

Q3 2018 REVENUE

SHOWROOMPRIVE CONSOLIDATES GROWTH IN THIRD QUARTER

La Plaine Saint Denis, 24 October 2018 – Showroomprivé, a leading European online retailer specialising in fashion for the *Digital Woman*, has published its results for the third quarter of 2018, ended on 30 September.

- **After a second quarter 2018 marked by a return to growth, Showroomprivé has continued and consolidated its progress in the third quarter with revenues of €137 million.**
 - Total internet revenue, the Group's core business, was up by 3%.
 - Total revenues were up nearly 2%.
 - The observed growth is driven by both French and international markets, at constant scope.
 - This growth consolidation continues the trend begun in the second quarter, which saw 8% growth, despite a lacklustre fashion market due to external factors, notably the persistence of a particularly long and hot summer.
- **The Group is fully focused on success in the fourth quarter, which is the most important period of the year.**
 - The upcoming commercial calendar is eventful (Showroomprivé's anniversary, Black Friday, Christmas, etc.) and supported by an ambitious media plan (launch of the new TV campaign in France, Italy, Spain, Portugal and Poland, with extensive media buying driving the fourth quarter).
- **At the same time the Group is continuing to execute its strategic "2018-2020 Performance" plan aimed at improving its operational efficiency in the short term and at developing new opportunities for growth and profitability in the medium term.**

KEY FIGURES Q3 2018

	Q3 2017	Q3 2018	% Growth
Net revenue (€ million)*	134.3	136.7	+1.8%
Total Internet revenue (€ million)*	130.3	134.2	+3.0%
Number of buyers (in millions)**	1.4	1.4	+1.5%
Revenue per buyer (€)**	89.0	88.7	-0.4%
Number of orders (in millions)**	3.1	3.2	+2.5%
Average number of orders per buyer**	2.3	2.3	+0.9%
Average basket (€)**	38.8	38.3	-1.3%
(million)	30/06/2018	30/09/2018	Change
Aggregate buyers**	8.5	8.7	+0.2

* IFRS

** Excluding Beuteprimee

Commenting on these revenue figures, Thierry Petit and David Dayan, co-founders and co-CEOs of Showroomprivé stated : *"This third quarter is satisfying, because, in market conditions described by professionals as lacklustre, our Internet business grew by 3%. This positive consolidation underscores the ongoing success of our "2018-2020 Performance" plan set in motion at the beginning of the year. It also continues the dynamic 8% upturn we saw in the second quarter, with the prospect of a traditionally booming fourth quarter reflecting year-end purchasing, which, we should remember, accounts for more than a third of our annual sales. Two strengths to emphasise: the strong performance of our beauty division, which makes Showroomprivé the leader in the sector, with more than 5% market share, and the good resilience of our Internet sales, which are up 3%."*

Q3 HIGHLIGHTS

Growth consolidation in the third quarter

- In the third quarter of 2018, revenues from Internet activities, the core of the company's business (over 95% of revenues) amounted to €134.2 million, up 3% at constant scope.
- Total growth was 1.8%, corresponding to €136.7 million total net revenue.
- This growth follows an 8% expansion in the second quarter of 2018, reflecting the initiatives taken under the "2018-2020 Performance" plan.
- Growth is sustained in geographical terms by both French and international markets.
- Conditions in the fashion market were disappointing for all players in the third quarter due to various external market factors, notably the persistence of a long and late hot summer, which disrupted buying habits.
- Over the third quarter, the number of buyers grew by 1.5% to 1.4 million, with revenue per buyer roughly stable (-0.4%).
- The engagement of the Group's members is reflected in a 0.9% increase in the number of orders per buyer, and the slight mechanical decrease in the average basket to €38.3 (down 1.3%).

Q4 OUTLOOK

Group efforts focused on achieving a successful fourth quarter

- The Group is well prepared for the fourth quarter, which is traditionally very busy. It is, in fact, a pivotal, decisive quarter for the Group, as over a third of its annual revenues are generated over that period.
- An eventful commercial plan supported by ambitious marketing and media initiatives is currently being rolled out for the end of the year, particularly for the Black Friday and Christmas period.

The priority focus continues to be the rollout of the strategic "2018-2020 Performance" plan.

- We are committed to strengthening the Group's operational efficiency and to developing the new growth opportunities initiated under the "2018-2020 Performance" plan launched late last winter.
- Capitalising on and amplifying positive signals in the near term:
 - Maintaining attention on the Group's fundamental pillars: the members and the brands.
 - Growing operational efficiency.
 - Rolling out the Group's new marketing approach.
- In the medium term:
 - Ensuring the success of the project to open a new mechanised warehouse operated by the Group.
 - Rolling out new sources of revenue and margins by developing SRP Media.
 - Developing strategic and commercial synergies with Carrefour.

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At its meeting on 24 October 2018, the SRP Group's Board of Directors reviewed and approved the revenue figures for the third quarter of 2018.

FORWARD-LOOKING STATEMENTS

This press release contains only summary information and is not intended to be comprehensive.

This document may contain forward-looking information and statements about the Group and its subsidiaries. These statements include financial projections and estimates and their underlying assumptions, statements regarding plans, objectives and expectations with respect to future operations, products and services, and statements regarding future performance. Forward-looking statements may be identified by the words “believe”, “expect”, “anticipate”, “goal” or similar expressions. Although the Group appreciates that the expectations reflected in such forward-looking statements are reasonable, investors and the Group’s shareholders are cautioned that forward-looking information and statements are subject to numerous risks and uncertainties, many of which are difficult to predict and generally beyond the control of the Group, which could cause actual results and developments to differ materially and adversely from those expressed in, or implied or projected by, the forward-looking information and statements. These risks and uncertainties include those discussed or identified in filings with the Autorité des Marchés Financiers made or to be made by the Group (particularly those detailed in chapter 4 of the Company’s annual report). The Group undertakes no obligation to publicly update its forward-looking statements, whether as a result of new information, future events or otherwise.

UPCOMING PUBLICATIONS

2018 annual results: mid-March 2019

ABOUT SHOWROOMPRIVE.COM

Showroomprive.com is an innovative European player in the online private sales industry, specialised in fashion. Showroomprivé offers a daily selection of more than 2,000 brand partners via its mobile apps or website in France and eight other countries. Since its launch in 2006, the company has enjoyed quick and profitable growth.

Showroomprivé is listed on Euronext Paris (code: SRP), and reported gross turnover of over €900 million incl. VAT in 2017, and net sales of €655 million, up 21% over the previous year. The Group employs more than 1,150 people.

For more information: <http://showroomprivegroup.com>



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