

interparfums

Autumn Conference – Kepler Cheuvreux

2020

Paris

September 9, 2020



- **Group profil**



Our business

Company founded

in 1982 by Philippe Benacin & Jean Madar, Interparfums is specialized in :

A portfolio of luxury brands

An international distribution network

Focused on building long-term value



Création



Développement



Manufacturing



Promotion



Distribution of perfumes



Our business consists in understanding a brand's codes in order to transpose them into the universe of fragrances

Our brand portfolio

2
own
brands

LANVIN
PARFUMS

(parfums • 2007)

ROCHAS
PARIS

(parfums
et mode • 2015)


kate spade
NEW YORK

2019 • 2030

S.T. Dupont
PARIS

1997 • 2019

Van Cleef & Arpels

2007 • 2024

11
brands
under license

Paul Smith

1998 • 2021

Repetto
PARIS

2012 • 2024


COACH
NEW YORK

2016 • 2026


MONCLER

2020 • 2026

**MONT
BLANC** 

2010 • 2025

JIMMY CHOO

2010 • 2031

BOUCHERON
PARIS

2011 • 2025

KARL
KARL LAGERFELD

2012 • 2032

Our know-how

Marketing expertise



Concepts perfectly adapted to the image and positioning of each brand which "tell a story"



A complete range of marketing tools adapted to each line and each country, encompassing traditional media plans to social media campaigns

Manufacturing expertise



A well-crafted and well-executed 18-month production process from conception, the development of components to the production of finished goods



A core group of specialized supplier partners (glass, boxes, fragrance, packaging,...) for products of the highest quality

Our know-how

Distribution expertise



A highly responsive logistics capability with extremely short preparation cycles



A presence in nearly 120 countries and 20,000 points of sale through a network of highly efficient long-standing partners (subsidiaries, agents, distributors)

An efficient **organization**



Specialized and experienced teams



Short processes and rapid decision-making cycles

Our values

A unique relationship with each brand



A shared development strategy



Ongoing shared communication initiatives



Rapid validation processes by the different parties



Dedicated marketing teams

Corporate citizenship



A well-established corporate culture perpetuated from one year to the next



A strong sense of social responsibility

Distribution

France – 1 400 doors

- **Retailers**

80 % of the French market



- **Groups**



- **Department stores**



Distribution

International market (through subsidiaries or independent agents) – 20 000 doors

- Europe



- United States



- Asia



Our competitors

Mainly license

L'ORÉAL

GIORGIO ARMANI

YVES SAINT LAURENT

RALPH LAUREN

DIESEL

SHISEIDO

DOLCE & GABBANA

ISSEY MIYAKE

narciso rodríguez

ELIE SAAB

COTY

HUGO
HUGO BOSS

LACOSTE

BALENCIAGA

Chloé

GUCCI

Calvin Klein

EuroItalia

MOSCHINO

MISSONI

VERSACE

(Fragrances market : €25bn)

Mainly trademarks

LVMH

Dior BVLGARI GIVENCHY

KIENZO

GUERLAIN

CHANEL

ESTÉE
LAUDER
COMPANIES

HERMÈS
PARIS

PUIG

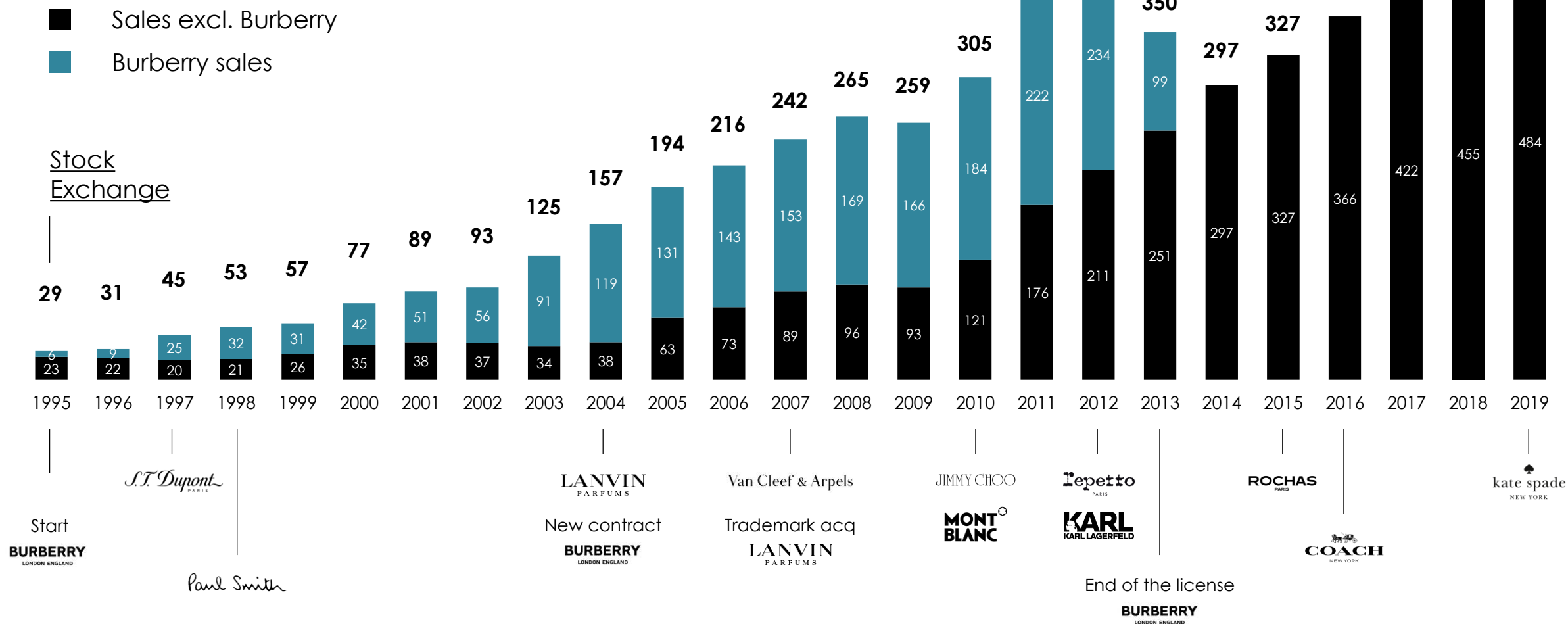
paco rabanne

NINA RICCI

Jean Paul
GAULTIER

Our sales 1995-2020 (in M€)

Sales multiplied by 16 in 24 years



Other key figures (2019)

Product shipments : **€25m**

Gift set shipments : **€2.7m**

330 people



220
in Paris



25
in France



65
in New York



20
in Singapour



Long term business strategy

Grow the business of each brand step by step

- Montblanc 20 M€ in 2009 -> 140 M€ in 2019
- Jimmy Choo 0 M€ in 2010 -> 100 M€ in 2019
- Coach 10 M€ in 2014 -> 86 M€ in 2019
- Burberry 2 M€ in 1995 -> 235 M€ in 2012 (over)

Brick & Mortars + digital + e-commerce tools

... and significant profitability...

ESG top priorities

Keep high employer values

- Historical principles
- A broad mix of competencies and profiles
- Constant attention paid to working conditions
- An attractive compensation policy

Keep high social values

- Relations with licensors
- Relations with customers
- Relations with industrial partners

ESG top priorities

Develop environment subjects

- The choice of innovative techniques and materials respecting the environment (recyclable materials)
- A High Quality Environment certified warehouse
- Initiatives under preparation aligned with new trends



Eco-responsible
development



Natural
ingredients

- **H1 2020
highlights**



H1 2020 highlights

- A severely disrupted global perfumes and cosmetics market



Nearly all points of sale closed in mid-March



Partial and gradual reopenings since

- Sales lower for all brands and in all countries



Sales

€139.3m

(-42 % at current exchange rates)



Resilient performances by *Coach* and *Rochas* fragrances

- Earnings hold their ground



Operating profit

€10.4m

(operating margin: 7.5%)



Net income

€8.9m

(net margin: 6.4%)

H1 2020 highlights

- Launches in the beginning of the year



Coach Dreams



The Rochas Man



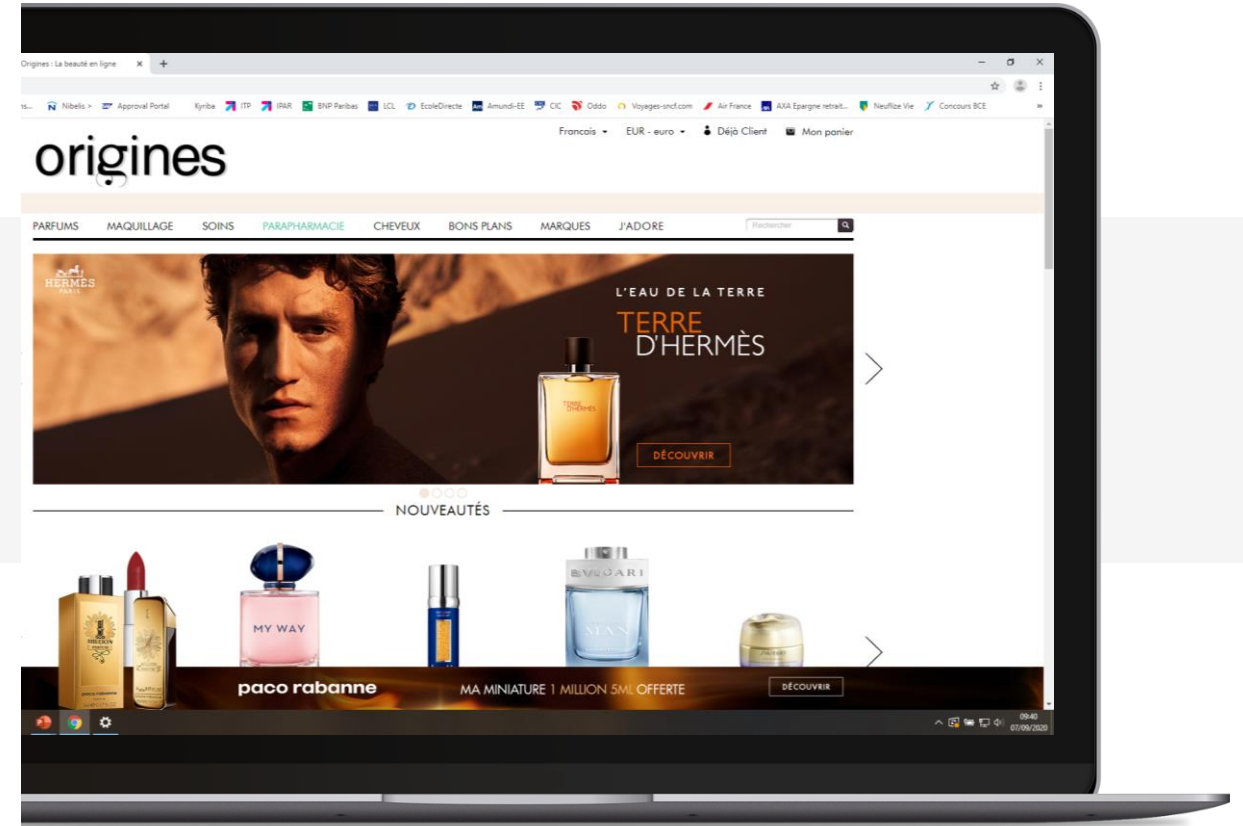
Coach Man Blue



Montblanc Signature

www.origines-parfums.fr

- With a key position in the French market and approved by the brands
- €40m in sales in 2019, long-term objective of €100m
- A 25% equity stake and a €12.5m capital increase (name recognition and internal organization)



Moncler license

- **A 6 ½ year license agreement with an option to be extended for an additional 5 years**
- **Creation, production and distribution of perfumes and fragrance-related products**
- **Development of a first fragrance line planned for Q1 2022**

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