

Future Lifestyle Fashions Plans to Raise ₹250cr in its Subsidiary for Lee Cooper Business

October 1st, 2016: Future Lifestyle Fashions Ltd (FLF) has informed the stock exchanges that it plans to raise ₹250crs for the Lee Cooper Brand business, in its wholly owned subsidiary. FLF plans to transfer the Lee Cooper business to a wholly owned subsidiary and raise upto ₹250crs through an issue of Compulsorily Convertible Preference Shares (CCPS), which will convert to a 26% stake in this entity on a fully diluted basis. With this transaction, FLF's primary purpose is to unlock value in the Lee Cooper brand, one of FLF's fashion brands.

FLF is an integrated lifestyle brands and fashion retail company. The company operates a portfolio of brands that are well diversified across key growth categories like women's wear, fast fashion and casual wear. FLF has identified power brands within its portfolio and aims to allocate capital and resources towards growing these brands to the next level. The company believes that each of its brands holds significant value and has immense potential to become one of the leading brands in their respective segments.

FLF has already signed a term sheet with Barclays Bank PLC in India, for the proposed fund raising. The fund raising plan is subject to fulfilment of all conditions precedent and approvals required by all the parties, as customary for such a transaction, including the receipt of all regulatory approvals, if any, and the execution of final definitive transaction documents by and among the transaction parties.

Lee Cooper, the original British denim brand, is one of the leading brands in FLF's portfolio. The brand is sold in over 100 countries, with FLF having an exclusive long term license for all categories except footwear, watches & fragrances for the Indian subcontinent comprising India, Bangladesh, Maldives, Bhutan and Nepal. The brand is owned by the ICONIX Brand Group, the world's premier brand management company that owns a diversified portfolio of strong consumer brands across categories such as fashion, sports, entertainment & home. Currently, the brand is retailed across FLF stores including Central, Brand Factory & exclusive outlets. The brand is also retailed through leading fashion stores and online platforms across India. During FY2015-16, the brand clocked revenues of approx ₹300crs with an EBITDA of around ₹40crs.

The Lee Cooper brand is currently lead by Mr. Hetal Kotak who joined FLF from Raymond Ltd. Hetal comes with over 17 years of experience across branded apparel and retail. In his recent role at Raymond, he was Brand Director and Chief Operating Officer, ColorPlus and Park Avenue.

About Future Lifestyle Fashions Ltd (FLF)

FLF markets leading international and domestic brands such as Lee Cooper, Converse, Indigo Nation, Scullers, Daniel Hechter, Giovanni, Urbana, John Miller, Jealous 21, aLL, UMM, RIG, Champion, Umbro. These brands are retailed through the company-owned department store network, Central, other retail



chains such as Brand Factory and Planet Sports. Most of these brands are also available at exclusive brand outlets, other department stores and fashion chains across India. The company also has investments in fast growing fashion brands such as Tresmode, Mineral, Desibelle, Mother Earth, Pepperone, Famozi and Turtle and operates joint ventures with Hidesign and Clarks. With over two dozen brands and 5 million square feet of retail space, Future Lifestyle Fashions sets styles, trends and an Indian idiom of fashion and aims to develop a globally benchmarked fashion business here in India.