



FUTURE
LIFESTYLE
FASHIONS



Investor Update – Q1 FY16
(April 2015 – June 2015)

FASHION

Retail Brands
Distribution Investments

Business Highlights – Q1FY16

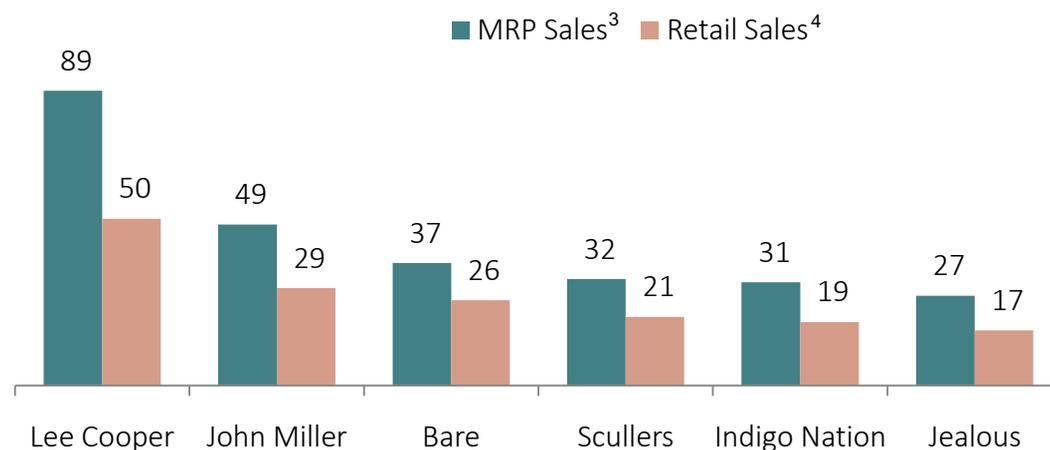
- ❖ Total income from operations of ₹702 cr for Q1 FY16
- ❖ Reported SSGs of 5.7%⁵ in retail and 9.9%⁵ in Central
- ❖ Reported EBITDA margins of 9.0% in Q1 FY16
 - ❖ Largely impacted by flat top line growth, 100bps decrease in gross margin along with increase in rental cost compared to Q1FY15
- ❖ Operates 4.88 million square feet of retail space across fashion formats (including EBOs)
 - ❖ Gross space addition during Q1 FY16 was ~23,000 sq ft largely opened EBOs

Other Financial Highlights

- ❖ During the year, FLF sold residual stake in held in BIBA Apparels for ~₹12 cr
- ❖ Consequent to the conversion of CCDs, FLF allotted 32,96,700 equity shares at a price of ₹91/- per share (including share premium of ₹89/- per share) aggregating to ₹30 cr to promoter entity on 1st April 2015

Total Sales ¹ Summary (₹ cr)		
Particulars	FY15	Q1 FY6
FLFL Brands	1,395	293
- Owned Brands	413	96
- Licensed Brands	982	197
Third Party Brands ²	2,006	472
Total Sales	3,401	765
Less: Consignment / SIS	162	41
Less: Taxes	176	40
Net Sales after Tax	3,064	684

Top Brand Performance (₹ cr)



¹: Includes SIS & consignment sales

²: Third party brands represent non FLF brands and includes SIS sales and consignment sales

³: Gross Sales indicate revenues based on MRP

⁴: Retail Sales indicate Net Sales Before Tax

⁵: Excludes stores under renovation

aLL's 10 Year Journey!

- ❖ aLL, niche plus-size clothing brand, completed 10-whole-years of stylizing customers in this category
- ❖ Starting with a single store in 2005 the format has come a long way to create an identity of its own
- ❖ Today the total strength of aLL stands at 47 EBOs and 29 cut-ins in Central across the country



- ❖ Fawad Khan is now the brand ambassador of FLF's menswear brand Giovani
 - ❖ He is the perfect Giovani man - sophisticated and charming, with an inborn sense of effortless style
- ❖ Launched in the year 2000, Giovani was acquired by FLF in 2014
- ❖ Giovani is a quintessential suits & jackets brand offering classic and elegant clothing tailored with refined Italian cuts
 - ❖ Present in over 100 retail touch points and spread across both exclusive brand stores and shop-in-shop

Media campaigns and associations for brand promotion

- ❖ Lee Cooper's latest campaign, showcasing the Spring Summer'15 line, targeted the Indian youth and compelled them to turn into initiators, trendsetters, liberators and thinkers, motivators and doers

It's time for our trash to evolve as well as we have. Reduce, Reuse, Recycle, Refuse. **THE CHANGE STARTS TODAY. IT'S TIME TO #TAKECHARGE**

Lee Cooper India April 17 · it

It's time for our trash to evolve as well as we have. Reduce, Reuse, Recycle, Refuse. What's your tomorrow? The change starts today. It's time to #TakeCharge!

#LeeCooper #CleanTomorrow #WhatIsYourTomorrow #SS15 #Campaign #LeadGeneration #System #Reuse #Recycle #Refuse

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1 share

Naina Wadhvani · Like · Reply · 11:50

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One in seven people across the world don't have enough to eat. Say no to food wastage. **THE CHANGE STARTS TODAY. IT'S TIME TO #TAKECHARGE**

THE ONLINE WORLD IS NOW SUBJECT TO CHANGE.
EXCLUSIVE INDIGO NATION STORE, NOW ON amazon.in

INDIGO NATION SUBJECT TO CHANGE

Innovative Range from Urbana



Other Brand Campaigns



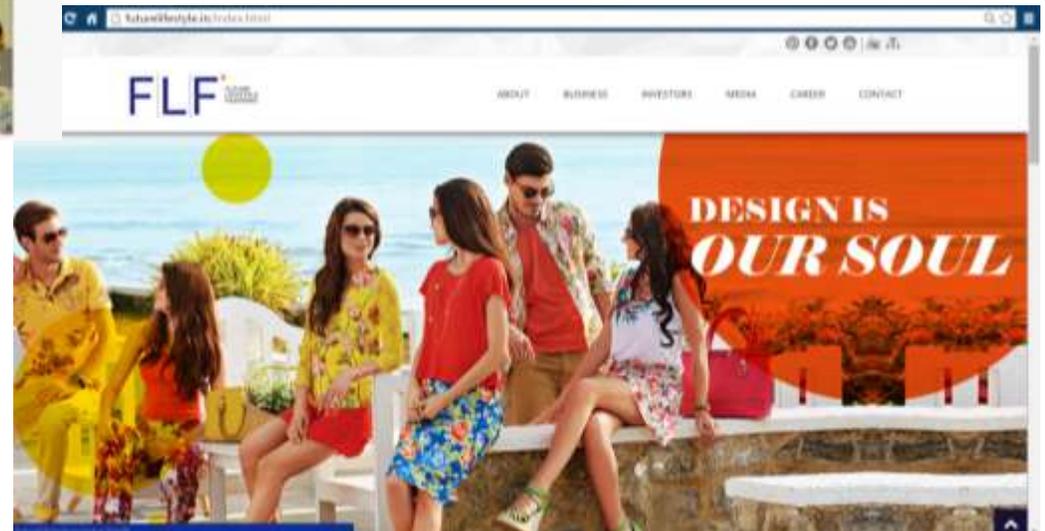
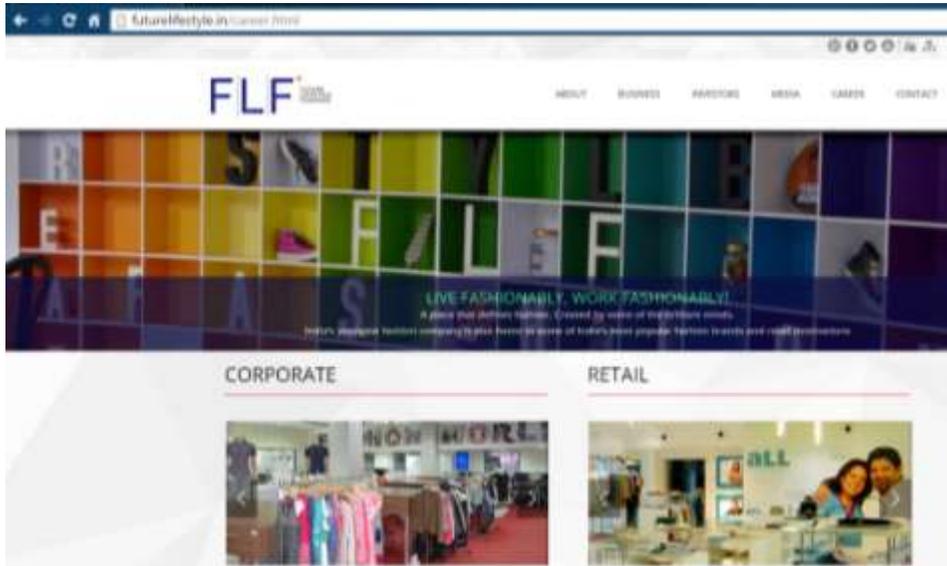
Central Launches Fashion Fridays



- ❖ Central created 16 different reasons for people to visit the store across India. It showcased the must-have Summer Fashion Essentials in different forms inspired by various themes



- ❖ Future Lifestyle Fashions website recently underwent a complete makeover. Giving away the old static way of showcasing company information and subsuming the new look. This young, sassy and responsive website will be one platform that will give hands-on information about various company brands and formats.



Retail Presence

- ❖ Operates 4.88 million square feet of retail space across fashion formats (including EBOs)
 - Gross space addition during Q1 FY16 was ~23,000 sq ft

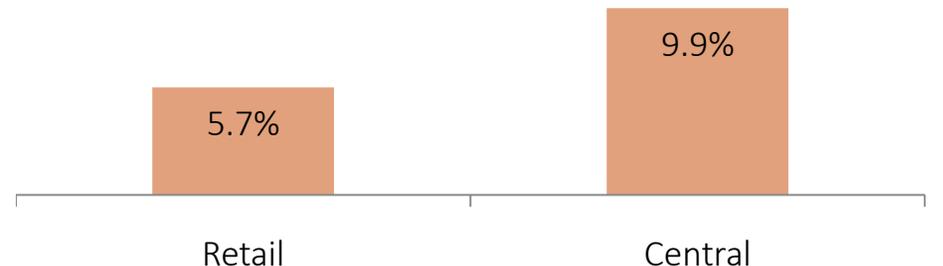
New Store Openings

- ❖ Q1 FY16 largely witnessed opening of smaller size brand stores
 - ❖ Opened 12 EBOs expanding presence in Ujjain, Guwahati, Chittoor, Ghaziabad, Calicut, Bhubneshwar and Solapur
 - ❖ Added 3 aLL stores in Delhi, Calicut and Nagpur
 - ❖ Also added 1 store of Planet Sport and I am In format
- ❖ During the quarter, 12 smaller format stores / EBOs were also shut along with 1 Brand Factory store in Raipur

Store Network as of 30th June 2015		
Format	# of stores	Retail space (mn sq ft)
Central	29	3.06
Brand Factory	38	1.30
aLL	47	0.07
Planet Sports & Other	57	0.18
EBOs and Others	191	0.28
Grand Total	362	4.88

Planet Sports and Other includes Converse
EBO and Others includes franchise, *I am In* and Lee Cooper brand stores

SSGs (%) for Q1 FY16 **



**SSGs excludes stores under renovation

Income Statement (₹ cr.) Particulars	Quarter ended		Year ended
	Q1 FY16	Q1 FY15	FY 2015
Net Sales	684	683	3,064
Other Operating Income	18	16	70
Total Income from Operations	702	699	3,134
COGS	424	415	1,919
Gross Profit	278	284	1,215
Gross Margin %	39.6%	40.6%	38.8%
Employee Benefits Expense	45	39	169
Rent including Lease Rental	90	80	346
Other Expenditures	80	80	369
Total Expenditure	215	199	885
EBITDA	63	85	330
EBITDA Margin %	9.0%	12.2%	10.5%
Other Income	12	1	22
<i>Other Income</i>	2	1	8
<i>Profit from sale of investment</i>	11	0	14
Depreciation	36	42	170
EBIT	39	44	182
Finance Costs	36	38	158
PBT	4	5	24
Tax expense	1	2	5
Net profit	2	4	19

- ❖ EBITDA witnessed a decline from 12.2% to 9.0% in Q1 FY16
- ❖ Largely impacted by flat top line growth, 100bps decrease in gross margin along with increase in rental cost compared to Q1FY15
- ❖ Profit from sale of investment in Q1 FY16 includes profit from sale of residual stake in BIBA
- ❖ FY15 profit from sale of investment includes profit from sale of stake in Celio

Thank You

Disclaimer:

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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