



EUROPEAN LINGERIE GROUP AB

QUARTERLY REPORT –
12 MONTHS AND
FOURTH QUARTER 2020

European Lingerie Group (ELG) is a fully vertically integrated intimate apparel and lingerie group, supplying lingerie materials to all major intimate apparel brands and distributing own ready garment lingerie products through more than 4,500 points of sale in 46 countries worldwide and online. ELG includes three business segments – Lauma Fabrics, Felina International and online business **Dessus-Dessous**.

ELG has successfully embarked upon a growth strategy involving international M&A targets and building size, and is today a renowned and strong player in the European intimate apparel industry.

#### **Key numbers**

1,075

**Employees** worldwide

46

Countries

4,500 Points of sale

#### 6 brands

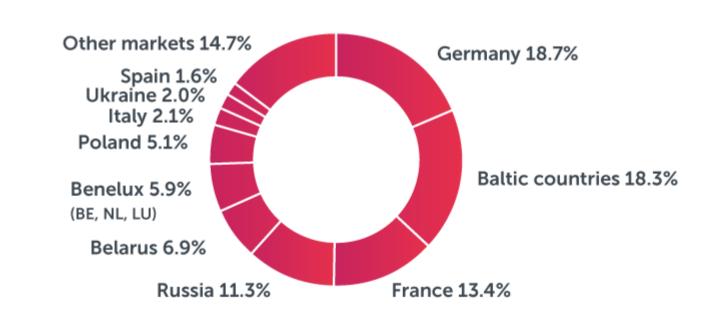
Lauma Fabrics, Felina, Conturelle, Senselle, Lauma Medical, **Dessus-Dessous** 

€ 15.0m € 63.7m

Sales Q4 2020

Sales 12M 2020

#### Sales by markets 12M 2020



## **Company Locations**

#### **Key company locations –**

sourcing, design, development Germany (Mannheim), Latvia (Liepaja)

#### **Production**

Germany, Latvia, Hungary, Belarus

#### **Trading**

Germany, Latvia, Hungary, Poland, France, Italy, USA, Spain, Portugal, Czech Republic, Russia

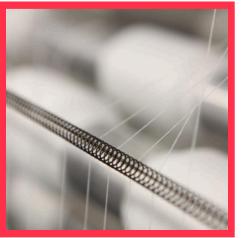


## **Company Products**

Lace, embroidery, elastic fabrics, narrows, private label products

Premium branded lingerie under Conturelle and Felina brands









#### Business case

## **Unique for lingerie industry**

vertically integrated companies in the lingerie industry in Europe producing lace and fabrics for international lingerie brands as well as producing and distributing lingerie garments under its own brands.

## Established position in CEE and excellent platform for growth

Group has historically demonstrated stable leadership performance. The identified further have team growth opportunities in private label business expansion, geographical expansion, product portfolio expansion and new distribution channels, expecially online; also – licencing projects by large global brands.

ELG's strong market position, brand awareness and network in CEE support integration of new business segments and geographical expansion.

### **Highly experienced Management team**

The Group has a capable and highly experienced leadership team, who are supported by a well-established 2nd tier management team reponsible for the daily oprations of the Group and its subsidiaries.

### Manufacturing arm with blue-chip customer base

ELG is **one-stop-shop manufacturer** with diversified blue-chip customer base.

The Group supplies all major European manufacturers of intimate apparel.

Innovative **European design and quality** for relatively **low cost.** 

#### **High brand awareness and customer proximity**

Its established brands, Felina and Conturelle, have **high brand awareness**.

Close customer proximity through department stores and other retailers. Wide distribution network exceeding **4,500 points of sale** throughout Western Europe.

#### **Several profitability** initiatives available

**Optimisation** of manufacturing and organisation, and **development of online sales**.

# Value creation through vertical integration

Deep integration of the supply chain (from fabrics to retail).

Efficient supply chain management.

Integration as a response to new demands for speed to market of 6 - 10 weeks (previously up to 9 months) for all types of products (classic, flash, seasonal) and quick reaction to market demands.

Efficient inventory management across the whole supply chain.

High asset/capital turnover and realization of full gross margin in-house.

Reduction of risk through controlling key elements of the industry value chain.

Diversification of the group sales and markets.

ELG has a track record of successfully expanding into new geographies through acquisitions. Acquired companies include Elastic (fine fabrics, a client) and Felina (premium lingerie, a client), facilitating the geographical expansion and vertical integration.



## Felina

CONTURELLE Felina





## Felina

## Premium quality lingerie since 1885

Over **100 years** of brand heritage and excellent product fit with loyal end customers obtaining a low degree of price sensitivity.

Vertical integration. The combination of in-house large-scale fabrics and lace production by Lauma and strong end-product and distribution experience by Felina.

Low risk, asset-light business model, due to growing core business with high share of NOS (never-out-of-stock) products.

Well-established player in an intimate wear niche focused on **premium** bras, slips and other intimate wear products.

Two distinct and complimentary premium brands – *Felina* and *Conturelle*. Newest addition *Senselle* is a fusion collection

Close customer proximity
through regional sales
subsidiaries focusing on
department stores as well as
fashion and lingerie retailers.

High internal value-add from product design and collection management to two own production sites in Hungary that secures highest quality standards and short lead times.







## Own Brands sales and distribution

Felina has long-standing international customer relationship and a well-developed lingerie distribution network covering most of the European countries and serving over 4,500 wholesale customers worldwide. Wholesale business is mainly in the CIS region. Felina realizes approximately 75% of sales through specialized shops, fashion boutiques and department stores.

Felina mainly sells lingerie to the European market, which is the world's largest women's lingerie market. Germany, is the core market for Felina.

Germany

**Core Markets** 



Felina has a strong international presence, generating more than 60% of sales outside Germany (22% Western Europe, 14% Southern Europe, 24% Eastern Europe, 3% Northern America and Asia). In 2018, a new back-up brand *Senselle by Felina* was launched to grow the market share in Eastern Europe as well as CIS countries and target the medium price segment.

In the near future the Group sees good potential in expanding further into Scandinavia, Spain and the UK. Such an expansion can be facilitated either through greenfield expansion or via strategic acquisitions.

Product development, sales and logistics of Felina are located in Mannheim, Germany and manufacturing in 2 plants in South-East Hungary. Felina employs 680 people.











**Financially sound** and strong cash flow generative business.

Lauma Fabrics has a **full production process under one roof** (warping, knitting, dyeing and finishing), very rare for a European producer.

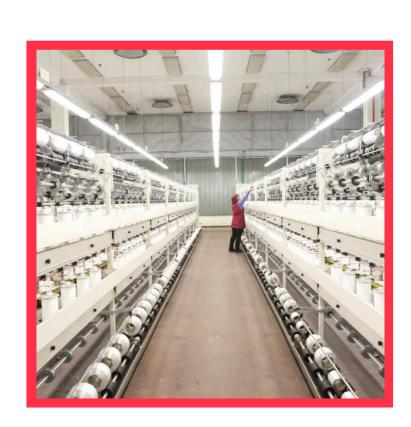
**Convenient location** for European production and historically loyal employee base.

### **Business strengths**

The company, situated in Liepaja,
Latvia **supplies all major manufacturers** of intimate
apparel throughout Europe.

Lauma Fabrics balances **European design and quality** for a
relatively low cost in comparison
with old European producers.

Lauma Fabrics historical success has been built on 'one-stop-shop' strategy whereas a full set of materials for ladies underwear (warp knitted fabrics, laces, narrows, embroideries, moulded cups) is offered to the customer.



The company has a **modern dye-house**, which enables beam and jet dyeing as well as includes water scouring equipment and stenters.

Balanced geographical sales to CIS / Russia and Central and Western Europe with market leaders as the key customers.



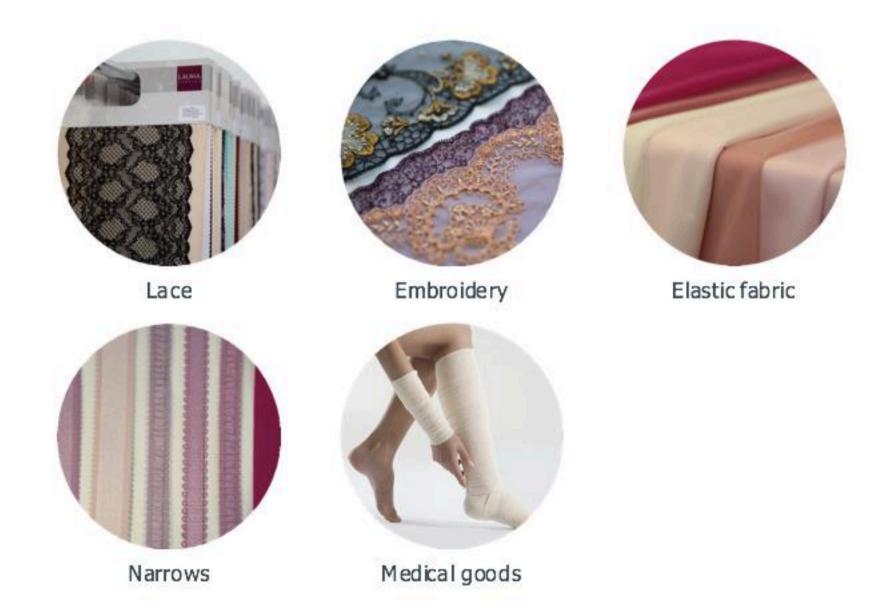


# Lauma Fabrics product portfolio

Product portfolio includes elastic knitted fabrics, rigid knitted fabrics, elastic laces, narrows and embroideries.

Lauma Fabrics also offers SCM\* services where ready garments are produced under customer brands.

In addition to its core products, Lauma produces medical textile – compression bands and back supports. These products are sold under the brand Lauma Medical.



\*SCM - Supply chain management

# Lauma Fabrics – Factories and manufacturing









All **production** including warping, knitting, dyeing and finishing **under one roof** with no outsourcing involved.

The building of the main production site in Liepaja ranked as the **8th largest factory** in the World in 2016 (**100k sqm**), after Volkswagen, Hyndai, Tesla, Boeing, Belvidere, Mitsubishi and Jean-Luc Lagardère Plant.

The company made an **investment of €6.4 million** in 2014-2015 and 2019 in dye-house modernization in Latvia, which enables beam and jet dyeing; includes water scouring machine and stenters.

The Group has **own machinery** needed for the full production cycle:

■ In Latvia & Germany: 10 yarn weaving machines, 249 fabrics/narrows knitting and weaving machines, 4 drying machines, 27 dyeing machines as well as other supplementary equipment.

Fabrics and laces are mainly produced in the Latvian factory in Liepaja in the north of Latvia (471 employees):

- Built in the early 1970s to provide textile products throughout the Soviet Union. Consequently, the business was established with both knitting and dyeing & finishing facilities
- Dye-house recently modernized
- The entire production process takes place in the same factory, enabling Lauma to fully control all stages of the process
- Provides ample space for expansion
- The knitting machinery is well maintained and generally is adequate for current needs

There are **two** smaller operating elastic fabrics **units in Neukirchen, Germany** (knitting) and **Wuppertal, Germany** (dyeing and finishing) with 65 employees.

# Lauma Fabrics sales

Lauma Fabrics blue-chip customer base:

Lauma Fabrics has a **strong reputation** and **loyal customer base** built by using high quality materials, manufacturing all products inhouse and reasonable product pricing.

Lauma Fabrics's client base is diversified in terms of size and geography — the Company serves all main lingerie brands in Europe and has around **200 client accounts.** 

Lauma Fabrics currently produces a wide range of lace plus a variety of basic broad elastic fabrics. The majority of its production is used in intimate apparel garments, with principal markets being the CIS countries and Russia.

Sales to Western European countries are also growing steadily. More than 85% of fabrics, laces and other materials exported to more than 20 countries all over the world.

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Fabrics and laces are sold and marketed by dedicated distribution teams aiming to develop a close link between materials manufactured by Lauma Fabrics and the clothing where these products are used. In combination, the Latvian and German production facilities provide wide geographic coverage.

Lauma Fabrics carries a wide range of fabrics covering all product types. These are presented to customers either at trade fairs, customer conventions or directly at the customers' premises.





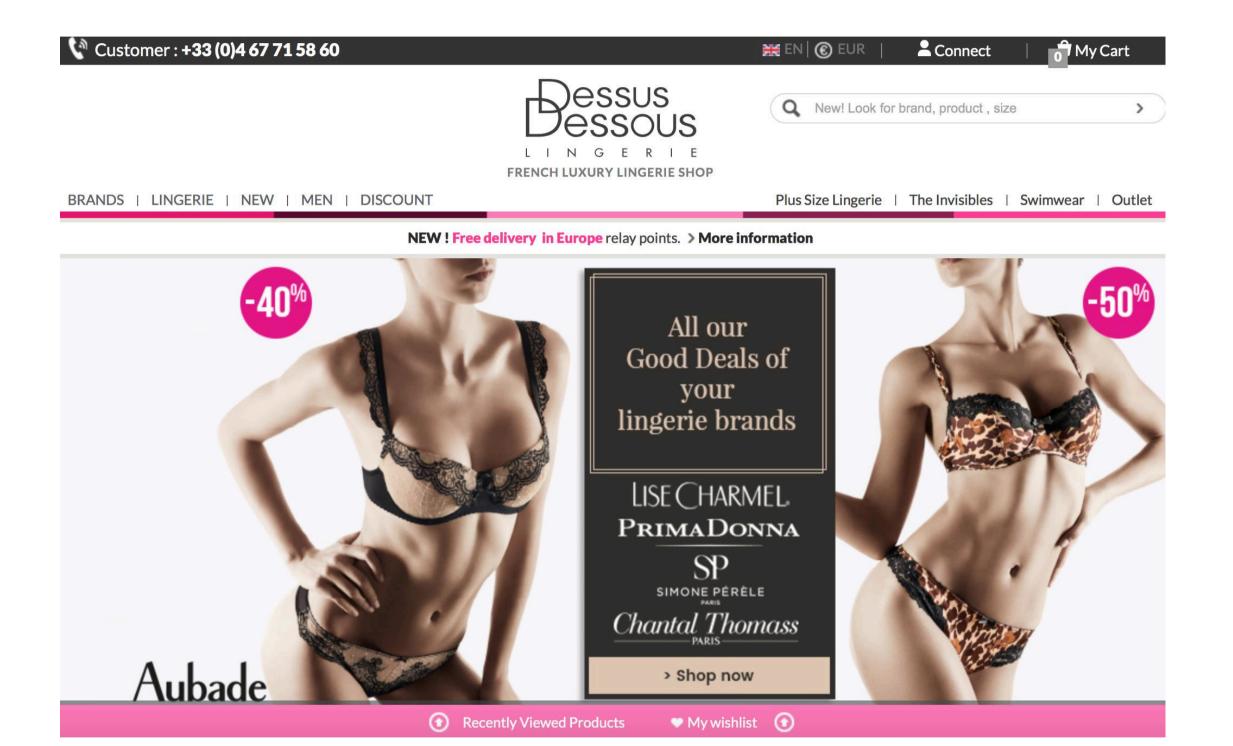








www.dessus-dessous.com





**Dessus-Dessous**. headquartered in Lunel. France. is the French leader in online sales of lingerie. The Company specializes in online sales of luxury lingerie brands including Lise Charmel, Van De Velde, Simone Pérèle, Felina, Conturelle and others.

Dessus-Dessous has been leading the French online lingerie market since 2000 and enjoys extraordinary rates of customer satisfaction and loyalty, thanks to superb customer service, reliable delivery and a constantly upto-date selection of over 150 thousand articles from over 50 brands.

#### **Key numbers**

No 1
in French online
lingerie market

50+ brands

Represented on website

150 thousand

Articles in selection

214 thousand

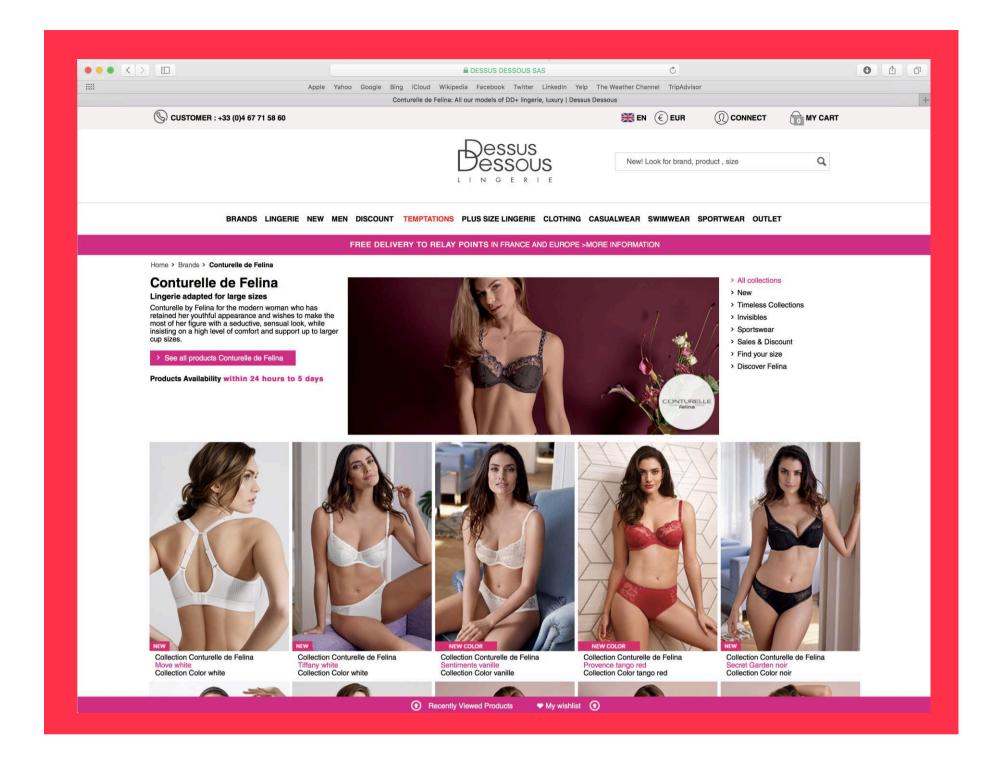
Customers in database



# **Business Strengths**

The acquisition of Dessus-Dessous, completed in June 2018, marked ELG's expansion to the online retail segment of the lingerie market, reinforcing the Group's strategic commitment to building a truly vertically integrated business.

Sales of consumer goods are increasingly moving online, as is the modern lingerie business. The acquisition of Dessus-Dessous is the response of ELG towards the persistent market trends.



ELG believes the acquisition of Dessus-Dessous is of great long-term strategic value for the Group.



# Business Strengths & Opportunities

Magento 2 project went live in October 2020. The project improves performance through increased conversion, a better and more user-friendly admin interface even for non-technical users and is a mobile friendly platform.

Numerous initiatives are in the pipeline to facilitate the **conversion rate** as well as **average basket** increase.

Dessus & Dessous has been successful with Google campaigns in France while international campaigns have not been prioritised in the past. Target is to **grow international reach**, specifically English speaking countries and Russia.

E-mail channel was substantially re-enforced in 2020 **GDPR** after implementation. Conversion of customer into opt-ins was also completed. E-mail is the highest conversion channel for Company and the Company will continue to aim to strengthen this channel.

Further connection to the brands' warehouse databases is planned to facilitate the product availability and decrease stock requirement.

For 2021, **translation of the web page** into one language
annually is planned for countries
where local language is preferred
for a better shopping experience.

# Highlights of 12M/Q4 2020

#### **COVID-19 pandemic**

With the rapid spread of the coronavirus (COVID-19) pandemic around the world, an unprecedented healthcare crisis began, causing significant disruptions to the operations of companies and daily life of people. In March 2020, various restrictions came into force in many countries to reduce the spread of COVID-19, significantly slowing down economic growth. These public policy measures, which were and still are aimed at limiting the spread of COVID-19, have a significant impact on economic activity in many sectors. At the same time, governments introduced various financial support mechanisms to mitigate the economic impact of the COVID-19 pandemic. Also European Lingerie Group companies have applied for such state aids.

After release of the restrictions and re-opening of shops at the end of the second quarter of 2020 and throughout the third quarter of 2020, the Group experienced rather stable recovery of its volumes, but when the countries were hit by COVID-19 second wave in the middle of Autumn, governments reinstated the lock-downs in majority of the countries, which is still continuing to various extent in most of the Group's main markets. As a result, the fourth quarter of 2020 had slightly larger drop in revenue against the same period last year than the third quarter showed.

#### Reaching an agreement on a standstill with the Bondholder Committee

As announced on the website and in the Annual Report 2019, in July 2020 the Group reached an agreement on a standstill with the Bondholder Committee (representing approximately 60 per cent of the Total Nominal Amount of the Bonds) regarding ELG's defaults under the Terms and Conditions as well as a cooperation between the ELG and the Bondholder Committee to explore and execute a potential restructuring of the Group and the Bonds. The initial long stop date for the standstill was 30 November 2020 (the "Standstill Period"), which was later extended to accommodate the investment process deadlines with a requirement to sign binding investment agreement by 28 February 2021 and full closing of transaction by the end of March 2021 at the latest.

As of the date of publishing this report, the process for potential investment into the Group as well as bond restructuring is progressing well, however, the investment documentation is still being finalised in cooperation with the Bondholder Committee. Therefore, the Group expects the Standstill Period to be further prolonged to accommodate the time frame required to complete the investment process.

#### Key findings of 12M/Q4 2020

As a result of pandemic, revenue in 12 months 2020 for European Lingerie Group was 17.8% lower than in 12 months 2019. The drop in traditional textile and lingerie products was larger, but the Group was able to outweigh part of it with additional business from sewing protective masks as well as trading imported medical masks and respirators. This gave large support to the Group in covering its operating costs during the down-time period. Revenue in the fourth quarter 2020 for the Group was 18.6% lower than in the fourth quarter 2019.

The textiles segment achieved a smaller drop in revenue that the lingerie segment experienced with the help of diversification of target markets and rather good performance of CIS markets of the Group where lock-down measures were lighter in the second half of 2020 than in Europe. The drop in the revenue of the lingerie ready garment segment is mainly explained by the continuing relatively weak customer turnover in physical stores as stores were closed in major part of Europe. In the countries where the lock-downs didn't include the store closure, tourism was still limited throughout the whole period and people in general were reluctant to visit public places in order to escape from the risk of being infected.

As response measures to the volume drop, the management initiated several cost saving actions to save the profitability. These were implemented across all the Group's companies according to the available state supports in the counties of operations and contractual possibilities. The measures taken were downtime initiation for the employees, reduction of the number of employees where possible, reduction of production volumes with subcontractors to maximize internal capacity utilisation, initiation of alternative business opportunities, i.e. production of protective masks, cancellation or putting on hold of all possible contracts and costs as well as application for state subsidies and state supported loans.

These actions allowed the Group to restart production in June 2020 when lock-down measures in the countries were fully or partially released and when the customers restarted their operations and restarted their orders from the Group, to save costs and to continue being EBITDA profitable and liquidity stable throughout the whole period. Online retail of the Group continued working as normal during the lock-down periods and sales were even higher in some months than in the same period last year. In 12 months 2020, Dessus-Dessous SAS achieved a revenue growth against the same period last year.

# Financial highlights of 12M/Q4 2020

**The Group's sales** amounted to EUR 63,724 thousand in 12 months 2020 (Q4 2020: EUR 15,060 thousand), representing a 17.8% decrease as compared to sales of 12 months 2019 (18.6% decrease to Q4 2019). In 12 months 2020, the decrease in sales was mainly a result of COVID-19 outbreak followed by partial deferral of orders by customers as well as significant reduction of orders during the lock-down periods.

**Profitability margins** in 12 months 2020 were below previous year which is explained by COVID-19 outbreak and shortfall in revenue which made it difficult to cover part of the fixed costs. The drop in profitability though was partly outweigh by the additional business from protective masks, state subsidies received for the down-time payments to employees and working capital needs and strict cost control during the lock-down periods.

**Q4 2020 profitability** from traditional textile and lingerie product operations was satisfactory for the current level of revenue and that was achieved to the large extent with the help of state supports, strict control of costs and reduced cost base in the production locations of the Group, which was realised earlier this year.

In thousands of EUR	12 months 2020	12 months 2019	Change
Revenue	63,724	77,554	-17.8%
Normalised operating profit	325	4,698	-93.1%
Normalised EBITDA	4,115	8,829	-53.4%
Normalised net profit /(loss)	(3,253)	873	-472.6%
Operating cash flow for the period	3,679	1,890	94.7%

In thousands of EUR	Q4 2020	Q4 2019	Change
Revenue	15,060	18,494	-18.6%
Normalised operating profit	239	(126)	-289.7%
Normalised EBITDA	1,121	1,210	-7.4%
Normalised net profit /(loss)	(492)	(212)	132.2%
Operating cash flow for the period	(712)	319	-323.2%

# Financial highlights of 12M/Q4 2020

**Normalised EBITDA** in 12 months 2020 amounted to EUR 4,115 thousand (Q4 2020: EUR 1,121 thousand) and decreased by 53.4% compared to 12 months 2019 (7.4% decrease to Q4 2019).

**Normalised EBITDA margin** in 12 months 2020 and 12 months 2019 was 6.5% and 11.4% respectively (Q4 2020 and Q4 2019: 7.4% and 6.5% respectively).

**Normalised net profit** in 12 months 2020 amounted to a loss of EUR 3,253 thousand (Q4 2020: loss of EUR 492 thousand), compared to normalised net profit of EUR 873 thousand in 12 months 2019 (Q4 2019: loss of EUR 212 thousand).

**Normalised net profit margin** in 12 months 2020 and 12 months 2019 was -5.1% and 1.1% respectively (-3.3% and -1.1% in Q4 2020 and Q4 2019 respectively).

Marginal analysis, %	12 months 2020	12 months 2019	Change
Normalised operating profit margin	0.5%	6.1%	-5.6%
Normalised EBITDA margin	6.5%	11.4%	-4.9%
Normalised net profit margin	-5.1%	1.1%	-6.2%

Marginal analysis, %	Q4 2020	Q4 2019	Change
Normalised operating profit margin	1.6%	-0.7%	2.3%
Normalised EBITDA margin	7.4%	6.5%	0.9%
Normalised net profit margin	-3.3%	-1.1%	-2.2%

#### Sales of 12M/Q4 2020

**Core operating markets** for European Lingerie Group are Germany, Spain, France, Poland, Benelux countries, Baltic countries, Russia, Belarus, Italy and Ukraine. Group's sales in its core markets in 12 months 2020 were 85.4% of its total sales against 84.2% in 12 months 2019 (82.3% in Q4 2020 against 84.4% in Q4 2019).

As a result of COVID-19 outbreak, sales in all markets operated by the Group demonstrated a decrease in 12 months, except Baltic countries and France. In Q4 2020, also Belarussian market demonstrated a recovery and growth.

Sales in the Baltic countries increased by 29.6% in 12 months 2020 compared to previous year (Q4 2020: increase by 1.9%). 12 months increase is explained by sales of medical masks and respirators, while Q4 growth was a result of the market and production recovery after the first wave of COVID-19.

Sales in France increased by 29.3% in 12 months 2020 and decreased by 9.8% in Q4 2020 compared to previous year. The growth during 12 months 2020 was caused by two factors. Firstly, Felina's Hungarian production facility concluded a contract for sewing protective masks for a French customer. Secondly, switch of demand from traditional shopping to online during the lock-down period resulted in higher sales achieved by the Group's online retailer – Dessus-Dessous S.A.S.

#### Sales by markets – 12 months

In thousands of EUR	12 months 2020	12 months 2019	Change, %	12 months 2020, % of sales	12 months 2019, % of sales
Germany	11,893	17,230	-31.0%	18.7%	22.2%
Baltic countries	11,693	9,023	29.6%	18.3%	11.6%
France	8,521	6,590	29.3%	13.4%	8.5%
Russia	7,222	10,888	-33.7%	11.3%	14.0%
Belarus	4,413	5,171	-14.7%	6.9%	6.7%
Benelux countries	3,781	5,094	-25.8%	5.9%	6.6%
Poland	3,247	4,245	-23.5%	5.1%	5.5%
Italy	1,315	1,871	-29.7%	2.1%	2.4%
Ukraine	1,297	1,545	-16.1%	2.0%	2.0%
Spain	1,048	3,619	-71.0%	1.6%	4.7%
Other markets	9,294	12,278	-24.3%	14.7%	15.8%
Total	63,724	77,554	-17.8%	100.0%	100.0%

#### Sales of 12M/Q4 2020

Sales in Spain had the largest drop - by 71.0% in 12 months 2020 and by 85.0% in Q4 2020 compared to previous year. This was mainly a result of Covid-19 impact as well as returns received by the Group from its key customer in the market in the second half of 2020 which combined the returns related to Q1 and Q2 2020, but were delayed due to closure of retail stores in Spring.

Sales in Italy decreased by 29.7% in 12 months 2020 and by 73.2% in Q4 2020 compared to previous year. 12 months drop was not as significant as Q4 because of sales of medical masks imported by the Group from China. Both Spain and Italy suffered severely from the COVID-19 and applied restrictions, which lowered substantially the level of tourists in the country during the summer vacation period and as a result reduced customer flow and sales in the retail stores.

Sales in Russia decreased by 33.7% in 12 months and 23.0% in Q4 2020. This was a result of tighter restrictions on movement imposed by the government in the region together with complete closure of stores except for pharmacies and grocery shops for 2 months during Q2. Belarus and Poland suffered from the same effect as large portion of lingerie ready garments produced in these countries are exported to Russia for retail. After the release of restrictions in June 2020, the Russian market started recovering quite fast and sales volume started to pick up. Sales in Ukraine decreased by 16.1% in 12 months 2020 and by 11.0% in Q4 2020 compared to previous year.

#### Sales by markets – Q4

In thousands of EUR	Q4 2020	Q4 2019	Change, %	Q4 2020, % of sales	Q4 2019, % of sales
Germany	2,653	3,949	-32.8%	17.6%	21.4%
Russia	2,399	3,115	-23.0%	15.9%	16.8%
Baltic countries	2,251	2,208	1.9%	14.9%	11.9%
Belarus	1,553	1,247	24.5%	10.3%	6.7%
France	1,406	1,558	-9.8%	9.3%	8.4%
Poland	745	842	-11.5%	4.9%	4.6%
Benelux countries	705	848	-16.9%	4.7%	4.6%
Ukraine	431	484	-11.0%	2.9%	2.6%
Spain	152	1,010	-85.0%	1.0%	5.5%
Italy	95	355	-73.2%	0.6%	1.9%
Other markets	2,670	2,878	-7.2%	17.9%	15.6%
Total	15,060	18,494	-18.6%	100.0%	100.0%

#### Sales of 12M/Q4 2020

The Group has the following two strategic divisions, which are its reportable segments. These divisions offer different products and are managed separately because they require different technology and marketing strategies.

Reportable segments	Operations
Textiles	Manufacturing, processing and wholesale of textiles
Lingerie	Manufacturing, processing, wholesale and retail (including online) of lingerie products

During 12 months, both textiles and lingerie segment demonstrated a decrease, though textile segment decrease was minor. Lingerie segment suffered more from COVID-19 as it was hit immediately upon the closure of retail stores in most of our core markets. Textile segment felt the reduction 2 weeks later when stopped retail sales hit lingerie manufacturers and brands and these decided to temporarily stop their production as well. In both segments the drop in sales was partially outweigh by the additional sales of imported medical masks and respirators carried out during the lock-down period in the textile segment and by additional in come from sewing protective masks in the lingerie segment. In Q4 2020 both segments were below previous year with lingerie segment still experiencing a greater drop which is mainly explained by the lock-down reinstated in most of Europe due to the COVID-19 second wave.

#### Sales by business segments

In thousands of EUR	12 months 2020	12 months 2019	Change, %	12 months 2020, % of sales	12 months 2019, % of sales
Textiles	32,590	34,172	-4.6%	49.1%	42.5%
Lingerie	32,422	44,559	-27.2%	50.9%	57.5%
Intercom- pany elimi- nations	(1,288)	(1,177)			
Total	63,724	77,554	-17.8%	100.0%	100.0%

In thousands of EUR	Q4 2020	Q4 2019	Change, %	Q4 2020, % of sales	Q4 2019, % of sales
Textiles	8,223	9,055	-9.2%	54.5%	47.5%
Lingerie	6,849	9,715	-29.5%	45.5%	52.5%
Intercom- pany elimi- nations	(12)	(276)			
Total	15,060	18,494	-18.6%	100.0%	100.0%





**GROUP** 

www.elg-corporate.com