

## SELFRIDGES GROUP

### FISCAL YEAR RETAIL SALES (FEBRUARY - JANUARY)

#### 2017/18 vs 2018/19 - FEBRUARY YTD

**CLARINS**  
FRAGRANCE GROUP

|                                        | £             | Vs 2017/18 (%) | MIX OF BUSINESS (%) |
|----------------------------------------|---------------|----------------|---------------------|
| ANGEL                                  | 3,654         | -51.1%         | 35.3%               |
| AMEN                                   | 336           | -82.2%         | 3.2%                |
| ALIEN                                  | 4,597         | -70.2%         | 44.4%               |
| AURA MUGLER                            | 805           |                | 7.8%                |
| LES EXCEPTIONS                         | -             |                | 0.0%                |
| COLOGNE                                | -             |                | 0.0%                |
| OTHERS                                 | -             |                | 0.0%                |
| <b>TOTAL - MUGLER</b>                  | <b>9,392</b>  | <b>-62.7%</b>  |                     |
| WANTED                                 | 706           | -60.8%         | 6.8%                |
| CHROME PURE                            | 213           |                | 2.1%                |
| AZZARO OTHERS                          | 34            |                | 0.3%                |
| <b>TOTAL - CLARINS FRAGRANCE GROUP</b> | <b>10,345</b> | <b>-61.6%</b>  |                     |

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2017/18 vs 2018/19 - FEBRUARY YTD

| ACC  | STORE NAME                          | ANGEL   |        | AMEN    |        | ALIEN   |        | AURA MUGLER |   | LES EXCEPTIONS |   | COLOGNE |   | OTHERS  |   | MUGLER TOTAL |         |        | WANTED  |         | CHROME PURE |   | AZZARO OTHERS |   | CFG GRAND TOTAL |         |        |
|------|-------------------------------------|---------|--------|---------|--------|---------|--------|-------------|---|----------------|---|---------|---|---------|---|--------------|---------|--------|---------|---------|-------------|---|---------------|---|-----------------|---------|--------|
|      |                                     | 2018/19 | %      | 2018/19 | %      | 2018/19 | %      | 2018/19     | % | 2018/19        | % | 2018/19 | % | 2018/19 | % | 2017/18      | 2018/19 | %      | 2018/19 | %       | 2018/19     | % | 2018/19       | % | 2017/18         | 2018/19 | %      |
| 8672 | SELFRIDGES BIRMINGHAM               | 653     | -15.7% | 210     | -60.3% | 674     | -81.3% | 31          |   |                |   |         |   |         |   | 5,084        | 1,568   | -69.2% | 125     | -89.8%  | 43          |   |               |   | 6,315           | 1,736   | -72.5% |
| 8670 | SELFRIDGES LONDON                   |         |        |         |        |         |        |             |   |                |   |         |   |         |   | 13,409       |         |        |         |         |             |   |               |   | 13,495          |         |        |
| 8682 | SELFRIDGES MANCHESTER TRAFFORD PARK | 2,457   | 42.8%  | 96      | -33.3% | 3,180   | -7.6%  | 574         |   |                |   |         |   |         |   | 5,370        | 6,307   | 17.4%  | 487     | 1032.6% | 102         |   | 34            |   | 5,413           | 6,930   | 28.0%  |
| 8683 | SELFRIDGES.CO.UK                    | 544     | -3.5%  | 30      | -38.8% | 743     | 12.4%  | 200         |   |                |   |         |   |         |   | 1,298        | 1,517   | 16.9%  | 94      | -78.6%  | 68          |   |               |   | 1,738           | 1,679   | -3.4%  |
|      | TOTAL                               | 3,654   | -51.1% | 336     | -82.2% | 4,597   | -70.2% | 805         |   |                |   |         |   |         |   | 25,161       | 9,392   | -62.7% | 706     | -60.8%  | 213         |   | 34            |   | 26,961          | 10,345  | -61.6% |
|      | TOTAL EXCLUDING NORTHERN IRELAND    | 3,654   | -51.1% | 336     | -82.2% | 4,597   | -70.2% | 805         |   |                |   |         |   |         |   | 25,161       | 9,392   | -62.7% | 706     | -60.8%  | 213         |   | 34            |   | 26,961          | 10,345  | -61.6% |
|      | LIKE ON LIKE                        | 3,654   | 19.4%  | 336     | -53.5% | 4,597   | -40.4% | 805         |   |                |   |         |   |         |   | 11,752       | 9,392   | -20.1% | 706     | -58.8%  | 213         |   | 34            |   | 13,466          | 10,345  | -23.2% |

# CLARINS

FRAGRANCE GROUP

## SELFRIDGES GROUP

FISCAL YEAR RETAIL SALES (FEBRUARY - JANUARY)

2017/18 vs 2018/19 - FEBRUARY YTD

| ACC  | STORE NAME                          | ANGEL   |        | AMEN    |        | ALIEN   |        | AURA MUGLER |   | LES EXCEPTIONS |   | COLOGNE |   | OTHERS  |   | MUGLER TOTAL |         |        | WANTED  |         | CHROME PURE |   | AZZARO OTHERS |   | CFG GRAND TOTAL |         |        |
|------|-------------------------------------|---------|--------|---------|--------|---------|--------|-------------|---|----------------|---|---------|---|---------|---|--------------|---------|--------|---------|---------|-------------|---|---------------|---|-----------------|---------|--------|
|      |                                     | 2018/19 | %      | 2018/19 | %      | 2018/19 | %      | 2018/19     | % | 2018/19        | % | 2018/19 | % | 2018/19 | % | 2017/18      | 2018/19 | %      | 2018/19 | %       | 2018/19     | % | 2018/19       | % | 2017/18         | 2018/19 | %      |
| 8682 | SELFRIDGES MANCHESTER TRAFFORD PARK | 2,457   | 42.8%  | 96      | -33.3% | 3,180   | -7.6%  | 574         |   |                |   |         |   |         |   | 5,370        | 6,307   | 17.4%  | 487     | 1032.6% | 102         |   | 34            |   | 5,413           | 6,930   | 28.0%  |
| 8672 | SELFRIDGES BIRMINGHAM               | 653     | -15.7% | 210     | -60.3% | 674     | -81.3% | 31          |   |                |   |         |   |         |   | 5,084        | 1,568   | -69.2% | 125     | -89.8%  | 43          |   |               |   | 6,315           | 1,736   | -72.5% |
| 8683 | SELFRIDGES.CO.UK                    | 544     | -3.5%  | 30      | -38.8% | 743     | 12.4%  | 200         |   |                |   |         |   |         |   | 1,298        | 1,517   | 16.9%  | 94      | -78.6%  | 68          |   |               |   | 1,738           | 1,679   | -3.4%  |
| 8670 | SELFRIDGES LONDON                   |         |        |         |        |         |        |             |   |                |   |         |   |         |   | 13,409       |         |        |         |         |             |   |               |   | 13,495          |         |        |
|      | TOTAL                               | 3,654   | -51.1% | 336     | -82.2% | 4,597   | -70.2% | 805         |   |                |   |         |   |         |   | 25,161       | 9,392   | -62.7% | 706     | -60.8%  | 213         |   | 34            |   | 26,961          | 10,345  | -61.6% |
|      | TOTAL EXCLUDING NORTHERN IRELAND    | 3,654   | -51.1% | 336     | -82.2% | 4,597   | -70.2% | 805         |   |                |   |         |   |         |   | 25,161       | 9,392   | -62.7% | 706     | -60.8%  | 213         |   | 34            |   | 26,961          | 10,345  | -61.6% |
|      | LIKE ON LIKE                        | 3,654   | 19.4%  | 336     | -53.5% | 4,597   | -40.4% | 805         |   |                |   |         |   |         |   | 11,752       | 9,392   | -20.1% | 706     | -58.8%  | 213         |   | 34            |   | 13,466          | 10,345  | -23.2% |

## **SELFRIDGES GROUP**

### **FISCAL YEAR RETAIL SALES (FEBRUARY - JANUARY)**

#### **2016/17 vs 2017/18 - FULL YEAR**

**CLARINS**  
FRAGRANCE GROUP

|                                 | £       | Vs 2016/17 (%) | MIX OF BUSINESS (%) |
|---------------------------------|---------|----------------|---------------------|
| ANGEL                           | 93,278  | -46.6%         | 26.3%               |
| ALIEN                           | 173,510 | -29.1%         | 48.9%               |
| AURA MUGLER                     | 25,892  |                | 7.3%                |
| LES EXCEPTIONS                  | -       |                | 0.0%                |
| A*MEN                           | 24,707  | -52.2%         | 7.0%                |
| COLOGNE                         | 3,719   | -45.8%         | 1.0%                |
| OTHER                           | 160     | -99.4%         | 0.0%                |
| TOTAL - MUGLER                  | 321,266 | -36.2%         |                     |
| WANTED                          | 28,952  | -65.2%         | 8.2%                |
| CHROME PURE                     | 4,493   |                | 1.3%                |
| TOTAL - CLARINS FRAGRANCE GROUP | 354,711 | -39.5%         |                     |

# CLARINS

## FRAGRANCE GROUP

### SELFRIDGES GROUP

FISCAL YEAR RETAIL SALES (FEBRUARY - JANUARY)

2016/17 vs 2017/18 - FULL YEAR

|                                  |                                       | ANGEL   |        | ALIEN   |        | AURA MUGLER |   | LES EXCEPTIONS |   | A*MEN   |        | COLOGNE |        | OTHER   |        | MUGLER TOTAL |         |        | WANTED  |        | CHROME PURE |   | CFG GRAND TOTAL |         |        |
|----------------------------------|---------------------------------------|---------|--------|---------|--------|-------------|---|----------------|---|---------|--------|---------|--------|---------|--------|--------------|---------|--------|---------|--------|-------------|---|-----------------|---------|--------|
| ACC                              | STORE NAME                            | 2017/18 | %      | 2017/18 | %      | 2017/18     | % | 2017/18        | % | 2017/18 | %      | 2017/18 | %      | 2017/18 | %      | 2016/17      | 2017/18 | %      | 2017/18 | %      | 2017/18     | % | 2016/17         | 2017/18 | %      |
| 8672                             | SELFRIDGES BIRMINGHAM                 | 14,156  | -45.3% | 26,536  | -34.5% | 5,761       |   |                |   | 3,813   | -62.3% | 456     | -30.5% | 110     | -94.8% | 79,307       | 50,832  | -35.9% | 21,216  | -5.7%  | 1,530       |   | 101,810         | 73,578  | -27.7% |
| 8670                             | SELFRIDGES LONDON                     | 33,826  | -58.5% | 77,560  | -38.9% | 5,924       |   |                |   | 12,954  | -53.3% | 2,697   | -44.3% |         |        | 258,509      | 132,961 | -48.6% | 86      | -99.8% |             |   | 308,099         | 133,047 | -56.8% |
| 8671                             | SELFRIDGES MANCHESTER EXCHANGE SQUARE |         |        |         |        |             |   |                |   |         |        |         |        |         |        | 1,267        |         |        |         |        |             |   | 1,267           |         |        |
| 8682                             | SELFRIDGES MANCHESTER TRAFFORD PARK   | 29,422  | -40.8% | 49,566  | -9.5%  | 9,971       |   |                |   | 6,917   | -42.4% | 496     | -59.9% |         |        | 122,085      | 96,372  | -21.1% | 5,026   | -42.6% | 1,922       |   | 130,848         | 103,320 | -21.0% |
| 8683                             | SELFRIDGES.CO.UK                      | 15,874  | -6.5%  | 19,848  | -10.5% | 4,236       |   |                |   | 1,023   | -42.7% | 70      | -45.3% | 50      | -95.6% | 42,208       | 41,101  | -2.6%  | 2,624   | 9.7%   | 1,041       |   | 44,600          | 44,766  | 0.4%   |
| TOTAL                            |                                       | 93,278  | -46.6% | 173,510 | -29.1% | 25,892      |   |                |   | 24,707  | -52.2% | 3,719   | -45.8% | 160     | -99.4% | 503,376      | 321,266 | -36.2% | 28,952  | -65.2% | 4,493       |   | 586,624         | 354,711 | -39.5% |
| TOTAL EXCLUDING NORTHERN IRELAND |                                       | 93,278  | -46.6% | 173,510 | -29.1% | 25,892      |   |                |   | 24,707  | -52.2% | 3,719   | -45.8% | 160     | -99.4% | 503,376      | 321,266 | -36.2% | 28,952  | -65.2% | 4,493       |   | 586,624         | 354,711 | -39.5% |
| LIKE ON LIKE                     |                                       | 59,452  | -35.8% | 95,950  | -18.3% | 19,968      |   |                |   | 11,753  | -50.9% | 1,022   | -49.4% | 160     | -97.9% | 243,600      | 188,305 | -22.7% | 28,866  | -14.2% | 4,493       |   | 277,258         | 221,664 | -20.1% |

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2016/17 vs 2017/18 - FULL YEAR

| ACC                              | STORE NAME                            | ANGEL   |        | ALIEN   |        | AURA MUGLER |   | LES EXCEPTIONS |   | A*MEN   |        | COLOGNE |        | OTHER   |        | MUGLER TOTAL |         |        | WANTED  |        | CHROME PURE |   | CFG GRAND TOTAL |         |        |
|----------------------------------|---------------------------------------|---------|--------|---------|--------|-------------|---|----------------|---|---------|--------|---------|--------|---------|--------|--------------|---------|--------|---------|--------|-------------|---|-----------------|---------|--------|
|                                  |                                       | 2017/18 | %      | 2017/18 | %      | 2017/18     | % | 2017/18        | % | 2017/18 | %      | 2017/18 | %      | 2017/18 | %      | 2016/17      | 2017/18 | %      | 2017/18 | %      | 2017/18     | % | 2016/17         | 2017/18 | %      |
| 8670                             | SELFRIDGES LONDON                     | 33,826  | -58.5% | 77,560  | -38.9% | 5,924       |   |                |   | 12,954  | -53.3% | 2,697   | -44.3% |         |        | 258,509      | 132,961 | -48.6% | 86      | -99.8% |             |   | 308,099         | 133,047 | -56.8% |
| 8682                             | SELFRIDGES MANCHESTER TRAFFORD PARK   | 29,422  | -40.8% | 49,566  | -9.5%  | 9,971       |   |                |   | 6,917   | -42.4% | 496     | -59.9% |         |        | 122,085      | 96,372  | -21.1% | 5,026   | -42.6% | 1,922       |   | 130,848         | 103,320 | -21.0% |
| 8672                             | SELFRIDGES BIRMINGHAM                 | 14,156  | -45.3% | 26,536  | -34.5% | 5,761       |   |                |   | 3,813   | -62.3% | 456     | -30.5% | 110     | -94.8% | 79,307       | 50,832  | -35.9% | 21,216  | -5.7%  | 1,530       |   | 101,810         | 73,578  | -27.7% |
| 8683                             | SELFRIDGES.CO.UK                      | 15,874  | -6.5%  | 19,848  | -10.5% | 4,236       |   |                |   | 1,023   | -42.7% | 70      | -45.3% | 50      | -95.6% | 42,208       | 41,101  | -2.6%  | 2,624   | 9.7%   | 1,041       |   | 44,600          | 44,766  | 0.4%   |
| 8671                             | SELFRIDGES MANCHESTER EXCHANGE SQUARE |         |        |         |        |             |   |                |   |         |        |         |        |         |        | 1,267        |         |        |         |        |             |   | 1,267           |         |        |
| TOTAL                            |                                       | 93,278  | -46.6% | 173,510 | -29.1% | 25,892      |   |                |   | 24,707  | -52.2% | 3,719   | -45.8% | 160     | -99.4% | 503,376      | 321,266 | -36.2% | 28,952  | -65.2% | 4,493       |   | 586,624         | 354,711 | -39.5% |
| TOTAL EXCLUDING NORTHERN IRELAND |                                       | 93,278  | -46.6% | 173,510 | -29.1% | 25,892      |   |                |   | 24,707  | -52.2% | 3,719   | -45.8% | 160     | -99.4% | 503,376      | 321,266 | -36.2% | 28,952  | -65.2% | 4,493       |   | 586,624         | 354,711 | -39.5% |
| LIKE ON LIKE                     |                                       | 59,452  | -35.8% | 95,950  | -18.3% | 19,968      |   |                |   | 11,753  | -50.9% | 1,022   | -49.4% | 160     | -97.9% | 243,600      | 188,305 | -22.7% | 28,866  | -14.2% | 4,493       |   | 277,258         | 221,664 | -20.1% |