

DESCENTE FY2018 Earnings May 13, 2019

Description of the Terms

DESC	ENTE

Definitions of Terms

Segment:	Classified according to country and area of the location of the company.
Example:	Net sales from DESCENTE LTD. to Distributor in Spain is counted in Japan segment.
Area:	Classified according to country and area of the location of the customer.
Area: <i>Example:</i>	

*Group internal sales is eliminated in neither of these cases.(Not Counted)

Rules for Numerical Description

The number is truncated and percentage is rounded off.



FY2018 (1)Financial Summary (2) Brand Review (3)Topics Plan for FY2019



1. FY2018 (1)Financial Summary

- \cdot Consolidated sales reached a record high.
- \cdot Operating/Ordinary/Net incomes decreased due to an increase in
 - SG & A expenses and an extraordinary losses.

(Unit: JPY million)	FY2018	FY2017		FY2018	
	Full Year	Full Year	Y0Y	Full Year	
	performance	performance	fUt	Guidance	
Net sales	142,443	141,124	+0.9%	148,000	
Operating income	7,935	9,596	-17.3%	9,600	
(%)	5.6%	6.8%		6.5%	
Ordinary income	8,458	9,698	-12.8%	10,000	
(%)	5.9%	6.9%		6.8%	
Profit attributable to owners of parent	3,944	5,771	-31.7%	6,500	
(%)	2.8%	4.1%		4.4%	

Area Sales (Consolidated)

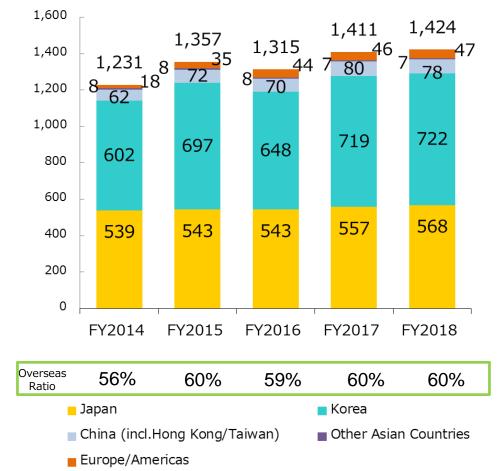
DESCENTE

1. FY2018 (1)Financial Summary

$\boldsymbol{\cdot}$ Japan and Korea: Sales increased year-on-year.

 $\boldsymbol{\cdot}$ China: Local sales rose.

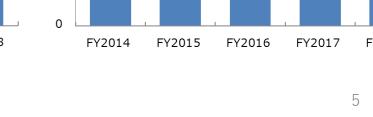
(Unit: JPY 0.1 billion)

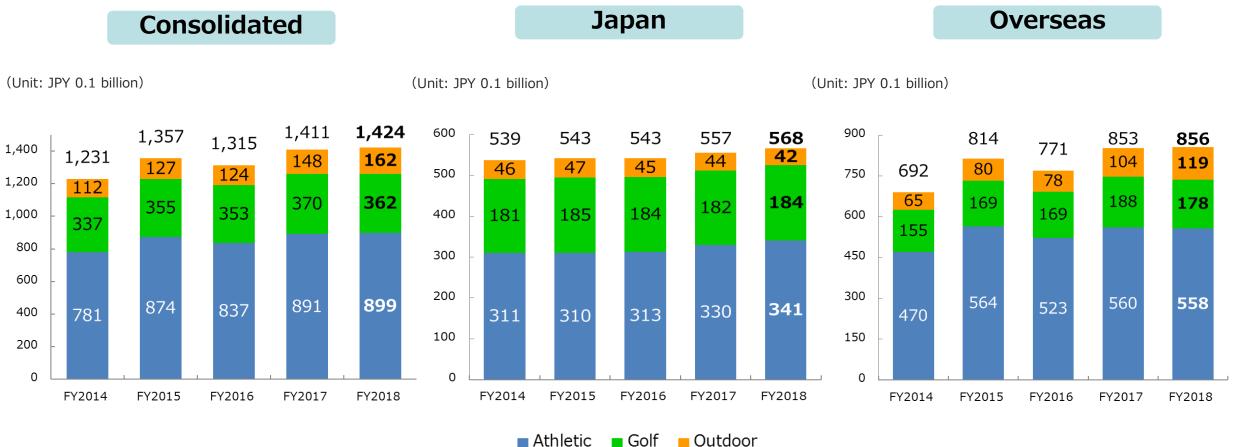


YoY +1.3billion(+1%)				
Japan	+1.08billion			
Korea	+0.29billion			
China (Incl. Hong Kong/Taiwan))▲0.21billion			
Other Asian Countries	+0.02billion			
Europe/Americas	+0.13billion			

Note: FY2018=FY ending March 31, 2019

Athletic Note: FY2018=FY ending March 31, 2019





Japan: Sales rose for the fourth straight year by Athletic category. **Overseas: Sales hit a record high.**

Item Sales (Consolidated)

1. FY2018 (1) Financial Summary

Income (Consolidated)

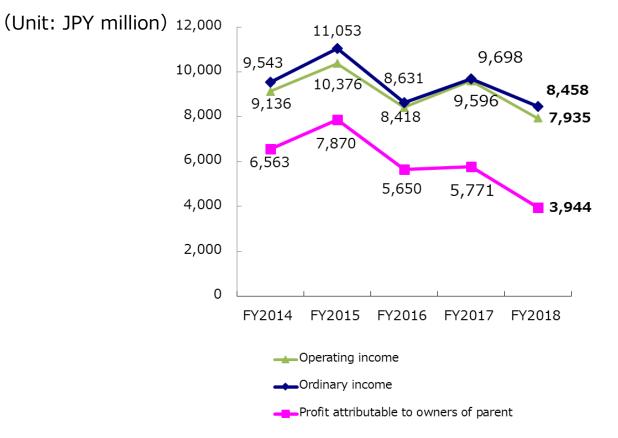
1. FY2018 (1)Financial Summary

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- \cdot Equity method affiliates improved.
- Extraordinary loss including impairment of goodwill recorded.



(Unit: JPY million)	FY2018	FY2017	Change
Operating income	7,935	9,596	▲1,661
Non-operating income	799	542	257
Non-operating expenses	276	439	▲ 163
Ordinary income	8,458	9,698	▲1,240
Extraordinary income	0	566	▲ 566
Extraordinary loss	2,775	1,659	1,116
Total income taxes	1,738	2,834	▲1,096
Profit attributable to owners of parent	3,944	5,771	▲1,826



1. FY2018 (1)Financial Summary

Extraordinary losses for "Inov-8" and "SKINS" recorded.

(Unit: JPY million)

Content	Outline	Consolidated	
Inov-8	Impairment of Goodwill Other impairment of Intangible assets		Although the Company impaired a part of goodwill (JPY1,246M) in FY2017, due to the continuous sluggish business condition, we impaired the total
subtotal		1,817	book value of intangible fixed assets including the goodwill.
SKINS	Provision for loan guarantee loss Liquidation loss of brand (trademark right) Liquidation loss of brand (revaluation of inventories)	471 87 44	guarantees(413M) related to the SKINS brand in
subtotal		603	
Others	Valuation Losses of investment securities	354	
Total		2,775	

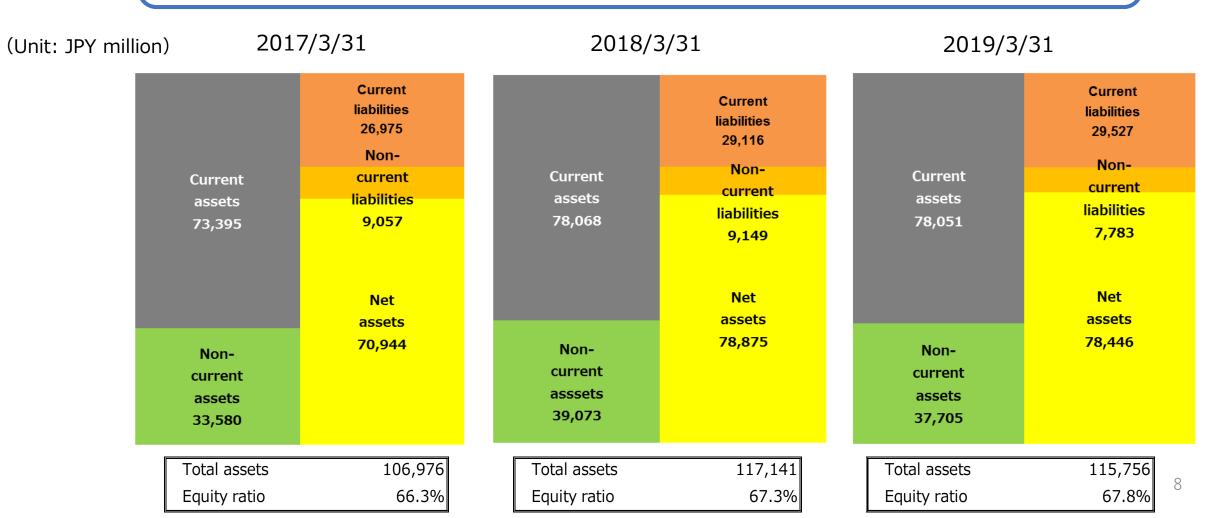
Balance Sheets (Consolidated)

1. FY2018 (1)Financial Summary



Total assets decreased.

- Foreign currency translation, Tax assets decrease, and Impairment losses



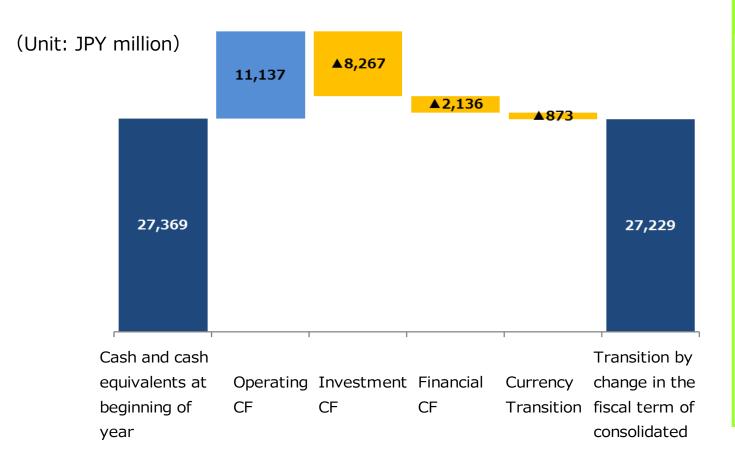
Cash Flow (Consolidated)

DESCENTE

1. FY2018 (1)Financial Summary

Initial R&D center investment completed.

(Amount recorded in FY2018 : JPY3.69b)



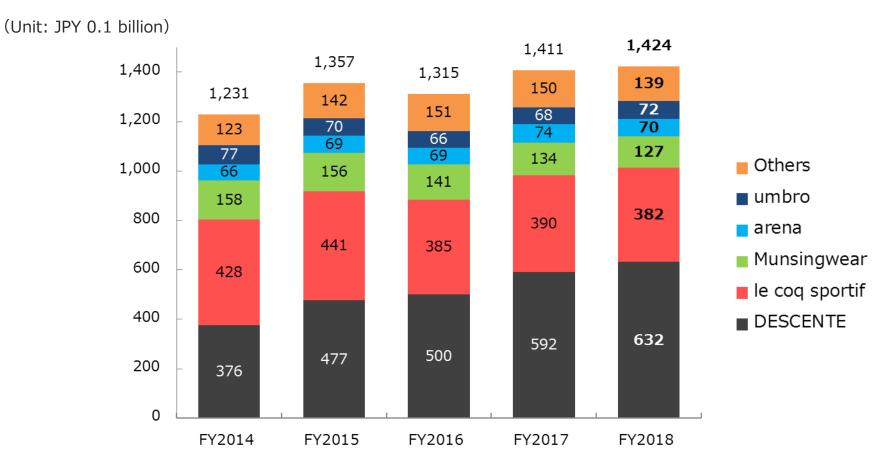
Compared to beginning of the year ▲140m				
CF from operating activities +11,137m				
(Previous year	r: 12,523m)			
EBITDA Extraordinary Losses Income taxes paid Others	9,572m 2,775m ▲1,038m ▲172m			
CF from investing activities	▲8,267m			
(Previous year: Tangible fixed assets Intangible fixed assets Others	▲6,361m) ▲5,863m ▲811m ▲1,593m			
<u>CF from financing activities ▲2,136m</u> (Previous year: ▲1,560m)				
Dividend paid Payment of long-term loans	▲1,733m ▲468m			



FY2018 (1)Financial Summary (2) Brand Review (3)Topics Plan for FY2019

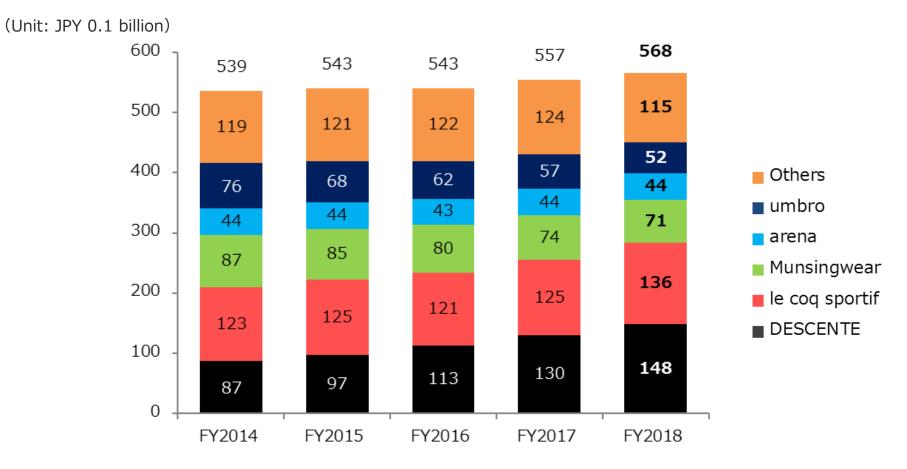
1. FY2018 ②Brand Review

"DESCENTE" has grown YoY +7% and driving consolidated results.



1. FY2018 ②Brand Review

Growth in "DESCENTE" and "le coq sportif" offset lower sales of other brands.

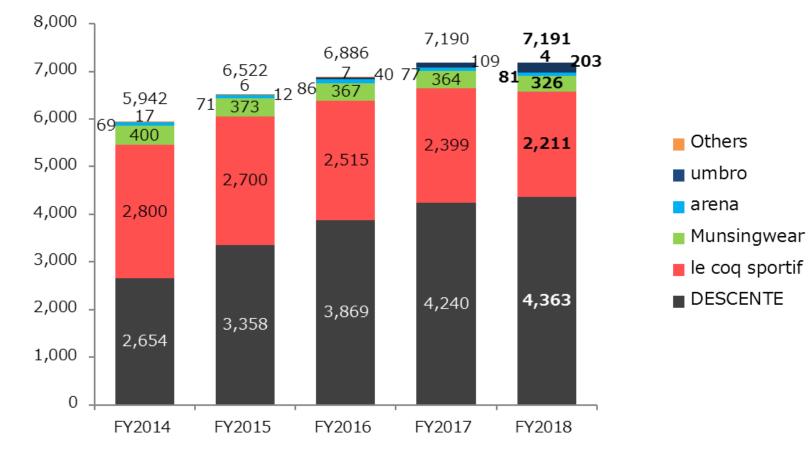


Brand Sales (Korea)

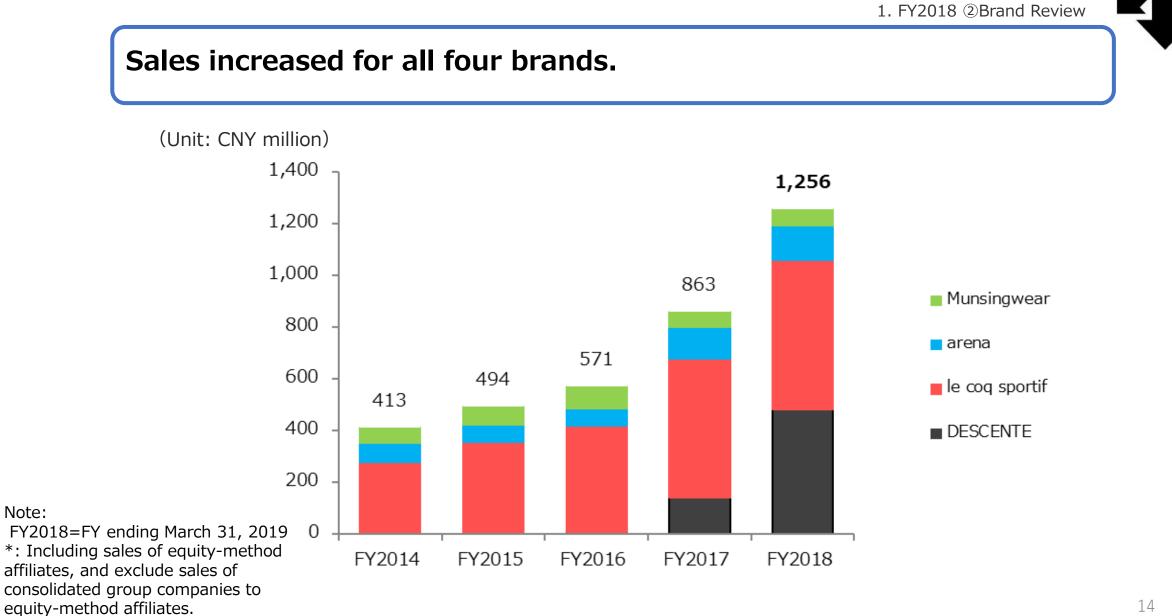
1. FY2018 ②Brand Review

"DESCENTE" and "umbro" increased sales.

(Unit: KRW 0.1 billion)



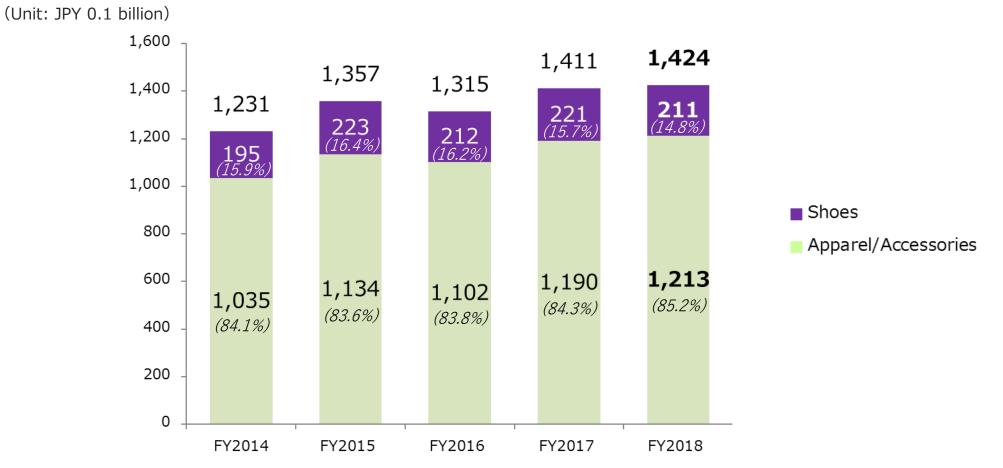
Note:



Item Sales (Consolidated)

1. FY2018 ②Brand Review





DESCENTE

1. FY2018 ②Brand Review



Net Sales 63.2b (YoY +7%) (Domestic: 14.8b/Overseas: 48.4b)

<Global/Japan>

Brushing up "Manufacturing Creativity" and "Retail Environment Creation Abilities" for the improvement of brand value.

- ⇒ MIZUSAWA DOWN JACKET "VARIANT" won the Gold Winner at ISPO AWARD for three consecutive years.
- \Rightarrow Opening "DESCENTE" brand's largest flagship store "DESCENTE TOKYO" in Shibuya.

<Korea>

Proposing new value by utilizing various brand assets.

- \Rightarrow The package for the 40 year anniversary of the sponsorship with Swiss Ski.
- \Rightarrow DESCENTE DUAL in Sinsegae Department Store in Gangnam.

DESCENTE

DESCENTE

1. FY2018 ②Brand Review



<China>

Smooth Business Expanding

- Expanded the number of stores reached 118 by 2 years from scratch.
- $\boldsymbol{\cdot}$ Licensed products tailored to local needs.
- \Rightarrow Opening event commemorating the 100 stores. (Henan)
- \Rightarrow Licensed products increase the composition ratio.

Started golf business.

 \Rightarrow Opening pop-up store at Sanya Luhuitou Golf store. (Hainan)

<Hong Kong> Showing brand value for both local users and inbound tourists. ⇒ Providing uniforms to the local fitness club "4ward Fitness".

 \Rightarrow Opening a store at OCEAN TERMINAL where tourists gather.

le coq sportif



1. FY2018 ②Brand Review



Net Sales 38.2b (YoY -2%) (Domestic: 13.6b/Overseas: 24.6b)

<Global> Focusing on cycling to establish brand image. ⇒ Sponsorship with Tour de Japan. (Japan)

 \Rightarrow Cycling event URBAN CYCLING WORLD CHAMPIONSHIPS. (China)

<Japan>

 \cdot Marketing using popular fashion models for both for women and men.

\cdot Differentiated by high design quality.

 \Rightarrow Steady sales of sneakers.

 \Rightarrow Brand Ambassador, popular model: Hio Miyazawa

<Korea/Hong Kong>

Attract younger customers by gathering attention with various collaboration products.

 \Rightarrow Collaboration with Japanese illustrator, Chocomoo. (Korea)

 \Rightarrow Collaboration with I.T Company. (Hong Kong)

Munsingwear



1. FY2018 ②Brand Review



Net Sales 12.7b (YoY -6%) (Domestic: 7.1b/Overseas: 5.5b)

<Global>

Unified brand image by carrying out same marketing activities across countries.

- \Rightarrow "SAVE the PENGUIN" campaign. (Japan, China, Singapore, etc.)
- \Rightarrow The first overseas store with the new global store manual. OCEAN TERMINAL (Hong Kong)

<Japan>

Approach new customers with new attempts.

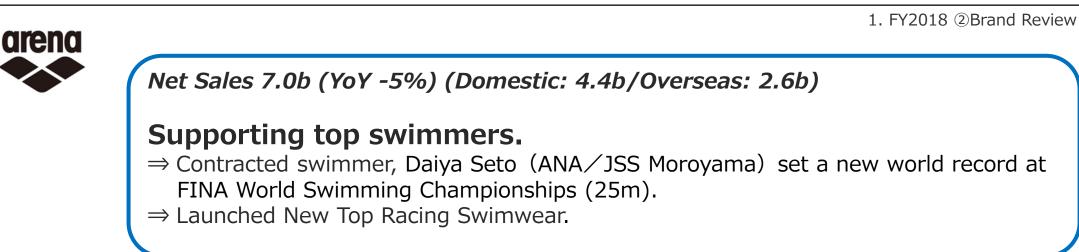
 \Rightarrow Launched New collection "ENVOY by munsingwear" inspired by young professional

golfers.

 \Rightarrow Conducted events by Kahoko Sodeyama, an illustrator who has collaboration item with the brand.

arena / umbro







Net Sales 7.2b (YoY +7%) (Domestic: 5.2b/Overseas: 2.0b)

Japan: Sales of football boots remained strong. Korea: Sales increased with lifestyle proposals.

 \Rightarrow Football boots developed and improved with contracted players. (Japan)

 \Rightarrow Developed as a football lifestyle brand in South Korea. (Korea)



1. FY2018

(1)Financial Summary
 (2) Brand Review
 (3)Topics

2. Plan for FY2019

"Manufacturing Creativity" from DISC ("DESCENTE INOVETION STUDIO COMPLEX" – R&D Center)



1.FY2018 ③Topics

New cooling material "Coolist D-Tec" debut. - for people from top athletes to sports fans



New Concept: "Heat radiation" by causing heat of vaporization Sweating \rightarrow Absorbing and diffusing \rightarrow Receiving wind \rightarrow Drying

Evolve from Working Style Reform to "Job Satisfaction Reform"



1.FY2018 ③Topics

- Improve productivity by review of the work environment for employees.
- Achieve work environment where employees can work healthily and energetically.





Selected as one of "White 500" companies for 3 consecutive years evaluated for healthy management

"Sports Yell Company" Evaluated for proactive efforts to promote employee health through sports

"To bring the enjoyment of sports to all" – Corporate Philosophy

1.FY2018 3Topics

Focused Activities • Sports • Health







Accreditation as a "Sports Promotion Company" for 4 consecutive years with administrating "Sports School for Healthy Kids", "Mejiro Road Race"



"To bring the enjoyment of sports to all" – Corporate Philosophy

1.FY2018 ③Topics

Focused Activities • Sports • Health







Distance Learning Programs collaboration with Shizuoka University aiming to nurture children's diverse values and knowledge of occupation (Japan)

Communicating with the elderly at the welfare facilities (Hong Kong)



Fy2018

 (1)Financial Summary
 (2) Brand Review
 (3)Topics

 Plan for FY2019

2. Plan for FY2019

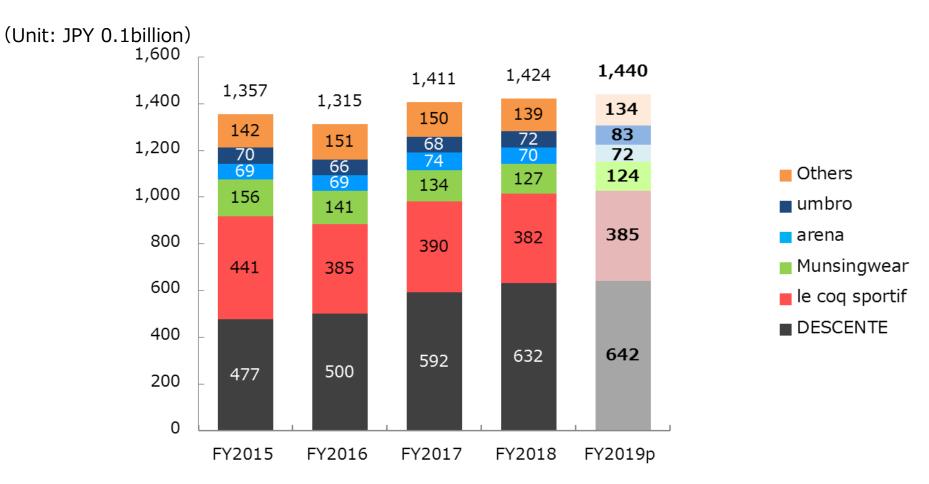


(Unit: JPY million)			FY2019		
	FY2017 FY2018		Guidance	YoY	
Net sales	141,124	142,443	144,000	+1%	
Operating income	9,596	7,935	8,000	+1%	
(%)	6.8%	5.6%	5.6%	-	
Ordinary income	9,698	8,458	8,200	-3%	
(%)	6.9%	5.9%	5.7%	_	
Profit attributable to owners of parent	5,771	3,944	5,300	+34%	
(%)	4.1%	2.8%	3.7%	-	

Predicted rate : USD109.08、100KRW9.70、CNY15.90、HKD14.00、SGD80.50、GBP140.20

2. Plan for FY2019

Expect an increase in sales mainly by "DESCENTE".





2. Objectives and Plan for FY2019

Annual dividends of FY 2019 (Plan): JPY 22.0

(Unit: JPY Million)	FY2015	FY2016	FY2017	FY2018	FY2019 Plan
Dividends	1,280	1,732	1,733	1,960	1,658
Amount/share	JPY17.0	JPY23.0	JPY23.0	JPY26.0	JPY22.0
Profit attributable to owners of parent (Consolidated)	7,870	5,650	5,771	3,944	5,300
Payout ratio	16.3%	30.7%	30.0%	49.7%	31.3%

Taking into consideration the performance and payout ratio, we will properly return profits to our shareholders to secure internal reserves necessary for future business development and strengthening of our management structure while aiming for stable dividends.

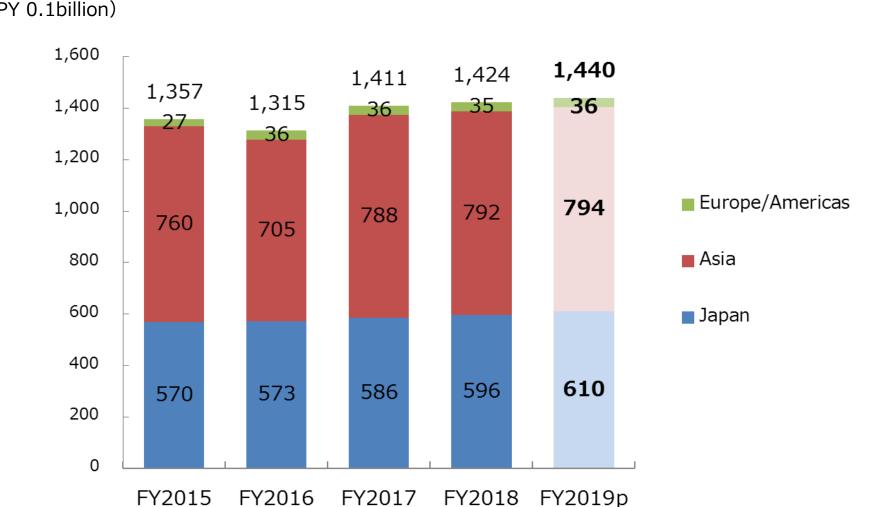


FY2018 Reference

(Quarterly Sales and Operating Income by Segment)

2. Objectives and Plan for FY2019



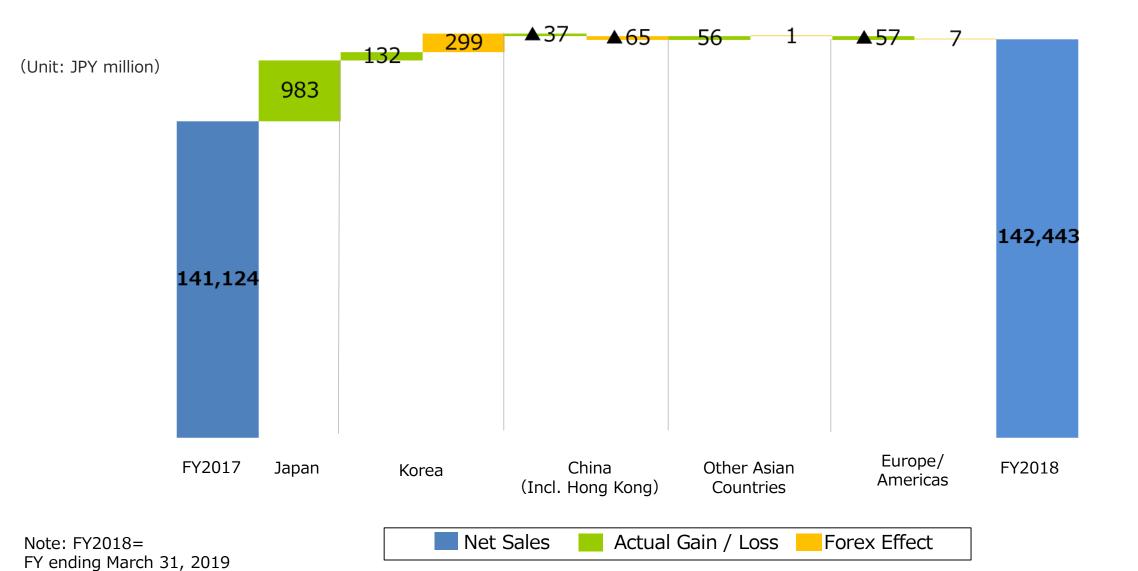


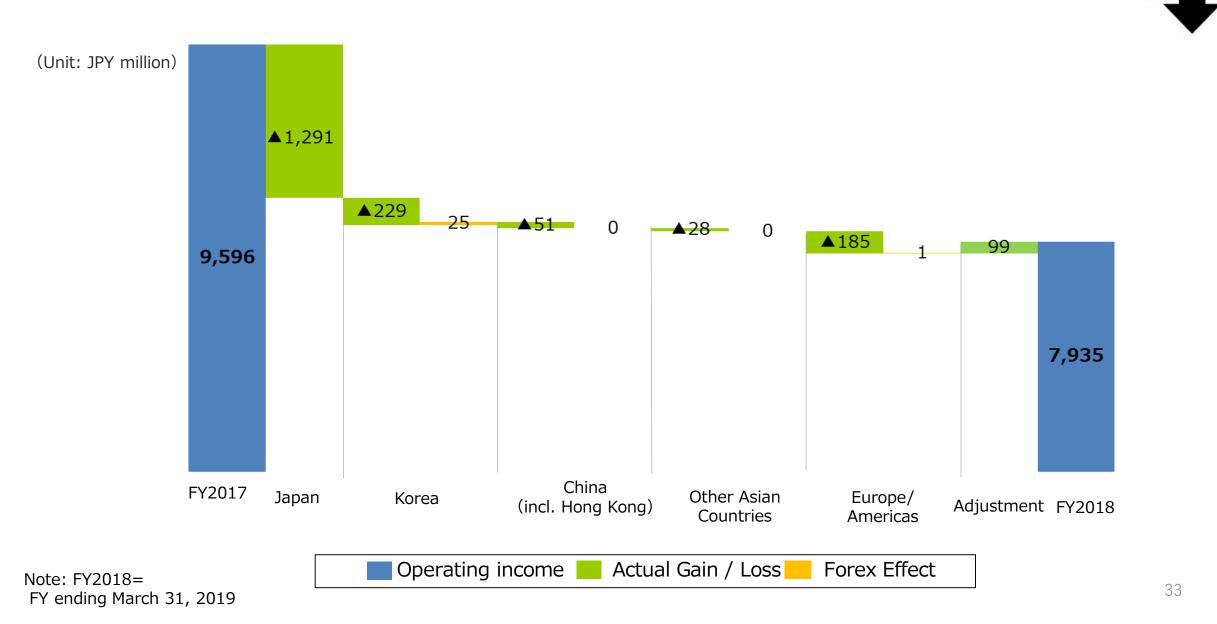
(Unit: JPY 0.1billion)

Note: FY2018=FY ending March 31, 2019

Net Sales (YoY)



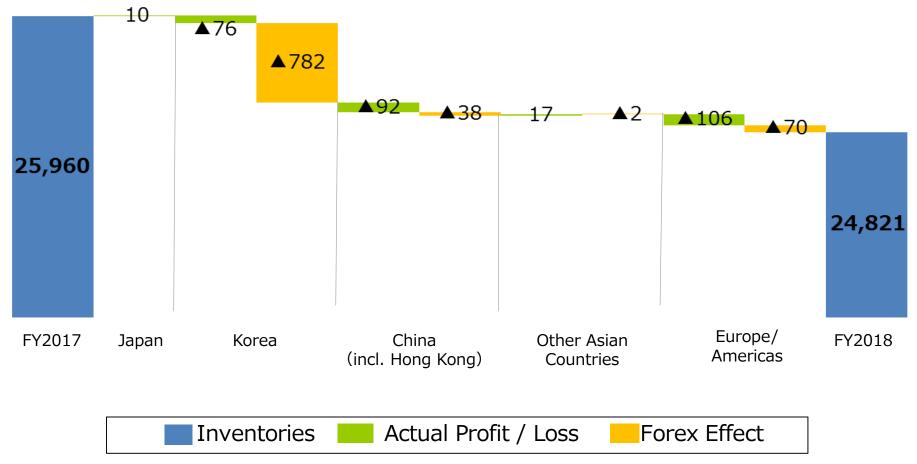




Inventory (YoY)



(Unit: JPY million)



Note: FY2018= FY ending March 31, 2019

Net Sales Operating Income (Unit: JPY million) (Unit: JPY million) 70,000 4,000 57,017 57,382 ^{58,673} **59,656** 56,267 3,433 60,000 3,500 50,000 3,000 2,459 2,500 40,000 2,142 2,000 1,807 30,000 1,500 20,000 1,036 1,000 10,000 500 0 0 FY2015 FY2016 FY2017 FY2014 FY2018 FY2014 FY2015 FY2016 FY2017 FY2018

Note: FY2018= FY ending March 31, 2019

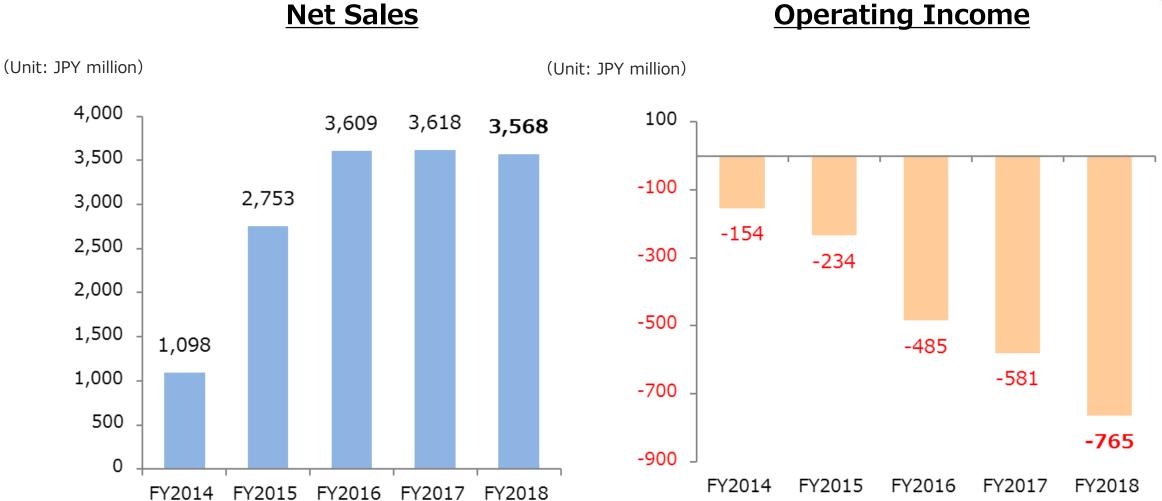


Net Sales Operating Income (Unit: JPY million) (Unit: JPY million) 90,000 9,000 8,785 79,219 8,173 78,832 76,007 70,551 75,000 7,500 65,761 6,732 6,447 6,372 60,000 6,000 45,000 4,500 30,000 3,000 15,000 1,500 0 0 FY2015 FY2016 FY2017 FY2018 FY2014 FY2014 FY2015 FY2016 FY2017 FY2018

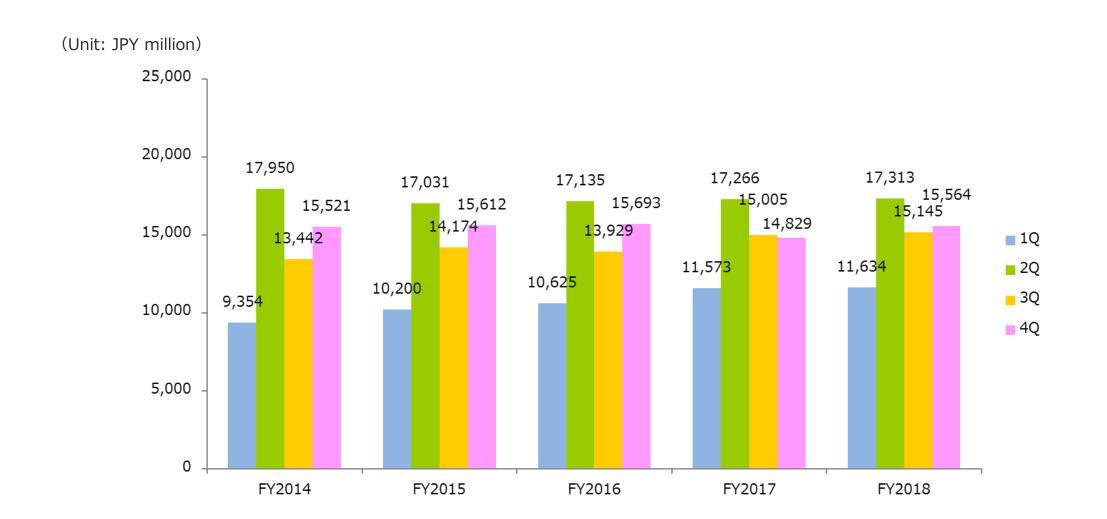
Note: FY2018= FY ending March 31, 2019



DESCENTE



Note: FY2018= FY ending March 31, 2019 **Quarterly Sales (Japan Segment)**



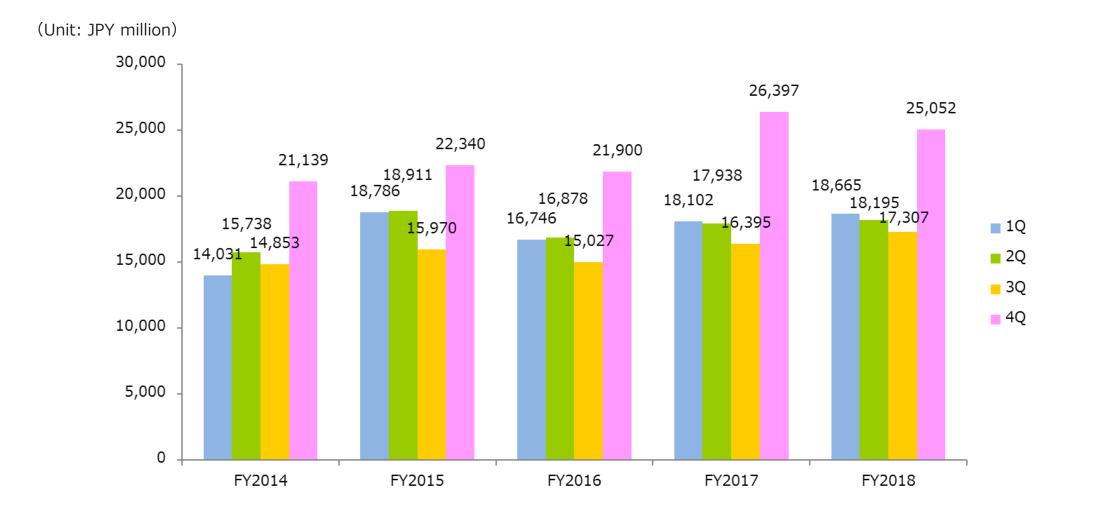
Note: FY2018= FY ending March 31, 2019

Quarterly Operating Income (Japan Segment)

2,500 2,166 2,158 1,812 2,000 1,780 1,562 1,456 1,500 1,204 1,188 992 875 1,000 641 615 **1**Q 500 149 <mark>2</mark>Q 0 <mark>-</mark> 3Q -82 **4**Q -500 -355 -1,000 -792 -822 -906 -997 -1,500 -2,000 -1,767 FY2015 FY2018 FY2014 FY2016 FY2017

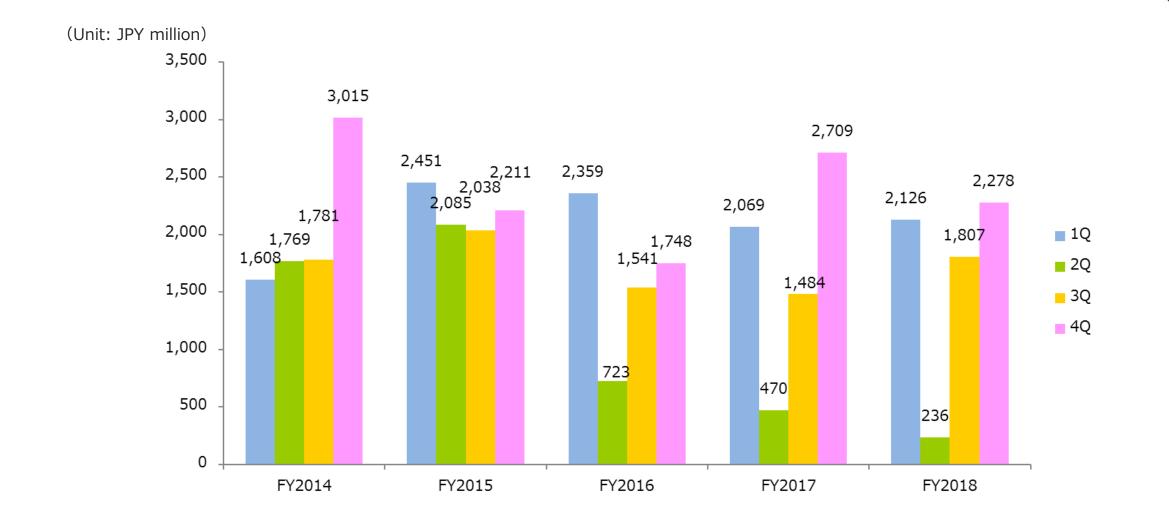
(Unit: JPY million)

Note: FY2018= FY ending March 31, 2019

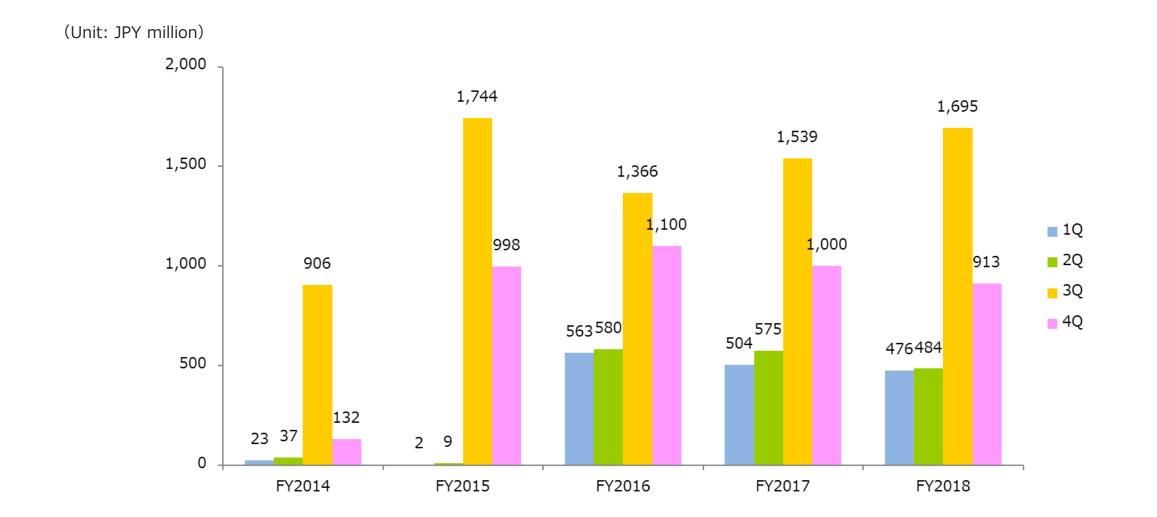


Note: FY2018= FY ending March 31, 2019

Quarterly Operating Income (Asia Segment)

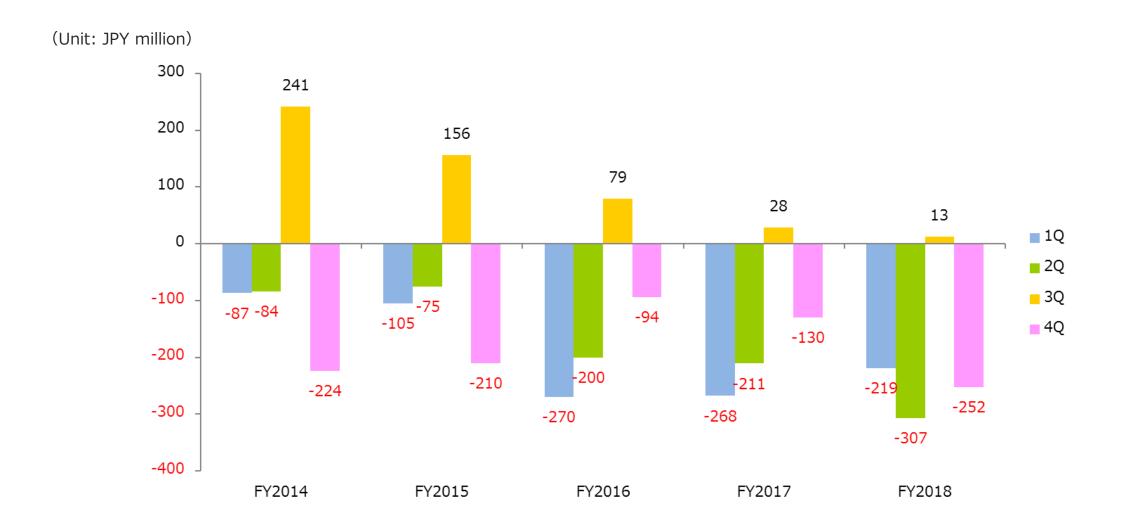


Note: FY2018= FY ending March 31, 2019



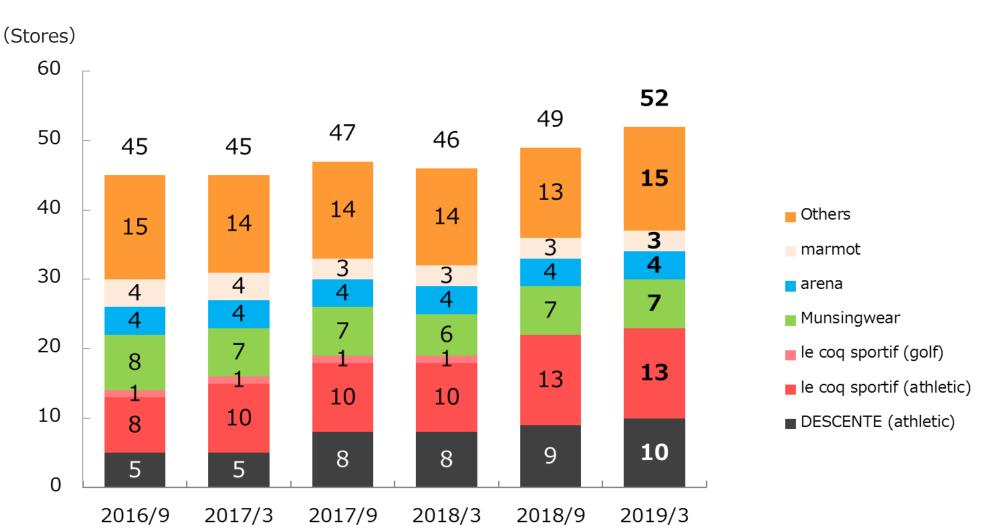
Note: FY2018= FY ending March 31, 2019

Quarterly Operating Income (Europe/Americas Segment)



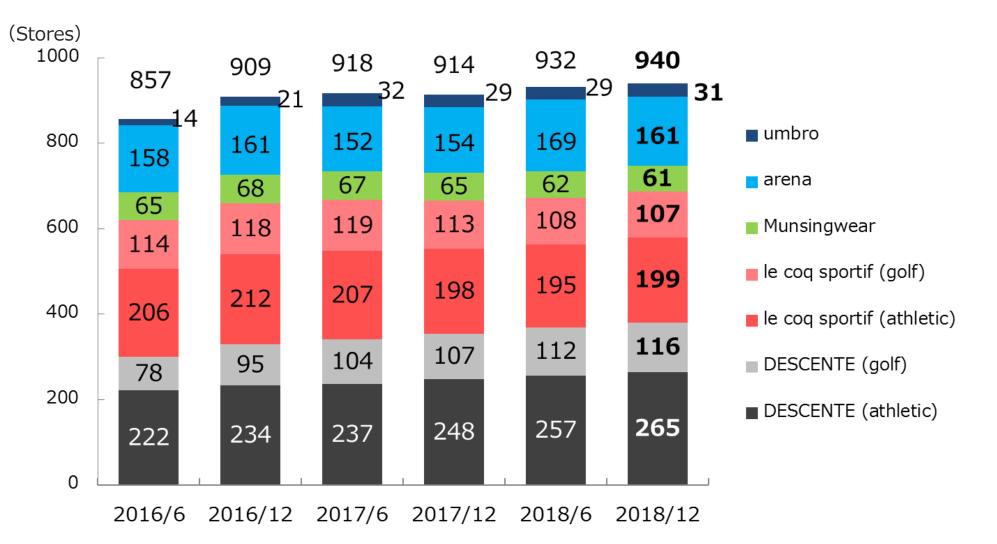
Number of Stores in Japan (Directly Managed Stores)

※Including outlets



Number of Stores in Korea

XIncluding stores of commercial agents and outlets





Brand Sales in Korea (YoY)

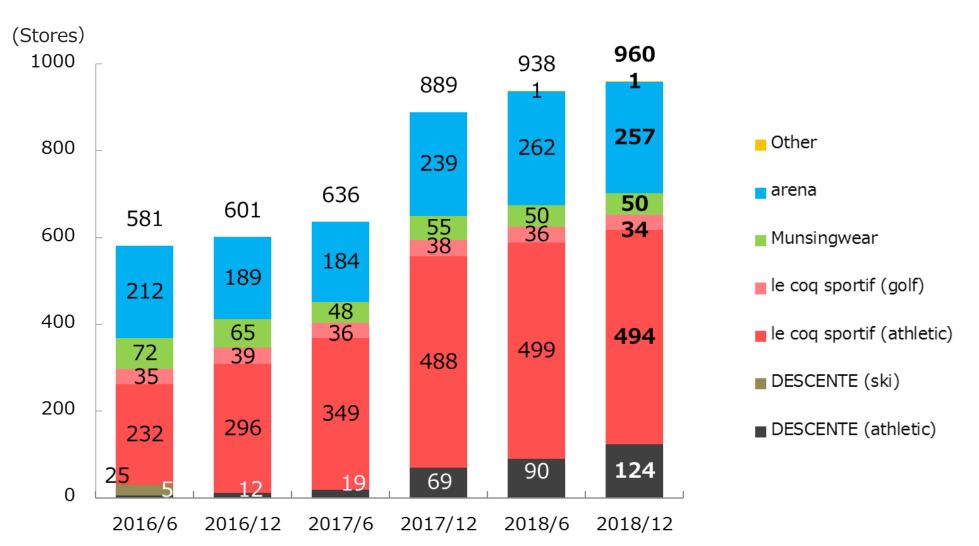
* Excluding stores of commercial agents and outlets

FY2019		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		1Q	2Q	2Q YTD	3Q	3Q YTD	4Q	4Q YTD
Existing	DESCENTE (Athletic)	-5.5%	-10.9%	-2.7%										-	6.6%						
stores	DESCENTE(Young Athlete)	166.3%	43.3%	10.3%										Ę	7.5%						
	le coq sportif (Athletic)	8.7%	7.4%	7.3%											7.7%						
	umbro	32.6%	74.4%	68.0%										Ę	9.5%						
	DESCENTE (Golf)	25.9%	6.7%	1.5%											8.2%						
	le coq sportif (Golf)	1.9%	-1.1%	-7.4%										-	·3.4%						
	Munsingwear	8.7%	0.9%	-11.9%											·3.7%						
	Total	2.7%	-1.7%	1.0%											0.5%						
All stores	BESCENTE (Athletic)	-0.7%	-6.9%	1.0%										-	2.4%						
	DESCENTE(Young Athlete)	337.6%	154.5%	107.6%										17	2.0%						
	le coq sportif (Athletic)	12.7%	12.4%	12.3%										1	2.5%						
	umbro	74.0%	107.5%	127.9%										10	4.5%						
	DESCENTE (Golf)	45.0%	17.5%	7.0%										1	7.7%						
	le coq sportif (Golf)	4.4%	0.3%	-4.0%										-	0.8%						
	Munsingwear	12.4%	4.4%	-8.0%											0.1%						
	Total	10.4%	5.2%	7.9%											7.6%						
FY2018		Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.		1Q	2Q	2Q YTD	3Q	3Q YTD	4Q	4Q YTD
Existing	DESCENTE (Athletic)	-13.1%	0.3%	4.7%	-10.7%	-4.2%	-0.1%	-0.4%	-6.5%	3.9%	4.1%	-15.1%	15.7%	-	2.6%	-5.5%	-4.0%	-0.3%	-2.9%	-0.7%	-2.1%
stores	le coq sportif (Athletic)	-11.6%	11.1%	7.5%	-5.5%	-0.9%	10.6%	13.5%	-0.4%	15.7%	1.6%	-23.1%	19.8%		2.7%	0.6%	1.7%	10.5%	4.3%	-4.5%	1.3%
	umbro	187.6%	136.2%	84.0%	122.1%	159.7%	107.4%	81.9%	93.2%	49.4%	30.1%	-13.4%	39.7%	12	.5.4%	132.0%	129.0%	69.2%	103.0%	13.4%	58.4%
	DESCENTE (Golf)	-7.8%	9.5%	2.7%	-3.1%	2.3%	12.2%	1.8%	-14.4%	-12.1%	10.0%	-4.5%	38.3%		1.9%	3.3%	2.8%	-8.3%	-1.3%	9.3%	2.1%
	le cog sportif (Golf)	-22.3%	-23.9%	-23.9%	-27.0%	-23.3%	-15.8%	-14.7%	-14.4%	-11.4%	-6.9%	-17.3%	4.3%	-2	3.5%	-22.7%	-23.0%	-13.3%	-20.1%	-8.5%	-16.9%
	Munsingwear	-7.7%	-6.4%	-1.2%	-11.6%	-8.9%	-10.6%	-10.1%	-15.1%	-8.7%	-0.4%	-11.3%	3.2%	-	4.2%	-10.4%	-8.1%	-10.8%	-8.9%	-3.9%	-7.5%
	Total	-11.5%	3.1%	2.6%	-9.7%	-3.7%	2.0%	2.4%	-5.5%	3.6%	3.4%	-16.2%	17.1%	-	1.6%	-4.3%	-3.0%	0.8%	-1.9%	-1.3%	-1.7%
All stores	BESCENTE (Athletic)	-9.8%	3.0%	8.9%	-5.4%	2.5%	6.6%	6.9%	1.2%	11.6%	10.3%	-10.6%	21.3%		0.7%	0.7%	0.7%	7.3%	2.7%	4.5%	3.3%
	le cog sportif (Athletic)	-15.9%	7.5%	2.8%	-9.4%	-4.6%	6.7%	10.8%	-1.7%	-14.4%	3.6%	-22.3%	22.4%	-	1.5%	-3.2%	-2.3%	8.8%	0.9%	-2.9%	-0.4%
	umbro	212.8%	172.9%	93.8%	108.6%	164.7%	117.7%	759.9%	132.9%	85.1%	70.7%	7.9%	68.8%	14	7.9%	131.4%	138.9%	97.2%	121.6%	41.7%	83.3%
	DESCENTE (Golf)	-1.6%	18.2%	7.2%	1.1%	6.7%	0.6%	9.6%	-18.0%	-2.7%	20.5%	5.6%	56.1%		7.9%	2.9%	4.6%	-2.9%	1.9%	21.0%	8.0%
	le coq sportif (Golf)	-23.9%	-24.2%	-25.5%	-28.7%	-25.5%	-18.3%	-17.0%	-16.8%	-13.1%	-8.8%	-18.9%	4.3%	-2	4.8%	-24.7%	-24.7%	-15.4%	-22.0%	-9.8%	-18.7%
	Munsingwear	-10.1%	-9.1%	-3.3%	-13.3%	-10.9%	-12.2%	-11.5%	-15.6%	-8.2%	0.5%	-10.5%	4.4%		6.5%	-12.2%	-10.1%	-11.2%	-10.4%	-3.0%	-8.2%
	Total	-10.3%	4.6%	4.0%	-7.6%	-0.8%	3.3%	6.2%	2.6%	8.9%	8.8%	-12.3%	22.8%	-	0.2%	-2.1%	-1.2%	5.2%	0.7%	3.6%	1.7%



Numbers of Stores in China (incl. Hong Kong)

%Including stores of commercial agents (added outlets from 2017/12)





Affiliated Companies in China: Summary



Company Name	SHANGHAI DESCENTE COMMERCIAL CO., LTD.	LE COQ SPORTIF (NINGBO) CO., LTD	DESCENTE (CHINA) CO., LTD	ARENA(SHANGHAI)IND USTRIAL CO.,LTD	HONG KONG DESCENTE TRADING, LTD		
Location	Shanghai, China	Ningbo, China	Shanghai, China	Shanghai, China	Hong Kong		
Incorporated	August, 2005	February, 2004	April, 2016	December, 2016	August, 2005		
Fiscal Year	December	December	December	December	December		
Relations	Consolidated subsidiary	Affiliated Companies Accounted for under the Equity Method	Affiliated Companies Accounted for under the Equity Method	Affiliated Companies Accounted for under the Equity Method	Consolidated subsidiary		
Investment Ratio	100%	40%	30%	30%	100%		
Other Investors/ Investment Ratio		ShanShan group 50% Itochu group 10%	ANTA group 60% Itochu group 10%	Symphony Holldings Limited 70%			
Brands	Mundingwear	le cog sportif	DESCENTE				
Business	Munsingwear: product planning, development, production, elling Arena: product planning, development, production	product planning, development, production, and sellinng	product planning, development, production, and sellinng	Selling	Selling		
Royalty	Pay rayalty to DESCENTE LTD.	Pay rayalty to DESCENTE LTD.	Pay royalty to DESCENTE GLOBAL RETAIL LTD.	NO royalty payment (Buy all products from SHANGHAI DESCENTE COMMERCIAL CO., LTD.)	Pay royalty to DESCENTE LTD.		
Segment	Asia(China)	Not included	Not included	Not included	Asia(China)		
Area Asia(China)		Not included	Not included	Not included	Asia (China, South-eastern Asia)		



Exchange Rates Used

		USD	100KRW	CNY	HKD	SGD	GBP
FY2019	1Q YTD Plan	109.80	9.70	15.90	14.00	80.50	140.20
FY2018	4Q YTD	110.34	10.04	16.64	14.08	81.71	146.73
	3Q YTD	110.07	10.05	16.77	13.98	81.66	147.94
	2Q YTD	108.81	10.05	17.01	13.84	81.54	148.83
510017	1Q YTD	107.60	10.04	17.03	13.72	81.67	150.68
FY2017	4Q YTD	111.59	10.00	16.63	14.37	81.47	145.34
	3Q YTD	111.70	9.88	16.47	14.35	80.77	143.62
	2Q YTD	111.51	9.89	16.37	14.41	80.22	142.26
	1Q YTD	111.95	9.91	16.43	14.53	80.13	140.73
FY2016	4Q YTD	108.82	9.41	16.38	14.10	79.04	147.28
	3Q YTD	107.02	9.39	16.46	14.01	79.29	150.70
	2Q YTD	109.02	9.46	16.98	14.39	81.14	158.89
	1Q YTD	112.00	9.63	17.57	14.89	82.83	164.26
FY2015	4Q YTD	121.22	10.70	19.19	15.61	87.88	185.10
	3Q YTD	121.16	10.75	19.32	15.60	88.44	187.33
	2Q YTD	121.44	10.98	19.36	15.55	89.30	-
	1Q YTD	119.47	10.85	19.09	15.38	87.56	-
FY2014	4Q YTD	107.72	10.13	17.26	13.74	83.85	-
	3Q YTD	103.97	9.94	16.73	13.32	82.07	-
	2Q YTD	102.20	9.80	16.56	13.19	81.16	-
	1Q YTD	102.47	9.60	16.78	13.22	81.00	-
FY2013	4Q YTD	98.95	8.98	15.97	12.64	77.99	-
	3Q YTD	97.41	8.75	15.69	12.46	76.85	-
	2Q YTD	97.04	8.66	15.53	12.36	76.61	-
	1Q YTD	94.81	8.48	14.90	11.93	74.06	-

Disclaimer: The contents of the business plan and the future objectives described in this document are base on information currently available and therefore contain an element of uncertainty and potential risk. Please be advised there is a possibility that actual results may be affected by a number of factors and may differ materially from what is described.

1Q YTD = First 3 months of FY 2Q YTD = First 6 months of FY 3Q YTD = First 9 months of FY 4Q YTD = Full FY

Note: FY2018 = FY ending March 31, 2019



Design for Sports