



# SMCP

sandro • maje • claudie pierlot • fursac

2023 Q3 Sales

October 26<sup>th</sup>, 2023

Isabelle Guichot, CEO

Patricia Huyghues Despointes, CFO

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These risks and uncertainties include those discussed or identified under Chapter 3 “Risk factors and Internal Control” of the Company's Universal Registration Document filed with the French Financial Markets Authority (Autorité des Marchés Financiers - AMF) on April 11, 2023, and available on SMCP's website ([www.smcp.com](http://www.smcp.com)).

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Unless otherwise stated, all figures disclosed in this document are reported under IFRS 16.

Isabelle Guichot  
CEO

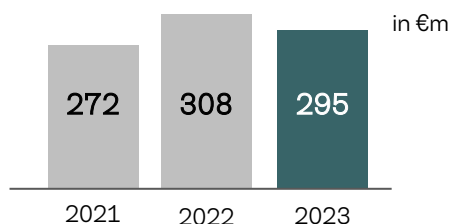




# Resilient sales in a deteriorating macroeconomic environment, Q3 in line with latest trading update

## Q3 Sales

-1% vs 2022  
+7% vs 2021  
constant fx



## 9M Sales

€905m

+4% organic  
+5% constant fx

## Network

1,704 POS

+46 POS in Q3  
o/w +19 DOS

- **Europe and America** impacted by consumption slowdown
- **Asia:** China's slow economic recovery; more positive trends in other markets
- **Consistent trend** across all brands
- **Stable discount rate** in Q3 despite competitive environment and after improving two years in a row
- **Stable digital sales** in line with B&M trend
- **Network expansion** with 46 net openings in Q3, both in retail partners and directly-owned network





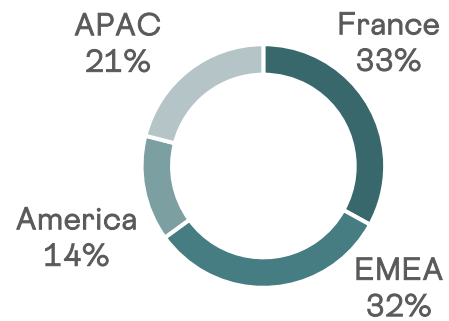
# 9M performance driven by APAC and Europe

## 9M sales organic growth by region

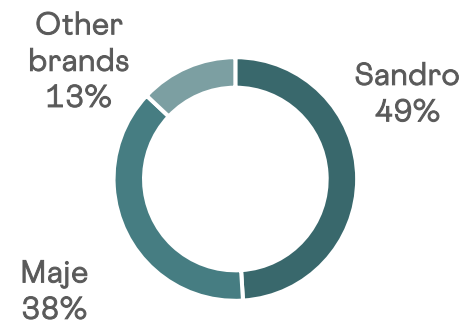


## Sales repartition

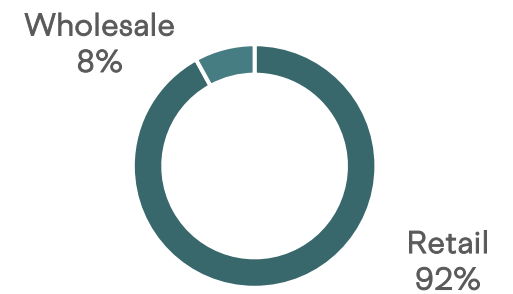
### by region



### by brand



### by channel





# Brand desirability: Sandro capsule collection in collaboration with Wrangler





## Brand desirability: Successful launch of a new bag for Maje



maje



# Brand desirability: Claudie Pierlot and Fursac engage customers through creative initiatives and formats



**CLAUDIE PIERLOT**  
PARIS

New monogram  
everywhere



**FURSAC**

New pop-up in  
Galeries Lafayette Haussmann  
Paris



# Brand desirability: successful collaborations through influencers

## SANDRO



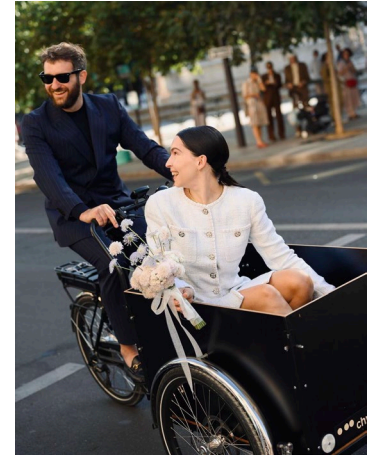
Chiara Ferragni  
Instagram: 29.5M



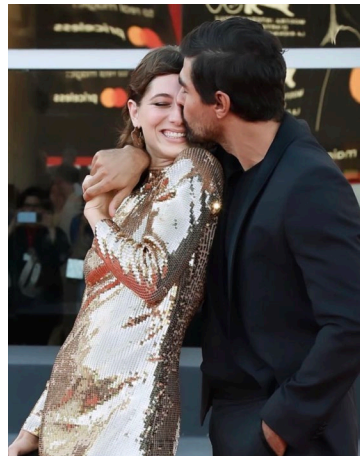
Ann Hsu  
Instagram: 518k



Hoskelsa  
Instagram: 8.7M



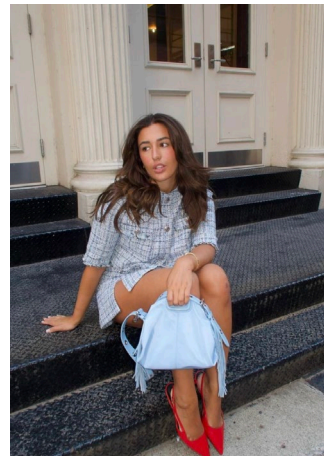
Luca Pronzato  
Instagram: 16.7k



Frederica de Benedittis  
Instagram: 56k



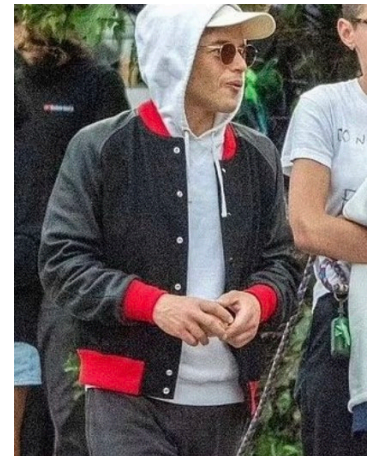
Tom Daley  
Instagram: 3.2M



Mayadorable  
Instagram: 1M



Genie Chen  
Instagram: 657k



Rami Malek



# Q3 key openings in EMEA



📍 Madrid, Spain



📍 Berlin, Germany





# Q3 key openings in America



📍 Georgetown, USA





## Q3 key openings in APAC



📍 The Londoner, Macao



📍 Sanya Haitang Bay, Hainan, China



## Q3 key partners' openings



📍 Galataport, Istanbul, Turkey



📍 Lotte Mall, Hanoi, Vietnam



📍 Mall of Arabia, Cairo, Egypt





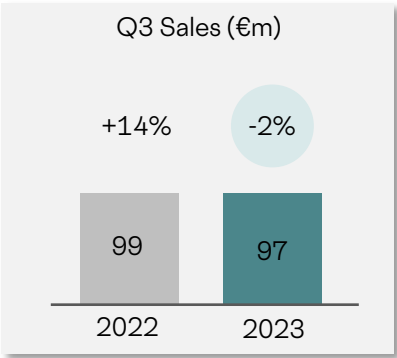
Patricia Huyghues Despointes  
CFO



# Resilient sales in Europe in a difficult market environment

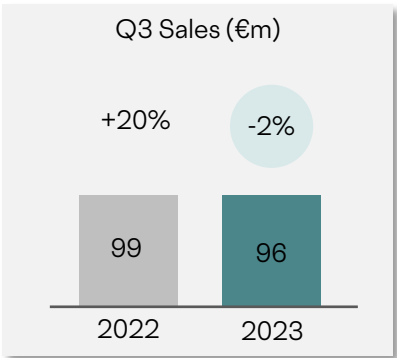
## France

- 9M sales at €301m, +3% vs 2022
- With a high basis of comparison, Q3 sales decrease by -2%, impacted by lower traffic from local consumers and tourists
  - The Group consolidates its competitive position vs. IFM and Banque de France indexes
  - Positive LFL digital growth
- Network remains flat in Q3



## EMEA

- 9M sales at €286m, +5% vs 2022
- Q3 sales down -2% amid persistent inflation, slowing demand and low tourist flow
  - UK and Italy more affected
  - Positive trend in Middle-East
- Network: +20 POS in Q3 in Egypt and Turkey via partners and in key EMEA markets in B&M and digital



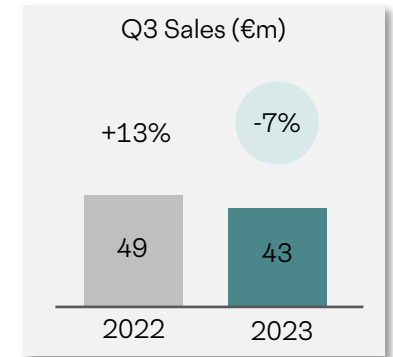




# Decreasing US performance on the back of high comparison basis, slow recovery in China

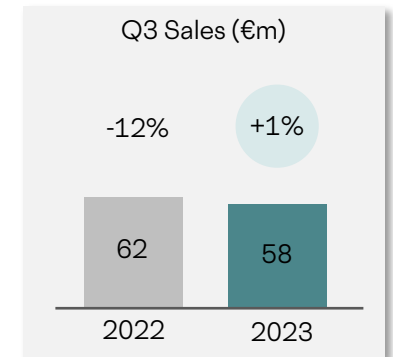
## America

- 9M sales at €123m, -5% vs 2022
- After a very strong 2022, Q3 sales decrease by -7% with contrasted performance:
  - Resilient US sales; mid-single digit decrease in a very challenging environment
  - Canada : retail environment still under reconstruction and lack of tourism
- Network +9 POS in Q3



## APAC

- 9M sales at €195m, +13% vs 2022
- Q3 sales in APAC positive vs LY +1% organic and +5% at constant fx
  - Greater China slightly positive
  - More positive trend in Singapore and Malaysia
- Network +17 POS in Q3 in South Korea, Vietnam and China





# Progress on savings plan roadmap

## Levers for savings plan

## Progress made in Q3 vs expected in H2

Activate savings plan on discretionary costs



Focus on profitable marketing investments



Prioritize infrastructure projects



Improve staff productivity



# Strong focus on Working capital & Free Cash Flow

- Strict control of SS24 purchases
- Optimisation plan of China inventory level
- Target : **Stable amount of inventories** in year-end 2023 vs 2022
- **Stronger free cash flow generation** expected in H2 vs H1
- Reminder: **liquidity fully secured** until 2026/2027







## Conclusion and outlook

Resilient sales in a deteriorating environment.

Solid progress on the action plan implementation.

First positive effects of the savings plan to be consolidated in the fourth quarter.

Financial liquidity secured, strong focus on inventories and cash.

**Adjusted annual targets confirmed.**

*Full-year 2023 results publication will be end of February 2024*

# Appendix





# Quarterly net sales by region and by brand

<i>In €m</i>	H1-22	H1-23	Reported %	Organic %	Q3-22	Q3-23	Reported %	Organic %	9M-22	9M-23	Reported %	Organic %
France	194,7	203,9	+4,7%	+4,7%	99,1	97,5	-1,6%	-1,6%	293,8	301,4	+2,6%	+2,6%
EMEA	173,4	189,1	+9,1%	+9,4%	98,6	96,5	-2,2%	-2,0%	272,0	285,6	+5,0%	+5,2%
America	83,1	80,3	-3,4%	-3,7%	49,0	42,7	-12,9%	-6,5%	132,1	123,0	-6,9%	-4,7%
APAC	114,2	136,5	+19,5%	+19,0%	61,6	58,2	-5,6%	+1,2%	175,8	194,7	+10,7%	+12,9%
<b>Total</b>	<b>565,4</b>	<b>609,8</b>	<b>+7,9%</b>	<b>+7,7%</b>	<b>308,4</b>	<b>294,9</b>	<b>-4,4%</b>	<b>-2,0%</b>	<b>873,8</b>	<b>904,7</b>	<b>+3,5%</b>	<b>+4,3%</b>
Sandro	266,8	295,5	+10,8%	+10,6%	150,2	143,3	-4,6%	-2,2%	416,9	438,8	+5,2%	+6,0%
Maje	223,9	228,5	+2,0%	+1,9%	119,9	112,4	-6,3%	-3,2%	343,8	340,9	-0,9%	+0,2%
Other brands	74,7	85,9	+14,9%	+14,9%	38,3	39,2	+2,3%	+2,4%	113,0	125,0	+10,6%	+10,7%
<b>Total</b>	<b>565,4</b>	<b>609,8</b>	<b>+7,9%</b>	<b>+7,7%</b>	<b>308,4</b>	<b>294,9</b>	<b>-4,4%</b>	<b>-2,0%</b>	<b>873,8</b>	<b>904,7</b>	<b>+3,5%</b>	<b>+4,3%</b>

Organic sales growth: at constant currency & Scope

Other brands: Claudie Pierlot and Fursac

# Breakdown of POS

## Directly operated stores

Number of DOS	Q3-22	2022	H1-23	Q3-23	Var Q3 23 vs H1 23	Var Q3 23 vs FY 22	Var Q3 23 vs Q3 22
<b><u>By region</u></b>							
France	455	460	463	463	-	+3	+8
EMEA	392	395	399	401	+2	+6	+9
America	167	166	167	171	+4	+5	+4
APAC	258	259	301	314	+13	+55 *	+56 *
<b><u>By brand</u></b>							
Sandro	547	551	575	583	+8	+32	+36
Maje	453	457	477	485	+8	+28	+32
Claudie Pierlot	203	201	206	206	-	+5	+3
Suite 341	2	2	-	-	-	-2	-2
Fursac	67	69	72	75	+3	+6	+8
<b>Total DOS</b>	<b>1 272</b>	<b>1 280</b>	<b>1 330</b>	<b>1 349</b>	<b>+19</b>	<b>+69</b>	<b>+77</b>

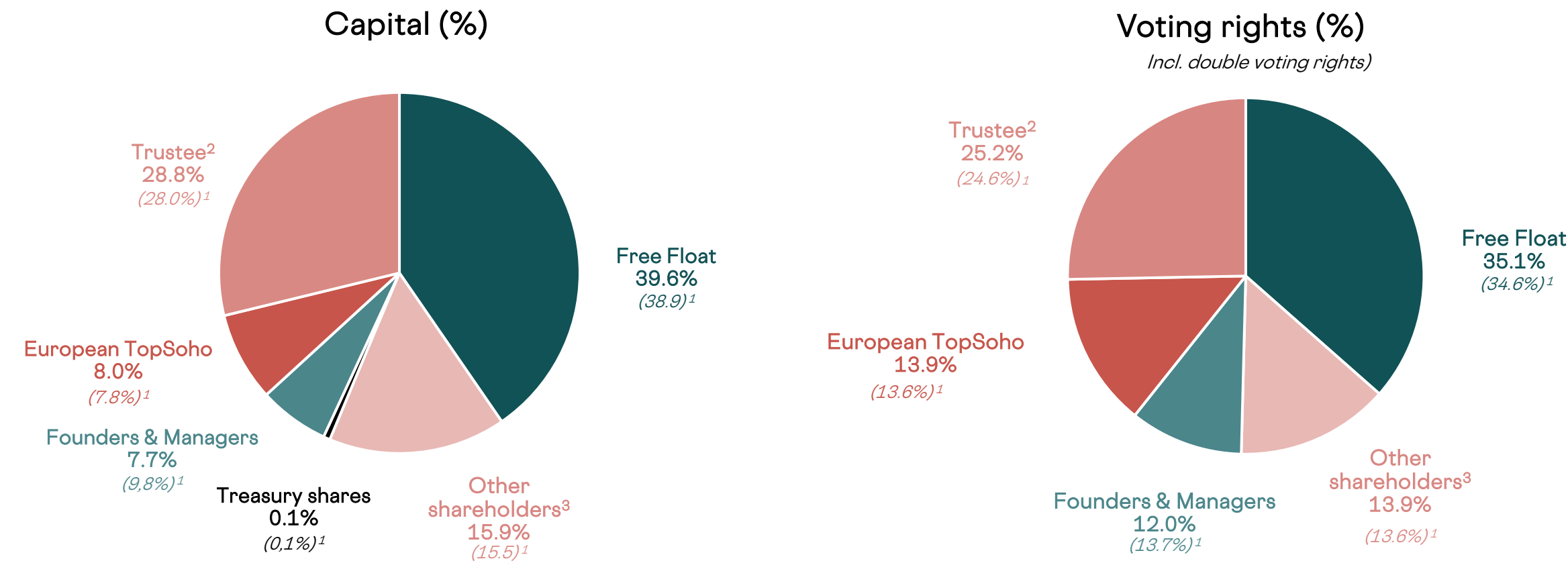
## Total points of sale

Number of POS	Q3-22	2022	H1-23	Q3-23	Var Q3 23 vs H1 23	Var Q3 23 vs FY 22	Var Q3 23 vs Q3 22
<b><u>By region</u></b>							
France	456	461	464	464	-	+3	+8
EMEA	544	552	520	540	+20	-12	-4
America	198	198	200	209	+9	+11	+11
APAC	472	472	474	491	+17	+19	+19
<b><u>By brand</u></b>							
Sandro	745	752	744	765	+21	+13	+20
Maje	620	627	615	633	+18	+6	+13
Claudie Pierlot	236	233	227	231	+4	-2	-5
Suite 341	2	2	-	-	-	-2	-2
Fursac	67	69	72	75	+3	+6	+8
<b>Total POS</b>	<b>1 670</b>	<b>1 683</b>	<b>1 658</b>	<b>1 704</b>	<b>+46</b>	<b>+21</b>	<b>+34</b>
<b><u>o/w Partners POS</u></b>	<b>398</b>	<b>403</b>	<b>328</b>	<b>355</b>	<b>+27</b>	<b>-48 *</b>	<b>-43 *</b>

\* including stores in Australia and New Zealand, integrated in Retail in January 2023 (from POS to DOS)



# Shareholding structure and voting rights as of September 30<sup>st</sup>, 2023



The share capital of the Company is composed of 76,288,530 shares (including 697,343 Free Preferred Shares)  
Assuming conversion of all the Free Preferred Shares into ordinary shares, the share capital of the Company would be composed of up to 78,326,926 shares

<sup>1</sup> Post conversion of all the Free Preferred Shares and excluding LTIP  
<sup>2</sup> Glas SAS (London Branch), Trustee under exchangeable bonds issued by European TopSoho secured with shares of SMCP representing approximately 37% of SMCP's share capital, has taken possession of 29% of the capital on October 28, 2021.  
<sup>3</sup> To date, the company has not been informed of the identity of the current holder(s) of the 12,106,939 shares transferred by European TopSoho S.à r.l., as no declaration of threshold crossing (statutory or legal) has been made to the Company or to the Autorité des marchés financiers and as these shares are bearer shares. GLAS has nevertheless indicated in a communication dated December 8, 2021 that it has obtained a freezing order against European TopSoho S.à r.l. and Dynamic Treasure Group Ltd, the initial transferee, prohibiting any further transfer of these shares.

# Definitions of non-IFRS financial measures

- “Sales” consists of total sales (retail and wholesale sales) net of rebates, discounts, VAT and other sales taxes, but before the deduction of concession fees paid to department stores and commissions paid to affiliates.
- “Organic sales growth” corresponds to total sales in a given period compared with the same period in the previous year, expressed as a percentage change between the two periods, and presented at constant exchange rates (sales for period N and period N-1 in foreign currencies are converted at the average year N-1 rate) and excluding scope effects
- “Like-for-like sales growth” corresponds to retail sales from directly operated points of sale on a like-for-like basis in a given period compared with the same period in the previous year, expressed as a percentage change between the two periods. Like-for-like points of sale for a given period include all of the Group’s points of sale that were open during the previous period and exclude points of sale closed during the period, including points of sale closed for renovation for more than one month, as well as points of sale that changed their activity (for example, Sandro points of sale changing from Sandro Femme to Sandro Homme or to a mixed Sandro Femme and Sandro Homme store). Like-for-like sales growth percentage is presented at constant exchange rates (sales for year N and year N-1 in foreign currencies are converted at the average N-1 rate, as presented in the annexes to the Group’s consolidated financial statements as at December 31 for the year N in question).
- “Adjusted EBITDA” is defined by the Group as operating income before depreciation, amortization, provisions and charges related to share-based long-term incentive plans (LTIP). Consequently, Adjusted EBITDA corresponds to EBITDA before charges related to LTIP. Adjusted EBITDA is not a standardized accounting measure that meets a single generally accepted definition. It must not be considered as a substitute for operating income, net income, cash flow from operating activities, or as a measure of liquidity.
- “Adjusted EBITDA margin” corresponds to Adjusted EBITDA divided by net sales.
- “Adjusted EBIT is defined by the Group as earning before interests and taxes and charges related to share-based long-term incentive plans (LTIP). Consequently, Adjusted EBIT corresponds to EBIT before charges related to LTIP. “Adjusted EBIT margin” corresponds to Adjusted EBIT divided by net sales.
- “Gross margin” as reported in the financial statements corresponds to the net sales after deduction of cost of sales and commissions paid to the department stores and affiliates. The company uses and monitors as an operational KPI the “management” gross margin before commissions and refers to it in its management presentations rather than the gross margin after commission.
- “Retail margin” corresponds to the management gross margin after taking into account the points of sale’s direct expenses such as rent, personnel costs, commissions paid to the department stores and other operating costs.
- “Selling, general and administrative expenses” are those incurred at the corporate level/central costs and not allocated to a point of sale or partner. These elements are added to the retail margin to obtain EBITDA.