



INTRODUCTION TO IC COMPANYS

IC COMPANYS
HOME OF FASHION BRANDS

IC COMPANYS OVERVIEW

Origin

- Danish public limited company created through the merger of Carli Gry A/S and InWear Group A/S as of April 30, 2001

Size

- IC Companys is amongst the biggest fashion companies in Northern Europe

Activity

- The company designs a strong product portfolio of fashion brands and distributes it in more than 40 countries

Brands

- 11 brands

IC COMPANYS WORLD MAP

Turnover 2006/07

- Euro 447 mio.

Export

- Turnover outside Denmark is app. 80% of total revenue

Employees

- App. 2,400

Distribution points

- App. 11,500 – up 9% from last year

Shops

- 233 own retail shops
- 118 franchise shops in more than 40 countries

Europe – 92% of turnover

15 sales subsidiaries

- Austria
- Belgium
- Czech Republic
- Denmark
- Finland
- France
- Germany
- Hungary
- The Netherlands
- Norway
- Poland
- Spain
- Sweden
- Switzerland
- UK
- And Export partners

North America – 3% of turnover

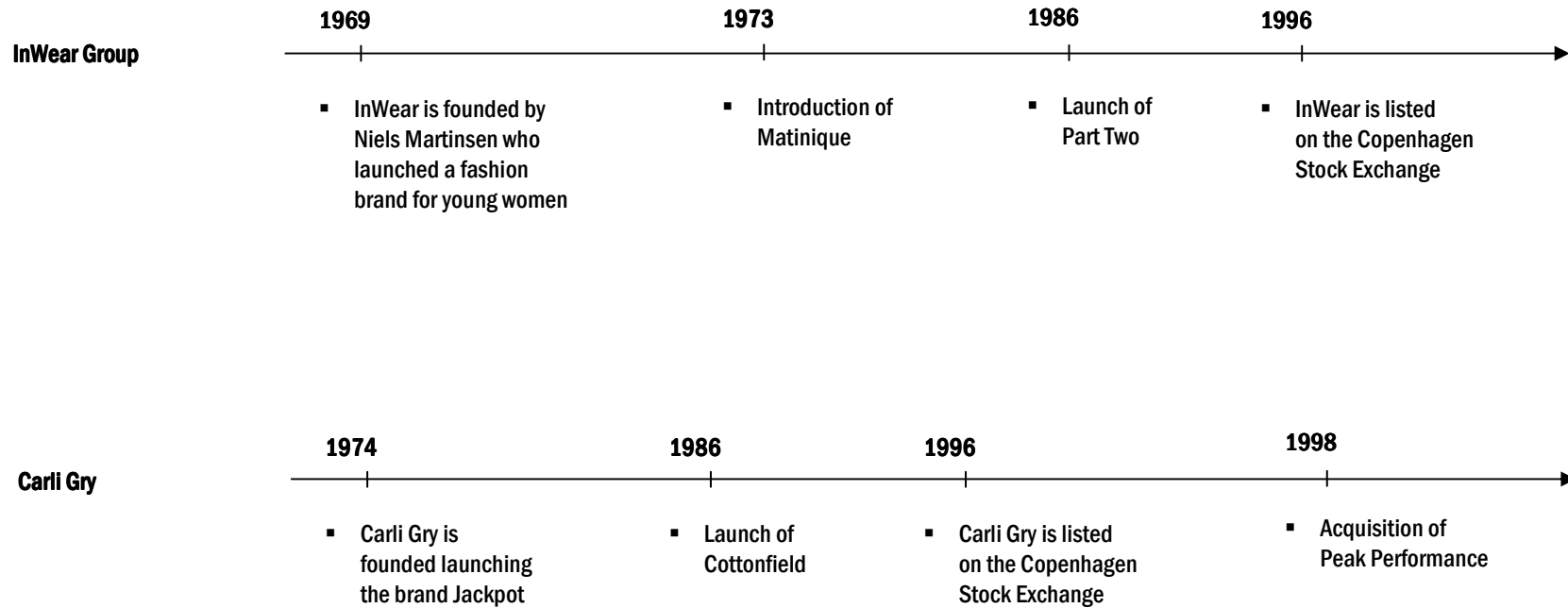
- 1 sales subsidiary
- Canada

Asia and Middle East 5% of turnover

- 2 subsidiaries
- China
- Hong Kong
- And Export Partners



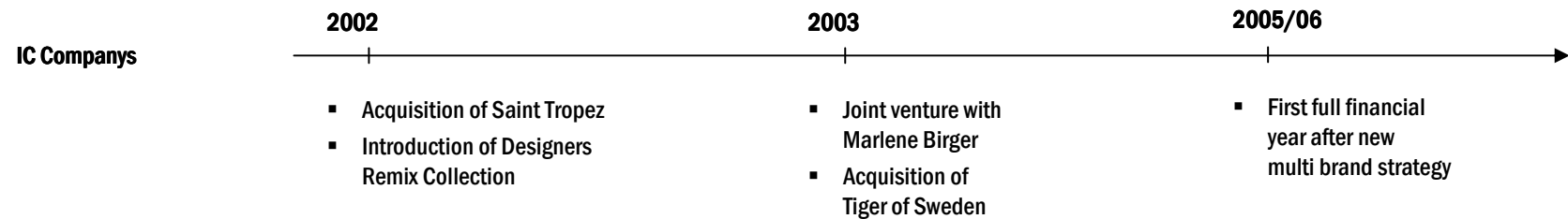
THE HISTORY BEFORE THE MERGER



THE HISTORY AFTER THE MERGER

MERGER

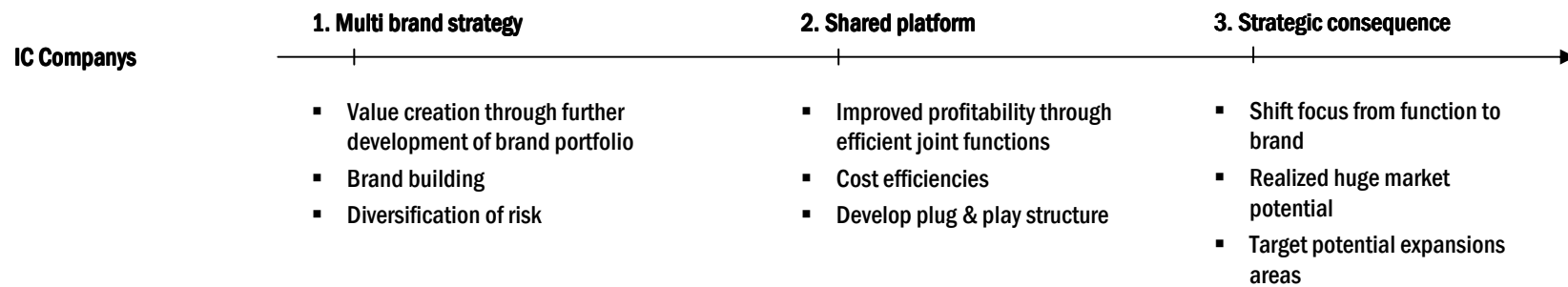
- In 2001 the two leading Danish fashion companies, InWear and Carli Gry, merges creating IC Companys.



STRATEGY AND ECONOMIC PERFORMANCE

STRATEGY

- Vision and goals are based on two fundamental principles – which naturally have some important strategic consequences:



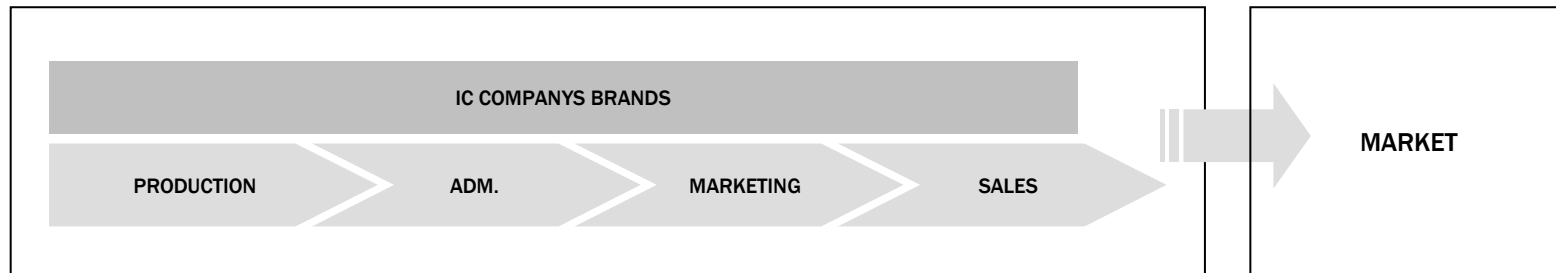
SHARED PLATFORM

SHARED PLATFORM

- The cornerstone of IC Companys strategy is the shared platform
- All IC Companys' brands are part of this platform which includes functions such as sourcing, distribution, HR, IT, marketing, finance and administration
- Based on this platform brands are responsible for their “individuality” such as brand identity and design

BENEFITS TO OUR PARTNERS

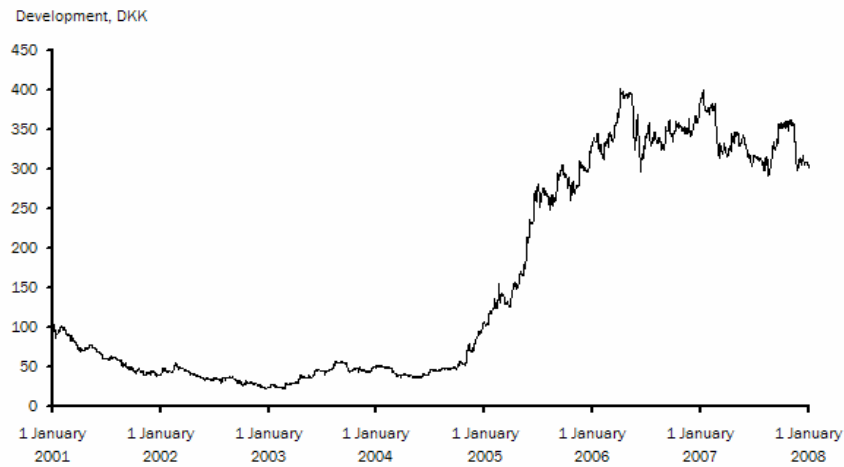
- Through the cost efficient platform, IC Companys is able to offer our partners:
 - A high level of product quality
 - A high level of reliable deliveries
 - A competitive price structure/ mark-up across all brands



ECONOMIC PERFORMANCE AND AMBITIOUS GOALS

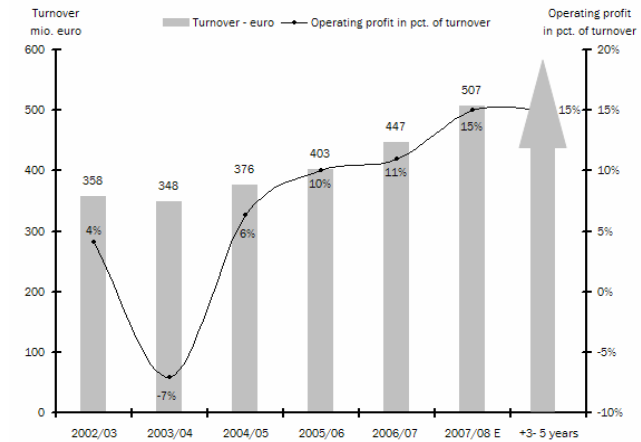
ECONOMIC PERFORMANCE

- IC Companys is listed on the Copenhagen Stock Exchange
- The share price has accelerated during the new multi brand strategy



AMBITIOUS GOALS

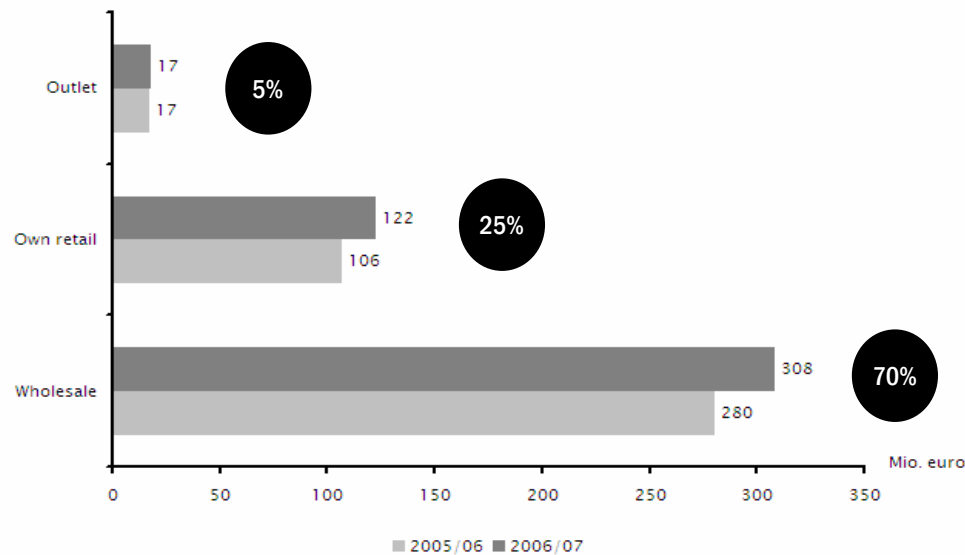
- ICC has two major goals for the following 3-5 years
- These entail 15% organic growth and an EBIT of 15%



REVENUE SPLIT BY SALES CHANNEL

WHOLESALE DRIVEN COMPANY WITH OWN RETAIL EXPERIENCE

- Wholesale revenue (up 10% from last year) has increased less rapidly than own retail, which is up 15% from last year.



SALES PERFORMANCE FOR 2006/07 AND FORECAST FOR 2007/08

ON TRACK

- Actual sales increased 11% in 2006/07, and four brands are now above Euro 50m per year
- The forecast for 2007/08 is also positive – 8 out of 11 brands have double digit changes in order in-takes

By Malene Birger (17m +37%) Designers Remix Collection (6m +35%) Soaked in Luxury (14m +13%)	 Matinique (33m +23%) Part Two (25m +12%)	Tiger of Sweden (52m +39%) Peak Performance (107m + 14%)	> 10% Exptected growth based on order-intake 2007/08
Saintz Tropez (22m*)	Cottonfield (37m +9%)	InWear (72m +7%) Jackpot (59m - 18%)	
< Euro 25m turnover	Euro 25-50m turnover	> Euro 50m turnover	

* Growth not included due to Express Delivery Status

**ADDITIONAL
IC COMPANYS ELEMENTS**

CONCEPT COMPONTS

Collections	Special orders	SSP	Accessories	POS	Shop design
<ul style="list-style-type: none">▪ Pre-order based▪ Spring▪ Summer▪ Autumn▪ Winter <ul style="list-style-type: none">▪ All 4 collections are full coordinated	<ul style="list-style-type: none">▪ On request	<ul style="list-style-type: none">▪ Stock Supporting Products is a part of the program	<ul style="list-style-type: none">▪ Each brand has coordinated accessory program	<ul style="list-style-type: none">▪ Each brand has collection coordinated Point of Sale program	<ul style="list-style-type: none">▪ IDD department coordinates each shop design

COLLECTION AND DELIVERY STRUCTURE

Pre-order brands

- InWear
- Matinique
- Cottonfield
- Jackpot
- Part Two
- Peak Performance
- Designers Remix Collection
- Tiger of Sweden

Characteristics - pre-order brands

- 4 pre-order collection
- 2 weeks delivery capsules all year around

Quick to Market brands

- Soaked in Luxury

Characteristics - Quick to Market brands

- 8-10 selling-in periods
- All year around deliveries

Collection	Spring - 35% share				Summer - 10% share				Autumn - 35% share			Winter - 20% share			
Selling Period	Medio Jul- medio Sep				Medio Oct - medio Nov				Medio Jan - medio Mar			Medio April - Medio May			
Month - Capsules	Dec - 12A	Jan - 1A	Feb - 2A	Mar - 3A	Mar - 3B	Apr - 4A	May - 4B	Jun - 6A	Jul - 7A	Aug - 8A+8B	Sep - 9A	Okt - 10A+10B	Nov - 11A		
Buying split inside collection	10%	30%	40%	20%	40%	50%	10%	10%	35%	55%	50%	50%			
OTB	Special orders						X-press - 5A		Special orders				X-press - 11A		
OTB	Instock Autumn/Winter	Instock Spring/Summer						Instock Autumn/Winter							

COLLECTION – NO. OF STYLES

BRAND	SPRING/AUTUMN	SUMMER/WINTER
InWear	325	150
Matinique	250	200
Part Two	250	150
Jackpot	325	300
Cottonfield – male/female	200/125	150/125
Peak Performance – only casual	235	100
Soaked In Luxury – 8 yearly collections	150-160	120-130
Designers Remix Collection	150	100
Tiger of Sweden – male/female/jeans	200/150/150	50/0/0

FRANCHISE CONCEPT

SHOP TYPE	SIZE	NUMBER OF BRANDS	BRANDS
Mono Shop – Free standing	80 – 150 m2	1 brand	InWear, Jackpot, Cottonfield, Peak Performance, Soaked in Luxury, Tiger of Sweden
Mono Shop – Shop-in-Shop	30 – 60 m2	1 brand	InWear, Matinique, Jackpot, Cottonfield, Peak Performance, Part Two, Soaked in Luxury, Tiger of Sweden
Duo Shop	150 – 250 m2	2 brands	InWear/Matinique
Companys Mixed	300 – 750 m2	All brands	InWear, Matinique, Jackpot, Cottonfield, Part Two, Soaked in Luxury, Remix, Tiger of Sweden (male), Peak Performance (male)
Companys Female	200 – 400 m2	All female brands	InWear, Jackpot, Part Two, Soaked in Luxury, Remix

- **COMPANYS:** to have the most efficient brand mix each brand must at least minimum have 10% of the total order volume.

INVESTMENTS BY SHOP

BRAND	CORNER	SHOP-IN-SHOP	SHOP	FLAGSHIP	SHOWROOM
InWear	-	70 m2 - 480	300 m2 - 495	300 m2 - 560	-
Matinique	10 m2 - 360	70 m2 - 550	-	-	50 m2 - 440
	15m2 - 310				
	20 m2 - 400				
Cottonfield	10 m2 - 440	50 m2 - 430	120 m2 - 640	-	50 m2 - 470
	15 m2 - 360	50 m2 - 695*			
	20 m2 - 350				
Jackpot	10 m2 - 400	70 m2 - 535	120 m2 - 615	150 m2 - 735	-
	15 m2 - 335				
	20 m2 - 425				
Part Two	-	70 m2 - 480	300 m2 - 495	300 m2 - 560	-
Tiger of Sweden		30 m2 - 600	80 m2 - 600		
		60 m2 - 600	150 m2 - 600		
Peak Perfomance					
Designers Remix Collection					
Soaked in Luxury					
Combined InWear/Matinique	-	-	300 m2 - 495	300 m2 - 560	-
COMPANYS	-	-	300 m2 - 495	300 m2 - 560	-

PARTNERSHIP PROGRAM

WHAT CREATES A SUCCESSFUL PARTNERSHIP

1

- The right chemistry

2

- Open, frequent and honest communication between IC Companys and our partners

3

- Exchange of information

4

- Create a win-win financial set-up between IC Companys and our partners

5

- Clear and common understanding of where we want to bring IC Companys brands

OUR COMBINED COMPETENCES CREATES A STRONG PARTNERSHIP

IC Companies contributions and strengths

- We have developed strong concepts for each of our brands
- We have a strong international know-how within retailing
- We have developed a set of strategic, tactical and operational retail tools, which are available to our partners

Our partners contributions and strengths

- You have the local market knowledge in terms of:
 1. Demand
 2. Trends
 3. Competitors
- You have access to A locations
- You have a strong organization
- You have the necessary financial resources

IC COMPANYS CONTRIBUTION

Marketing activities

- We have in-house marketing competencies which supports/advice our partners
- We plan the grand opening with our partners

Merchandising and training

- We train our partners' staff in merchandising

Purchase planning

- We help our partners place the right order sizes

Space management

- We can assist our partners with space management

Shop fixtures

- Across all brands, we have strong shop-in-shop and Identity concepts

P&L calculations

- We are experienced in calculating the economics in regards to new locations

Local Training

- We are able to offer our partners training in our concepts and in sales training in general

Shop drawings

- We have a team of interior designers who will assist you in designing the shops/identity corners

OUR PARTNERS CONTRIBUTION

Market analysis

- Competition
- Demand
- Trends

Company profile

- Financials
- A EURO 10,000 deposit to be paid before the first order is placed
- Brand portfolio

Annual business plan

- Strategies
- Objectives

Purchase planning

- A budgeting tool

Sales reporting

- Weekly sales figures delivered to IC Companies
- Sell through figures twice a year

Retail mark-up calculations

- Calculation of retail prices

Marketing activities

- Planning and execution of marketing activities in cooperation with IC Companies marketing department

Organisation

- A person dedicated to IC Companies within your organization

END OF PRESENTATION