FY 2018  
Sales  
by region

\_\_\_\_\_

interparfums

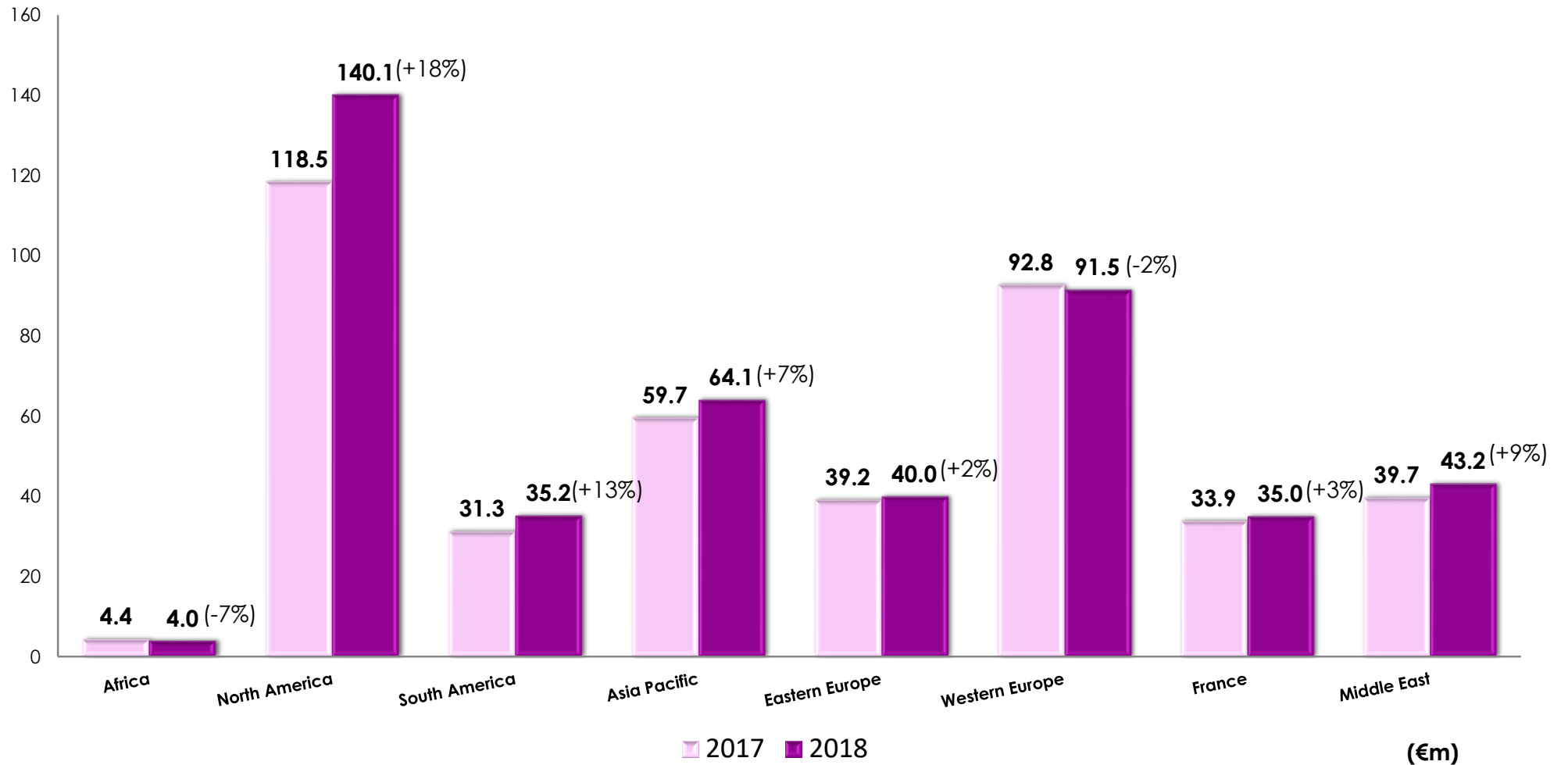
# 2018 sales by region

---

- ✓ Strong growth in North America
  - +25% at constant exchange rates in the US
  - Sales multiplied by 2 in 4 years
  - 30% of total Group revenue
- ✓ Good performance in France (+3%) within an overall fragrance & cosmetics market contracting 2%(\*)
- ✓ South America, the Middle East and Asia also benefited from the good performances of Coach fragrances
- ✓ Only Western Europe registered a marginal decline

(\* ) Source: NPD France

# 2018 sales by region



# 2018 sales by region

---





2018  
Annual Sales

---

FY 2018  
Information on  
results

---

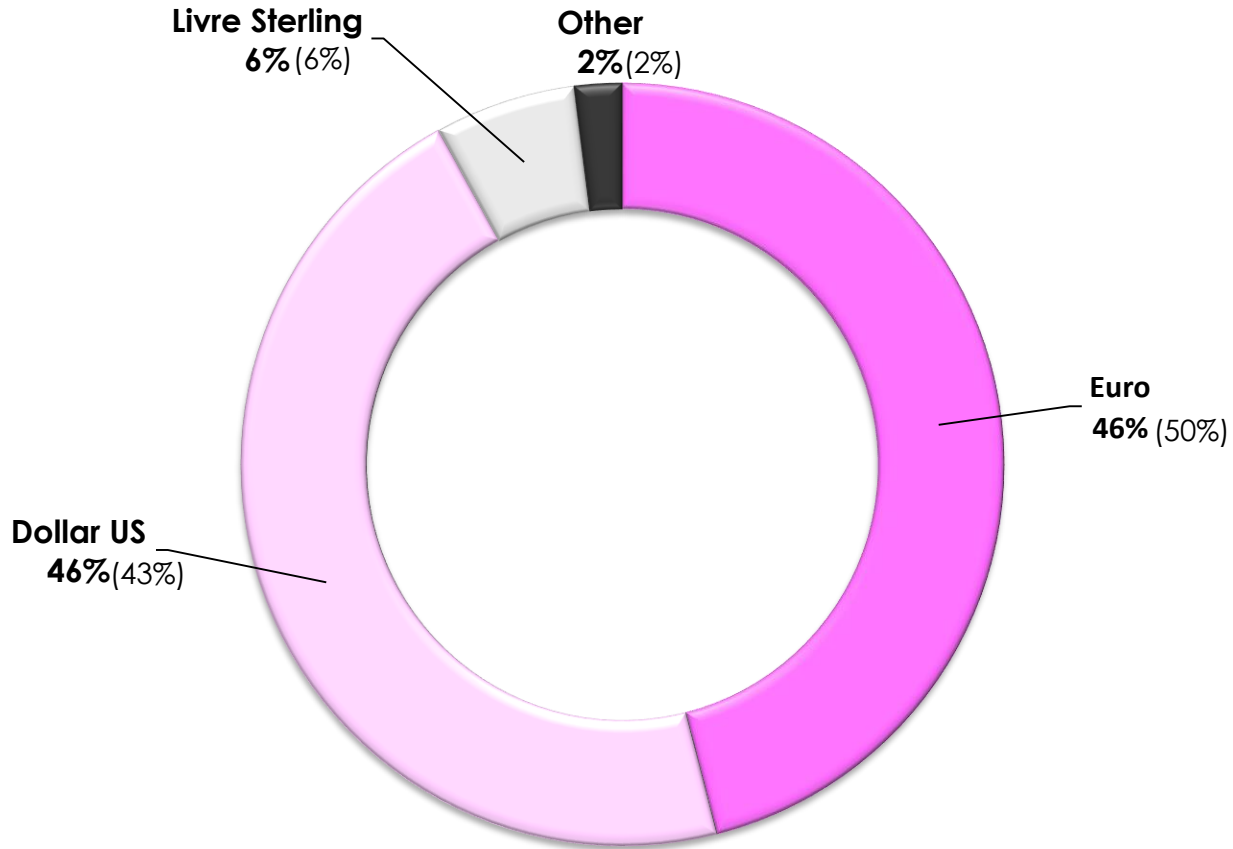
interparfums



# 2018 currency effect

---

Sales by currency (2018/2017)



# 2018 currency effect on sales

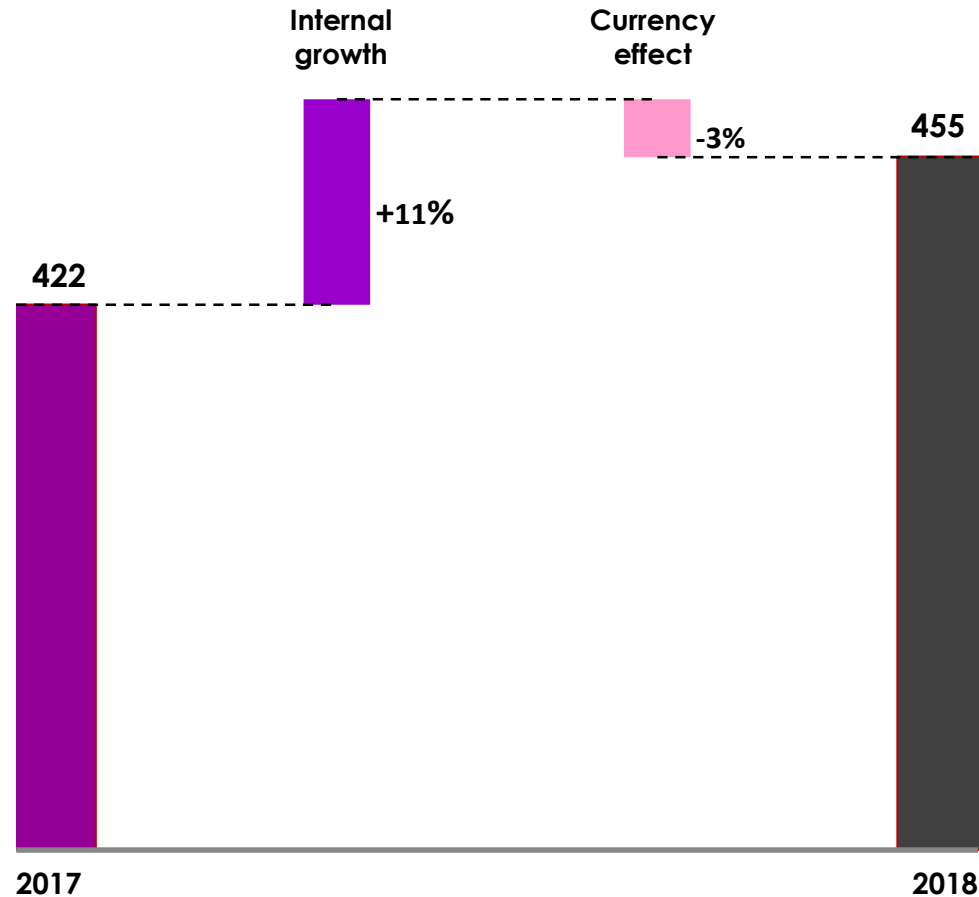
---

Currency	Av. exch. rates 2017	Av. exch. rates 2018	Currency effect
€ / \$	1.1210	1.1860	-€12.2m
€ / £	0.8780	0.8850	-€0.2m
€ / ¥	124.60	131.15	-€0.3m

- ✓ Total negative currency effect of €12.9m
- ✓ Sales up 11% at constant exchange rates in relation to 2017

# 2018 currency effect on sales

---



In €m

# 2018 income statement highlights

---

- ✓ A gross margin as a percentage of sales impacted by exchange rate trends of the US dollar in 2018
- ✓ Marketing and advertising expenses slightly exceeding the budget at the start of the year
  - > €105m in 2018
- ➔ An operating margin above 14%
- ➔ A net margin close to 10%

# 2018 balance sheet - Assets

---

- ✓ Brand assets stable
  - Rochas fragrances (€87m), Rochas fashion (€19m), Lanvin fragrances (€36m)
  - No impairment charge is expected
  
- ✓ A rise in inventories reflecting
  - Growth in sales
  - Longer delays to source components
  - Launches at the start of 2019
  
- ✓ A level of accounts receivable aligned with sales
  
- ✓ Cash and cash equivalents exceeding €200 million

# 2018 balance sheet - Liabilities

---

- ✓ Equity remaining high
- ✓ A reduction in borrowings and financial liabilities
  - Rochas loan repayment in the amount of €20m in 2018
  - Balance of €30m at 12/31/2018
- ➔ Net cash of more than €180 million expected at 12/31/2018  
(vs. €170 million at 12/31/2017)



2018  
Annual Sales

\_\_\_\_\_

FY 2019  
Budget by brand

\_\_\_\_\_

interparfums

# Montblanc

---

- ✓ 2019 net sales(e): €128m
  - Up significantly (+18%)
  - 28% of total Group revenue
- ✓ Worldwide launch early in the year of *Montblanc Explorer*, the brand's 3<sup>rd</sup> men's line
- ✓ What impact on the *Montblanc Legend* line?

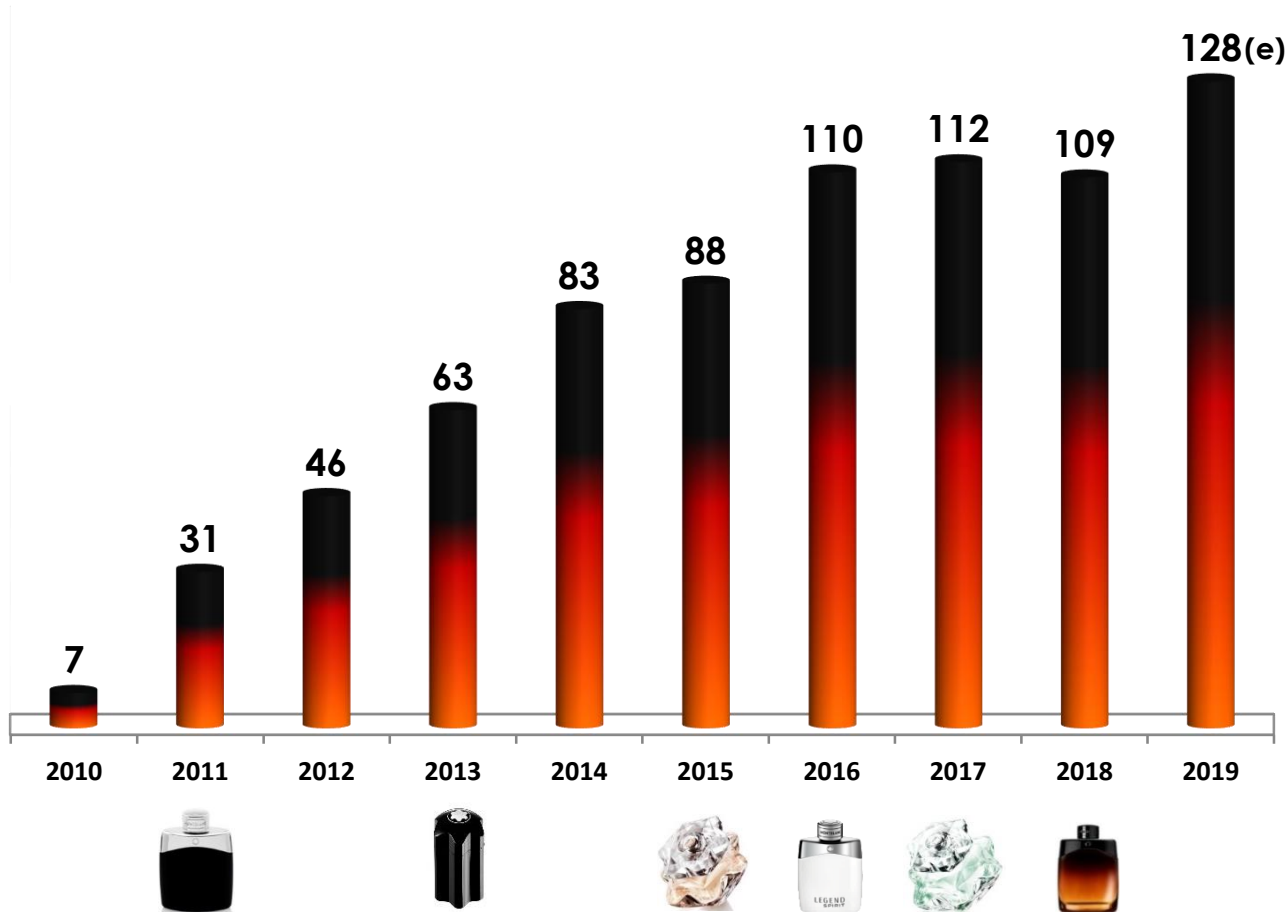




# Montblanc



Sales growth(€m)



# Jimmy Choo

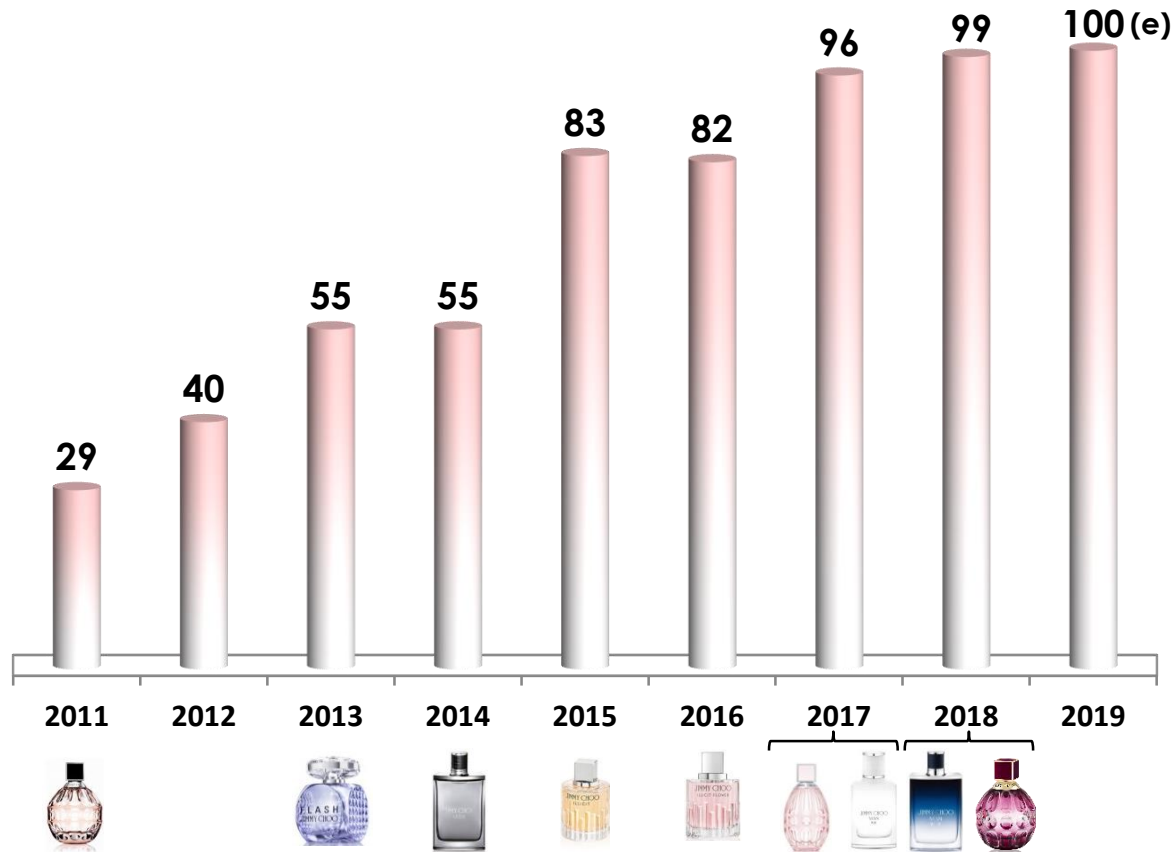
---

- ✓ 2019 net sales(e): €100m
  - Stable
  - 21% of total Group revenue
- ✓ Introduction at end of the year of a 2<sup>nd</sup> men's line with an urban art theme
- ✓ Interpretations of Jimmy Choo lines *Blossom*, *Jimmy Choo Illicit* and *Jimmy Choo L'Eau*



# Jimmy Choo

Sales growth(€m)



JIMMY CHOO



# Coach

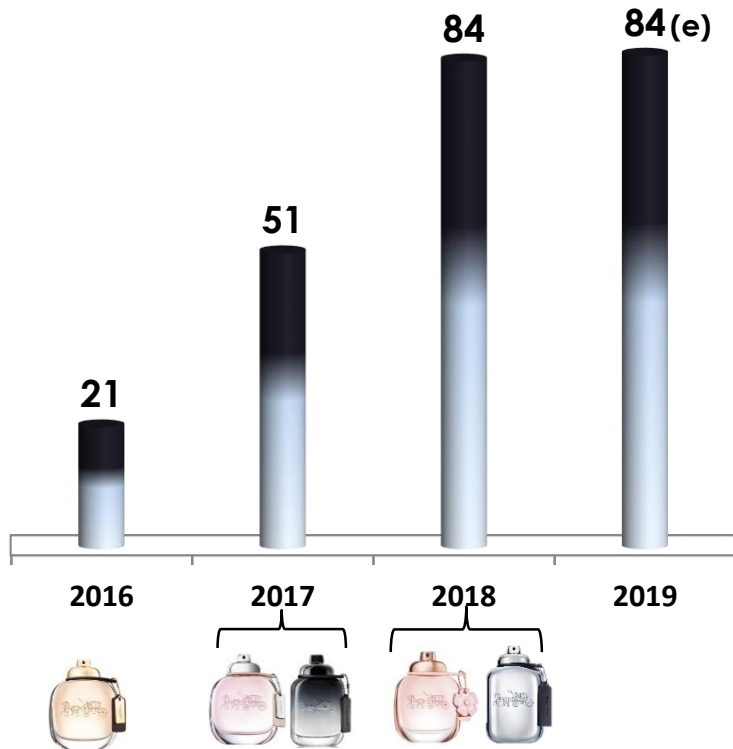
---

- ✓ 2019 net sales(e): €84m
  - Stable sales
  - 18% of total Group revenue
- ✓ A year of consolidation following two years of strong growth
- ✓ A sixth juice for the *Coach* line, a second floral interpretation of the women's line



# Coach

Sales growth(€m)



# Lanvin

---

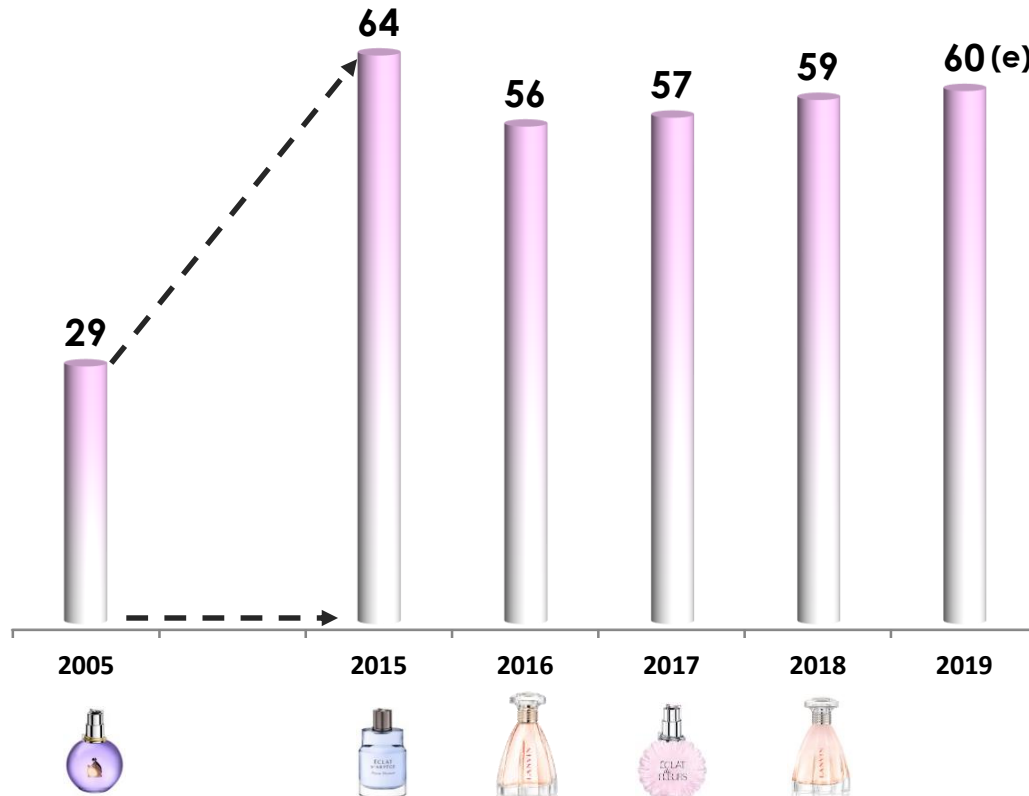
- ✓ 2019 net sales: €60m
  - Very limited growth (+2%)
  - 13% of total Group revenue
- ✓ A new Mediterranean island themed women's fragrance initiative in the summer
- ✓ Strength of the women's lines *Eclat d'Arpège* and *Modern Princess*



# Lanvin

LANVIN  
PARFUMS

Sales growth (€m)



# Rochas

---

- ✓ 2019 net sales(e): €36m
  - Sales growth (+6%)
  - 8% of total Group revenue
- ✓ Several tactical initiatives at the start of the year
  - *Moustache* line
  - Third interpretation of the *Mademoiselle* line
- ✓ A new women's fragrance initiative at the end of the year (or in early 2020)

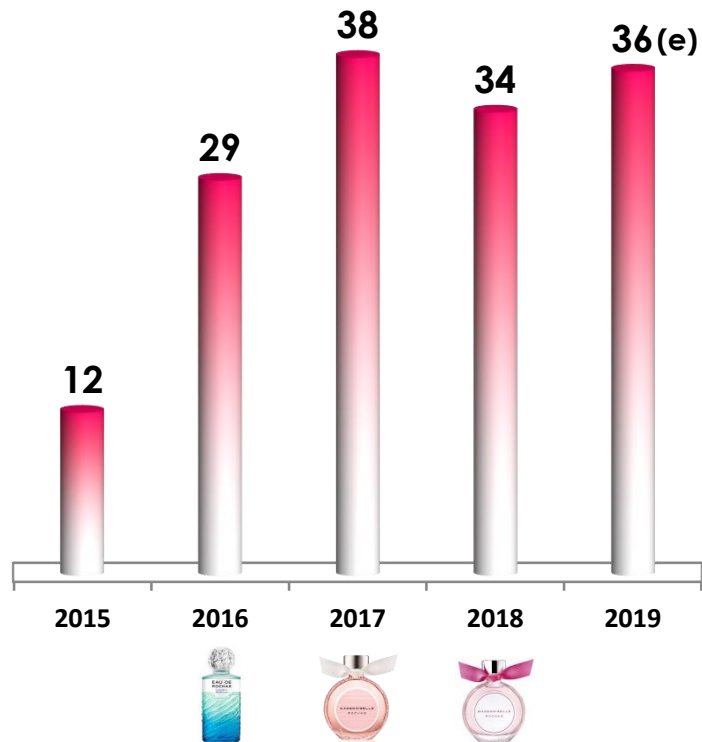




# Rochas

ROCHAS  
PARIS

Sales growth(€m)



# Boucheron

---

- ✓ 2019 net sales: €19m
  - Largely stable sales
- ✓ Launch of 2 new juices for the collection of exclusive perfume lines
- ✓ Reinterpretations of the established lines



# Van Cleef & Arpels

---

- ✓ 2019 net sales: €13m
  - Sales also largely stable
- ✓ Launch of 2 new juices within the *Collection Extraordinaire* line



# Karl Lagerfeld

---

- ✓ 2019 net sales: €12m
  - Largely stable sales
- ✓ Launch of the third fragrance duo in the *Les Parfums Matières* collection

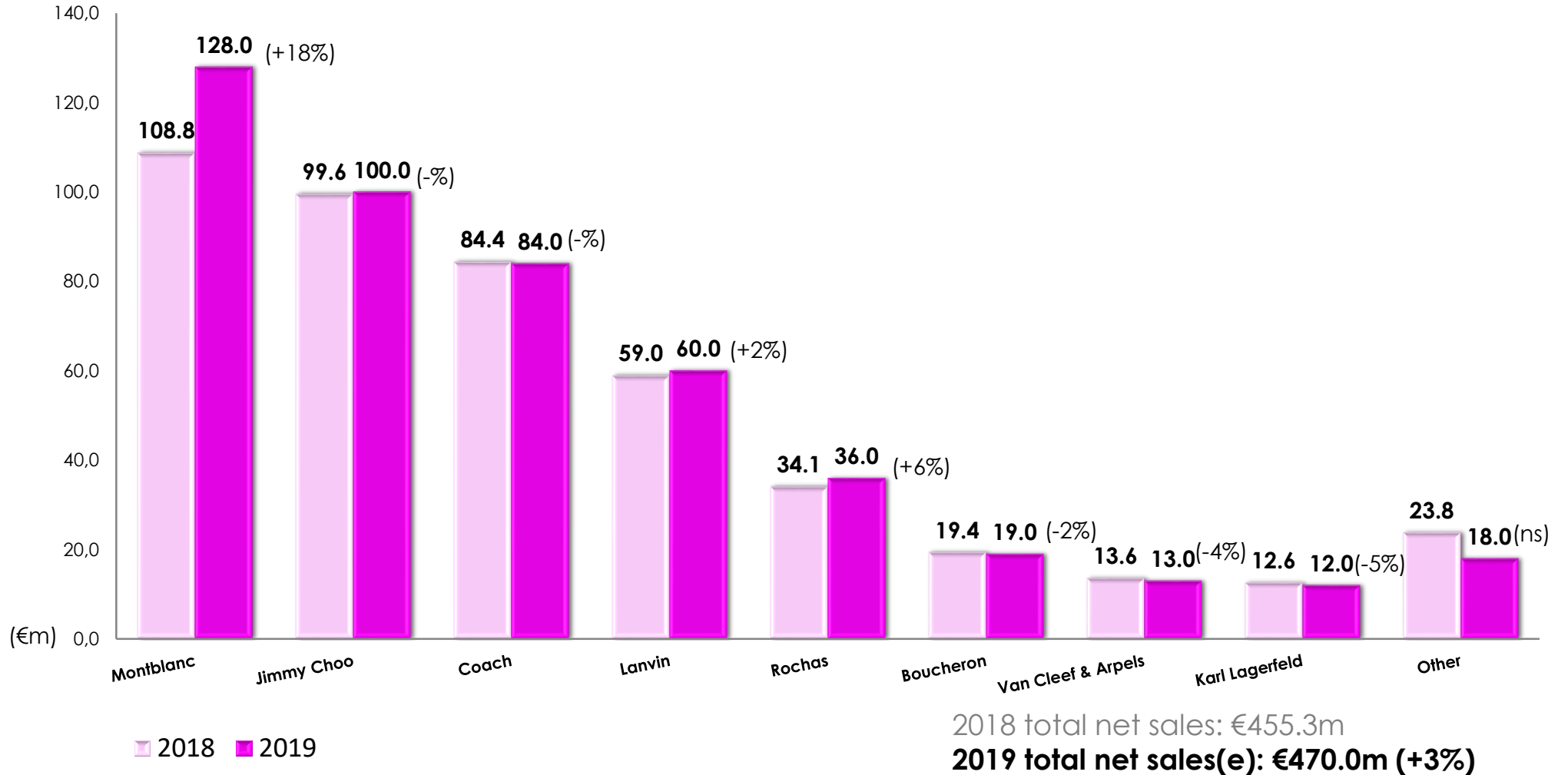


# 2019 sales by brand

---

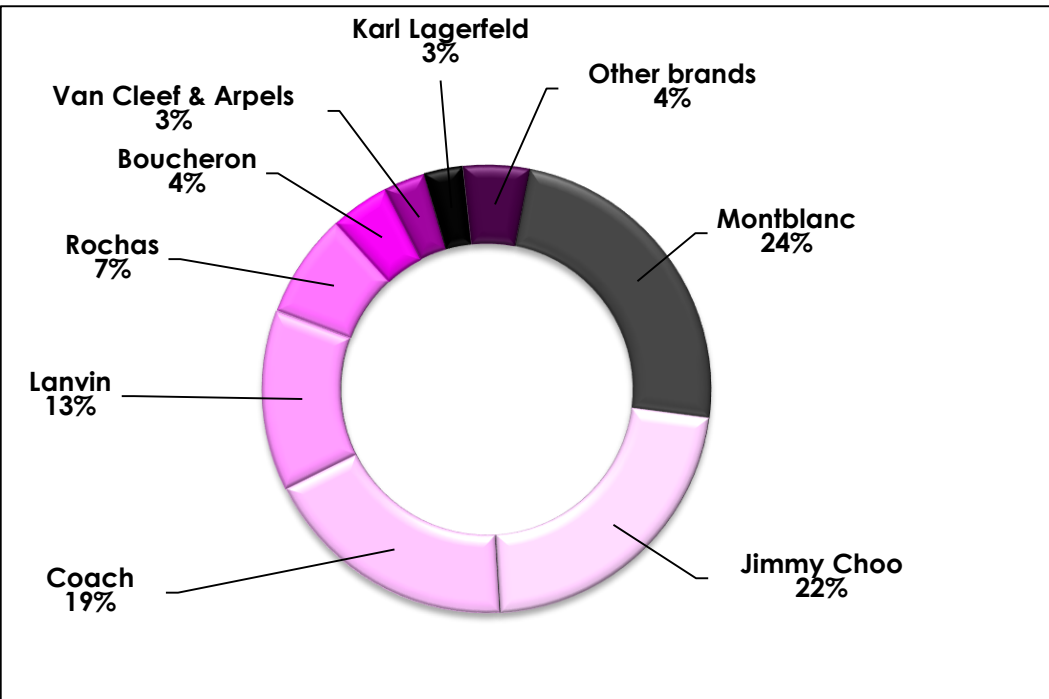
(€m)	2018	2019(e)	2019/2018
Montblanc	108.8	128.0	+18%
Jimmy Choo	99.6	100.0	-
Coach	84.4	84.0	ns
Lanvin	59.0	60.0	+2%
Rochas	34.1	36.0	+6%
Boucheron	19.4	19.0	-2%
Van Cleef & Arpels	13.6	13.0	-4%
Karl Lagerfeld	12.6	12.0	-5%
Other brands	21.6	16.0	ns
<b>Fragrance sales</b>	<b>453.1</b>	<b>468.0</b>	<b>+3%</b>
Rochas fashion royalties	2.2	2.0	ns
<b>Total net sales</b>	<b>455.3</b>	<b>470.0</b>	<b>+3%</b>

# 2019 sales by brand

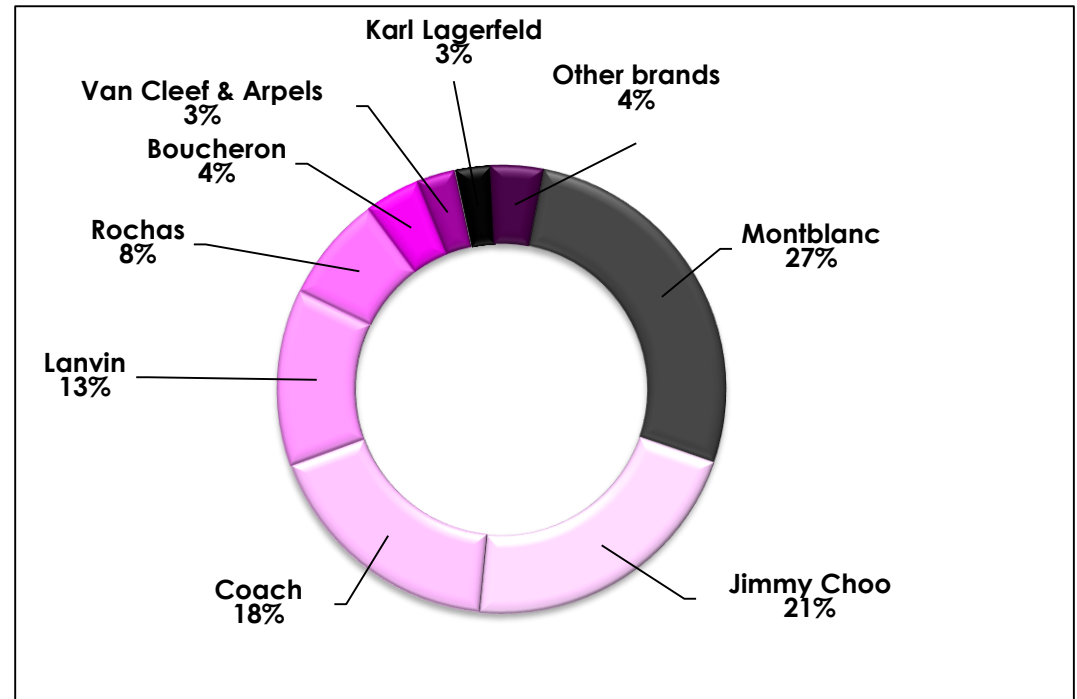


# Breakdown by brand

2018



2019(e)





2018  
Annual Sales

---

FY 2019  
Information on  
results

---

interparfums



# 2019 income statement highlights

---

- ✓ A largely stable gross margin as a % of sales based on:
  - Foreign exchange rates slightly favorable (for the moment)
  - Increases in raw material prices
  
- ✓ New increases in the marketing and advertising budget
  - Approximately €115m in 2019
  
- ✓ A stable tax rate of around 30%
  
- ➔ An operating margin of close to 14%

# Agenda

---

- ✓ 2018 annual results
  - March 4, 2019 (before the opening of trading in Paris)
- ✓ 2019 first quarter sales
  - April 25, 2019 (before the opening of trading in Paris)
- ✓ 2019 AGM
  - April 26, 2019 (Pavillon Gabriel - Paris)

FRED & PARD



2018  
Annual Sales

\_\_\_\_\_

Outlook  
2020 & 2021

\_\_\_\_\_

interparfums

# A number of projects in 2020

---

- ✓ Major launches
  - Jimmy Choo: A collection consisting of 6 fragrances, 10 lipsticks and 10 nail polishes
  - Jimmy Choo: New women's franchise
  - Coach: New women's franchise
  - Rochas: New men's franchise
  
- ✓ Spinoffs of lines, flankers of ranges or limited editions to strengthen:
  - The existing catalog of lines
  - The launches of the last few years
  
- ➔ Continuing growth in 2020... (and 2021)

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

**Interparfums**

4 rond-point des Champs-Élysées  
75008 Paris  
Tel.:+33 (0)1 53 77 00 00  
[Interparfums.fr](http://Interparfums.fr)