



BRUNELLO CUCINELLI

1Q 19 Revenues

May 8th , 2019



Brunello Cucinelli

“ We can't but be very very satisfied with the start of the year for our company, which has continued on its linear, sound and balanced growth-path across all channels and markets. Evidence of this are the excellent sell-out rates achieved by the Spring/Summer 2019 collection. ”

“ Still inspired by an idea of consistent and balanced growth, we are now tackling the "kids line" new project with excitement, respect and moderation.”

“ Considering the excellent order intake for the Fall / Winter 2019 collection, we believe we will achieve our healthy growth target of 8% by striving to always work in serenity and harmony. ”

press release 8th May 2019

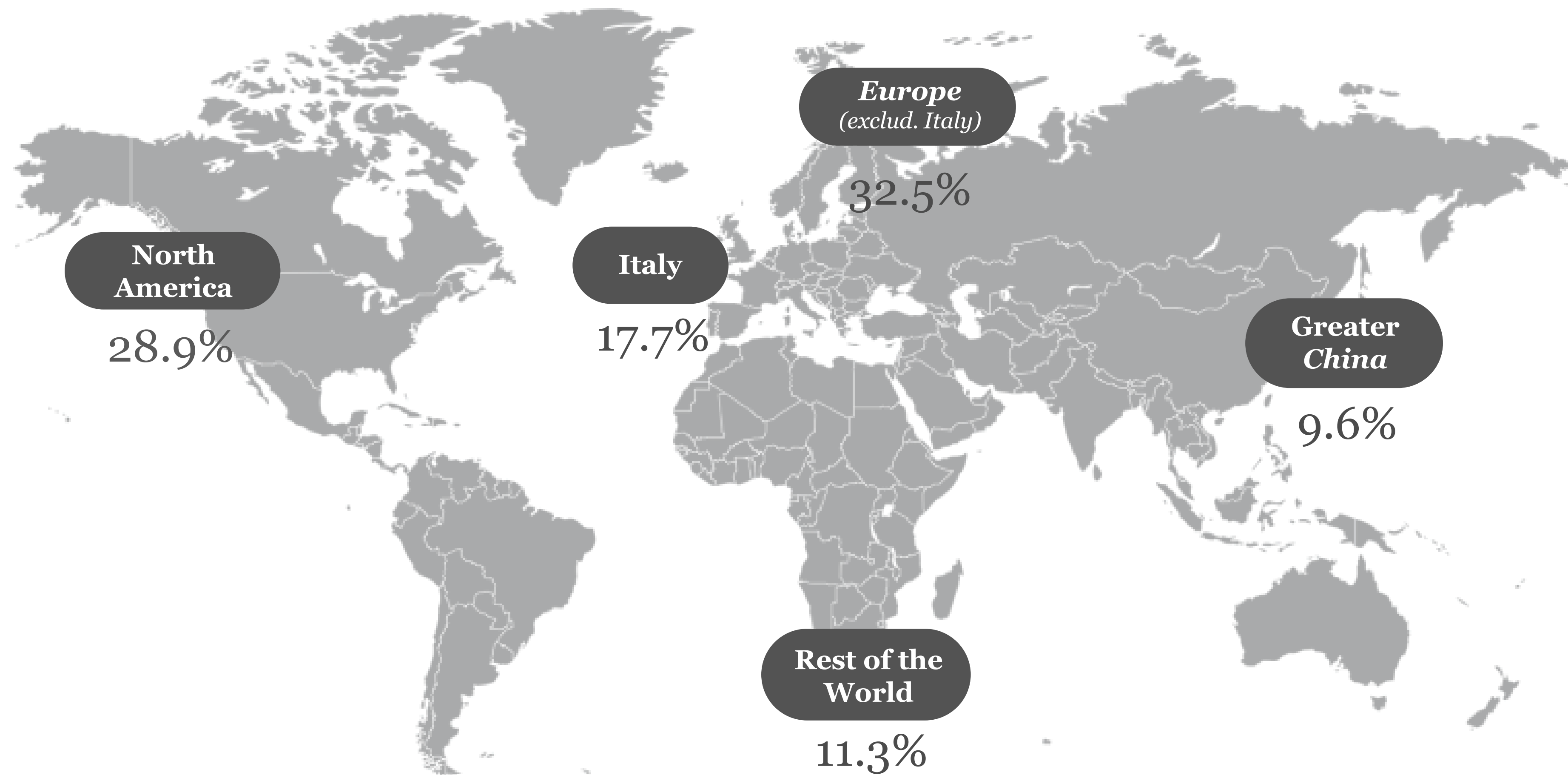




Revenues by Region

€ mln	1Q 18	1Q 19	YoY % Chg
Net Revenues	148.3	160.4	+8.1%
	Constant exchange rates +7.1%		
Italy	27.2	28.4	+4.2%
Rest of Europe	48.0	52.1	+8.7%
North America	42.5	46.4	+9.2%
Greater China	13.7	15.4	+12.7%
RoW	17.1	18.1	+6.4%

Revenues Breakdown





Revenues Highlights

Italy

Increasing importance related the “taste” of the collections, confirming capable of attracting purchases from both the local customer and the top-end traveler

Rest of Europe

Brand appreciation and positive results achieved both in the most important luxury streets and Luxury Department Stores where we are present

North America

Business performance reflects a very positive moment for the brand, thanks to its relative positioning and the type of Ready to Wear offer

There was a positive trend in both the monobrand channel and the multibrand channel, to which we attribute the greatest value

Greater China

Very interesting potential with respect to both the monobrand channel and the multibrand channel, taking opportunities with a gradual manner

Targeting healthy and balanced growth, maintaining the brand’s prestige and allure at top levels

Rest of the World

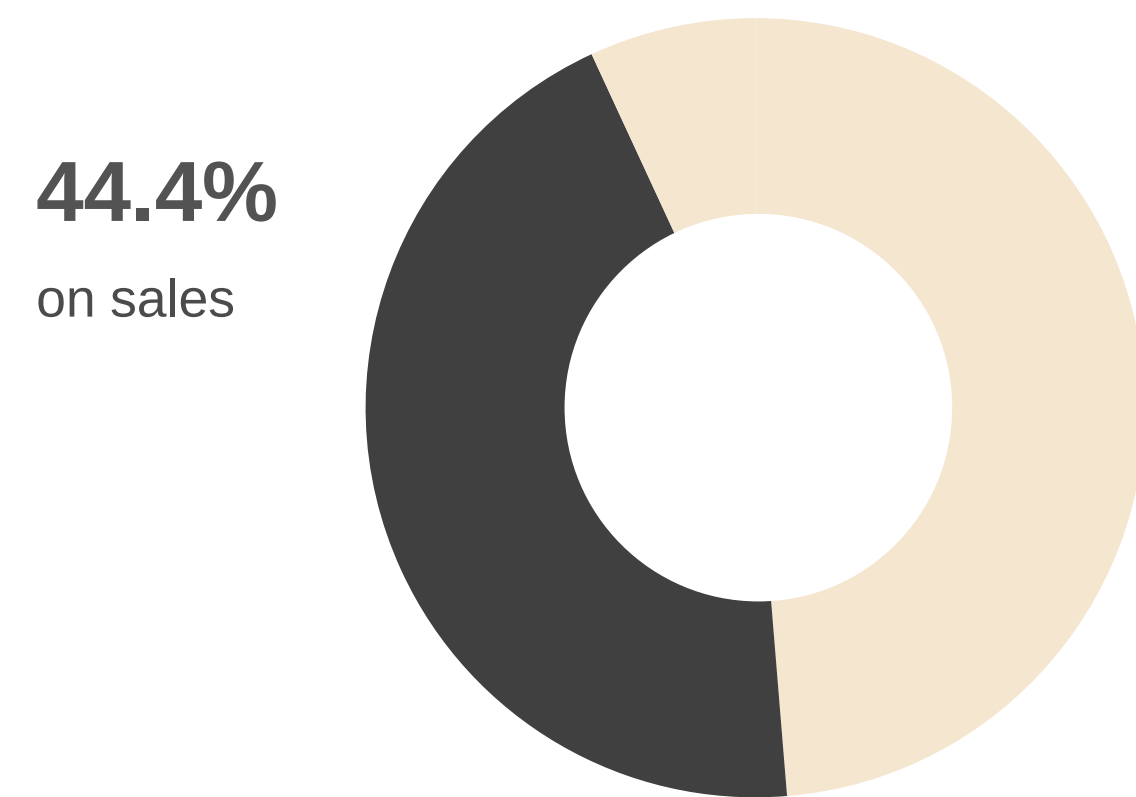
Very satisfied with the relationship we have succeeded in creating with our customers and their detailed knowledge of the brand’s philosophy and the pleasure it gives them to make purchases in spaces and boutiques where they can “*feel at their ease*”



Revenues by Distribution Channel

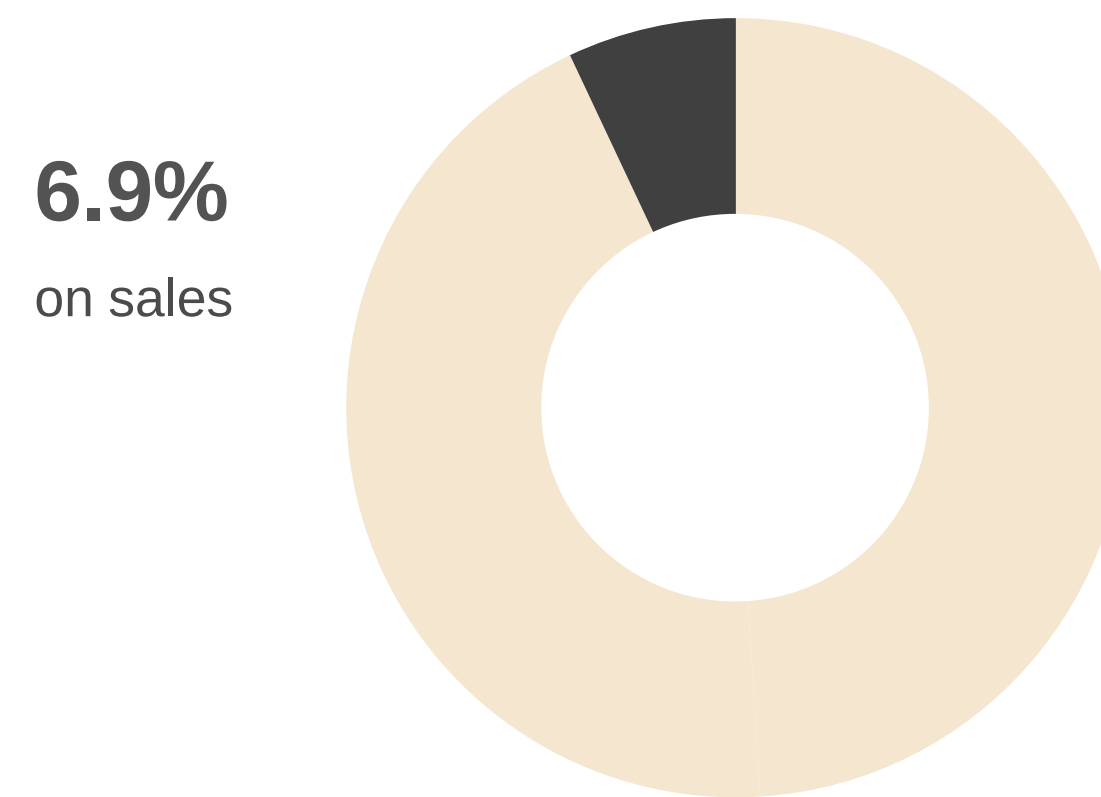
€ mln

Retail Monobrand



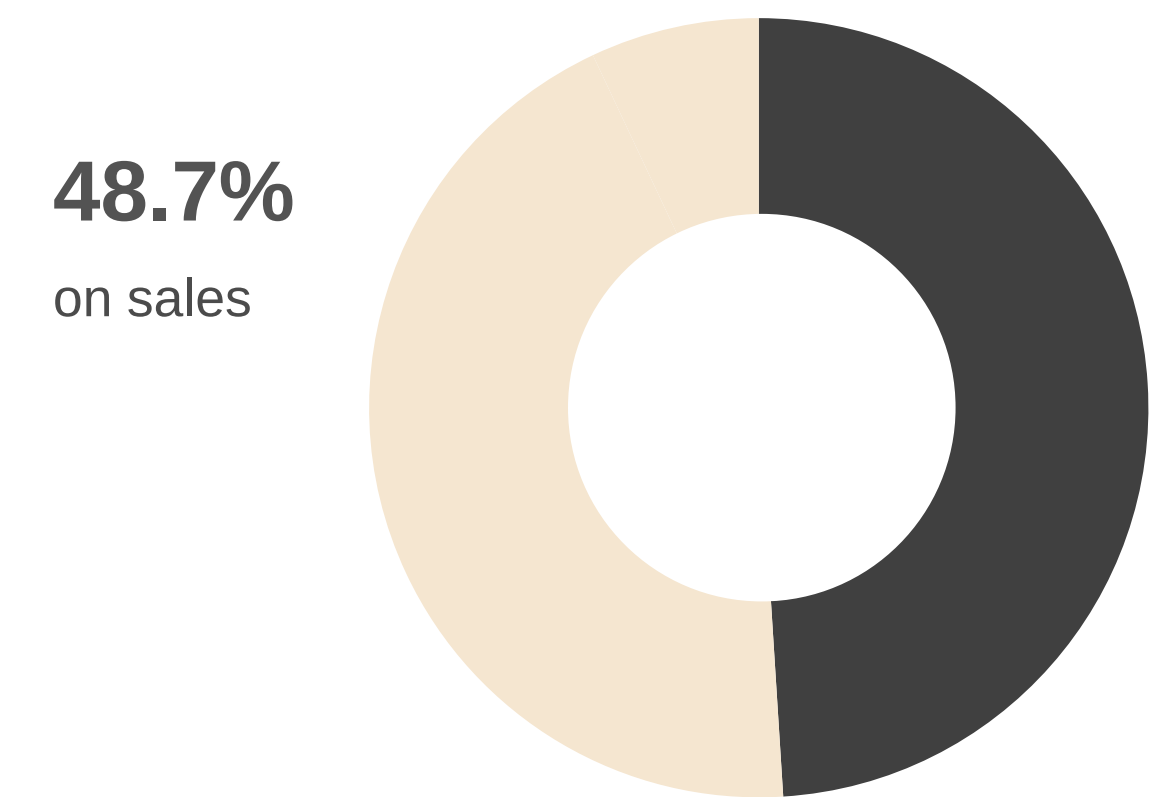
1Q 18 65.6
1Q 19 71.2 **+8.5%**

Wholesale Monobrand



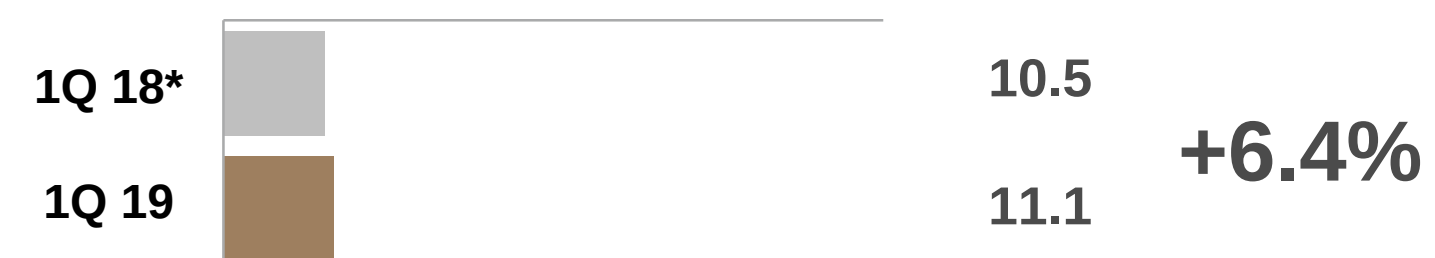
1Q 18 11.6
1Q 19 11.1 **-4.4%**

Whoelsale Multibrand



1Q 18 71.1
1Q 19 78.1 **+9.8%**

Adjusted* Wholesale Monobrand



* Wholesale Monobrand Revenues as of 31/03/2018, excluding sales related 4 physical boutiques converted into direct channel in the last 12 months



Monobrand Network

Retail

100 boutiques as of March '19
(compared with 94 boutiques as of March '18)

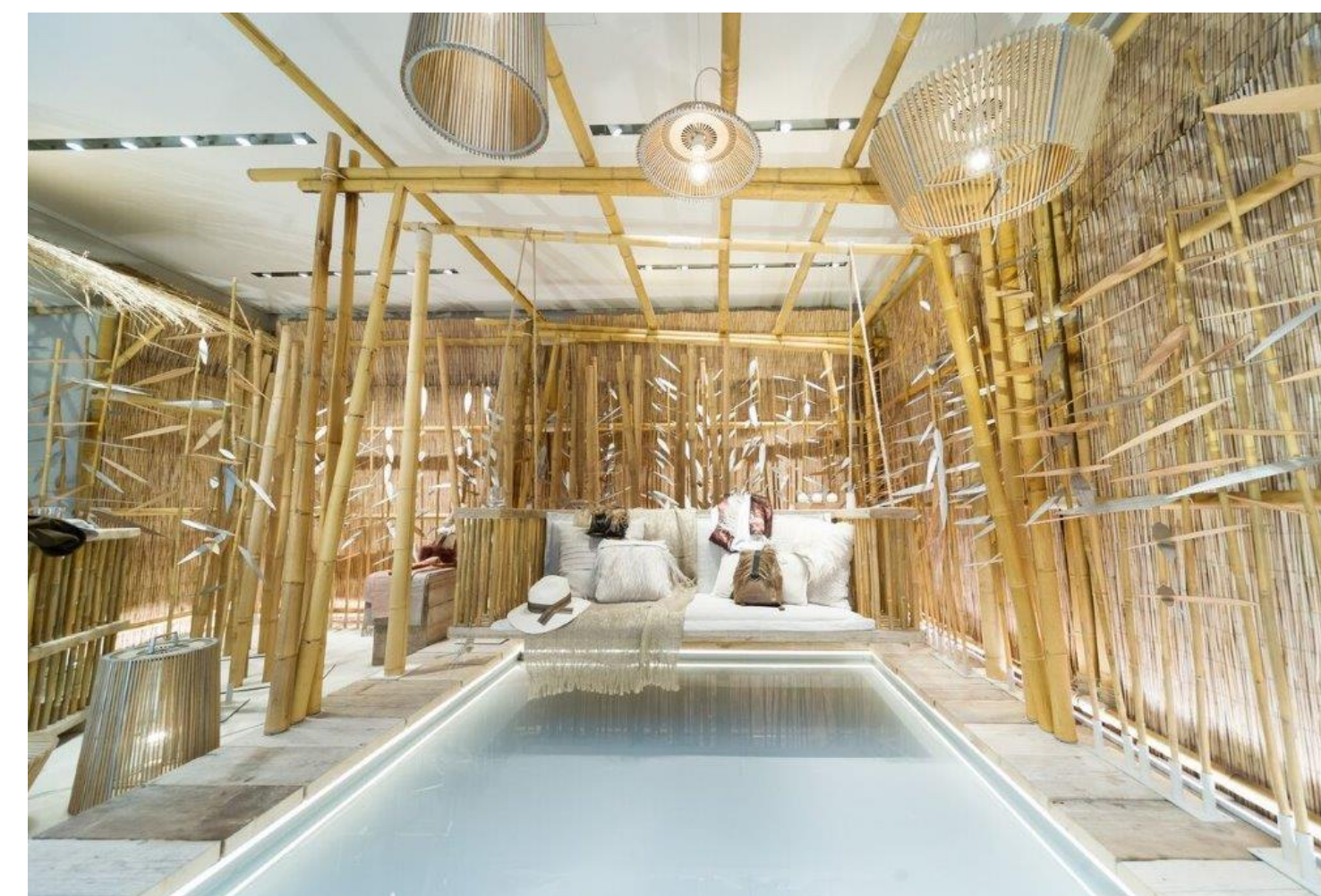
Selected openings, including 2 new boutique
and 4 conversions from wholesale monobrand
channel

5 hard shop in Luxury Department Stores
moved to “concession” management in the last
12 months

Sustainable LFL performance

Wholesale Monobrand

28 boutiques as of March '19
(31 boutiques as of March '18)



Investor Relations

Significant Shareholdings*

Trust Brunello Cucinelli (Fedone s.r.l.)	51.0%
FMR LLC (Fidelity)	10.0%
Oppenheimer Funds	4.9%
Other	34.1%

** As of the date of this document based on Consob major shareholdings disclosures*

Investor Relations & Corporate Planning Director

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Board of Directors

Brunello Cucinelli	Chairman and C.E.O.
Moreno Ciarapica	Director and C.F.O.
Riccardo Stefanelli	Director and Co-C.E.O.
Luca Lisandroni	Director and Co-C.E.O.
Camilla Cucinelli	Director
Giovanna Manfredi	Director
Carolina Cucinelli	Director
Andrea Pontremoli	Lead Independent Director
Candice Koo	Independent Director
Matteo Marzotto	Independent Director
Massimo Bergami	Independent Director





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This presentation may contain forward looking statements which reflect Management's current views and estimates.

The forward looking statements involve certain risks and uncertainties that could cause actual results to differ materially from those contained in the forward looking statements.

Potential risks and uncertainties include such factors as general economic conditions, foreign exchange fluctuations, competitive product and pricing pressures and regulatory developments.

Figures as absolute values and in percentages are calculated using precise financial data. Some of the differences found in this presentation are due to rounding of the values expressed in millions of Euro.

The Manager in Charge of preparing the Corporate accounting documents, Moreno Ciarapica, declares pursuant to and to the effects of article 154-bis, paragraph 2 of Legislative Decree no. 58 of 1998 that the disclosures included in this release correspond to the balances on the books of account and the accounting records and entries.