

# Montblanc and Interparfums extend their partnership in the universe of fragrances

In 2010, Montblanc and Interparfums<sup>SA</sup> signed a 10-year license agreement to create, produce and distribute perfumes and ancillary products under the Montblanc brand.

With annual sales now exceeding €80 million, a 400% increase in just 4 years, Montblanc fragrances have met with enormous worldwide success, driven in particular by performances from the *Montblanc Legend* and *Montblanc Emblem* lines.

In this context, and acting in advance, the two companies have decided, to extend their partnership for an additional five years, i.e. until December 31, 2025. A new 10-year fragrance license agreement will become effective on January 1, 2016, without any material changes in the license operating conditions.

**Jérôme Lambert**, Chief Executive Officer of Montblanc, commented: *«We are very proud to announce the extension of our partnership with Interparfums. The remarkable successes achieved in the last few years, the result of our close collaboration, have naturally led us to renew our confidence in Interparfums for the next 10 years.»*

**Philippe Benacin**, Chief Executive Officer of Interparfums<sup>SA</sup> added: *«Montblanc fragrances have met with growing success since the signature of our first license agreement, first with the Montblanc Legend line and then the Montblanc Emblem line. The work accomplished upstream by the Maison has contributed considerably to this success and has allowed us to build a lasting position in the universe of men's fragrances. We are very pleased that this new license agreement will reinforce our long-term visibility, by notably setting the stage for developing a product offering in the women's fragrance universe.»*

Hambourg & Paris, October 2<sup>nd</sup>, 2015

## About Montblanc:

For more than a century, Montblanc has embraced the traditions of lasting value and exquisite craftsmanship. The Maison's uncompromising principles of design, style, quality and workmanship have allowed it to create heirloom collections that are passed from generation to generation. The iconic Montblanc emblem has become a symbol of excellence for luxury writing instruments, timepieces, leather, accessories, fragrances and sunglasses and the Maison has made an enduring commitment to encourage excellence through cultural advancement. Montblanc has its roots in writing culture and therefore sees a particular obligation to its own cultural commitment.

## About Interparfums<sup>SA</sup>:

Founded by Philippe Benacin and Jean Madar in 1982, Interparfums<sup>SA</sup> develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Montblanc, Jimmy Choo, Karl Lagerfeld, Boucheron, Van Cleef & Arpels, Paul Smith, S.T. Dupont, Balmain, Repetto and Coach. The company also owns the Lanvin and Rochas fragrances brands. With products sold in over 100 countries worldwide through a selective distribution network, in 2014 Interparfums<sup>SA</sup> had consolidated sales of nearly €300 million, accompanied by a double-digit operating margin and substantial cash resources. The Company is listed on Euronext Paris with a market capitalization of €700 million.

## Contacts

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