

## 2025 outlook

### Solid growth

#### 2024: The year of Lacoste

Interparfums will achieve further sales growth of over 10% in 2024, driven in particular by the remarkable performance of Lacoste fragrances in a year marked by the takeover of fragrance distribution and by the relaunch of the brand. Sales should reach €880 to 890 million, in line with projections, with a current operating margin exceeding 19% thanks to a strong gross margin and consistently tight control of operating costs.

#### 2025: The year of Solférino

*Lacoste Original*, the Group's very first initiative with the brand, as well as *Jimmy Choo I Want Choo Le Parfum*, will continue their expansion in 2025. Meanwhile, several flankers will help support the company's short-term growth, notably the *Montblanc Explorer*, *Jimmy Choo Man*, *Coach Woman*, *Coach Man*, *Lacoste L.12.12* and *Lacoste Original* franchises.

2025 will also stand out for the creation of the proprietary brand *Solférino*<sup>®</sup>, a collection of 10 premium fragrances developed by star perfumers and intended for the collector's fragrance market, to be launched initially through an ultra-selective network of around a hundred doors initially. A first boutique entirely dedicated to the brand should be up and running by the end of the year, along with an e-commerce site.

The launch of this new brand reflects the company's medium-term growth strategy in the extremely buoyant high-end fragrance market. This strategy will further extend to Moncler fragrances, whose development will henceforth be based mainly on strengthening the *Les Sommets* collection through highly selective distribution.

In this context, 2025 sales should reach €910 to 930 million, with the operating margin once again exceeding 19%.

#### Upcoming events

Publication of 2024 annual sales  
January 23, 2025  
(before the opening  
of the Paris stock market)

Publication of 2024 results  
February 26, 2025  
(before the opening  
of the Paris stock market)

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**Philippe Benacin**, Chairman and CEO, commented: *“With the Solférino collection, a proprietary brand under development for the past two years, we will have a rich and unique universe perfectly suited to the high-end fragrance market. This represents a first strategic step in the implementation of a new path for development in a market that has been showing very strong growth for several years now.”*

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in French and English  
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