

 **DAMART**

 **DAMARTSPORT**

 **Happy D.**  
by DAMART

 *Afibel*

 *La Maison du Jersey*

 **Coopers**  
OF STORTFORD

 *Delaby*

 **SEDAGYL®**  
Le Mieux-Être chez vous

 **Jours Heureux**  
Gourmandises de France • depuis 1979

*5 March 2015*



# FINANCIAL INFORMATIONS

HALF YEAR MEETING - 2014/2015

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# Environment

- Lower consumption on Sept-Oct 2014
- Mild weather
- Evolution of the competitive environment



## Silver économie: les seniors valent de l'or

Julie Thoin-Bousquie, publié le 01/12/2014 à 11:26

Santé, logement, loisirs, sécurité. Par la diversité de leurs besoins, les plus de 50 ans représentent un marché en plein essor. Tendances d'un secteur où la France vise une position de leader.

Partager 92 Tweeter 38 +1 2 in Partager 119 2 A+ A-



D'après une étude du Credoc, le poids des quinquagénaires et de leurs aînés dans les dépenses de consommation devrait dépasser les 50% en 2015 en France.

## La silver économie ou la promesse d'un nouvel eldorado



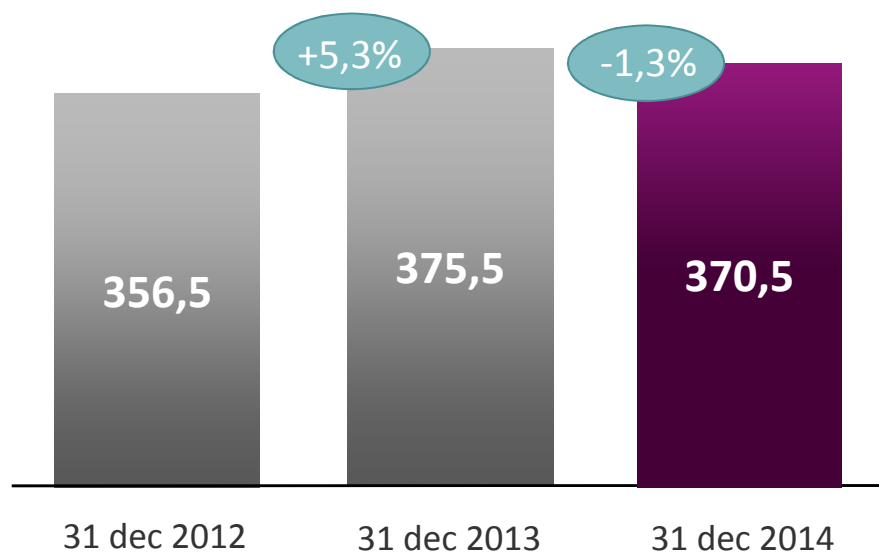
Les seniors d'aujourd'hui sont les baby-boomers qui ont grandi avec la société de consommation. Toujours exigeants, ils refusent d'être stigmatisés dans la case "VIEUX" d'autrefois. / DR (Crédits : DR)

# Key points

- Turnover down due to Textile business
- Good development of Home & Lifestyle business
- Mastered decrease of current operating result, including a proactive policy of commercial investments

# Half year turnover

(in million euros)



## Evolution on 1st half year 2014/2015

At constant rates:	-2,9%
▪ First quarter:	-3,1%
▪ Second quarter:	-2,8%

# Half year results

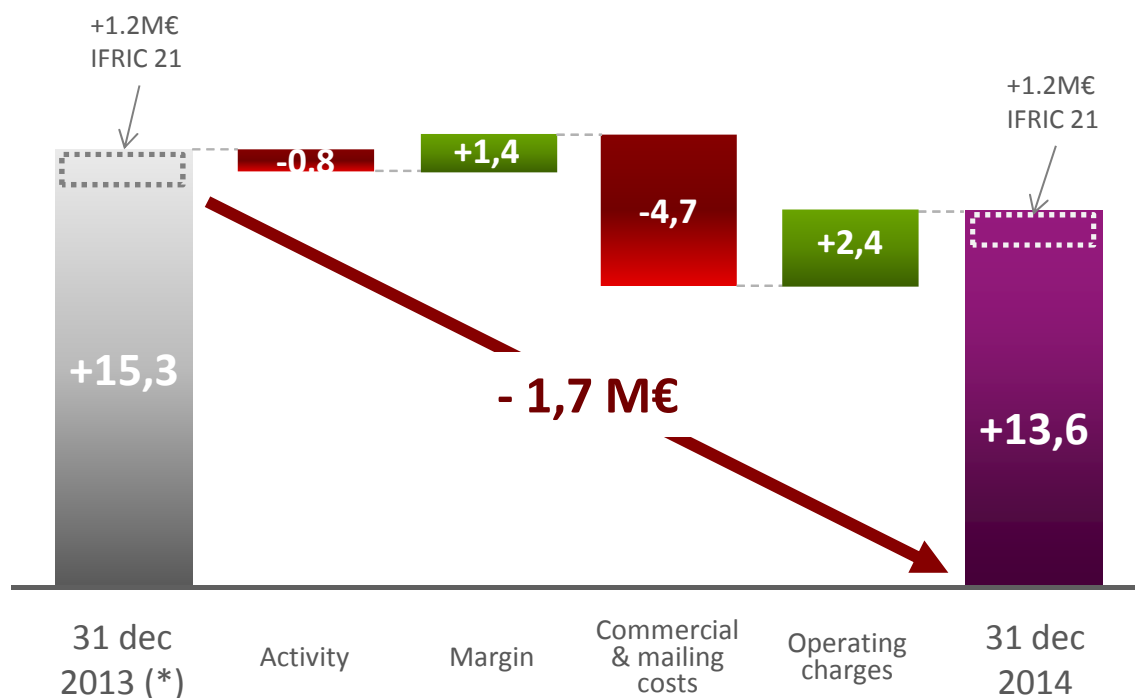
(in million euros)

	31 dec. 2012 (*)	31 dec. 2013 (*)	31 dec. 2014	%14/13
<b>Current operating result</b>	16,9	15,3	<b>13,6</b>	-11,3%
Other operating result	0,0	-0,4	<b>0,0</b>	
<b>Operating result</b>	16,9	14,9	<b>13,6</b>	-8,7%
Financial result	-0,5	-0,7	<b>-0,2</b>	
<b>Result before tax</b>	16,4	14,2	<b>13,4</b>	-6,1%
Tax	-5,2	-2,2	<b>-2,5</b>	
<b>Net result</b>	11,2	12,0	10,9	-9,0%

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

# Half year current operating result

(in million euros)



- Increasing margin in a highly competitive environment
- Strengthening marketing and advertising investments
- Continued effort in costs and keep overheads

(\*) Retreated IFRIC 21

# Half year key figures

(in million euros)

	31 dec. 2012 (*)	31 dec. 2013 (*)	31 dec. 2014
Gross investments	3,7	4,1	<b>10,2</b>
EBITDA	23,7	22,7	<b>19,7</b>
Net need in working capital	22,6	30,8	<b>32,2</b>
Net stocks	92,7	101,5	<b>105,8</b>
Net fixed assets	130,4	154,9	<b>164,1</b>
Net worth	163,3	171,4	<b>182,0</b>
Net financial surplus	24,6	3,1	<b>3,2</b>

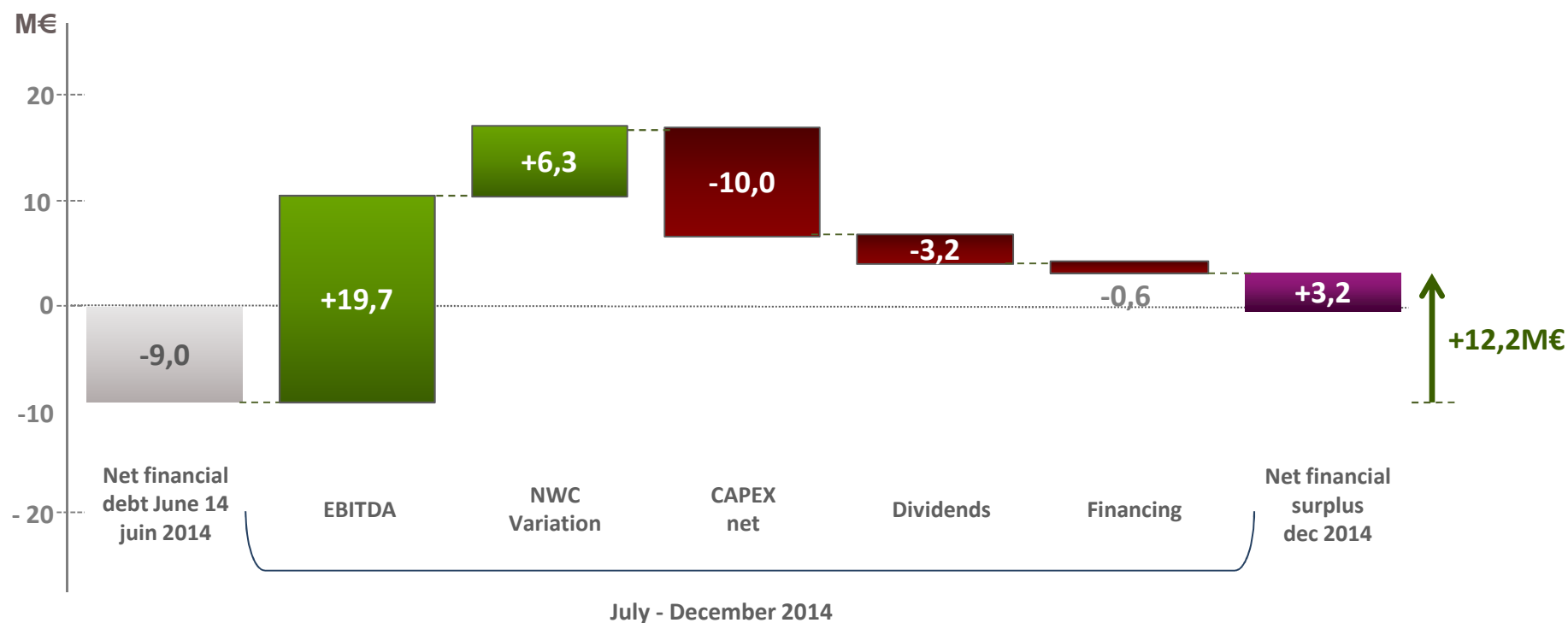
(\*) Retreated IFRIC 21

- Increased investments in store
- Acquisition of Afibel logistic building: holding 100% of the real estate
- Solid financial structure



# Variation of net financial surplus

(in million euros)



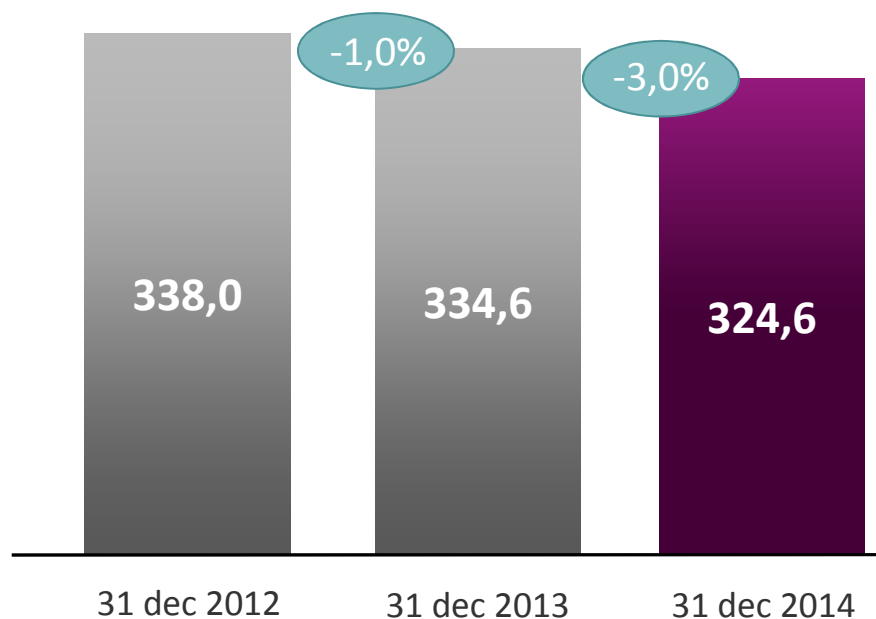
# Turnover evolution by activity

(in million euros)

	31 dec. 2012	31 dec. 2013	% 13/12 real rates	31 dec. 2014	% 14/13 real rates	% 14/13 Constant rates
Textile	338,0	334,6	-1,0%	<b>324,6</b>	-3,0%	-4,3%
Home & Lifestyle	18,5	40,8	+ 120,4%	<b>45,9</b>	+ 12,5%	+ 8,1%
<b>Damartex Group</b>	356,5	375,5	+ 5,3%	<b>370,5</b>	-1,3%	-2,9%

# Evolution of Textile sales

(in million euros)



Evolution at constant rates: -4,3%

- First quarter: -4,5%
- Second quarter: -4,2%

- Weather impact on large items and underwear Damart

- Style and R&D are growing at Damart

## Web:

- New websites “ventes privées Damart” and “Happy D. by Damart”
- Investments on brands

## Mail order:

- Strong growth in Afibel in UK
- Maison du Jersey in UK

## Retail:

- Test on few short-lived Damart stores in France
- Continued efforts on the network (openings, renews, relocations)



Pop up store Damart at Vélizy (France)



**DAMART**

フランスの高級保温肌着ブランド、ダマールで  
10年間売れ上トップの座を守り続けている名作  
人気の理由はシルク15%混生地の  
保温力とエレガントなレース使い。

胸元には上繊レース  
フクロレースの繊細レース

信ダマール社  
**サーモラケティル35**  
上着 ¥4,979円 パンツ ¥4,979円

【上着】サーモラケティル35		【パンツ】サーモラケティル35	
サイズ	価格	サイズ	価格
M	¥4,979	M	¥4,979
L	¥4,979	L	¥4,979
LL	¥4,979	LL	¥4,979

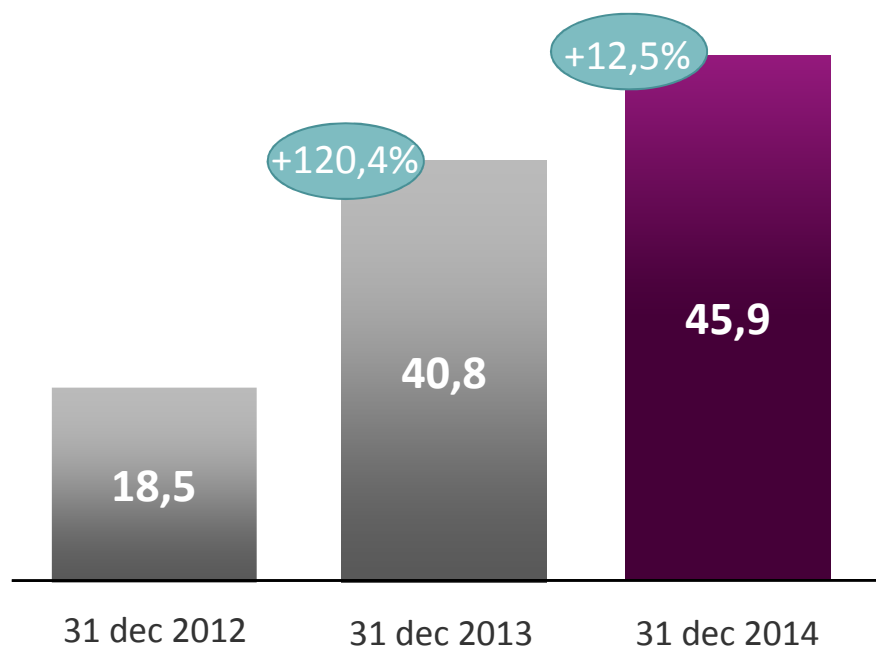
2枚以上を同時に申し込むと  
1枚あたり1,000円(税込)割引します。  
※1,000円以上の商品(税込)が対象です。  
※送料は別途お見積りです。

# Damart in Japan



# Evolution Home & Lifestyle sales

(in million euros)



## Evolution at constant rates:

- First quarter: +8,1%
- Second quarter: +5,9%
- Second quarter: +10,0%

- Very good performance of all brands
- Pop up store Jours Heureux - food market is doing well
- Coopers financial integration confirm its trend (growth activity of +13.7% over the period)

**Jours Heureux**  
Gourmandises de France  depuis 1979



Pop up store Jours Heureux Galerie Vivienne



# Coopers OF STORTFORD



# Prospects

- Environment of textile distribution will stay difficult in 2015
- Continued strategic investments
- Continuation of good management and costs control

# Appendice



# Turnover by country

(in million euros)

	31 dec. 2013	31 dec. 2014	% 14/13	% 14/13 Constant Rates
France	236,0	<b>223,7</b>	-5,2%	-5,2%
Great-Britain	92,4	<b>99,6</b>	+ 7,7%	+ 1,1%
Belgium	39,7	<b>39,7</b>	+ 0,0%	+ 0,0%
Swiss	6,7	<b>6,8</b>	+ 1,3%	-0,7%
USA	0,6	<b>0,8</b>	+ 18,9%	+ 11,0%
<b>Damartex Group</b>	375,4	<b>370,5</b>	-1,3%	-2,9%

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