

Future Lifestyle Fashions

Investor Update

Q1FY22



This report contains forward-looking statements, which may be identified by their use of words like 'plans', 'expects', 'will', 'anticipates', 'believes', 'intends', 'projects', 'estimates', or other words of similar meaning. All statements that address expectations or projections about the future, including but not limited to statements about the Company's strategy for growth, product development, market position, expenditures, and financial results are forward-looking statements. Forward-looking statements are based on certain assumptions and expectations of future events. The Company cannot guarantee that these assumptions and expectations are accurate or will be realized. The Company's actual results, performance or achievements could thus differ materially from those projected in any such forward looking statements. The Company assumes no responsibility to publicly amend, modify or revise any forward-looking statements, on the basis of any subsequent developments, information or events.

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The Company has assessed the impact of the countrywide lockdown imposed to curtail spread of COVID-19 pandemic, on its business operations and financial status and has considered all relevant information available up to the date of approval of financial results, in determination of the recoverability and carrying value of its financial assets and non-financial assets. The impact of COVID-19 pandemic and consequent global slowdown of business and uncertain overall economic environment may affect the underlying assumptions and estimates used to prepare the Company's financial results, whereby actual outcome may differ from those assumptions and estimates considered as at the date of approval of these financial results.



Agenda

1. COVID safety	04
2. Q1 Operating hours	06
3. Store Network	07
4. Business Highlights Q1 FY22	09
5. FLF Way Forward	15
6. Q1 FY22 Financials	16

Customer and Employee Safety First



Vaccination score at 94%

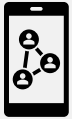
94% of employees and service associates are vaccinated.

100% will be vaccinated by August end.

All stores are safe for customers to shop.



Consumers adopting new lifestyle and new routines, driving changes in consumption basket



Customer engagement with online is increasing for all sorts of activities including education



Increased expenditure on Health and Safety



Work From Home to continue in various sectors such as IT, impacting consumption in key cities like Bangalore, Hyderabad, Pune and Gurgaon



Customers are giving more importance to comfort clothing over power dressing



Government controls on public gathering/ outing/ holiday destinations and restricting consumption



Customer entertainment shifting towards OTT leading to lesser footfalls in malls



Mode of Transportation shifting from public to personal, owing to safety concerns



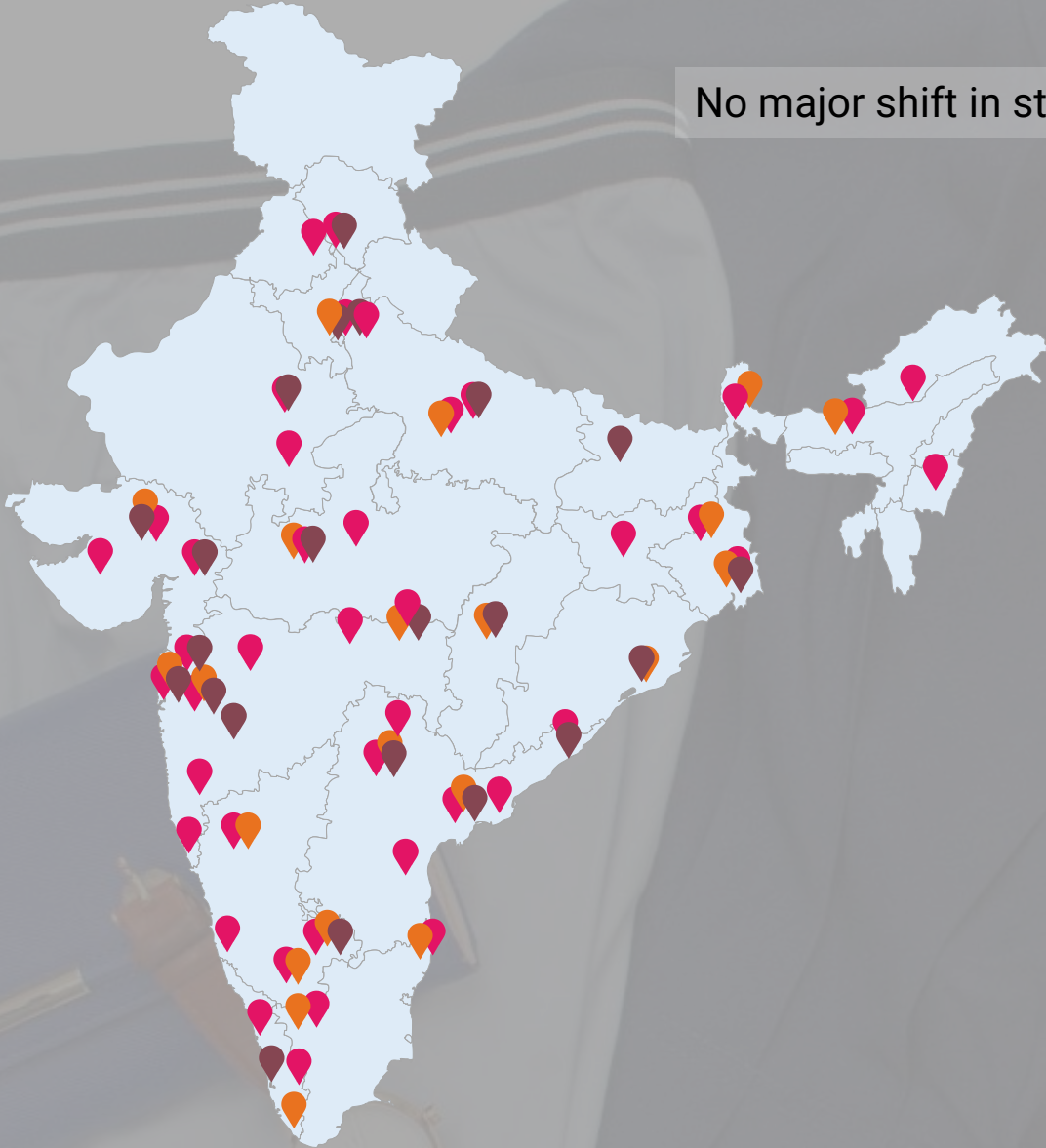
Customers are becoming more value-conscious



Customers are spending more time indoors than outdoors during their leisure time

- **Q1 FY22 operating days and hours were twice of Q1 FY21. Stores operated at 40% of Q1 FY22.**
- Nature of lockdown this year was different than last year.
 - State-wise lockdowns were imposed instead of a Nation-wide lockdown.
 - Lockdown was of shorter duration this year.
 - The economy and operations didn't come to a standstill, as was the case last year.
 - Supply chain activities, labour availability, transportation and other essential activities continued.
 - Mobility of people, goods and services were not restricted.

No major shift in store count and area.



 Store count

June 21
46
106
181
333
7.6

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 BRAND FACTORY BEST BRANDS • SMART PRICES

 EBOs

Total

Area (mn Sqft)

Note:- Includes numbers of Lee Cooper business Stores. Map is not to scale



Opened Amravati store in Q1

- Date of opening: 25 June 21
- The store is spread across two floors on a 27,000 plus square feet plot.
- It is located at Shrinivasa Mall, near Rajkamal Square in Amravati. The city is known for its cultural & religious activities.

Q1 FY22 vs Q1 FY21

Footfalls

+259%

- Stores were operational for 31% of Q1

Conversions

-26%

- Revenue recovery at 3.2X of Q1 FY21

ATV

+65%

- ATV increased since only serious and need based customers shopped in store.

ASP

+21%

Q1 FY22 vs Q1 FY21

Footfalls

+158%

Conversions

-7%

ATV

+23%

ASP

-1%

- Stores were operational for 44% of Q1
- Revenue recovery at 2.8X of Q1 FY21
- ATV increased on account of increase in units per bill
 - Focus on creating personalised connect with consumers.
 - Shared SM connect details through SMS for faster resolution



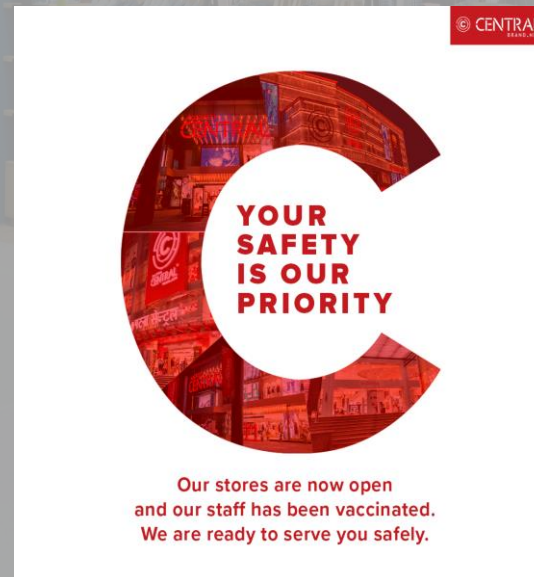
Festive Campaigns

Promoting regional festivals such as Ugadi, Bihu, Vishu and others to induce new shopping



Empathy Campaign

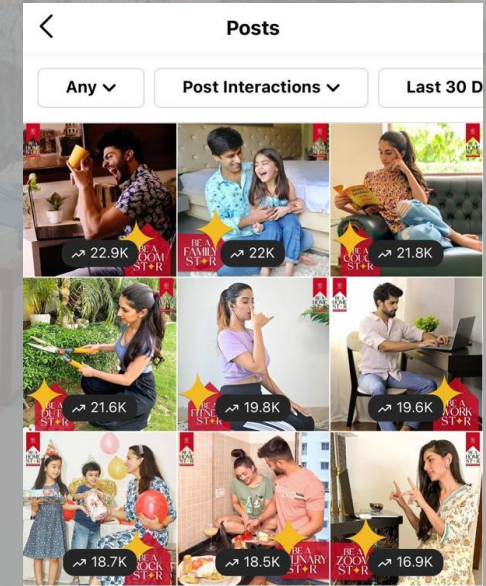
Campaign to evoke emotional connect with consumers and show them we care.



Be a Home Star

2.5 week-long content campaign featuring 10 relevant topical occasions and 3 sub occasions as part of each occasion.

Campaign increased interaction on social media from 2% to 7%, reaching out to 4.5 Mn customers
We have given winners gifts worth Rs 2.5 lacs





Large focus on online to offline initiatives to drive traffic.

E-catalogue- Shop from Home



Pre-Book Deals

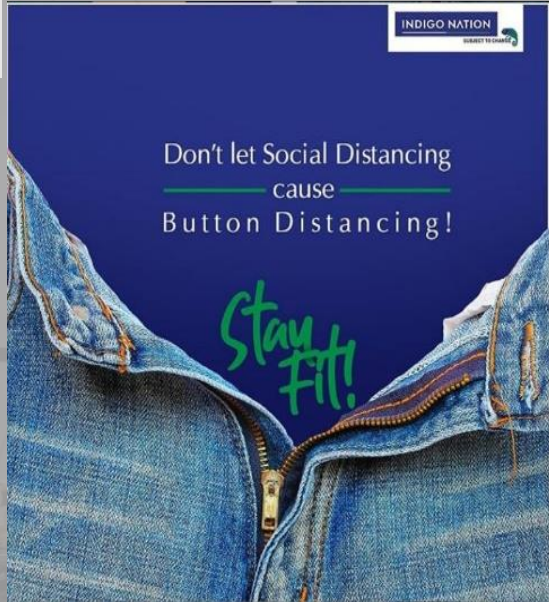


Store Walk-Through
Video on YouTube



BUY 2, TAKE HOME 5!

Indigo Nation



INDIGO NATION

Don't let Social Distancing
cause
Button Distancing!

Stay Fit!

indigo_nation_ • Following

indigo_nation_ Social Distancing is the trend of the hour now. Maintain yourself for just a little while longer to have a safe and healthy future. Stay safe and #stayNstyle always. Wishing you good health from the Indigo Nation team. ...

#quarantinelife #socialdistancing #stayhome #staysafe #stayhealthy

20w

thasleem_bin_hyder ❤️❤️

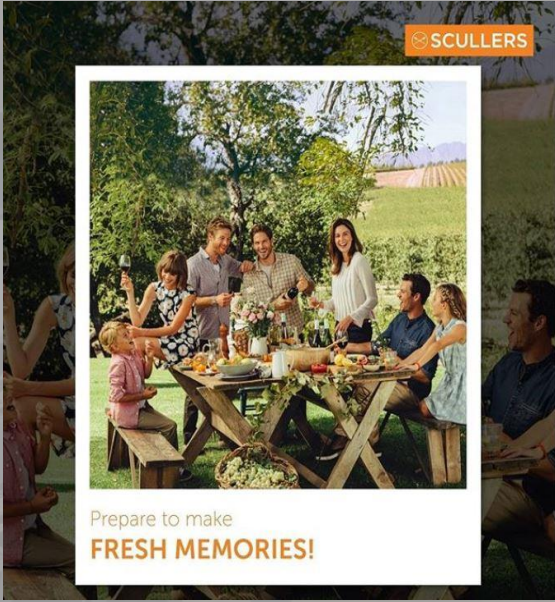
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APRIL 10

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Liked by alika1990 and 41 others

JUNE 9

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CREATE AT HOME

STAY HOME

CREATE AT HOME

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converse.india We love how you have unleashed that creativity inside you during quarantine. Stay Safe, Keep Creating! Share with #CreateAtHome @converseindia

16w

osheen.siva ❤️❤️❤️

16w 1 like Reply

ravidevnath_ @ritinkdivine great work 🙌

16w 2 likes Reply

View replies (1)

ritinkdivine ❤️

1,892 likes

MAY 11

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JEALOUS 21

VIDEO CALLS, MEETINGS, CONFERRING?
Jealous 21's got you covered!

#BEAT THE BLUES WITH J21

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jealous21_ The show must go on girls! Don't let work-from-home stop your fashion game! #BeatTheBluesWithJ21

#quarantinelife #vlogsquad #entrepreneur #business #workfromhome #creative #denim #fashion #stayhome #staysafe #positivevibes

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Liked by alika1990 and 58 others

APRIL 13

Add a comment...

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Jealous21

aLL at your doorstep



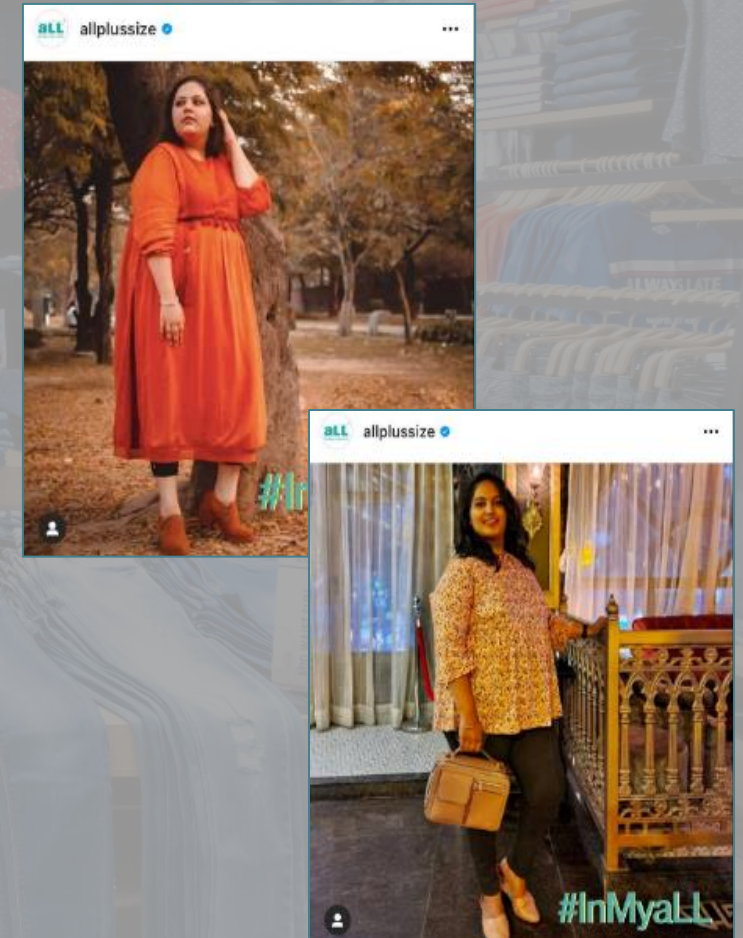
- Continued to serve customers through **aLL At Your Doorstep** using **Google Forms** & **Missed Call service – 7045678970** for Shopping
- Communication to customers by SMS/ tele-calling/WhatsApp

Personalized Message with Thank You Card For Top Customers Of all stores



Created brand connect by acknowledging **Top Customers of the month** – by sending Thank you card, bouquet & GV

Built an IP by making Audience the hero



- Revamp product portfolio in response to consumer shifts
 - Strengthen categories related to comfort, WFH lifestyle and personal care
 - Strengthen accessories
- Drive growth through brands
 - Leverage existing partners and doors
 - Add new doors with existing as well as new partners
- Continue to strengthen omni-channel network. Target to increase online business by 2.7X in FY22 vs FY21.
 - Consistent improvements in digital experiences
 - Quicker and faster deliveries
 - Personalized content and communication
- Sustain cost efficiencies

Financial Performance Q1 FY22 FLF Standalone and Consolidated

Income Statement	With IND-AS 116			
	Standalone		Consolidated	
Particulars	Q1 FY21	Q1 FY22	Q1 FY21	Q1 FY22
Revenue from Operations	79.76	264.56	85.82	297.99
COGS	57.52	178.71	62.24	204.71
Gross Profit	22.23	85.85	23.58	93.28
Gross Margin %	27.9%	32.5%	27.5%	31.3%
Employee Benefits Expense	38.77	55.93	41.56	61.96
Rent including Lease Rental	6.74	12.97	6.79	13.01
Other Expenditures	68.53	92.60	79.92	109.94
Total Expenditure	114.04	161.50	128.27	184.91
Other Income	10.54	11.31	10.56	11.18
EBITDA	(81.27)	(64.34)	(94.13)	(80.45)
EBITDA Margin %	-101.9%	-24.3%	-109.7%	-27.0%
Depreciation	167.23	165.08	171.37	167.33
EBIT	(248.50)	(229.42)	(265.50)	(247.78)
Finance Costs	80.63	95.52	82.06	99.12
PBT	(329.13)	(324.94)	(347.56)	(346.90)
Tax expense	-	-	0.19	(5.81)
Share in Net Loss of Associates and Joint Ventures	-	-	(5.20)	(6.99)
Net profit	(329.13)	(324.94)	(352.95)	(348.08)

Previous year's figures have been regrouped/reclassified wherever necessary



Namaste !

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