

# SMCP

SANDRO, MAJE, CLAUDIE PIERLOT



## SMCP considers a public listing in Paris

*Shandong Ruyi to remain as majority shareholder in the long term*

Paris, 21st June 2017 - Over the past few years, SMCP ("SMCP" or the "Group") has continued to strengthen the global desirability of its three Parisian brands, Sandro, Maje and Claudie Pierlot, which combine the codes of luxury and fast fashion, across its key markets. Thanks to its successful strategy, SMCP has consistently delivered strong year-on-year growth, almost doubling its total sales in three years. In 2016, it recorded a 16.4% increase in sales, and a 22% increase in profitability, with EBITDA reaching €130 million. The Group has successfully pursued its international expansion with sales outside France increasing by 24%, representing 54% of global sales, particularly in APAC, where SMCP achieved 45% growth. E-commerce also grew by 80% to reach 10% of total sales building on strong digital momentum. SMCP intends to build on the strength of its unique business model and continue to implement its winning strategy, with the objective of confirming its position as a leader in the global apparel and accessories market.

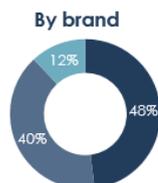
Leveraging on these strong dynamics, SMCP is today considering a public listing of its shares on Euronext Paris, with the strategic support of its majority shareholder Shandong Ruyi Technology Group ("Shandong Ruyi"). Such a transaction, which remains subject to market conditions, would allow SMCP to continue on its profitable growth journey and to pursue its mission to spread Parisian chic around the world.

Shandong Ruyi intends to maintain its position as a majority shareholder of SMCP and is committed to support SMCP's continued development and strongly believes a public listing would support its global development and visibility.

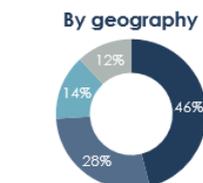
### SMCP's key figures for 2016

- Total sales : €786M
- Sales growth : 16.4%
- Sales growth in constant rate : 18%
- Total surface : 61,756 sqm
- Gross margin : 76.6%
- Operating margin<sup>1</sup> : 36.5%
- EBITDA margin : 16.5%
- Capex : €39M
- Free Cash Flow<sup>2</sup>: €84M

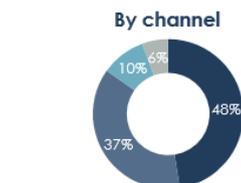
### Breakdown of 2016 net sales



■ Sandro ■ Maje  
■ Claudie Pierlot



■ France ■ EMEA ex. France<sup>1</sup>  
■ APAC ■ Americas



■ Free-standing stores<sup>3</sup> ■ Corners  
■ Digital<sup>4</sup> ■ Partners

Note : 1. Defined as EBITDA before SG&A; 2. Adjusted for the impact of acquisition by Shandong Ruyi; 3. Free-standing stores include local affiliates; 4. Digital partners included in digital channel

## **About SMCP**

SMCP is a global leading company in the global apparel and accessories market with three distinct contemporary Parisian fashion brands, Sandro, Maje and Claudie Pierlot. SMCP brands are present in more than 1200 points of sales in 36 countries. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively and continue to provide creative direction for the brands. Claudie Pierlot was also founded in 1984 by Madame Claudie Pierlot, and acquired by the Group in 2009. [www.smcp.com](http://www.smcp.com)

## **About Shandong Ruyi Technology Group**

Founded in 1972, Shandong Ruyi Technology Group Co. Ltd ("Shandong Ruyi Group") is one of the largest textile manufacturers in China and ranks among the Top 100 Chinese multi-national enterprises. The group predominately engages in textile offerings and owns a fully-integrated value chain with operations spanning across raw materials cultivation, textiles processing, and design and sale of brands & apparel. Headquartered in Jining, Shandong, the hometown of Confucius and Mencius, Shandong Ruyi Group operates 13 domestic industrial parks and boasts some of the largest production lines and advanced technology in China. Shandong Ruyi Group also has a significant distribution and point of sales (POS) network that services a global customer base spread across 6 different continents. In Asia Pacific alone, the group operates over 3,000 POS. Shandong Ruyi Group has over 20 subsidiaries, with two listed subsidiaries in China and Japan respectively.

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