

interparfums

2021

Outlook

Paris

December 2, 2020



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- **2020 business highlights**



2020

- Rebound in sales in the summer + acceleration in the fall
- 2020 revenue to exceed the latest guidance



Sales (e):

> €340m



Operating margin (e):

7%-8%



Cash net of borrowings (e):

€200m



Shareholders' equity (e):

€500m

2020 launches

- First half



Coach Dreams



L'Homme Rochas



Coach Man Blue



Montblanc Signature



Coach Dreams



L'Homme Rochas



Coach Man Blue



Montblanc Signature

2020 launches

- Second half



Boucheron Serpent Bohême



Montblanc Legend EDP

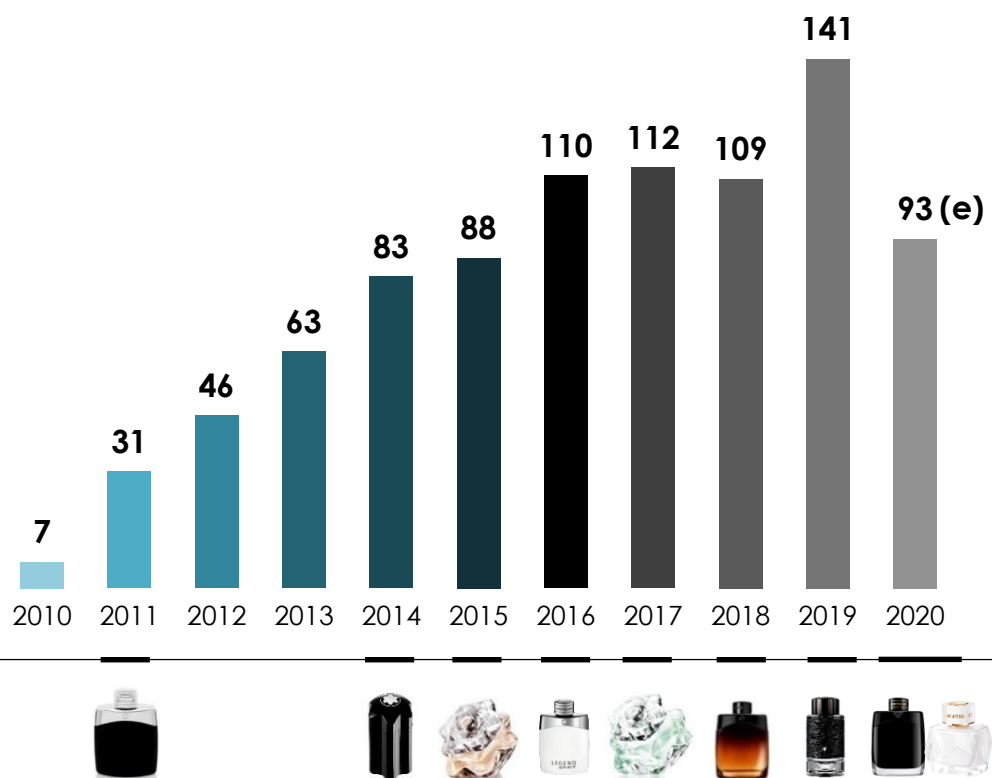


Lanvin Eclat d'Arpège Sheer

• **MONT
BLANC** 

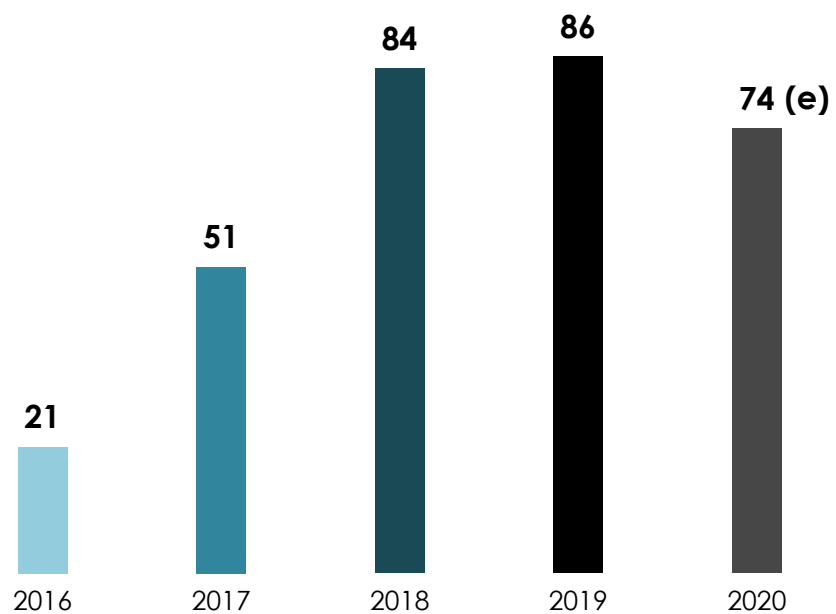


Sales trends (€m)

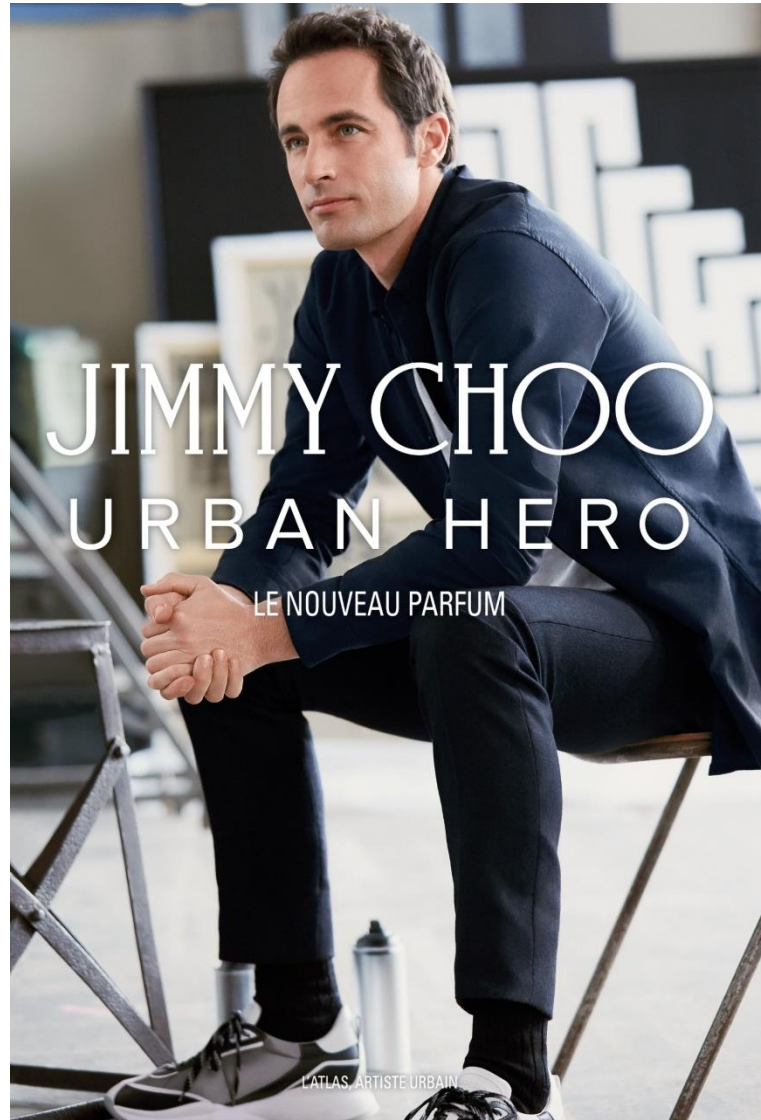




Sales trends (€m)

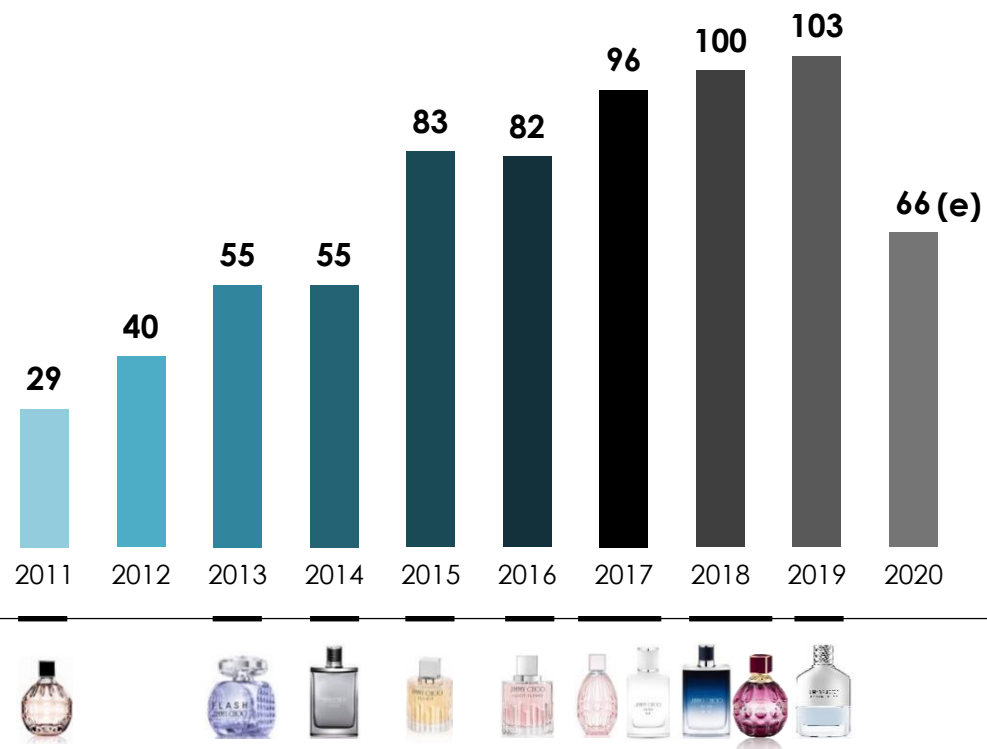


- JIMMY CHOO



JIMMY CHOO

Sales trends (€m)

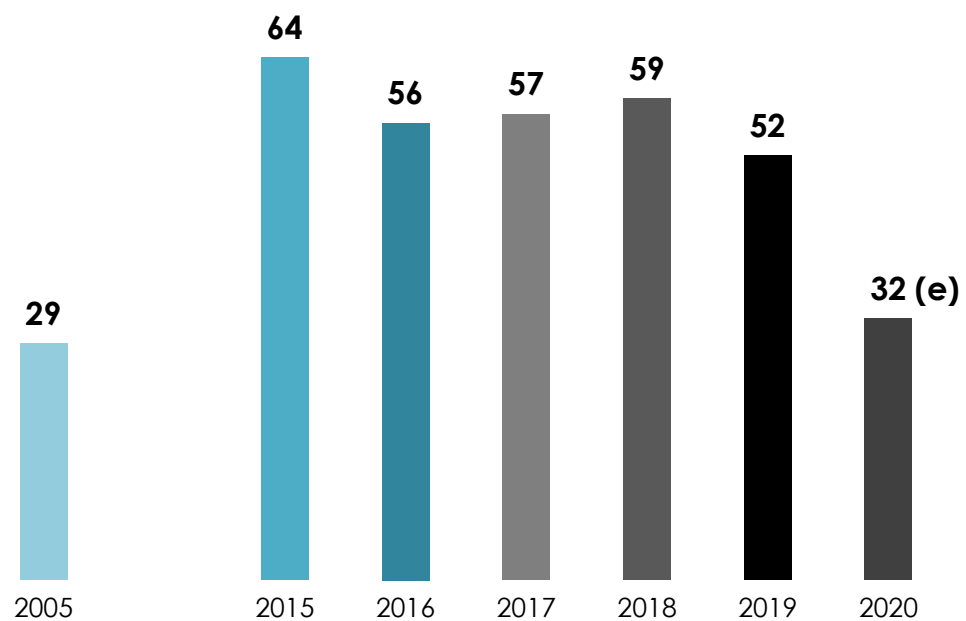


• **LANVIN**
PARFUMS



LANVIN
PARIS

Sales trends (€m)



• **ROCHAS**
PARIS

ROCHAS
PARIS

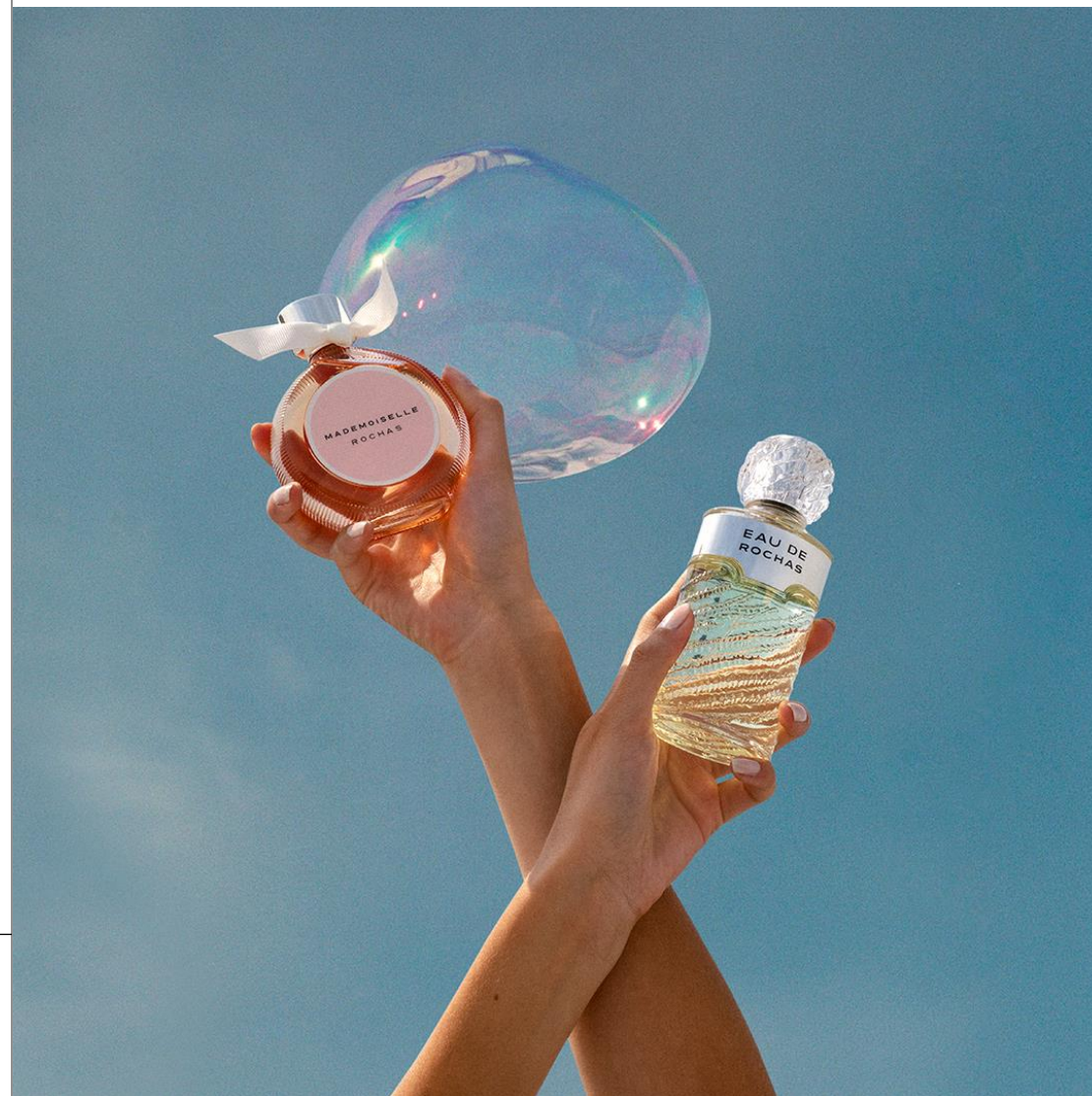
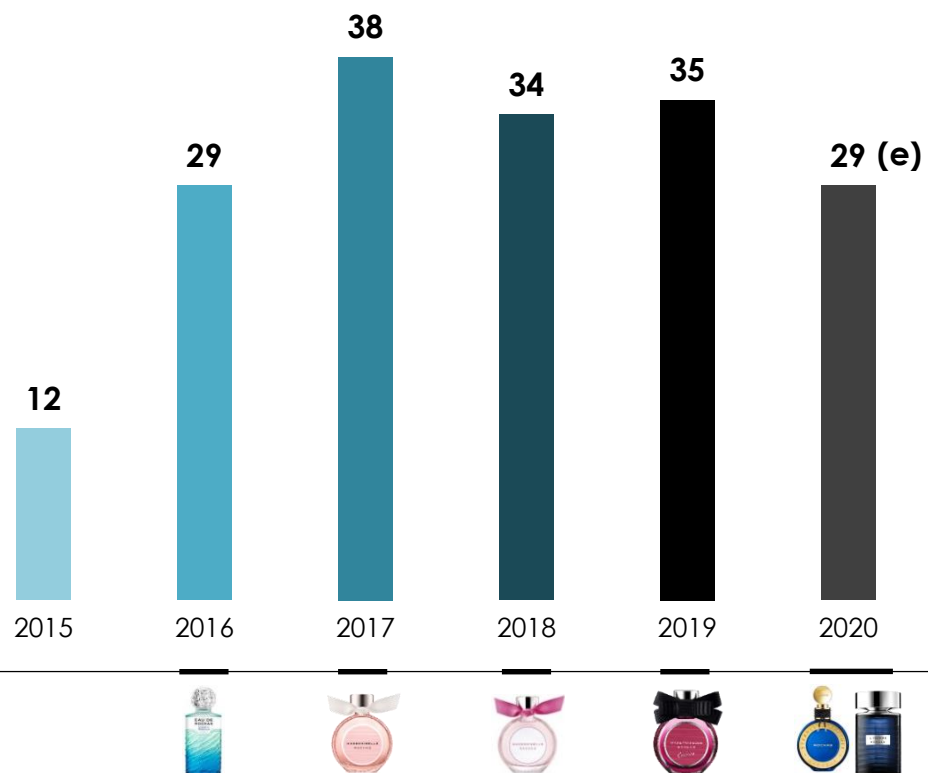
L'HOMME
ROCHAS

MADEMOISELLE
ROCHAS

POUR LUI

POUR ELLE

Sales trends (€m)



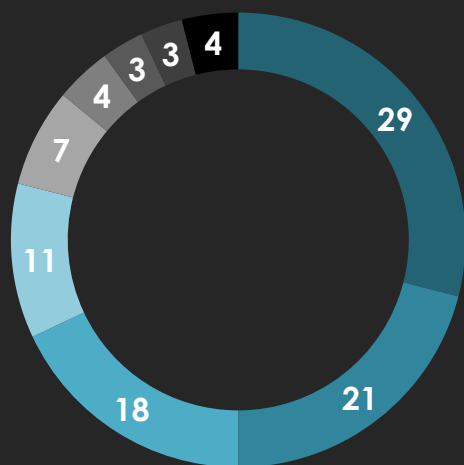
2020 sales by brand

(€m)

	2019	2020 ^(e)	2020/2019
Montblanc	140.7	93.0	-34%
Coach	86.5	74.0	-14%
Jimmy Choo	103.5	66.0	-36%
Lanvin	52.1	31.5	-39%
Rochas	34.5	28.5	-17%
Boucheron	18.3	12.0	-34%
Karl Lagerfeld	13.9	11.0	-21%
Van Cleef & Arpels	15.3	10.0	-35%
Other	19.5	14.0	ns
Total sales	484.3	340.0	-30%

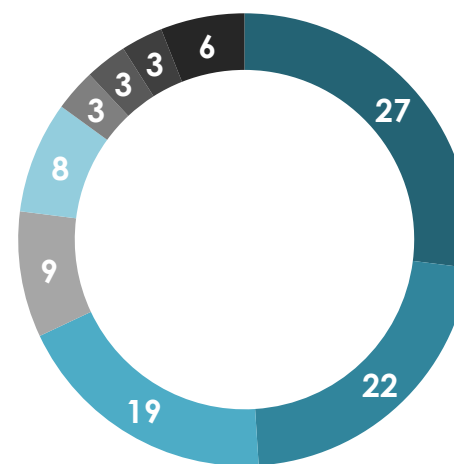
Breakdown by brand

2019



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

2020^(e)



- Montblanc : 27 %
- Jimmy Choo: 19%
- Rochas: 8%
- Boucheron: 3%
- Other brands: 6%
- Coach : 22 %
- Lanvin: 9%
- Van Cleef & Arpels: 3%
- Karl Lagerfeld: 3%

- 2020 results



2020 results

- **Marketing & advertising expenses**
 - Approximately €70m for the year
 - 20.5% of sales
- **Estimated operating margin: 7%-8%**
- **Net margin: 5%-6%**

- **2021 business highlights**



H1 2021 launches

- **Strategic launches**

- *I Want Choo* (Jimmy Choo)
(women's fragrance - initially planned for 2020)
- *Kate Spade*
(women's fragrance – initially planned for 2020 - 1st initiative of the brand)
- New Rochas line
(women's fragrance – a major eco-responsible initiative)
- New Montblanc line
(men's fragrance – first flanker series for the *Explorer* line)

- **Tactical launches**

- Boucheron and Van Cleef & Arpels Collections
- Karl Lagerfeld Duos

H2 2021 launches

- **Strategic launches**
 - New Lanvin line
(women's fragrance – perfume collection)
- **Flanker series for existing lines**
 - Jimmy Choo
(men's fragrance – *Urban Hero 2*)
 - Coach
(women's fragrance – *Dreams 2*)
- **4 new lipsticks for the Jimmy Choo makeup line**

• Special topics



Special topics

- *www.origines-parfums.fr*
- **Moncler project**
- **Financial communications calendar**

www.origines-parfums.fr

- **Occupying a key position in the French market, approved by the brands**
- **€40m in sales in 2019, long-term objective of €100m**
- **A 25% equity stake and a €12.5m capital increase**

Moncler project

- **Developments in progress**
 - Products
 - Visual
 - Next steps
- **Proposed distribution**
- **Launch planned for early 2022**



Calendar

FY 2021 sales



January 26, 2021

Q1 2021 sales



April 22, 2021

2020 results



March 2, 2021

Annual General Meeting of the Shareholders



April 23, 2021

- CSR strategy



CSR strategy

Our goals

Environment	Change our role from a passive to an active contributor
Social	Reinforce our profile as a responsible employer
Governance	Maintain a robust system of governance

Our **achievements / initiatives in progress**

- Creation of a CSR Steering Committee
- Developing a low environmental impact line for the Rochas brand
- An exemplary adaptation of the internal organization in terms of health and safety measures within the context of the pandemic

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