



# COMPANY OVERVIEW





OUR STORY IS MADE OF

HERITAGE  
UNIQUENESS  
QUALITY  
CONSISTENCY  
ENERGY

# OUR STORY: MORE THAN 65 YEARS OF UNIQUE HERITAGE



1952

The company is founded in Monestier-de-Clermont, near Grenoble (France)



'50 - '60

Moncler supplies products for important expeditions and for the Winter Olympic Games

1954

Moncler creates the first nylon jacket

2003

Moncler brand is acquired by Remo Ruffini



2013

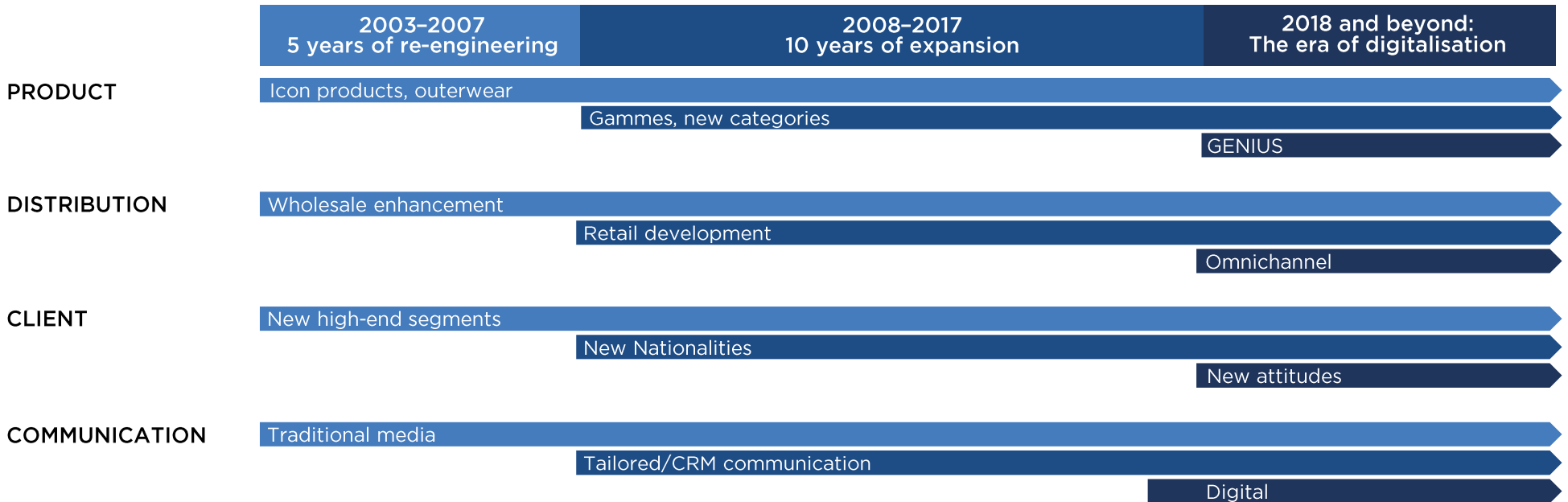
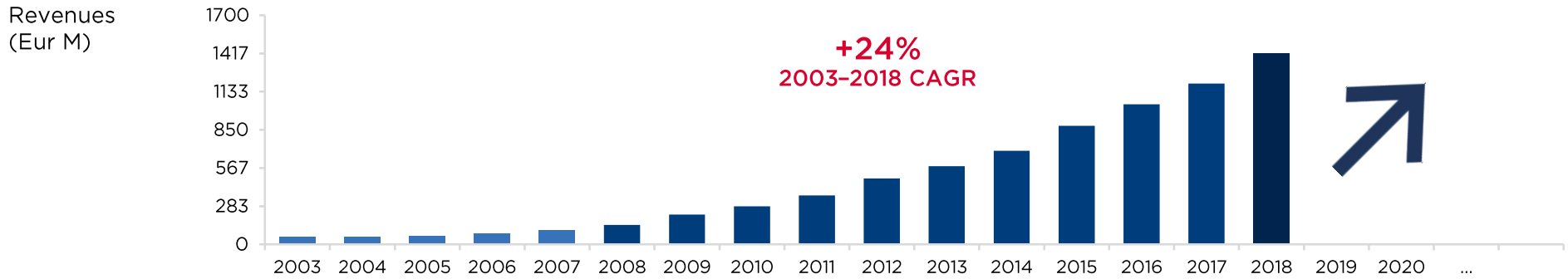
Moncler is listed on the Milan Stock Exchange

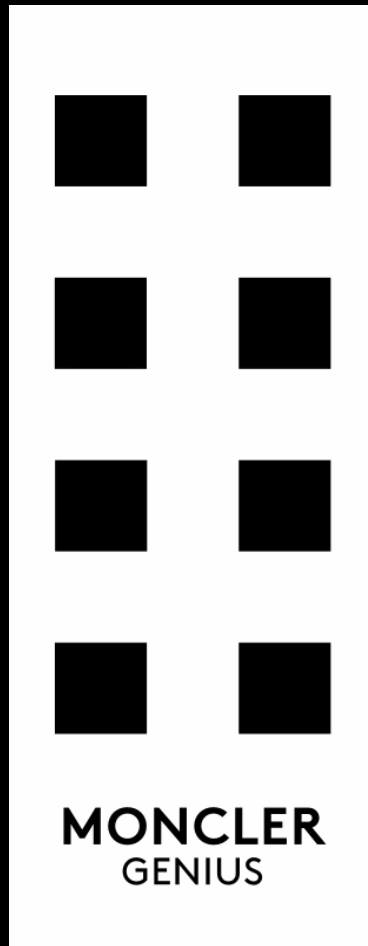


2018

Moncler launches a new creative project *Moncler Genius—One House Different Voices*, a hub of 8 minds operating in unison while simultaneously cultivating their singularity

# A NEW ERA BEGAN IN 2018





## ONE HOUSE, DIFFERENT VOICES

Different projects defining  
the unity of Moncler Genius

- 0 Moncler Richard Quinn
- 1 Moncler Pierpaolo Piccioli
- 2 Moncler 1952
- 3 Moncler Grenoble
- 4 Moncler Simone Rocha
- 5 Moncler Craig Green
- 6 Moncler 1017 Alyx 9SM
- 7 Moncler Fragment Hiroshi Fujiwara
- 8 Moncler Palm Angels



# MONCLER COLLECTIONS LAUNCH PLAN

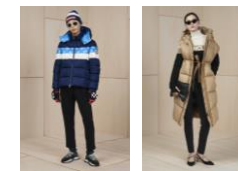


## MONCLER GENIUS LAUNCHES

JAN		FEB	MAR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	JAN		
CRAIG GREEN	1952 (MAN) 1952 (WOMAN)	SIMONE ROCHA	FRAGMENT	NOIR	PALM ANGELS	SIMONE ROCHA	1952 (MAN) 1952 (WOMAN)	RICHARD QUINN	FRAGMENT	GRENOBLE	POLDO	CRAIG GREEN	ALYX	PIERPAOLO PICCIOLI

## MONCLER MAIN COLLECTIONS DELIVERIES

NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT
<b>SPRING SUMMER</b>						<b>FALL WINTER</b>					
4 DELIVERIES FROM NOVEMBER UNTIL END OF MAY						7 DELIVERIES FROM END OF MAY UNTIL OCTOBER					



## PRODUCT EVOLUTION: FOCUS ON OUR CORE AND ADJACENT CATEGORIES



### OUTERWEAR MAIN COLLECTION

- Main collection, our milestone, in continuous evolution
- “Icons Lab”: a new project to continue to reinvent our DNA



### KNITWEAR

- Further enhancement in design & merchandise
- Continue to increase visibility in store



### FOOTWEAR & LEATHER GOODS

- Design team and organisation reinforcement
- Complete DOS penetration



### GRENOBLE

- One collection, all year long
- “Moncler Lab” for innovative materials



### SOFT ACCESSORIES

- Focus on creativity and merchandise
- Improve in-store visibility



### ENFANT

- Reinforce leadership in outerwear with a stronger focus on “girl” and complementary categories
- Expand retail and online distribution



Our goal: continue to support solid growth in core lines; adjacent categories expected to increase double-digit





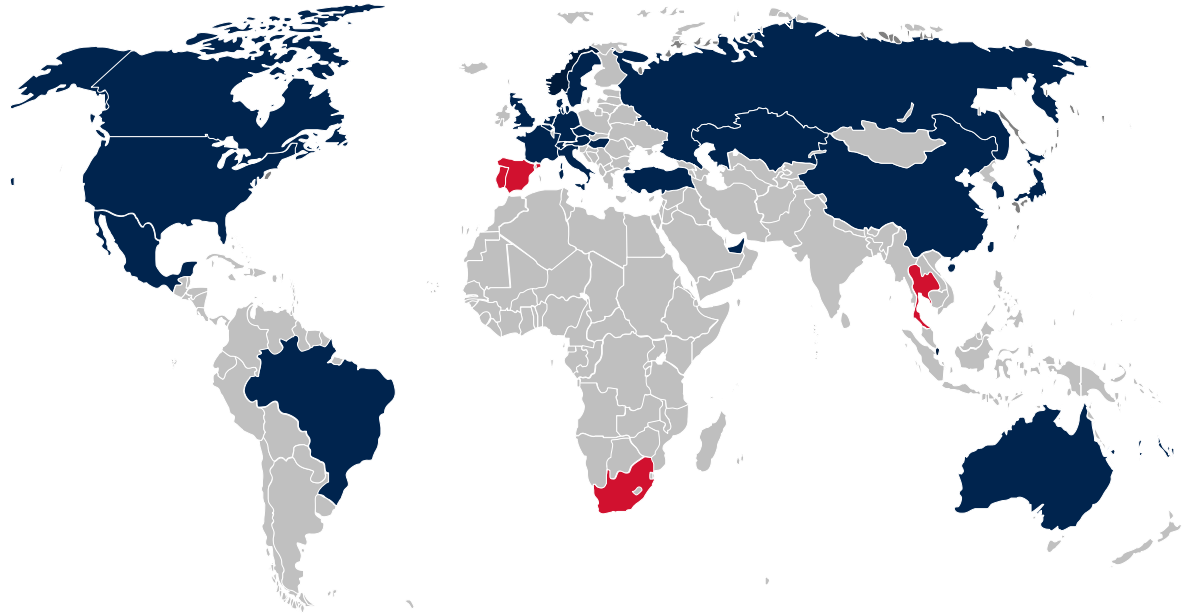
Selected new openings and relocations' effort to continue to drive revenues

Strong focus on new clients while continuing to increase loyalty value, repurchase rate and UPT

Reinforced focus on organic growth

### Our goals:

- enter c.2 new countries per year
- at least 10 new openings per annum
- on-going relocations



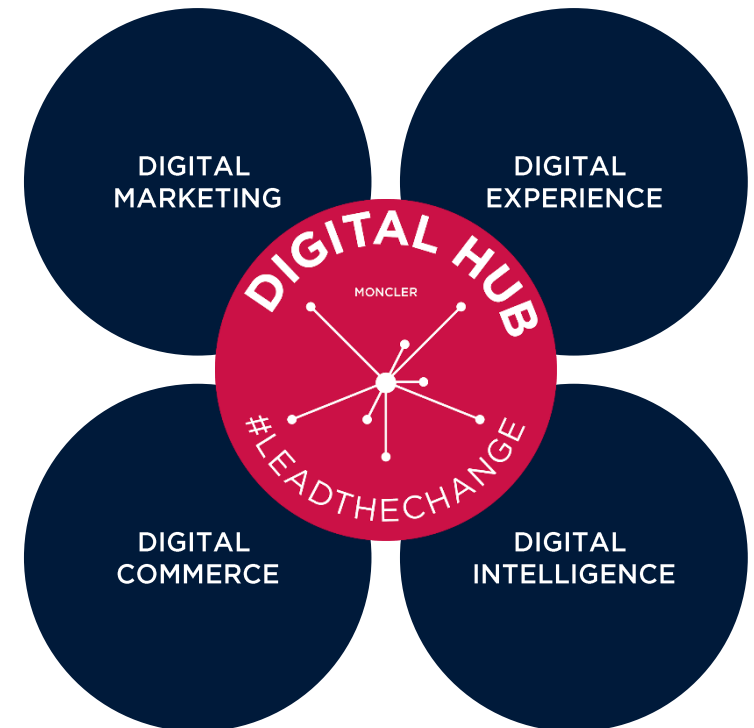
■ Existing markets to further develop ■ New markets



- Moncler.com our first flagship store
- Online revenues have been growing strong double-digit over the past 3 years
- EMEA omnichannel roll-out completed in 2018, Japan and US to be implemented in 2019
- Launch of directly managed Korean e-commerce by H2 2019
- Focus on social medias\*, SEO, online media and consumer data driven marketing to drive engagement and conversion on Moncler's website

### Our goals:

- **New website in 2020**
- **Double Moncler's online revenues**



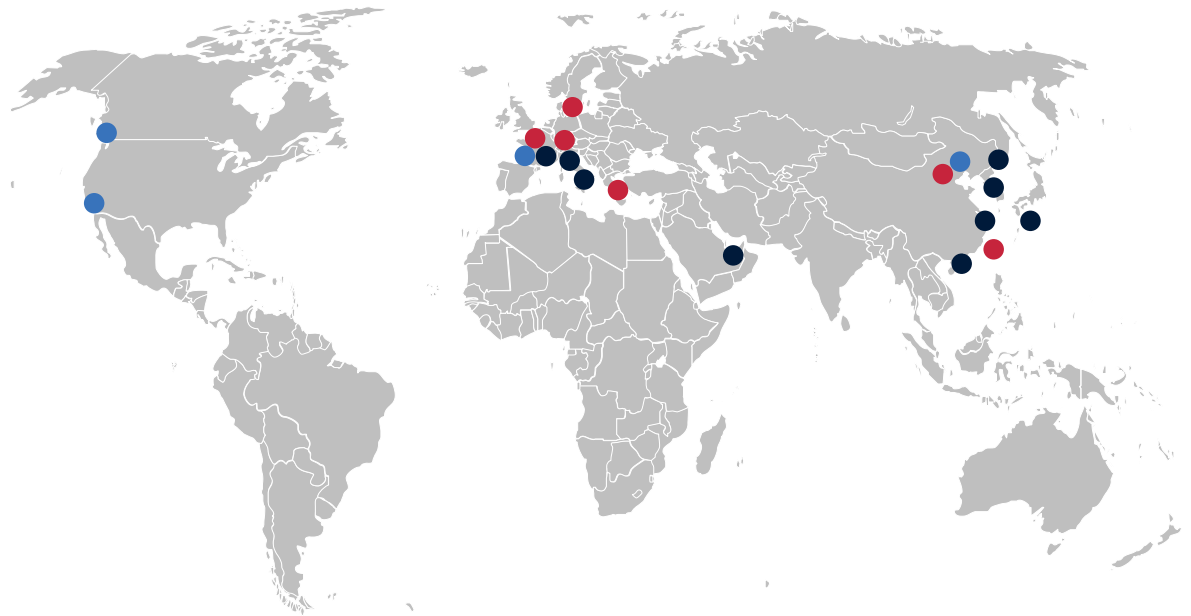
(\*) Facebook, Instagram, Youtube, Pinterest, Twitter, LinkedIn, WeChat, Weibo, Line, Kakaotalk

## AIRPORTS SHOULD INCREASINGLY CONTRIBUTE TO OUR REVENUES' GROWTH



Travel retail channel increasingly important also to attract *Next-Gen*

- 10 locations at YE 2018
- c. 10 locations expected to open in 2019



### Our focus:

- Expand Moncler airport stores to reach c.30 locations by 2020
- Develop dedicated products
- Introduce dedicated VM and windows

- Existing locations at 31/12/2018
- Opened in 2019
- Expected openings in 2019

## WHOLESALE: STRONG FOCUS ON SIS AND E-TAILERS



SiS development and e-tailers to continue to drive results

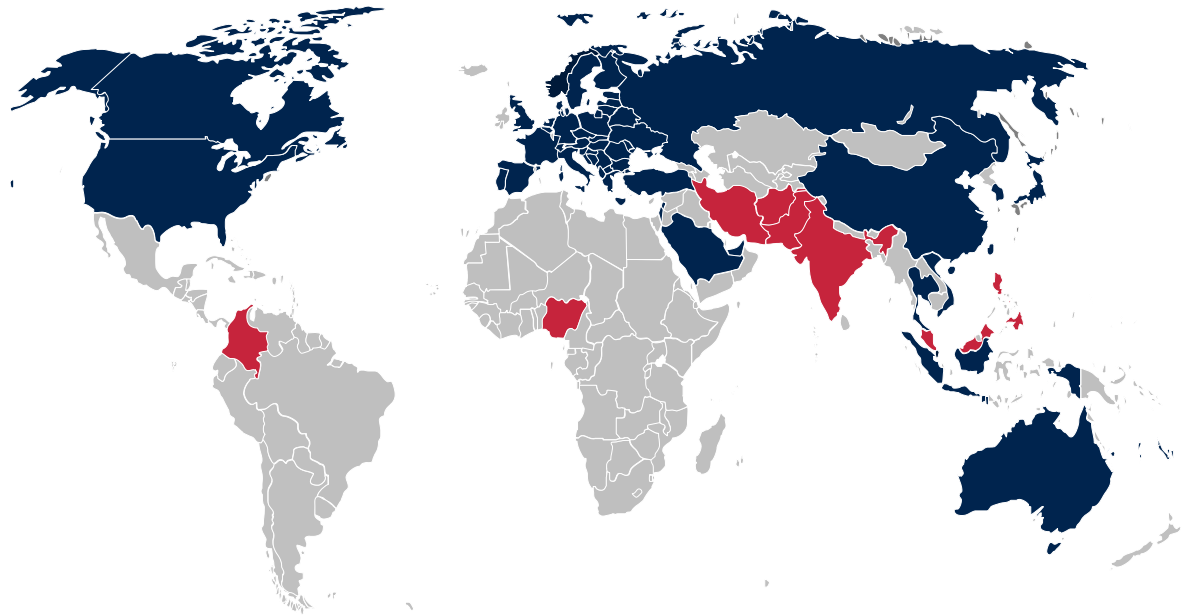
Some 8-10 new SiS p.a. expected, including stores in important high-traffic airports

All regions to contribute to the SiS network development

Expected to increase penetration on selected top e-tailers

Doors selection process still ongoing

Wholesale as tester of new markets



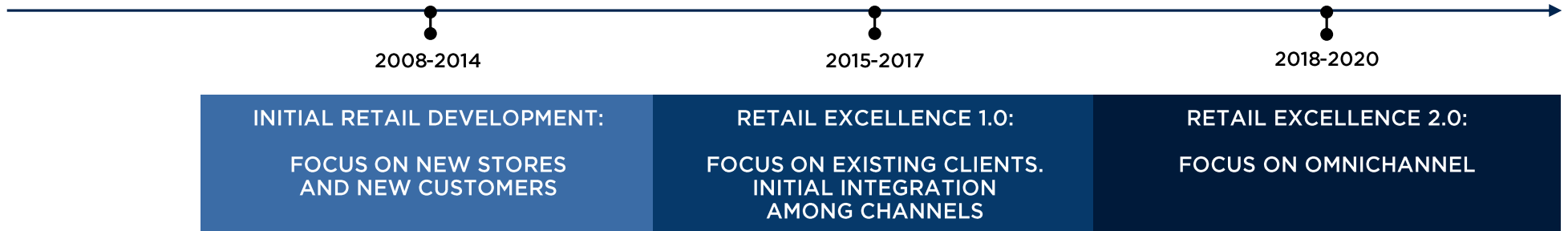
**One goal: to increase wholesale revenues high single-digit**

■ Existing markets to further develop

■ New markets



# RETAIL EXCELLENCE 2.0: OUR CLIENT IS OUR MAIN FOCUS EVERYWHERE TO DRIVE ORGANIC GROWTH



## SELLING EXPERIENCE

Client Advisors mainly «offering» Moncler products

Client experience, people and in-store operations at the centre

Client Advisors true Brand's ambassadors  
Omnichannel KPIs in place

## CLIENT

Limited knowledge and interaction outside selling experience

Focus on data collection  
MonClient roll-out

Deep knowledge and interaction with clients at 360°

## COMMUNICATION

Corporate communication. CRM started

Personalised communication between Client Advisors and clients  
MonClient Moments

Enhanced digital experience fully integrated with stores' clienteling  
CRM enhanced tools to be implemented (one integrated device)



### OUR MISSION

Moncler wants to **continue to deliver the best-in-class products** with the **highest quality standards** and the **most innovative design at the planned time**



### FOUR KEY FOCUS AREAS

MONCLER GENIUS

PROCESSES OPTIMISATION

KNITWEAR, SHOES AND LEATHER GOODS

MONCLER CLINIQUE

Moncler wants to remain at the leading-edge of quality and innovation



## OUR MISSION:

### RESPONSIBLE SOURCING

- Down traceability: continue to enhance our DIST protocol as point of reference
- Stringent ethical requirements for all suppliers
- Pursuing a philosophy of continuous improvement, sharing and support

### PEOPLE EXPERIENCE

- Employee engagement activities
- Best talents program
- Promote employee wellbeing and foster work-life balance

### SOCIAL AND ECONOMIC DEVELOPMENT

- Support scientific research and local communities
- New generations as main focus in our projects
- Corporate volunteering programs

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## SUSTAINABILITY FY 2018 KEY HIGHLIGHTS

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**100%**

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OF DOWN PURCHASED DIST CERTIFIED

**100%**

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OF OUTERWEAR MANUFACTURERS  
AUDITED ON ETHICAL ASPECTS IN THE  
PERIOD 2017-2018

**96%**

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OF STORES WITH LED LIGHTING\*

**+19%**

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EMPLOYEES COMPARED TO 2017

**54%**

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WOMEN IN MANAGEMENT

**+40%**

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HOURS OF TRAINING DELIVERED  
TO EMPLOYEES COMPARED TO 2017

**OHSAS 18001**

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HEALTH AND SAFETY CERTIFICATION  
EXTENDED TO ALL OFFICES AND STORES  
IN EUROPE AND UNITED STATES

**ISO 14001**

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ENVIRONMENTAL CERTIFICATION  
EXTENDED TO CORPORATE OFFICES  
AND LOGISTICS HUB IN ITALY

**2.7 MILLION EUROS**

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INVESTED IN LOCAL COMMUNITIES

(\*) Excluding 15 shop-in-shops in which lighting is provided by the host department stores, where Moncler cannot take action



# MONCLER'S FUTURE STARTS NOW

- Know-how to make it work
- Creativity and multiplicity to make it magic
- Simplicity to make it happen

**Stay tuned!**