

interparfums

2010 sales: €305.7 million (+18%)

2011 sales guidance raised

Further market share gains in 2010

In 2010, against the backdrop of a buoyant market for perfumes and cosmetics, Interparfums added market share and exceeded year-end targets, after several upward revisions already. Consolidated sales for the year totalled €305.7 million, up 17.9% at current exchange rates and 18.3% at constant exchange rates over 2009.

€ millions	2009	2010	10/09
Burberry	166.2	184.8	+11%
Lanvin	40.6	53.0	+31%
Van Cleef & Arpels	20.2	25.9	+29%
S.T. Dupont	11.5	15.8	+37%
Paul Smith	12.8	14.9	+17%
Montblanc	-	7.0	ns
Nickel	2.3	2.2	-
Jimmy Choo	-	0.6	ns
Other	5.6	1.5	ns
Total	259.2	305.7	+18%

ns : not significant.

Highlights by brand

■ Burberry fragrances had another year of growth driven by the good performances of top-selling lines (*Burberry Brit* and *Burberry London*), the launch of *Burberry Sport* and *Burberry Beauty*, the make-up line introduced in summer 2010, in addition to significant gains by its well-established lines (*Burberry*, *Burberry Weekend* and *Burberry Touch*);

Philippe Benacin, Chairman and Chief Executive Officer commented:

"In light of this important worldwide launch, the integration of existing fragrance lines under the Boucheron brand in the second half, the already enthusiastic response to Jimmy Choo fragrances and finally, a good performance by Montblanc fragrances in the 2010 second half, the company has raised its guidance for 2011 sales to approximately €350 million or growth of more than 15% over 2010."

■ Lanvin fragrances' strong growth (+31%) considerably exceeded expectations at the start of the year based on its now solidly-established lines (*Éclat d'Arpège* and *Jeanne Lanvin*) and the launch of the *Marry Me!* line (€7 million). For the year, the brand had total sales of more than €50 million;

■ The renewal of the range (*Féerie* in fall 2008, *Collection Extraordinaire* in fall 2009, *Oriens* in spring 2010 and *Midnight in Paris* in fall 2010) and its successful repositioning in the exclusive high-end segment has translated into significant growth for Van Cleef & Arpels fragrances with sales of nearly €26 million in the period (+29%);

■ Montblanc fragrances' integration in the portfolio as of 1 July 2010 generated additional sales of €7 million.

Highlights by region

The new markets have confirmed their role as growth drivers on strong gains in Asia (+27%) and the Middle East (+16%) while in Eastern Europe (+61%) and South America (+42%) market conditions are progressively returning to normal. At the same time, momentum for sales remained positive in Western Europe (+14%) and North America (+9% excluding transfer of the US inventory).

Launch of a major perfume line under the Burberry brand in the fall

To further strengthen the Burberry brand's potential for sustained growth in the years ahead, following the creative and development phases initiated in early 2010, a major new women's line will be launched in fall 2011.

Paris, 25 January 2011

Philippe Santi, Executive Vice President and Chief Financial Officer, added:

"Because of the particular structure of our business model with its focus on sustained and targeted marketing and advertising expenses, consolidated operating profit in 2010 is expected to reach €41 million, an increase of nearly 22% over 2009, reflecting an operating margin of 13.5%."

Upcoming events:

Shareholder information

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Publication of 2010 results

9 March 2011 (before the opening of the NYSE-Euronext Paris

Investor relations - Interparfums SA

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

Annual General Meeting

29 April 2011 (2:00 p.m. - Pavillon Gabriel - Paris)

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