#### Sector View

#### Luxury Goods

|                       | 1 M   | 3 M  | 6 M   | 31/12/15 |
|-----------------------|-------|------|-------|----------|
| Pers & H/H Gds        | 0.1%  | 4.1% | -3.1% | -0.7%    |
| DJ Stoxx 600          | -2.4% | 4.5% | -9.7% | -8.5%    |
| *Stoxx Sector Indices |       |      |       |          |

| Companies covered  |         |        |
|--------------------|---------|--------|
| CHRISTIAN DIOR     | BUY     | EUR175 |
| HERMES Intl        | BUY     | EUR355 |
| HUGO BOSS          | NEUTRAL | EUR77  |
| KERING             | BUY     | EUR174 |
| LVMH               | BUY     | EUR174 |
| MONCLER            | BUY     | EUR17  |
| PRADA              | NEUTRAL | HKD35  |
| RICHEMONT          | BUY     | CHF81  |
| SALVATORE FERRAGAM | OBUY    | EUR25  |
| THE SWATCH GROUP   | NEUTRAL | CHF410 |
| TOD'S GROUP        | SELL    | EUR60  |
|                    |         |        |

#### Burberry FY 2016 results in line with estimates and significant three-year cost savings plan

Burberry reported this morning FY results globally in line with consensus. Sales underlying declined 1% to GBP2.51bn. EBIT stood at GBP418m (consensus: GBP419m). EBIT margin declined 140bp to 16.6%. GBP100m cost saving plan over three years.

#### ANALYSIS

- FY sales (preliminary sales were reported mid-April) reached GBP2.51bn, almost unchanged vs 2014/15 on reported and underlying. Retail sales were up 1.7% to GBP1.83bn. Underlying retail sales remained almost unchanged and at comparable stores, retail revenues declined slightly (-1%). By geographic area, sales were down mid-single digit in APAC (with dd decline in Hong Kong), while revenues in EMIA and in Americas remained almost unchanged. Among others, stores were opened in London and in New York during the period. DOS number gained three stores (net of closures) to 487, including 214 free standing stores (215 at end march 2015). Wholesale sales remained unchanged last year.
- Adjusted 2015/16 EBIT declined 11% underlying to GBP418m (consensus: GBP419m), implying a 16.6% EBIT margin (-140bp). Dividend up 5% to 37p with 50% pay-out ratio.
- Plan to deliver GBP100m of cost savings within three years, of which GBP20m in FY 17.

#### VALUATION

• The stock, which is down 11% YTD, is trading in line with our luxury sample average on 2016 EV/EBIT (11.5x).

#### NEXT CATALYSTS

• October 2016: H1 trading update.

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## Bryan Garnier stock rating system

For the purposes of this Report, the Bryan Garnier stock rating system is defined as follows:

#### Stock rating

| BUY | Positive opinion for a stock where we expect a favourable performance in absolute terms over a period of 6 months from the publication of a     |  |  |  |
|-----|---|--|--|--|
| Der | recommendation. This opinion is based not only on the FV (the potential upside based on valuation), but also takes into account a number of     |  |  |  |
|     | elements that could include a SWOT analysis, momentum, technical aspects or the sector backdrop. Every subsequent published update on the stock |  |  |  |
|     | will feature an introduction outlining the key reasons behind the opinion.  |  |  |  |
|     |   |  |  |  |

NEUTRAL Opinion recommending not to trade in a stock short-term, neither as a BUYER or a SELLER, due to a specific set of factors. This view is intended to be temporary. It may reflect different situations, but in particular those where a fair value shows no significant potential or where an upcoming binary event constitutes a high-risk that is difficult to quantify. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.

SELL Negative opinion for a stock where we expect an unfavourable performance in absolute terms over a period of 6 months from the publication of a recommendation. This opinion is based not only on the FV (the potential downside based on valuation), but also takes into account a number of elements that could include a SWOT analysis, momentum, technical aspects or the sector backdrop. Every subsequent published update on the stock will feature an introduction outlining the key reasons behind the opinion.

#### Distribution of stock ratings

BUY ratings 72%

NEUTRAL ratings 0%

SELL ratings 28%

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