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This presentation, including the sections "BUILDING THE NEW LUXURY", "FINANCIAL INFORMATION", and "APPENDIX", contain "forward-looking statements" within the meaning of the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995. Forward-looking statements generally are accompanied by words such as "believe," "may," "will," "estimate," "continue," "anticipate," "predict," "predict, expressions that predict or indicate future events or trends or that are not statements of historical matters. These forward-looking statements include, but are not limited to, statements regarding estimates and forecasts of other financial and performance metrics and projections of market opportunity. These statements are based on various assumptions, whether or not identified in this presentation, and on the current expectations of the respective management of Lanvin Group and are not predictions of actual performance. These forward-looking statements are provided for illustrative purposes only and must not be relied on by an investor as, a guarantee, an assurance, a prediction or a definitive statement of fact or probability. Actual events and circumstances are difficult or impossible to predict and will differ from assumptions. Many actual events and circumstances are beyond the control of Lanvin Group. Potential risks and uncertainties that could cause the actual results to differ materially from those expressed or implied by forwardlooking statements include, but are not limited to, changes adversely affecting the business in which Lanvin Group is engaged; Lanvin Group's projected financial information, anticipated growth rate, profitability and market opportunity may not be an indication of its actual results or future results; management of growth; the impact of COVID-19 or similar public health crises on Lanvin Group's ability to safeguard the value, recognition and reputation of its brands and to identify and respond to new and changing customer preferences; the ability and desire of consumers to shop; Lanvin Group's ability to successfully implement its business strategies and plans; Lanvin Group's ability to effectively manage its advertising and marketing expenses and achieve desired impact: its ability to accurately forecast consumer demand; high levels of competition in the personal luxury products market; disruptions to Lanvin Group's distribution facilities or its distribution partners; Lanvin Group's ability to negotiate, maintain or renew its license agreements; Lanvin Group's ability to protect its intellectual property rights; Lanvin Group's ability to attract and retain qualified employees and preserve craftmanship skills; Lanvin Group's ability to develop and maintain effective internal controls; general economic conditions; the result of future financing efforts; and those factors discussed in the reports filed by Lanvin Group from time to time with the SEC. If any of these risks materialize or Lanvin Group's assumptions prove incorrect, actual results could differ materially from the results implied by these forward-looking statements. There may be additional risks that Lanvin Group presently does not know, or that Lanvin Group currently believes are immaterial, that could also cause actual results to differ from those contained in the forward-looking statements. In addition, forward-looking statements reflect Lanvin Group's expectations, plans, or forecasts of future events and views as of the date of this presentation. Lanvin Group anticipates that subsequent events and developments will cause Lanvin Group's assessments to change. However, while Lanvin Group may elect to update these forward-looking statements at some point in the future. Lanvin Group specifically disclaim any obligation to do so. These forward-looking statements at some point in the future. Lanvin Group's assessments to change, However, while Lanvin Group may elect to update these forward-looking statements at some point in the future. Lanvin Group specifically disclaim any obligation to do so. These forward-looking statements at some point in the future. statements should not be relied upon as representing Lanvin Group's assessments of any date subsequent to the date of this presentation. Accordingly, reliance should not be placed upon the forward-looking statements.

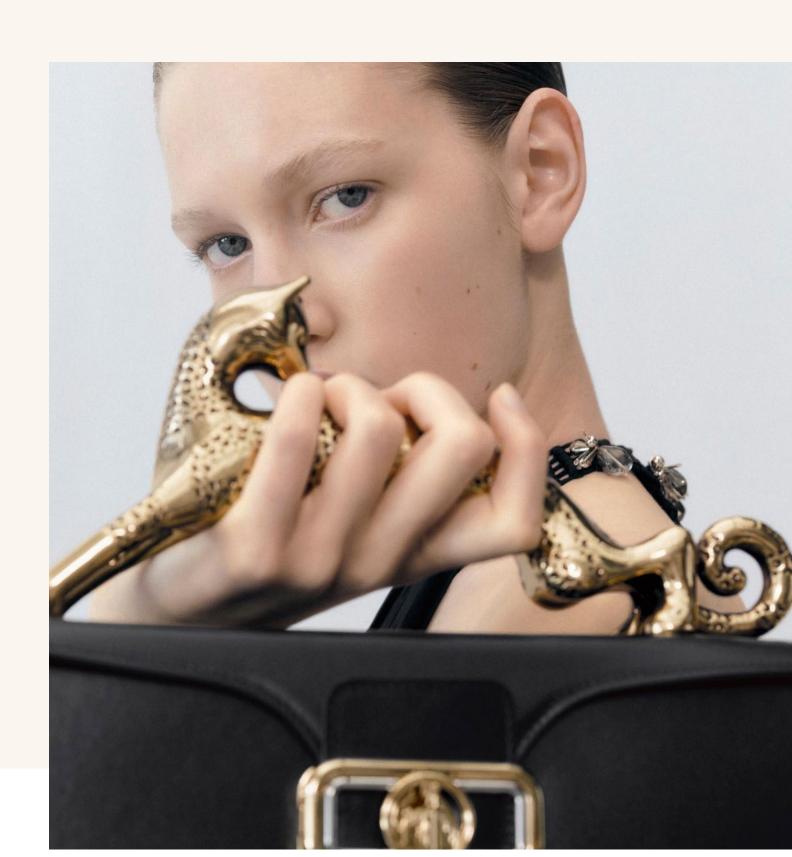
#### **Use of Non-IFRS Financial Metrics**

This presentation includes certain non-IFRS financial measures (including on a forward-looking basis) such as contribution profit, contribution profit margin, adjusted earnings before interest and taxes ("Adjusted EBITDA") and trade working capital. These non-IFRS measures are an addition, and not a substitute for or superior to measures of financial performance prepared in accordance with IFRS and should not be considered as an alternative to net income, operating income or any other performance measures derived in accordance with IFRS. Reconciliations of non-IFRS measures to their most directly comparable IFRs counterparts are included in the Appendix to this presentation. Lanvin Group believes that these non- IFRS measures of financial results (including on a forward-looking basis) provide useful supplemental information to investors about Lanvin Group. Lanvin Group. Lanvin Group believes that the use of these non-IFRS financial measures provides an additional tool for investors to use in evaluating projected operating performance. Lanvin Group believes that the use of these non-IFRS financial measures with other similar companies, many of which present similar non-IFRS financial measures to investors. However, there are a number of limitations related to the use of these non-IFRS measures and their nearest IFRS equivalents. For example, other companies may calculate non-IFRS measures differently, or may use other measures to calculate their financial performance, and therefore Lanvin Group does not consider these non-IFRS measures in isolation or as an alternative to financial measures determined in accordance with IFRS. The principal limitation of these non-IFRS financial measures is that they exclude significant expenses, income and tax liabilities that are required by IFRS to be recorded in Lanvin Group's financial measures in connection with IFRS financial measures. In order to compensate for these limitations, Lanvin Group presents non-IFRS financial measures in connection with IFRS results.

### BUILDING THE NEW LUXURY

Lanvin Group is a leading global luxury fashion group headquartered in Shanghai, China, managing iconic brands worldwide, including Lanvin, Wolford, Sergio Rossi, St. John Knits, and Caruso.

Harnessing the power of its unique strategic alliance of industry-leading partners in the luxury fashion sector, Lanvin Group strives to expand the global footprint of its portfolio brands and achieve sustainable growth through strategic investment and extensive operational know-how, combined with an intimate understanding and unparalleled access to the fastest-growing luxury fashion markets in the world.



## ICONIC BRANDS WITH PROFOUND HERITAGE

LANVIN GROUP'S BRANDS WORK TOGETHER TO BUILD A WARDROBE OF MODERN, GENERATIONAL LUXURY FOR ITS CONSUMERS BY SYNERGIZING EACH BRAND'S CREATIVITY AND CORE SKILLS IN DESIGN AND PRODUCTION



SINCE

1950

Brand Originated from

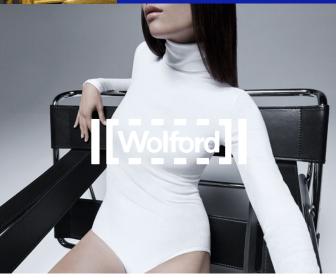
Austria that Combines

SINCE

1889

2023 Revenues – €112 million % of Group Revenues – 26%

The Oldest Operating French Couture House



sergio rossi

SINCE

1951

2023 Revenues – €60 million % of Group Revenues – 14%

A Forerunner in Design; Manufacturing Shoes and Accessories with Provocative, Modern Sophistication from Italy



SINCE

1962

2023 Revenues – €90 million % of Group Revenues – 21%

A Foundation of American Luxury; Building Wardrobes with Timeless yet Contemporary Style

SINCE

1958

2023 Revenues – €40 million % of Group Revenues – 9%

The Reference Luxury
Tailoring Manufacturer in
Italy, Combining Traditional
Skills with Innovation in
Shapes and Material



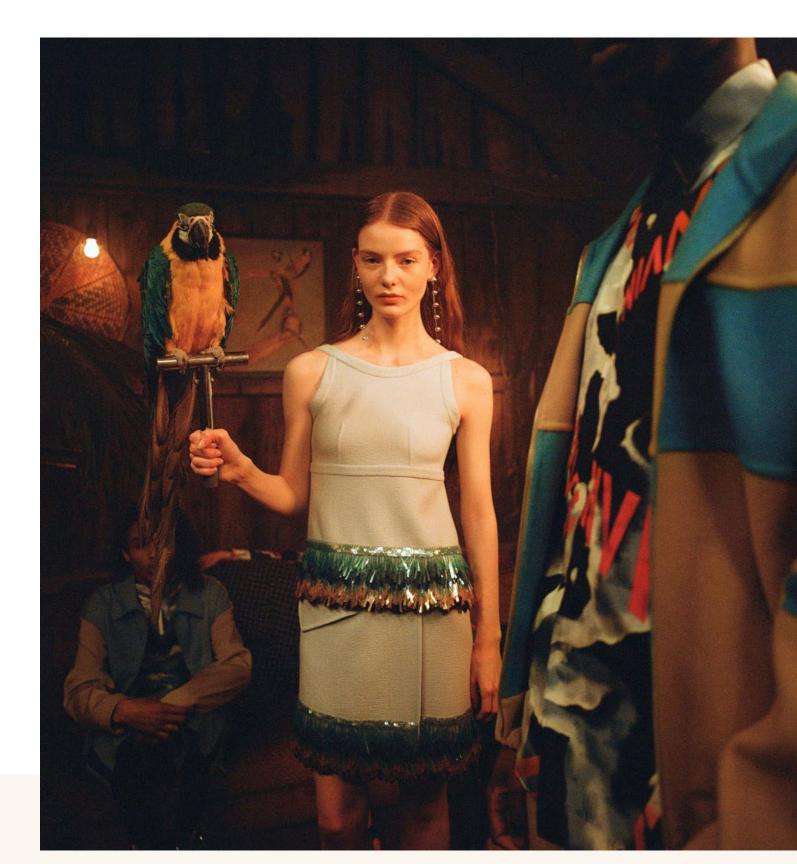
## A LEADING GLOBAL LUXURY GROUP

HERITAGE BRANDS DRIVING EMERGING LUXURY PLATFORM
Diverse portfolio of 5 iconic luxury heritage brands, empowered by a highly synergistic business model and a one-of-a-kind strategic alliance.

UNIQUE POSITION IN A HIGHLY ATTRACTIVE MARKET
Strong foundation in Europe and significant growth opportunities in North
America and Asia, the main growth drivers of the highly attractive and
resilient global luxury markets.

EARLY-STAGE GROWTH MODE WITH PROVEN TRACK RECORD Strong track record with significant future runway through key strategic initiatives in both organic growth and strategic acquisitions.

FOCUS AND KNOW-HOW IN LUXURY CRAFTSMANSHIP
Perfection of luxury craftsmanship with a core focus on sustainability.



### LANVIN GROUP BY THE NUMBERS



Heritage brands with more than 390 years of history combined

80+

Country presence (1)

Vertically integrated production facilities

5

POS worldwide

~1100

2023 Global Revenue (Million Euro)

€426

Retail stores (2)

~280

2023 Greater China Revenue Growth

+9%

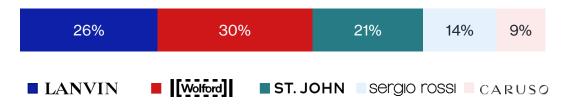
**Employees globally** 

~2800

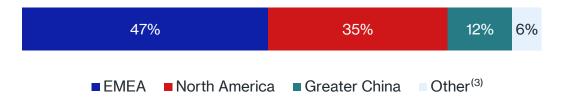
2020-2023 Global Revenue CAGR

+24%

#### FY2023 Revenue Breakdown by Portfolio Mix (%)



#### FY2023 Revenue Breakdown by Region (%)



#### FY2023 Revenue Breakdown by Channel (%)



<sup>(1)</sup> Includes countries where Lanvin Group has a retail and wholesale footprint and e-commerce coverage.

<sup>(2)</sup> Directly owned stores include retail, outlet and pop-up stores and number is as of 31st December 2023.

<sup>(3)</sup> Other regions include Japan, South Korea, Thailand, Malaysia, Vietnam, Indonesia, Philippines, Australia, New Zealand, India and other Southeast Asian countries.

<sup>(4)</sup> Other channels include fees for royalties, licenses received from third party, and clearance.

## BUILT THROUGH SUCCESSFUL ACQUISITIONS

CREATING A NEW VISION OF LUXURY THROUGH DIVERSE ASSORTMENT OF LUXURY BRANDS



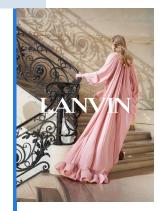


FOSUN FASHION GROUP BECOMES MAJORITY SHAREHOLDER OF ST. JOHN

2017



DECEMBER



APRIL



2021

LANVIN GROUP MAKES ITS DEBUT ON NEW YORK STOCK EXCHANGE



OCTOBER

DECEMBER

NOVEMBER

FOSUN FASHION 复星时尚

FOSUN FASHION GROUP IS FOUNDED 2018



FOSUN FASHION GROUP BECOMES MAJORITY SHAREHOLDER OF WOLFORD



sergio rossi



STRONG PIPELINE OF POTENTIAL INVESTMENT OPPORTUNITIES TO FURTHER COMPLEMENT BRAND ECOSYSTEM

2022

AND BEYOND

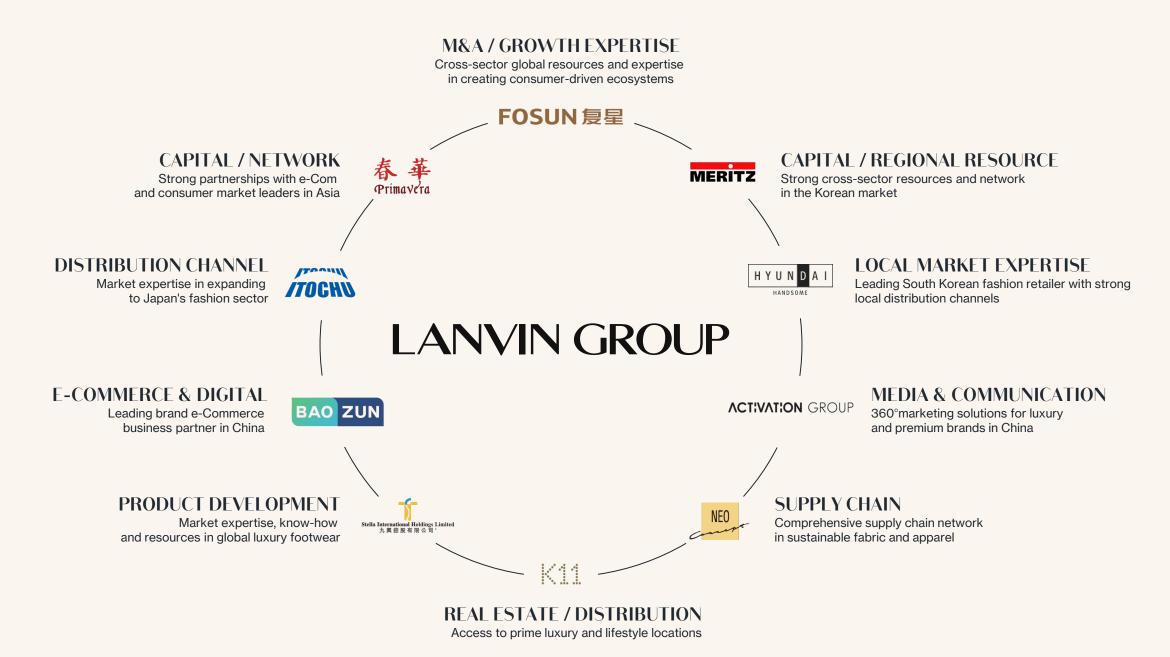
STRATEGIC ACQUISITIONS

FOSUN FASHION GROUP BECOMES
MAJORITY SHAREHOLDER OF CARUSO

CARUSO

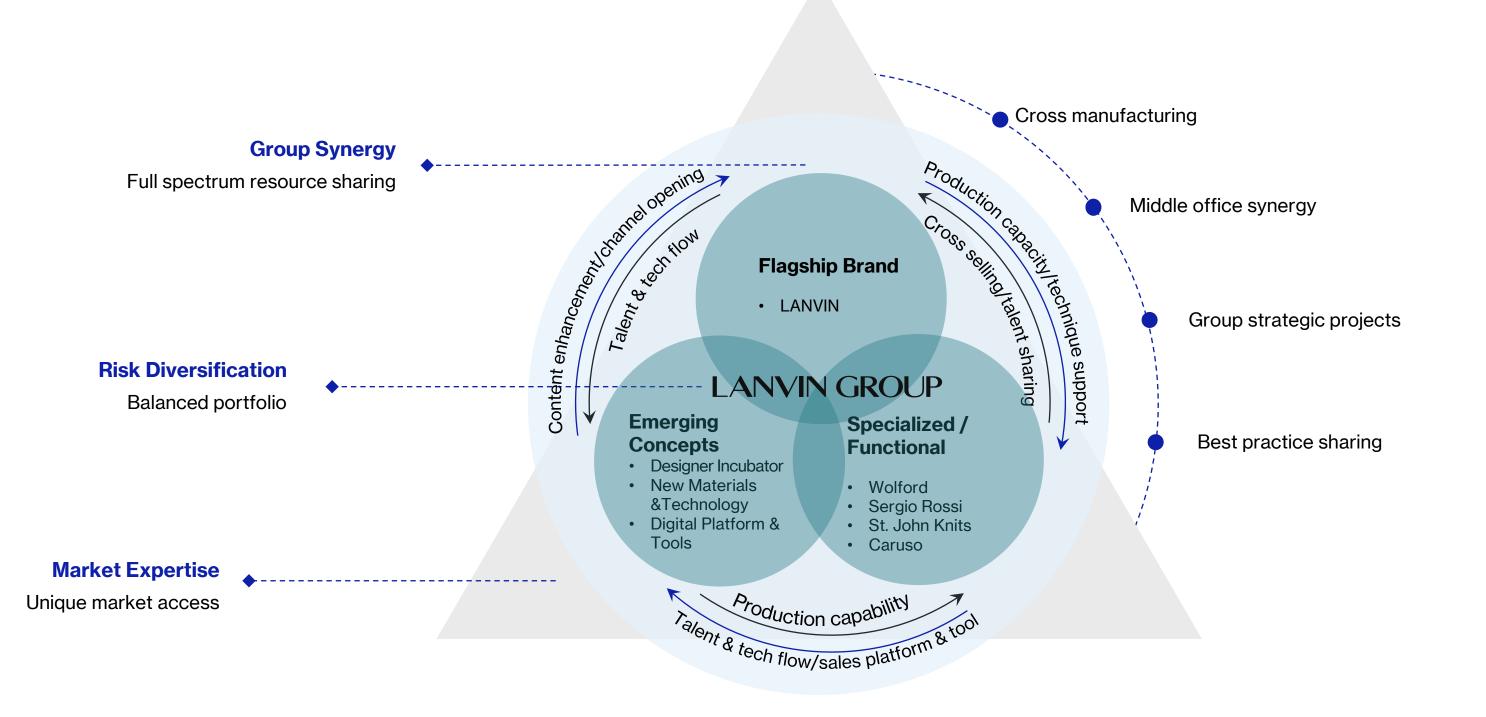
## EMPOWERED BY A ONE-OF-A-KIND STRATEGIC ALLIANCE...

LEVERAGING TOP TIER STRATEGIC PARTNERS' EXPERTISE TO ACCELERATE GROWTH AND FACILITATE DISRUPTIVE CHANGES



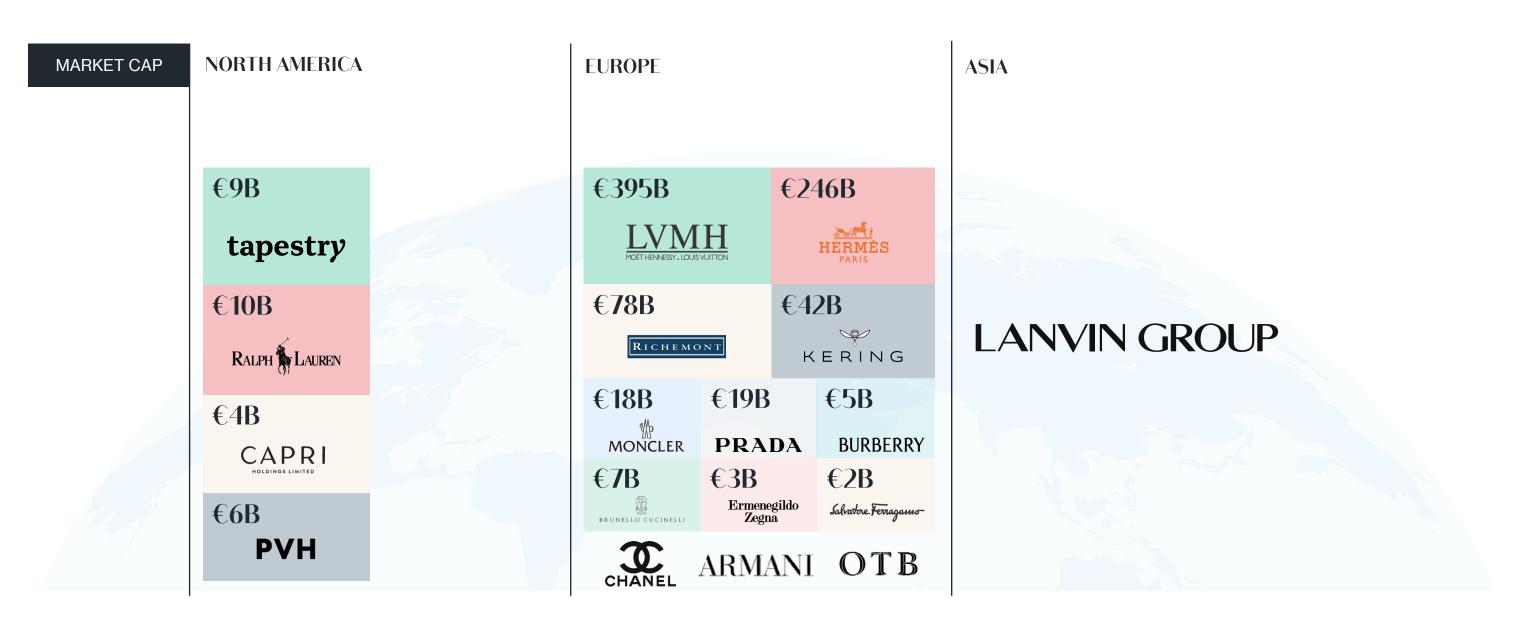
2

## ...WITH A HIGHLY SYNERGISTIC BUSINESS MODEL



## UNIQUE POSITION AND ACCESS

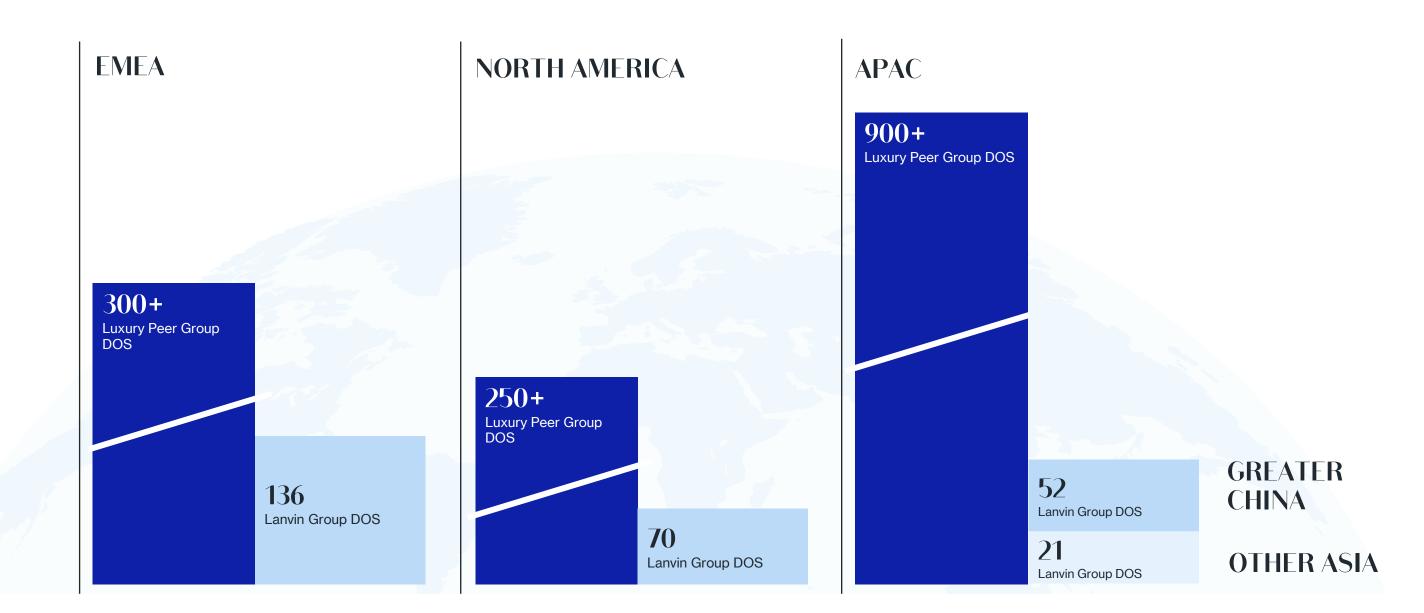
LANVIN GROUP IS THE FIRST AND ONLY GLOBAL LUXURY GROUP HEADQUARTERED IN CHINA WITH UNPARALLELED ACCESS TO THE LARGEST AND FASTEST GROWING LUXURY MARKET IN THE WORLD



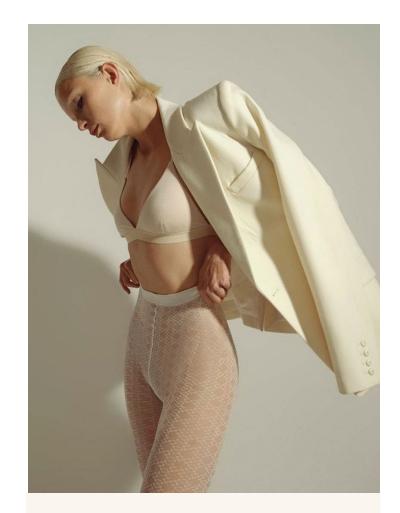
Source: Market Cap as of April 29 2024, Capital IQ.

## UNDERPENETRATED PRESENCE

SMALL SIZE AND UNDERPENETRATED STORE FOOTPRINT PROVIDE SIGNIFICANT ROOM FOR GROWTH



## THE KEYS TO SUCCESS...



NIMBLE APPROACH



DIGITAL
MIND-SET



START-UP VALUE



UNICORN TRACKRECORD

## ...TO QUICKLY SEIZE OPPORTUNITIES

PROVEN RESULTS FROM SUCCESSFUL IMPLEMENTATION OF GROUP STRATEGIES

3.2X

Lanvin 2020 – 2023 Global Revenue 1.9X

Lanvin 2020 – 2023 Global Digital Revenue 0 \( \dagger 25\%

Wolford 2020 – 2023
The % of W Collection in Seasonal Sales

1.9X

Lanvin Group 2020 – 2023 Global Revenue 1.7X

Lanvin Group 2020 – 2023 Global Digital Revenue 2.8X

Lanvin Group 2020 – 2023 Greater China Revenue

## **EXPANSIVE POSSIBILITIES**

KEY STRATEGIES AND INITIATIVES IN BRAND, PRODUCT, CHANNEL AND REGION CONTINUE TO PROMOTE GROWTH



**Refocused Brand Strategy** 

- · Back to brand DNAs and ethos
- Focus on core iconic offerings



**Increased Brand Visibility** 

- · Continued investment in branding
- · Targeted brand collaborations



**Proven Category Initiatives** 

- Increased accessory contribution
- · Successful category extension



**Balanced Regional Growth** 

- Ongoing store network upgrade
- · Expansion into Middle East markets







**Digital & Omnichannel** 

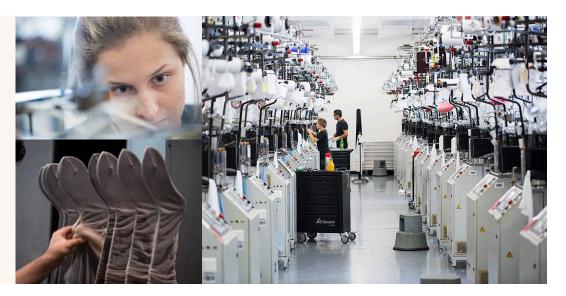
- Continued growth in e-Commerce
- Digital infrastructure implementation

## PERFECTION OF LUXURY CRAFTSMANSHIP

SIX VERTICALLY INTEGRATED MANUFACTURING FACILITIES PROVIDE INTIMATE KNOW-HOW OF PRODUCT DEVELOPMENT AND INNOVATION



In 1954, Wolford created the 1st seamless nylon stockings in the world



Seron

sergio rossi

In 1968, Sergio Rossi signed his 1st shoes, OPANCA, a summer sandal

ST. JOHN

In 1965, St. John developed a unique wool blend yarn, with a special twist that became a signature to the brand

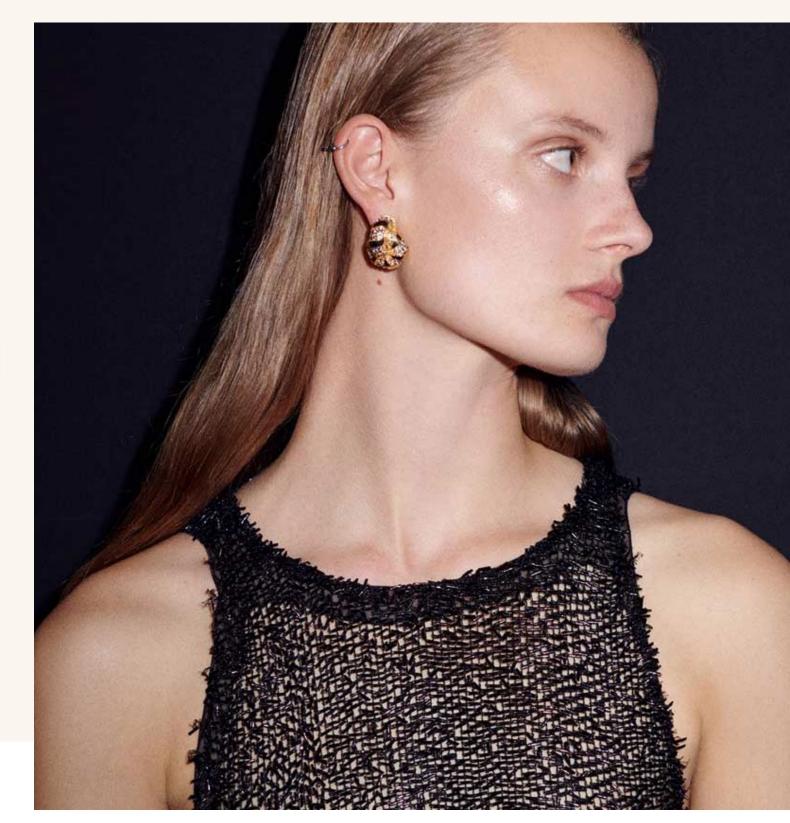




CARUSO

In 1958, Raffaele Caruso, a Neapolitan tailor, started the operations in Soragna, Parma

## FINANCIAL INFORMATION



## OVERVIEW OF 2023 ACHIEVEMENTS

#### RESILIENCY AND CONSISTENT DELIVERY OF STRATEGIES WERE KEY

- Revenue grew despite challenging markets; Lanvin brand resilient through creative transition and improved its sales trend in the second half of 2023
- Steady regional performance in EMEA and North America while facing macro-headwinds; APAC grew nearly 8%
- Improved store metrics from increased productivity; started Middle East expansion with Lanvin boutique in Riyadh
- E-Commerce grew 3%, leveraging the group's US digital platform
- Continuing the path to profitability with gross margin increasing to 59%, contribution profit margin up to 6%, and Adjusted EBITDA continuing to improve



### LANVIN GROUP AT A GLANCE

2023 Global Revenue

€426 mm

2023 Greater China Revenue Growth

+9%

2020-2023 Global Revenue CAGR

+24%

2023 vs. 2022 Gross Margin Change

+254 bps

2023 vs. 2022 Contribution Profit%<sup>(1)</sup> Change

+255 bps

2023 vs. 2022 Adj. EBITDA%<sup>(1)</sup> Change

+198 bps

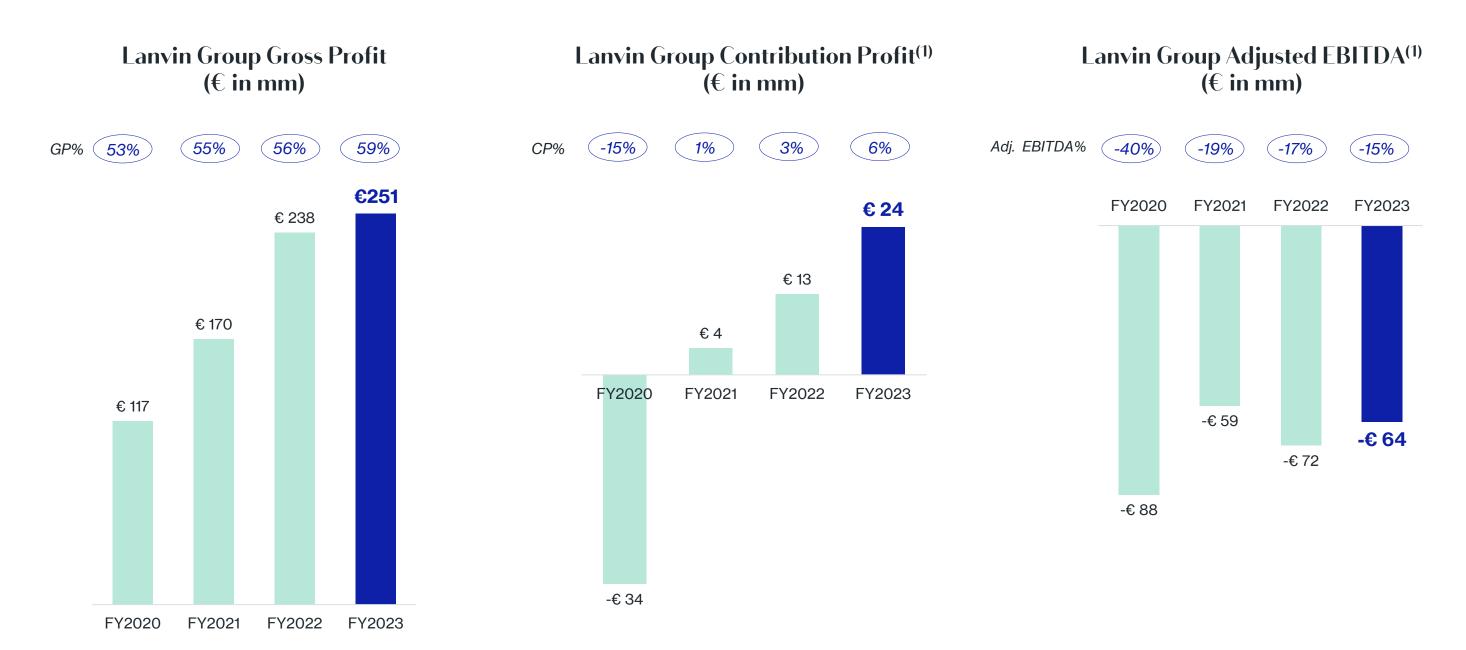
Retail revenue resilient coupled with footprint optimization drove improving store metrics

New product offerings and choice collaborations drove significant brand heat

Continued development of retail network with first Middle East Lanvin location in Riyadh

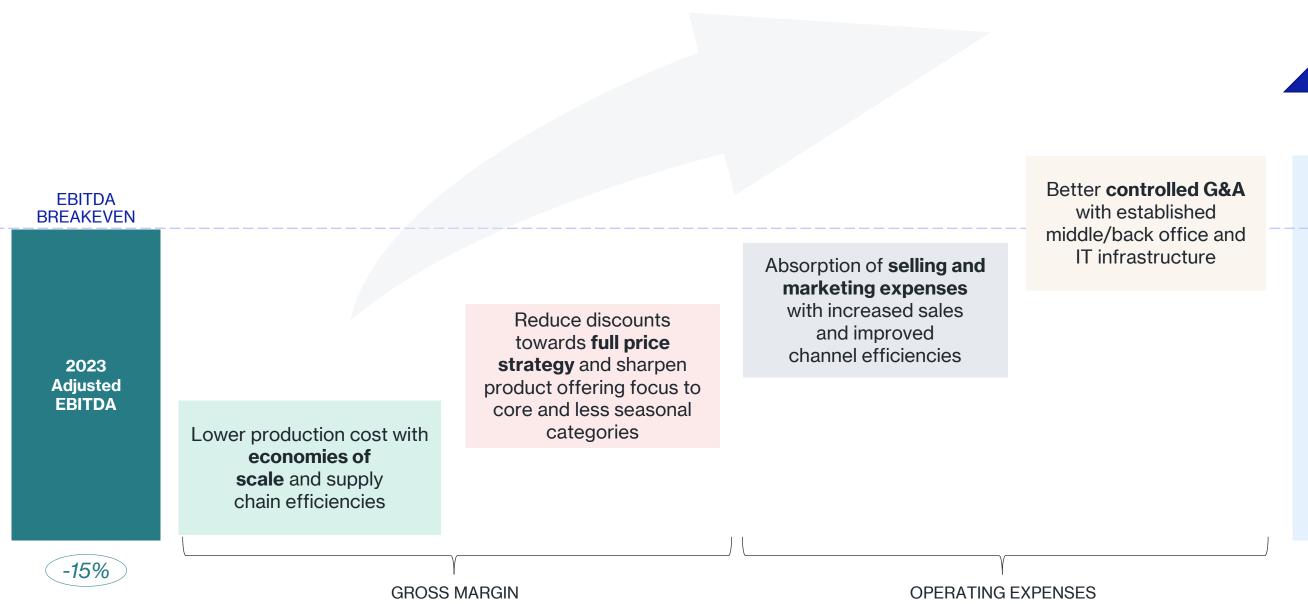
## CONSTANT MARGIN IMPROVEMENT

YEAR-OVER-YEAR IMPROVEMENT IN THE GROUP'S GROSS PROFIT, CONTRIBUTION PROFIT AND ADJUSTED EBITDA MARGINS



## A CLEAR ROADMAP TO PROFITABILITY

IDENTIFIED MARGIN DRIVERS ALONG WITH INCREASED SCALE TO TARGET CASH BREAKEVEN IN 2025



**EBITDA &** Cash **Breakeven** Increased revenue scale Improved gross margin Absorption of selling & marketing expenses Better HQ efficiency

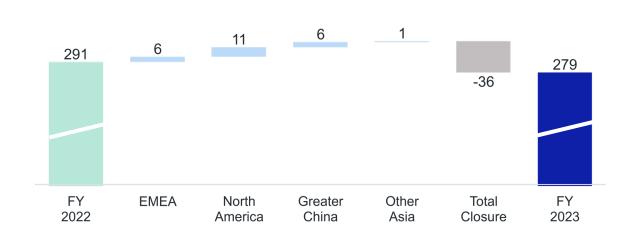
## CONTINUOUS STORE NETWORK OPTIMIZATION

ONGOING UPGRADE OF STORE NETWORK, WITH DISCIPLINED NEW OPENINGS AND CLOSURES OF UNDERPERFORMING LOCATIONS

#### **Lanvin Group DOS Evolution by Brand**



#### **Lanvin Group DOS Evolution by Region**



#### **Selected 2023 Newly Opened Boutiques**



Lanvin - Madison Ave, New York



Wolford - East Hampton, New York



Sergio Rossi - Shenzhen Bay



St. John - Tysons Galleria, Virginia

## **APPENDIX**



# ONE OF THE OLDEST FRENCH COUTURE HOUSES STILL IN OPERATION

#### "PEARL OF THE CROWN" IN FRENCH HISTORY

- Iconic French brand and one of the world's oldest luxury houses currently in operation since 1889
- Synonymous with classic Parisian elegance
- A scarce, full-category luxury house for men, women and kids
- Products ranging from apparel to leather goods, footwear, accessories and fragrances

319

Points of Sale (1)

**36** 

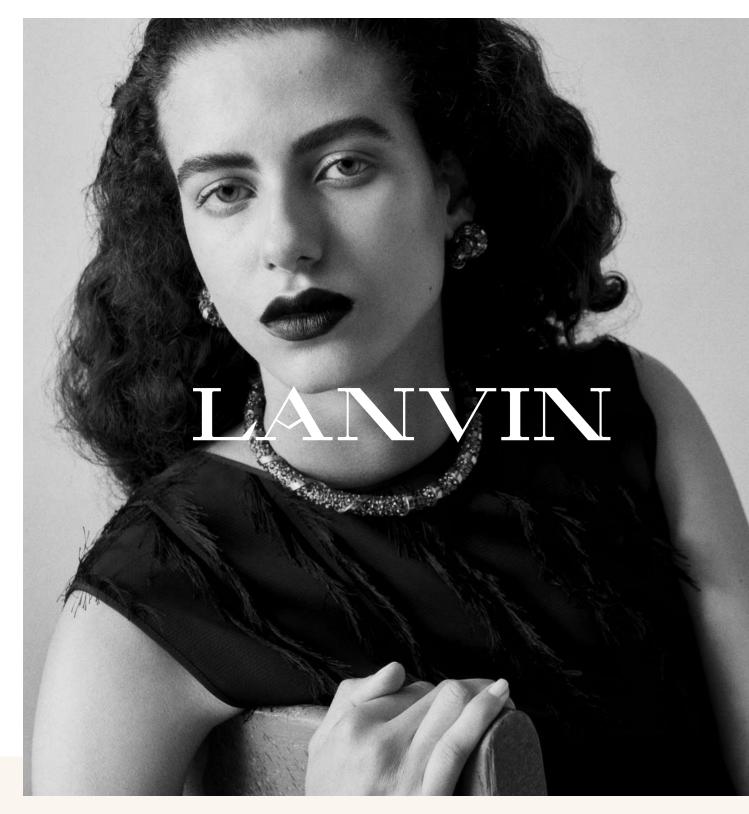
**Directly Operated Stores** 

283

Wholesale Doors

80

Countries (2)



## WORLD'S LARGEST LUXURY SKINWEAR BRAND

#### EPITOME OF EXCLUSIVE LEGWEAR AND BODYWEAR

- Founded in 1950, Wolford has been known for market leading luxury legwear and bodywear
- The highest level of craftsmanship, process innovation as well as sustainable, environmentally friendly and ethical production standards
- · Successful diversification into leisurewear and athleisure

201

Mono-brand Points of Sale

150

Directly Operated Stores (1)

~1,800

Wholesale Partners (2)

55

Countries (3)



Note: (1) Points of Sale as of 31st December 2023, including shop-in-shop, outlet, retail & pop-up stores.

(2) Wholesale doors include both mono-brand doors and multi-brand doors.

(3) Includes countries where Lanvin Group has a retail and wholesale footprint and e-commerce coverage.

## LEGEND OF SHOEMAKER IN THE WORLD

#### HERITAGE OF AN ITALIAN LEGENDARY FOOTWEAR BRAND

- · Made-in-Italy luxury footwear brand since 1951
- · Deeply rooted in the creativity and expertise of its eponymous founder
- Brand DNA built around quality, craftsmanship, authenticity and Italian heritage
- · Handmade shoes for sophisticated, smart and effortlessly chic women
- · Successful diversification into men's footwear category

289

Points of Sale (1)

48

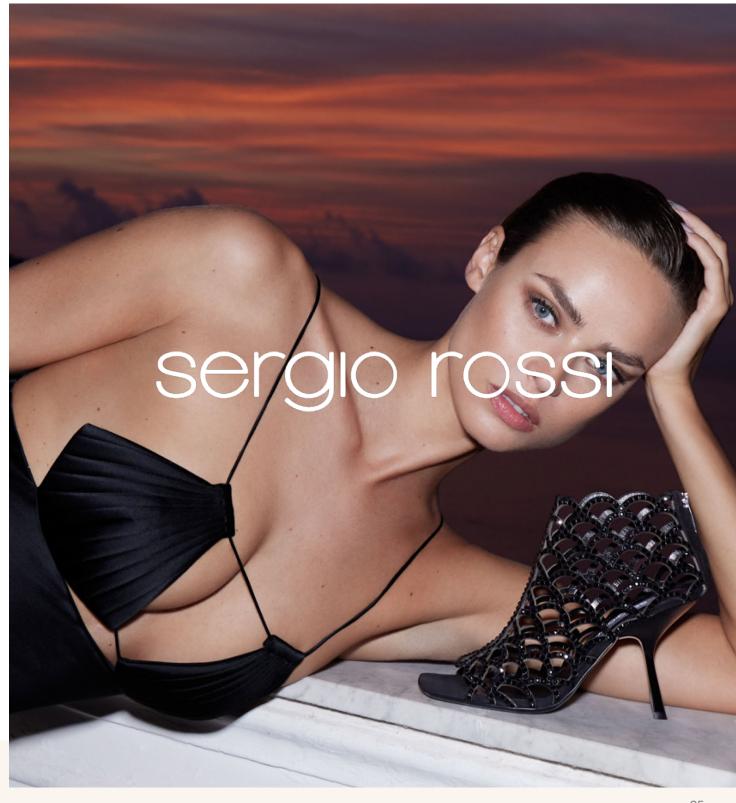
**Directly Operated Stores** 

241

Wholesale Doors

+08

Countries (2)



# CLASSIC, TIMELESS AND SOPHISCATED AMERICAN LUXURY HOUSE

#### A FASCINATING COMBINATION OF CRAFT AND COUTURE

- Founded in 1962 on the premise of a simple, elegant, and versatile knit dress
- Great American design timeless elegance, unsurpassed quality and craftsmanship
- · Targeting affluent women the preeminent brand in knitwear
- Vertically integrated with luxury craftsmanship and global distribution network

107

Points of Sale (1)

45

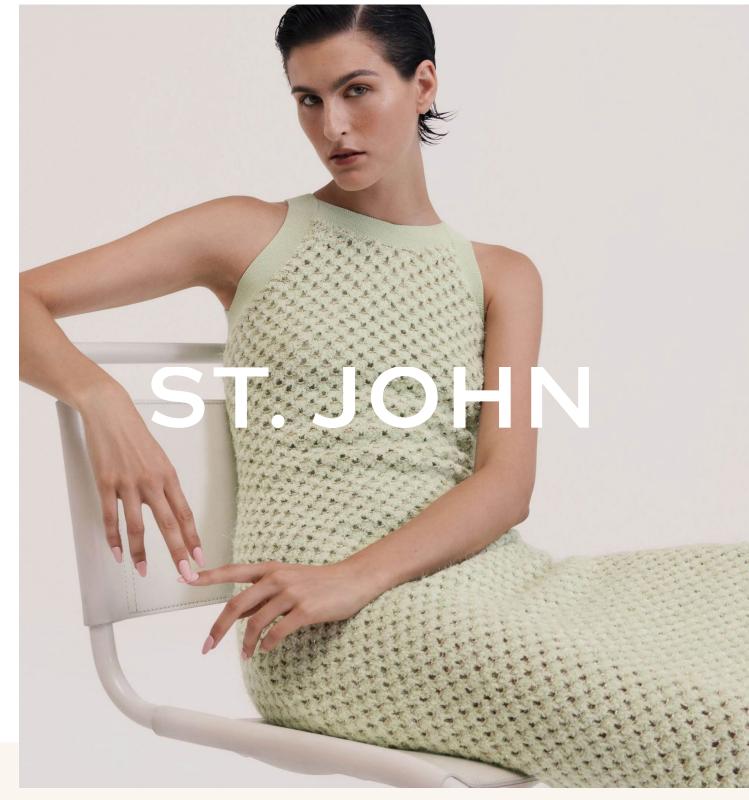
**Directly Operated Stores** 

62

Wholesale Doors

16

Countries and Regions (2)



# THE PREMIER MENSWEAR MANUFACTURER IN EUROPE

#### LEADING HIGH-END MENSWEAR PLAYER

- Founded in Soragna, Italy in 1958 by the legendary tailor Raffaele Caruso from Naples
- Together with Fabbrica Sartoriale Italiana, it is one of the largest and most advanced manufacturers of menswear and partner of choice for luxury labels in Europe
- · Caruso has evolved from a project manufacturer into a luxury lifestyle Made-in-Italy brand

183

Points of Sale (1)

400+

Seamstresses and Master Tailors

~82K

Sleeve Units / Year (Capacity)

~55K

Trouser Units / Year (Capacity)



## LANVIN GROUP CONSOLIDATED INCOME STATEMENT

Lamain Cuarra Camaalidata d DOI	2020A		2021A		2022A		2023A	
Lanvin Group Consolidated P&L	FY	%	FY	%	FY	%	FY	%
Revenue	222,612	100%	308,822	100%	422,312	100%	426,178	100%
Cost of sales	-105,218	-47%	-138,920	-45%	-184,368	-44%	-175,236	-41%
Gross profit	117,394	53%	169,902	55%	237,944	56%	250,942	59%
Marketing and selling expenses	-151,631	-68%	-165,502	-54%	-224,733	-53%	-226,750	-53%
General and administrative expenses	-115,181	-52%	-122,497	-40%	-153,138	-36%	-138,215	-32%
Other operating income and expenses	-18,399	-8%	10,083	3%	-2,340	-1%	-4,534	-1%
Loss from operations before non-underlying items	-167,817	-75%	-108,014	-35%	-142,267	-34%	-118,557	-28%
Non-underlying items <sup>(1)</sup>	43,546	20%	45,206	15%	-83,057	-20%	-3,858	-1%
Loss from operations	-124,271	-56%	-62,808	-20%	-225,324	-53%	-122,415	-29%
Finance cost – net	-12,989	-6%	-9,313	-3%	-14,556	-3%	-20,431	-5%
Loss before income tax	-137,260	-62%	-72,121	-23%	-239,880	-57%	-142,846	-34%
Income tax expenses	1,603	1%	-4,331	-1%	129	0%	-3,407	-1%
Loss for the period	-135,657	-61%	-76,452	-25%	-239,751	-57%	-146,253	-34%
Contribution profit <sup>(2)</sup>	-34,237	-15%	4,400	1%	13,211	3%	24,192	6%
Adjusted EBIT (2)	-162,428	-73%	-100,806	-33%	-134,836	-32%	-115,808	-27%
Adjusted EBITDA <sup>(2)</sup>	-88,116	-40%	-58,945	-19%	-71,958	-17%	-64,173	-15%

<sup>(1) 2022</sup> was impacted by a €84 million cost related to the Reverse Recapitalization that occurred as part of the SPAC merger; this cost is non-recurring in nature.(2) These are Non-IFRS Financial Measures and will be mentioned throughout this presentation. Please see Page 33 for Non-IFRS Financial Measures and definition.

## LANVIN GROUP CONSOLIDATED BALANCE SHEET

#### (€ in Thousands, unless otherwise noted)

Lanvin Group Consolidated Balance Sheet	2020A	2021A	2022A	2023A
Lanvin Group Consolidated Balance Sheet	FY	FY	FY	FY
Assets				
Non-current assets				
Intangible assets	175,542	181,234	181,485	210,439
Goodwill	69,323	69,323	69,323	69,323
Property, plant and equipment	26,879	40,564	46,801	43,731
Right-of-use assets	117,917	118,775	121,731	128,853
Deferred income tax assets	13,608	17,070	17,297	13,427
Other non-current assets	<u>8,280</u>	<u>15,742</u>	<u>15,265</u>	<u>15,540</u>
	411,549	442,708	451,902	481,313
Current assets				
Inventories	75,842	92,335	109,094	107,184
Trade receivables	22,191	39,781	48,868	45,657
Other current assets	23,353	41,706	30,467	25,650
Cash and bank balances	<u>44,935</u>	<u>88,981</u>	<u>91,897</u>	<u>28,130</u>
	<u>166,321</u>	<u> 262,803</u>	<u>280,326</u>	<u>206,621</u>
Total assets	577,870	705,511	732,228	687,934

Lanvin Group Consolidated Balance Sheet	2020A	2021A	2022A	2023A
Lanvin Group Consolidated Balance Officet	FY	FY	FY	FY
Liabilities				
Non-current liabilities				
Non-current borrowings	11,399	11,212	18,115	32,381
Non-current lease liabilities	104,382	102,987	105,986	112,898
Non-current provisions	3,286	4,166	4,111	3,174
Employee benefits	19,085	18,464	15,128	17,972
Deferred income tax liabilities	53,284	54,179	54,660	52,804
Other non-current liabilities	<u>1,338</u>	<u>1,080</u>	<u>690</u>	<u>14,733</u>
	192,774	192,088	198,690	233,962
Current liabilities				
Trade payables	47,436	58,151	73,114	78,576
Bank overdrafts	764	14	148	280
Current borrowings	7,438	55,559	15,370	35,720
Current lease liabilities	32,503	37,072	34,605	32,871
Current provisions	2,490	3,141	3,014	6,270
Other current liabilities	<u>44,070</u>	<u>68,660</u>	<u>106,481</u>	<u>134,627</u>
	<u>134,701</u>	<u>222,597</u>	<u>232,732</u>	<u>288,344</u>
Total liabilities	<u>327,475</u>	<u>414,685</u>	<u>431,422</u>	<u>522,306</u>
Net assets	250,395	290,826	300,806	165,628
Equity				
Equity attributable to owners of the Company				
Share capital	289,165	339,259	0	0
Treasury shares	0	-3	-25,023	-65,405
Other reserves	81,198	149,460	762,962	806,677
Accumulated losses	<u>-158,974</u>	<u>-224,328</u>	<u>-442,618</u>	<u>-571,931</u>
	211,389	264,388	295,320	169,341
Non- controlling interests	<u>39,006</u>	26,438	<u>5,486</u>	<u>-3,713</u>
Total equity	250,395	290,826	300,806	165,628

## LANVIN GROUP CONSOLIDATED CASH FLOW

Lanvin Group Consolidated Cash Flow	2020A	2021A	2022A	2023A
Lanvin Group Consolidated Cash Flow	FY	FY	FY	FY
Net cash used in operating activities	-87,297	-73,088	-80,851	-57,891
Net cash flows from/(used in) investing activities	67,038	6,346	-21,799	-38,615
Net cash flows generated from financing activities	<u>-41,447</u>	<u>110,065</u>	<u>104,937</u>	<u>34,131</u>
Net increase/(decrease) in cash and cash equivalents	-61,706	43,323	2,287	-62,375
Cash and cash equivalents less bank overdrafts at the beginning of the y	106,642	44,171	88,658	91,749
Effect of foreign exchange rate changes	<u>-765</u>	<u>1,164</u>	<u>804</u>	<u>-1,524</u>
Cash and cash equivalents less bank overdrafts at end of the year	44,171	88,658	91,749	27,850

## NON-IFRS FINANCIAL MEASURES

Reconciliation of Contribution Margin	2020A	2021A	2022A	2023A
neconciliation of Contribution Margin	FY	FY	FY	FY
Revenue	222,612	308,822	422,312	426,178
Cost of sales	-105,218	-138,920	-184,368	-175,236
Gross profit	117,394	169,902	237,944	250,942
Marketing and selling expenses	-151,631	-165,502	-224,733	-226,750
Contribution profit(1)	-34,237	4,400	13,211	24,192

## NON-IFRS FINANCIAL MEASURES

Reconcilation of Adjusted EBIT and EBITDA	2020A	2021A	2022A	2023A
Reconcliation of Aujusteu Ebri and Ebrida	FY	FY	FY	FY
Loss for the year	-135,657	-76,452	-239,751	-146,253
Add / (Deduct) the impact of:				
Income tax benefits / (expenses)	-1,603	4,331	-129	3,407
Finance cost - net	12,989	9,313	14,556	20,431
Non-underlying items <sup>(1)</sup>	-43,546	-45,206	83,057	3,858
Loss from operating before non-underlying items	-167,817	-108,014	-142,267	-118,557
Add / (Deduct) the impact of:				
Share based compensation	5,389	7,208	7,431	2,749
Adjusted EBIT <sup>(2)</sup>	-162,428	-100,806	-134,836	-115,808
Depreciation / Amoritization	48,332	41,584	45,810	46,946
Provision and impairment losses	22,676	10,766	16,729	79
Net foreign exchange (gains) / losses	3,304	-10,489	339	4,610
Adjusted EBITDA <sup>(2)</sup>	-88,116	-58,945	-71,958	-64,173

<sup>(1) 2022</sup> was impacted by a €84 million cost related to the Reverse Recapitalization that occurred as part of the SPAC merger; this cost is non-recurring in nature.(2) These are Non-IFRS Financial Measures and will be mentioned throughout this presentation. Please see Page 33 for Non-IFRS Financial Measures and definition.

## NON-IFRS FINANCIAL MEASURES AND DEFINITION

Our management monitors and evaluates operating and financial performance using several non-IFRS financial measures including: contribution profit, contribution profit margin, Adjusted EBIT and Adjusted EBITDA.

Our management believes that these non-IFRS financial measures provide useful and relevant information regarding our performance and improve their ability to assess financial performance and financial position.

They also provide comparable measures that facilitate management's ability to identify operational trends, as well as make decisions regarding future spending, resource allocations and other operational decisions.

While similar measures are widely used in the industry in which we operate, the financial measures that we use may not be comparable to other similarly named measures used by other companies nor are they intended to be substitutes for measures of financial performance or financial position as prepared in accordance with IFRS.

**Contribution profit** is defined as revenues less the cost of sales and selling and marketing expenses. Contribution profit subtracts the main variable expenses of selling and marketing expenses from gross profit, and our management believes this measure is an important indicator of profitability at the marginal level. Below contribution profit, the main expenses are general administrative expenses and other operating expenses (which include foreign exchange gains or losses and impairment losses). As we continue to improve the management of our portfolio brands, we believe we can achieve greater economy of scale across the different brands by maintaining the fixed expenses at a lower level as a proportion of revenue. We therefore use contribution profit margin as a key indicator of profitability at the group level as well as the portfolio brand level.

**Contribution profit margin** is defined as contribution profit divided by revenues.

**Adjusted EBIT** is defined as profit or loss before income taxes, net finance cost, share based compensation, adjusted for income and costs which are significant in nature and that management considers not reflective of underlying operational activities, mainly including net gains on disposal of long-term assets, negative goodwill from acquisition of Sergio Rossi, gain on debt restructuring and government grants.

Adjusted EBITDA is defined as profit or loss before income taxes, net finance cost, exchange gains/(losses), depreciation, amortization, share based compensation and provisions and impairment losses adjusted for income and costs which are significant in nature and that management considers not reflective of underlying operational activities, mainly including net gains on disposal of long-term assets, negative goodwill from acquisition of Sergio Rossi, gain on debt restructuring and government grants.

**Trade working capital** is defined as the sum of inventories as well as trade receivables less trade payables.