

interparfums



KARL LAGERFELD^{BV} and INTERPARFUMS^{SA} sign a new exclusive fragrance license agreement

KARL LAGERFELD, the internationally renowned fashion house, and INTERPARFUMS, the creator of prestige perfumes and cosmetics, have signed a worldwide and exclusive license agreement to create, produce and distribute perfumes under the KARL LAGERFELD brand. This 20-year agreement starting today replaces a previous license between the KARL LAGERFELD and COTY companies, terminated by mutual consent.

The launch of a new fragrance line is scheduled for 2014.

Paris, October 25, 2012

Karl Lagerfeld, commented: *"Nothing's more exciting than a new venture and I am sure that INTERPARFUMS will go in the best direction and that they have the possibility and the will to do so."*

Pier Paolo Righi, President and CEO of KARL LAGERFELD^{BV} said: *"We are extremely excited to enter into a long term partnership with INTERPARFUMS who fully share our vision for the strategic development of the KARL LAGERFELD brand and who bring great experience in successfully building luxury fragrance businesses with a long term view."*

Philippe Bénacín, President and CEO of INTERPARFUMS^{SA} added: *"Karl Lagerfeld is one of the most talented designers worldwide. We are proud of his confidence in us as a partner to pursue strategic and long term fragrance development for the brand and we will actively devote our know-how and resources in order to contribute to a large international success."*

KARL LAGERFELD Company profile

Under the creative direction of Karl Lagerfeld, one of the world's most influential and iconic designers, the Lagerfeld Portfolio represents a modern approach to distribution, an innovative digital strategy and a global 360 degree vision that reflects the designer's own style and soul. The portfolio comprises three labels:

- Karl, the new line aimed at a cosmopolitan and digitally-savvy clientele, launched exclusively online.
- Karl Lagerfeld Paris, the premium ready-to-wear collection for women and men.
- Lagerfeld, the menswear line for everyday, urban living.

Each line has its own accessories offering including eyewear, bags, shoes, and fragrance.

Located in the Saint-Germain-des-Prés district of Paris, the KARL LAGERFELD Company has been part of the portfolio of the British investment fund, APAX PARTNERS, since 2006.

INTERPARFUMS^{SA} Company profile

Founded by Philippe Bénacín and Jean Madar in 1982, INTERPARFUMS^{SA} develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Burberry, Montblanc, Jimmy Choo, Boucheron, Van Cleef & Arpels, Paul Smith, S.T. Dupont, Balmain and Repetto. The Company also owns Lanvin Perfumes and Nickel, a men's skincare company. Its products are sold in over 100 countries worldwide in a selective distribution network. INTERPARFUMS^{SA} has had a consistent track record of strong growth in recent years and is listed on NYSE Euronext Paris with a market capitalization of more than €400 million.

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