

SMCP

sandro maje claudie pierlot

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SMCP OPENS ITS 100TH STORE IN MAINLAND CHINA

As part of its ambitious and successful expansion strategy in the APAC region, SMCP announces the opening of its 100th physical store in mainland China. The new Maje store, located in Beijing opened in the Chaoyang Joy City mall.

Since the opening of its first store in Hong-Kong in 2012, SMCP has perfectly executed its strategy and has developed at a very strong pace in Greater China, being now present in 22 cities¹, both tier-1 and tier-2, including Hong Kong, Macau as well as Taipei since last year.

Over this very short period of time, SMCP has built a very qualitative store network in Greater China, including beautiful stores in prestigious malls such as Shin Kong Place (SKP) in Beijing, IFC in Shanghai and Taikoo Li in Chengdu. Since April 2016, SMCP has complemented its brick and mortar network by initiating a very successful partnership with T-mall, closely followed by the launch of the Group's own online stores in September 2017. The initial results are extremely promising and demonstrate the strong appeal of the brands to the Chinese consumers.

Over the coming years, the Group will continue to leverage the strong desirability of its three brands in Greater China to roll out its long-term growth strategy, both through like-for-like growth and the expansion of its store network to capture the huge white-space potential.

Overall, the APAC² region today accounts for over 20% of the Group sales³, with 276 points of sale¹.

¹ At the end of April 2018

² APAC includes the Group's Asia-Pacific operations (mainly Mainland China, Hong Kong, South Korea, Singapore, Thailand and Australia).

³ At the end of Q1 2018

ABOUT SMCP

SMCP is a global player in the apparel and accessories market with three distinct contemporary Parisian fashion brands, *Sandro*, *Maje* and *Claudie Pierlot*. End of 2017 SMCP brands are present in more than 1,300 points of sales in 38 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 founded in 1984 by Madame Claudie Pierlot, and acquired by SMCP in 2009. SMCP is listed on the regulated market of Euronext Paris (compartment A, ISIN Code FR0013214145, ticker: SMCP).

INVESTORS CONTACT

celia.deverlange@smcp.com
pauline.roubin@smcp.com

PRESS CONTACT

Brunswick - Hugues Boëton
+33 (0) 1 53 96 83 83
smcp@brunswickgroup.com