



BRUNELLO CUCINELLI



1Q 2012 Results

May 9th, 2012

First Quarter Highlights

✓ **Brunello Cucinelli IPO successfully concluded, with first trading day on April 27 c.a., on the Milan Stock Exchange**

- ✓ Large International shareholding base
- ✓ Company positioned in the high-end of the Luxury Goods pyramid
- ✓ The philosophical guidelines that make the company an entrepreneurial, ethical and humanistic model based on the values of men and work dignity, are shared with the financial market

✓ **Strong first quarter results, in line with company's expectations**

- ✓ Revenues up 17.1% to €77.6m
- ✓ EBITDA growth at 27.6%*, implied margin of 16.5%
- ✓ Net income* at €7.2m (+36% yoy)
- ✓ Excluding IPO proceeds, net debt at the end of the 1Q 12 stood at €57.8m

✓ **Monobrand Stores: 12 new Stores openings as of March 2012 vs March 2011, including Monobrand stores in relevant touristic locations and international cities**

- ✓ 5 Monobrand stores opened in 2012 (year to date), including Shanghai (april), Hong Kong (april) and Madrid (march)

* Excluding 1 mln euro one-off gain



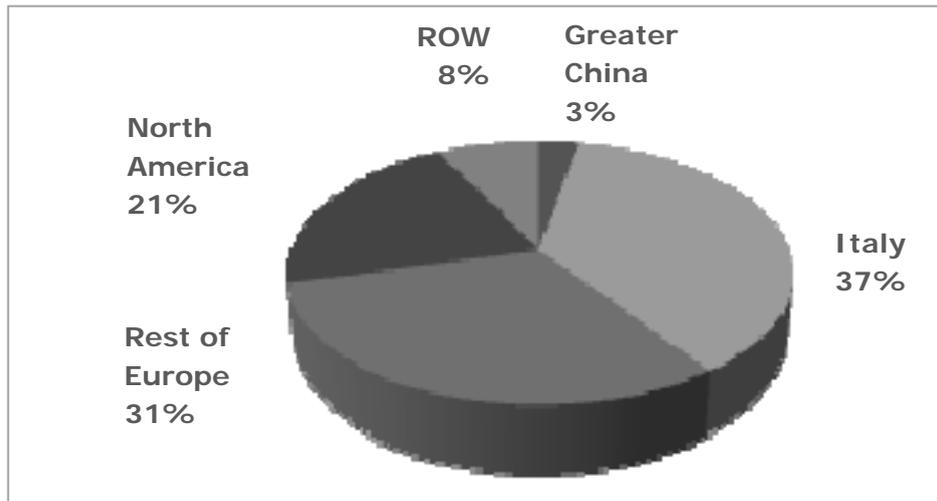
Revenue by Region

€ mln

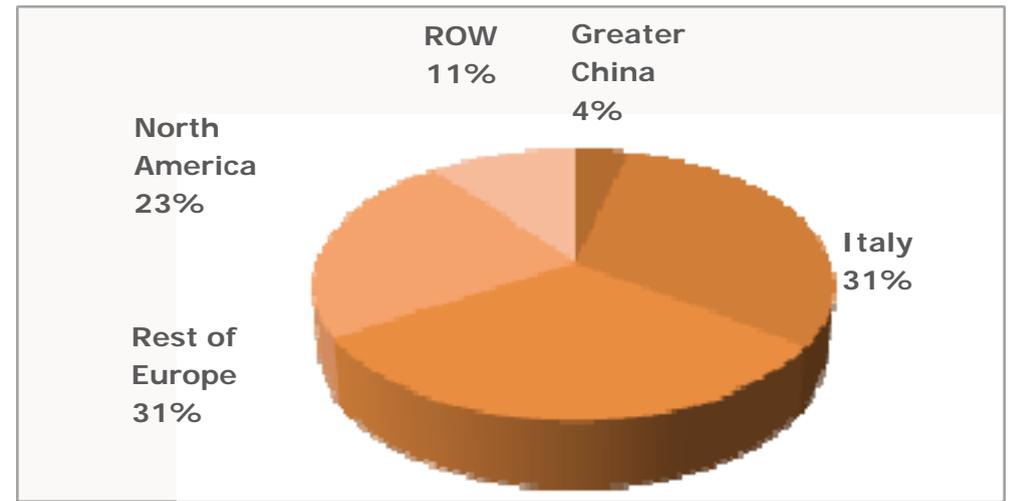
	1Q 11	1Q 12
Net Revenue	66.3	77.6

	Current exchange rates	Constant exchange rates
1Q 12 YoY Perf.	+17.1%	+17.0%

Revenue Breakdown 1Q 11



Revenue Breakdown 1Q 12



Revenue by Region

€ mln

	1Q 11	1Q 12	YoY % Chg
Italy	24.3	24.0	(1.2%)
Rest of Europe	20.5	24.2	+18.0%
North America	13.8	18.0	+30.6%
Greater China	2.4	2.9	+23.5%
ROW	5.3	8.5	+59.8%

Italy

Monobrand stores' revenue rose by 7% in the quarter; wholesale revenue broadly flat YoY

Rest of Europe

Revenue rose in all core markets, with significant growth reported in Russia and Eastern European countries

North America

Multibrand stores' Channel – revenue increase in excess of 20%, driven by superior Luxury department store's performance

Monobrand stores' Channel – growth driven by new openings and LFL performance

Greater China

Significant growth posted in Monobrand stores' channel, supported by the new Franchised stores

Rest of World

Positive impact from openings in Franchised network and Multibrand performance improvement

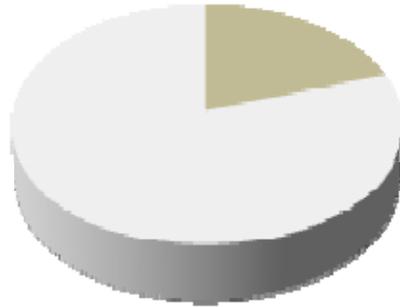
Revenue by Distribution Channel

€ mln

Monobrand



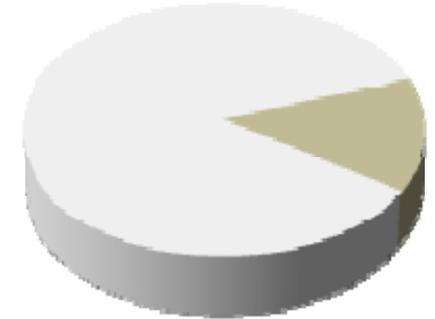
Retail
20% (15%)



Monobrand



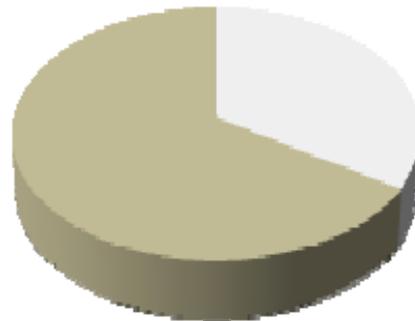
Franchising
14% (9%)



Multibrand



Wholesale
66% (76%)



1Q 11 1Q 12 % Chg

	1Q 11	1Q 12	% Chg
Retail	9.9	15.1	+53.0%
Franchising	6.1	10.6	+74.1%
Wholesale Multibrand	50.3	51.9	+3.2%

Note: () as of 1Q 2011

Monobrand Channel – Retail & Franchising

Monobrand Channel



Retail

- ✓ Solid growth (above 50%) sustained by newly opened stores; double-digit LFL sales growth (+18%)
- ✓ 10 NEW DOS openings in the quarter, 4 of which representing a conversion from franchised stores. Among the key openings: Paris, Madrid and key resort areas. Current network at 25 DOS vs. 15 as of 31 March 2011

* Including the on-line store and 3 USA outlets



Franchising

- ✓ Significant performance improvement driven by results achieved in Europe, Greater China and Rest of the World
- ✓ As of 31 March 2012, Franchising Network reached 38 Monobrand stores (vs. 36 as of 31 March 2011), due to 6 stores openings (Russia, Mexico and Greater China) and 4 point of sales converted into DOS

Stores Network & Multibrand Channel

Network Retail			Network Franchising			Tot. Network Monobrand	
Network as of 03/31/11	15		Network as of 03/31/11	36		Network as of 03/31/11	51
Openings	6		Openings	6		Openings	12
Conversion	4	+	Conversion	-4	=		
Network as of 03/31/12	25		Network as of 03/31/12	38		Network as of 03/31/12	63

Multibrand Channel



- ✓ Department stores
Very well positioning in all the most relevant Luxury Department stores
- ✓ Multibrand stores
On-going focus on the exclusivity of the Multibrand channel network

Income Statement ⁽¹⁾

€ mln

Consolidated Income Statement

	1Q 2011	1Q 2012	% Chg
Net Revenues	66,3	77,6	17,1%
Other operating income	0,2	1,2	n.s.
Revenues	66,5	78,8	18,6%
First Margin ⁽²⁾	32,6	40,8	25,1%
%	49,1%	51,8%	+270 b.p.
SG&A	-22,6	-27,0	
EBIT	9,0	12,5	38,8%
%	13,5%	15,8%	+230 b.p.
Income before taxation	8,5	11,9	41,2%
Net Income	5,3	7,9	49,5%
%	7,9%	10,0%	
EBITDA	10,1	13,8	37,6%
%	15,2%	17,6%	+240 b.p.

Income Statement Adjusted ⁽³⁾

	1Q 2011	1Q 2012	% Chg
Net Revenues	66,3	77,6	17,1%
Other operating income	0,2	0,2	n.s.
Revenues	66,5	77,8	17,1%
First Margin	32,6	39,8	22,0%
%	49,1%	51,2%	+210 b.p.
SG&A	-22,6	-27,0	
EBIT	9,0	11,5	27,5%
%	13,5%	14,7%	+120 b.p.
Income before taxation	8,5	10,9	29,2%
Net Income	5,3	7,2	36,0%
%	7,9%	9,2%	
EBITDA	10,1	12,9	27,6%
%	15,2%	16,5%	+130 b.p.

(1) Group's quarterly results are impacted by seasonal effects, typical of our industry, and therefore cannot be projected as full year trend.

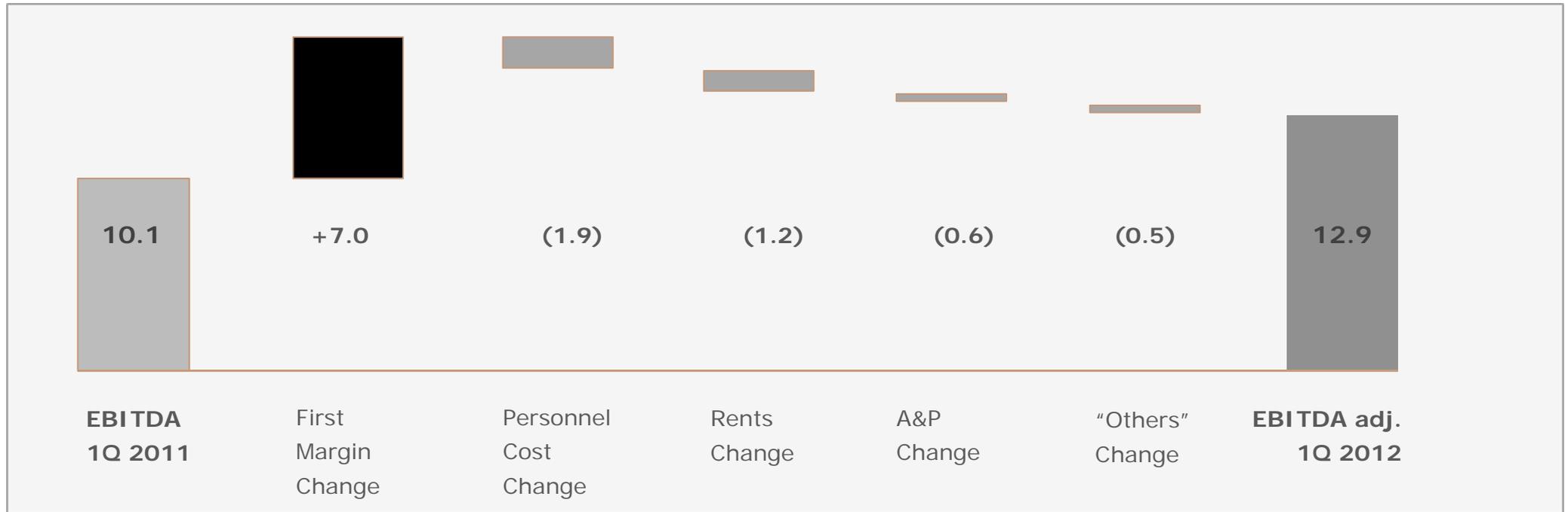
(2) First Margin includes raw material consumptions, third party manufacturing and R&D costs.

(3) Excluding the 1 mln euro resulting from the disposal of one store's rent contract.

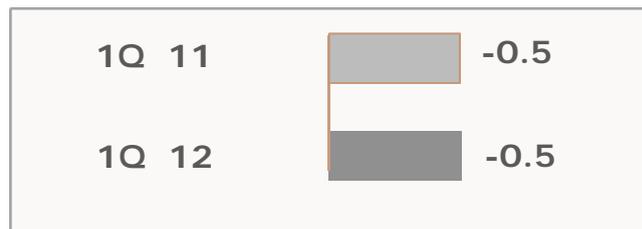
Analysis of Key Income Statement results

€ mln

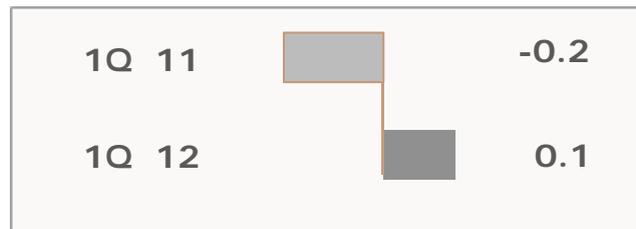
Adjusted EBITDA Analysis



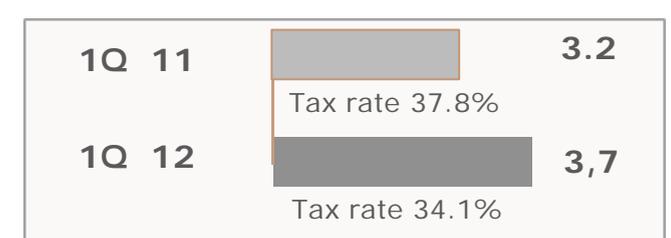
Financial Expenses



Minorities Interest



Tax



Balance Sheet

€ mln

	12.31.2011	03.31.2012	delta	03.31.2011
Working Capital	46.2	57.9	11.7	44.8
Intangible Fixed Assets	11.8	11.6	-0.2	11.3
Property, equipment and machinery	28.6	30.2	1.6	36.4
Financial Fixed Assets	1.8	2.2	0.5	1.2
Other Fixed Assets	-2.4	0.3	2.7	-1.0
Net Capital Employed	86.0	102.2	16.2	92.6
<i>financed by</i>				
Net Indebtedness	48.0	57.8	9.9	56.4
Total Shareholders' Equity	38.0	44.4	6.4	36.1

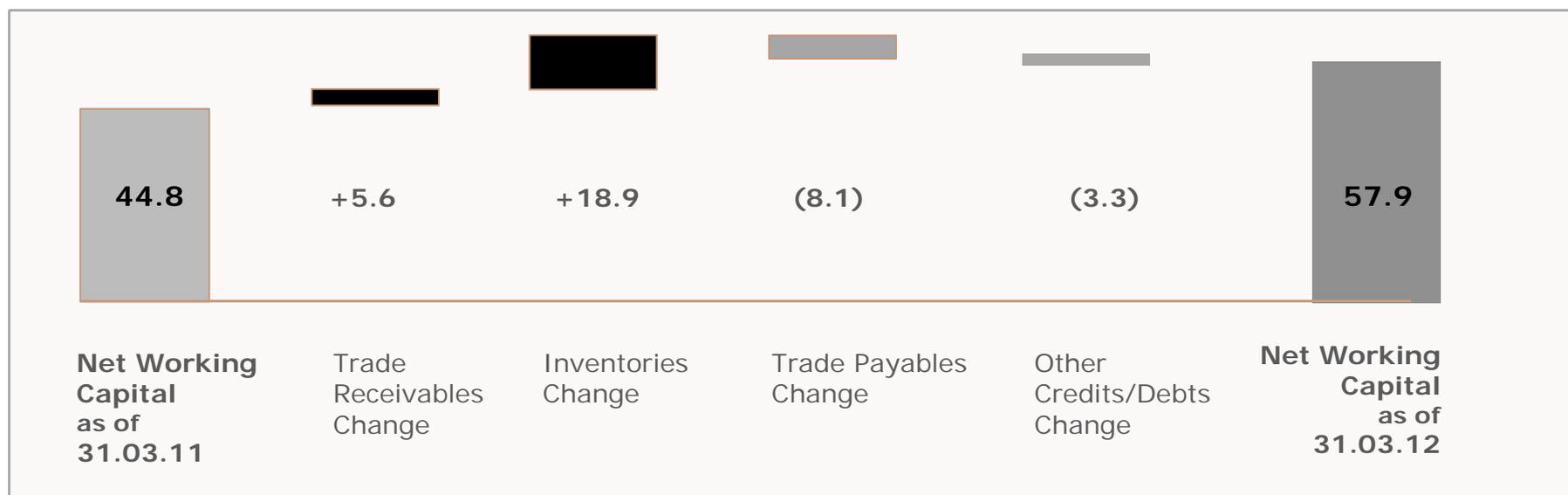


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Net Working Capital

€ mln

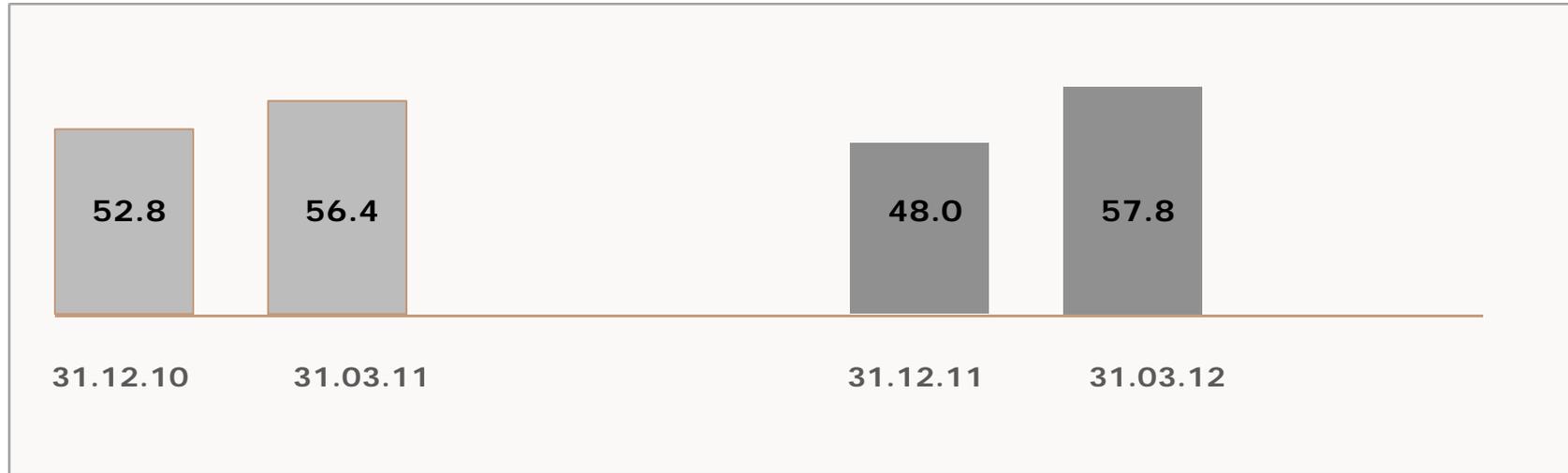
	03.31.2011	03.31.2012	delta	12.31.2011
Net Working Capital	44.8	57.9	13.1	46.2
Trade Receivables	52.9	58.5	5.6	48.8
Inventories	42.9	61.8	18.9	64.7
Trade Payables	-39.5	-47.6	-8.1	-56.1
Other Credits/(Debts)	-11.6	-14.9	-3.3	-11.2



Net Financial Position

€ mln

Net Financial Position



Net Debt and Cash Flows

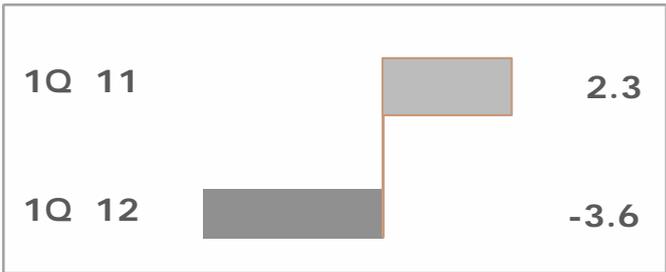
- ✓ Working capital cash absorption and seasonality of the business
- ✓ Increase of investments dedicated to the retail network development
- ✓ Dividend payment related to 2011 results anticipated to 1Q 2012; in 2011, dividends on 2010 earnings have been payed in 2Q 2011

Cash Flow and Investments

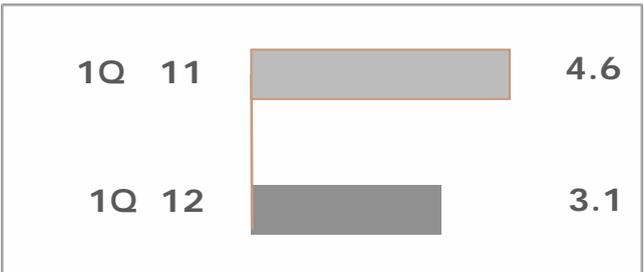
€ mln

Cash Flow Analysis

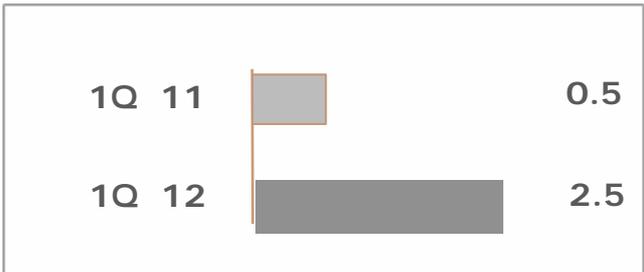
Operating Cash Flow



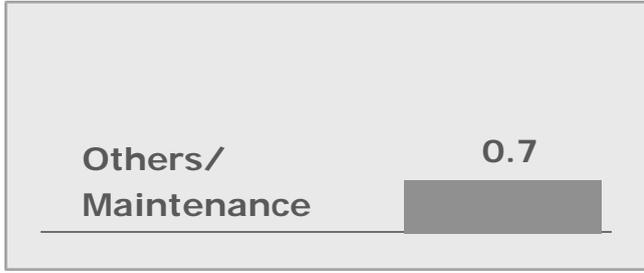
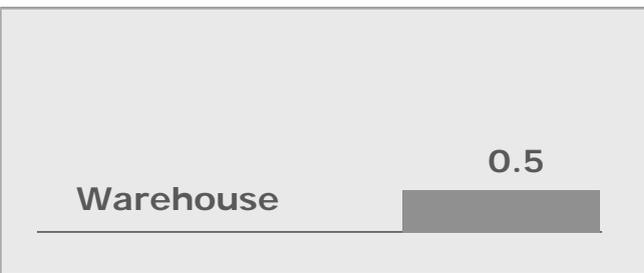
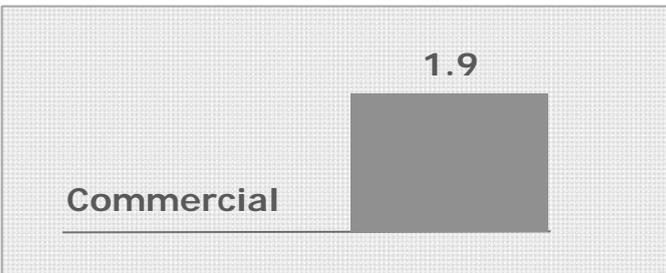
Capex



Dividends



1Q 12 Capex Breakdown





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Annex

Annex – P&L reported

€ .000

	Year end 31st of March				% Chg	Delta
	2012	% on Sales	2011	% on Sales		
Net Revenues	77,636		66,273		17.1%	11,363
Other Operating Income	1,182		195		506.2%	987
Revenues	78,818	100%	66,468	100%	19%	12,350
Consumptions cost	-17,924	-22.7%	-15,458	-23.3%	16.0%	-2,466
Outsourced manufacturing	-36,191	-45.9%	-32,167	-48.4%	12.5%	-4,022
Personnel cost	-10,254	-13.0%	-8,362	-12.6%	22.6%	-1,892
Other operating costs	-457	-0.6%	-301	-0.5%	51.3%	-155
Increase in Fixed Assets	117	0.1%	55	0.1%	112.7%	62
Ammortization	-1,418	-1.8%	-1,109	-1.7%	28.3%	-313
Other provisions	-233	-0.3%	-150	-0.2%	55.3%	-83
Totale costi operativi	-66,360	-84.2%	-57,492	-86.5%	15.4%	-8,869
EBIT	12,458	15.8%	8,976	13.5%	38.8%	3,481
Financial Expenses	-678	-0.9%	-835	-1.3%	-18.8%	157
Financial Income	162	0.2%	318	0.5%	-49.1%	-156
Income before taxation	11,942	15.2%	8,459	12.7%	41.2%	3,482
Taxes	-4,071	-5.2%	-3,195	-4.8%	27.4%	-876
Net Income	7,871	10.0%	5,264	7.9%	49.5%	2,606
Group Net Profit	7,946	10.1%	5,070	7.6%	56.7%	2,875
Minorities interest	-75	-0.1%	194	0.3%	-138.7%	-269

This presentation contains 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.