

# LE TANNEUR

Company

Profile

2009



# LE TANNEUR

## Key facts about LE TANNEUR

2008 turnover: EUR 56,8 million, +14,4% vs. 2007

500 employees

Listed at the Paris Stock Exchange (Eurolist C)

President and main share-holder: Hervé DESCOTTES

2 activities of equal size:

- Subcontractor for major French luxury brands via a long-term partnership
- Development of the brand LE TANNEUR, focusing on design, marketing and distribution



# LE TANNEUR

## A hundred-year old history

**1898:** Charles Bonnardelle designs a revolutionary “seamless purse” (“sans couture”) and creates the brand LE TANNEUR. The brand receives a prize at the 1900 World Exhibition in Paris.

**1914:** Due to the quality of its production, LE TANNEUR is selected as supplier of the French army for bags and boots among others

**1920s:** The post-war years see a diversification of the range. LE TANNEUR becomes a well known brand for elegant leather gifts and accessories which last for a lifetime

**1950s-60s:** Ahead of its time, LE TANNEUR develops brand marketing and decorates France’s roadsides with its outdoor media campaign.

**1980s:** Evolution towards fashion and luxury

**1990s:** LE TANNEUR opens its own boutiques and becomes a retailer in addition to a manufacturer

**2000:** Listing at the Paris Stock Exchange (2000)

**2004:** LE TANNEUR launches a network of franchised boutiques

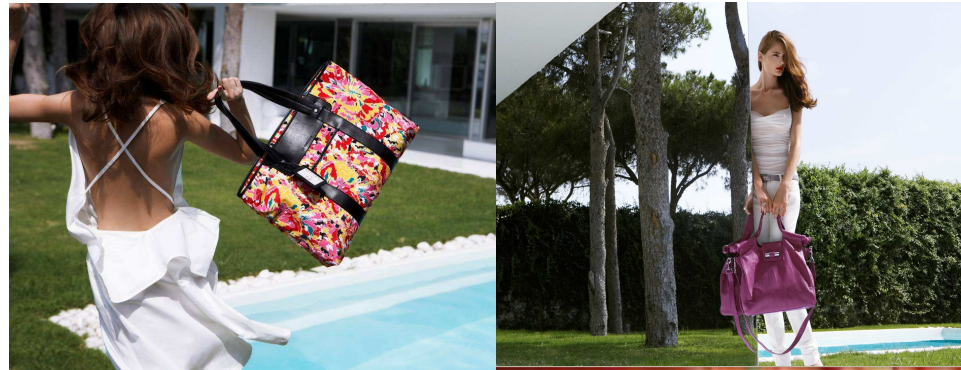
**2000s:** Acceleration in international markets and selective distribution



# LE TANNEUR

## Values

Elegance, glamour  
Fashion & Timelessness



Functionality of  
the products,  
part of everyday  
life

Know-how of a  
leather craftman  
quality at first  
glance, on the  
long term



Noble materials,  
sensual textures  
and shapes

Passion, authenticity

# LE TANNEUR

Values

Products of desire



Pleasure to look,  
to touch, to wear,  
to use, to own for  
years...

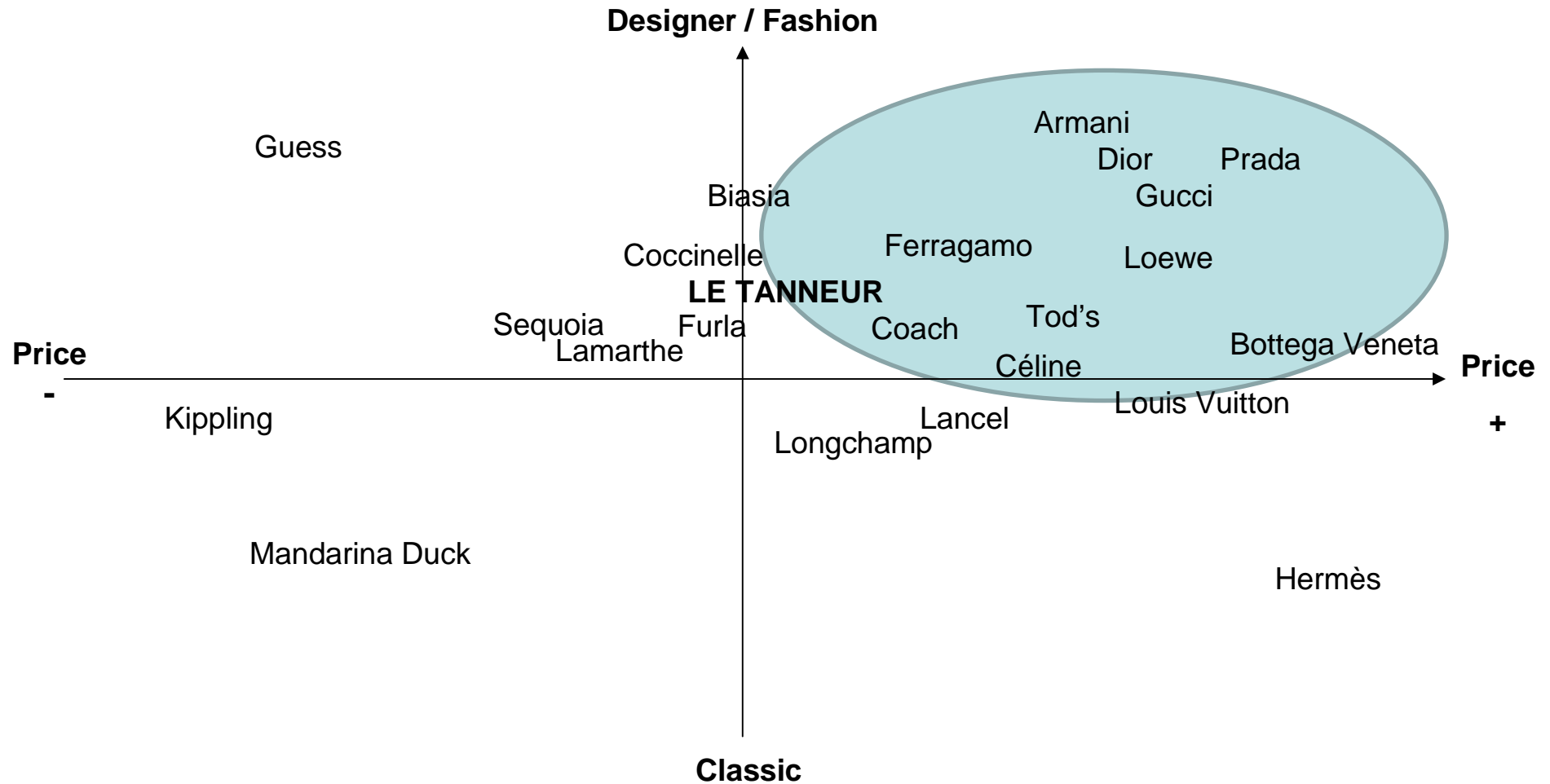


Natural elegance

Accessible Luxury

# LE TANNEUR

## Positioning



Accessible and profitable gate into the Luxury and Fashion category

# LE TANNEUR

## Situation of leader in the French market

Strength of the brand in France, surprising levels of brand awareness and ownership:

Ladies' leather goods:

- Rate of ownership: 12,2%,  
2nd brand after Longchamp and before Lancel.
- Assisted brand awareness among high income women: 72%,  
2nd, on par with Longchamp, behind Lancel
- Customers' profile: 35 years and above, urban, high income

Men leather goods:

- Rate of ownership 3 times higher than those of Lancel and Longchamp: LE TANNEUR 12%, Lancel 4%, Longchamp 3%
- Assisted brand awareness equivalent to those of Lancel and Longchamp: 68%

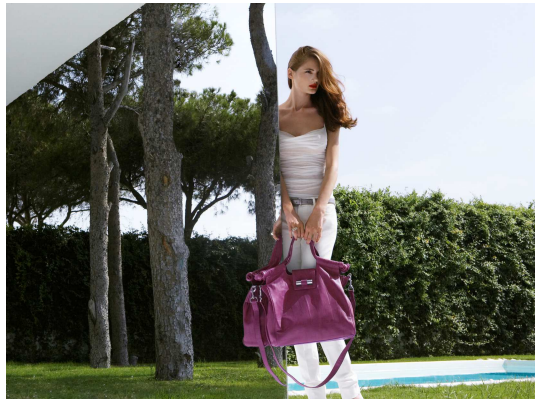


# LE TANNEUR

A particularly attractive product offer

## Handbags

40% of our sales



## Business & Men

Market leader in France  
25% of our sales

## Small Leather Goods

Market leader in France  
25% of our sales



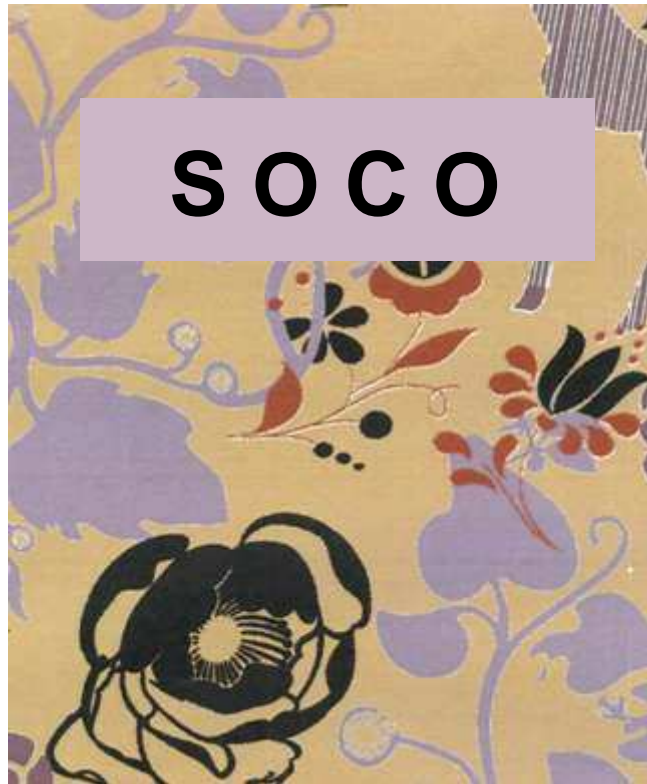
## Luggage

Launched in January 2008  
(LT luggage replaced by AF by LT)  
10% of our sales

# LE TANNEUR

A particularly attractive product offer

And complementary lines:



**Accessories**

# LE TANNEUR

A particularly attractive product offer

- Very appealing collections, key of our commercial momentum
- An unparalleled offer in France: the wide range of products and price points enables to adjust our product mix to all customer profiles and to each period of the year, market by market
- An uncompromising quality praised by customers and market insiders, for the highest satisfaction of all
- Travel offer – range Air France by LE TANNEUR: an outstanding success, exceeding by far our objectives



# LE TANNEUR

A few of our AW09 Star Products

VICKY



MATILDE



AUGUSTA



# LE TANNEUR

A few of our AW09 Star Products

GLORIA



SCARLET



# LE TANNEUR

A few of our AW09 Star Products

## THEO



## EDGAR



## GASPARD



# LE TANNEUR

A few of our AW09 Star Products

## TANGO



## LIMA



New partnership with Air France – launch in January 2008  
6 lines: 3 hard-case, 3 fabric lines

# LE TANNEUR

LE TANNEUR mono-brand boutiques, leader in France

- 40 boutiques LE TANNEUR in France, Belgium, Luxembourg
  - The largest network in France among all brands of leather goods
  - 6 to 8 openings / year in Europe
  - 3 new openings in Paris by mid-2009 in the most prestigious districts: rue de Sèvre, rue de Passy, rue du Commerce
  - Total boutiques' sales: **+17%** including new stores and franchisees
- ✓ A new store concept for 2009: in partnership with the design group **Dragon Rouge**, expressing our brand values from an innovative perspective. Implemented in April 09 in Rouen (Normandy)



LE TANNEUR

■ MAROQUINIER DEPUIS 1891 ■

# LE TANNEUR

LE TANNEUR mono-brand boutiques, leader in France



LE TANNEUR flagship store in Carrousel du Louvre – opened in July 2007

# LE TANNEUR

French distribution: Department Stores

90 corners in French Department stores:

- Galeries Lafayette: 60
- BHV (Galeries Lafayette group): 5
- Printemps: 20
- Madélios (Printemps group)
- Le Bon Marche (LVMH group)

36 personalised corners



# LE TANNEUR

French distribution: Department Stores

Printemps Haussmann Ladies corner



Printemps Haussman – Ladies corner: **865 K€ (57 K€/m<sup>2</sup>)** in 2008

Men corner: **525 K€ (51 K€/m<sup>2</sup>)**

# LE TANNEUR

French distribution: Department Stores

Galeries Lafayette Haussmann Homme



Galeries Lafayette Haussman – Men lines: **835 K€ (53 K€/m<sup>2</sup>)** in 2008, +5% vs 2007

Small leather goods: **496 K€ (248 K€/m<sup>2</sup>)**

the highest turnover /sq. m for all Galeries Lafayette

# LE TANNEUR

## International Markets

### **Subsidiaries:**

- Japan
- China
- Belgium / Luxembourg

### **Others:**

- Russia
- Middle East
- Spain / Portugal
- Italy
- Germany
- Greece
- Switzerland
- Lebanon
- Baltic Countries
- Nordic Countries
- Czech Republic



# LE TANNEUR

International Markets



Mitsukoshi Shinjuku – Tokyo  
Shop-in-shop (opened in March 2007)

# LE TANNEUR

International Markets



Sogo Dalian, China – opening late December 2008  
After Sogo Shanghai, opened early 2008

# LE TANNEUR

## International Markets

Tagz - Dubai

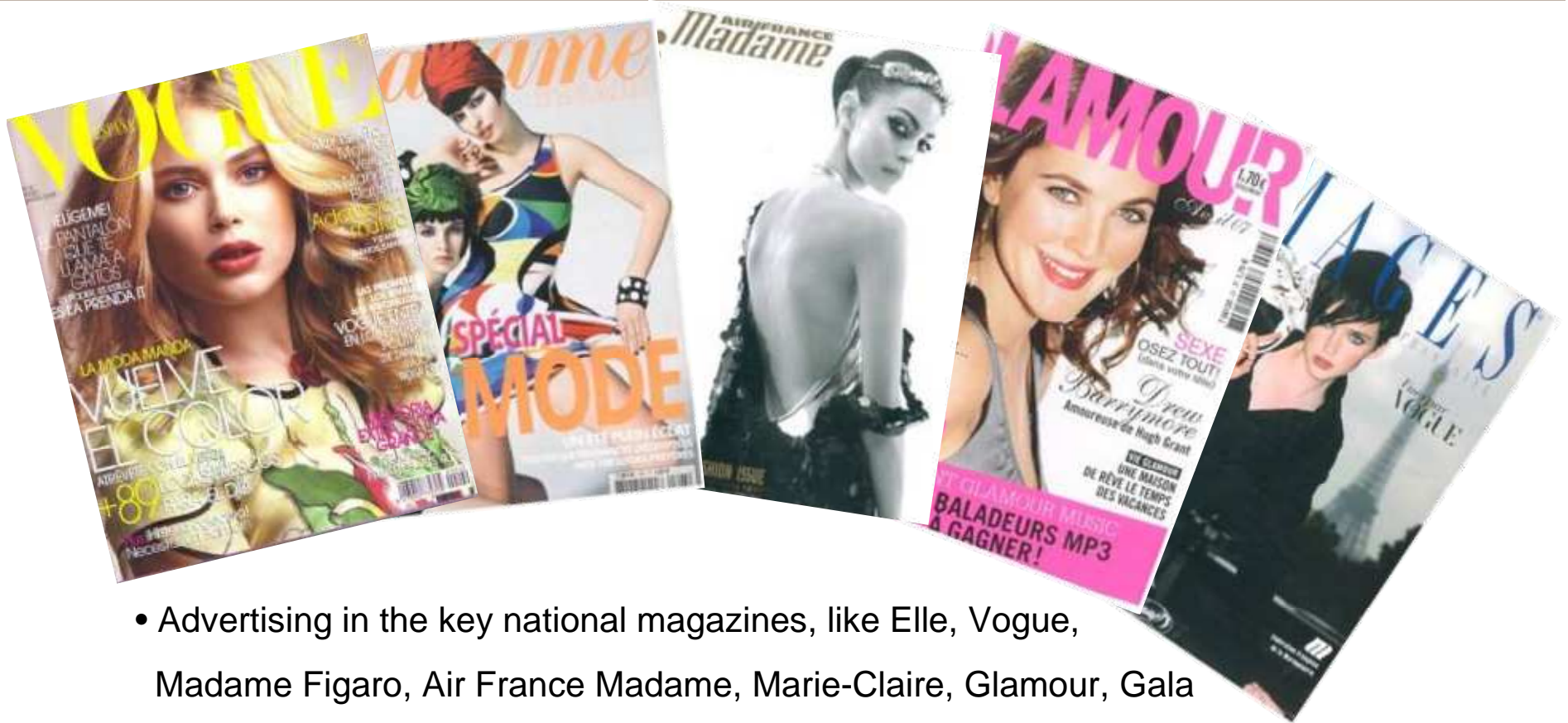


Tanagra - Kuwait



# LE TANNEUR

## Marketing activities



- Advertising in the key national magazines, like Elle, Vogue, Madame Figaro, Air France Madame, Marie-Claire, Glamour, Gala
- Press relations
- Local media: local press and outdoor media

# LE TANNEUR

A few press clippings from around the world



China



Japan



Spain



U.A.E.

# LE TANNEUR

A few press clippings from around the world



Greece

Portugal

Russia

Kuwait



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