

SAINT LAURENT

PARIS JUNE 8, 2022

SAINT LAURENT

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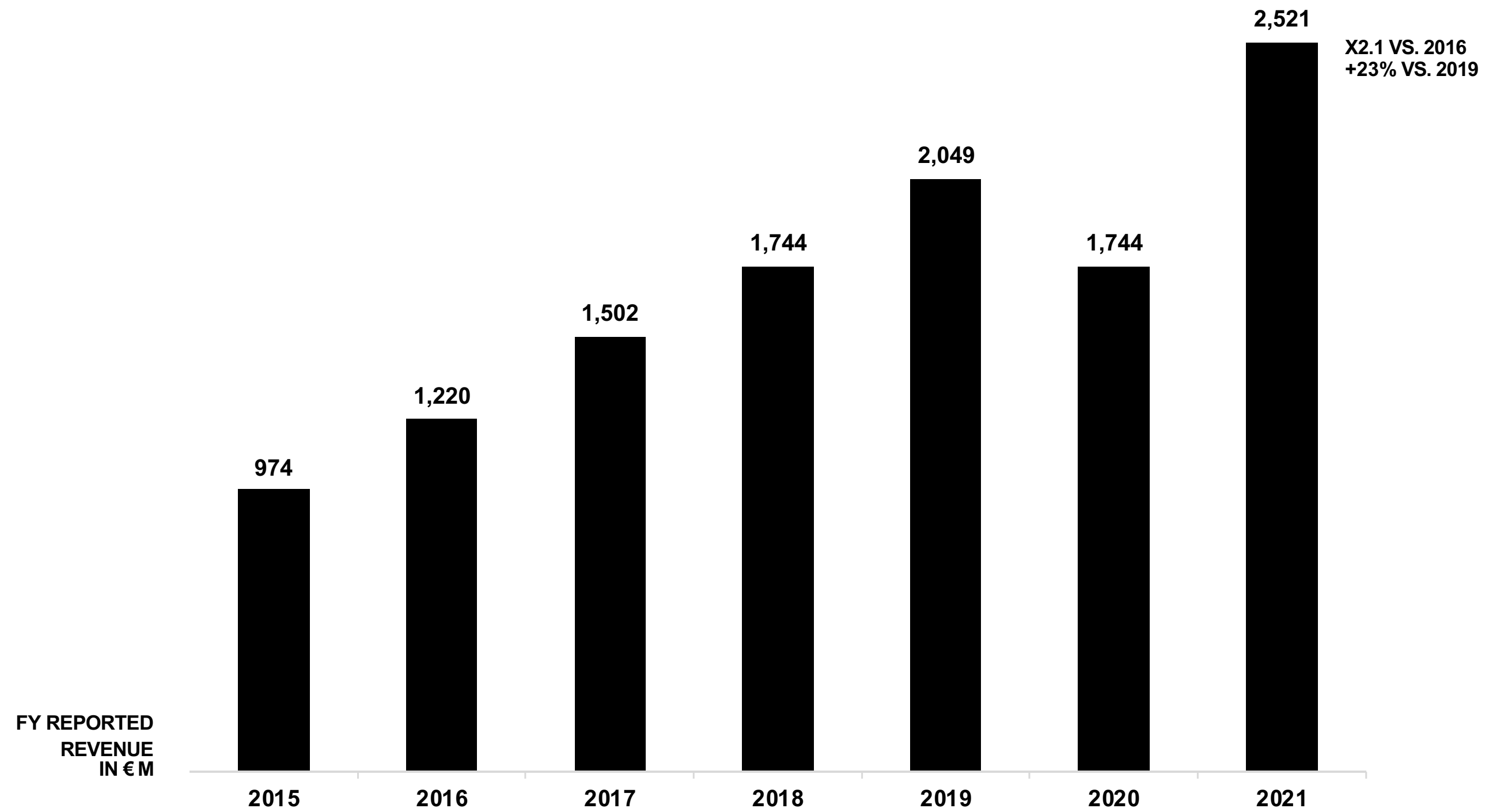
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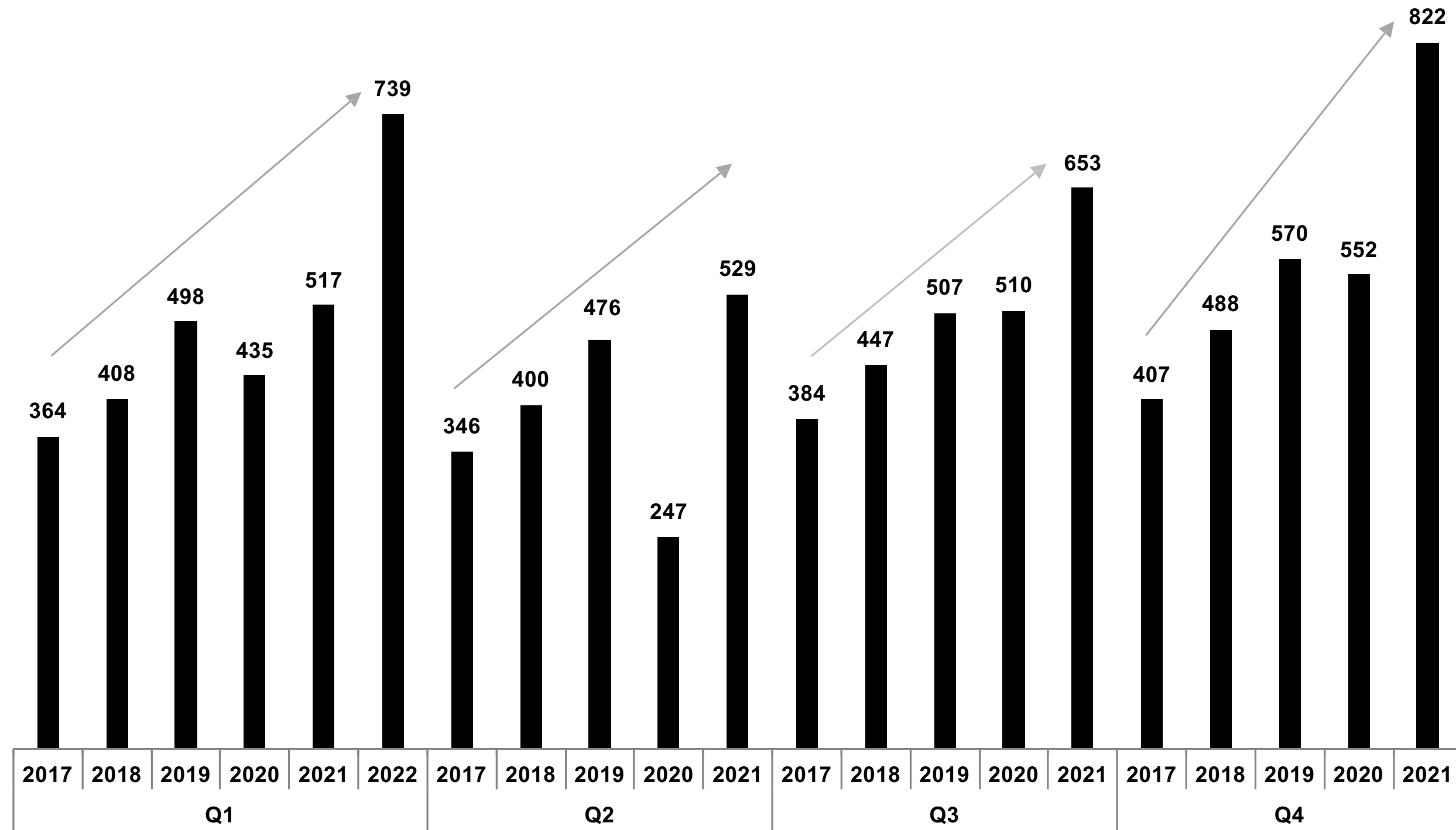
REVENUE CAGR RATE EXCEEDING 17% OVER THE PAST 6 YEARS



DOS: 268

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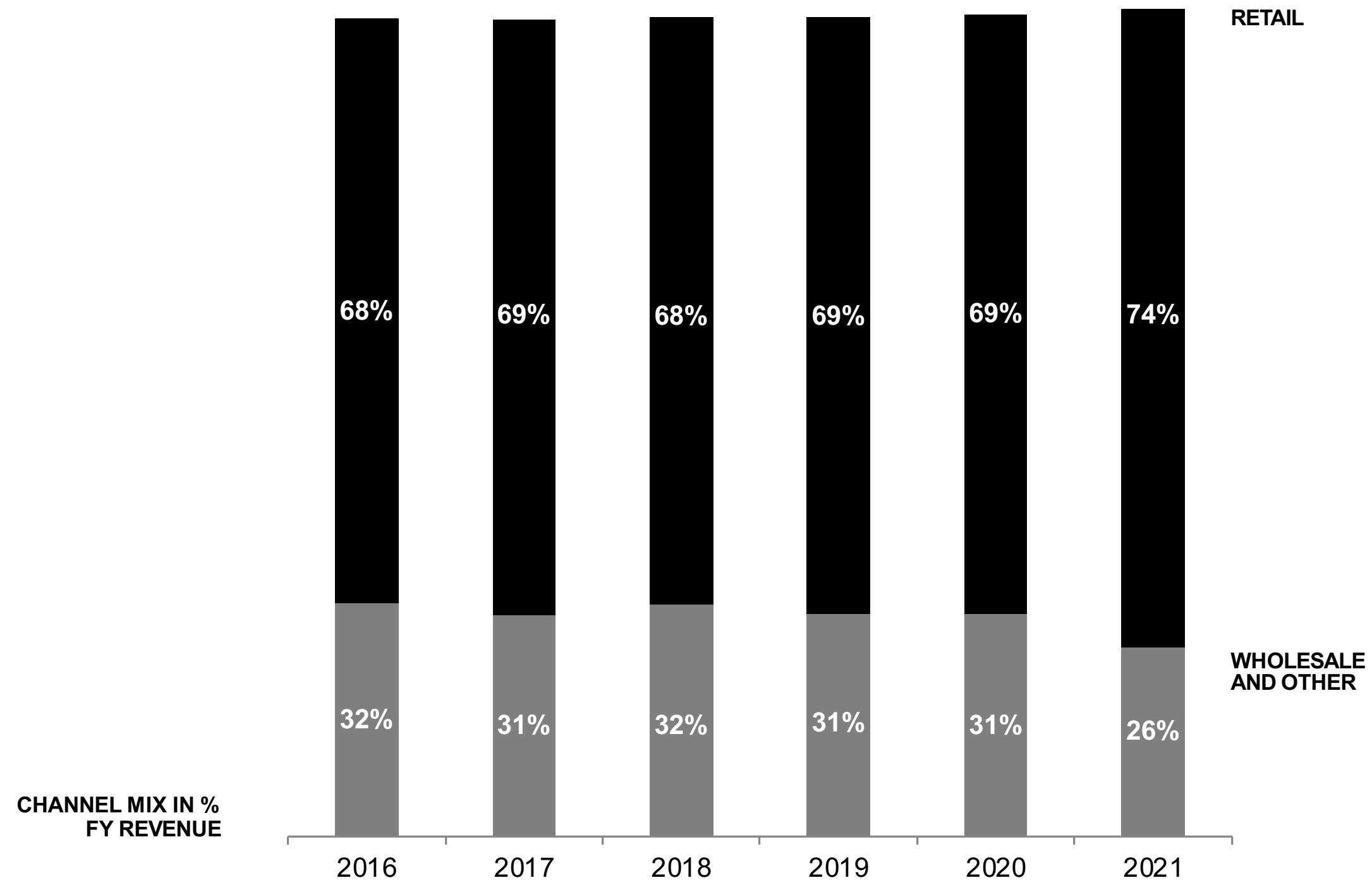
DELIVERING NEW HIGHS QUARTER AFTER QUARTER



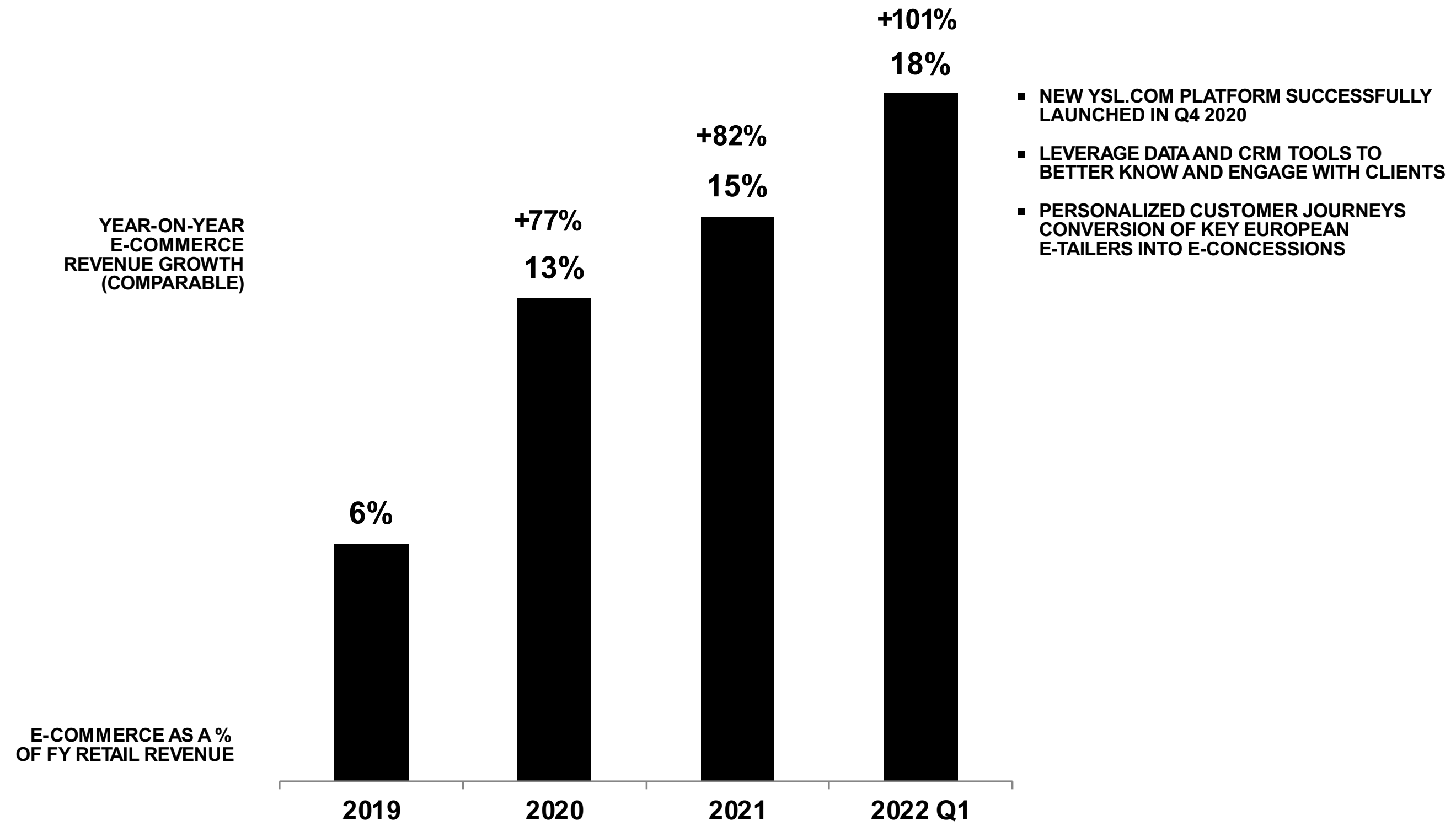
QUARTERLY REVENUE IN €M

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WEIGHT OF DIRECTLY CONTROLLED REVENUE RISING



E-COMMERCE PENETRATION EXPANDING SHARPLY



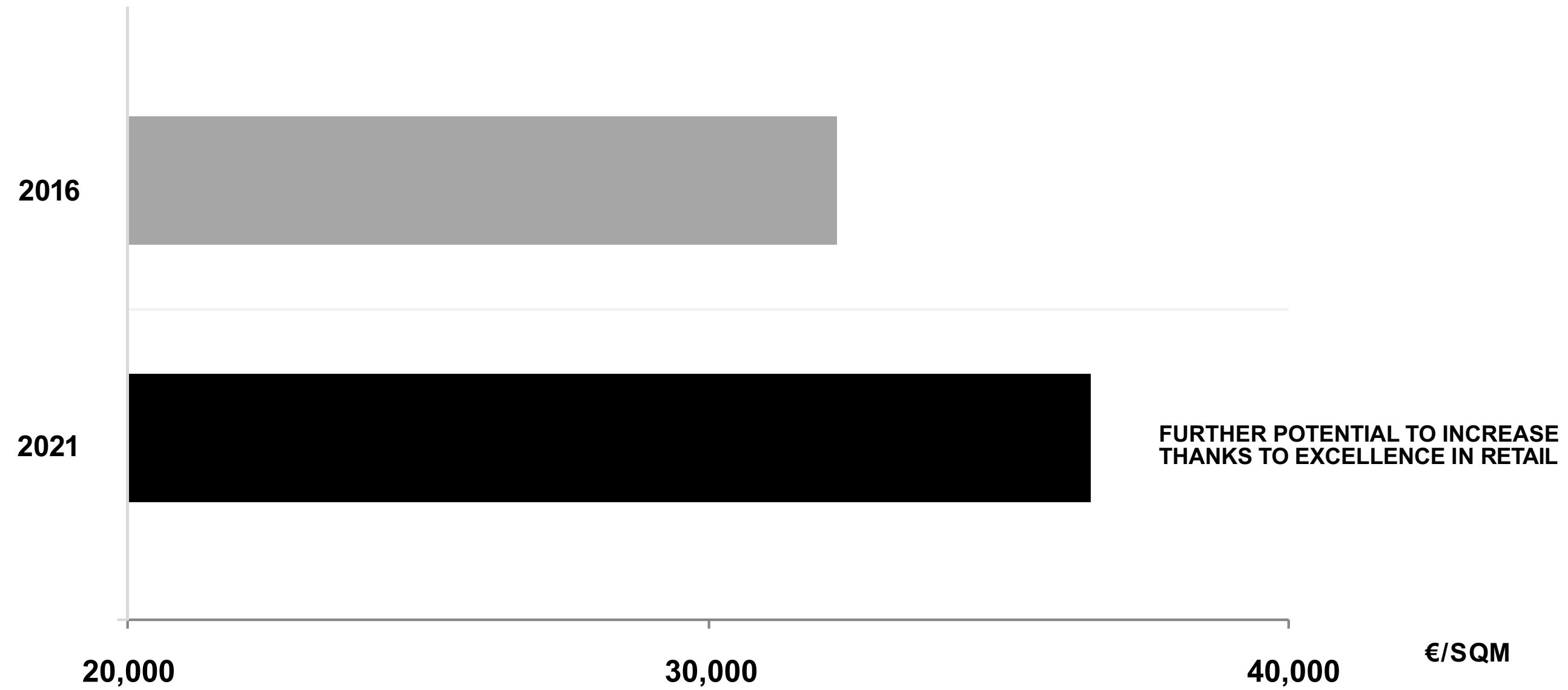
WELL-BALANCED STORE NETWORK



267 STORES AS OF MARCH 31, 2022

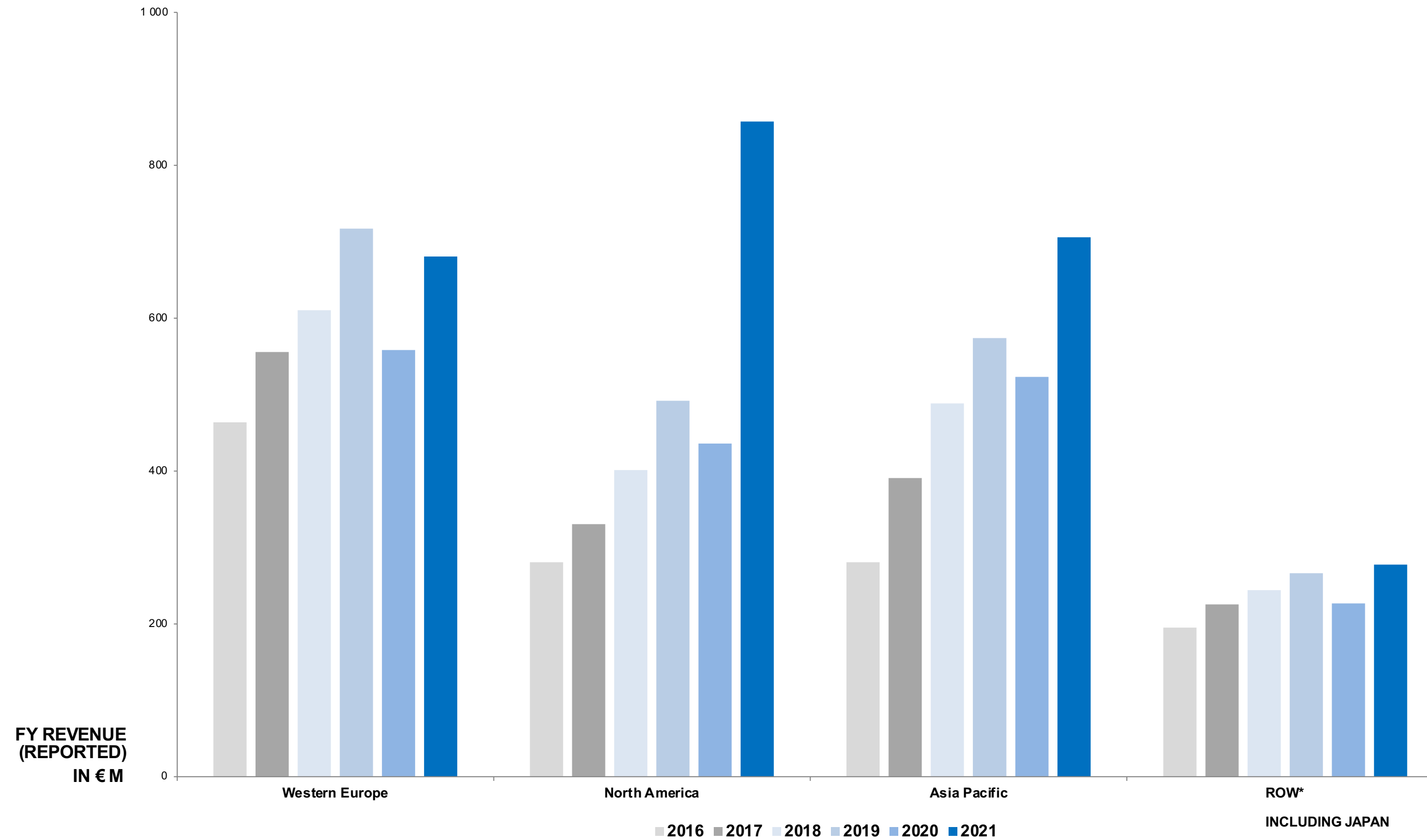
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STEADY INCREASE IN SALES DENSITY FURTHER ROOM FOR GROWTH



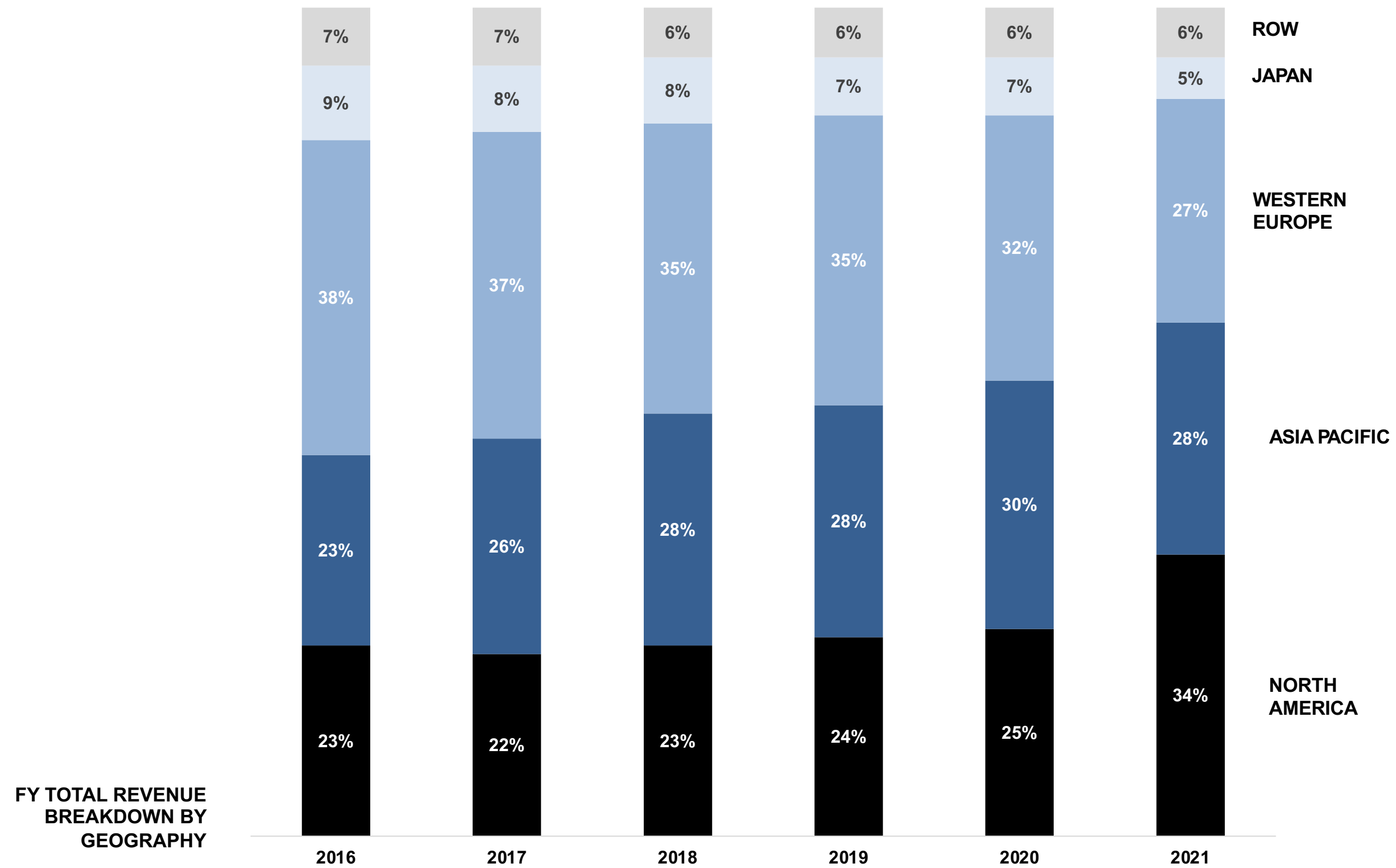
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BALANCED GROWTH ACROSS REGIONS



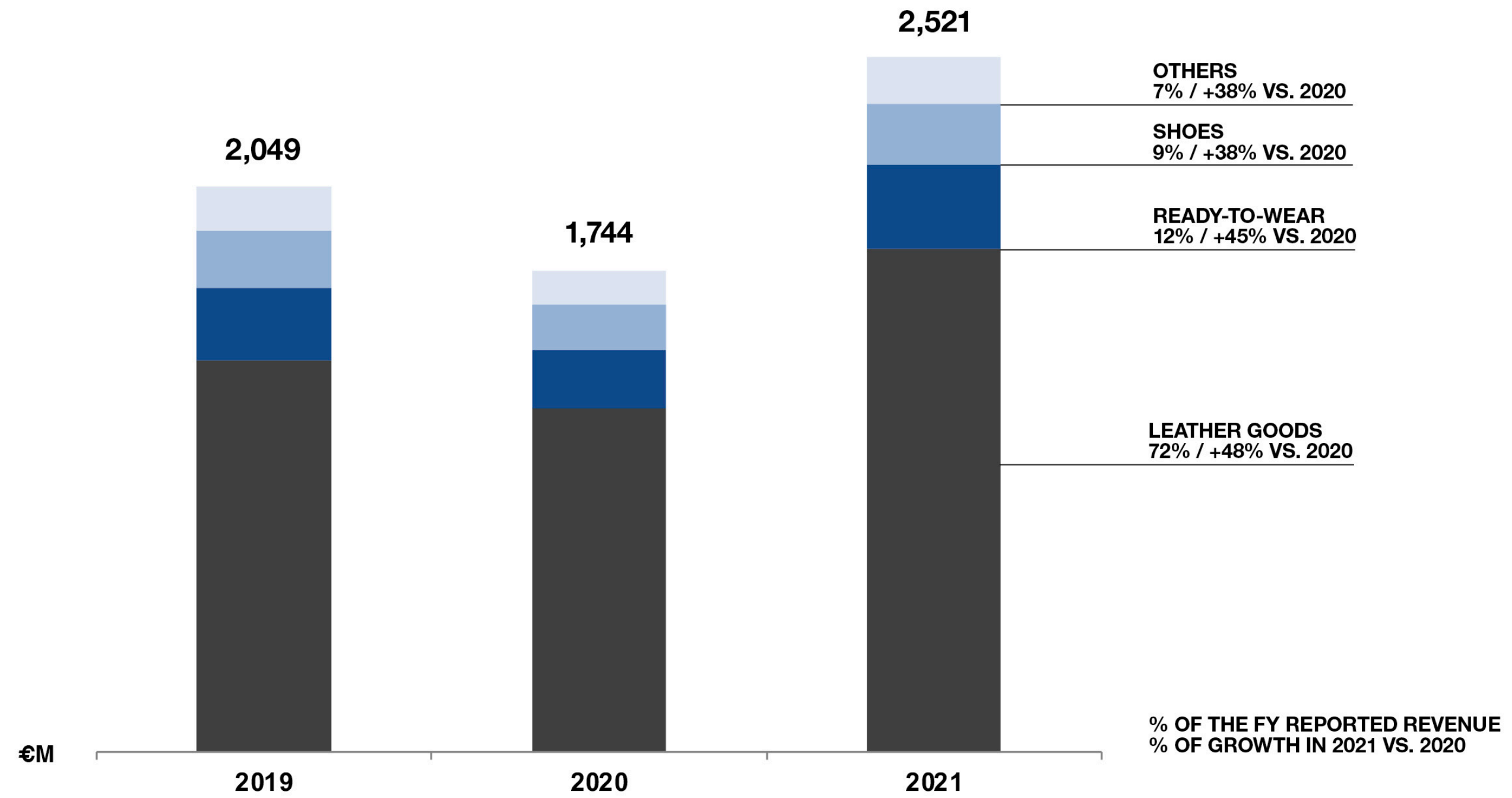
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BALANCED GEOGRAPHICAL REVENUE



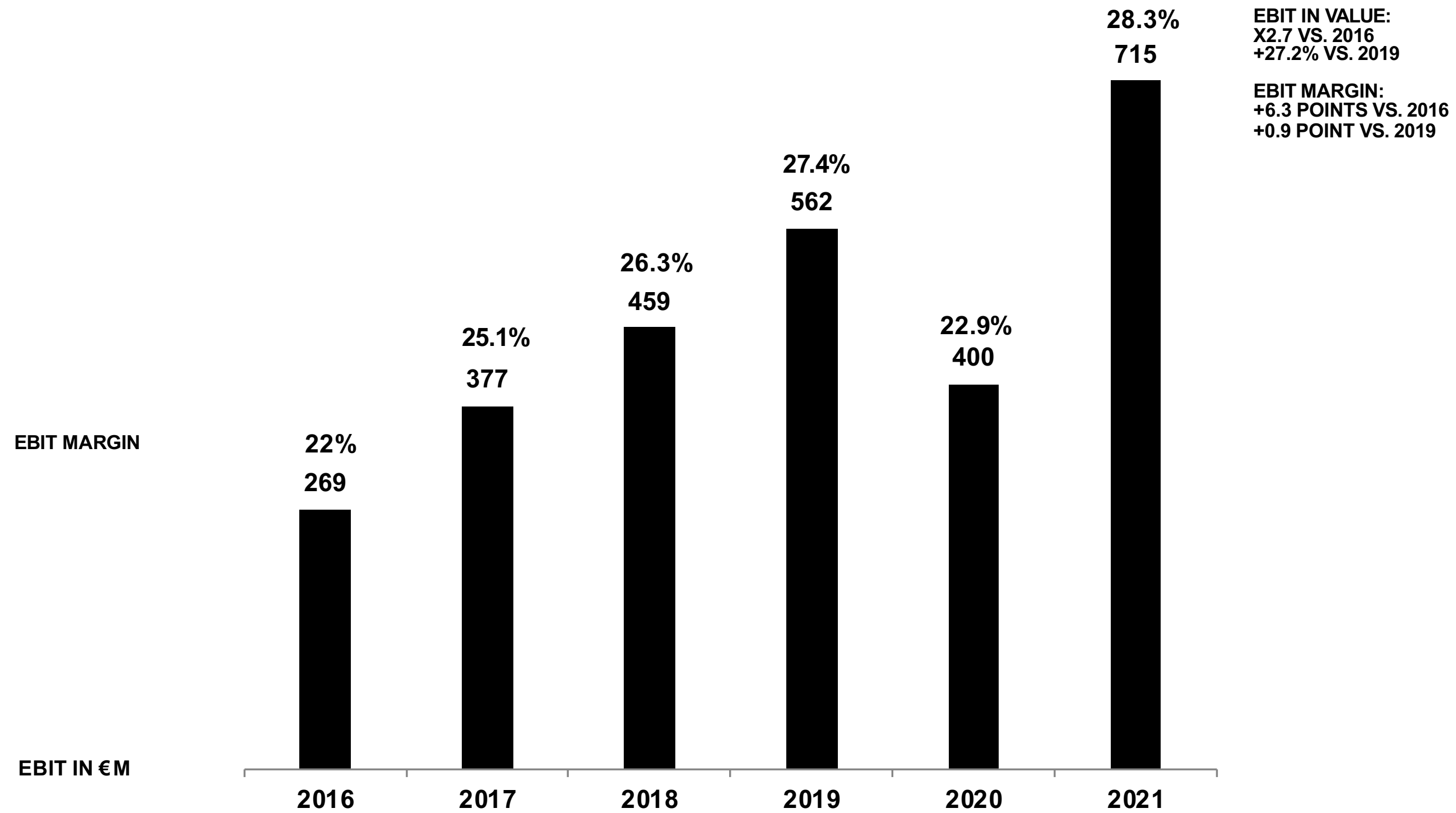
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BALANCED REVENUE GROWTH BY PRODUCT CATEGORIES



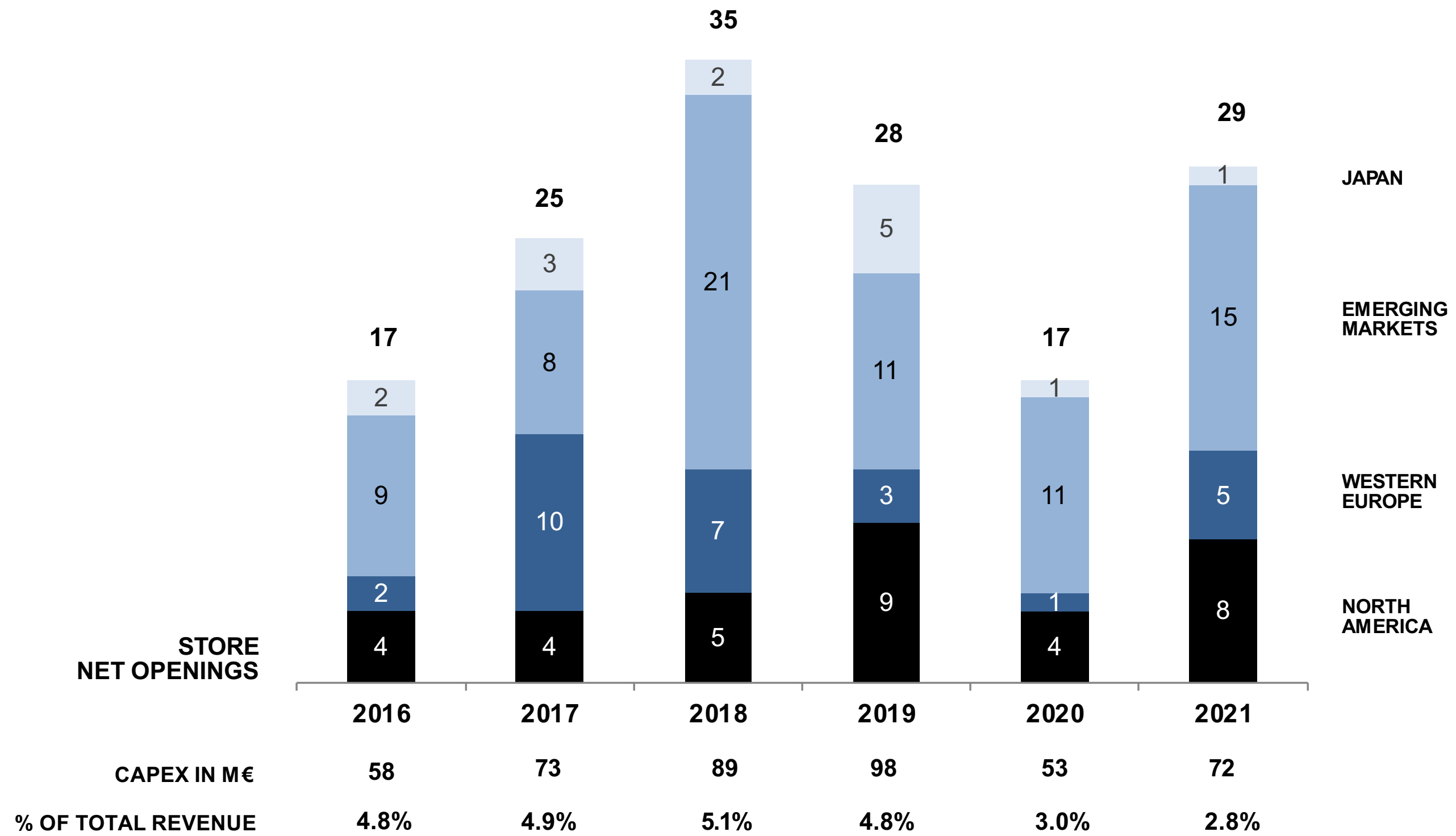
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SHARP INCREASE IN RECURRING OPERATING INCOME AND MARGIN



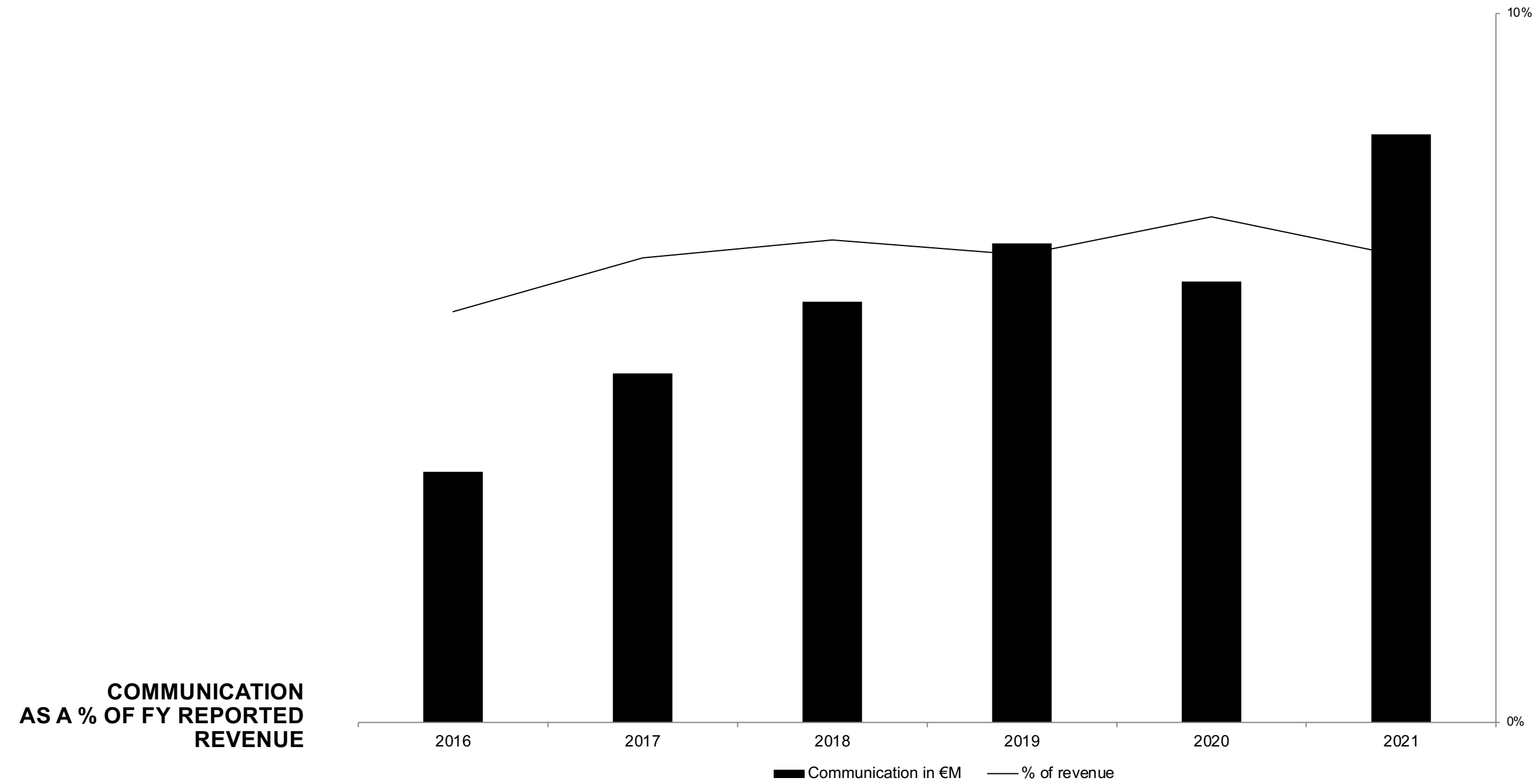
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CAPEX SUPPORTING WORLDWIDE NETWORK EXPANSION



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CONSTANT INVESTMENT INTO POSITIONING AND RELEVANCE



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**SAINT LAURENT
MAKES AN INDELIBLE
IMPRINT OVER TIME
AND DRIVES ATTENTION**

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**WE NEVER COMPROMISE ON
THE IMAGE OF THE BRAND
ALWAYS PUTTING CREATIVITY
AT THE CENTER**



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TWO DRIVING INTENTIONS

BUILDING LEGACY
BRANDING

REMAINING OF THE MOMENT
DESIRABILITY
CONVERSION / RETENTION





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**BULDING LEGACY
BRANDING**

BUILDING THE BRAND OVER TIME

**A TIMELESS CONVERSATION
BETWEEN THE PRESENT
AND THE PAST**

**CONNECTING WITH ART AND
MUSIC AND CONSTANTLY
GAINING IN LEGITIMACY**

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REMAINING OF THE MOMENT
DESIRABILITY

**AMPLIFYING COLLECTION VISIBILITY
(FROM DIGITAL TO THE STREET)**

**REACHING NEW COMMUNITIES
THROUGH INFLUENCE**

**RIVE DROITE AS BOTH PHYSICAL
DESTINATION AND DIGITAL EXPERIENCE**

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REMAINING OF THE MOMENT
CONVERSION / RETENTION

**CREATING OPPORTUNITIES TO CONNECT
LOCALLY LEVERAGING ON GLOBAL**

**DEVELOPING SPECIFIC ENGAGEMENT
TOOLS BASED ON CLIENT JOURNEYS**

**GLOBAL SINGLE CHANNEL AMPLIFIED
THROUGH LOCAL CHANNELS PROGRAM
(GLOBAL AND LOCAL SOCIAL MEDIA TOOLS)**

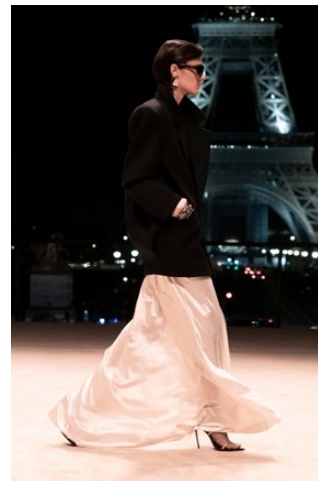
TWO DRIVING INTENTIONS - GLOBAL VIEW

BUILD LEGACY 40%

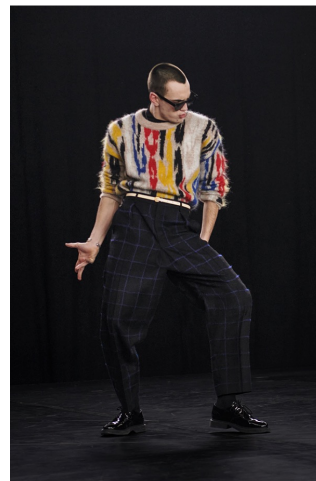
BRANDING 40%



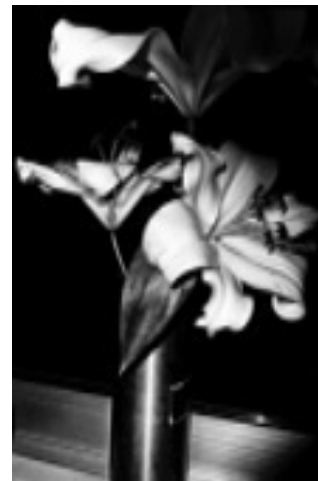
BC EXHIBITION



FASHION SHOWS



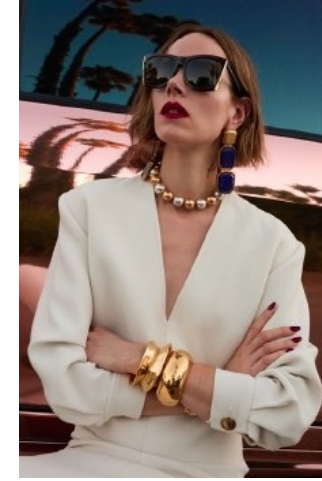
M WINTER VIDEO



SELF

REMAIN OF THE MOMENT 60%

DESIRABILITY 45%



CAMPAIGNS



RIVE DROITE



AMBASSADORS



FRIEZE

CONVERSION RETENTION 15%



LOCAL FESTIVITIES



VISUAL DISPLAY



KOL



CRM



KOL

SAINT LAURENT

MAGNUM

SELF07

P H O T O S

SAINT LAURENT

**SELF
07
MAGNUM PHOTOS
6 PHOTOGRAPHERS
6 CITIES
CURATED BY
ANTHONY VACCARELLO**

SELF 07 IS AN ARTISTIC COMMENTARY CAPTURED BY THE LENS OF SIX PHOTOGRAPHERS WHO CREATED EXCLUSIVE ARTWORKS FOR SAINT LAURENT. SIMULTANEOUSLY EXPOSED IN DIFFERENT CITIES WITH THE AIM TO INTANGIBLY CONNECT THE WORLD.

SIX EXHIBITIONS TAKE PLACE AT ONCE, FROM THE 9TH TO THE 12TH OF JUNE, IN PARIS, LONDON, NEW YORK, TOKYO, SEOUL AND SHANGHAI, BLENDING CREATIVE DISCIPLINES ACROSS ART AND FASHION THROUGH THE EYES OF HARRY GRUYAERT, OLIVIA ARTHUR, ALEX WEBB, TAKASHI HOMMA*, DAESUNG LEE* AND BIRDHEAD*.

*MAGNUM PHOTOS GUESTS

**6 EXHIBITIONS
6 CITIES
SIMULTANEOUSLY**



**SELF 07
MAGNUM**

SAINT LAURENT

MAGNUM PHOTOS



**PARIS - PALAIS ROYAL
HARRY GRUYAERT**



**NEW YORK - MADISON SQUARE PARK
ALEX WEBB**



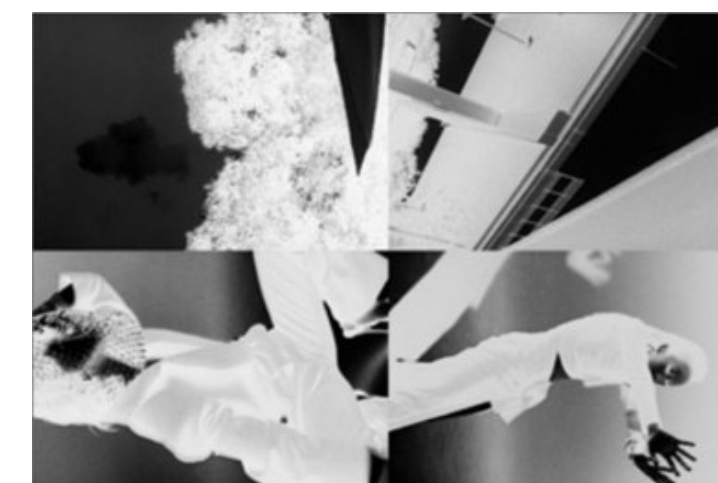
**LONDON - OBSERVATION POINT
OLIVIA ARTHUR**



**SEOUL - NAMSAN
SEOUL TOWER**



**TOKYO - MIYASHITA PARK
TAKASHI HOMMA**



**SHANGHAI - DIGITAL
BIRDHEAD**

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**CONTINUING
NOT TO COMPROMISE ON
IMAGE AND POSITIONING**

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**ALWAYS ELEVATING
THE BRAND**

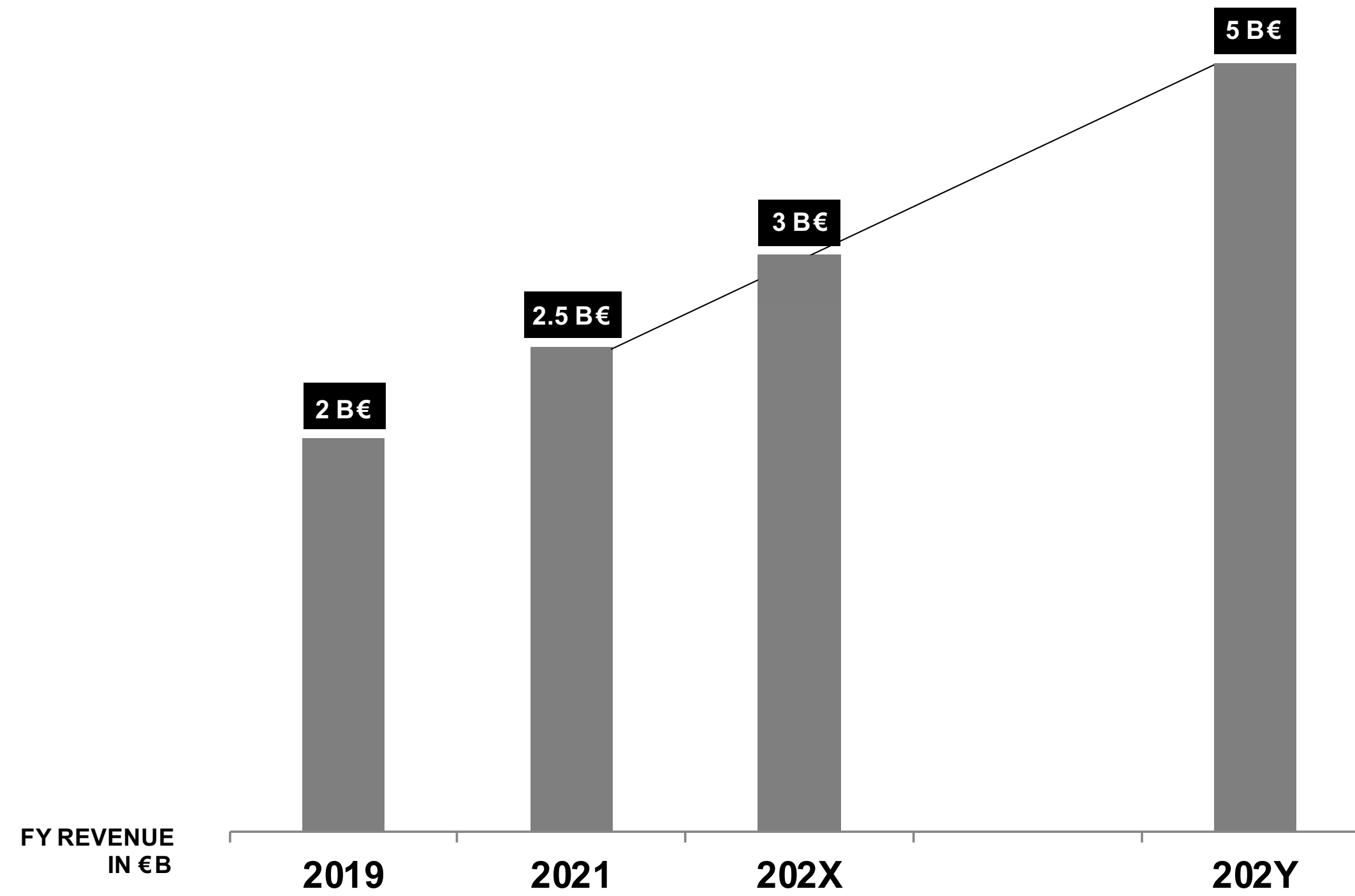


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**RAISING AMBITIONS
TO NEW HEIGHTS**

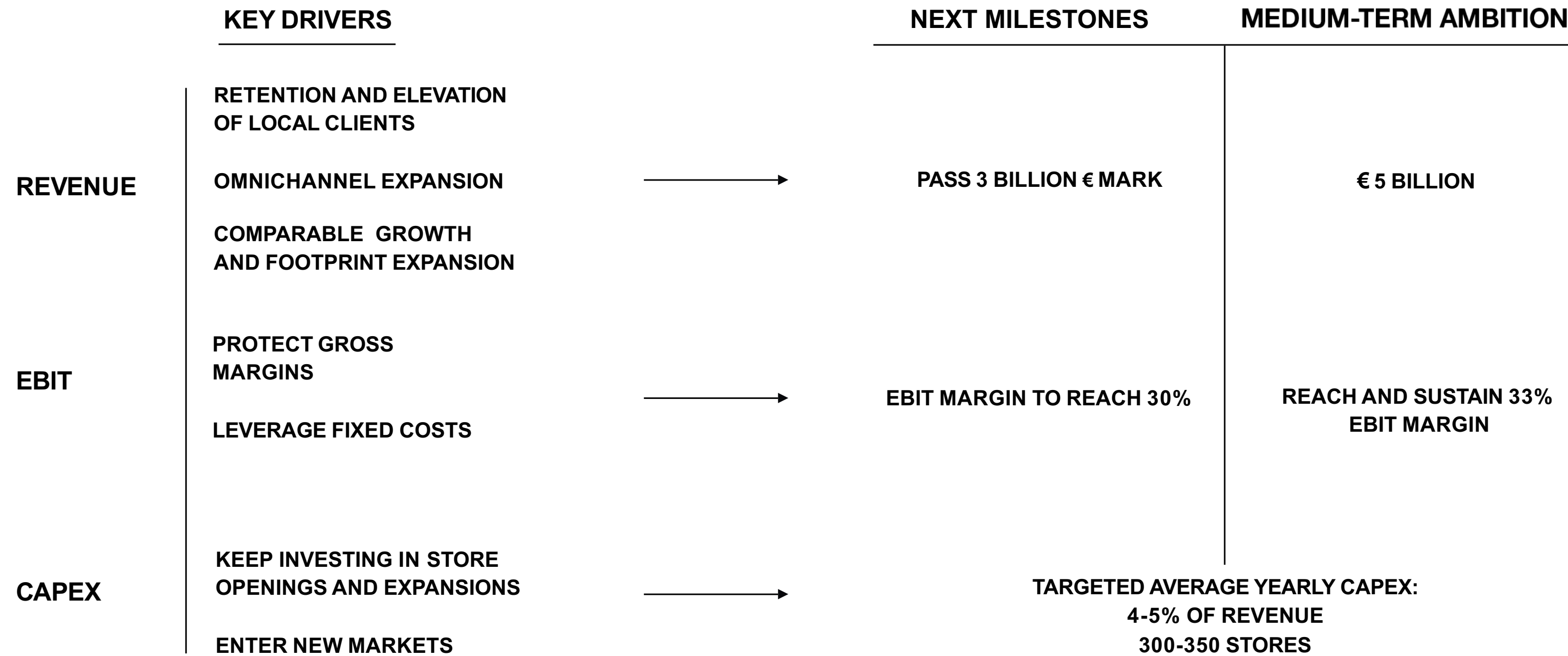
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OUR NEW AMBITIONS

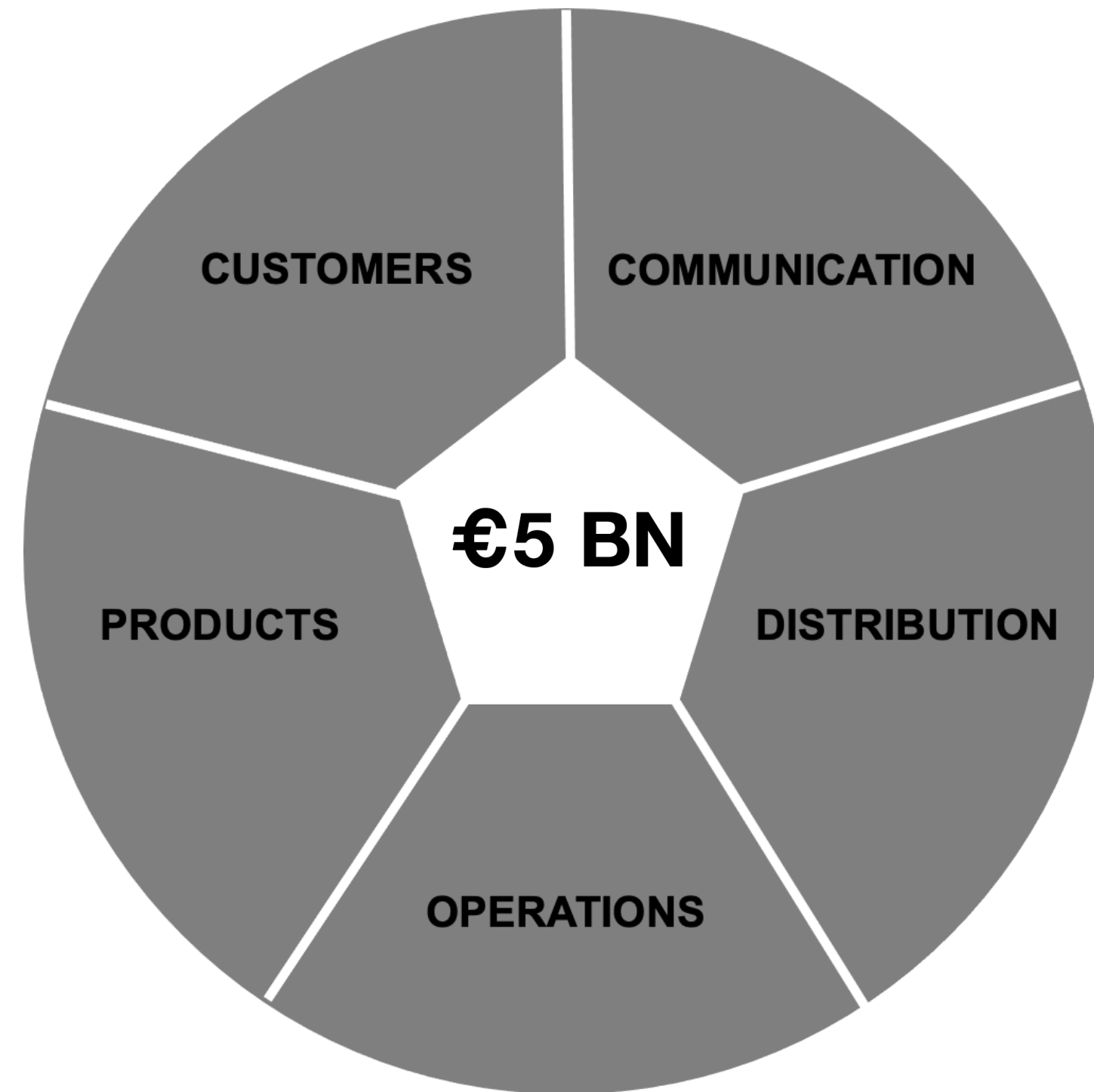


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NEW HEIGHTS



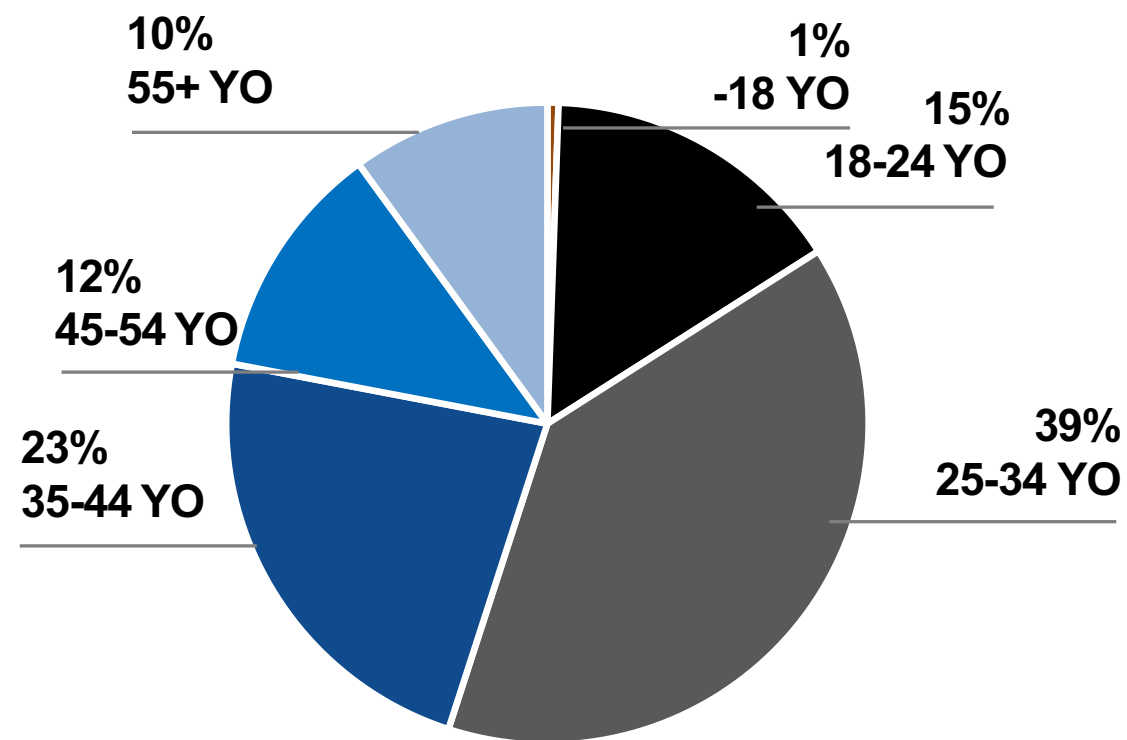
KEY AREAS TO NURTURE OUR GROWTH



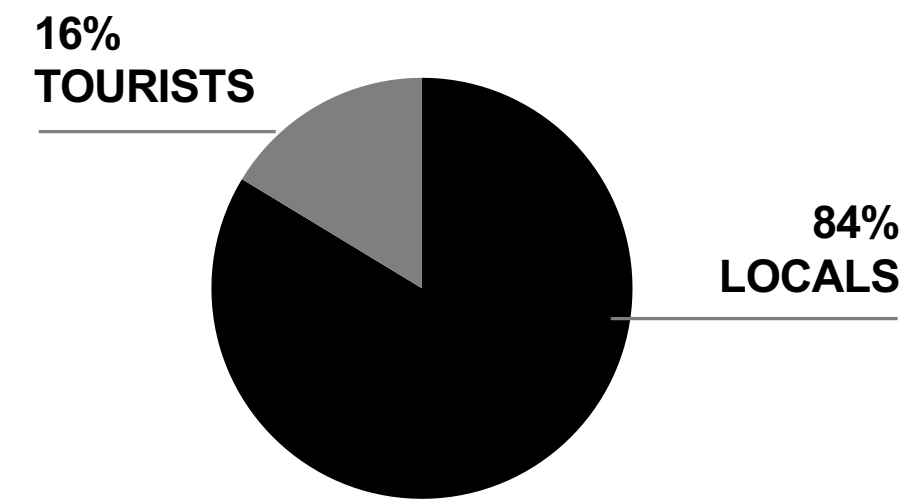
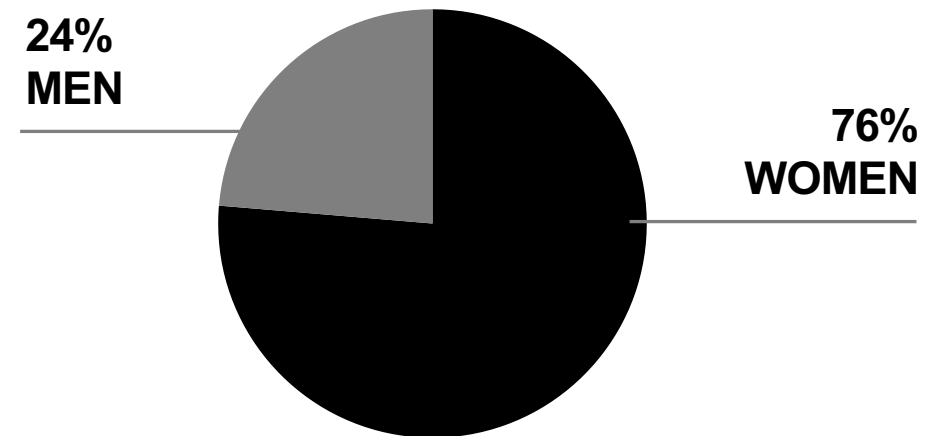
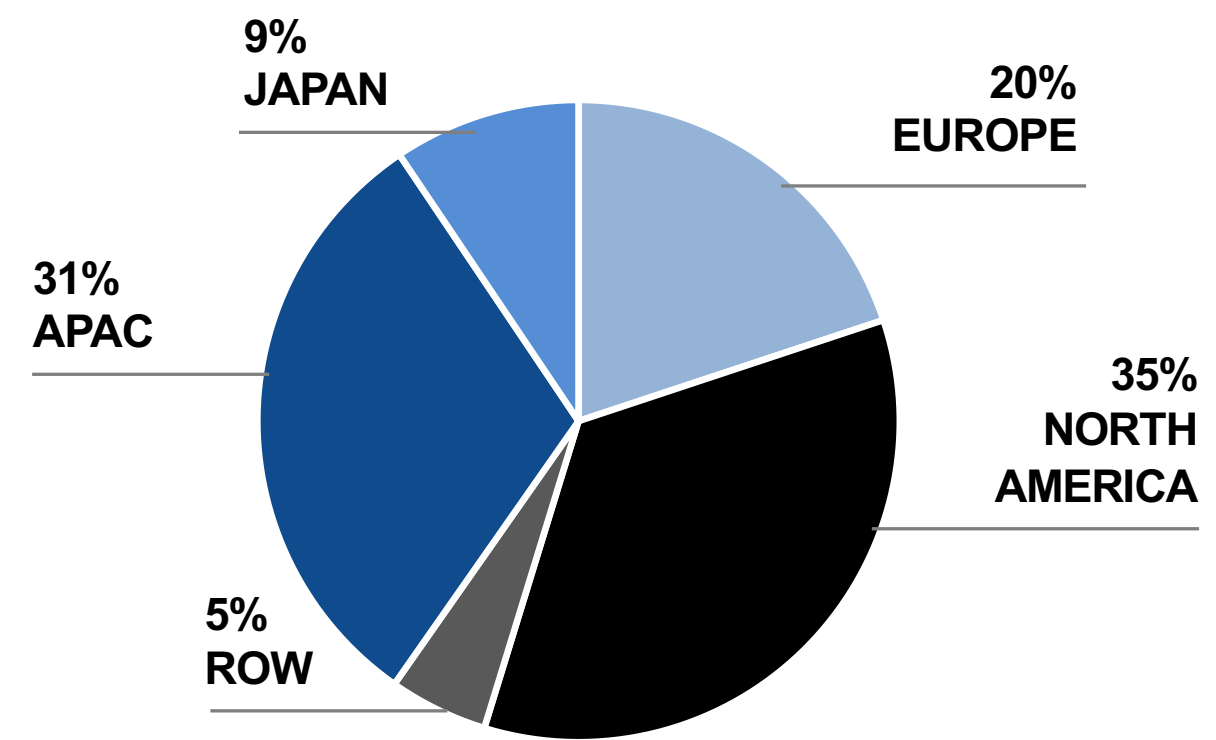
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CURRENT DEMOGRAPHICS OF SAINT LAURENT CLIENTS

DEMOGRAPHICS
(FY 2021)



NATIONALITIES
(FY 2021)



SAINT LAURENT

CUSTOMERS

2019

2021

65%

LOCALS

87%

70%

GEN Z/Y CUSTOMERS

70%

21%

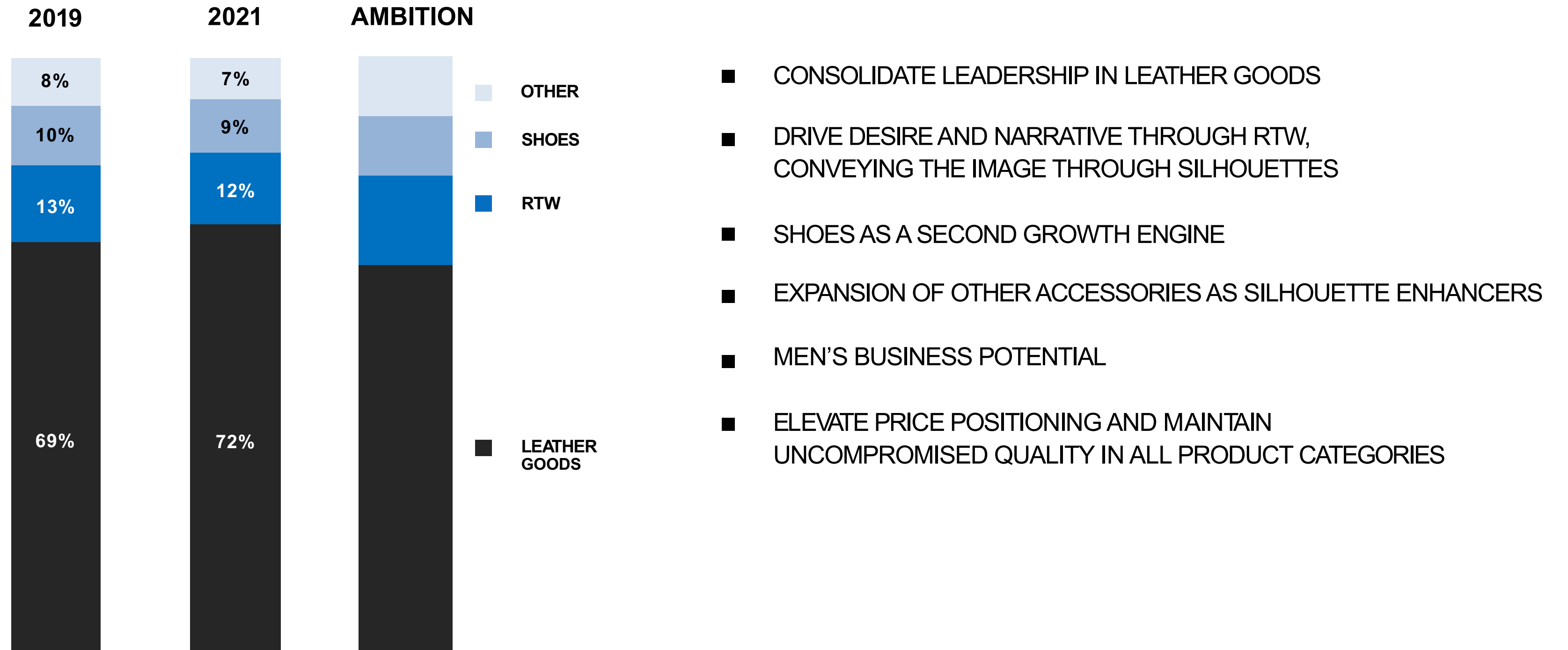
LOYAL CUSTOMERS

21%

- CONTINUE TO GROW BUSINESS WITH LOCAL CLIENTS
- FOSTER YOUTH WHILE CONTINUING TO APPEAL TO OTHER GENERATIONS
- BOOST LOYALTY AND RETENTION
- GROW AVERAGE SPENDING AND SHARE OF TOP CLIENTS

SAINT LAURENT

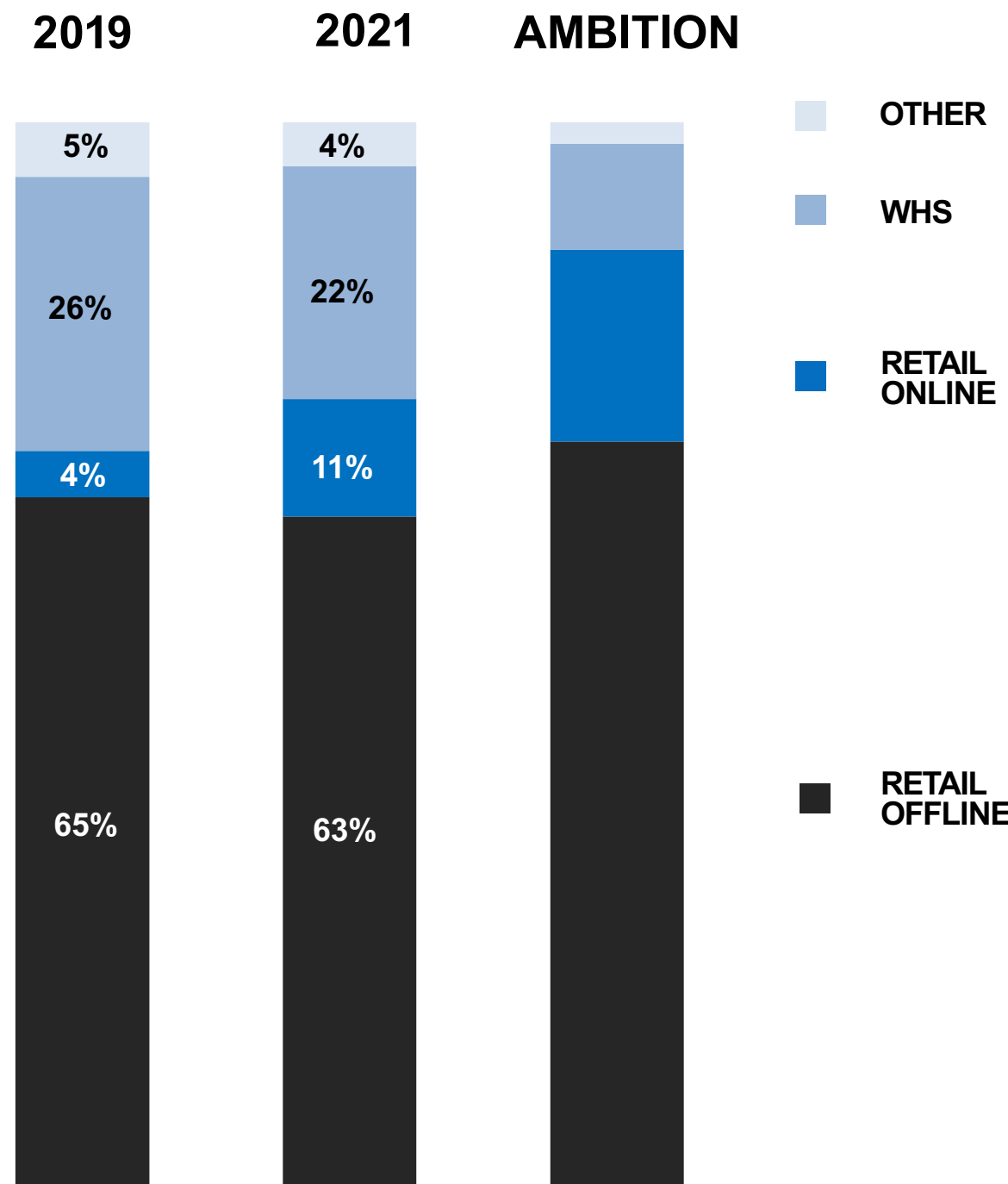
PRODUCTS



TOTAL FY REVENUE SPLIT

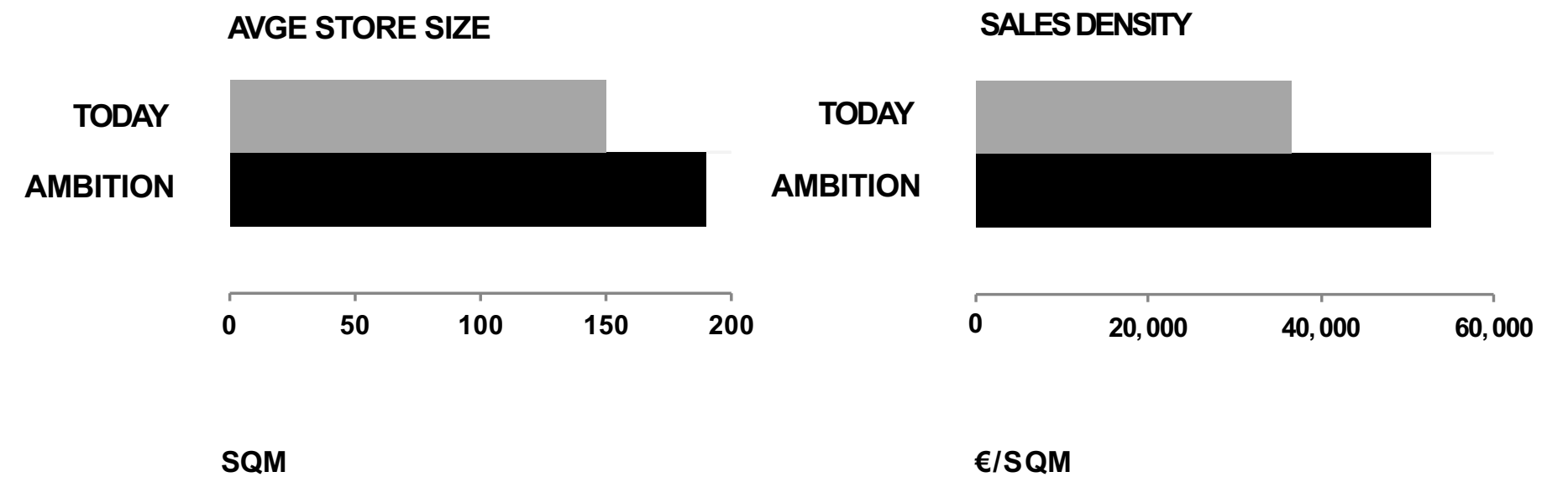
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DISTRIBUTION CHANNELS



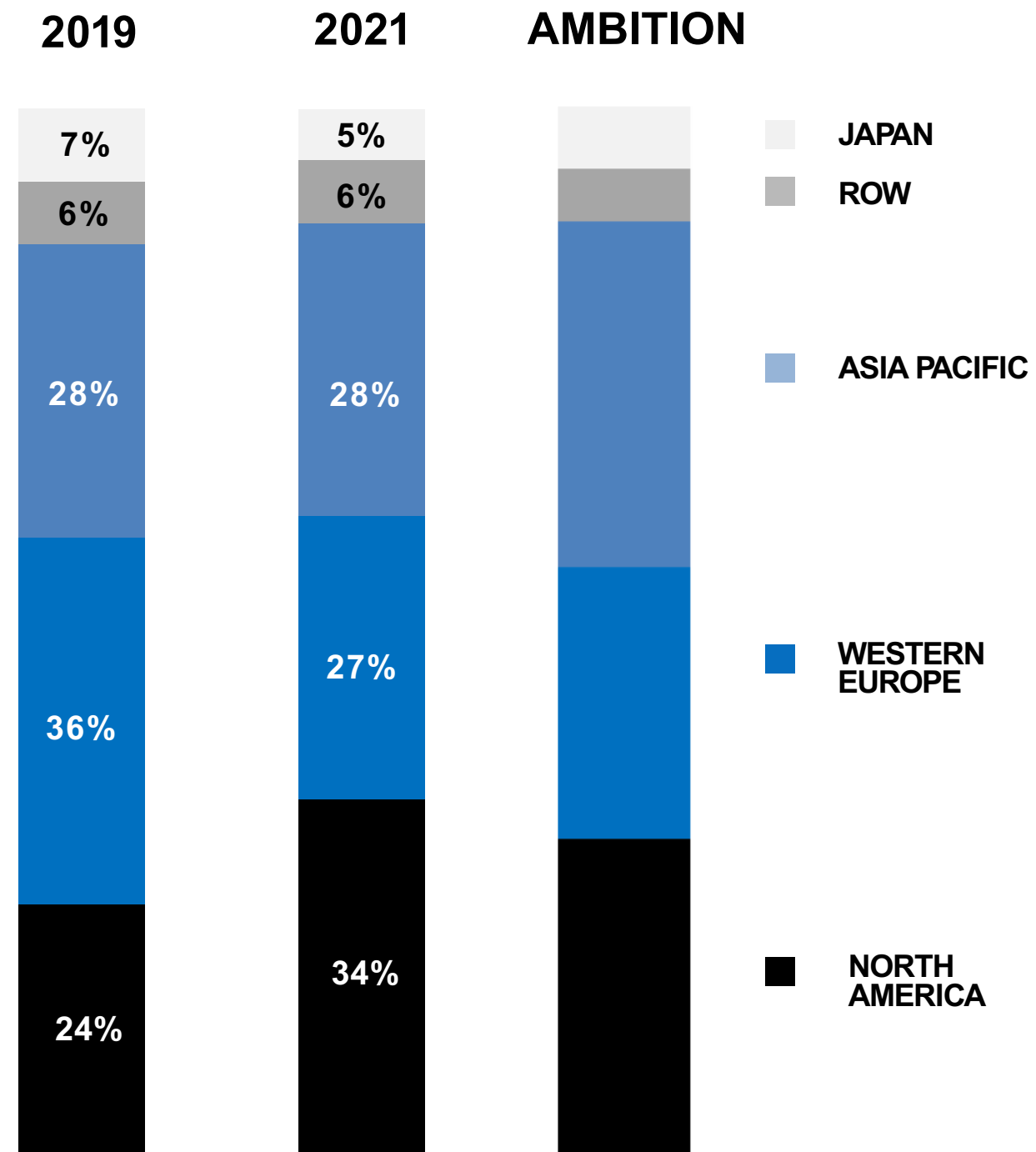
TOTAL FY REVENUE SPLIT

- INCREASE CONTROL OVER DISTRIBUTION
- LEAD IN CONTROLLED DIGITAL BUSINESS
- EXPAND RETAIL FOOTPRINT AND CONVERTING KEY WHOLESALE ACCOUNTS
- RELOCATE AND ENLARGE EXISTING STORES



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DISTRIBUTION GEOGRAPHIES

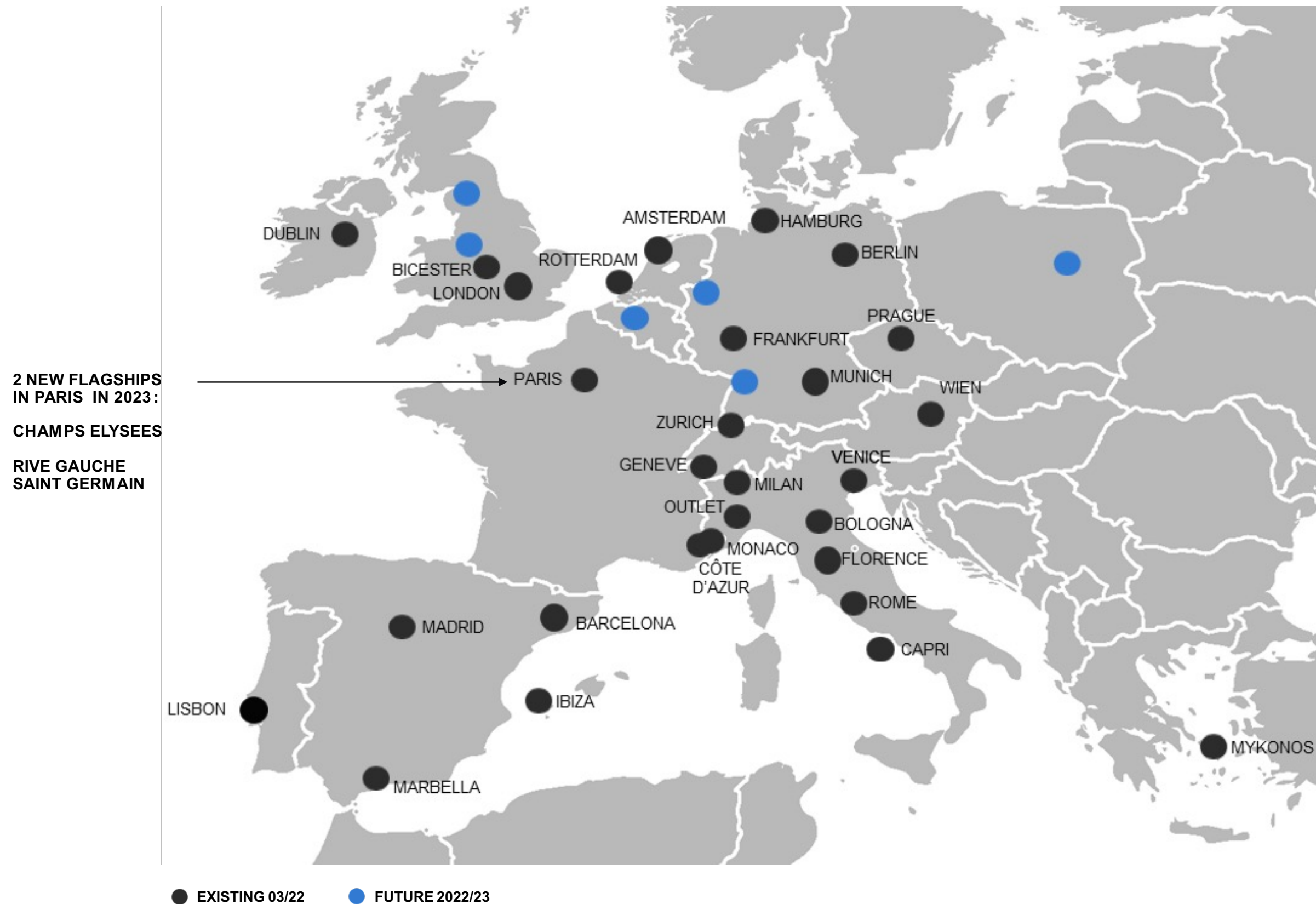


- AMERICAS AND EUROPE TO REMAIN HIGHLY RELEVANT, WITH INCREASING FOCUS ON LOCAL CUSTOMER GROWTH AND RETENTION
- CONTINUE TO INVEST AND PUSH IN ASIA, INCREASING PRESENCE WHILE STIMULATING LOCAL DEMAND
 - FOSTER STRONG GROWTH IN SOUTHEAST ASIA
 - CONSOLIDATE CHINA
 - OPPORTUNITIES IN KOREA AND JAPAN
- BUILDING ON SUCCESSFUL EXPANSION IN SOUTH AMERICA

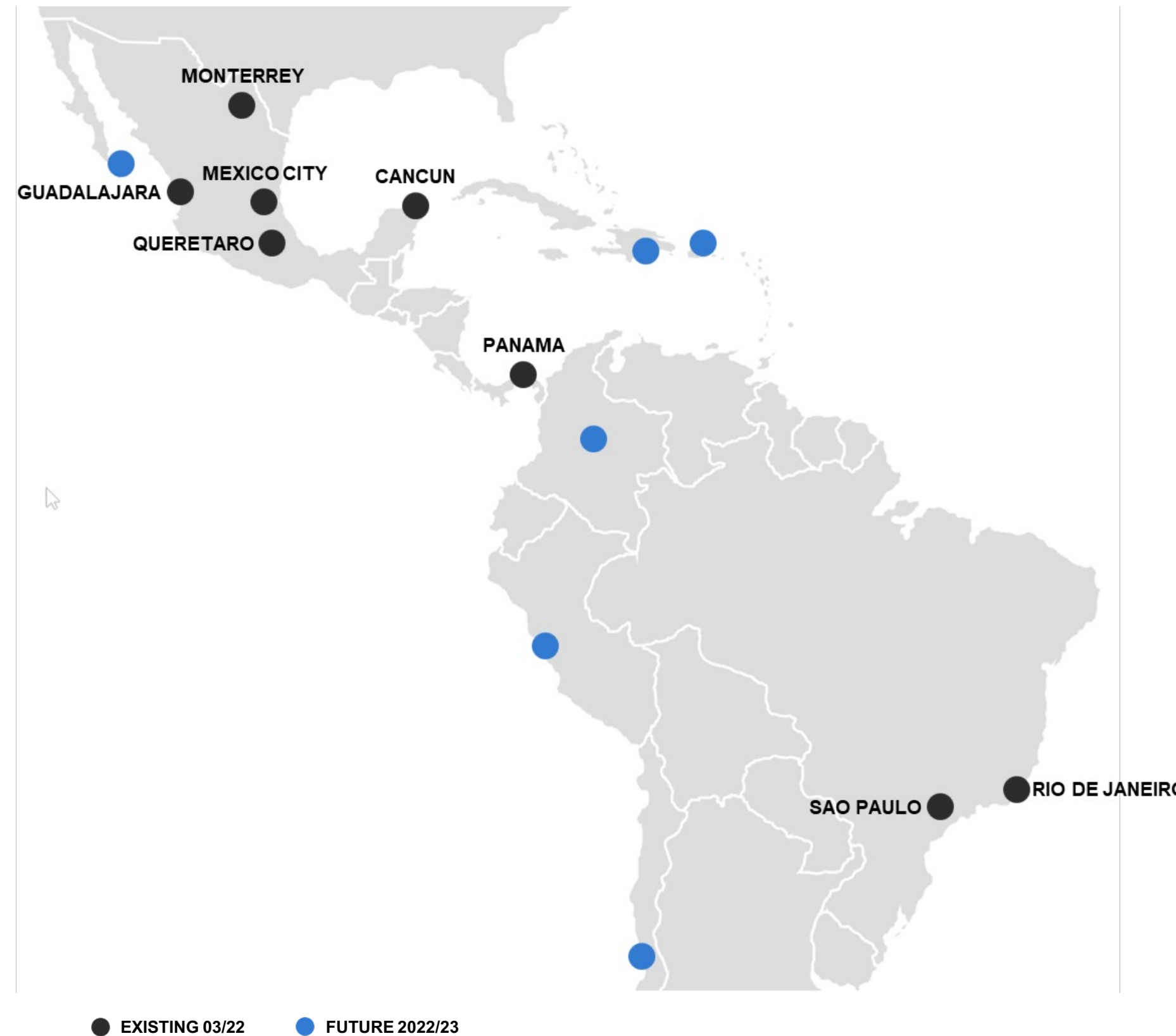
TOTAL FY REVENUE SPLIT

SAINT LAURENT

POTENTIAL TO EXPAND THE NETWORK IN DENSITY OF STORES AND IN AVERAGE SIZE IN EUROPE

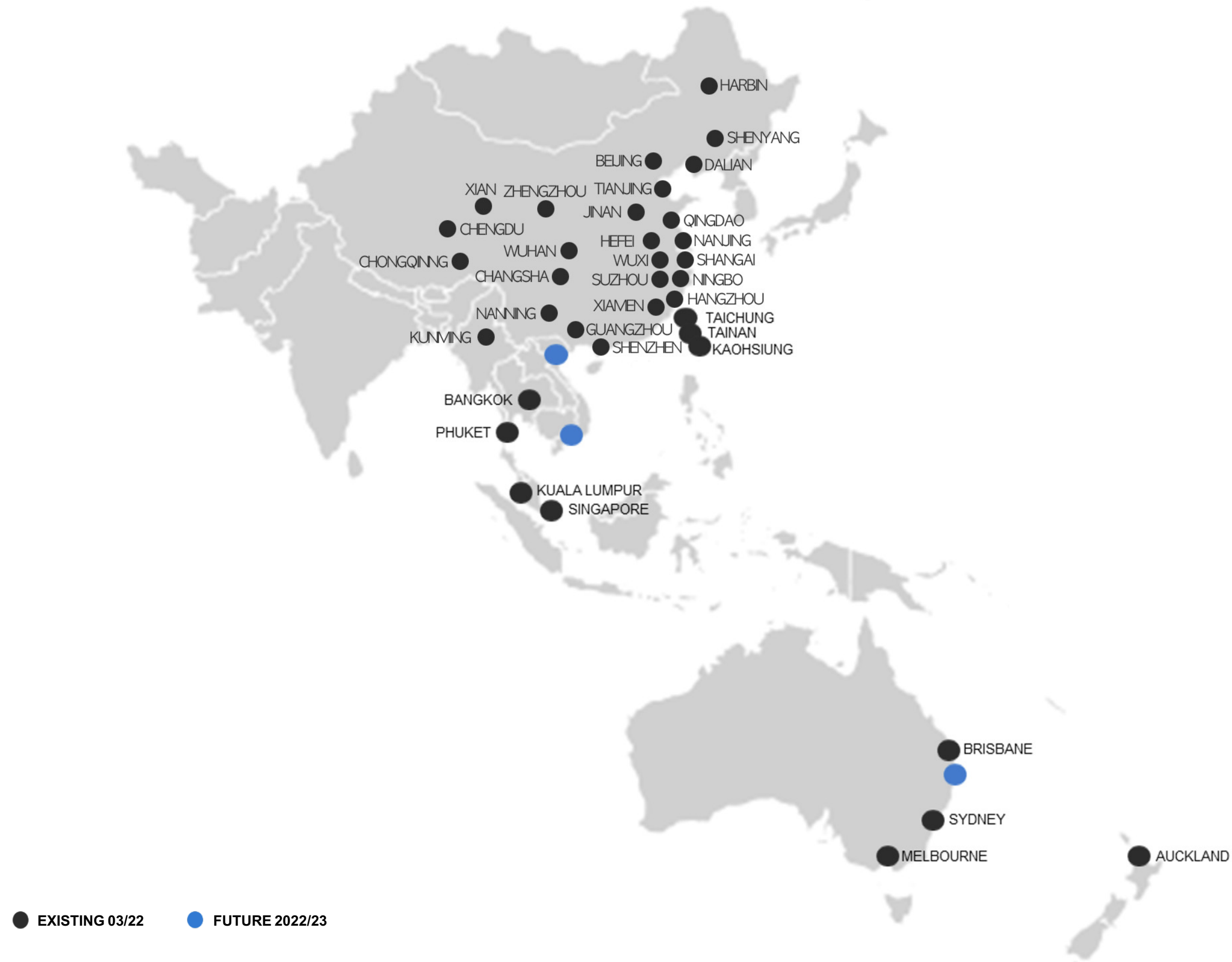


SUCCESSFUL EXPANSION IN EMERGING MARKETS TO CONTINUE EXAMPLE OF LATIN AMERICA



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CONTINUE THE EXPANSION IN EMERGING ASIAN MARKETS WHILE LEVERAGING ON RECENT PENETRATION IN MAINLAND CHINA



UPSCALING OUR OPERATIONS TO SUPPORT EXPANSION

PRODUCTION

- EXPANSION AND OPTIMIZATION OF PRODUCTION CAPACITIES TO SUPPORT GROWTH AND PROTECT MARGINS
- NEW LEATHER GOODS 28,000 SQM FACILITY OPENING IN Q2 2023 IN TUSCANY
- EXPANSION AND OPTIMIZATION OF SHOES ATELIER IN VENETO IN 2021 FURTHER INTERNALIZING KEY ACTIVITIES



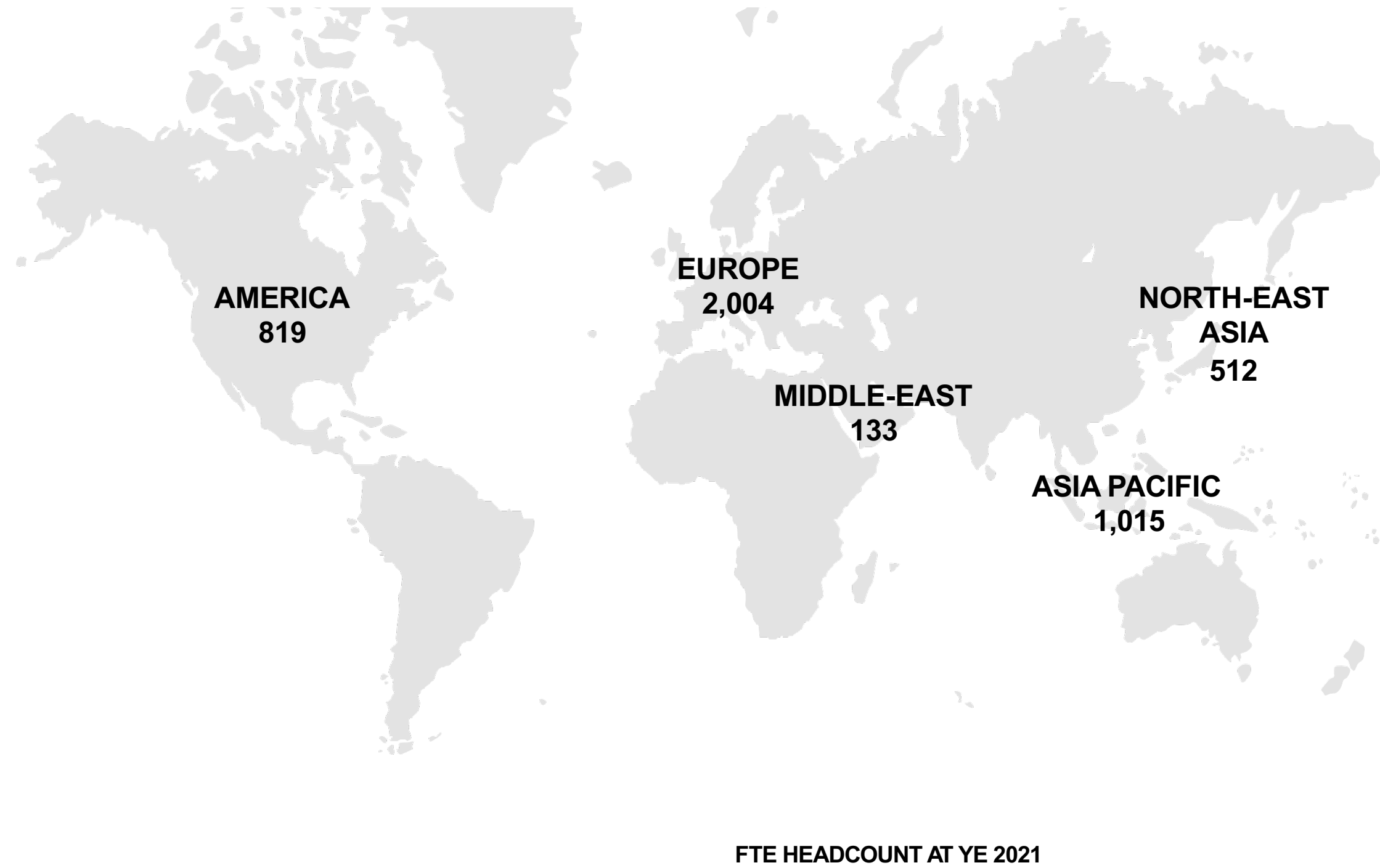
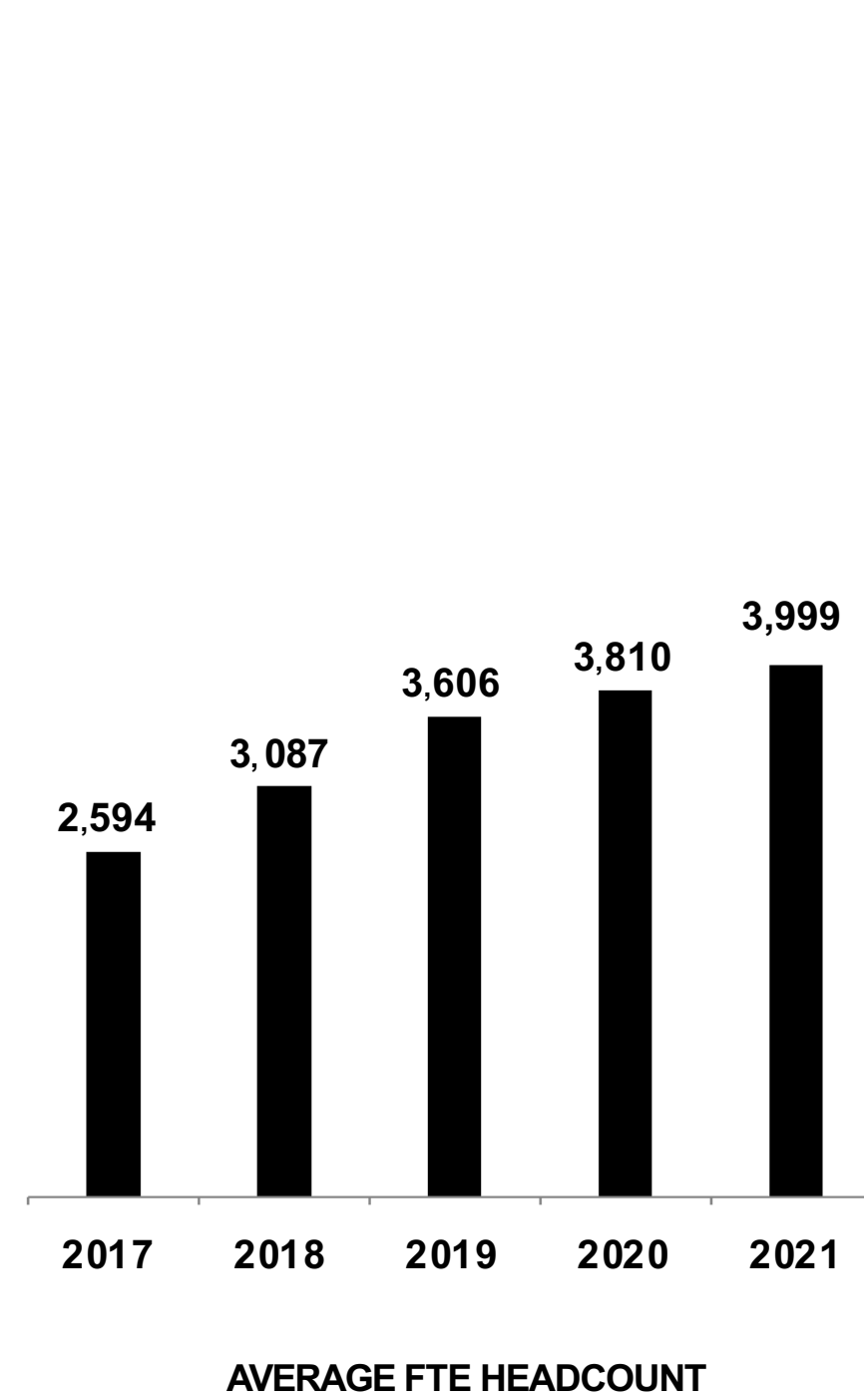
LOGISTICS & SUPPLY CHAIN

- GRADUAL TRANSFER OF LOGISTICS AND DISTRIBUTION INTO NEW TRECATE HUB (ITALY)
- NEW PROCESSES LEVERAGING AUTOMATION TECHNOLOGIES TO IMPROVE TIME TO MARKET AND SERVICE ACROSS ALL DISTRIBUTION CHANNELS



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PEOPLE MAKE THE DIFFERENCE



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WE CONSTANTLY PUSH OUR SUSTAINABILITY AGENDA



- SAINT LAURENT HAS STARTED ITS SUSTAINABILITY JOURNEY OVER 10 YEARS AGO
- SUSTAINABILITY PROGRAMS & OBJECTIVES ARE SET FOR ALL SAINT LAURENT DEPARTMENTS AND MONITORED REGULARLY
- SUSTAINABILITY IS PART OF OUR CULTURE. IT IS A FUNDAMENTAL COMMITMENT AND NOT A MARKETING TOOL

**OUR SUSTAINABILITY AMBITION IS DEFINED
AROUND KEY PILLARS**

CLIMATE CHANGE

- SCIENCE BASED TARGET (SBT) COMMITMENT
- -40% E P&L REDUCTION
- SUSTAINABLE RAW MATERIALS

**BIODIVERSITY
ANIMAL WELFARE**

- BUILD RESPONSIBLE AND TRACEABLE SUPPLY CHAINS
- REGENERATIVE AGRICULTURE PROGRAMS WITH OUR SUPPLY-CHAIN
- ANIMAL-FREE FUR FROM FALL 22

**PEOPLE IN THE
SUPPLY CHAIN**

- SOCIAL AUDITS
- REMEDIATION PROGRAMS
- CAPACITY BUILDING AND GENDER EQUALITY PROGRAM

**CIRCULARITY
INNOVATION**

- REUSE, UPCYCLE, RECYCLE
- SUSTAINABLE PACKAGING
- INNOVATION PROGRAM ON CIRCULARITY & NEW MATERIALS

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**SUSTAINABILITY IS DRIVING DECISIONS AND BEHAVIORS
AT ALL LEVELS WITH KEY ENABLERS**

**EMPLOYEE
CULTURE**

**PERFORMANCE
TRACKING**



**CLIENT
ENGAGEMENT**

**CORPORATE
COMMUNICATIONS**

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IN CONCLUSION

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**SAINT LAURENT IS READY TO CONTINUE
DELIVERING ON ITS AMBITIONS**

**CLEAR LEVERS TO ACHIEVE
THE FULL POTENTIAL OF THE BRAND**

**KEEP THE BRAND ELEVATED AND RELEVANT
OVER TIME INVESTING IN BUILDING CREATIVE
& CULTURAL FOOTPRINTS**

**PRESERVE AND BUILD LEGACY WHILE
SHAPING CONVERSATIONS WITH AUDACITY**

**WELL-BALANCED BUSINESS MODEL
IN TERMS OF PRODUCT CATEGORIES,
GEOGRAPHIES AND DISTRIBUTION CHANNELS**

**CONSISTENTLY DELIVERING NEW HIGHS IN TERMS
OF REVENUE AND PROFITABILITY**



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DENIM

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**QUESTIONS
& ANSWERS**