# Samsonite International S.A. 2013 Interim Results

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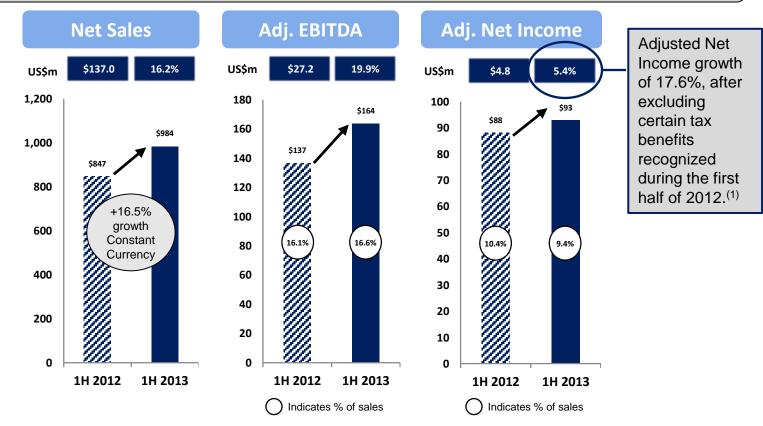
## Results Highlights

- Susiness Overview
- Financial Overview
- Outlook and Strategy for 2<sup>nd</sup> Half 2013
- Q&A



# First Half 2013 Results Highlights

Record first half net sales with constant currency growth of 16.5%



Excluding the impact of Hartmann and High Sierra, which were acquired in 2H 2012, net sales increased 10.4%.

# **Key Financial Highlights**

Indicates % of sales

**Gross Margin Net Sales** 16.2% 14.8% \$137.0 US\$m \$67.4 USŚm 1,200 600 \$523 \$984 1,000 500 \$456 \$847 800 400 +16.5% 600 arowth 300 53.8% 53.2% Constant Currency 400 200 200 100 0 0 1H 2012 1H 2013 1H 2012 1H 2013

- Net sales increased by 16.5% on a constant currency basis to a record first half US\$983.6 million.
- Currency fluctuation had a negative impact of US\$3.0 million on year-over-year sales, driven mostly by the devaluation of the INR and JPY to the USD.
- Excluding the impact of acquisitions of Hartmann and High Sierra, net sales increased by 10.4%.
- Gross margin increased 14.8% on higher sales. As a percentage of sales, gross margin decreased 60bps due largely to:
  - Larger portion of sales coming from the Wholesale channel in the US with very strong performance in 1<sup>st</sup> half of 2013.
  - Larger portion of sales coming from American Tourister at slightly lower gross margins than Samsonite.

# **Key Financial Highlights**

Adj. Net Income

Adj. EBITDA



- Adjusted EBITDA up 19.9% driven by sales growth and 50bp improvement in Adjusted EBITDA as a percentage of sales. Margin improvement despite lower gross margin is due mainly to:
  - Slightly reduced advertising and promotions spend as a percentage of net sales.
  - Leveraged higher sales with a stable fixed cost structure.
- Adjusted net income is up 17.6% with a 10bp margin improvement, after excluding certain tax benefits recognized during the first half of 2012.



Sesults Highlights

Business Overview

- Sinancial Overview
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# **Business Highlights**

- Record net sales performance with all regions contributing constant currency growth, led by North America +30.2%<sup>(1)</sup> and Asia +15.5%.
- Health of the business is underpinned by a strong world travel market, with growth of 12 million international tourist arrivals in the first four months of 2013, up 4.3% from 2012.<sup>(2)</sup>
- Europe constant currency sales growth of 6.9% despite continued challenging macroeconomic conditions in key markets of Italy and Spain. Excluding these markets, Europe constant currency sales growth of 10.2%
- Strong sales growth in all major product categories, supported by product innovation, marketing and acquired businesses.
- American Tourister brand continues to surge with 25.7% constant currency growth in sales, while Samsonite brand delivers constant currency sales growth of 5.5%.
- Hartmann and High Sierra brands are progressing in line with plan with first half net sales of US\$50.5 million.
- Advertising and promotions spend of US\$64.1 million continues to enhance brand and product awareness and drive sales above industry growth rates.
- Further expansion of global distribution network, adding over 600 points of sale in the first half of 2013, mainly in Asia and Latin America.
- Operating cash flow of US\$56.7 million for the first six months of 2013 and strong balance sheet provides solid platform to execute future growth plans.

(2) According to UNWTO Press Release July 17, 2013.

<sup>(1)</sup> Includes Hartmann and High Sierra acquisitions. Excluding acquisitions, North America growth is 10.0%.

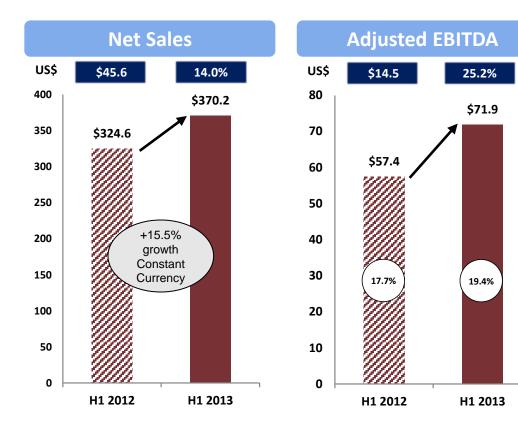
# **Strong Sales Growth in All Regions**

#### 14.0% 30.2% 7.0% 8.1% US\$m \$400 \$370.2 ZH1 2012 \$350 H1 2013 \$324.6 \$310.5 \$300 \$238.5 \$250 \$236.8 \$221.2 \$200 \$150 \$100 \$56.9 \$61.5 \$50 **\$0** Asia North America Europe Latin America Constant Currency 15.5% 30.2% 6.9% 5.2% Growth

#### Net Sales Growth by Region

- Continued strong constant currency growth in Asia driven by American Tourister and led by South Korea, China and Japan. The devaluation of the INR and JPY to the USD has had a negative impact of US\$8.8 million, or 2.7%, on the reported sales growth in Asia.
- North America achieved tremendous sales growth of 30.2%, or 10.0% excluding acquisitions. Growth was driven largely by U.S. Wholesale where sell-throughs continue to outpace the category at every major account. Retail sales growth of 16.1% was driven largely by e-commerce +121.3% and 17 net new stores since June 30, 2012.
  - Europe's constant currency growth of 6.9% was led by Russia, Germany, UK and Norway. Excluding Italy and Spain, which continue to be challenged by macroeconomic concerns, Europe's constant currency sales growth was 10.2%.
  - Constant currency growth of 5.2% in Latin America is driven by strong sales in Chile. Brazil experienced a temporary decrease in sales as the business transitions from a distributor model to a direct import and sales model. Sales in Argentina decreased 25.2% on a constant currency basis due to government imposed import restrictions. Excluding Argentina, Latin America sales increased 8.2% on a constant currency basis.

## **Asia** – Continued strong growth and profitability even as key market economies of China and India begin to moderate

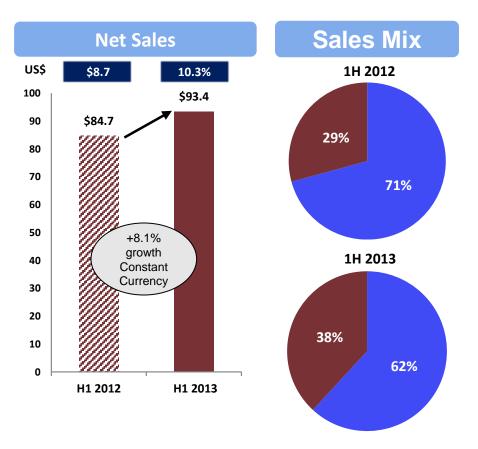


Indicates % of sales

- On a constant currency basis, Asia net sales are up 15.5%, with all countries posting growth from prior year. Growth leaders include South Korea +33.7%, China +8.1%, Japan +19.5% and India +7.3%. Growth fuelled by:
  - American Tourister and Samsonite sales up 33.2%<sup>(1)</sup> and 4.6%<sup>(1)</sup>, respectively;
  - Wholesale channel is up 15.0%<sup>(1)</sup>, Retail channel is up 18.8%<sup>(1)</sup>;
  - Travel category increased 15.1%<sup>(1)</sup> from US\$243.4 million to US\$276.1 million;
  - Casual is up 38.3%<sup>(1)</sup> from US\$19.9 million to US\$27.7 million, driven largely by Samsonite Red, which is up 30.9%<sup>(1)</sup> to US\$12.3 million in 1H 2013;
  - Business category sales up 10.0%<sup>(1)</sup> due largely to the introduction of a new high-end leather line and targeted advertising that began in Q4 2012.
- Strong increase in Adjusted EBITDA is due to strong sales growth and reduced advertising spend in 1H 2013 compared to 1H 2012. As a result, advertising as a percentage of sales is down from 10.0% in 1H 2012 to 7.6% in 1H 2013. This is partly offset by slightly reduced gross margin from 62.4% in 1H 2012 to 62.0% in 1H 2013.



## **China** – Continued Growth Despite Macroeconomic Headwinds



Samsonite American Tourister

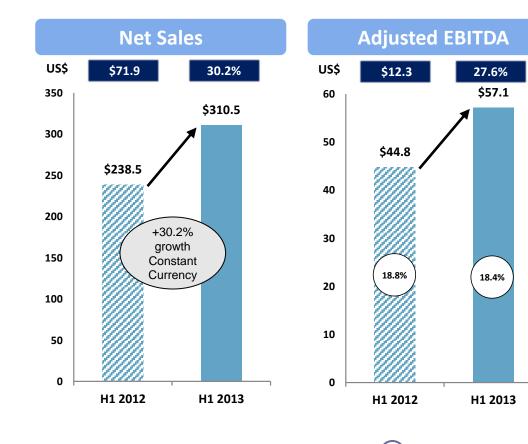
- Sales growth of 8.1% on a constant currency basis is coming mainly from:
  - American Tourister, up from 29% of total sales to 38%, while Samsonite is down from 71% to 62% of total sales.
  - 72 net new POS, 52 Wholesale and 20 Retail.
  - Retail store comp rates of 2.5%
- Macroeconomic conditions in China have worsened, putting downward pressure on sales growth
  - "The China government's official growth target for 2013 is 7.5%, impressive by world standards but it would be the slowest pace in 23 years for China"1

Samsonite

(1) <u>Reuters Online</u>, "China's GDP growth slows to 7.5 percent, tests reform push", July 15, 2013, http://www.reuters.com/article/2013/07/15/us-china-economy-gdp-idUSBRE96E01M20130715

# **North America** – Tremendous growth in a mature and competitive market

Indicates % of sales



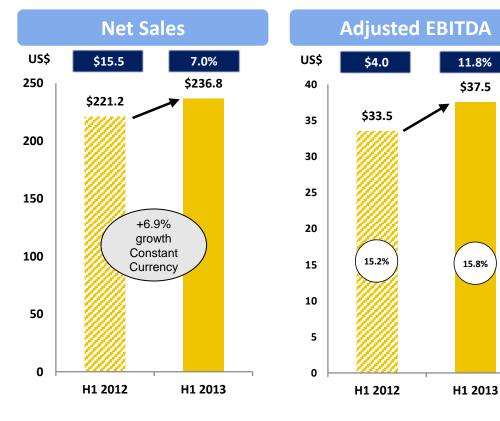
- Net sales growth of 30.2%. Excluding acquisitions of *High* Sierra and Hartmann, sales increased 10.0% despite relatively flat industry performance. Sales growth driven by:
  - 34.0% increase in Wholesale sales, or 10.0% growth excluding acquisitions, due to strong sell-throughs outpacing the category in all major U.S. accounts and expanded product placements in newer accounts. Sales increase of 16.1% in Retail was driven mainly by 17 net new stores opened since June 2012 and E-commerce, which is up 121.3%, or 75.4% excluding acquisitions;
  - Samsonite sales up 8.1% and American Tourister sales up 1.5%. Hartmann and High Sierra sales total US\$48.1 million for 1H 2013.
  - Travel category sales increased 12.1%. Continuing focus on growing non-travel categories resulted in sales increase of 554.9% in the Casual category. Excluding the acquisition of High Sierra, growth in the Casual category was still 51.5%. Business category sales are up 25.1%.
- Adjusted EBITDA as a percentage of sales decreased by 40bps due to wholesale representing a larger portion of the business.

## **Europe** – Growth of 6.9% on a constant currency basis, despite lingering macroeconomic challenges

11.8%

\$37.5

15.8%

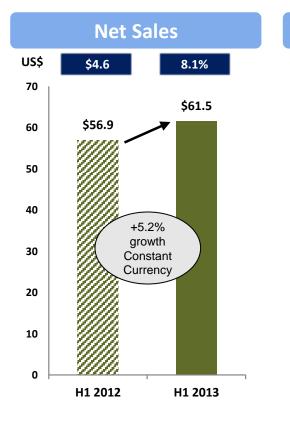


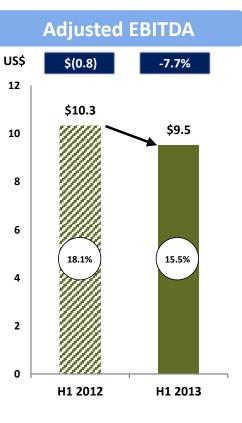


- On a constant currency basis, sales growth was 6.9%, led by Russia (+32.0%)<sup>(1)</sup>, Germany (+13.0%)<sup>(1)</sup>, UK (+18.1%)<sup>(1)</sup> and Norway (+43.7%)<sup>(1)</sup>.
- The Eurozone crisis continues to have a negative impact on sales in Spain  $(-8.7\%)^{(1)}$  and Italy  $(-4.0\%)^{(1)}$ . Excluding Italy and Spain, sales growth was 10.2%<sup>(1)</sup>.
- Sales growth was led by the Retail channel, which is up 24.8%<sup>(1)</sup> on strong comp sales of 13.3%<sup>(1)</sup> and 15 net new store openings. Wholesale channel sales increased  $2.5\%^{(1)}$ .
- Samsonite and American Tourister sales increased 5.5%<sup>(1)</sup> and 18.4%<sup>(1)</sup>, respectively. Sales of *American Tourister* in 1H 2013 of US\$14.3 million now comprise 6.0% of total Europe sales, up from 5.4% in 1H 2012.
- Sales for the Travel category increased 6.0%<sup>(1)</sup>, while Casual and Business category sales increased by 26.9%<sup>(1)</sup> and 10.1%<sup>(1)</sup>, respectively, as a result of increased penetration of new product introductions.
- EBITDA margin increased from 15.2% to 15.8% due primarily to 150bp gross margin improvement, partly offset by 60bp increase in advertising and promotions spend as a percentage of sales.



# Latin America – Sales growth of 5.2% on constant currency basis, with strong results in Chile





Indicates % of sales

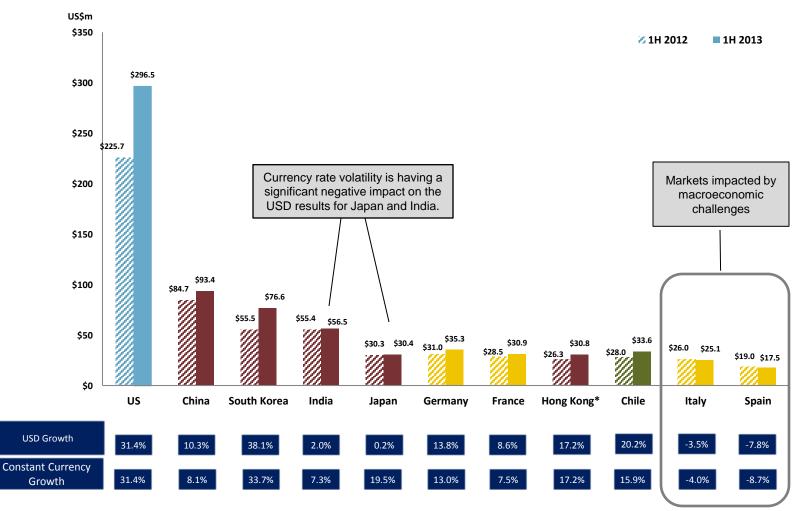
- Sales increased 5.2% on a constant currency basis.
   Excluding Argentina, sales growth of 8.2% on a constant currency basis.
- Strong sales growth in Chile, up 15.9%<sup>(1)</sup>.
- Brazil sales decreased by US\$2.2 million or 42.5% as the business transitions from a distributor model to a direct import and sales model to accelerate growth in this emerging market.
- Sales in Argentina are down 25.2%<sup>(1)</sup> from US\$5.1 million in 1H 2012 due to continued import restrictions imposed by the local government. The Company has not renewed retail leases in Argentina to reduce fixed cost exposure going forward.
- Adjusted EBITDA as a percentage of sales decreased 260bp due to
  - Slightly lower gross margin from favorable product cost rate hedges in 2012 not repeated in 2013;
  - Slightly higher advertising and promotions spend as a percentage of sales;
  - Higher operating expenses coupled with temporary sales disruptions associated with the transition from a distributorship model to direct sales model in Brazil, Panama and Peru.

(1) Growth is stated on a constant currency basis



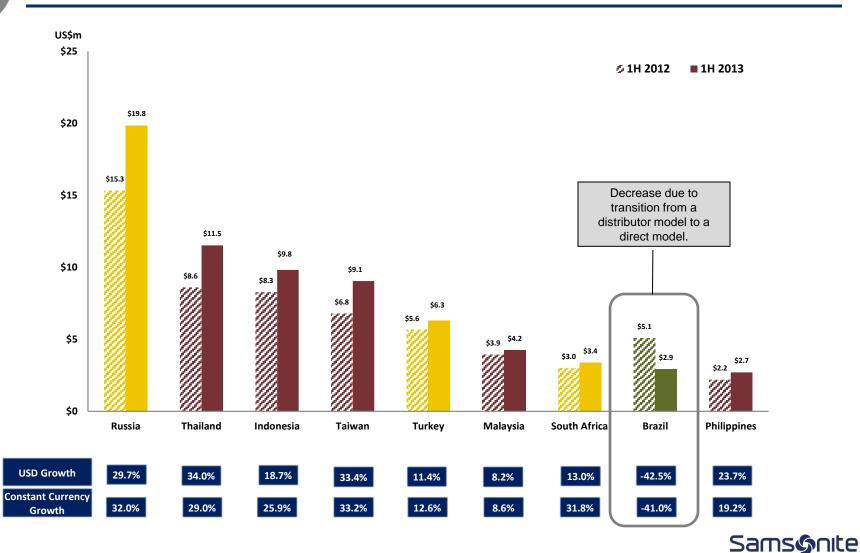
## **Sales in Key Markets**

# Strong constant currency growth in all key markets, except Italy and Spain



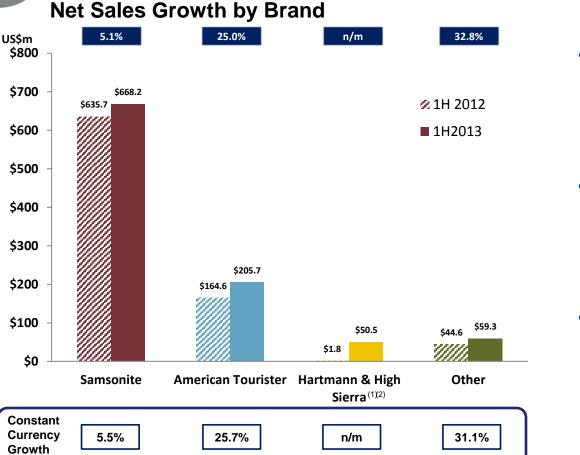
## **Sales in Emerging Markets**

Continued brand penetration driving growth in emerging markets



Page 16

## **Strong Sales Growth in All Brands**



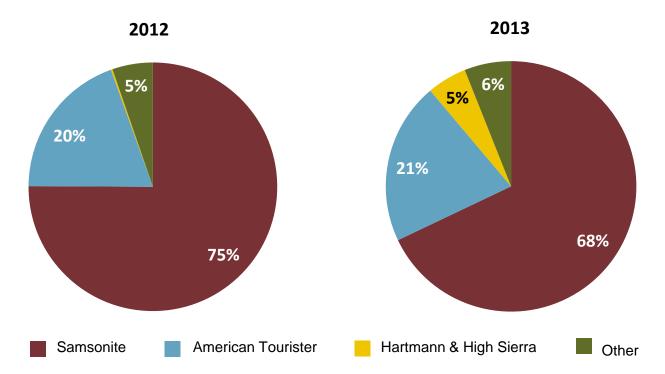
- Continued growth in Samsonite with net sales up 5.5% on a constant currency basis
  - North America +8.2%<sup>(1)</sup>, Europe +5.5%<sup>(1)</sup>, Asia +4.6%<sup>(1)</sup>, Latin America -7.6%<sup>(1)</sup>
- Strong growth in American Tourister net sales up 25.7% on a constant currency basis
  - Asia +33.2%<sup>(1)</sup>, Europe +18.4%<sup>(1)</sup>, North America +1.6%<sup>(1)</sup>, Latin America -18.0%<sup>(1)</sup>
- Growth in Other brands is driven mainly by licensed brands in North America and *Xtrem* and *Secret* in Latin America.

(1) Growth is stated on a constant currency basis

(1) High Sierra and Hartmann brands were acquired in 2H 2012

(2) In 1H 2012 and 1H 2013, approximately US\$1.8 million of High Sierra product was sold through the Company's Australia Joint Venture under a distributorship agreement that predated the acquisition.

# Portfolio of Brands Expanded With the *High Sierra* and *Hartmann* Acquisitions



- Sales of Samsonite up US\$32.5 million or 5.1%
- American Tourister sales up US\$41.2 million or 25.0%, driven largely by Asia where sales increased 32.2%. This brand now constitutes 21% of total sales.
- Hartmann and High Sierra sales of US\$50.5 million represent 5% of total 1<sup>st</sup> half 2013 sales.

**Asia** High quality and sophisticated products for the professional and seasoned business traveler and road warrior



# **North America**

High quality and sophisticated products for the professional and seasoned business traveler and road warrior



## Europe

High quality and sophisticated products for the professional and seasoned business traveler and road warrior



## Latin America

High quality and sophisticated products for the professional and seasoned business traveler and road warrior









## Americas & Europe Entry level product range for the valueconscious consumer







High quality and cool casual and outdoor adventure products for the road warrior / adventure traveler and outdoor enthusiast



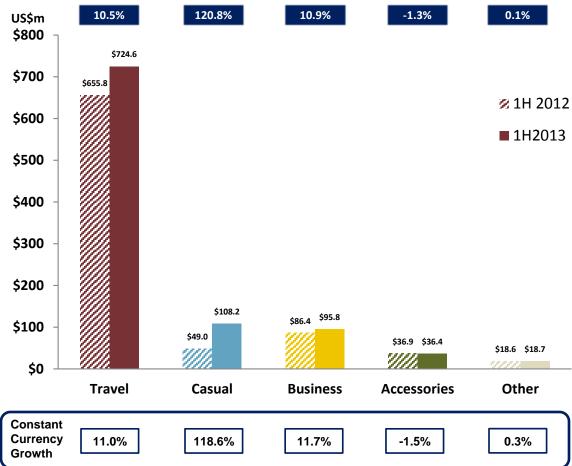
# Heritage luxury products for the sophisticated leisure traveler



hartmann

# Strong Sales Growth Across All Major Product Categories

Net Sales Growth by Product Category



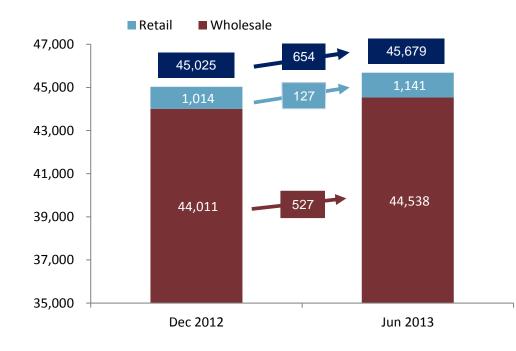
- Travel remains our largest product category and traditional strength with 11.0% constant currency growth.
- Casual category net sales rose 118.6%<sup>(1)</sup>.
   Excluding the acquisition of *High Sierra*, growth of 38.2%<sup>(1)</sup> is driven by *Reebok* in North America, *Samsonite Red* in Asia and strong back-to-school sales of *Xtrem* and the introduction of a handbags line in Latin America.
  - Net sales in Business category increased by 11.7% on a constant currency basis:
    - 25.2%<sup>(1)</sup> increase in North America is driven by expanded product placement at Best Buy, Amazon and Costco.
    - 10.0%<sup>(1)</sup> growth in Asia due to the introduction of new leather business product lines supported by targeted advertising.
    - Growth of 10.1%<sup>(1)</sup> in Europe due largely to new product introductions.
  - Net sales of Accessories and Other categories are relatively flat year-over-year.

(1) Growth is stated on a constant currency basis



# **Continued Expansion in Points of Sale**

#### **Total Points of Sale**



Note: POS increases are net of POS closures

#### Over 350 POS added in Asia

- +265 in India (201 wholesale, 64 retail)
- +72 in China (52 wholesale, 20 retail)
- Over 6,700 total POS in region at June 30, 2013
- POS in Latin America up by about 350, primarily in Chile, up almost 280, Brazil, up more than 60 and Mexico, up about 40. Argentina is down about 30 POS due to challenges importing product into the region.
- POS in North America and Europe largely consistent with prior year
  - Three net new company-owned stores in North America
  - Europe down 25 wholesale POS and up 17 retail POS

## **Selection of Recently Opened Stores**



American Tourister, Ban Ciao Mega City, Taipei, Taiwan



Samsonite Leather, Gingko Department Store, Kunming, Yunnan, China

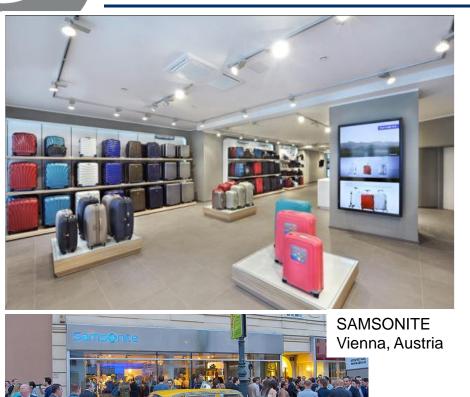


Red Label, Hyundai Coex, Korea



Page 29

## **Selection of Recently Opened Stores**







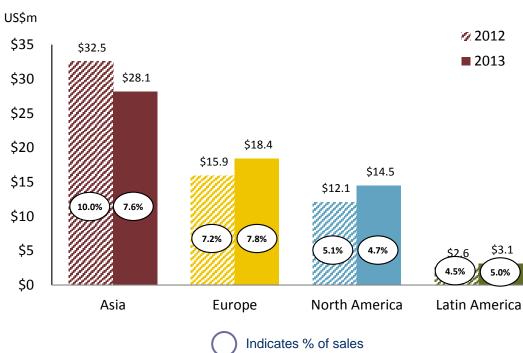


SAMSONITE Moscow, Russia



# Advertising campaigns continue to drive sales growth in all regions

## **Advertising Spend**



- Advertising spend is up US\$1.0 million, from US\$63.1 million to US\$64.1 million.
- Advertising spend of 6.5% of sales in 1H
  2013 2013 compared to 7.4% in 1H 2012:
  - Strong sales growth, particularly in U.S. and Asia, is higher than the advertising and promotions spend increase necessary to maintain brand awareness and drive further sales growth;
  - Timing of spend in North America and Asia has shifted out slightly to the 2<sup>nd</sup> half of the year compared to 2012.

# Targeted Brand & Product Advertising Asia



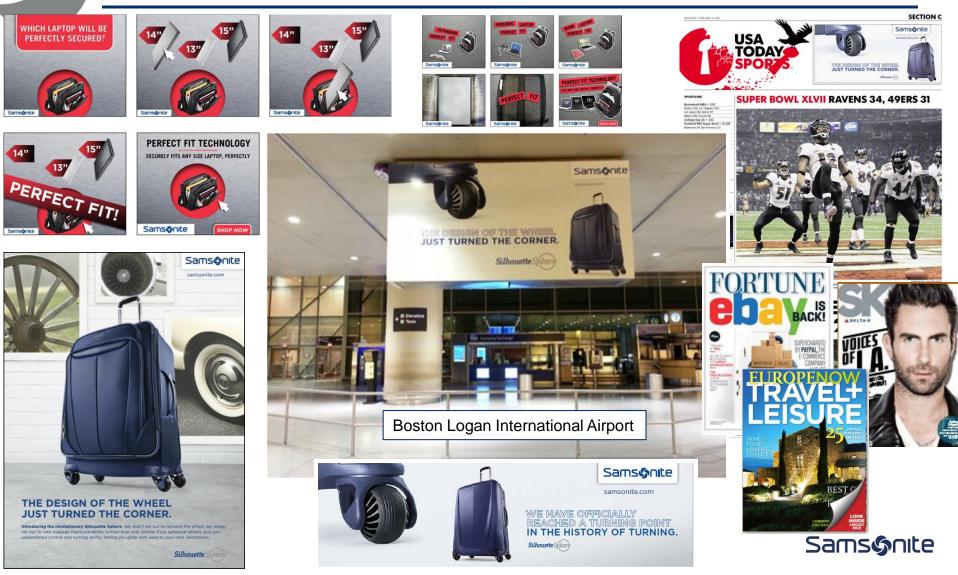




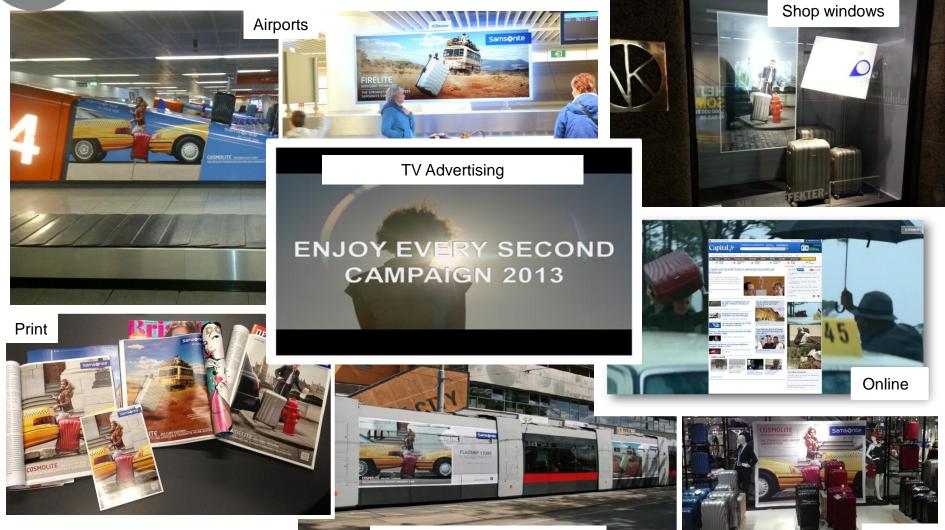
**Firelite Campaign** 

RELITE

# Targeted Brand & Product Advertising North America



# Targeted Brand & Product Advertising Europe



Page 34

Tram Advertising - Austria

In Store



- Sesults Highlights
- Susiness Overview

Financial Overview

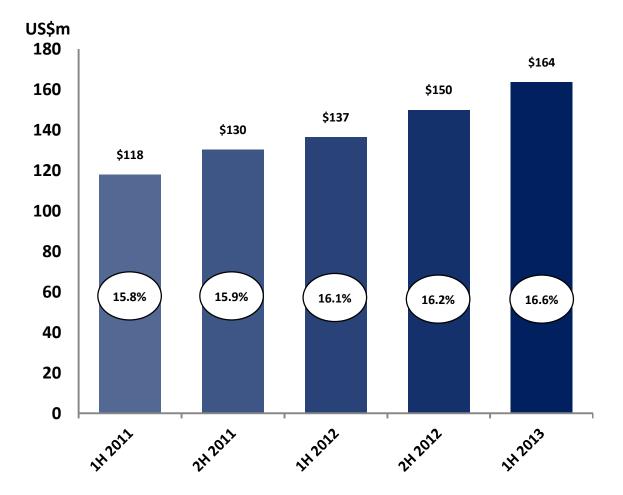
- Outlook and Strategy for 2013
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# **Key Financial Highlights**

- Adjusted EBITDA margin continues to improve, up 50bps from 1H 2012 to 16.6%.
- Adjusted net income up 17.6%, after excluding certain tax benefits recognized during the first half of 2012.
- Net cash position increased US\$40.2 million from December 31, 2012 to US\$156.2 million as of June 30, 2013.
- Solution Net working capital efficiency of 13.5% continues to run better than target level.
- Earnings per share on an adjusted basis rose 5.4% from US\$0.063 at June 30, 2012 to US\$0.066 at June 30, 2013. Excluding certain tax benefits recognized during the first half of 2012, EPS on an adjusted basis increased 17.6%.
- Delivering on our intention to maintain a progressive distribution policy, the Company paid out a cash distribution of US\$37.5 million or US\$0.02665 per share on July 12, 2013, up 25% from prior year.

# Steady Improvements Made in Adjusted EBITDA



## **Strong Balance Sheet**

US\$m	June 30, 2013	December 31, 2012	June 30, 2012	\$ChgJun-13 vs.Jun-12	% Chg Jun-13 vs. Jun-12
Cash and cash equivalents	164.4	151.4	202.1	(37.7)	-18.7%
Trade and other receivables, net	258.1	222.2	217.3	40.8	18.8%
Inventories, net	267.9	277.5	251.3	16.6	6.6%
Other current assets	56.2	62.3	69.0	(12.8)	-18.6%
Non-current assets	1,091.7	1,099.8	972.4	119.3	12.3%
Total Assets	1,838.3	1,813.2	1,712.2	126.2	7.4%
Current liabilities (excluding debt)	493.9	461.3	456.8	37.2	8.1%
Non-current liabilities (excluding debt)	212.0	233.5	213.7	(1.7)	-0.8%
Total borrowings	5.7	32.3	9.8	(4.1)	-41.4%
Total equity	1,126.7	1,086.1	1,032.0	94.7	9.2%
Total Liabilities and Equity	1,838.3	1,813.2	1,712.2	126.2	7.4%
Total Net Cash (Debt) <sup>(1)</sup>	156.2	116.0	189.7	(33.5)	-17.6%

(1) Total Net Cash (Debt) excludes deferred financing costs, which are included in total borrowings

- Net cash position of US\$156.2 million as of June 30, 2013, up \$40.2 million from December 31, 2012 driven by efficient cash conversion on strong EBITDA.
- Compared to June 30, 2012, net cash increased US\$158.5 million, excluding cash outflows on acquisitions, distribution to shareholders and supplemental pension funding.
- Continued strong net working capital efficiency of 13.5%.
- US\$300 million line of credit with no drawdown on the facility at June 30, 2013.

# **Efficiently Managing Working Capital**

US\$m	J	une 30,	De	cember 31,		lune 30,	\$ Ch	g Jun-13	% Chg Jun-13
		2013		2012		2012	vs.	Jun-12	vs. Jun-12
Working Capital Items									
Inventories	\$	267.9	\$	277.5	\$	251.3	\$	16.6	6.2%
Trade and Other Receivables	\$	258.1	\$	222.2	\$	217.3	\$	40.8	15.8%
Trade Payables	\$	257.3	\$	268.6	\$	257.7	\$	(0.4)	-0.2%
Net Working Capital	\$	268.7	\$	231.1	\$	210.8	\$	57.9	21.5%
% of Net Sales		13.5%		12.6% <sup>(</sup>	1)	12.4%			
Turnover Days									
Inventory Days		105		118		117			
Trade and Other Receivables Days		47		44		47			
Trade Payables Days		101		114		120			
Net Working Capital Days		51		48		44			

(1) Net working capital efficiency of 12.6% at December 31, 2012 is adjusted for pro forma full year sales of Hartmann and High Sierra,

- Net working capital efficiency of 13.5% is slightly better than target level of 14.0%.
- Inventory turnover improved, dropping from 117 days at June 30, 2012 to 105 days at June 30, 2013.
- Trade and other receivables turnover of 47 days is in line with June 30, 2012, even with strong growth coming from U.S. Wholesale accounts.
- Trade payables turnover of 101 days is down 19 days from June 30, 2012 due largely to shorter payment terms with suppliers of High Sierra and Hartmann.



<sup>•</sup> Inventory turnover days calculated as ending inventory balance divided by cost of sales for the period and multiplied by the number of days in the period.

<sup>•</sup> Trade and other receivables turnover days calculated as ending trade and other receivables balance divided by sales for the period and multiplied by the number of days in the period.

<sup>•</sup> Trade payables turnover days calculated as ending trade payables balance divided by cost of sales for the period and multiplied by the number of days in the period.

## **Capital Expenditure**

## **Capital Expenditure by Project Type**

(US\$ MM)	H1 2012	H1 2013
Product Development / R&D/ Supply	3.8	4.9
Retail	5.0	8.9
Other	2.6	3.3
Total Capital Expenditures	\$11.4	\$17.1

- 2013 retail capex consists mainly of new stores and remodels in Asia of US\$3.5 million, North America of US\$3.1 million and Europe of US\$2.3 million.
- Capex on Product development / R&D / Supply in 2013 includes US\$1.4 million of construction costs for the start of a new warehouse in Belgium. This project, as well as expansion of European manufacturing facilities, will result in 2013 capital expenditures being about US\$20 million higher than a typical year.



- Results Highlights
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Outlook and Strategy for 2013





## **Outlook & Strategy for 2013**

- Continue to gain market share and drive organic growth by leveraging the strength of our brands; Samsonite, American Tourister, High Sierra and Hartmann.
- Introduce new and innovative product designs, adapted to the needs of consumers in different markets, while maintaining our core values of lightness, strength and functionality.
- Allocate more resources to the product categories that present the greatest opportunity to diversify our product offerings and gain market share.
- Continually improve the efficiency and effectiveness of our supply chain and global distribution network.
- Increase investment in R&D and marketing broadly in line with sales growth.
- Continually evaluate acquisition opportunities that have a compelling strategic fit, leveraging strong management team and balance sheet capacity.



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• Q&A

