

Kepler Cheuvreux Roadshow Londres May 23, 2019

interparfums

Contents

- Group profile
- Corporate social responsibility
- Key figures
- 2019 in review
- 2019 brand highlights
- Q1 2019 business highlights
- 2020-2021 outlook
- Share information



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Group profil

Our business – our strategy

- A company founded in 1982 by Philippe Benacin & Jean Madar, Interpartums is specialized in
 - the creation
 - the development
 - and the distribution of perfumes
- A portfolio of luxury brands
- Supported by an extensive international distribution network
- Focused on building long-term value

Our brand portfolio

9 brands under license / 2 own brands





JIMMY CHOC





(perfumes) (2007)



(1998 • 2021) (2010 • 2031)



(2012 • 2032)



(fragrances and fashion) (2015)

Van Cleef & Arpels

 $(2007 \cdot 2024)$

BOUCHERON

 $(2011 \cdot 2025)$



 $(2016 \cdot 2026)$

Our brand portfolio























License agreements

- License granting a right to use the brand
- For long-term periods (10 years, 15 years, 20 years or more)
- In exchange for meeting qualitative obligations:
 - distribution network
 - number of launches
 - nature of advertising expenses...
- In exchange for meeting quantitative obligations:
 - royalties (procedures for calculation, amount and minimum commitment)
 - advertising expenses (budgets, amount and minimum commitment)

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
- advertising tools targeted by line and country, from traditional media to social media

Manufacturing expertise

- a thoroughly managed 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,...)
- a permanent requirement 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)
- regular promotional plans and events at points of sale

An efficient organization

- specialized and experienced teams
- short processes and rapid decision-making cycles

Our values

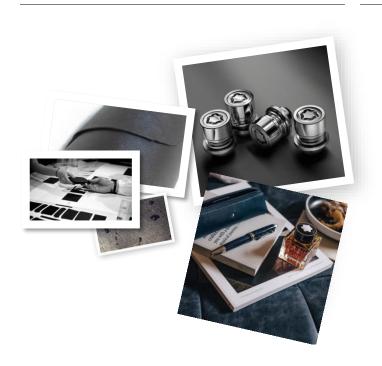
A unique relationship with each brand

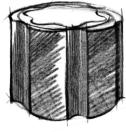
- a shared development strategy
- ongoing shared communication initiatives
- rapid validation processes by the different parties
- dedicated marketing teams

Corporate citizenship

- a well-established corporate culture perpetuated from one year to the next
- a strong sense of social responsibility

Creation of a product line (2 to 3 months)









Validation by the brand

Manufacture of components (3 to 6 months)



Bottles



Packaging



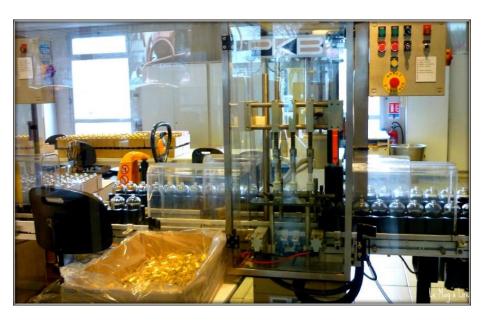
Fragrance (juice)

Validation by the brand

Manufacture of finished products (2 months)



Packaging chain



Packaging chain

Validation by the brand

Production of POS materials



Logistics (2018 data)



French Distribution

Retailers







80 % of the French market

Groups







Department stores







Distribution in international markets (through subsidiaries or independent agents)

Europe United States Asia







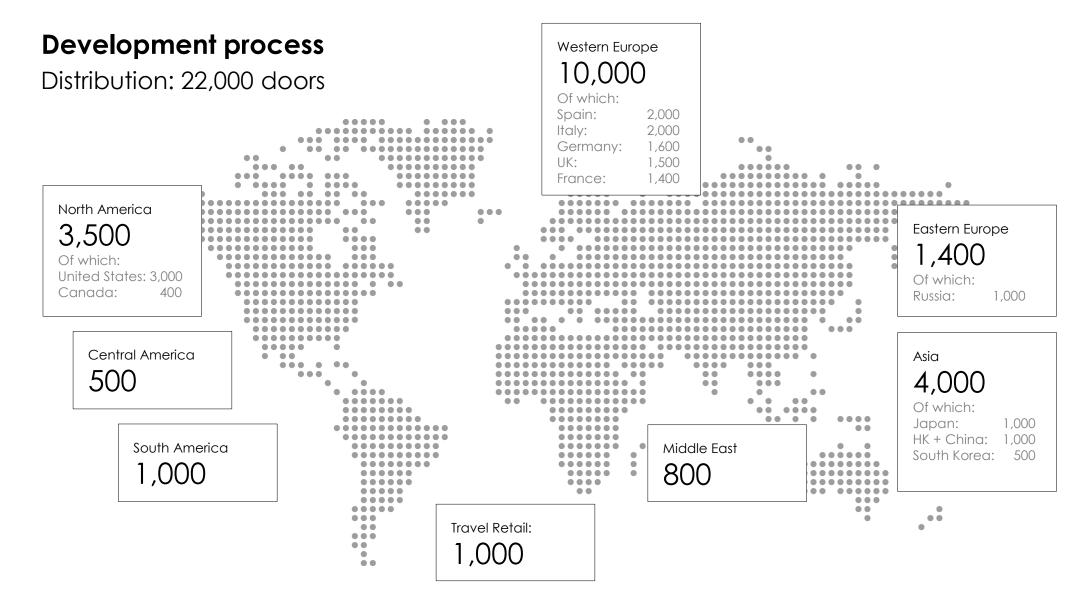












Worldwide cosmetics market:

Total €200bn

By segment



■ Fragrances: 12%

■ Hair products: 22%

■ Hygiene: 10%

■ Make up: 19%

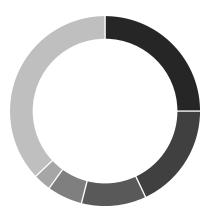
Skincare: 37%

62% Women's 33% Men's 5% Mixt

or €25bn

Source: 2017 L'Oréal annual report

By region



■ North America: 25%

■ Western Europe: 18%

■ Latin America: 11%

■ Eastern Europe: 6%

Africa, Middle East: 3%

Asia, Pacific: 37%

Competition

Groups with brands under license agreements

- L'Oréal (Giorgio Armani, Ralph Lauren, Yves Saint Laurent, Diesel...)
- Coty (Hugo Boss, Lacoste, Gucci, Calvin Klein, Chloé, Balenciaga...)
- Shiseido (Dolce Gabbana, Issey Miyake, Narciso Rodriguez, Elie Saab...)

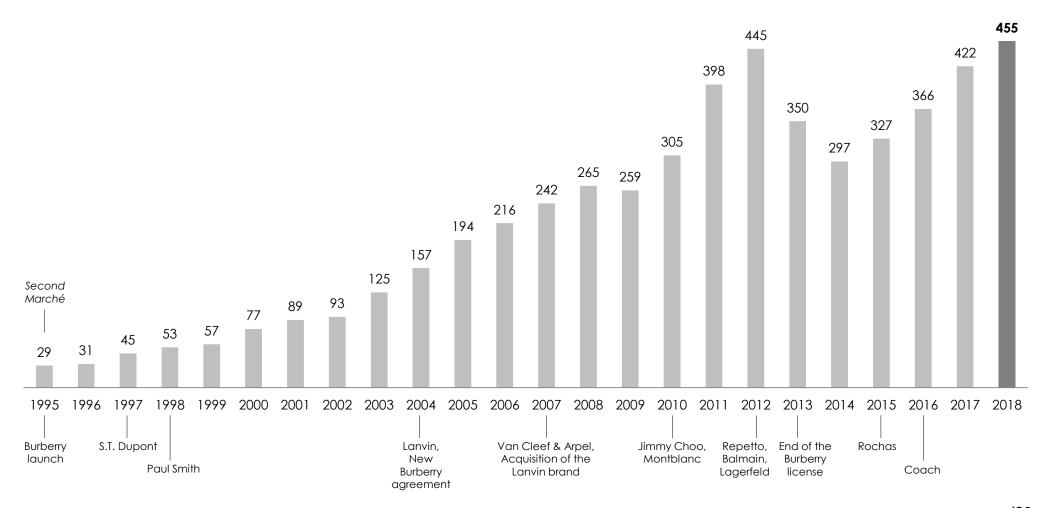
Groups with proprietary brands

- LVMH (Dior, Guerlain, Kenzo, Givenchy, Bulgari)
- Puig (Paco Rabanne, Nina Ricci, Jean Paul Gaultier...)
- Clarins (Azzaro, Thierry Mugler)
- Chanel
- Estée Lauder
- Hermès

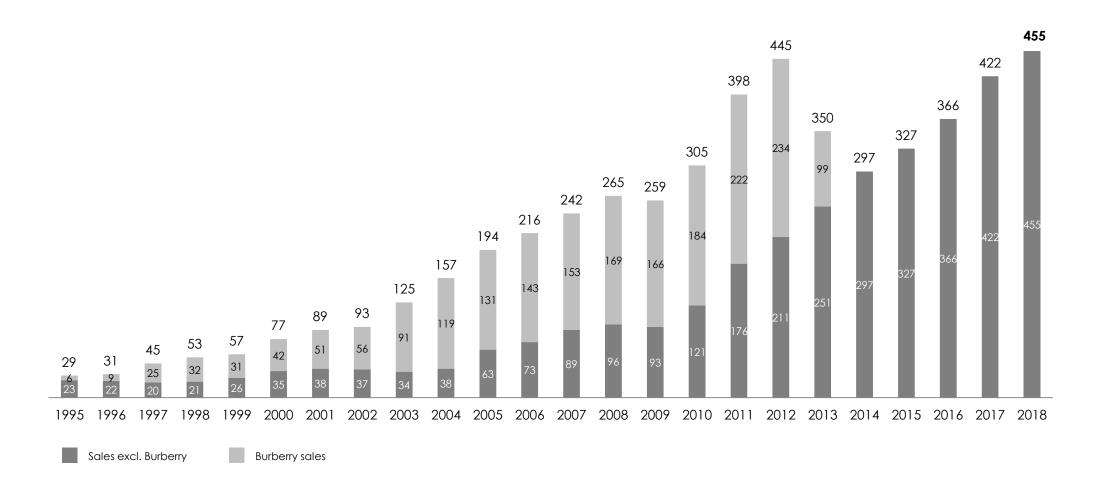
⁽¹⁾ Source: L'Oréal estimate of the global cosmetics market in 2017 based on manufacturers' net prices (excluding soaps, oral hygiene, razors and blades and excluding currency effects).

Sales highlights: 1995-2018 (€m)

Sales have grown by a multiple of nearly 15 in 23 years

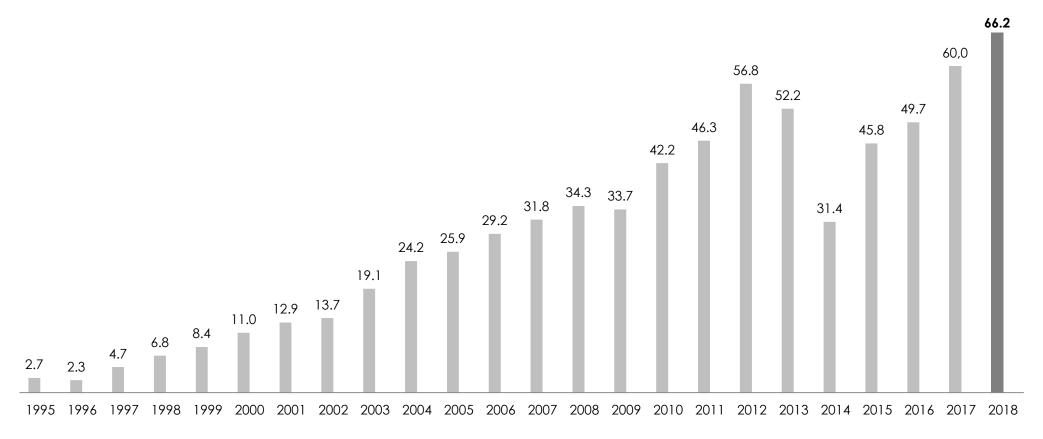


Sales highlights: 1995-2018 (€m)



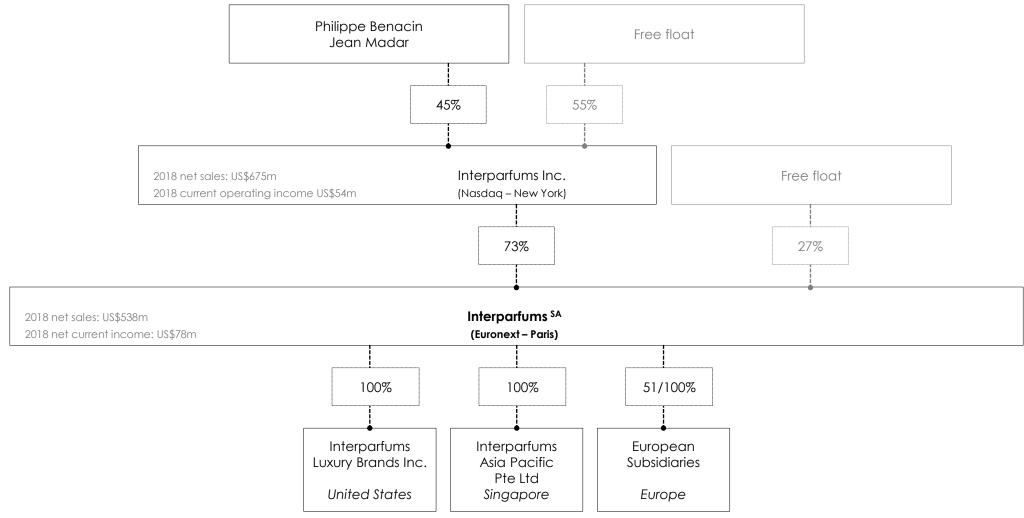
Operating profit: 1995-2018 (€m)

Current operating income multiplied by 24 in 23 years



Interpartums /23

Group organization



Internal organization of Interpartums Paris

General Management

Philippe Benacin
 Chairman and Chief Executive Officer

- Frédéric Garcia-Pelayo Executive Vice President and Chief International Officer

Philippe Santi
 Executive Vice President, Chief Financial & Legal Officer

5 departments

Production & Logistics Export
Marketing 1

Export
Marketing 2

French Distribution

Finance



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Corporate social responsibility

Corporate governance

Board of Directors

- 10 members
 - Philippe Benacin (Chairman-CEO)
 - Jean Madar (Director)
 - Frédéric Garcia-Pelayo (Director and Executive Vice President)
 - Philippe Santi (Director and Executive Vice President)
 - Maurice Alhadève (ex IFF, Haarman & Reimer) (*)
 - Patrick Choël (ex Unilever, LVMH) (*)
 - Chantal Roos (ex BPI, YSL Parfums, Gucci)
 - Dominique Cyrot (ex Allianz) (*)
 - Marie-Ange Verdickt (ex Financière de l'Échiquier) (*)
 - Véronique Gabaï-Pinsky (ex L'Oréal, Guerlain and E. Lauder)
- 4 women (40%)
- 4 independent directors (40%)

Audit Committee

- 4 members(*)
- 2 women (50%)
- 3 independent members (75%)

Employer values

Historical principles

- a family-style management culture based on a flexible hierarchical model
- an "Interpartums spirit" promoting a sense of belonging
- adhering to all strong ethical values
- sharing ideas and decisions
- absence of discrimination

A broad mix of competencies and profiles

- diversity in recruitment profiles based on competencies, experiences, qualifications and personalities
- significant training plans covering all business components and crosscorporate areas

Employer values

Constant attention paid to

- working conditions (working spaces, equipment, posture,..)
- workload and the right to disconnect outside of working hours
- psycho-social risks (availability of outside counseling services)

An attractive compensation policy

- compensation levels in line with or above market standards
- profit-sharing benefits exceeding legal obligations
- a company savings plan
- a company pension plan
- an Interparfums shareholders fund
- employee equity incentives in the form of restricted stock unit plans

Employer values

Employment indicators monitored

- an extremely low accident rate
- an extremely low absenteeism rate
- a limited turnover rate
- average seniority at a significant level

Social values

Relations with licensors

- maintaining close relations with the general management of each brand
- developing products that respect the codes of each brand
- dedicated teams

Relations with customers

- long-standing relations with distributors
- taking into account the specific characteristics of each market and country
- spearheading market activity in the field and through seminars bringing together all distributors

Social values

Relations with industrial partners

- long-standing relations with industrial partners
- developing specific communications tools
- implementing guidelines on "Good Manufacturing Practices"
- consumer health and safety measures
- supporting innovation

Sponsorship

- sponsorship and supporting voluntary sector organizations in the fields of solidarity, children, combating exclusion and health
- financing voluntary-sector projects (aid in the construction of a library in the island of Sulawesi)

The environment

Production

- contributing to the development of a virtuous policy with industrial partners (recycling and waste elimination initiatives)
- the choice of innovative techniques and materials and respecting the environment (recyclable materials, eliminating solvents)

Warehouse

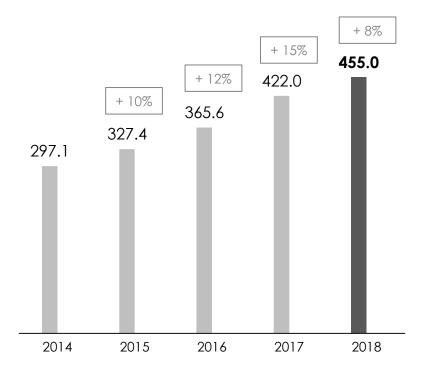
- a HQE certified warehouse
- located at the crossroads of manufacturing plants and near the port of Le Havre to reduce transportation-generated CO² emissions



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Key figures

Sales (€m)



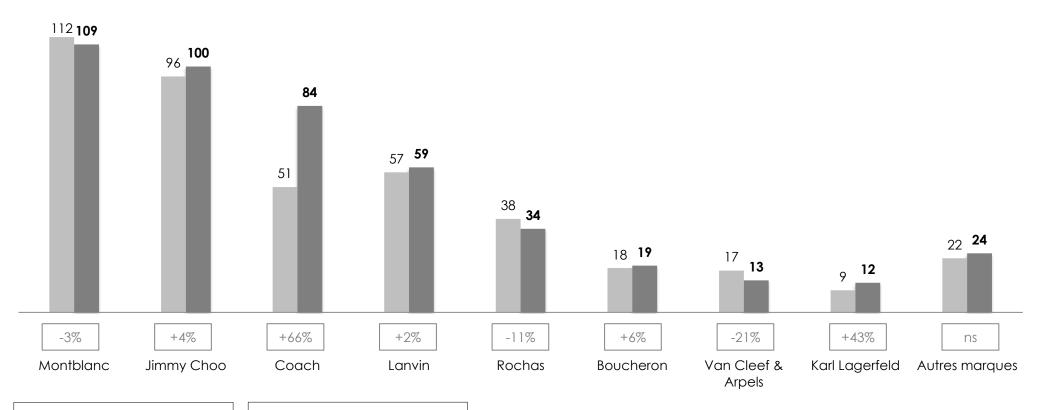
Growth totaling 53% in 4 years

Growth outperforming the perfume market overall

Growth outperforming the competition

Highlights by brand (€m)

■ 2017 **■** 2018

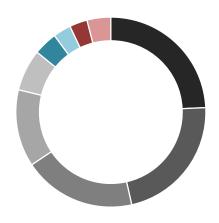


2017 total net sales €422.0m

2018 total net sales **€445.3m** (+8%)

A balanced brand portfolio

2018 sales by brand



■ Montblanc: 24%

Jimmy Choo: 22%

■ Coach: 19%

■ Lanvin: 13%

Rochas: 7%

■ Boucheron: 4%

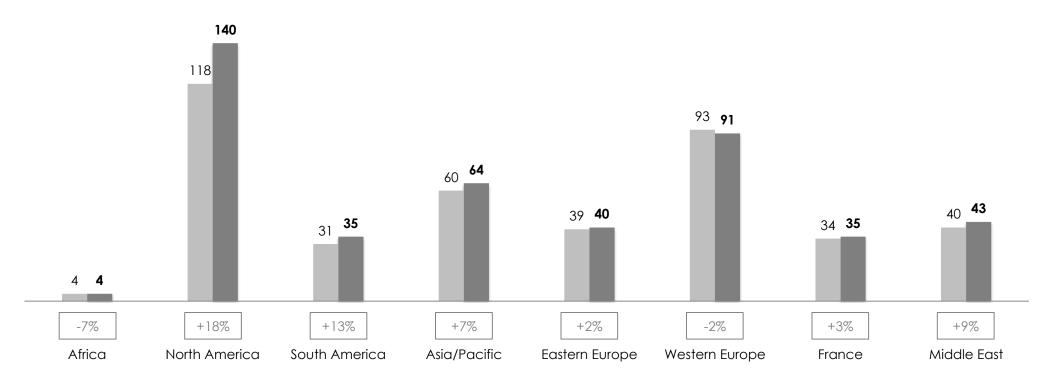
Van Cleef & Arpels: 3%

■ Karl Lagerfeld: 3%

Autres marques: 4%

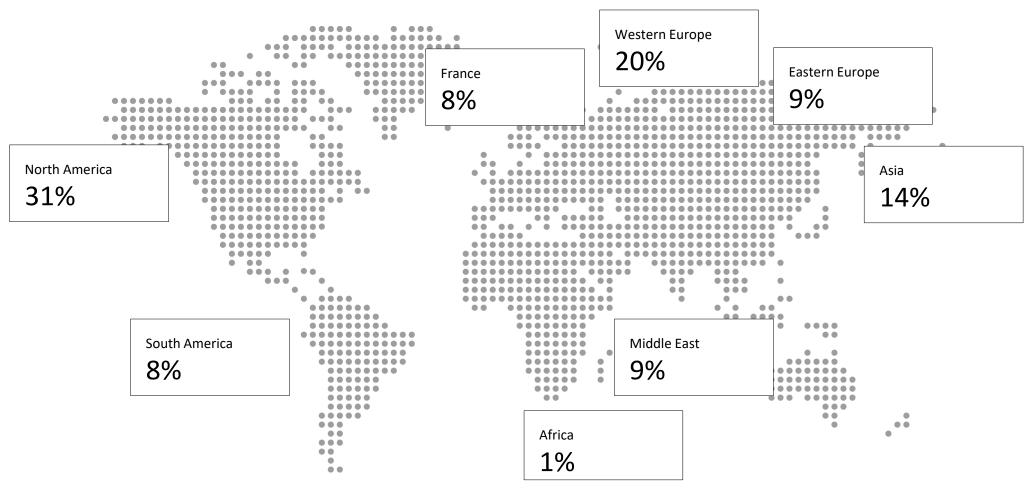
Highlights by region(€m)

2017 2018



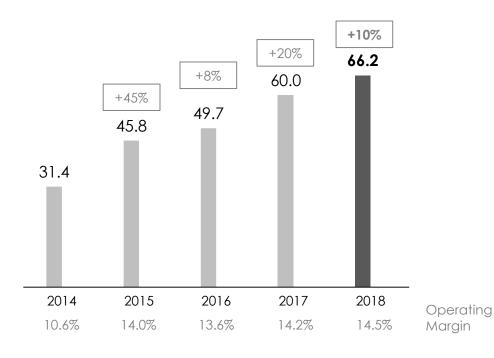
International revenue

2018 sales by region

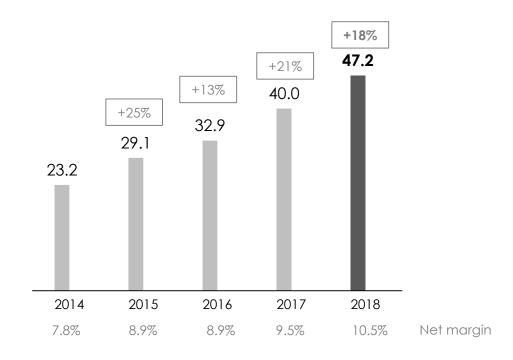


Results (€m)

Operating profit



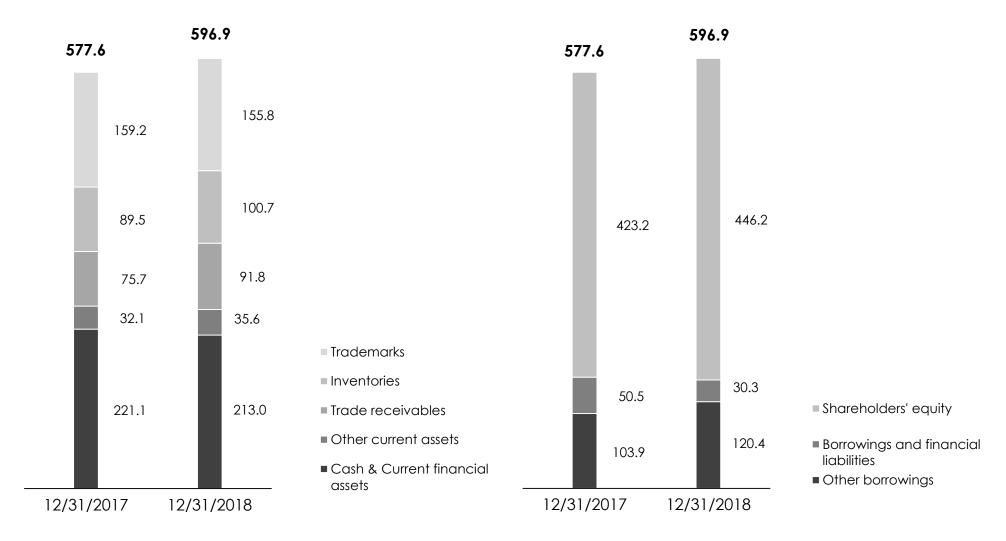




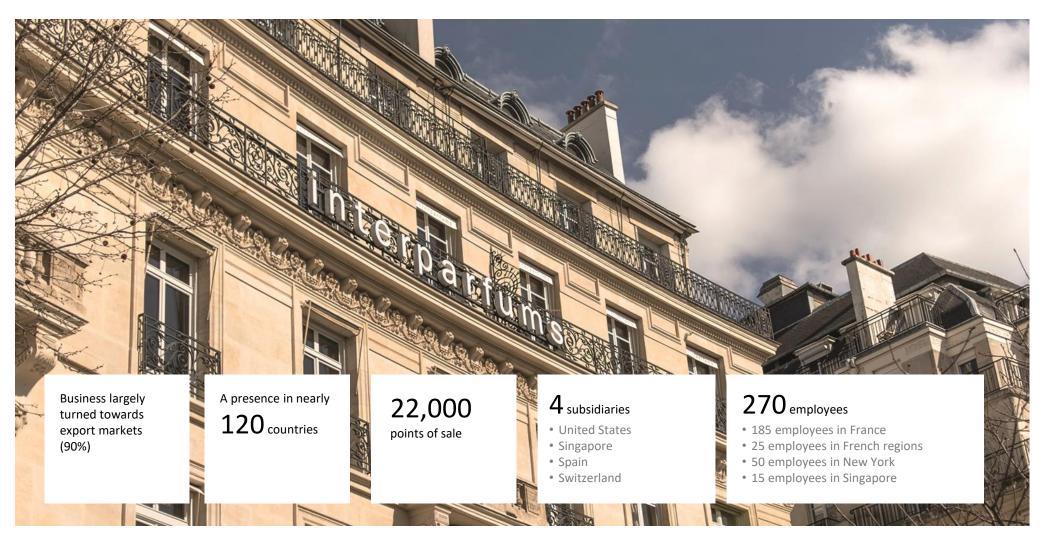
Operating profit up
+110% over 4 years

Net profit up + 103% over 4 years

Balance sheet



Key data





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2019 in review

2019 in review

Major launches

- Montblanc Explorer (Q1)
- new Lanvin women's line (Q2)
- second Jimmy Choo men's line (Q3-Q4)

Flankers for the women's line

- Coach
- Jimmy Choo
- Rochas

Annual sales guidance of €480 million

- significant growth by Montblanc fragrances
- consolidation of Jimmy Choo and Coach fragrances
- An operating margin target of around 14%
- A (continuing) search for external growth opportunities

2019 launches



February **Montblanc Explorer**







February Mademoiselle Rochas Couture



Jimmy Choo Floral



Van Cleef & Arpels Collection Extraordinaire Rêve d'Ylang





Midcap Partners Annual Meeting May 14, 2019

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2019 brand highlights



MONT^O BLANC

€128m

+18%

28%

2019 sales(e):

Strong growth

of total Group revenue

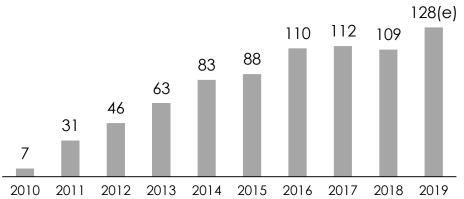
- Worldwide launch early in the year of Montblanc Explorer, the brand's 3rd men's line
- What impact on the Montblanc Legend line?





MONT^O BLANC

Sales highlights (€m)

















€100m

Stable

21%

2019 sales(e):

sales

of total Group revenue

- Introduction at the end of the year of a 2nd urban art-themed men's line
- Interpretations of the Jimmy Choo Blossom, Jimmy Choo Illicit and Jimmy Choo L'Eau lines















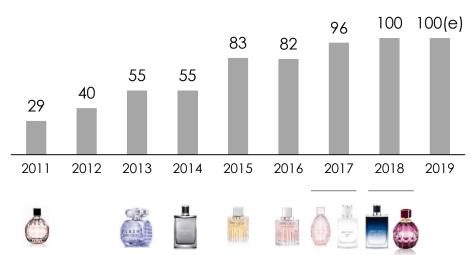






JIMMY CHOO

Sales highlights (€m)











€60m

+2%

13%

2019 sales(e):

Very limited growth

of total Group revenue

- A new Mediterranean island themed women's fragrance initiative in the summer
- Strength of the women's lines, Éclat d'Arpège and Modern Princess

































ROCHAS

€36m 2019 sales(e): +6%

revenue growth

8%

of total Group revenue

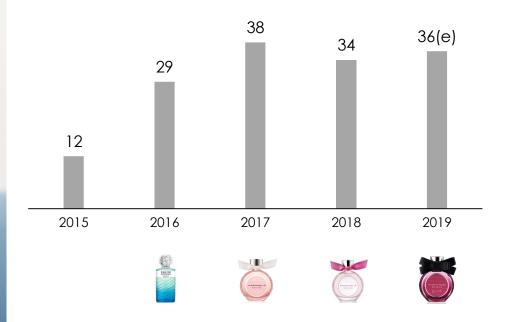
- Several tactical initiatives at the start of the year
 - Moustache line
 - third interpretation of the Mademoiselle line
- A new women's fragrance initiative at the end of the year (or in early 2020)





ROCHAS

Sales highlights (€m)

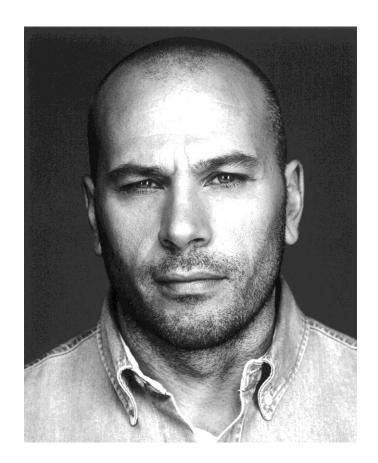






Rochas Fashion





BOUCHERON

€19m Largely stable sales 2019 sales(e):

- Launch of 2 new juices for the collection of exclusive perfume lines
- New interpretations of the established lines





























Van Cleef & Arpels

€13m 2019 sales(e): Largely stable SaleS

 Launch of 2 new juices within the Collection Extraordinaire line







KARL LAGERFELD

€12m 2019 sales(e): Largely stable SaleS

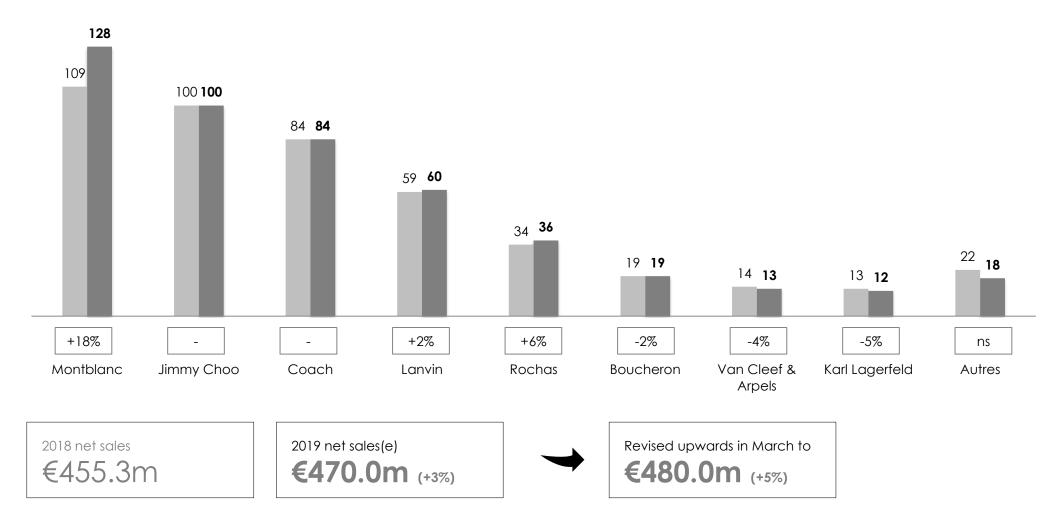
• Launch of the third fragrance duo in the Les Parfums Matières collection





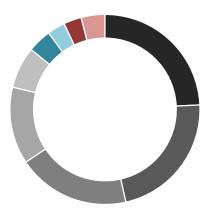
sales by brand (€m)

2019



Breakdown by brand

2018



■ Montblanc: 24%

Jimmy Choo: 22%

■ Coach: 19%

■ Lanvin: 13%

Rochas: 7%

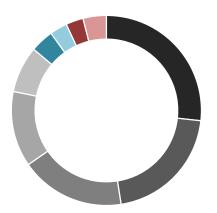
■ Boucheron: 4%

Van Cleef & Arpels: 3%

Karl Lagerfeld: 3%

Other brands: 4%

2019(e)



■ Montblanc: 27%

Jimmy Choo: 21%

■ Coach: 18%

■ Lanvin: 13%

Rochas: 8%

■ Boucheron: 4%

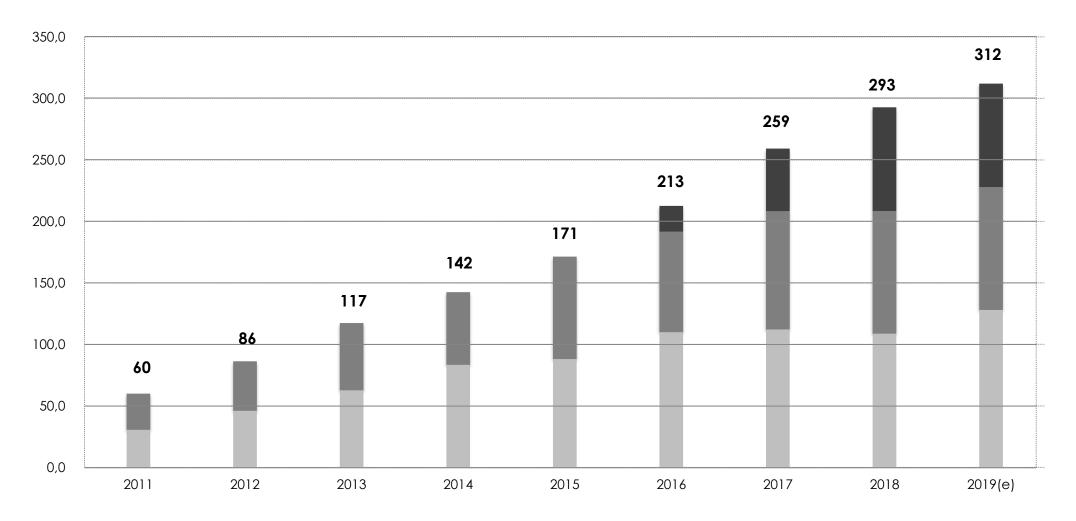
Van Cleef & Arpels: 3%

Karl Lagerfeld: 3%

Other brands: 4%

Montblanc + Jimmy Choo + Coach (€m)

■ Montblanc ■ Jimmy Choo ■ Coach





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Q1 2019 business highlights

Q1 2019 business highlights

Sales of €127 million

- +4.1% at current exchange rates
- +0.3% at constant exchange rates
- a year off to a good start, in line with expectations

Montblanc: €41m (+19%)

- launch of the Montblanc Explorer line
- good performance by the Montblanc Legend line

• Jimmy Choo: €27m (+36%)

- launch of the Jimmy Choo Man Blue and Jimmy Choo Fever lines in 2018
- launch of the Jimmy Choo Floral line in early 2019

• Coach: €19m (-16%)

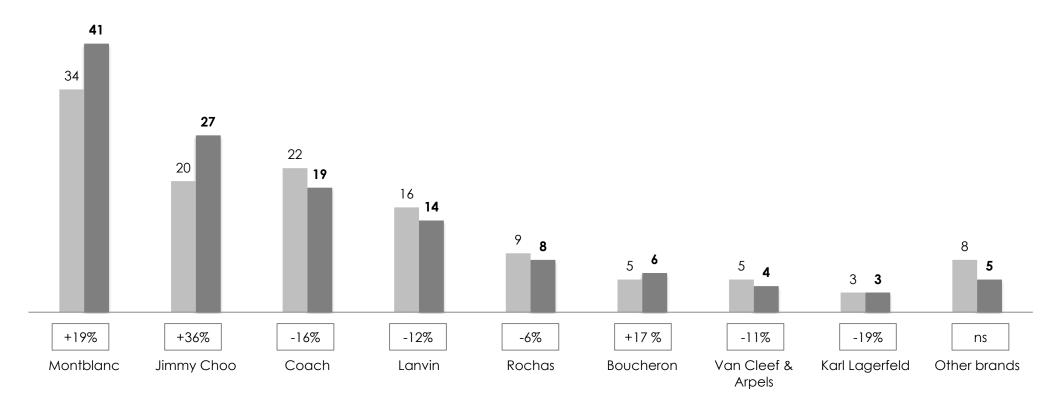
- an unfavorable base effect reflecting the 2017 & 2018 launches
- a 6th juice of the Coach line planned for the 2nd quarter

Q1 2019 business highlights

- Lanvin: €14m (-12%)
 - no major initiatives in Q1
 - launch of the A girl in Capri line in Q2
- Rochas: €8m (-6%)
 - launch of the Mademoiselle Couture line
- Sustained growth in North America (+7%) and gains in Western Europe (+8 %)
- Strong growth in the Middle East (+23%), driven by the good performances of Montblanc, Jimmy Choo and Boucheron fragrances

Q1 2019 sales by brand (€m)

■ 2018 **■** 2019



Q1 2018 sales €121.6m

Q1 2019 sales €126.6m (+4%)



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Information on 2019 results

2019 income statement highlights

- A largely stable gross margin as a % of sales based on:
 - foreign exchange rates favorable (for the moment)
 - limited 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 approaching 14%



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2020-2021 outlook

A number of projects in 2020 & 2021

Montblanc

- a new women's line
- a flanker for the men's line Montblanc Explorer

Jimmy Choo

- a collection consisting of an assortment of fragrances, lipsticks and nail polishes
- a new women's line

Coach

- a new women's line
- a flanker for the men's line Coach

Lanvin

a flanker based on the women's line, Eclat d'Arpège

Rochas

- a new women's line
- a new men's line



Digital & e-commerce

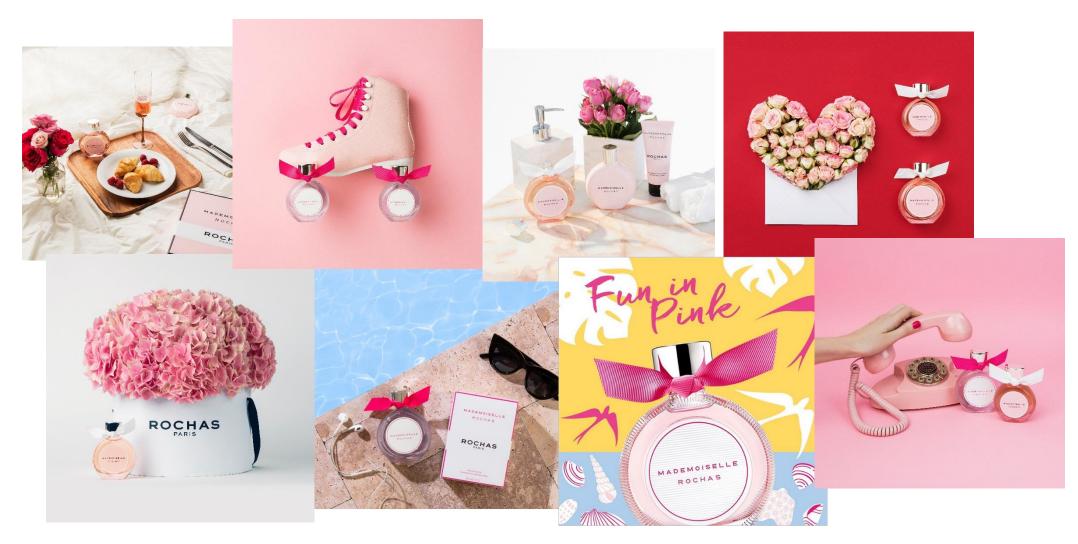
Digital

- providing content for the websites and social media of our brands, agents and our distributors
- texts & stories, photos, films, advertising spots, making-of,...
- new distribution channels (co-branding, influencers)

e-commerce

- through our distributors' official websites (Sephora.fr, Harrods.com, Macys.com,....)
- monitoring distribution channels (notably marketplaces) and combating counterfeiting

Mademoiselle Rochas



Instagram Rochas - Directly managed account @rochasofficial







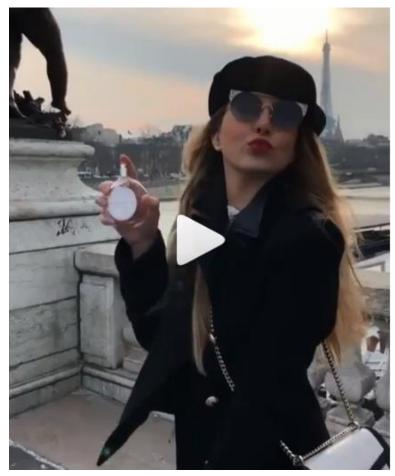


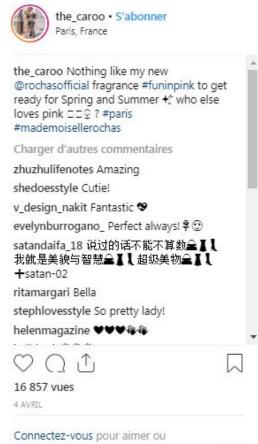






Instagram Rochas - Partnership with influencers



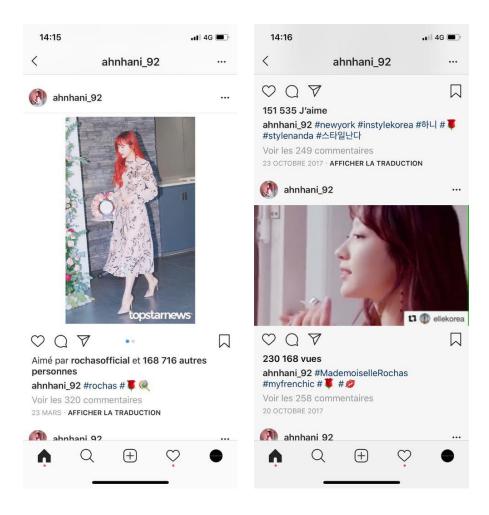




the caroo



Instagram Rochas - Partnership with influencers



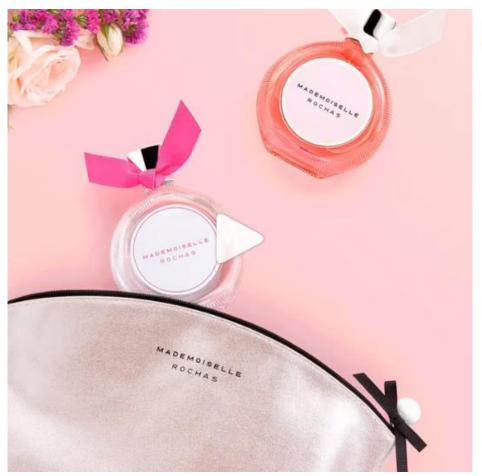
Promotion of partner e-retailer sites (Nocibé)

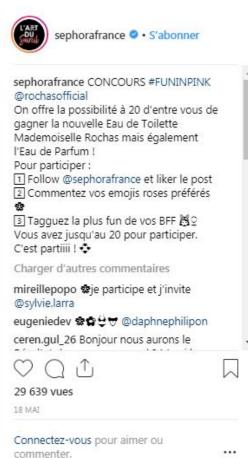






Publishing on social media of retailer partners (Sephora)

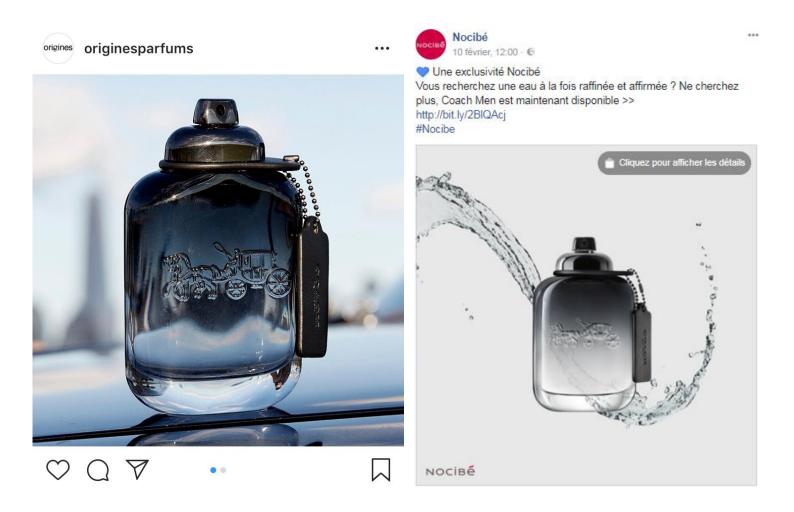






Coach Men

Publishing on social media of retailer partners (Origines, Nocibé)



Coach Men

Digital media system – co-branding (L'Equipe + Nocibé)







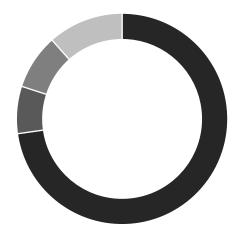
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Share information

Shareholder base

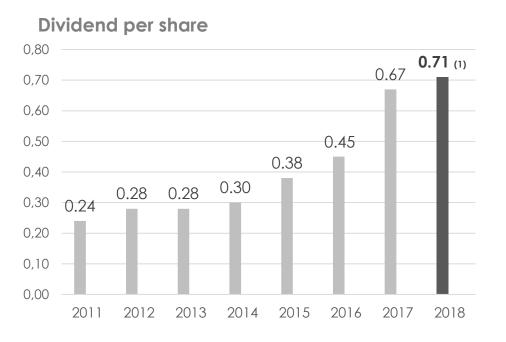
At February 28, 2019

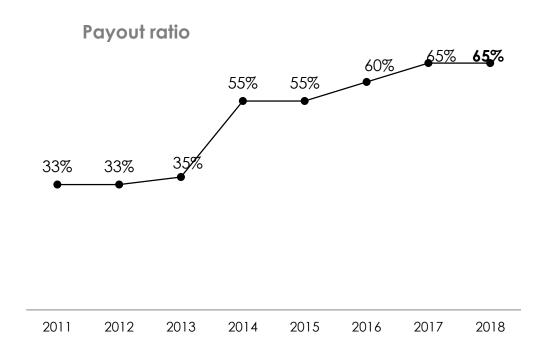


- Interparfums Inc. (founders Philippe Benacin and Jean Madar): 72,4% of the capital
- Individual shareholders (8 880): 7,2% of the capital
- French institutional shareholders (219): 8,4% of the capital
- Foreign institutional shareholders (140): 11,5% of the capital

Dividend and bonus share issue

A dividend per share multiplied by 3 in 7 years (in €)





(1) Submitted to the AGM of April 26, 2019

Bonus share issue programmed for June 2019

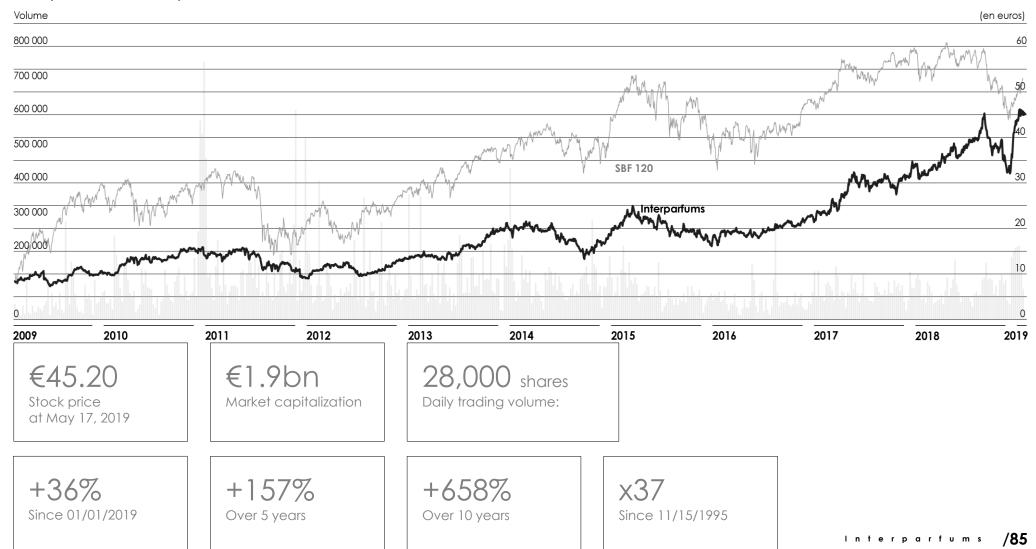
1 for 10

1 bonus share for every 10 shares held

20 years
For the 20th consecutive year

Share price

10-year share price trends



Communications

Regular publications

- quarterly sales
- first-half results
- targets

Presentations or information meetings

- in France and other countries
- addressing institutional investors (SFAF analyst meetings)
- addressing individual shareholders (F2ic, Les Echos, Investir, Actionaria shareholder fair)

Communications tools (French + English)

- an annual report (registration document)
- a half-year report
- a shareholders letter
- a website (www.interparfums.fr)
- a special toll-free number (0800 47 47 47) (from France)
- social media (LinkedIn, Facebook, Instagram, Twitter)

Agenda

- 2019 second-quarter sales:
 - July 24, 2019 (before the opening of trading in Paris)
- H1 2019 results
 - September 5, 2019 (before the opening of trading in Paris)
- 2019 third-quarter sales
 - End of October, 2019 (before the opening of Euronext Paris)

Reasons for investing in Interpartums:

- For its strategy and business model
- For its track record of strong growth, outperforming the market and its competitors

+40% growth rate of revenue over 3 years

+45% growth rate of operating profit over 3 years

+62% growth rate of net income over 3 years

- For its shareholder policy
 - Sustained growth in dividends
 - Regular bonus share issues (20th)
- For its potential for development
 - through internal growth...
 - ...and through external growth

Contacts

Interparfums

4 Rond-Point des Champs-Élysées 75008 Paris +33 (0) 1 53 77 00 00 http://www.interparfums.fr

Philippe Santi

Executive Vice President psanti@interparfums.fr

Karine Marty

Shareholder Relations kmarty@interparfums.fr

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