

DAMART

DAMARTSPORT

Happy D.
by DAMART

Afibel

la Maison du Jersey

Coopers
OF STORTFORD

Delaby

SEDAGYL®
Le Mieux-Etre chez vous

Jours Heureux
Gourmandises de france ★ depuis 1979

3 September 2015



FINANCIAL INFORMATIONS

YEARLY MEETING - EXERCICE 2014/2015

damartex
GROUP

SUMMARY

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Environment

- Consumption : slight improvements of the trend in France, confirmation of dynamism in UK
- Customers more than ever look out bargains :
 - Prices down sharply in textile in UK & France
 - Disorientation on sale goods in France
(Private sales, end of the law on sales with negative margins, ...)
- Competitors under pressure
- Strengthening of dollar and decrease of raw materials prices



Base 100 in 1992 - Source IFM

Environment

Index of customers confidence



Market evolution



Index of price consumption



0,0 %

Source : ONS
juil 2014 à juin 2015

+ 2,0 %

Source : Kantar
juil 2014 à juin 2015



+ 0,86 %

Source : INSEE
variation ./ . juin 2014

+ 3,2 %

Source : Kantar
juil 2014 à juin 2015



- 1,3 %

Source : BFS
variation ./ . juil 2014

- 1,0 %

Source : GFK
année 2014



+0,22 %

Source : INSEE
variation ./ . juil 2014

-1,1 %

Source : Kantar
juil 2014 à juin 2015

Women textile
and clothing
consumption
sector

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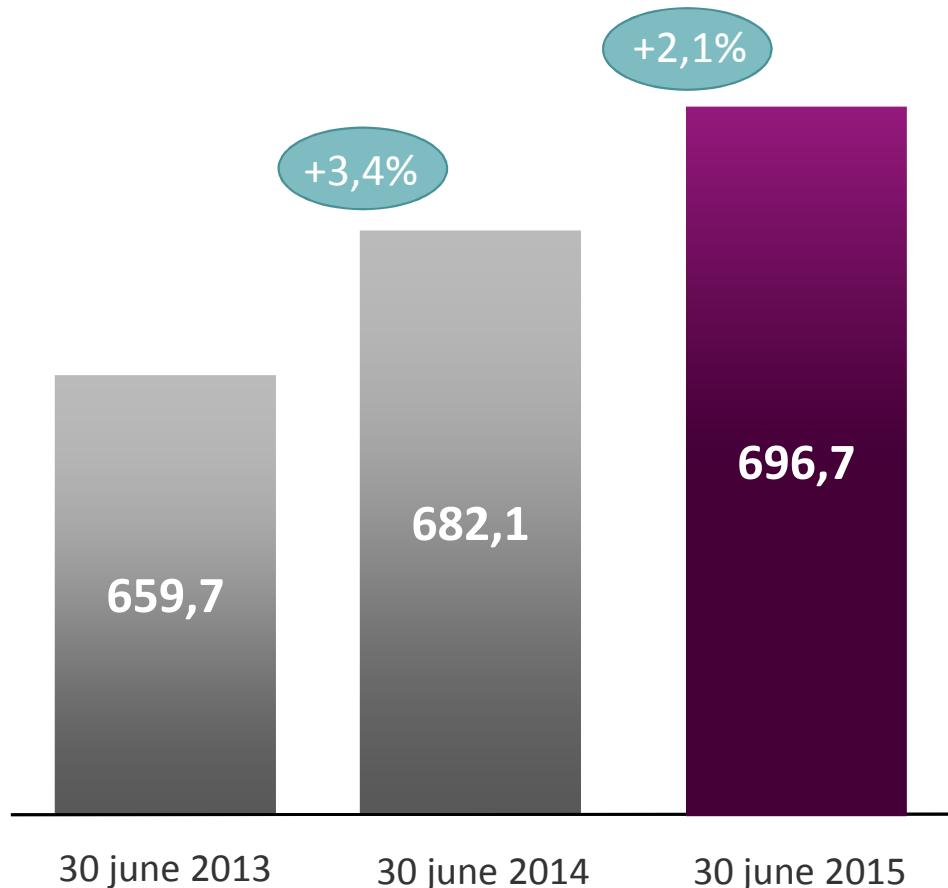
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Yearly turnover

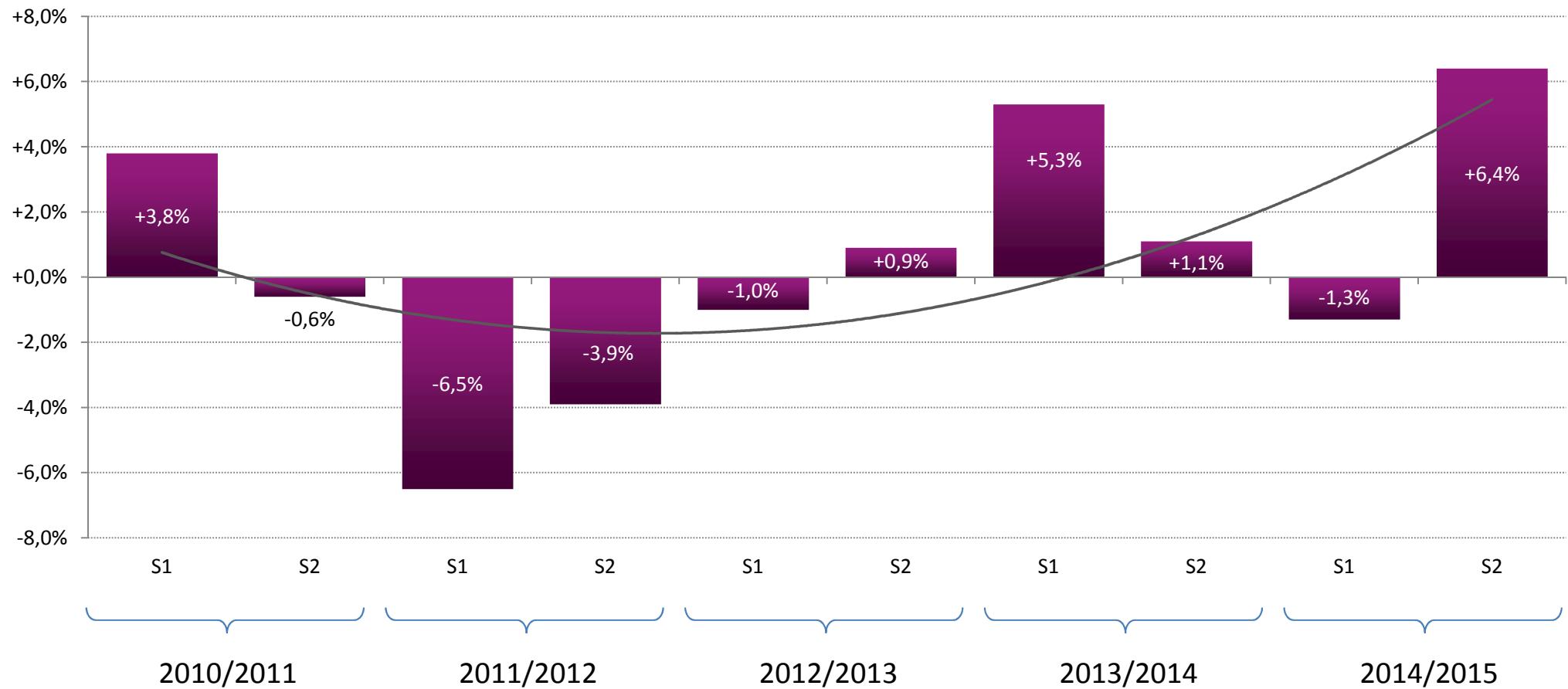
(in million of euros)



	% 15/14 Real rates	% 15/14 Constant rates
First quarter	-1,0%	-3,1%
Second quarter	-1,5%	-2,8%
Third quarter	+6,8%	+3,7%
Fourth quarter	+5,9%	+1,8%
2015 vs 2014 evolution	+2,1%	-0,3%

Turnover

Evolution by half year period (Real rates)



Current Operating Result

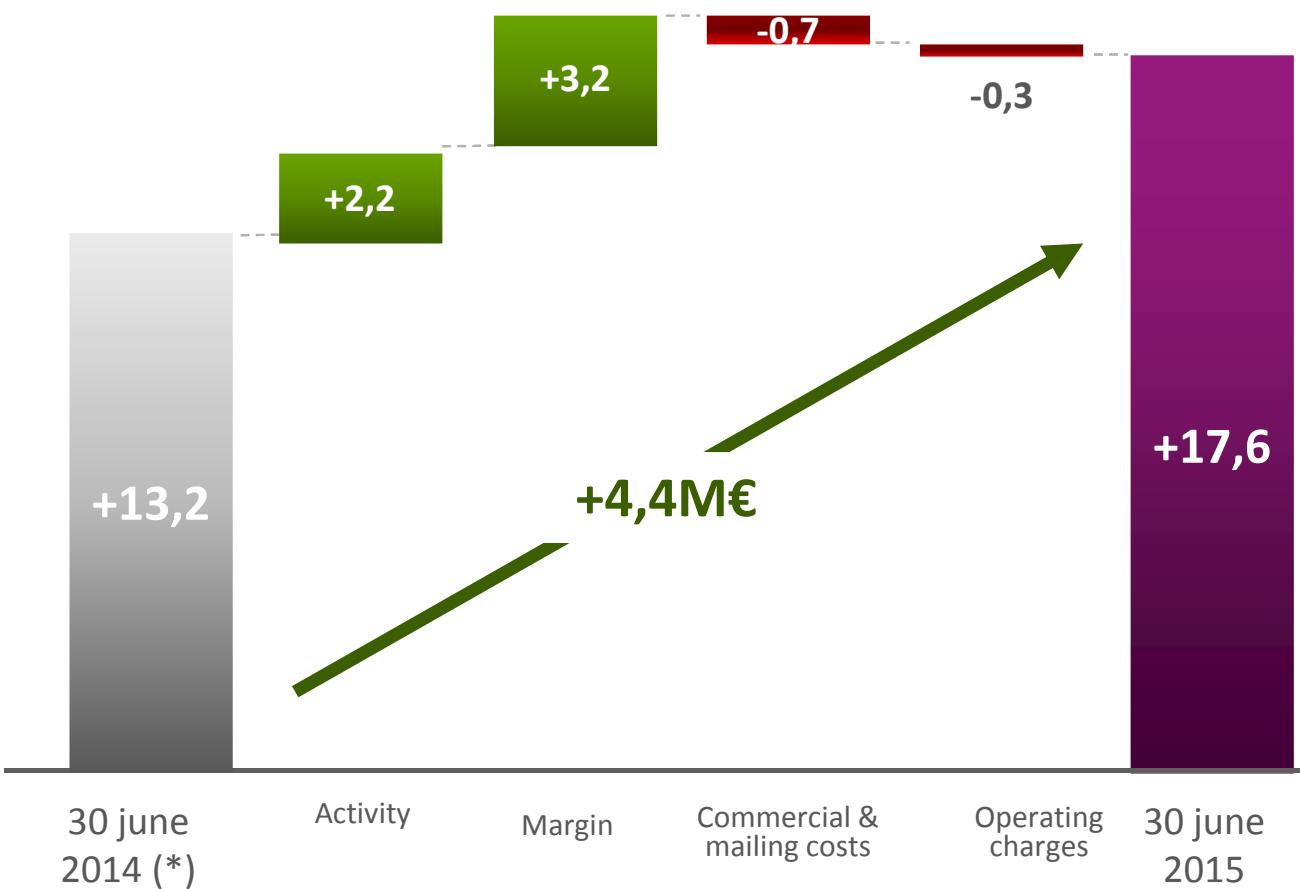
(in million of euros)

	30 june 2013 (*)	30 june 2014 (*)	30 june 2015	% 15/14
Turnover	659,7	682,1	696,7	+ 2,1%
Gross margin	436,0	447,5	460,3	+ 2,9%
Commercial and mailing expenses	-328,7	-340,8	-348,9	+ 2,4%
Operating charges	-89,1	-93,5	-93,8	+ 0,3%
Current operating result	18,2	13,2	17,6	+ 33,8%
% TO	+2,8%	+1,9%	+2,5%	

(*) retreated IFRIC 21 : impact on ROC +1,2M€ on first half year and -1,2M€ on the second half year, neutral over the year

Current Operating result

(in million of euros)



- Growing activity
- Good management of margin (groundwork on sourcing and slashed prices)
- Improvement of commercial investments performances, with positive effects on customers file
- Continuation of adaptation of distribution and overheads costs

(*) retreated IFRIC 21 : impact on ROC +1,2M€ on first half year and -1,2M€ on the second half year, neutral over the year

Results

(in million of euros)

	30 june 2013 (*)	30 june 2014 (*)	30 june 2015	%15/14
Current operating result	26,2	15,2	17,6	+ 33,8%
Other operating result	1,0	-0,7	-2,0	
Operating result	27,2	14,5	15,6	+ 98,4%
Financial result	0,0	-0,8	-1,2	
Result before tax	27,2	13,7	14,4	+ 85,6%
Tax	-6,8	-1,7	-1,7	
Net result	20,4	12,0	12,7	+ 88,0%

(*) retreated IFRIC 21 : impact on ROC +1,2M€ on first half year and -1,2M€ on the second half year, neutral over the year

Other operating items

(in million of euros)

▪ Voluntary redundancy Plan Damart France	+ 0,9M€
– logistic items, logistic catalogues, MO customers service	
– identified volunteers	
▪ Adapt structures in France	- 0,4M€
▪ Impairments on Happy D. by Damart – onerous contracts	- 2,5M€
▪ Impairments on outlet stores	- 0,7M€
▪ Other assets disposal	+ 0,7M€
	<hr/>
	- 2,0 M €

Key figures

(in million of euros)

	30 june 2011	30 june 2012	30 june 2013	30 june 2014	30 june 2015
EBITDA	35,7	27,2	27,7	25,9	28,5
Tax paid on result	-9,3	-2,0	0,8	-1,9	-1,9
NWC variation	-5,6	-18,2	23,9	-17,3	0,2
Exploitation Cash Flow	20,7	7,0	52,3	6,7	26,8
CAPEX	-15,7	-9,2	-8,7	-9,2	-15,8
Acquisitions	-27,3	0,0	0,0	-25,6	0,0
Own shares	-10,2	0,3	-0,1	0,1	-8,2
Dividends	-4,5	-3,9	-3,2	-3,6	-3,2
Net financial surplus	-7,6	-13,9	25,9	-9,0	-7,4
ROCE	12,6%	7,4%	9,7%	6,3%	7,7%
Result per share €	2,78	1,67	1,84	0,94	1,79

All elements have been restated after application of IFRIC 21 interpretation

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Improving investments

- Retail : Come back to 6 to 8 opening per year
- Logistic :
 - Automation by “Pocket sorter” for Damart France
Impacts : increase of hourly treatment capacity, productivity gains, better working condition
- IS tools :
 - 100% replacement of cash registers in store this year
 - Computerization of gift card
 - Outsourcing and reassurance of infrastructure
 - 5 releases on Web platform
- Back office :
 - Acquisition of Afibel logistic building



Turnover evolution by activity

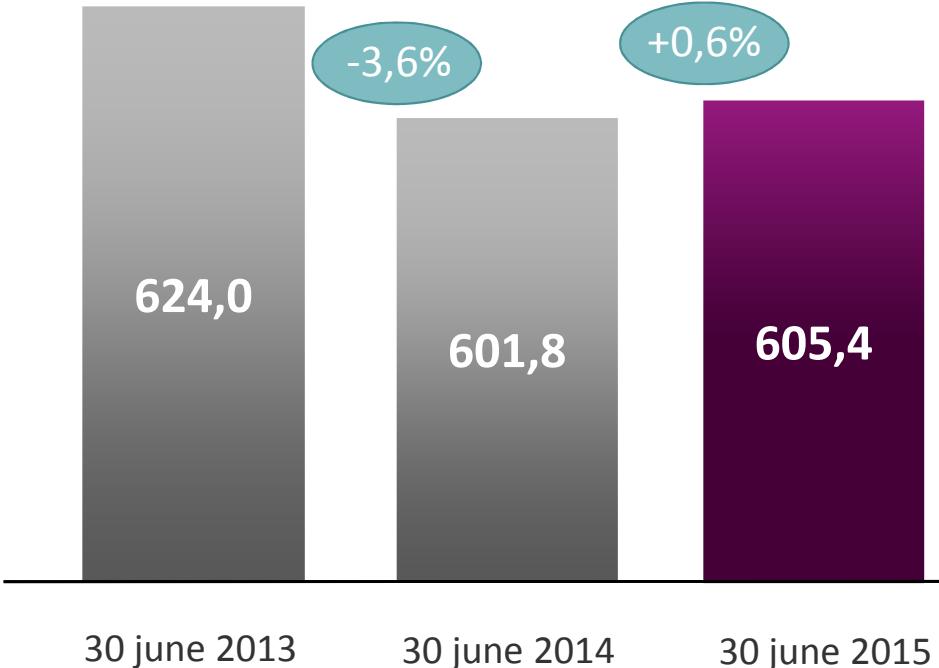
(in million of euros)

	30 june 2013	30 june 2014	30 june 2015	% 15/14 real rates	% 15/14 Constant rates
Textile	624,0	601,8	605,4	+ 0,6%	-1,4%
Home & Lifestyle	35,7	80,3	91,3	+ 13,7%	+ 7,6%
Damartex Group	659,7	682,1	696,7	+ 2,1%	-0,3%

Evolution of Textile sales

(in million of euros)

	% 15/14 Real rates	% 15/14 Constant rates
First half year	-3,0%	-4,3%
Second half year	+ 5,1%	+ 2,1%
Evolution 2015 vs 2014	+ 0,6%	-1,4%



Web : + 6,8% (real rates)

- New platform Damart UK & USA
- Corners private sales and website Happy D. by Damart
- Strengthening of teams, improvements of transformation

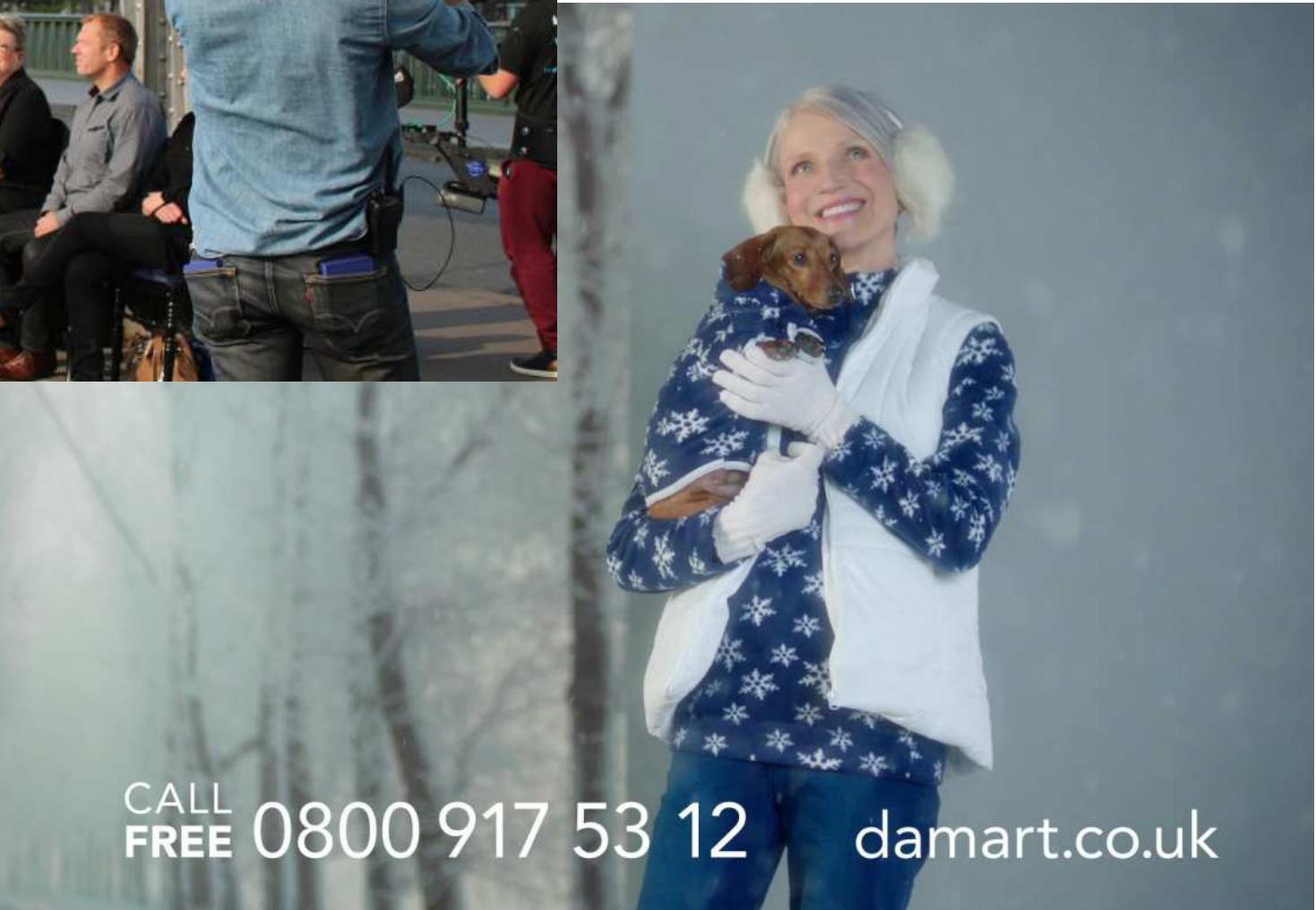
Catalogues : + 0,5% (real rates)

- Recovery in France
- Development of UK market (Afibel and Maison du Jersey)

Retail : -0,6% (real rates)

- New concept « Louise 3.0 »
- New promotional dynamic

Afibel



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Financial Informations
3 september 2015

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France

RENONCER À PLAIRE ?



29€95^{*}
le pull

DAMART

Evolution of the stores network



Damart : 149 stores

- France : 91
(5 openings in 2014/15)
- Belgium : 56
(2 opening et 2 closings in 2014/15)
- UK : 2

Happy D. by Damart : 5 stores

- France : 4
- Belgique : 1

DamartSport : 2 stores

- France : 2

Coopers : 1 store

- UK: 1

	30/06/13	30/06/14	30/06/15
Opening	1	4	7
Acquisition			1
Closures	4	6	2
Number of stores	153	152	157

Retail Development Strategy

Real estate strategy

- Situation in June 2009 :

	Downtown	Mall	Retail Parc	Total
France	69	5	0	74
Belgium	41	11	5	57

- Evolution of network in 7 years :
 - France : 32 openings, 9 closings, 33 renovations
 - Belgium : 10 openings, 10 closings, 23 renovations
- Situation expected in june 2016 :

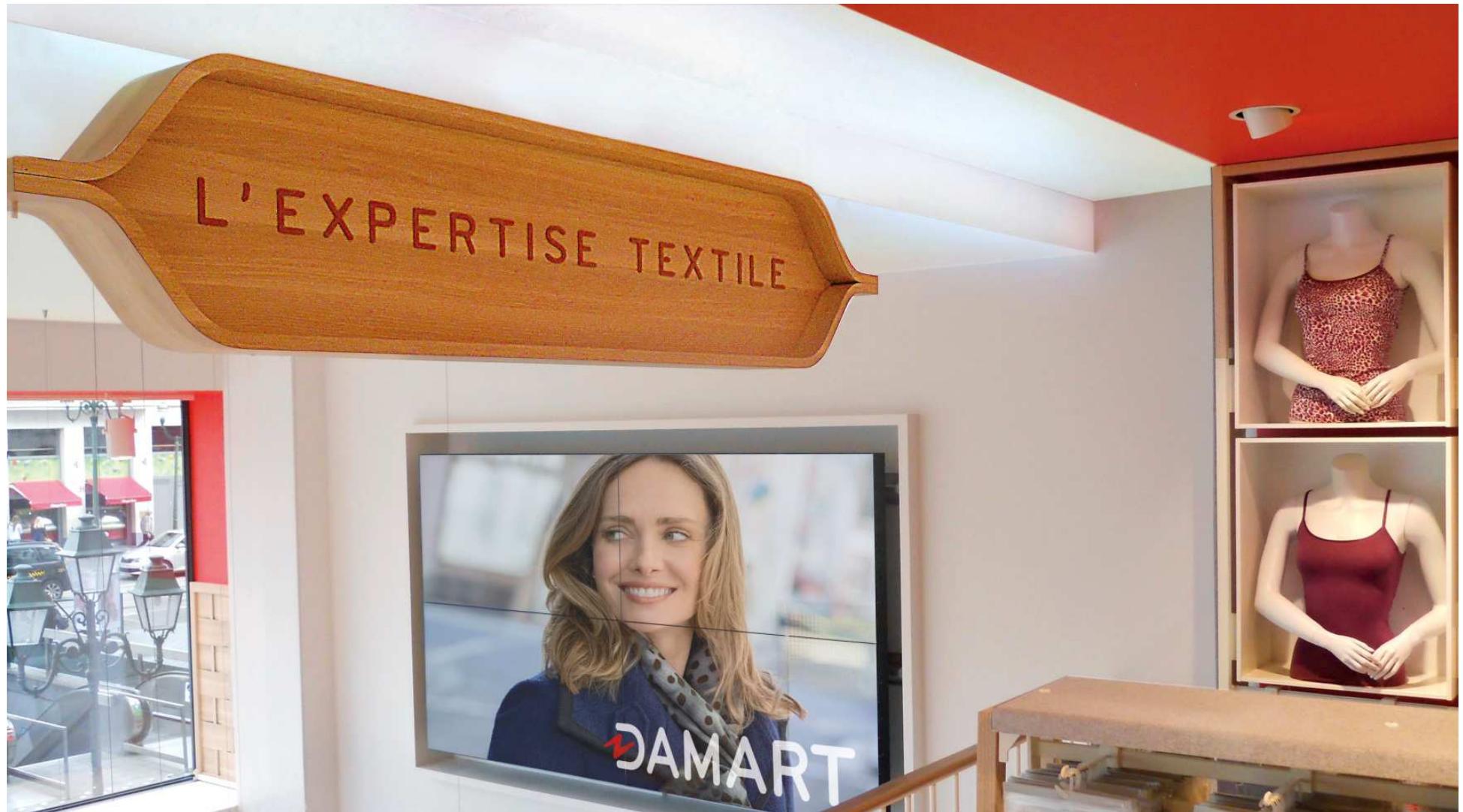


	Downtown	Mall	Retail Parc	Total
France	78	9	10	97
Belgium	32	12	13	57

Omni channel development

- Customer database integrated multi channel → coherency of mailing plan
- Click & book & collect + parcel return
- Long tail stock in store with “MO – Shop”

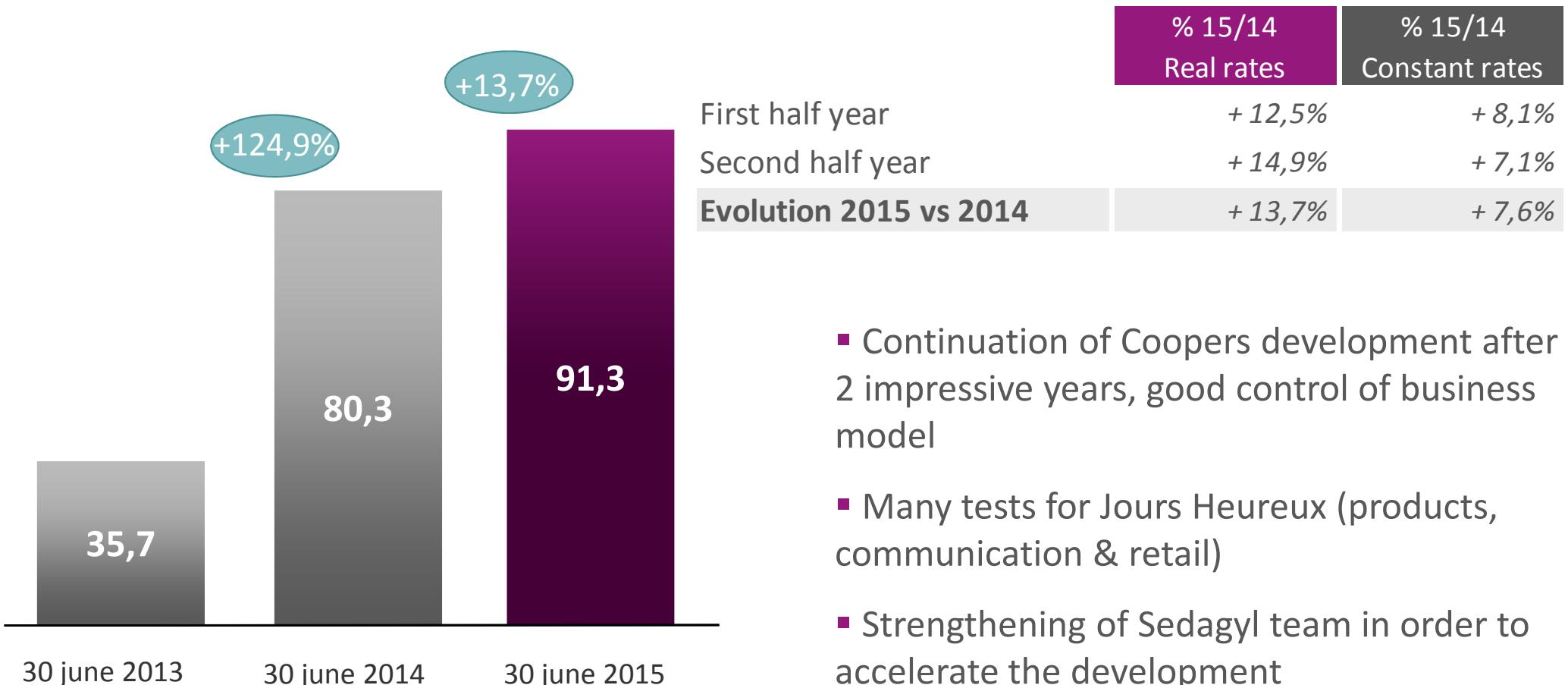
Louise 3.0





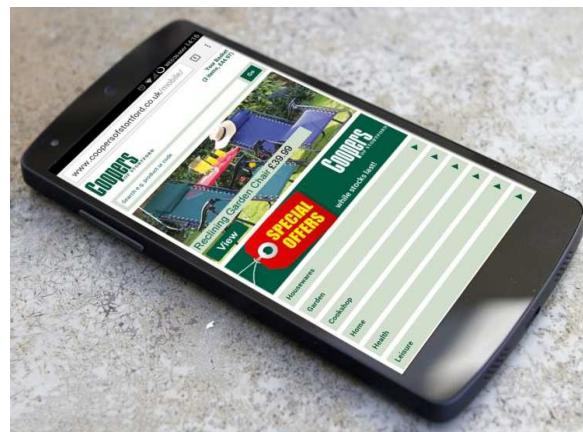
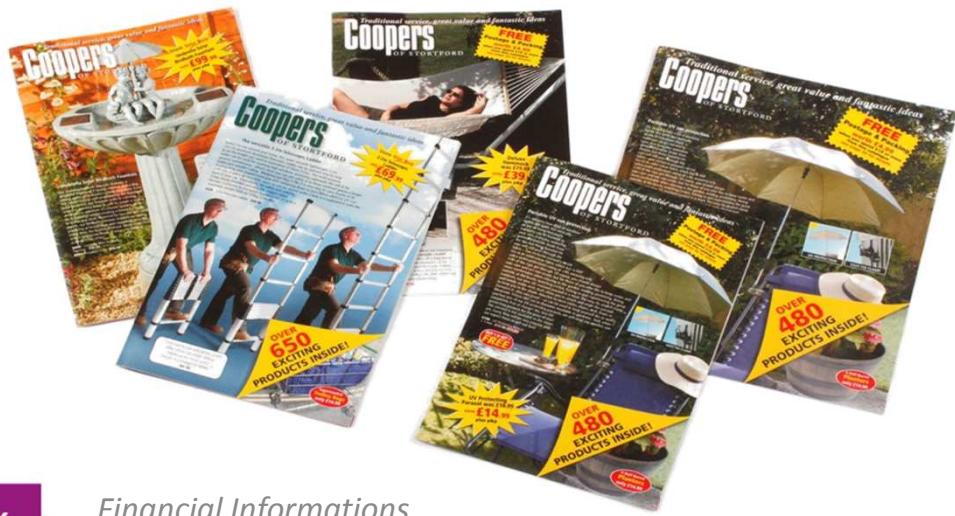
Evolution of Home & Lifestyle sales

(in million of euros)





Coopers
OF STORTFORD



Jours Heureux

Gourmandises de France  depuis 1979



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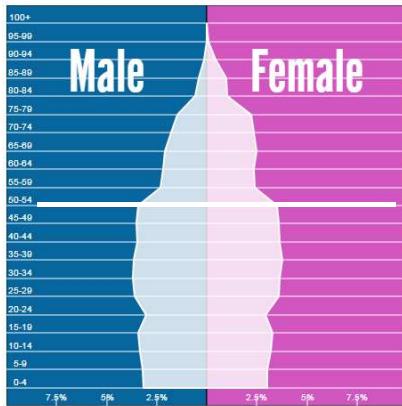
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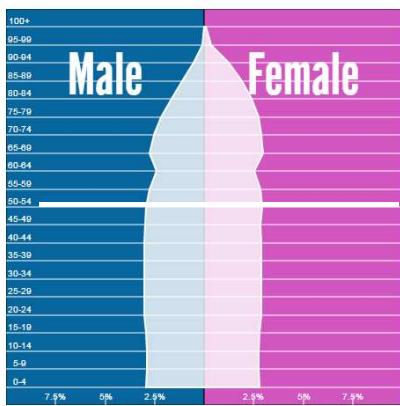


Demographic dimension

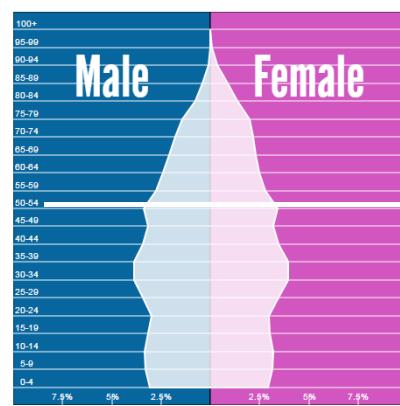
France
2000
Population: 59.213.000



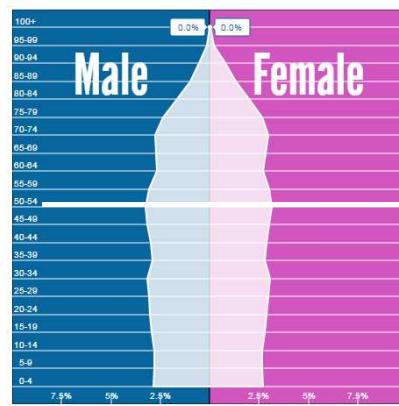
France
2040
Population: 71.523.000



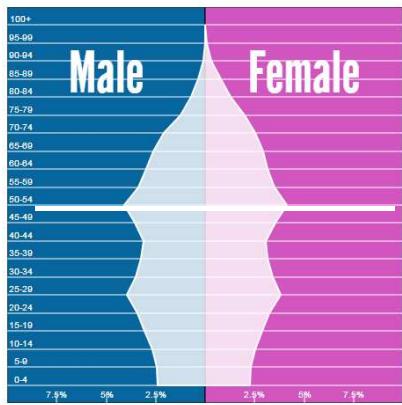
United Kingdom
2000
Population: 58.951.000



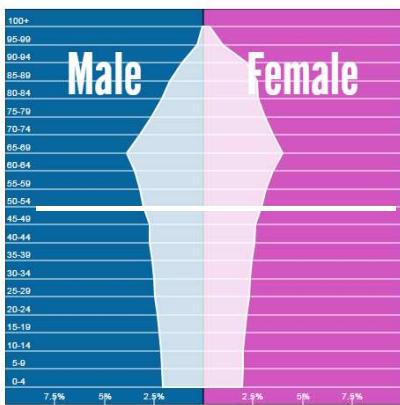
United Kingdom
2040
Population: 71.001.000



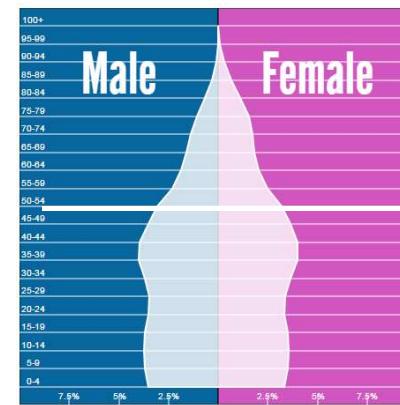
Japan
2000
Population: 125.714.000



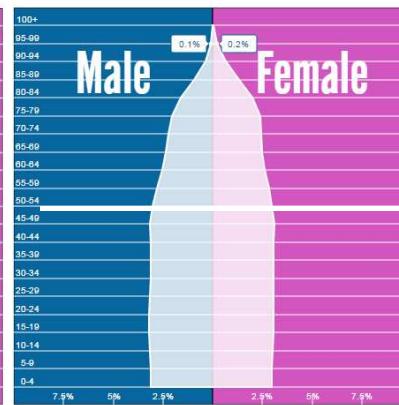
Japan
2040
Population: 114.517.000



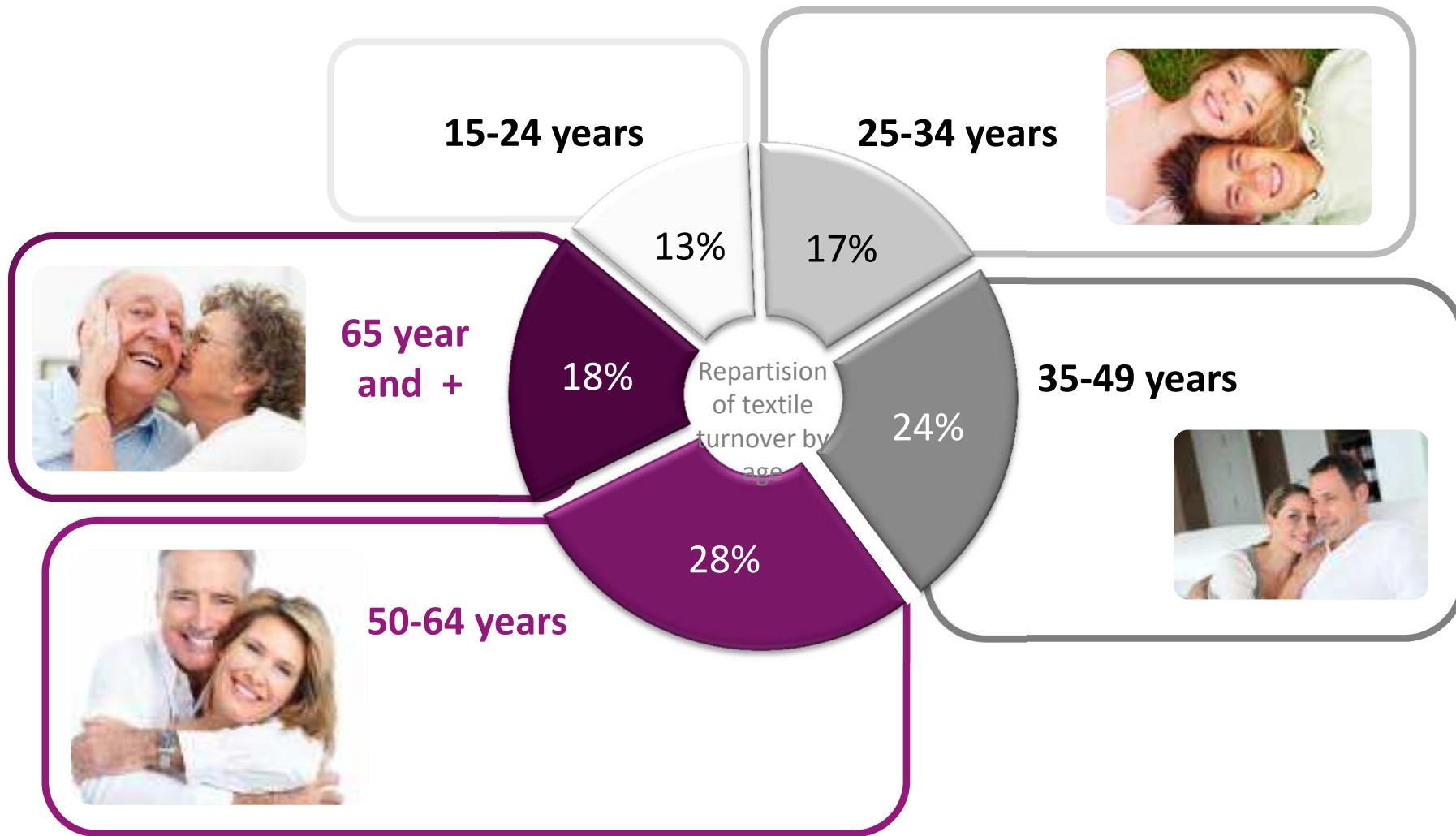
United States of America
2000
Population: 284.594.000



United States of America
2040
Population: 383.165.000



Consumption dimension



Total closing / accessories / shoes – Total Womens – Purchase for oneself Year at end of may 2014

Leadership on 55+



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Prospects

- Get the potential of profitable growth in environment which remains always uncertain
- Accelerate strategic investments
- Continue the current adaptations on operations & structure



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Turnover by country

(in million of euros)

	30 june 2013	30 june 2014	% 14/13 real rates	30 june 2015	% 15/14 real rates	% Total
France	434,5	414,5	-4,6%	409,2	-1,3%	58,7%
Great-Britain	139,1	180,8	+ 30,0%	197,8	+ 9,4%	28,4%
Belgium	69,0	72,5	+ 5,0%	73,8	+ 1,8%	10,6%
Swiss	16,0	13,0	-18,9%	14,1	+ 8,8%	2,0%
USA	1,1	1,3	+ 20,7%	1,8	+ 34,0%	0,3%
Damartex Group	659,7	682,1	+ 3,4%	696,7	+ 2,1%	100,0%

Summary P&L

(in million of euros)

	30 june 2013 (*)	30 june 2014 (*)	30 june 2015
Turnover	659,7	682,1	696,7
Consumed purchases	-224,2	-232,3	-235,4
Staff costs	-116,5	-118,3	-119,0
External charges	-291,6	-306,0	-312,5
Depreciation on assets	-10,5	-11,3	-11,8
Depreciation and release on provisions	1,3	-1,0	-0,4
Current operating result	18,2	13,2	17,6
Other operating result	-0,8	-5,3	-2,0
Operating result	17,4	7,9	15,6
Financial result	-0,4	-0,1	-1,2
Result before tax	17,0	7,8	14,4
Tax	-3,8	-1,0	-1,7
Net result	13,2	6,8	12,7

(*) retreated IFRIC 21 : impact on ROC +1,2M€ on first half year and -1,2M€ on the second half year, neutral over the year

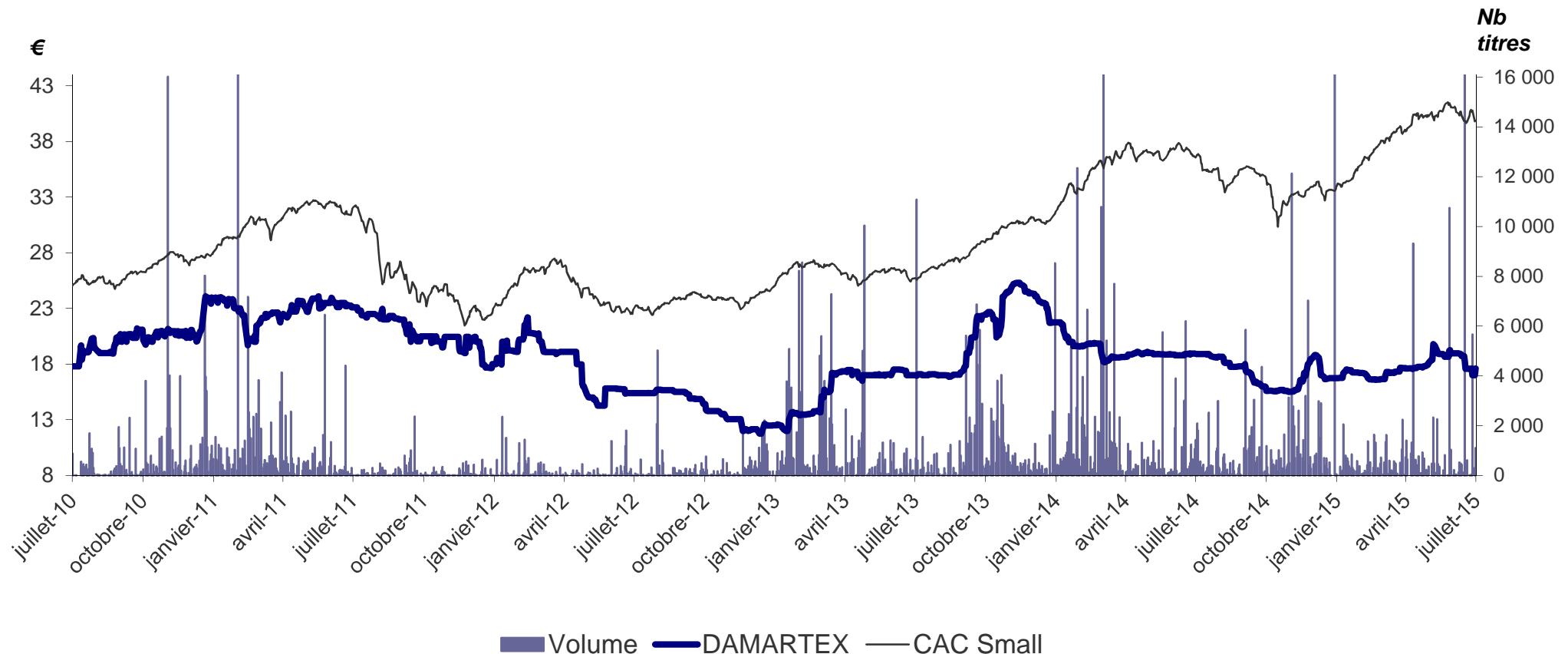
Detailed balance sheet

(in million of euros)

	30 june 2013 (*)	30 june 2014 (*)	30 june 2015
Shareholder's Equity	157,0	169,6	182,1
Long term debt	6,7	4,3	6,3
Other non current liabilities	16,5	20,7	21,2
Non current liabilities	23,2	25,0	27,5
Goodwill	9,0	18,7	19,9
Intangible assets	59,5	72,2	75,1
Tangible assets	63,7	67,5	71,7
Other non current assets	2,1	1,8	1,5
Non current assets	134,3	160,1	168,2
Stocks	101,7	104,8	111,1
Receivables	58,3	31,4	29,5
Payables	56,2	63,0	66,9
Other current debts	52,2	33,9	32,5
Net need in working capital		39,3	41,2
Net derivatives instruments	1,5	-0,1	1,3
Other financial debts	0,6	1,8	0,8
Treasury	-6,6	-2,9	-0,2
Total balance sheet	323,9	363,2	391,5

(*) retreated IFRIC 21 : impact on ROC +1,2M€ on first half year and -1,2M€ on the second half year, neutral over the year

Stock exchange trend



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