

LA PRAIRIE
SWITZERLAND




LA PRAIRIE
CAPITAL MARKETS DAY

JUNE 2022



LA PRAIRIE SUCCESS IN THE LAST YEARS



GLOBAL MARKET DEVELOPMENT



CHINA CHANNEL DYNAMICS



NORTH AMERICA ACCELERATION



FOCUS ON LOCAL CLIENTS

LA PRAIRIE SUCCESS IN THE LAST 6 YEARS

SALES
x2

EBIT
x3

EXCLUSIVE BRAND POSITIONING



INNOVATION



ASSORTMENT

-50%



AVERAGE PRICE POINT

+70%

IN AN

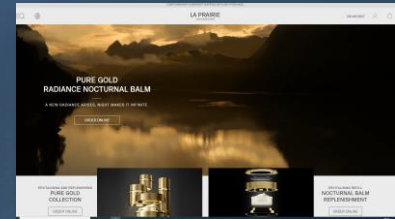
EXCLUSIVE RETAIL ENVIRONMENT WITH STRONG FOCUS ON DIGITAL



DISTRIBUTION -60%

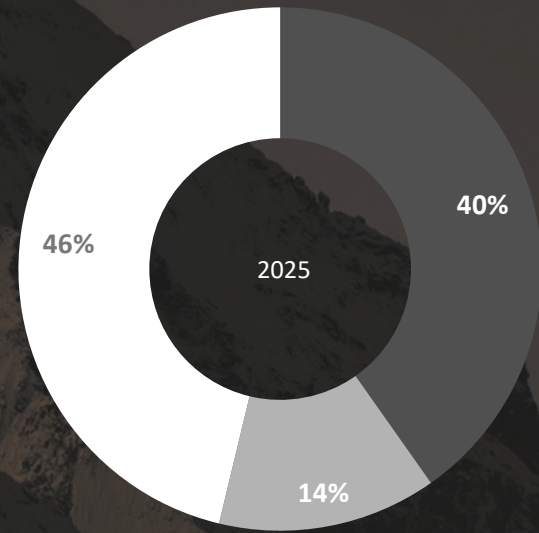
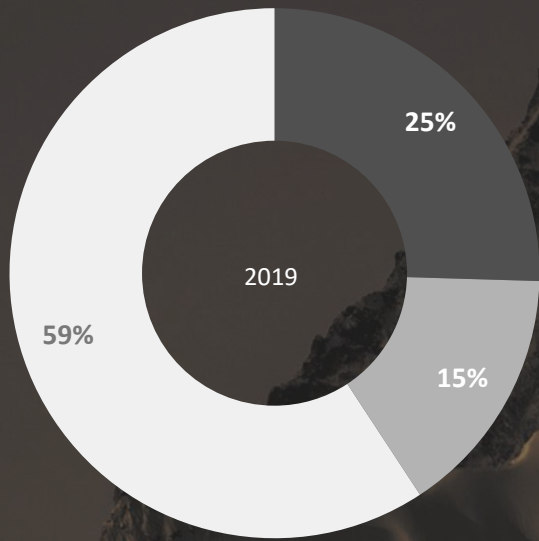


FOCUS ON SERVICE



E-COMMERCE EXPANSION

GLOBAL MARKET DEVELOPMENT



CAGR 19-25

CHINA +16%

USA +5%

CHINA CHANNEL DYNAMICS

WE OUTPERFORMED SKINCARE MARKET IN ALL CHANNELS

DEPARTMENT STORE



MARKET +7%

LA PRAIRIE +10%

STANDALONE BOUTIQUE



MARKET +41%

LA PRAIRIE +59%

E-COMMERCE



MARKET +23%

LA PRAIRIE +209%

TRAVEL RETAIL



MARKET +21%

LA PRAIRIE +111%

CHINA FOOTPRINT BRICK AND MORTAR

DISTRIBUTION 2022:



LOCAL MARKET 84 OFF-LINE DOORS



Shenyang MixC

CITIES 37

TMALL LAUNCHED END 2020

66%

NEW CLIENT WEIGHT

30%

TMALL CLIENTS NOT FROM LP
B&M CITIES



4x

ANNUAL CLIENT SPEND VIA
OMNICHANNEL

3 YEARS

YOUNGER CLIENTS

HAINAN RISE AND BOOST



SALES
8x vs 2019



>10K CLIENTS

**SOCIAL
PLATFORMS**

RECRUIT

RETAIN ENGAGE

OMNICHANNEL APPROACH

CHINA COVID SITUATION

15 DOORS CLOSED IN APR/MAY 22 ON
AVERAGE

27% OF OUR TOTAL BUSINESS

OUR DISTRIBUTION CENTER BACK TO
SPEED END OF APRIL

STRONG REBOUND EXPECTED
STARTING IN Q3

IN Q2 20 AFTER LOCKDOWN +45%

FIRST WEEK OF JUNE

HSD

NORTH AMERICA ACCELERATION

70% OF DOORS WITH CLIENT DATA

ONLY BRAND IN BEAUTY INDUSTRY

LT AMBITION CAPTURED SALES RATE 70%

FROM GENERIC TO PERSONALIZED

IN THE MAJORITY OF DOORS

HOLT RENFREW

Neiman Marcus

NORDSTROM
bloomingdale's

*Saks
Fifth
Avenue*



AVG TRANSACTION SPEND **+61%**

ITEMS PER PURCHASE **+47%**

ART OF BEAUTY CONVERSION RATE **64%**

NORTH AMERICA ACCELERATION

FOCUS ON DIGITAL



NET-A-PORTER

FROM
JULY 1

la prairie
SWITZERLAND

Dear Miss Chang,

As a token of our appreciation of the bond we share with you, I would be delighted to offer you a bespoke online skincare consultation, after which you will receive a complimentary sample ritual tailored to your unique skincare needs.

Your consultation will be with myself, your product expert with over 15 years of experience in skincare. I am fluent in English, Mandarin and Cantonese and as a certified complexion artist, can provide shade recommendations and tips on product application techniques.

You can reserve your consultation at your convenience using the link below.

Warm regards,
Rubi, your La Prairie Online Beauty Advisor

RESERVE YOUR ONLINE CONSULTATION

DEDICATED BEAUTY
ADVISORS

FOR E-RETAILERS

FOCUS ON LOCAL CLIENTS

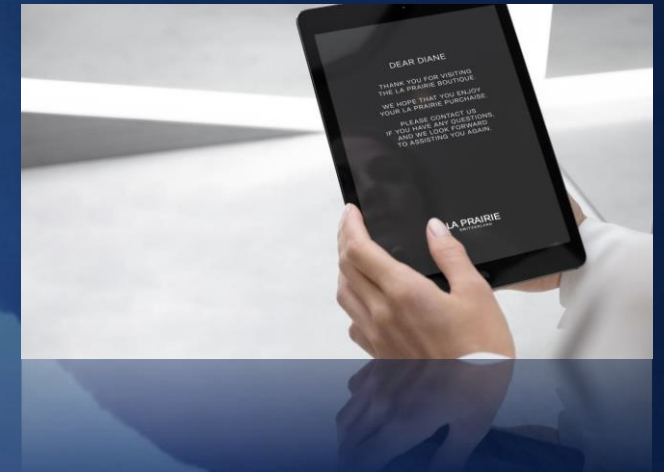
KNOWLEDGE TRANSFER FROM ASIA TO REST OF WORLD

BUILD STRONGER LOCAL CLIENT BASE
IN NORTH AMERICA AND EUROPE
AND LOWER DEPENDENCY ON CHINA



GLOBAL CRM IMPLEMENTATION
ONLY SKINCARE BRAND TO COLLECT
CLIENT DATA @RETAILERS

ACCELERATING E-COMMERCE





A BRIGHT FUTURE

UNIQUE AND STRONG BRAND EQUITY

MASSIVE GROWTH POTENTIAL IN CHINA

ACCELERATION OF OUR NORTH-AMERICAN BUSINESS

LEVERAGING OUR UNIQUE CRM PROGRAM AND CLIENT CAPTURE AGREEMENTS TO GROW
OUR LOCAL CLIENTELE IN EUROPE

ACCELERATING OUR E-RETAIL THROUGH NEW PARTNERSHIPS

