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Gary Saage, Chief Financial Officer
Sophie Cagnard, Head of Investor Relations

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# **H1-11 Financial Highlights**

Strong recovery of sales in all segments and regions including 10 pct points of FX
 & 5 pct points of NET-A-PORTER.COM

+37% to €3'259m

■ Retail growth ahead of wholesale

+47% vs +29%

■ Operating profit increase reflects comparatives but also pricing power of Maisons & operating leverage

+95% to €760m

■ Significant cash flow from operations

+86% to €598m

# H1-11 Economic Highlights: improved environment or easier comps?

- Uncertainties remain but financial crisis contained
   & continued development of growth markets
- **Supportive currency environment overall**



## **H1-11 NET-A-PORTER.COM**

NET-A-PORTER.COM

- Outstanding sales growth
- Sales of €120m
- Profitable (pre-acquisition impact)
- Significant growth prospects ahead
  - Weekly magazine for the iPad launched in September
  - MR PORTER.COM to be launched

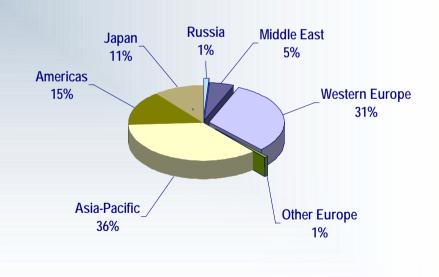




# H1-11 Sales in Europe

- Strong growth even excluding NET-A-PORTER.COM
- Driven by locals and clientele from growth markets
- ME and Russia renewing with growth, albeit at a slower rate



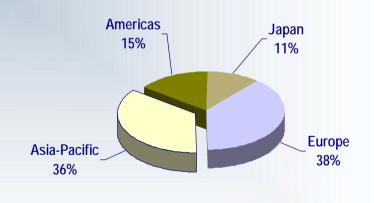


% differential at constant rates

## **H1-11 Sales in Asia Pacific**

- Superior double digit growth across the region
- Hong Kong, largest single market worldwide
- **■** Leading positions consolidated



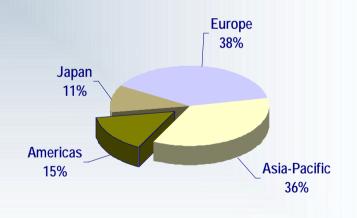


% differential at constant rates

## **H1-11 Sales in Americas**

- Nearly back to Sept 08 level
  - Retail close to peak
  - **Wholesale < peak, partly reflecting network streamlining**
- Strong growth on a sound base

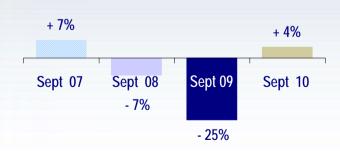


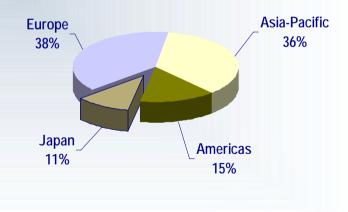


# H1-11 Sales in Japan

- Up 4% market share gains
- **Positive market response to new launches**





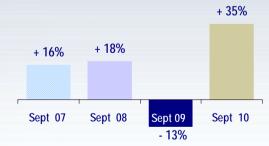


% differential at constant rates

## **H1-11 Sales by Network**

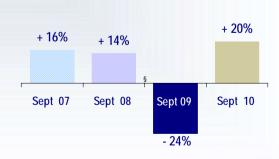
- Retail growing twice as fast as wholesale despite more challenging comps
  - Successful store openings
  - Integration of NET-A-PORTER.COM
- Wholesale > Sept 08 levels reflects good sell-out and effective streamlining





% differential at constant rates

#### Wholesale €1'737m (53% of Group Sales)



% differential at constant rates

# **H1-11 Maisons Highlights**

- Jewellery Maisons and Specialist Watchmakers' profitability healthy
- **Writing instrument Maison's contribution rebounding**
- Fashion & Accessories, profitable as a group and improving
- Reduced losses in non branded manufacturers

## H1-11 Performance – Jewellery Maisons

- Very strong, broad based, sales growth
- Increased Cartier and Van Cleef & Arpels' leadership in prestige jewellery & watches
- Strong rebound in profitability following slight contraction in FY10

6 months	€m	Sept 10	Sept 09	Actual Rates
Sales		1 619	1 222	+ 32%
Operating contribution		541	349	+ 55%
Contribution margin		33%	29%	+ 491 bps

## **H1-11 Jewellery Maisons**

# Cartier

- Broad-based double-digit growth in sales: geography, product lines, price points and network
  - Successful development in established & growth markets
  - Bridal activity, *Trinity* bijoux, *Ballon Bleu* and *Calibre* watches, Haute Horlogerie particularly strong
- **■** Constant upgrading of distribution
  - 27 boutique renovations
  - Accelerated retail expansion in Asia Pacific and ME (+21 net - total network: 305)
  - Increased selectivity in wholesale network

■ Impactful ad campaigns & PR events (e.g.



Calibre 1904 MC



#### Van Cleef & Arpels

- Double-digit growth in sales
  - Europe and Americas particularly outstanding
  - Creative jewellery, bijoux and watches
- Ongoing emphasis on creativity
  - The Voyages Extraordinaires HJ collection
  - The Perlée Bijoux collection
  - The Charms Mini watches
- 9 new DOS leading to a network of 85
- Awareness further enhanced (travelling exhibitions, Biennale des Antiquaires Paris)





## H1-11 Performance - Specialist Watchmakers

- Substantial growth in sales
- Marked rebound in profitability in spite of a strong Swiss franc
- All Specialist Watchmakers improving results

6 months € m	Sept 10	Sept 09	Actual Rates
Sales	901	655	+ 38%
Operating contribution	259	133	+ 95%
Contribution margin	29%	20%	+ 845 bps

# **PIAGET**

- Outstanding growth driven by
  - Retail
  - Asia Pacific
  - Polo 45 chrono, Magic Hour, Altiplano watches, Possession bijoux
- Acclaimed launch of the Possession Celebration rings
- Improved website (10 languages incl. Chinese)
- Retail network strengthened
  - 69 boutiques (o.w. 40 in Asia Pacific)



Altiplano 43mm



- Robust growth driven by Asia Pacific and demand for *Lange 1* and *Lange Zeitwerk*
- Renewing with creativity, many striking launches, including
  - The Lange 1 Daymatic (new movement)
  - The Lange Zeitwerk Luminous
- Focus on Asia Pacific and South America
  - New commercial organisation
  - Shanghai boutique relocated



#### OFFICINE PANERAI

- Solid growth:
  - Retail
  - Americas and Asia Pacific
- Continued success of models featuring in-house movements
  - Luminor Marina 1950 3 Days Automatic
  - Radiomir 10 Days GMT
- **■** Focus on retail network expansion
  - Through external partners (e.g. Moscow)
  - Internally (e.g. Shanghai IFC)



#### BAUME & MERCIER

- **■** Improvement despite
  - **■** Low exposure to growth markets
  - 100% wholesale exposure
  - **■** Highly competitive segment
- A transition year
  - Major worldwide restructuring of distribution on-going
  - New collection to be launched in April 2011





- Significant growth in nearly all markets
- Marked success of the *Patrimony* line, high-complications and *Atelier Cabinotiers* special order timepieces
- Reputation of a "Master Craftsman" strengthened with "La Symbolique des Laques" Métiers d'Art Collection
- Further focus on retail development: 4 new external boutiques in Asia Pacific
- Investment in production resumed mounting shortages



Philosophia- Ateliers Cabinotiers Special Order



- Strong performance overall
- Rich collection of Classic & Complications pieces driving sales
  - Reverso (e.g. Duetto) and Master lines (e.g. Chronograph)
  - New Duomètre à Quantième Lunaire, Master Memovox, Grand Prix Horlogerie

Expanding retail network with 6 new boutiques



#### **IWC**

INTERNATIONAL WATCH CO. SCHAFFHAUSEN SWITZERLAND, SINCE 1868

- Substantial upturn, especially in Asia Pacific & ME:
  - Iconic *Portuguese* and *Pilot's* lines
  - Successful launches (e.g. Portuguese Yacht Club Chronograph)
  - Higher average price
- Continued upgrading of wholesale & retail distribution
  - 5 openings (incl. Shanghai) now 34 stores
- PR events raising profile (e.g. IWC book launch with Paulo Coelho & Enki Bilal)
- Several CSR initiatives (e.g. the successful Adventure Ecology's Plastiki expedition)





- Renewed confidence in its masterpieces & operational know-how led to significant increase in retail & sell-out across all geographies
- Product offer's key milestones
  - Strong demand for high complication limited series (e.g. *Excalibur Double Tourbillon* €200k)
  - Well received worldwide launch of redesigned *Excalibur* collection (2 new COSC/'Poinçon de Genève' movements)
  - Successful relaunch of EasyDiver, especially in Japan
- Internationalisation completed

Excalibur Automatic Chronograph by micro rotor



## **H1-11 Performance – Writing Instrument Maison**

- **■** Robust sales
- Nearly all regions & networks up double digit
- Margin contribution up by 66%

6 months	€m	Sept 10	Sept 09	Actual Rates
Sales		303	238	+ 28%
Operating contribution		48	29	+ 66%
Contribution margin		16%	12%	+ 366 bps

## **H1-11 Montblanc Maison**

- Positive developments in all categories with watches and writing instruments performing strongest
  - Sustained demand for Nicolas Rieussec Chronograph (in-house movement)
  - Metamorphosis and Exo-Tourbillon watches highly acclaimed
  - Successful *Meisterstück Diamond* pen collection
  - New *John Lennon* pens expected to expand customer base
- Ongoing upgrade of wholesale & retail (incl. franchised >60%)
  - Focus on store improvement, as opposed to a major expansion plan
  - Maintain investment focus on Asia Pacific including India
- Increased brand presence and appeal through special events
  - Worldwide launch of *John Lennon* edition
  - Culture Art Patronage Awards in 11 countries







Meisterstück John Lennon Edition

### H1-11 Performance - Other

- Fashion & Accessories profitable and improving
  - A profitable Alfred Dunhill and closer to breakeven Lancel
  - Chloé: profitability improving thanks to higher sales, positive gross margin development and good cost control
- Reduced losses at non branded manufacturers

6 months	€m	Sept 10	Sept 09	Actual Rates
Sales		436	264	+ 65%
Operating contribut	tion	- 19	- 28	+ 32%
Contribution margi	n	-4%	-11%	+ 629 bps

## H1-11 Other: Fashion & Accessories



LANCEL PARIS

- Sales improvement driven by
  - Leather
  - Asia Pacific (c.65% of sales)
- **■** Further upgrading of distribution network
  - 3 new DOS (all in Asia Pacific)
  - Continued streamlining of external POS
- Merchandising improvement assisted by deployment of new system
- New ERP system being implemented



- Strong double digit growth in all channels
  - Successful launch of a 3rd iconic bag: *B.B.*
  - First inroads into Japan, Russia, HK& China exceeding expectations
  - **■** Excellent result of the latest store concept
- New strategy continues with focus on
  - Iconic lines
  - Bags and related SLG
  - France, ME & Asia

Deployment of new ERP & retail systems



# H1-11 Other: Fashion & Accessories Chloé

- **■** Double digit sales increase
  - Strong retail performance, particularly in China and Europe
  - Chloé Winter collection showing encouraging sell-through
  - Excellent performance of leather thanks to *Marcie*, *Paraty* and *Ethel* bags
- New management



Love, Chloé, advertising campaign

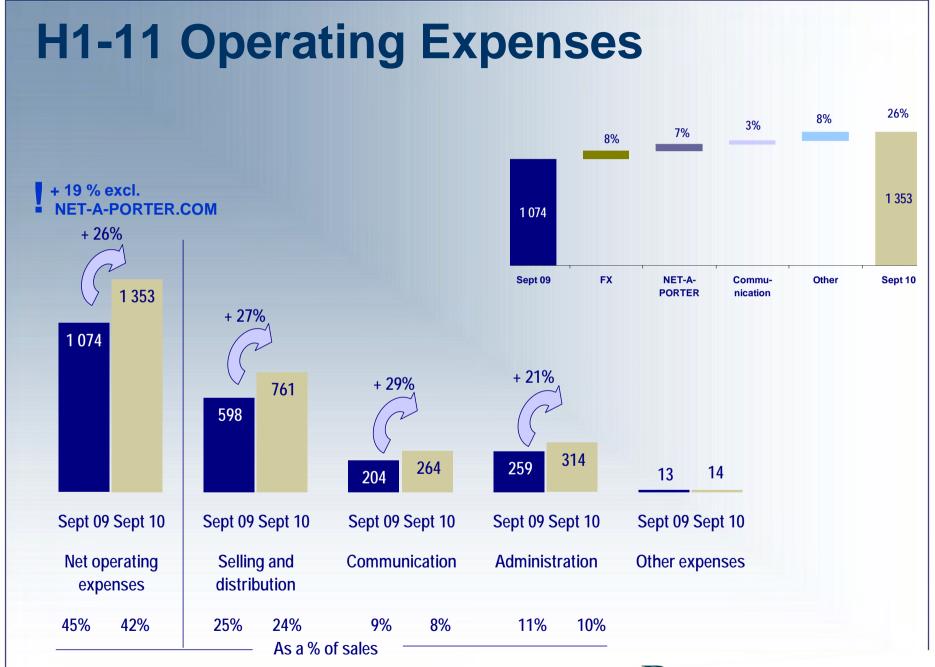
# **H1-11 Group results**

6 months	€m	Sept 10	Sept 09	
Sales		3 259	2 379	+ 37%
Gross profit		2 113	1 464	+ 44%
Net operating expenses		-1 353	-1 074	+ 26%
Selling and distribution expenses		- 761	- 598	+ 27%
Communication expenses		- 264	- 204	+ 29%
Administration expenses		- 314	- 259	+ 21%
Other income / (expenses)		- 14	- 13	
IFRS operating profit		760	390	+ 95%
Gross margin percentage		64.8%	61.5%	
Operating margin		23.3%	16.4%	

## **H1-11 Gross Profit**

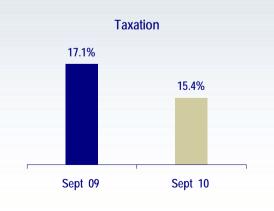






## H1-11 Profit

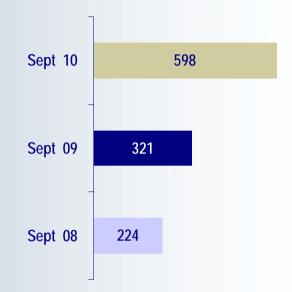
6 months € m	Sept 10	Sept 09	
Operating profit	760	390	+ 95%
Net finance (costs) / income	- 120	24	
Profit before taxation	640	414	+ 55%
Taxation	- 98	- 71	+ 39%
Share of post taxation results of associates	102	2	
Profit from continuing operations	644	345	+ 87%
Discontinued operations (net of tax)	-	- 1	
Profit for the period	644	344	+ 87%
of which non-controlling interest	- 2	- 4	





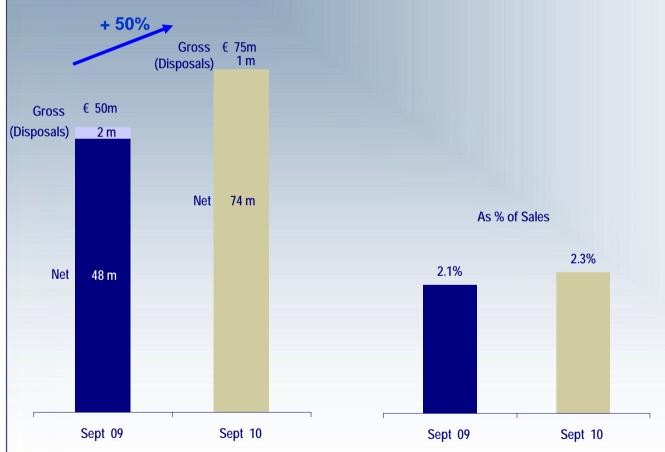
# **H1-11 Cash flow From Operations**

- Significant increase in cash flow from operations
- Limited swing in working capital



6 months € m	Sept 10	Sept 09	
Operating profit	760	389	371
Depreciation	139	112	27
Other items	47	48	-1
Movement in working capital	- 348	- 228	- 120
Cash flow from operations	598	321	277

## **H1-11 Fixed Assets Investments**





MB - Marina Bay Sands, Singapore



IWC - Beirut, Lebanon



**Lancel – St Tropez, France** 

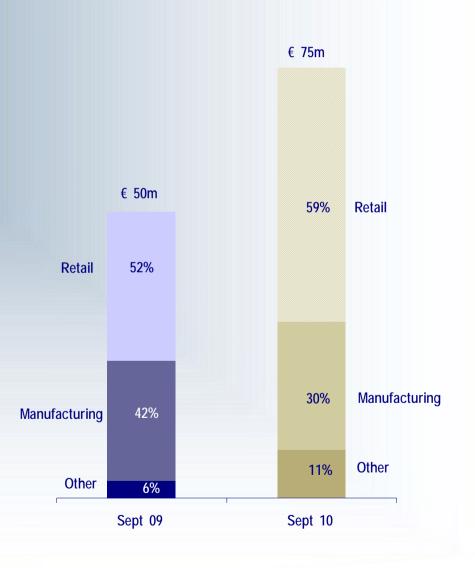
# **H1-11 Fixed Assets by Category**



Vacheron Constantin - Beijing, China

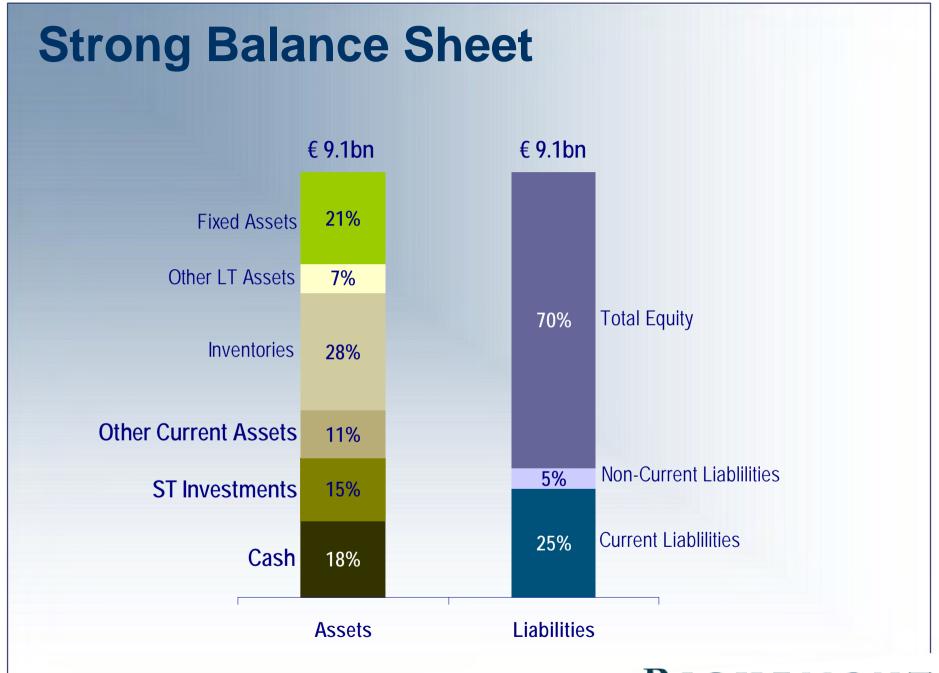


Cartier - HK Plaza Shanghai, China



## **H1-11 Free Cash flow**

6 months	€m	Sept 10	Sept 09
Cash flow from operations		598	321
Net change in fixed assets		- 74	- 48
Net change in intangible assets		- 21	- 11
Net change in subsidiaries and non-current assets		- 237	35
Net movement in short-term bond funds		- 2	118
Taxation paid		- 112	- 59
Net interest (expense)/income		- 1	0
Total free cash inflow		151	356





## **Latest Trends**

- October trends
  - **■** +36% in €: retail + 50%, wholesale + 26%
  - **+27%** at cc: retail + 39%, wholesale + 19%
- **■** Consistent geographic trends

# **Strong Maisons and Cash Position Allow to Maintain Strategic Directions**

- Increase leadership position in prestige jewellery & watches
- **■** Continue focus on organic growth
- **Expand retail, increase control over external distribution**
- **■** Continue regional focus on growth markets
- Further enhance our business model (shared services/platforms), allowing leverage & control
- Increase investments in manufacturing (verticalisation & capacity)

## **Conclusion: Core Strengths**

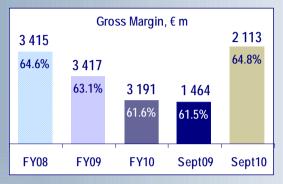
- **■** Unique portfolio of prestigious Maisons
- Leadership in prestige jewellery & watches
- Great potential given universal appeal of European luxury goods
- High exposure to clientele from growth markets while remaining a reference for local clientele from established markets
- Strong balance sheet
  - Cash, a fortress and a competitive advantage

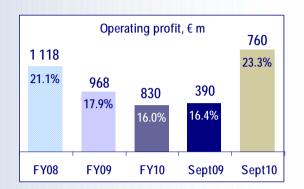


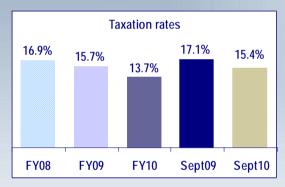


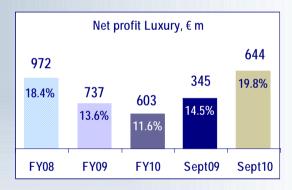
# **Financial Highlights**

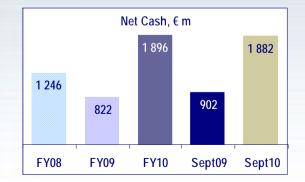


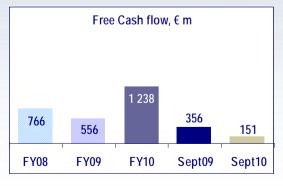


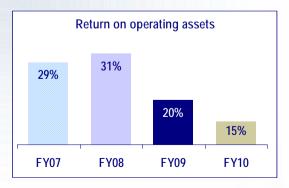












### **Hedging Policy**

- Consistent application of hedging policy since April 2004
- 70% of our forecasted net foreign currency cash flow exposure arising in USD block, HKD, JPY is hedged versus the CHF and Euro
- In the case of the USD, the net exposure takes into account purchases of precious metals and diamonds
- Hedges are entered into each month in respect of forecast net exposures arising one year forward
- Different types of hedging contracts are used including pure forward contracts and option based contracts
- Only certain forward contracts qualify for hedge accounting:
  - gains/losses associated with realised forward contracts are released in the gross margin only after the underlying external transaction has occurred;
  - 'marked to market' gains/losses associated with unrealised forward contracts are deferred to reserves
- Certain derivative contracts, usually option based, do not qualify for hedge accounting:
  - realised and unrealised gains/losses are released to FX differences in investment income/expense line (foreign exchange gains/losses – other derivatives).

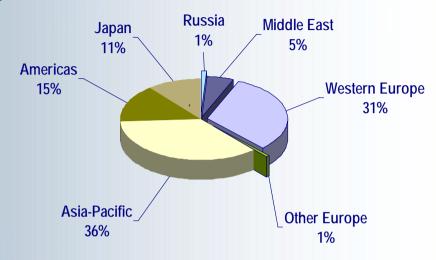
### **Foreign Currency Hedging Contracts**

	6 mo	12 months average		
	aver	average		
Versus the CHF	Hedge rate to	Actual rate to	Hedge rate to	
versus the CHF	Sept 10	Sept 10	March 11	
YEN	88	83	87	
US\$	1.04	1.07	1.05	
HK\$	7.46	7.28	7.50	

# **Average Rates against the CHF**

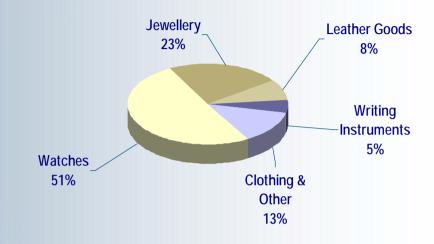
	6 months to 30 Sept 10	6 months to 30 Sept 09
YEN	83	88
US\$	1.07	1.09
HK\$	7.28	7.14

# H1-11 Sales by Region



6 months	€m	Sept 10	Sept 09	Constant rates	Actual rates
Europe		1 260	995	+ 23%	+ 27%
Asia-Pacific		1 157	771	+ 36%	+ 50%
Americas		489	325	+ 37%	+ 51%
Japan		353	288	+ 4%	+ 23%
Total		3 259	2 379	+ 27%	+ 37%

# **H1-11 Sales by Product line**



6 months	€m	Sept 10	Sept 09	Constant rates	Actual rates
Watches		1 649	1 190	+ 28%	+ 39%
Jewellery		745	581	+ 17%	+ 28%
Leather Goods		271	211	+ 20%	+ 28%
Writing Instruments		166	125	+ 23%	+ 32%
Other		428	272	+ 46%	+ 57%

## **H1-11 Sales by Business Area**



6 months € m	Sept 10	Sept 09	Constant rates	Actual rates
Jewellery Maisons	1 619	1 222	+ 22%	+ 32%
Specialists watchmakers	901	655	+ 28%	+ 38%
Writing instrument Maison	303	238	+ 19%	+ 28%
Other	436	264	+ 53%	+ 65%
Total Sales	3 259	2 379	+ 27%	+ 37%

# H1-11 Reported Operating Result by Business Area

6 months	€m	Sept 10	Sept 09	% Chge	
Operating	contribution				
Jewellery maisons		541	349	+ 55%	65%
Specialists watchmakers		259	133	+ 95%	31%
Writing instrument maison		48	29	+ 66%	6%
Other		- 19	- 28	+ 32%	- 2%
Subtotal		829	483	+ 72%	100%
Corporate costs		- 69	- 93	- 26%	
Central support services		- 75	- 68	+ 11%	
Other operating (expense) / income		6	- 25	n/a	
Operating profit		760	390	+ 95%	

### H1-11 Profit

6 months € m	Sept 10	Sept 09	
Sales	3 259	2 379	+ 37%
Cost of sales	-1 146	- 915	
Gross margin	2 113	1 464	+ 44%
Net operating expenses	-1 353	-1 074	
Operating profit	760	390	+ 95%
Net financial (costs) / income	- 120	24	
Share of post-tax results of associates	102	2	
Profit before taxation	742	416	+ 79%
Taxation	- 98	- 71	
Profit from continuing operations	644	345	+ 87%
Discontinued operations, net of tax	-	-1	
Profit for the period	644	344	+ 87%
Cash flow from operations	598	321	+ 277m
Net cash	1 882	902	+ 980m

# **Summary Balance Sheet**

€ m	Sept 10	Sept 09
Fixed assets	1 950	1 458
Other long term assets	614	598
Net current assets	2 210	2 270
Long term liabilities excluding borrowings	- 315	- 173
Net operating assets	4 459	4 153
Investment in associates	8	19
Net cash	1 882	902
Net assets	6 349	5 074

### **Equity**

Shareholders' equity	6 328	5 070
Non-controlling interests	21	4
	6 349	5 074

# Inventory

€m	Sept 10	Sept 09	€m	
Finished goods	1 617	1 594	23	+ 1%
Raw materials and work in progress	919	772	147	+ 19%
Total	2 536	2 366	170	+ 7%

Rotation	Sept 10	Sept 09
Number of months of COGS	17.7	20.3

### **H1-11 Retail Network**

	Sept 2010	External	Internal	vs PY Internal	vs PY External	March 2010
Montblanc	360	140	220	- 1	+ 7	354
Cartier	293	114	179	+ 8	+ 2	283
Alfred Dunhill	212	77	135	+ 4	+ 2	206
Lancel	146	71	75	+ 2	+ 0	144
Chloé	108	38	70	+ 2	- 5	111
Van Cleef & Arpels	85	32	53	+ 4	+ 2	79
Piaget	69	25	44	+ 3	- 2	68
Shanghai Tang	45	21	24	+ 4	+ 3	38
IWC	34	22	12	+ 5	+ 0	29
Jaeger-LeCoultre	31	19	12	+ 2	+ 0	29
Vacheron	29	22	7	+ 2	+ 3	24
Panerai	21	11	10	+ 3	+ 2	16
Others*	19	5	14	+ 0	+ 1	18
TOTAL	1452	597	855	+ 38	+ 15	1399

\* Others: A. Lange & Söhne, Baume & Mercier, Roger Dubuis, Purdey, Azzedine Alaïa

# Cartier

### Van Cleef & Arpels



#### **Watches**

Fine Watchmaking Collection
High Jewellery watches collection
Calibre de Cartier

#### **Jewellery**

Trinity (Coeur, Panthère, Draperie)
Love
Biennale des Antiquaires – High Jewellery pieces

#### **Accessories**

Roadster pen, metal and combined versions Marcello de Cartier saddle bag

#### **Openings**

Macau the Wynn - China
Shanghai IFC - China
Shanghai HK Plaza - China
Marina Bay Sands- Singapore
Dubai Mall of the Emirates - UAE

#### **High Jewellery**

Les Voyages Extraordinaires

#### **Bijoux**

Perlée

Magic Alhambra set in white gold with diamond
Oiseaux de Paradis exclusive coloured stone series Creative jewellery

#### **Watches**

Charms Mini
Pont des Amoureux

#### **Openings**

Shanghai Huaihai Road - China Marina Bay Sands - Singapore Short Hills - USA Taipei, Sogo - Taiwan

# **PIAGET**



#### **Watches**

Piaget Polo FortyFive lady

Altiplano 43mm

Magic Hour paved

#### **Jewellery**

Possession Celebration

Manchette & necklace Possession Excentrique

Limelight Jazz Party

#### **Openings**

Macau Wynn II - Macau

Shanghai IFC - China

Marina Bay Sands - Singapore

#### **Watches**

Métiers d'Art "La Symbolique des laques", year 1

#### **Openings**

Dalian - China

Marina Bay Sands - Singapore

Taiyuan - China

Beijing - China





#### **Watches**

Saxonia Annual Calendar
Grand Lange 1, ref. 115.028
Collection "Homage to F.A. Lange"
Lange 1 Daymatic
Lange Zeitwerk Luminous

#### **Jewellery Watches**

Little Saxonia

#### **Openings**

None

#### **Watches**

EasyDiver automatic

Excalibur Double Tourbillon platinum

#### **Jewellery**

BeHeart, Tahiti pearls

#### **Openings**

Bangkok – Thailand Kiev – Russia



### **IWC**

INTERNATIONAL WATCH CO. SCHAFFHAUSEN SWITZERLAND, SINCE 1868

#### **Watches**

Duomètre à Quantième lunaire
AMVOX2 Grand Chronograph

Atmos 566 by Marc Newson - blue version

Master Compressor Diving Automatic Navy Seals

#### **Openings**

Twin Villa Shanghai - China

Marina Bay Sands - Singapore

Beirut - Lebanon

Kuwait City - Kuwait

#### **Watches**

Portuguese Yacht Club Chronograph

Portuguese Hand-Wound

Portuguese Tourbillon Mystère Rétrograde

#### **Openings**

Marina Bay Sands – Singapore

Shanghai IFC - China

Golden Souks, Beirut - Lebanon

### OFFICINE PANERAL FIRENZE 1860



#### **Watches**

Radiomir Regatta 1/8 Second Titanio Luminor Marina 1950 3 Days Automatic Radiomir Composite 8 Giorni

#### **Openings**

Hong Kong Kowloon – China Shanghai IFC – China Paris – France

#### **Watches**

Classima

- Extra-thin Quartz
- GMT Chrono
- Magnum

Riviera magnum Chrono

#### **Openings**

None





#### **Watches**

Villeret Vintage Rieussec Silicon Escapement

#### **Writing Instruments**

StarWalker Ruthenium

Meisterstück Montblanc Diamond

John Lennon Edition

#### Other

Men's Fine Meisterstück Jewellery Line Meisterstück Soft Leather WestSide Black Mystery Leather

#### **Openings**

Marina Bay Sands - Singapore Guangzhou Taikoo Hui - China Hangzhou Mix - China

#### **Men Leather Goods**

ADV8 Brown LLG Bladon LLG (Tan & Black) Explorer Black LLG & SLG

#### **Openings**

Le Bon Marché Paris – France Marina Bay Sands - Singapore Shanghai IFC - China Palace 66 Shenyang - China

#### LONDON



# Chloe



#### **Ladies Handbags**

B.B. (Brigitte Bardot)

Plume

Miss Adjani

Miss Elsa

#### **Men Lines**

Au sphinx

A l'incomparable

#### **Openings**

St Tropez - France

One Central - Macau

Harvey Nichols - Hong Kong

#### **Leather Goods**

Darla bag

Aurore bag

Margareth bag

Chloé & See by Chloé shoes, Fall/Winter 2010-11

#### **Openings**

None

# RICHEMONT