

# interparfums

## 2009: A year of strategic advances 2010: Major initiatives

### 2009: A year of strategic advances

Despite a challenging economic environment, Inter Parfums has successfully maintained sales and earnings at satisfactory levels, boosted by positive currency effects.

In terms of strategic development, the Group is significantly strengthening its prospects through:

- The addition of a new growth driver with the preparation of a complete make-up line under the Burberry brand. Expected to be launched next summer, this line will further enhance the exposure of fragrances among retailers.
- Further expansion of the portfolio, exemplified in the fall by the signature of a license agreement with the luxury brand, Jimmy Choo.

This should be followed by the signature of a new agreement with another major luxury brand that is likely early next year.

In line with the latest guidance, 2009 annual sales should finish the year in the €250 million-€255 million range, representing a marginal contraction in relation to 2008.

### 2010: Major commercial initiatives

The year ahead will include a number of initiatives that should permit annual sales to exceed €265 million on growth of more than 9% at constant exchange rates through notably:

- A women's and men's fragrance line *Burberry Sport* in February;
- A women's fragrance line *Oriens* of Van Cleef & Arpels in March;
- A Burberry make-up line in June;
- New women's fragrance lines under the Lanvin and S.T. Dupont brands in July;
- A new men's fragrance line under the Van Cleef & Arpels brand in September.

Paris, November 23, 2009

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#### Philippe Benacin,

President and Chief Executive Officer declared:

*"Even though visibility remains low, with a pipeline of promising projects consistent with our strategy, we can approach the coming year with confidence. In addition, strategic initiatives currently being explored by certain competitors could also provide us with new external growth opportunities in the future".*

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#### Philippe Santi,

Executive Vice President added:

*"By enabling us to maintain margins at high levels during a period of declining sales, our operating model has proven its effectiveness. Our solid balance sheet and positive net cash position provide us with additional advantages to pursue our development".*

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#### Upcoming events

#### Shareholder information

Tel.: +33 1 53 77 00 99

[www.inter-parfums.fr](http://www.inter-parfums.fr)

#### Publication of 2009 annual sales

January 26, 2010 (after the close of trading)

#### Investor relations - Inter Parfums SA

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Codes: Reuters IPAR.PA - Bloomberg ITP - ISIN FR0004024222-ITP Index: CAC Small 90, SBF 250

#### Publication of 2009 annual results

March 10, 2010 (before opening of trading)

#### Media relations - RLPV Conseil

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