

# interparfums BURBERRY

## Interparfums<sup>SA</sup> and Burberry Group plc have extended certain terms of their fragrance licence

Interparfums<sup>SA</sup>, the prestige fragrance company, and Burberry, the global luxury company, have extended by one year certain terms of their fragrance licence, including the length of the agreement to 31 December 2017. Burberry's right to buy the licence has moved from 31 December 2011 to 31 December 2012, and the option requiring the consent of both parties to extend the licence five years beyond 2017 now becomes exercisable at 31 December 2015.

December 22, 2010

Angela Ahrendts, Burberry Chief Executive Officer, commented:

*"Working in partnership, Interparfums and Burberry have created a highly successful fragrance business with outstanding growth prospects in both the fragrance and beauty categories. Together, we are exploring paths to best achieve this potential."*

Philippe Benacin, Interparfums<sup>SA</sup> President and Chief Executive Officer, added:

*"Burberry and Interparfums currently have a range of projects in various stages of development. The amendment provides the flexibility to execute current priorities while exploring ways to work together in the future. This includes structuring expansion of the recently launched Burberry Beauty business beyond the test phase."*

### About Burberry

Burberry is a global luxury brand with a distinctive British heritage, core outerwear base and one of the most recognised icons in the world. Burberry designs and sources apparel and accessories, selling through a diversified network of retail, wholesale, licensing and e-commerce channels worldwide. Burberry has five strategic themes to underpin its growth: leverage the franchise; intensify non-apparel development; accelerate retail-led growth; invest in under-penetrated markets; and pursue operational excellence. At 30 September 2010, Burberry had 164 retail stores, 171 concessions (excluding Spain), 45 outlets and 55 franchise stores. Burberry, which is headquartered in London, was founded in 1856. It is listed on the London Stock Exchange (BRBY.L) and is a constituent of the FTSE 100 index.

### 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 Burberry, Jimmy Choo, Montblanc, Paul Smith, S.T. Dupont and Van Cleef & Arpels. 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<sup>SA</sup> has had a consistent track record of strong growth in recent years with net sales of €259 million in 2009 and is listed on NYSE Euronext Paris with a market capitalization around €500 million.

**Shareholder information**  
Tel.: +33 1 53 77 00 99

**Interparfums<sup>SA</sup>**  
Philippe Benacin, President & CEO  
+ 33 (0)1 53 77 00 00  
www.interparfums.fr

**Burberry**  
Fay Dodds - Director of Investor Relations  
Jenna Lirtler - Director of Corporate Relations  
+44 (0)20 3367 3524

www.interparfums.fr

Codes: Reuters IPAR.PA, Bloomberg ITP, ISIN FR0004024222-ITP Index: CAC Mid 100 and SBF 250

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