

interparfums

2012 outlook

Annual sales of €400 million (+8%)

2011: Powerful growth drivers

In 2011, Jimmy Choo and Montblanc fragrances have confirmed their role as powerful growth drivers, marking a decisive and major milestone in the Group's development with:

- *Jimmy Choo*, a first women's line with sales that will largely surpass initial forecasts, accompanied by high post-launch demand for restocking;
- *Montblanc Legend*, a new men's line that, combined with steady performances by lines integrated into the portfolio at the end of 2010, will also significantly exceed initial expectations.

Other achievements in addition have made decisive contributions to the Group's development:

- The launch of a new women's line, *Burberry Body*, supported by very substantial marketing and advertising resources with strong visuals in all markets on a scale without precedent by the company to date and considerable confidence by major distributors;
- Work over the last six years to renew the Lanvin fragrance offering that has been successful in building a solid and sustained base for growth with three fragrance lines providing steady sources of revenue (*Eclat d'Arpège*, *Jeanne Lanvin* and *Marry Me* !);

- The consolidation of the Van Cleef & Arpels fragrance activity through several launches over the last two years contributing to the brand's repositioning in the exclusive high-end segment.

On that basis, for the 2011 full-year consolidated sales of €370 million are expected on 20% growth over the prior year.

2012: Continuing growth

In 2012, while not ruling out new acquisitions, the Group intends to pursue continued growth through:

- Fragrance line launches notably under the Lanvin and Montblanc brands;
- Gaining momentum for the *Jimmy Choo*, *Montblanc Legend* and *Burberry Body* lines launched in 2011;
- The first product initiatives for Boucheron and Balmain fragrances;
- Further development of the US and Asian markets driven by Interparfums Luxury Brands and Interparfums Singapore.

At the level of the current Euro-US dollar exchange rate, consolidated sales for 2012 are expected to reach €400 million on 8% growth over 2011.

Paris, November 16, 2011

Upcoming events

Actionaria trade show, Paris
November 18 & 19, 2011

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