

FY 2014 Financial Results



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Luciano Santel, the Manager in charge of preparing the corporate accounting documents, declares that, pursuant to art. 154-bis, paragraph 2, of the Legislative Decree no. 58 of February 24, 1998, the accounting information contained herein correspond to document results, books and accounting records.







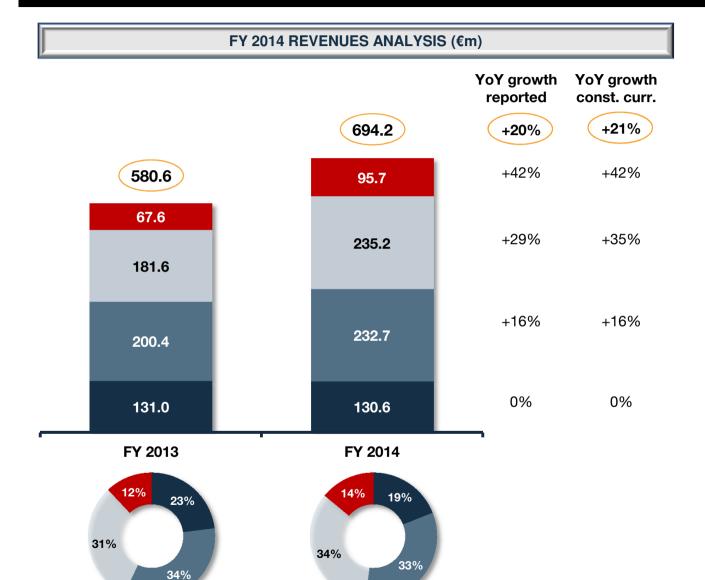


- Consolidated Revenues: Eur 694m, +20% *YoY* growth reported (+21% constant currencies)
- International markets: Eur 564m, 81% of total revenues (77% in FY 2013)
- Retail Revenues: Eur 431m, +29% YoY growth, 62% of total revenues (57% in FY 2013)
- **A** FY 2014 Comparable Store Sales Growth: +8%
- **EBITDA** *Adjusted(\*\*)*: Eur 232.9m with a margin on sales of 33.5% (33.0% in FY 2013)
- EBIT Adjusted(\*\*): Eur 206.6m, with a margin on sales of 29.8% (29.7% in FY 2013)
- Net Income: Eur 130.3m with a margin on sales of 18.8% (15.9% in FY13) (\*\*\*)
- Net Debt: Eur 111.2m vs. Eur 171.1m as of December 2013

<sup>(\*)</sup> This applies to all pages: rounded figures

<sup>(\*\*)</sup> Before Eur 5.0m of non-cash costs mainly related to stock option plans in FY 2014, Eur 6.1m of IPO costs in FY 2013 (\*\*\*) FY 2013 carve-out net income margin. FY 2013 reported net income margin equal to 13.1%





Asia & RoW

Americas

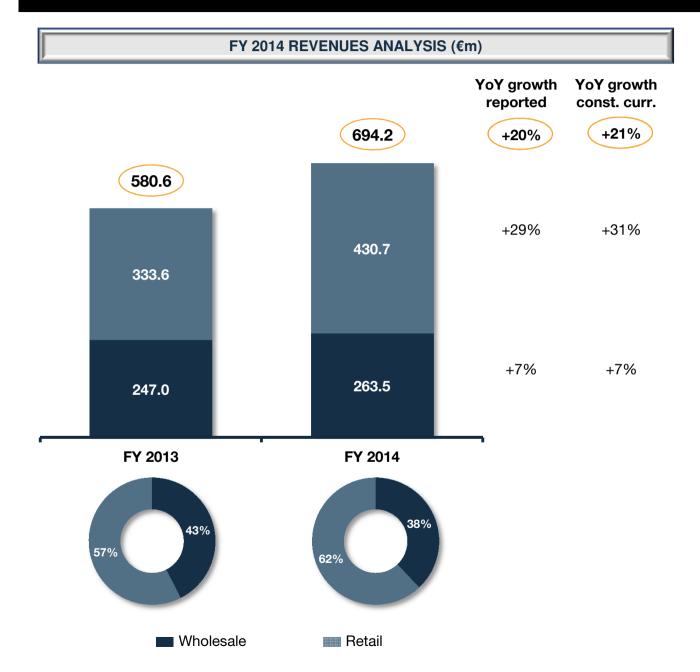
EMEA

Italy

- Strong sales performance continued, +21% YoY growth at constant currencies
- All international markets showed solid double-digit performances
- Q4 growth acceleration driven by North America, Japan and China
- Domestic market revenues in line with FY 2013 notwithstanding wholesale doors reduction







- Revenues growth driven by the retail channel (+31% at constant currencies), now 62% of total revenues vs. 57% in FY 2013
- Sales of comparable DOS (Comp-Store Sales) rose by 8% in FY 2014, in acceleration in Q4, with solid performances in all regions
- Wholesale revenues increased by 7% at constant currencies driven by North America and Korea







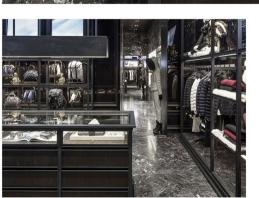
	31/12/2013	31/12/2014
Retail	107	134
Italy	17	19
EMEA (excl. Italy)	44	51
Asia & RoW	38	50
Americas	8	14
Wholesale	28	38
TOTAL	135	172

- 27 retail monobrand net openings in FY 2014, of which 7 in Q4 including, among the others, Seattle, Prague, Las Vegas
- 4 additional stores opened as of February and 12 stores converted from wholesale to retail in Korea
- Some 20 stores already secured for 2015, including a flagship store in Tokyo Ginza



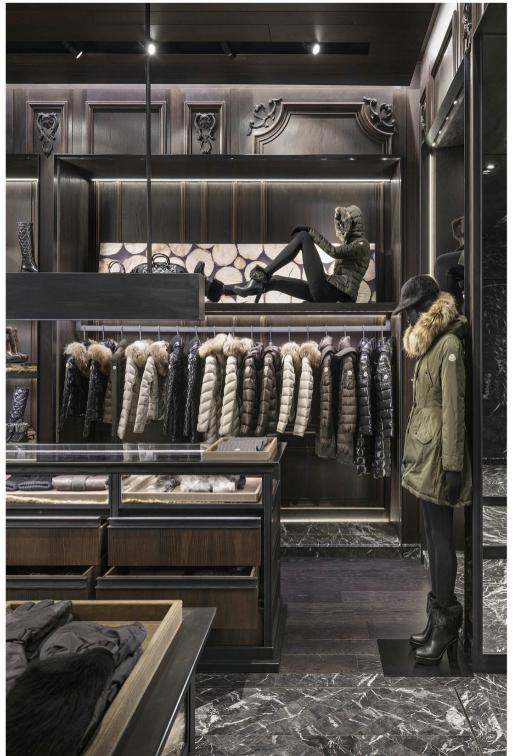


**PRAGUE** 











**SEATTLE** 





### **Consolidated Income Statement**

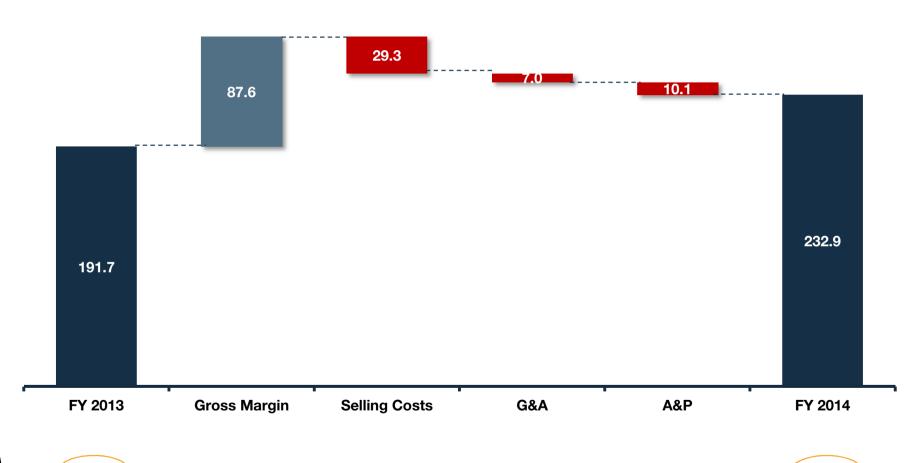
	FY 2014		FY 2013	
	€m	%	€m	%
Revenues	694.2	100.0%	580.6	100.0%
YoY growth	+20%		+19%	
Cost of sales	(192.5)	(27.7%)	(166.5)	(28.7%)
Gross margin	501.7	72.3%	414.1	71.3%
Selling expenses	(183.0)	(26.4%)	(147.7)	(25.4%)
General & Administrative expenses	(66.0)	(9.5%)	(57.9)	(10.0%)
Advertising & Promotion	(46.1)	(6.6%)	(36.0)	(6.2%)
EBIT ADJ	206.6	29.8%	172.5	29.7%
Non-recurring items*	(5.0)	(0.7%)	(6.1)	(1.1%)
EBIT	201.6	29.0%	166.4	28.7%
Net financial result**	(6.1)	(0.9%)	(21.2)	(3.6%)
EBT	195.5	28.2%	145.2	25.0%
Taxes	(65.4)	(9.4%)	(50.8)	(8.8%)
Tax Rate	33.4%		35.0%	
Net Income from Continuing Operations	130.1	18.7%	94.4	16.3%
Net Result from discontinued operations	0.0	0.0%	(16.0)	(2.8%)
Consolidated Net Income	130.1	18.7%	78.4	13.5%
Minority result	0.2	0.0%	(2.3)	(0.4%)
Net Income	130.3	18.8%	76.1	13.1%
YoY growth	+71%		+164%	
EBITDA ADJ	232.9	33.5%	191.7	33.0%
YoY growth	+21%		+19%	

<sup>(\*)</sup> Non-recurring items include: non-cash costs linked to the stock option plans in FY 2014; costs mainly related to the IPO in FY 2013





#### ADJUSTED EBITDA ANALYSIS (€m)

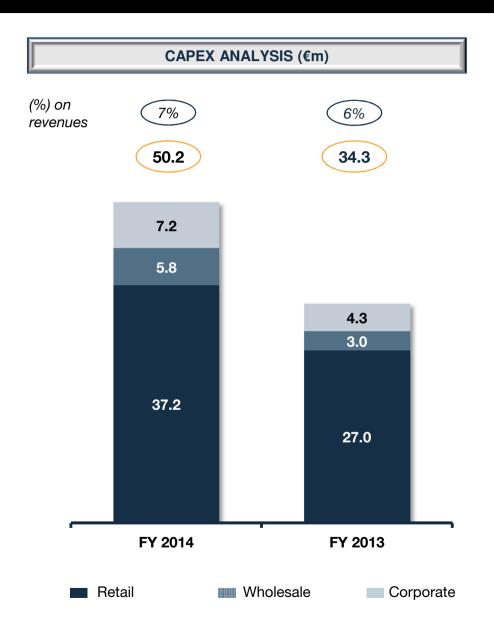


EBITDA Margin

33.0%

33.5%



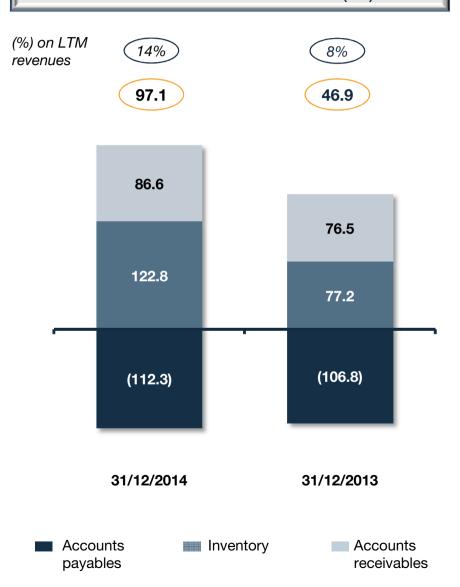


- FY 2014 capex mainly related to the retail expansion
- Retail capex driven by 27 openings in 2014 and 4 expansions/relocations
- Wholesale capex largely includes investments for the new showroom in Milan
- Additional Eur 7.2m investments mainly related to IT infrastructure (SAP)



### Consolidated Net Working Capital

#### **NET WORKING CAPITAL ANALYSIS (€m)**

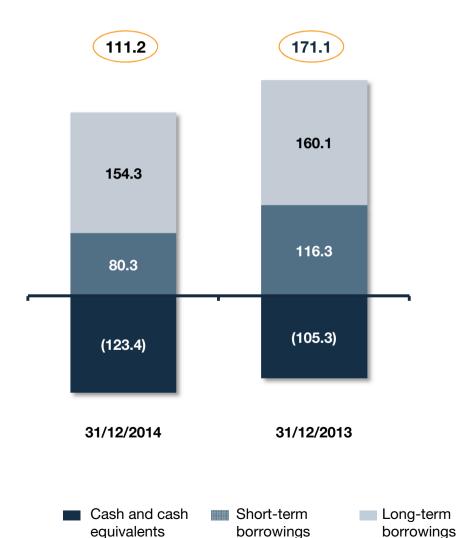


- Net working capital increased to Eur 97.1m, equal to 14% of Last-Twelve-Months (*LTM*) revenues
- At constant currencies, net working capital on sales ratio would have been equal to 13%
- Inventories rose in line with expectations, driven by management decision to anticipate the production cycle and the expansion of the retail network



#### **Consolidated Net Financial Position**

#### **NET DEBT ANALYSIS (€m)**



- At the end of 2014, net debt amounted to Eur 111.2m, compared to Eur 171.1m as of December 2013
- Net debt reduction has been driven by solid cash flow generation, notwithstanding the important investments made and the dividend payment



# **Consolidated Balance Sheet Statement**

	31/12/2014	31/12/2013
	€m	€m
Intangible Assets	414.4	408.3
Tangible Assets	77.3	58.2
Other Non-current Assets/(Liabilities)	(14.7)	(37.8)
Total Non-current Assets	477.0	428.7
Net Working Capital	97.1	46.9
Other Current Assets/(Liabilities)	(40.3)	(5.9)
Assets/(Liabilities) related to Other Brands Division	6.2	21.6
Total Current Assets	63.0	62.6
Invested Capital	540.0	491.3
Net Debt	111.2	171.1
Pension and Other Provisions	8.2	9.6
Shareholders' Equity	420.6	310.6
Total Sources	540.0	491.3



# **Consolidated Cash Flow Statement**

	FY 2014	FY 2013
	€m	€m
EBITDA Adjusted	232.9	191.7
Change in Net Working Capital	(50.2)	(10.4)
Change in other curr./non-curr. assets/(liabilities)	25.1	(17.0)
Capex	(50.2)	(34.3)
Disposals	0.7	0.4
Operating Cash Flow	158.3	130.4
Net financial result	(6.1)	(21.2)
Taxes	(65.4)	(50.8)
Free Cash Flow	86.8	58.4
Other changes related to Other Brands Division	0.0	8.1
Non-recurring items	(0.5)	(6.1)
Dividends paid	(28.6)	(2.2)
Other changes in equity	2.2	0.8
Net Cash Flow	59.9	59.0
Net Financial Position - Beginning of Period	171.1	230.1
Net Financial Position - End of Period	111.2	171.1
Change in Net Financial Position	59.9	59.0



**APPENDIX** 



### Fourth Quarter 2014 Revenues Breakdown by Region and Channel

	9M 2014		9M 2013		YoY Growth %		Q4 2	014	Q4 2	013	YoY Gre	owth %	FY 2014		FY 2013		YoY Growth <sup>o</sup>	
	€m	%	€m	%	Rep.	ex FX	€m	%	€m	%	Rep.	ex FX	€m	%	€m	%	Rep.	ex FX
Italy	103.8	23%	105.4	27%	-1%	-1%	26.8	11%	25.6	13%	+5%	+5%	130.6	19%	131.0	23%	0%	0%
EMEA (excl. Italy)	163.8	37%	142.6	37%	+15%	+14%	68.9	28%	57.8	30%	+19%	+23%	232.7	33%	200.4	34%	+16%	+16%
Asia & RoW	127.7	28%	100.2	26%	+28%	+35%	107.5	44%	81.4	43%	+32%	+34%	235.2	34%	181.6	31%	+29%	+35%
Americas	54.0	12%	40.8	10%	+32%	+36%	41.7	17%	26.8	14%	+56%	+50%	95.7	14%	67.6	12%	+42%	+42%
<b>Total Revenues</b>	449.3	100%	389.0	100%	+16%	+18%	244.9	100%	191.6	100%	+28%	+29%	694.2	100%	580.6	100%	+20%	+21%

	9M 2014		2014 9M 2013 Y		YoY Gr	YoY Growth %		Q4 2014		013	YoY Gr	owth %	FY 2	014	FY
	€m	%	€m	%	Rep.	ex FX	€m	%	€m	%	Rep.	ex FX	€m	%	€n
Retail	219.5	49%	175.5	45%	+25%	+28%	211.2	86%	158.1	83%	+34%	+33%	430.7	62%	333.6
Wholesale	229.8	51%	213.5	55%	+8%	+9%	33.7	14%	33.5	17%	1%	-7%	263.5	38%	247.0
<b>Total Revenues</b>	449.3	100%	389.0	100%	+16%	+18%	244.9	100%	191.6	100%	+28%	+29%	694.2	100%	580.0

FY 20	014	FY 2	013	YoY Growth %						
€m	%	€m	%	Rep.	ex FX					
430.7	62%	333.6	57%	+29%	+31%					
263.5	38%	247.0	43%	+7%	+7%					
694.2	100%	580.6	100%	+20%	+21%					



### Fourth Quarter 2014 Consolidated Income Statement

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	9M 2014	9M 2013	Q4 2014	Q4 2013	FY 2014	FY 2013
	€m %	€m %	€m %	€m %	€m %	€m %
Revenues	449.3 100.0%	389.0 100.0%	244.9 100.0%	191.6 100.0%	694.2 100.0%	580.6 100.0%
YoY growth	+16%	+17%	+28%	+21%	+20%	+19%
Cost of sales	(134.8) (30.0%)	(119.7) (30.8%)	(57.7) (23.6%)	(46.8) (24.4%)	(192.5) (27.7%)	(166.5) (28.7%)
Gross margin	314.5 70.0%	<b>269.3</b> 69.2%	187.2 76.4%	144.8 75.6%	501.7 72.3%	414.1 71.3%
Selling expenses	(117.4) (26.2%)	(96.3) (24.8%)	(65.6) (26.8%)	(51.4) (26.8%)	(183.0) (26.4%)	(147.7) (25.4%)
General & Administrative expenses	(46.8) (10.4%)	(42.8) (11.0%)	(19.2) (7.8%)	(15.1) (7.9%)	(66.0) (9.5%)	(57.9) (10.0%)
Advertising & Promotion	(33.3) (7.4%)	(29.3) (7.5%)	(12.8) (5.2%)	(6.7) (3.5%)	(46.1) (6.6%)	(36.0) (6.2%)
EBIT ADJ	117.0 26.0%	100.9 25.9%	89.6 36.6%	71.6 37.4%	206.6 29.8%	<b>172.5</b> 29.7%
Non-recurring items	(3.1) (0.7%)	(0.9) (0.2%)	(1.9) (0.8%)	(5.2) (2.7%)	(5.0) (0.7%)	(6.1) (1.1%)
EBIT	113.9 25.3%	100.0 25.7%	87.7 35.8%	66.4 34.7%	201.6 29.0%	166.4 28.7%
Net financial result	(5.2) (1.1%)	(13.6) (3.5%)	(0.9) (0.4%)	(7.6) (4.0%)	(6.1) (0.9%)	(21.2) (3.6%)
EBT	108.7 24.2%	86.4 22.2%	86.8 35.4%	58.8 30.7%	195.5 28.2%	<b>145.2</b> <i>25.0%</i>
Taxes	(38.4) (8.5%)	(31.4) (8.1%)	(27.0) (11.0%)	(19.4) (10.1%)	(65.4) (9.4%)	(50.8) (8.8%)
<b>Net Income from Continuing Operations</b>	70.3 15.7%	55.0 14.1%	59.8 24.4%	39.4 20.6%	130.1 18.7%	94.4 16.3%
Net Result from discontinued operations	0.0 0.0%	(13.6) (3.5%)	0.0 0.0%	(2.4) (1.3%)	0.0 0.0%	(16.0) (2.8%)
Consolidated Net Income	70.3 15.7%	41.4 10.6%	59.8 24.4%	37.0 19.3%	130.1 18.7%	<b>78.4</b> 13.5%
Minority result	0.2 0.0%	(2.6) (0.6%)	0.0 0.0%	0.3 0.1%	0.2 0.0%	(2.3) (0.4%)
Net Income	70.5 15.7%	38.8 10.0%	59.8 24.4%	37.3 19.4%	130.3 18.8%	76.1 13.1%
EBITDA ADJ	136.1 30.3%	114.7 29.5%	96.8 39.5%	77.0 40.2%	<b>232.9</b> 33.5%	191.7 33.0%



# Quarterly Performance Revenues Breakdown by Region and Channel

	Q1 2014	Q1 2013	YoY Growth %	Q2 2014	Q2 2013 Y	oY Growth %	Q3 2014	Q3 2013	YoY Growth %	Q4 2014	Q4 2013	YoY Growth %
	€m %	€m %	Rep. ex FX	€m %	€m %	Rep. ex FX	€m %	€m %	Rep. ex FX	€m %	€m %	Rep. ex FX
Italy	32.6 22%	33.8 27%	-4% -4%	14.9 21%	13.1 23%	+14% +14%	56.3 24%	58.5 28%	-4% -4%	26.8 11%	25.6 13%	+5% +5%
EMEA	53.3 37%	44.4 35%	+20% +20%	29.3 40%	26.7 46%	+10% +9%	81.2 35%	71.5 35%	+14% +13%	68.9 28%	57.8 30%	+19% +23%
Asia & RoW	45.4 31%	34.7 28%	+31% +42%	21.3 29%	13.7 24%	+56% +62%	61.1 27%	51.8 25%	+18% +24%	107.5 <i>44</i> %	81.4 <i>4</i> 3%	+32% +34%
Americas	14.1 10%	12.7 10%	+12% +15%	7.4 10%	4.2 7%	+78% +95%	32.4 14%	24.0 12%	+35% +38%	41.7 <i>17</i> %	26.8 <i>14%</i>	+56% +50%
Total	145.4 <i>100</i> %	125.6 <i>100</i> %	+16% +19%	72.9 100%	57.6 100% ·	+27% +28%	231.0 100%	205.8 100%	+12% +14%	244.9 100%	191.6 <i>100</i> %	+28% +29%

	Q1 2014 Q1 2013		Q1 2013 Yo		YoY Gro	Y Growth %		014	Q2 2	013	YoY Gr	owth %	Q3 2	Q3 2014		Q3 2013		owth %	Q4 2014		Q4 2013		YoY Gr	owth %
	€m	%	€m	%	Rep.	ex FX	€m	%	€m	%	Rep.	ex FX	€m	%	€m	%	Rep.	ex FX	€m	%	€m	%	Rep.	ex FX
Retail	81.8 56	6%	66.4	53%	+23%	+28%	40.1	55%	28.7	50%	+40%	+43%	97.7	42%	80.5	39%	+21%	+23%	211.2	86%	158.0	82%	+34%	+33%
Wholesale	63.6 <i>4</i>	4%	59.2	47%	+7%	+9%	32.8	45%	28.9	50%	+13%	+14%	133.3	58%	125.3	61%	+6%	+7%	33.7	14%	33.6	18%	+1%	-7%
Total	145.4 100	0%	125.6	100%	+16%	+19%	72.9	100%	57.6	100%	+27%	+28%	231.0	100%	205.8	100%	+12%	+14%	244.9	100%	191.6	100%	+28%	+29%



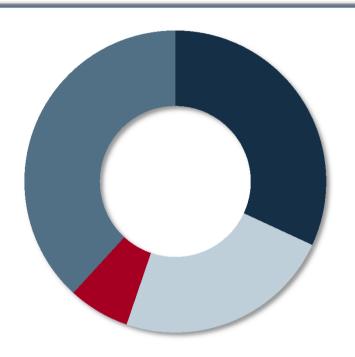
# Quarterly Performance Consolidated Income Statement

	Q1 2014	Q1 20	13	Q2 2014	02	2013	Q3 20	14	Q3 20	013	Q4 20	014	Q4 20	013
	€m	%  €m	%	€m	%  €r		€m	%	€m	%	€m	%	€m	%
Revenues YoY growth	<b>145.4</b> 100.0			<b>72.9</b> 100.0		6 100.0%	<b>231.0</b> +12%	,.		100.0%		100.0%	191.6 +21%	100.0%
Cost of sales	(40.2) (27.7	7%) (36.4)	(29.0%)	(23.1) (31.7	7%) (18.5	5) (32.1%)	(71.5)	(31.0%)	(64.8)	(31.5%)	(57.7)	(23.6%)	(46.8)	(24.4%)
Gross margin	105.2 72.3	3% 89.2	71.0%	49.8 68.	3% 39.	1 67.9%	159.5	69.0%	141.0	68.5%	187.2	76.4%	144.8	75.6%
Selling expenses	(38.6) (26.5	5%) (31.4)	(25.0%)	(32.9) (45.2	2%) (26.4	4) (45.8%)	(45.9)	(19.9%)	(38.5)	(18.7%)	(65.6)	(26.8%)	(51.4)	(26.8%)
General & Administrative expenses	(16.4) (11.3	(13.5)	(10.7%)	(14.8) (20.3	3%) (14.3	3) (24.8%)	(15.5)	(6.7%)	(15.0)	(7.3%)	(19.2)	(7.8%)	(15.1)	(7.9%)
Advertising & Promotion	(10.5) (7.2	(9.4)	(7.5%)	(6.7) (9.1	1%) (6.0	<b>O)</b> (10.5%)	(16.1)	(6.9%)	(13.8)	(6.7%)	(12.8)	(5.2%)	(6.7)	(3.5%)
EBIT ADJ	39.7 27.3	3% 34.9	27.7%	<b>(4.6)</b> (6.3	3%) (7.6	<b>6)</b> (13.2%)	82.0	35.5%	73.7	35.8%	89.6	36.6%	71.6	37.4%
Non-recurring items	(0.6) (0.4	0.0	0.0%	(1.2) (1.6	5%) (0.2	2) (0.4%)	(1.4)	(0.6%)	(0.7)	(0.3%)	(1.9)	(0.8%)	(5.2)	(2.7%)
EBIT	39.1 26.9	9% 34.9	27.7%	<b>(5.8)</b> (7.9)	9%) (7.8	3) (13.6%)	80.6	34.9%	73.0	35.5%	87.7	35.8%	66.4	34.7%
Net financial result	(3.1) (2.1	(3.8)	(3.0%)	(2.0) (2.8	3%) (4.6	6) (8.0%)	(0.1)	(0.1%)	(5.3)	(2.6%)	(0.9)	(0.4%)	(7.6)	(4.0%)
EBT	36.0 24.8	31.1	24.7%	<b>(7.8)</b> (10.7	") (12. <sup>4</sup>	<b>1)</b> <i>(</i> 21.6%)	80.5	34.8%	67.7	32.9%	86.8	35.4%	58.8	30.7%
Taxes	(12.6) (8.7	7%) (10.8)	(8.6%)	2.5 3.	4% 3.	7 6.6%	(28.2)	(12.2%)	(24.4)	(11.9%)	(27.0)	(11.0%)	(19.4)	(10.1%)
<b>Net Income from Continuing Operations</b>	23.4 16.1	1% 20.3	16.2%	<b>(5.3)</b> (7.3	3%) <b>(8.</b> 7	7) (15.0%)	52.3	22.6%	43.3	21.0%	59.8	24.4%	39.4	20.6%
Net Result from discontinued operations	0.0 0.0	0% (3.3)	(2.7%)	<b>0.0</b> <i>o.</i>	<i>o</i> % 0.	4 0.7%	0.0	0.0%	(10.6)	(5.1%)	0.0	0.0%	(2.4)	(1.3%)
Consolidated Net Income	23.4 16.1	1% 17.0	13.5%	<b>(5.3)</b> (7.3	3%) (8.3	3) (14.3%)	52.3	22.6%	32.7	15.9%	59.8	24.4%	37.0	19.3%
Minority result	0.1 0.1	1% (0.6)	(0.5%)	(0.1) (0.1	1%) 0.	2 0.4%	0.1	0.1%	(2.2)	(1.0%)	0.0	0.0%	0.3	0.1%
Net Income	23.5 16.1	1% 16.4	13.0%	<b>(5.4)</b> (7.4)	1%) (8.0	<b>))</b> (13.9%)	52.4	22.7%	30.5	14.8%	59.8	24.4%	37.3	19.4%
EBITDA ADJ	45.0 31.0	0% 39.3	31.2%	1.4 1.	9% (3.2	2) (5.6%)	89.7	38.8%	78.7	38.2%	96.8	39.5%	77.0	40.2%



### Shareholding Structure, Upcoming events, IR Contacts

#### **SHAREHOLDING**



- 31.9% Ruffini Partecipazioni S.r.l.
- 23.3% ECIP M S.A.
- 6.6% T. Rowe Price Associates, Inc.
- 38.2% Market

Source: Consob, Moncler

#### 2015 Upcoming Events

- April, 23 AGM (Annual General Meeting)
- May, 12 Board of Directors: Approval of First Quarter Results as of March 31, 2015

#### **Investor Relations Team**

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