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SMCP CELEBRATES LISTING ON EURONEXT

Successful offer totals €541 million.



Paris – 20 October 2017 – SMCP, the parent company of French apparel and accessories brands Sandro, Maje and Claudie Pierlot, today celebrated its first day of trading in Compartment A of Euronext Paris. CEO Daniel Lalonde rang the bell that opens European markets, accompanied by Evelyne Chétrite and Judith Milgrom, the founders and artistic directors of the Sandro and Maje brands, and Ilan Chétrite, founder and artistic director of the Sandro men’s label.

SMCP is an international player in the global apparel and accessories market consisting of three strong Paris-designed brands: Sandro, Maje and Claudie Pierlot, whose desirability has grown significantly around the world in the recent years. They share the mission of spreading Parisian chic across the world.

SMCP’s business model that blends the codes of luxury and fast fashion has allowed the group to deliver powerful results. With net sales reaching €786 million in 2016, averaging a 27% increase per year since 2010, SMCP has recorded strong growth in the past few years and excellent results in 2016. It is now present in 36 countries through more than 1,200 retail outlets.

SMCP’s initial public offering is the fifth listing in Compartment A of Euronext Paris since January 2017.

SMCP (ticker code SMCP) was listed on 20 October 2017 through the admission to trading of 73,170,023 SMCP shares. In the context of the Global Offering¹, 24,612,687 shares have been issued, including 5,772,728 new shares and 18,839,959 existing shares sold by European TopSoho Sàrl, the US investment fund KKR, and company executives, before any potential exercise of the over-allotment option.

The offering price was set at €22 per share. The total amount of the offer represents €541 million.

At the listing ceremony, CEO Daniel Lalonde said: *“We are very pleased with the success of this new IPO. This is an important milestone that opens the first of many new chapters in SMCP’s tremendous growth story. The very positive response we received reflects the desirability of our brands as well as investor confidence in SMCP’s business model and growth prospects.”*

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¹ The Global Offering was made up of a Public Offering that included an Open Price Offer (OPO) in France and a Global Placement in France and other countries, primarily with institutional investors.



From left to right: Ilan Chérite, Eveline Chérite, Judith Milgrom and Daniel Lalonde.

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About SMCP

SMCP is a global player in the apparel and accessories market with three distinct contemporary Parisian fashion brands, Sandro, Maje and Claudie Pierlot. As of end of June 2017, SMCP brands are present in more than 1,200 points of sale in 36 countries. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively, and continue to provide creative direction for the brands. Claudie Pierlot was founded in 1984 by Madame Claudie Pierlot, and acquired by SMCP in 2009. www.smcp.com

About Euronext

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