



FLF 

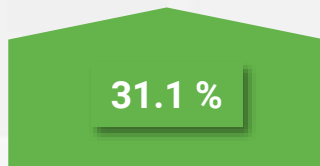
FUTURE
LIFESTYLE
FASHIONS

Investor Update
Q1 FY18.

Disclaimer

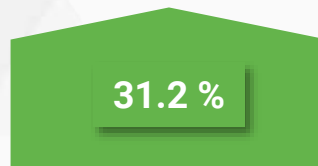
This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward looking statements, on the basis of any subsequent developments, information or events.

Central SSG%



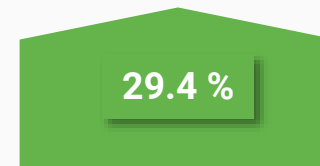
(10.0% in Q1FY17)

Brand Factory SSG%



(11.8% in Q1FY17)

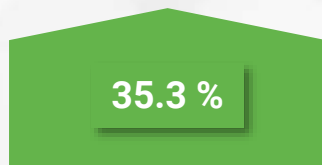
FLF SSG%



(10.1% in Q1FY17)

Revenue

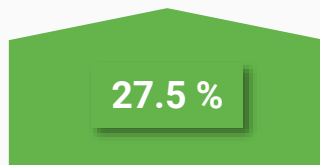
₹ 1,083 Cr in Q1FY18



(₹800 Cr in Q1FY17)

Gross Margin

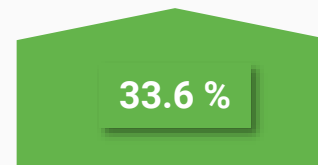
₹ 397 Cr in Q1FY18



(₹311 Cr in Q1FY17)

EBITDA

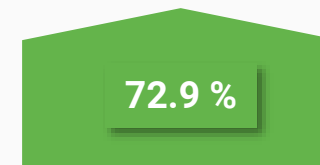
₹ 106 Cr in Q1FY18



(₹79 Cr in Q1FY17)

PBT

₹ 49 Cr in Q1FY18



(₹28 Cr in Q1 FY17)

Note:- From the current financial year FLF moved from Indian GAAP to Ind AS
all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.

Promotional Events – Q1 FY18

MOTHER'S DAY



- **Jealous 21** - #WhenMomWas21# Contest - Share a trend you'd like to steal from Your Mom's wardrobe - Gift voucher worth Rs. 500.
- **Scullers** - #GoodTimesWithMom# Contest - Send a pick of your favorite memory with your Mother by Water - Lucrative, amazing & Special Prizes.
- **UMM** - #SuperMom# Contest - Share picture and videos with your Mom and tell us why is she the " Super Mom" - Win the surprise from their Mom.

INTERNATIONAL YOGA DAY

- ▶ Urban Yoga powered by "TOTAL YOGA" Celebrate International Yoga day thru calming sessions of yoga at the "Chakras Rising Tour in Bangalore (17th Jun), Pune (18th Jun) and Mumbai (20th Jun) where it is taught to live music based on the frequencies of your chakras.
- ▶ Organised refreshing Yoga sessions at SOBO Brand Factory, Mumbai.
- ▶ Urban Yoga - #YogaWithMom# Contest - Share their Mom's best Yoga advice - Win an exclusive #UrbanYoga gift hamper.



Brand Events



#ShoutOutForJustin# contest - Share a picture of their concert look and tell what makes your look stand out. Winner of this contest will get featured on Jealous21 Page.



#SWAGGYSELFIESALE# Contest -Visit Lee Cooper EBO on 25th June, click Selfie, Upload on Facebook and Instragam, tag us and take to chance to win Flat 60 % off on Apparel.



#UMMingstyle# contest - Share a picture of their best party attire and win passes of deep dictionary event at the Humming tree , Bangalore.



Held Lakme Fashion Week auditions held on 23rd June in association with Reliance. #FanOfTheWeek# contest- Send picture in cool casuals - get featured on FB page



CENTRAL BRAND.NEW

SHOP FOR ₹5000 AND GET ₹2000 WORTH UNCONDITIONAL SHOPPING VOUCHERS FREE 28th APRIL - 1st MAY

Lee Cooper ORIGINAL BRITISH DENIM PRESENTS Denim LONDON CALLING SHOP FOR LEE COOPER MERCHANDISE WORTH ₹4000/- AND ABOVE AND STAND A CHANCE TO WIN A TRIP TO LONDON THE HOME OF LEE COOPER ONLY AT CENTRAL

Come, shop in a BMW! May 11th - 13th RED CARPET WEEKEND

BRAND FACTORY BEST BRANDS - SMART PRICES

FLAT 50% OFF ANYTHING & EVERYTHING 13th - 16th APRIL

SPORTS SUPER SALE FLAT 60% OFF 28th - 29th MAY ON ALL FOOTWEAR & APPAREL LAST 2 DAYS

10 YEARS CELEBRATION 7th - 10th JUNE FLAT 50% OFF ON EVERYTHING FOR EVERYONE! LAST 2 DAYS

Iss EID, khushiyon ke saath SMARTNESS bhi baatiye. BUY 1 GET 1 FREE 18th - 20th JUNE

New Store Launch – Q1 FY18



- ▶ Re-launch of Hyderabad Central Store on 5th May with special promotion event #Hyderabad Central gets Bigger# campaign and # Central Fashion Night Out #
- ▶ Grand Opening of First Central store in Kolkata on 24th June #Kolkata Goes Red# campaign



- ▶ Brand Factory opens its 6th store in Kolkata at Dum Dum Road on 12th Apr.
- ▶ Brand Factory opens its 7th store in Mumbai at an Iconic location "Marine Lines" on 12th May.



COVERSTORY



Find your story at our new store!

WE'RE NOW OPEN AT SEAWOODS GRAND CENTRAL, MUMBAI

EBO

- ▶ Coverstory opened its EBO store in Seawood, Grand Central, Mumbai.
- ▶ aLL opened its First EBO store in Bhopal" DB Mall, Second floor, Area Hills, Zone-I, Mharna Partap Nagar.



Company store network

Central

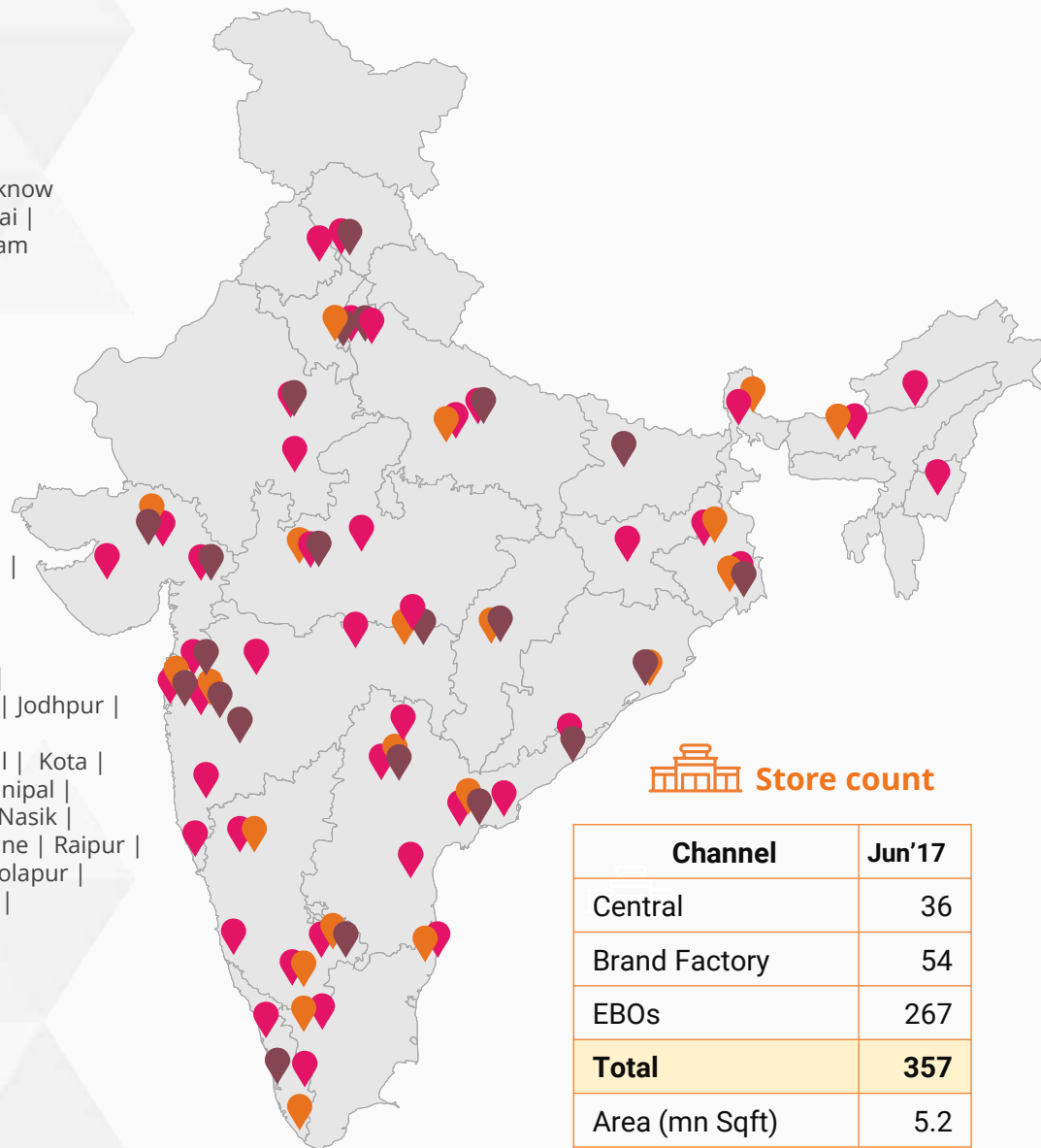
Ahmedabad | Bengaluru | Bhubaneswar | Delhi | Gurgaon | Hyderabad | Indore | Jaipur | Kochin | Kolkata | Koregaon | Lucknow | Mangalore | Mohali | Mumbai | Nagpur | Nashik | Navi Mumbai | Noida | Patna | Pune | Raipur | Surat | Vadodara | Visakhapatnam

Brand Factory

Ahmedabad | Asansol | Bengaluru | Bhubaneswar | Coimbatore | Chennai | Delhi | Ghaziabad | Guwahati | Hubli | Hyderabad | Kanpur | Kolkata | Mangalore | Mumbai | Mysore | Pune | Raipur | Secunderabad | Thiruvananthapuram | Ujjain | Vijayawada

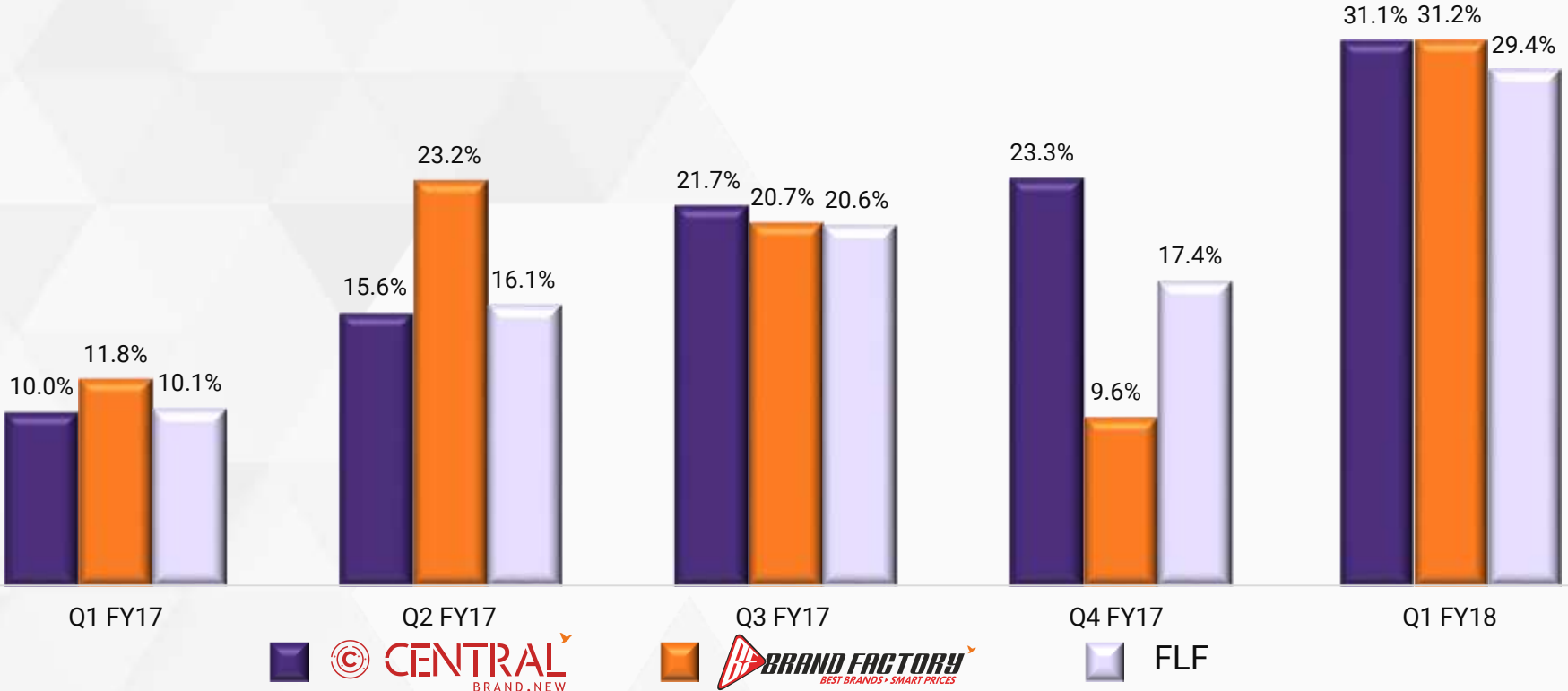
EBO's

Agartala | Amalapuram | Ahmedabad | Amaravati | Aurangabad | Bengaluru | Bhimavaram | Bhopal | Bhubaneswar | Calicut | Chandigarh | Changanacherry | Chennai | Chiplun | Chittoor | Coimbatore | Deoghar | Dhule | Delhi | Erode | Ganganagar | Ghaziabad | Guntur | Gurgaon | Guwahati | Hubli | Hyderabad | Indore | Idukki | Imphal | ITA Nagar | Jaipur | Jajpur | Jalandhar | Jodhpur | Karimnagar | Kakinada | Kanchipuram | Kannur | Kanpur | Khammam | Kochin | Kothagudem | Kolkata | Kolhapur | Koppal | Kota | Kottayam | Lucknow | Ludhiana | Mallapuram | Mangalore | Manipal | Mohalli | Mumbai | Muzaffarpur | Mysore | Nagpur | Nanded | Nasik | Navi Mumbai | Nellore | Noida | Ongole | Palakkad | Panaji | Pune | Raipur | Rajahmundry | Ranchi | Ratlam | Sambalpur | Siliguri | Sikar | Solapur | Srikakulam | Surat | Thalassery | Thane | Trivandrum | Thrissur | Tirupur | Ujjain | Vadodara | Vellore | Vijayawada | Vijayanagaram | Vishakapatnam | Warangal



Note:- Includes numbers of Lee Cooper business Stores.

Same Store Retail Sales Performance



▶ Continuous double digit same store growth across Central and BF in Q1 FY18 as well.

FLF Snapshot – Q1 FY18

Total Income From Operations

Gross Profit

EBITDA Margin

PAT

Gross Space Addition (mn. sq. ft.)

| | | | | | |
|---------|------------------|----------------|-------------|---------------|-------------|
| Q1 FY18 | ₹1,083 Cr | ₹397 Cr | 9.7% | ₹32 cr | 0.16 |
| Q1 FY17 | ₹800 Cr | ₹311 Cr | 9.9% | ₹18 cr | 0.24 |

FLF Brands

- Contributed ~35% of Revenue in Q1FY18.
- Brands registered a growth of ~20% in Q1FY18.

Q1 Margins

- Reported Gross Profit of ₹397 Cr and EBITDA Margins of 9.7% in Q1 FY18

Q1 SSGs

- Retail : 29.4%
- Central: 31.1%
- Brand Factory: 31.2%

Total Sales¹ Summary (₹ Cr)

| Particulars | Q1 FY18 | Q1 FY17 |
|---------------------------------|--------------|------------|
| FLF Brands | 418 | 348 |
| - Owned Brands | 115 | 112 |
| - Licensed Brands | 303 | 236 |
| Third Party Brands ² | 765 | 527 |
| Total Sales¹ | 1,183 | 875 |
| Less: Consignment / SIS | 55 | 44 |
| Less: Taxes & Duties | 66 | 45 |
| Net Sales after Tax | 1,063 | 786 |

Top Brand Performance Q1 FY18 (₹ Cr)



1: Includes SIS & consignment sales

2: Third party brands represent non FLF brands and includes SIS sales and consignment sales

3: Retail Sales indicate Net Sales Before Tax

Note:- all figures includes numbers of Lee Cooper business undertaking after netting off Inter-company transactions.

| Income Statement (₹ cr.) Particulars | Published ¹ | | Comparable ² | | |
|---|------------------------|--------------|-------------------------|--------------|--------------|
| | Q1'17 | Q1'18 | Q1'17 | Q1'18 | Gr% |
| Net Sales | 783 | 1,011 | 783 | 1,063 | 35.8% |
| Other Operating Income | 18 | 21 | 18 | 21 | 16.8% |
| Total Income from Operations | 800 | 1,031 | 800 | 1,083 | 35.3% |
| COGS | 489 | 656 | 489 | 687 | 40.3% |
| Gross Profit | 311 | 376 | 311 | 397 | 27.5% |
| Gross Margin % | 38.9% | 36.4% | 38.9% | 36.6% | |
| Employee Benefits Expense | 48 | 57 | 48 | 61 | 25.3% |
| Rent including Lease Rental | 100 | 119 | 100 | 120 | 20.4% |
| Other Expenditures | 89 | 114 | 89 | 117 | 30.7% |
| Total Expenditure | 237 | 291 | 237 | 297 | 25.3% |
| Other Income | 5 | 6 | 5 | 6 | 17.1% |
| EBITDA | 79 | 92 | 79 | 106 | 33.6% |
| EBITDA Margin % | 9.9% | 8.9% | 9.9% | 9.7% | |
| Depreciation | 20 | 32 | 20 | 33 | 70.2% |
| EBIT | 59 | 60 | 59 | 72 | 21.5% |
| Finance Costs | 31 | 23 | 31 | 23 | -25.5% |
| PBT | 28 | 36 | 28 | 49 | 72.9% |
| Tax expense | 10 | 13 | 10 | 17 | 70.6% |
| Net profit | 18 | 24 | 18 | 32 | 74.2% |

Note: Standalone results do not include investee companies

1: Published Income Statement without Lee Cooper as it is carved out as separate company

2: Comparable Income Statement with Lee Cooper net of Eliminations

3: From the current financial year FLF moved from Indian GAAP to Ind AS



Thank You



FLF FUTURE
LIFESTYLE
FASHIONS

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