PRESENTATION OF 2015 FIRST-HALF RESULTS
PARIS, SEPTEMBER 9, 2015
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H1 2015 highlights

Philippe Benacin

interparfums
H1 2015 highlights

Rochas

✓ Acquisition
  - Agreement executed on March 18, 2015
  - Registered trademarks mainly for class 3 (cosmetics) and 25 (fashion)
  - Amount: US$108m
  - Amount: €101m (swap of March 19, 2015)

✓ Closing
  - Agreement executed on May 29, 2015
  - Inventories: €3.5m
  - Financed by a €100m bank loan repayable over five years
  - Swap rate < 2%
  - Banks: LCL and Natixis
  - Standard covenants
H1 2015 highlights

Rochas

✓ An ideal acquisition configuration
  ▪ Interparfums owns the entire brand
  ▪ => Total freedom in terms of creation, distribution, investments…
  ▪ => No royalty payments

✓ Activity centered around fragrances (95%)
  ▪ No personnel taken over for the fragrance operations
  ▪ No production plant - 2-year packaging agreement with Fareva

✓ A limited fashion business (5%)
  ▪ Managed under license
  ▪ Royalties covering the studio (limited to 7 people) and the fashion shows
Rochas fragrances today

✓ A business centered around 3 lines
  ▪ *Eau de Rochas* (1970 - 45% of sales)
  ▪ *Rochas Man* (1999 - 20% of sales)
  ▪ *Eau de Rochas Homme* (1993 - 5% of sales)

✓ Last launch: *Secret de Rochas* (2014)

✓ A business centered around 2 countries
  ▪ Spain (40%) - *Eau de Rochas* the market's top-selling line
  ▪ France (20%)
Rochas Fragrances

Situation to date

✓ Integration of P&G inventory and launch of production
✓ *Eau de Rochas* reformulation
✓ New visual for *Eau de Rochas*
✓ Reworking the *Femme, Madame* and *Tocade* lines (packaging, caps,..)
✓ Revenue expected in 2015: €7m-€8m
Rochas Fragrances

An invigorating citrus cocktail, opening with a note of verbena, followed by a sophisticated blend of amber and woody notes.

A pioneer in the eau fraîche category.

Thanks to its success it has become a trans-generational, almost a family fragrance.

*Eau de Rochas* has remained a bestseller *eau fraîche* fragrance for more than 45 years
New visual for *Eau de Rochas*
Reworking of *Femme*, *Madame* and *Tocade*
Rochas fragrances strategy

Re-creating a coherent product offering

✅ Conserve and focus on lines
  - *Eau de Rochas* (new communication)
  - *Eau de Rochas pour homme*
  - *Rochas Man*

✅ Rework the *Femme, Madame* and *Tocade* lines

✅ Prepare the launch of a new women's line
  - Start in 2017 in 50 countries
  - "Luxury" positioning

✅ Work on *Macassar, Byzance* or *Lumière* to follow

✅ Revenue target of €50 million in 2020
Rochas fashion today

✓ License business

✓ Around 10 partners
  - Women's ready-to-wear, worldwide (Onward)
  - Women's ready-to-wear, second line, Asia (Itochu)
  - Men's ready-to-wear, Latin America (Profit Label)
  - Watches, worldwide (Bellena Watch)
  - Glasses (Régé)

✓ Annual royalties of €1.8m
Rochas Fashion strategy

✓ The necessary time will be taken to develop a strategy
  - Analysis of the business
  - Renewal (or not) of contracts reaching term
  - Transfer of offices to 1 Rond Point des Champs Elysées
  - Media exposure - 90 years of Rochas
H1 2015 highlights

Coach

✓ Signature of a license agreement with an 11-year term
✓ Business under license with Estée Lauder until June 30, 2015 with a one-year sell-off period.
✓ Existing lines will not be taken over
✓ A first launch in fall 2016
Coach

✓ A US leather goods and fashion accessories brand created in 1941

✓ US$4.5 billion in annual revenue (60% US)

✓ 3,000 points of sale worldwide
  ▪ 1,000 direct points of sales including 300 stores and 200 outlets in the United States
  ▪ 1,000 multi-brand points of sale in the US (Macy’s type)
  ▪ 1,000 points of sale in Travel Retail

✓ Product market leader
  ▪ United States
  ▪ Japan (2nd imported brand after LV)
  ▪ China
  ▪ South America

✓ A limited presence in Europe
Coach

✓ A change in management, artistic director… and strategy initiated two years ago
  - Closure of points of sale not conforming to the qualitative targets
  - Store renovations
Coach
Coach fragrances strategy

✓ Preparation of a women's line
  ▪ Eau de parfum + Eau de toilette
  ▪ Retail price in the $90/95 range
  ▪ International launch, excluding Europe, in September 2016
H1 2015 highlights

Sales

✓ Sales of €147.1m
  ▪ 2% at current exchange rates
  ▪ -7% at constant exchange rates

✓ A base effect from the Karl Lagerfeld duo launch in 2014…

✓ … offset by a positive currency effect in 2015
  (€/$ 1.3720 -> 1.1150)
H1 2015 sales by brand

Philippe Benacin

interparfums
Montblanc

✓ 2015 first-half sales: €42m (-3%)
✓ Significant decline by historic lines
✓ Consolidation of the Montblanc Legend line
✓ Ramping up of the Montblanc Emblem line
Jimmy Choo

✓ 2015 first-half sales: €33.2m (+56%)
✓ An excellent performance by the Jimmy Choo Man line, particularly in the US (#7th men's fragrance)(*)
✓ Launch of the Jimmy Choo Blossom line (€4m)
✓ Steady performance by the Signature line

(1) NPD data United States six months 2015
Lanvin

✓ 2015 first-half sales: €28.4m (-6%)
✓ Sales on track with budget excluding Eastern Europe and China
✓ Steady sales by the Eclat d’Arpège line launched in 2003 (+5%)
✓ Launch of the Eclat d’Arpège Homme line (€2m)
Boucheron

✓ 2015 first-half sales: €9.6m (+23%)
✓ Good market response to the Quatre line
✓ Drop in sales by the Boucheron Place Vendôme line
Van Cleef & Arpels

- 2015 first-half sales: €9.1m (-1%)
- Solidity of the *First* line
- Good performance by the *Collection Extraordinaire* line (+58%)
Karl Lagerfeld

- 2015 first-half sales: €5.5m (-57%)
- A particularly unfavorable base effect from the first duo launch in spring 2014
- Activity concentrated in northern Europe and Russia
- Launch of the *Private Klub* line
Repetto

✓ 2015 first-half sales: €4.5m (-4%)
✓ Pursuit of gradual development in France
✓ Launch of the *Eau Florale* in 2015 after the *Eau de Toilette* in 2013 and the *Eau de Parfum* in 2014
✓ Lack of name recognition outside of France
## 2015 first-half sales

<table>
<thead>
<tr>
<th></th>
<th>H1 2014</th>
<th>H1 2015</th>
<th>2015/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montblanc</td>
<td>43.5</td>
<td>42.0</td>
<td>-3%</td>
</tr>
<tr>
<td>Jimmy Choo</td>
<td>21.3</td>
<td>33.2</td>
<td>+56%</td>
</tr>
<tr>
<td>Lanvin</td>
<td>30.4</td>
<td>28.4</td>
<td>-6%</td>
</tr>
<tr>
<td>Boucheron</td>
<td>7.8</td>
<td>9.6</td>
<td>+23%</td>
</tr>
<tr>
<td>Van Cleef &amp; Arpels</td>
<td>9.2</td>
<td>9.1</td>
<td>-1%</td>
</tr>
<tr>
<td>S.T. Dupont</td>
<td>6.2</td>
<td>6.5</td>
<td>+5%</td>
</tr>
<tr>
<td>Karl Lagerfeld</td>
<td>12.7</td>
<td>5.5</td>
<td>-57%</td>
</tr>
<tr>
<td>Repetto</td>
<td>4.6</td>
<td>4.5</td>
<td>-4%</td>
</tr>
<tr>
<td>Paul Smith</td>
<td>5.0</td>
<td>3.5</td>
<td>-31%</td>
</tr>
<tr>
<td>Balmain</td>
<td>3.1</td>
<td>2.8</td>
<td>-9%</td>
</tr>
<tr>
<td>Rochas</td>
<td>-</td>
<td>1.5</td>
<td>ns</td>
</tr>
<tr>
<td>Other</td>
<td>0.1</td>
<td>0.2</td>
<td>ns</td>
</tr>
<tr>
<td><strong>Fragrance sales</strong></td>
<td><strong>143.9</strong></td>
<td><strong>146.8</strong></td>
<td><strong>+2%</strong></td>
</tr>
<tr>
<td><strong>Rochas fashion royalties</strong></td>
<td>-</td>
<td>0.3</td>
<td></td>
</tr>
<tr>
<td><strong>Total net sales</strong></td>
<td><strong>143.9</strong></td>
<td><strong>147.1</strong></td>
<td><strong>+2.2%</strong></td>
</tr>
</tbody>
</table>
Sales mix by brand

- Montblanc 30%
- Jimmy Choo 23%
- Lanvin 19%
- Boucheron 7%
- Van Cleef & Arpels 6%
- S.T. Dupont 4%
- Karl Lagerfeld 4%
- Paul Smith 2%
- Balmain 2%
- Rochas 1%
- Repetto 3%
- Boucheron 7%
- Lanvin 19%
- Jimmy Choo 23%
H1 2015 sales by region

Philippe Benacin

interparfums
2015 first-half sales

- Significant growth in North America (+13%) driven by Jimmy Choo Man (#7) and Montblanc Legend (#9)(*) … and the US dollar…
- Gains in Asia (+7%) despite difficult market conditions in China
- A decline in Western Europe (-10%) reflecting the base effect from the launch of the Karl Lagerfeld line in the 2014 first half.
- Improved performance in Eastern Europe in 2015 Q2

(1) NPD data United States six months 2015
# 2015 first-half sales

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<th></th>
<th>H1 2014</th>
<th>H1 2015</th>
<th>2015/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Africa</td>
<td>2.5</td>
<td>2.3</td>
<td>-6%</td>
</tr>
<tr>
<td>North America</td>
<td>28.5</td>
<td>32.1</td>
<td>+13%</td>
</tr>
<tr>
<td>South America</td>
<td>16.1</td>
<td>14.4</td>
<td>-10%</td>
</tr>
<tr>
<td>Asia</td>
<td>23.9</td>
<td>25.7</td>
<td>+7%</td>
</tr>
<tr>
<td>Eastern Europe</td>
<td>11.7</td>
<td>11.4</td>
<td>-3%</td>
</tr>
<tr>
<td>Western Europe</td>
<td>30.6</td>
<td>27.6</td>
<td>-9%</td>
</tr>
<tr>
<td>France</td>
<td>13.7</td>
<td>13.3</td>
<td>-3%</td>
</tr>
<tr>
<td>Middle East</td>
<td>16.8</td>
<td>20.0</td>
<td>+19%</td>
</tr>
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</tbody>
</table>
2015 first-half sales

Sales by region
H1 2015 (H1 2014)

North America
22% (20%)

Western Europe
19% (21%)
France
9% (9%)

Eastern Europe
8% (8%)

Middle East
14% (12%)

Asia
17% (17%)

South America
10% (11%)

Africa
1% (2%)
H1 2015 results

Philippe Santi

interparfums
Overview of the acquisition

- Analysis of the business
  - Acquisition of trademark registrations
  - No transfer of personnel or functions relating to production, manufacturing or distribution
  - Fashion accessories business
- => "Asset acquisition" rather than a "Business combination"
- Capitalization of acquisition costs
  - Registration rights (€4.2m)
  - Consulting fees (€0.7m)

Allocation of the purchase price

- Fragrances (€87m)
- Fashion (€19m)

Creation of Parfums Rochas Spain

- Joint venture with Farlabo
2015 first-half results

Sales by currency (2014)

- Euro: 47% (49%)
- US dollar: 45% (42%)
- Pound Sterling: 5% (7%)
- Other: 2% (2%)
## 2015 first-half results

### Currency effect on sales

<table>
<thead>
<tr>
<th>Currency</th>
<th>Av. exch. rates H1 2014</th>
<th>Av. exch. rates H1 2015</th>
<th>Currency effect</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ / $</td>
<td>1.3720</td>
<td>1.1150</td>
<td>+€12.5m</td>
</tr>
<tr>
<td>€ / £</td>
<td>0.82</td>
<td>0.74</td>
<td>+€0.1m</td>
</tr>
<tr>
<td>€ / Y</td>
<td>141</td>
<td>135</td>
<td>+€0.8m</td>
</tr>
</tbody>
</table>

⇒ Total currency effect of €13.4m
## 2015 first-half results

### Income statement highlights

<table>
<thead>
<tr>
<th></th>
<th>€m</th>
<th>H1 2014</th>
<th>H1 2015</th>
<th>2015/2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Net sales</strong></td>
<td></td>
<td>143.9</td>
<td>147.1</td>
<td>+2%</td>
</tr>
<tr>
<td><strong>Cost of sales</strong></td>
<td></td>
<td>(60.4)</td>
<td>(55.8)</td>
<td>-8%</td>
</tr>
<tr>
<td><strong>Gross margin</strong></td>
<td></td>
<td>83.5</td>
<td>91.3</td>
<td>+9%</td>
</tr>
<tr>
<td>% of sales</td>
<td></td>
<td>58.0%</td>
<td>62.1%</td>
<td></td>
</tr>
<tr>
<td><strong>Logistics &amp; transport</strong></td>
<td></td>
<td>(4.3)</td>
<td>(4.5)</td>
<td>+5%</td>
</tr>
<tr>
<td><strong>Marketing &amp; advertising</strong></td>
<td></td>
<td>(23.6)</td>
<td>(25.6)</td>
<td>+8%</td>
</tr>
<tr>
<td><strong>Royalties</strong></td>
<td></td>
<td>(9.9)</td>
<td>(12.1)</td>
<td>+23%</td>
</tr>
<tr>
<td><strong>Staff costs (excl. production)</strong></td>
<td></td>
<td>(10.8)</td>
<td>(12.3)</td>
<td>+14%</td>
</tr>
<tr>
<td><strong>Service fees /subsidiaries</strong></td>
<td></td>
<td>(4.1)</td>
<td>(4.1)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Depr., amortiz. &amp; provisions</strong></td>
<td></td>
<td>(2.6)</td>
<td>(2.4)</td>
<td>-8%</td>
</tr>
<tr>
<td><strong>Other</strong></td>
<td></td>
<td>(8.6)</td>
<td>(8.9)</td>
<td>+4%</td>
</tr>
<tr>
<td><strong>Operating profit</strong></td>
<td></td>
<td>19.6</td>
<td>21.4</td>
<td>+9%</td>
</tr>
<tr>
<td>% of sale</td>
<td></td>
<td>13.7%</td>
<td>14.6%</td>
<td></td>
</tr>
</tbody>
</table>
### 2015 first-half results

#### Income statement highlights

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<thead>
<tr>
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<th>H1 2014</th>
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<th>2015/2014</th>
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<tr>
<td><strong>Operating profit</strong></td>
<td>19.6</td>
<td>21.4</td>
<td>+9%</td>
</tr>
<tr>
<td>% of sales</td>
<td>13.7%</td>
<td>14.6%</td>
<td></td>
</tr>
<tr>
<td><strong>Net financial income</strong></td>
<td>1.0</td>
<td>0.9</td>
<td>-9%</td>
</tr>
<tr>
<td><strong>Net currency gains (losses)</strong></td>
<td>0.0</td>
<td>(1.8)</td>
<td>-</td>
</tr>
<tr>
<td><strong>Income before tax</strong></td>
<td>20.6</td>
<td>20.5</td>
<td>-1%</td>
</tr>
<tr>
<td>% of sales</td>
<td>14.3%</td>
<td>13.9%</td>
<td></td>
</tr>
<tr>
<td><strong>Income tax</strong></td>
<td>(7.2)</td>
<td>(6.6)</td>
<td>-9%</td>
</tr>
<tr>
<td><strong>Effective tax rate</strong></td>
<td>34.8%</td>
<td>32.1%</td>
<td></td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td>13.5</td>
<td>13.9</td>
<td>+3%</td>
</tr>
<tr>
<td>% of sales</td>
<td>9.4%</td>
<td>9.5%</td>
<td></td>
</tr>
<tr>
<td><strong>Non-controlling interests</strong></td>
<td>(0.1)</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>Net income</strong></td>
<td>13.5</td>
<td>13.9</td>
<td>+3%</td>
</tr>
<tr>
<td>% of sales</td>
<td>9.4%</td>
<td>9.5%</td>
<td></td>
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</table>
2015 first-half results

Balance sheet
Assets (€m)

<table>
<thead>
<tr>
<th>Category</th>
<th>12/31/2014</th>
<th>06/30/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trademarks</td>
<td>69.5</td>
<td>174.0</td>
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<tr>
<td>Other non-current assets</td>
<td>18.0</td>
<td>19.2</td>
</tr>
<tr>
<td>Inventories</td>
<td>63.7</td>
<td>84.5</td>
</tr>
<tr>
<td>Trade receivables</td>
<td>57.7</td>
<td>62.7</td>
</tr>
<tr>
<td>Other current assets</td>
<td>7.4</td>
<td>8.4</td>
</tr>
<tr>
<td>Cash and cash equivalents &amp; Current financial assets</td>
<td>224.6</td>
<td>193.8</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>440.9</strong></td>
<td><strong>542.6</strong></td>
</tr>
</tbody>
</table>
2015 first-half results
Balance sheet
Equity & Liabilities (€m)

<table>
<thead>
<tr>
<th></th>
<th>12/31/2014</th>
<th>06/30/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trade payables &amp; provisions</td>
<td>23.1</td>
<td>23.5</td>
</tr>
<tr>
<td>Borrowings</td>
<td>49.9</td>
<td>47.6</td>
</tr>
<tr>
<td>Other financial liabilities</td>
<td>367.9</td>
<td>371.7</td>
</tr>
<tr>
<td>Total</td>
<td>440.9</td>
<td>542.6</td>
</tr>
</tbody>
</table>

Shareholders’ equity

2015 first-half results
# 2015 first-half results

## Cash flow highlights

<table>
<thead>
<tr>
<th></th>
<th>H1 2014</th>
<th>H1 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cash flow</strong></td>
<td>23.5</td>
<td>20.6</td>
</tr>
<tr>
<td>Inventories</td>
<td>(6.2)</td>
<td>(24.9)</td>
</tr>
<tr>
<td>Trade receivables</td>
<td>(10.8)</td>
<td>(5.5)</td>
</tr>
<tr>
<td>Other receivables</td>
<td>3.8</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Trade payables</td>
<td>(12.8)</td>
<td>(2.3)</td>
</tr>
<tr>
<td>Other payables</td>
<td>(8.4)</td>
<td>(2.6)</td>
</tr>
<tr>
<td>Change in working capital requirements</td>
<td>(34.4)</td>
<td>(31.1)</td>
</tr>
<tr>
<td>Total cash flow from operating activities</td>
<td>(10.9)</td>
<td>(10.5)</td>
</tr>
</tbody>
</table>
2015 first-half results

Cash flow highlights

<table>
<thead>
<tr>
<th></th>
<th>H1 2014</th>
<th>H1 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acquisition of intangible assets</td>
<td>(0.6)</td>
<td>(106.8)</td>
</tr>
<tr>
<td>Acquisition of property, plant and equipment</td>
<td>(0.5)</td>
<td>(1.0)</td>
</tr>
<tr>
<td>Acquisition of marketable securities (&gt;3 months)</td>
<td>(24.8)</td>
<td>21.3</td>
</tr>
<tr>
<td>Other</td>
<td>(0.4)</td>
<td>0.1</td>
</tr>
<tr>
<td>Total cash flows from investing activities</td>
<td>(26.3)</td>
<td>(86.4)</td>
</tr>
<tr>
<td>Issuance of borrowings</td>
<td>-</td>
<td>99.2</td>
</tr>
<tr>
<td>Debt repayments</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Dividends</td>
<td>(11.9)</td>
<td>(12.8)</td>
</tr>
<tr>
<td>Other</td>
<td>0.2</td>
<td>0.5</td>
</tr>
<tr>
<td>Total cash flows from financing activities</td>
<td>(11.7)</td>
<td>86.9</td>
</tr>
</tbody>
</table>
## 2015 first-half results

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<table>
<thead>
<tr>
<th></th>
<th>H1 2014</th>
<th>H1 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net change in cash</td>
<td>(48.8)</td>
<td>(9.9)</td>
</tr>
<tr>
<td>Opening cash and cash equivalents</td>
<td>90.7</td>
<td>68.0</td>
</tr>
<tr>
<td>Closing cash and cash equivalents</td>
<td>41.9</td>
<td>58.1</td>
</tr>
</tbody>
</table>
# 2015 first-half results

## Cash and cash equivalents

<table>
<thead>
<tr>
<th>(£m)</th>
<th>31/12/2014</th>
<th>06/30/2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest-bearing accounts</td>
<td>55.2</td>
<td>37.7</td>
</tr>
<tr>
<td>Term deposit accounts</td>
<td>1.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Bank balances</td>
<td>11.8</td>
<td>15.4</td>
</tr>
<tr>
<td><strong>Cash and cash equivalents</strong></td>
<td><strong>68.0</strong></td>
<td><strong>58.1</strong></td>
</tr>
<tr>
<td>Certificate of deposits &gt; 3 months</td>
<td>27.2</td>
<td>5.7</td>
</tr>
<tr>
<td>Capital redemption contracts</td>
<td>36.5</td>
<td>37.0</td>
</tr>
<tr>
<td>Term deposit accounts &gt; 3 months</td>
<td>92.9</td>
<td>93.1</td>
</tr>
<tr>
<td><strong>Current financial assets</strong></td>
<td><strong>156.6</strong></td>
<td><strong>135.8</strong></td>
</tr>
<tr>
<td><strong>Total cash</strong></td>
<td><strong>224.6</strong></td>
<td><strong>193.9</strong></td>
</tr>
</tbody>
</table>
2015 first-half results

Cash and cash equivalents

- Average annualized rate of interest: 1.22%
- Breakdown by investment vehicle
  - Interest-bearing accounts: €37m
  - Term deposit accounts: €98m
  - Certificates of deposit: €6m
  - Capital redemption contracts: €37m
  - Subsidiary cash balances: €11m
  - Interparfums SA cash balances: €5m

- Breakdown by investment maturity
  - Cash: 26%
  - 0-6 months: 6%
  - 6-18 months: 31%
  - >18 months: 37%
2015 first-half results

✓ Number of shares at June 30, 2015
  ▪ 32,113,822

✓ Number of stock options outstanding at June 30, 2015
  ▪ 168,616
Agenda

✓ 2015 third-quarter sales
  ▪ End of October, 2015 (before opening of Euronext Paris)

✓ 2016 outlook
  ▪ November 17, 2015 (before opening of Euronext Paris)

✓ Actionaria trade fair
  ▪ November 20 & 21, 2015 (Palais des Congrès Paris)
2015 first-half results

Summary

✓ Gross margin slightly up at constant exchange rates
✓ Operating margin of 14.6%
✓ A balance sheet significantly impacted by the Rochas acquisition...
  ▪ At the level of assets: Fragrance (€87m) and Fashion brands (€19m)
  ▪ At the level of liabilities: Bank loan (€100m)
✓ ...and to a lesser extent by the increase in inventories
  ▪ H2 launches (Jimmy Choo Illicit, Lanvin Eclat de Fleurs, …)
  ▪ Rochas lines (€3.5m)
✓ Treasury less than €200 million after
  ▪ Inventory increases (€25m)
  ▪ Dividend payment (€13m)
  ▪ Payment of Rochas registration rights (€4m)
2015 second half launches

Philippe Benacin

interparfums
H2 2015 launches

✓ Jimmy Choo
  ▪ Women's line Illicit

✓ Montblanc
  ▪ Women's line Montblanc Lady Emblem

✓ Lanvin
  ▪ Women's line Eclat de Fleurs

✓ Balmain
  ▪ Men's line Balmain Man
JIMMY CHOO

ILLCIT

POS counter launch: Early September 2015
Communications

BRAND AMBASSADOR

SKY FERREIRA

A GLAMOROUS AND REBEL IT-GIRL
A NEW ADDICTIVE FRAGRANCE: 
a FLORIENTAL
INTENSELY FEMININE AND SENSUAL.

IRREVERENT TOP NOTE:
Ginger

GLAMOROUS HEART NOTE:
Rose

TEMPTING BASE NOTE:
Honey-Amber Accord

EAU DE PARFUM
Perfumer: Anne Flipo
Creative pack shot visual
Dedicated microsite

Jimmychoo.com/illicit

#jimmychooillicit
Jimmy Choo Illicit

✓ First launch phase in 2015
  ▪ United States
  ▪ United Kingdom
  ▪ Middle East
  ▪ Australia

✓ An extension of the line in early 2016

✓ Second launch phase in 2016
  ▪ Western Europe
  ▪ Asia
  ▪ Russia
Montblanc
Montblanc Lady Emblem
Lanvin

Eclat de Fleurs
Balmain

Balmain Homme

THE NEW FRAGRANCE FOR MEN
2015 outlook

Philippe Benacin

interparfums
2015 outlook

✅ Continuing growth for Montblanc and Jimmy Choo brands
✅ Integration of the Rochas brand
✅ Preparation of launches in 2016 (namely Coach) and 2017 (namely Rochas)
✅ Annual sales guidance for €310m-320m
✅ An operating margin target of 11%-12%
2016 launches

Philippe Benacin

interparfums
2016 launches

✓ Montblanc
  ▪ Extension of the *Legend* line (men's line)

✓ Van Cleef & Arpels
  ▪ New men's line

✓ Jimmy Choo
  ▪ Extension of the *Illicit* line (women's line)

✓ Lanvin
  ▪ New women's line

✓ Van Cleef & Arpels
  ▪ New women's line

✓ Coach
  ▪ New women's line