

## PERFORMANCE OF THE RESPONSIBLE CRAFTSMANSHIP MODEL



#### VERTICAL INTEGRATION

**55%** of objects made in in-house and exclusive workshops

#### **Local production**

**74%** of objects produced in France

#### New leather goods workshops 4 projects in France

#### **Development of the métiers** >€600m of production investments

over 3 years



#### DISTRIBUTION NETWORK

#### Multi-local and exclusive 295 stores in 45 countries

**Store openings**, including 2 in Japan and 1 in the United States

**Expansions and renovations**, including 2 in Greater China and 1 in France

> **Gradual integration of the** Middle East



#### REVENUE

#### €7.5 BILLION

+15% at constant exchange rates



≥10%

in all the regions



€10 BILLION

restated net cash position

At the end of June 2024



#### CREATION AND SAVOIR-FAIRE

#### **Haute Bijouterie**

8th collection:

Les formes de la couleur

#### **Leather Goods**

Launches of the Della Cavalleria *Élan* and *Kelly Mini clouté* models

#### Ready-to-Wear

Women's Hors-Série collection

#### Watches

Launch of Hermès Cut



#### EMPLOYMENT AND RESPONSIBILITY

#### Job creation

23,242 employees of which 14,320 in France

#### Strong local anchoring

**60** production and training sites in France

**7.12%** rate of directly employed people with disabilities in France





#### A BOLD CREATION



- Enrichment of the leather goods collection with the models
   Della Cavalleria Élan and Kelly Mini clouté
- Successful women's and men's ready-to-wear collections
- The Hermessence collection welcomed *Oud Alezan* in February and the *H24* men's line has been enriched with *Herbes Vives* in April
- Success of the Home universe collections presented during the Milan Design Week
- Launch of the new watch Hermès Cut
- Launch at the end of June of the eighth collection of Haute Bijouterie,
   Les formes de la couleur
- Launch of the tableware collection *Tressages Équestres*



## DEVELOPMENT OF PRODUCTION CAPACITIES



- Four leather goods workshop openings:
  - > Riom (Puy-de-Dôme), inauguration in September 2024
  - > L'Isle-d'Espagnac (Charente), scheduled in 2025
  - > Loupes (Gironde), scheduled in 2026
  - > Charleville-Mézières (Ardennes), scheduled in 2027
- Strengthening of capacity investments in all the métiers:
  - Development of the Hermès Manufacture de Métaux company, specialised in metal pieces
  - Expansion of the Hermès Perfume & Beauty site in Normandy
  - > Beyrand site expansion project for Tableware
- Securing supply:
  - > Acquisition of minority interests in some of our historical partners



# EXCLUSIVITY: AN INTEGRATED AND OMNICHANNEL DISTRIBUTION NETWORK



- Continued operating investments in the multi-local and omnichannel distribution network
- Opening of new stores:
  - > Princeton (United States)
  - > Wuxi (China), Tokyo Toranomon Azabudai and Ginza Mitsukoshi (Japan)
  - Mumbai Jio World Plaza (India)
- Expansion and renovation of stores:
  - Nantes (France)
  - › Beijing SKP and Hong Kong Lee Gardens (China)
  - › Kuala Lumpur The Gardens (Malaysia)



### SINGULAR COMMUNICATION



- Presenting Hermès in an authentic and unconventional manner:
  - > The **Kiosque du Monde d'Hermès** in Aspen (United States), Abu Dhabi (United Arab Emirates), New Delhi (India), Barcelona (Spain), Manila (Philippines), Taipei (Taiwan) and Tokyo (Japan)
  - Hermès in the Making in Mexico City (Mexico) and Seoul (Korea)
  - > **Saut Hermès** at the *Grand Palais Éphémère* in Paris
- Rediscovering the 16 métiers of the house:
  - > Haute Bijouterie event, *Les formes de la couleur* in Paris
  - Men's spring-summer 2024 ready-to-wear show in Shanghai (China) and women's ready-to-wear show in New-York (United States)
  - petit h in Hong Kong
  - Home universe, Hermès Parade in Los Angeles (United States)



## A SUSTAINABLE AND RESPONSIBLE BUSINESS MODEL



## PEOPLE, AT THE HEART OF OUR VALUES

At the end of June 2024, +1,205 employees of which close to 600 in France

Bonus of €4,000 to all its employees worldwide in respect of 2023

Free share plan – 2<sup>nd</sup> allocation of the 2019 plan





## CLIMATE AND WATER STRATEGY

Reduction in greenhouse gas emissions between 2018 and 2030 (validated by SBTi):

-50.4 % in absolute value scopes 1&2

-58.1 % in intensity scope 3

Pursuing investments in water treatment

#### LOCAL ANCHORING

Responsible real estate standard for 100% of new projects

Riom workshop: renovation and rehabilitation with a controlled environmental impact

Savoir-faire and local anchoring: New school for the Franche-Comté division



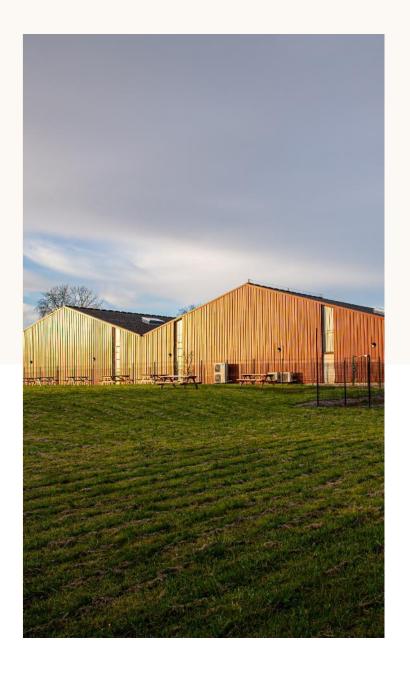


## PRESERVATION OF NATURAL RESOURCES

SBTn (Science Based Targets for nature) process: 3<sup>rd</sup> phase to define scientific objectives for Nature

RJ COC Certification for Hermès Jewellery in June

Eco-design and circular economy: Le Bain Hermès, around a sustainable product range, made of glass



## SOCIAL AND ENVIRONMENTAL PERFORMANCE RECOGNISED



GLOBAL EVALUATIONS 2024			THEMATIC EVALUATIONS  2024			
→ MSCI	AA	>	Transparency Awards	Grand Prix Toutes catégories		
> Moody's   ESG Solutions	Advanced 70/100	>	DRIVING SUSTAINABLE ECONOMIES	<b>« A-list »</b> Climate A / Water A Forest A-A-		
SUSTAINALYTICS	Low risk					





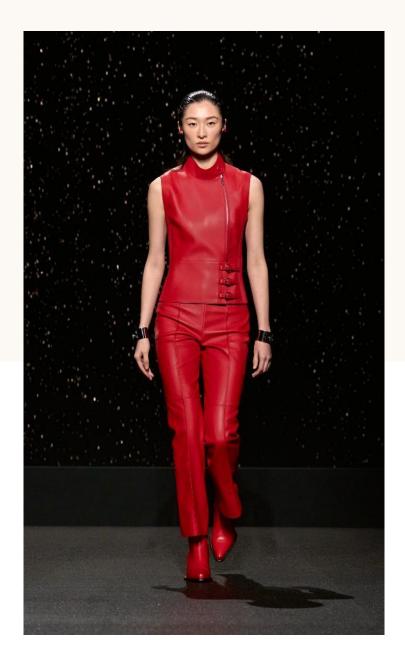
#### **ACTIVITY**



- Revenue in the first half of 2024 reached €7.5 billion (+15% at constant exchange rates and +12% at current exchange rates)
- All regions posted **double-digit** growth
- All the business lines confirmed their robust momentum, despite a more complex environment
- Sales in the second quarter reached €3.7 billion (+13% at constant rates and +12% at current rates). All the regions continued to show remarkable momentum, with the exception of Asia due to an inflection in traffic in Greater China



# REVENUE BY GEOGRAPHICAL AREA



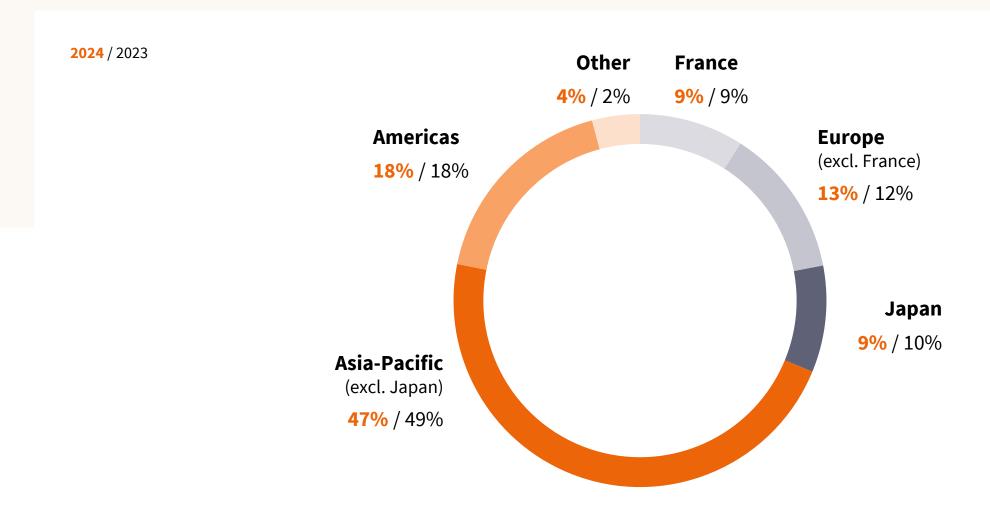
## REVENUE BY GEOGRAPHICAL AREA



	Change at
<b>June 2024</b>	constant rates
680	15%
970	18%
1 651	16%
693	22%
3 521	10%
4 2 1 3	12%
1 329	13%
311	105%
7 504	15%
	970 1651 693 3 521 4213 1 329 311

### REVENUE BY GEOGRAPHICAL AREA







# REVENUE BY SECTOR



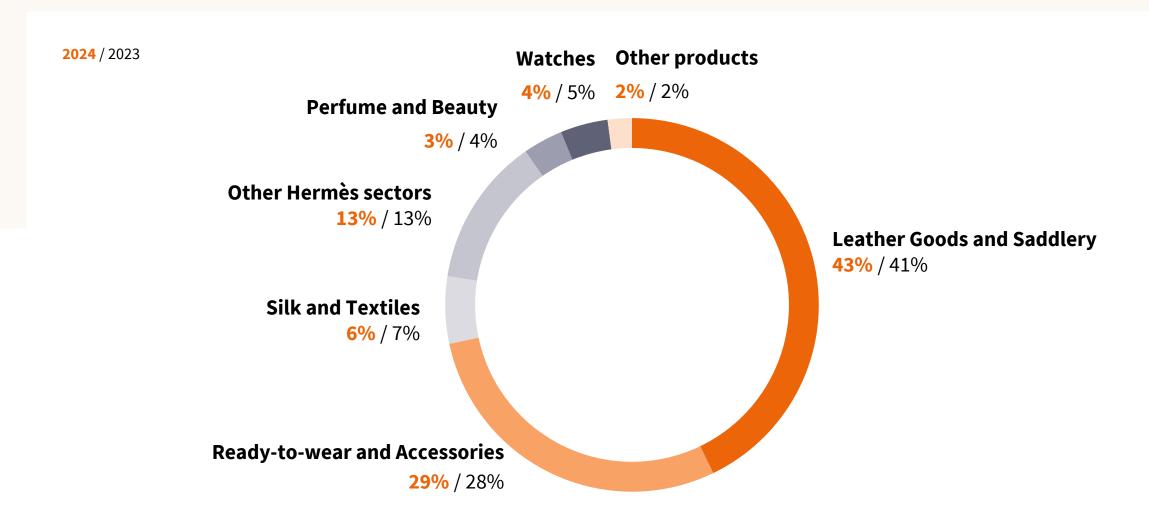
## REVENUE BY SECTOR



		Change at
in €m	<b>June 2024</b>	constant rates
Leather Goods and Saddlery	3,215	19%
Ready-to-wear and Accessories	2,162	15%
Silk and Textiles	436	1%
Other Hermès sectors	967	19%
Perfume and Beauty	259	5%
Watches	308	(0)%
Other products	157	7%
TOTAL	7,504	15%

### **REVENUE BY SECTOR**









## INCOME STATEMENT



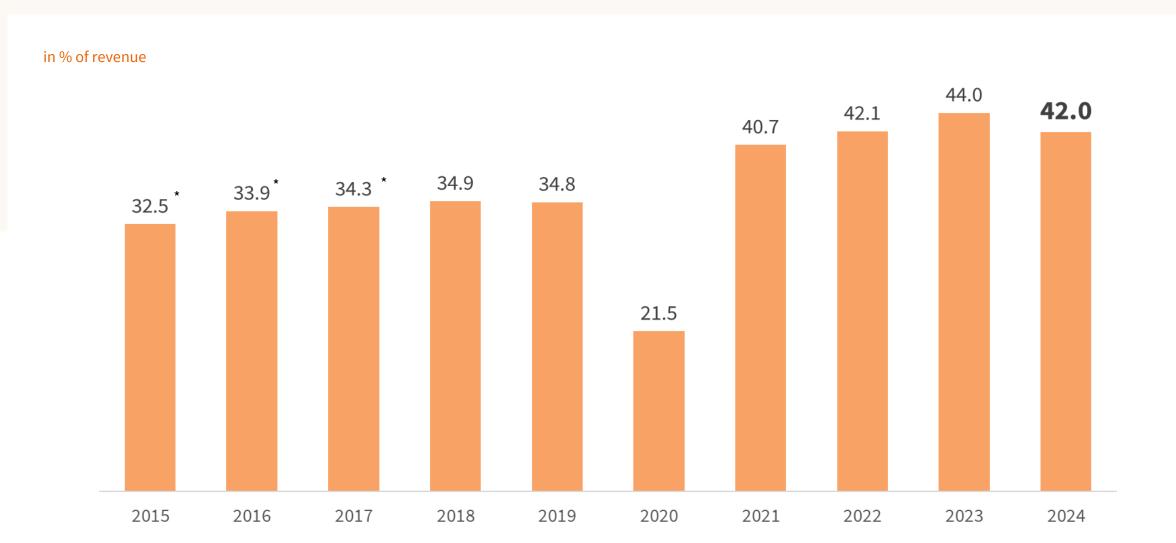
## CONSOLIDATED INCOME STATEMENT



		%		%
in €m	<b>June 2024</b>	revenue	June 2023	revenue
Revenue	7,504		6,698	
Cost of sales	(2,206)		(1,863)	
Gross margin	5,298	70.6%	4,834	72.2%
Communication	(272)	(3.6)%	(259)	(3.9)%
Other sales and administrative expenses	(1,410)	(18.8)%	(1,226)	(18.3)%
Other income and expenses	(467)	(6.2)%	(403)	(6.0)%
Recurring operating income	3,148	42.0%	2,947	44.0%
Other non-recurring income and expenses				
Operating income	3,148	42.0%	2,947	44.0%
Change y-o-y	+7%			

### RECURRING OPERATING PROFITABILITY EVOLUTION







## CONSOLIDATED INCOME STATEMENT

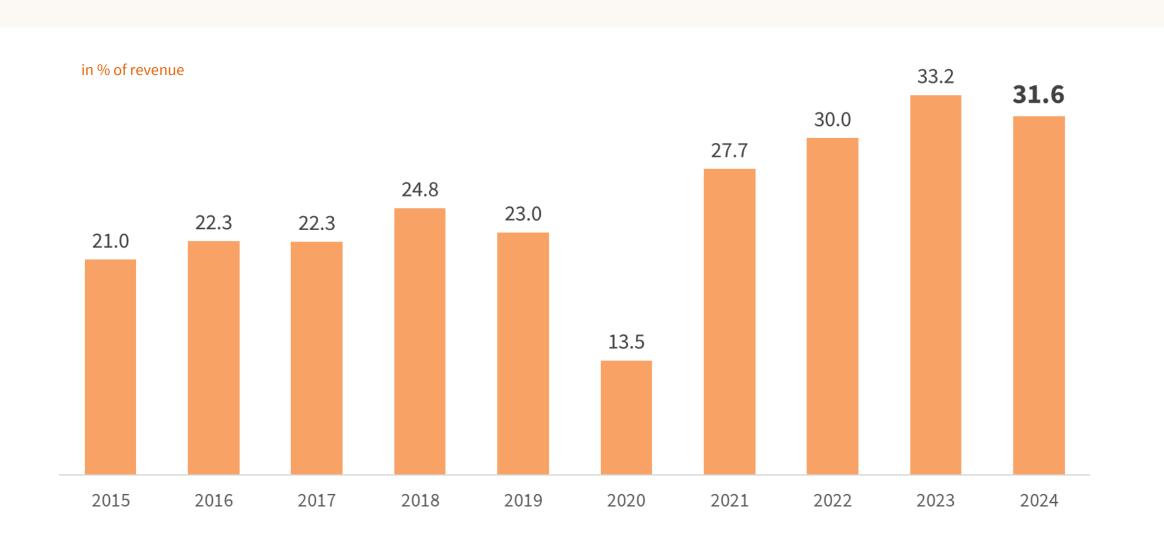


in €m	June 2024	% revenue	June 2023	% revenue
Operating income	3,148	42.0%	2,947	44.0%
Net financial income	141		75	
Income tax	(927)		(831)	
In % of income before tax	28.2%		27.5%	
Net income from associates	16		43	
Non-controlling interests	(10)		(8)	
Net income attributable to owners of the parent	2,368	31.6%	2,226	<b>33.2</b> %
	0/			

Change y-o-y +6%

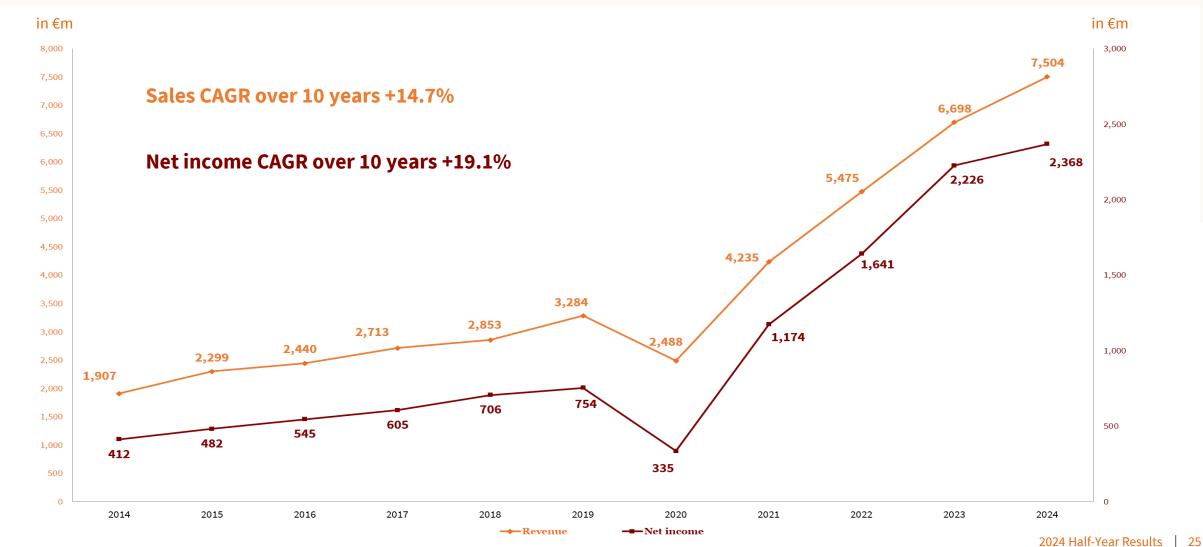
## **NET PROFITABILITY EVOLUTION**





### **OUTSTANDING SALES AND RESULTS IN 2024**





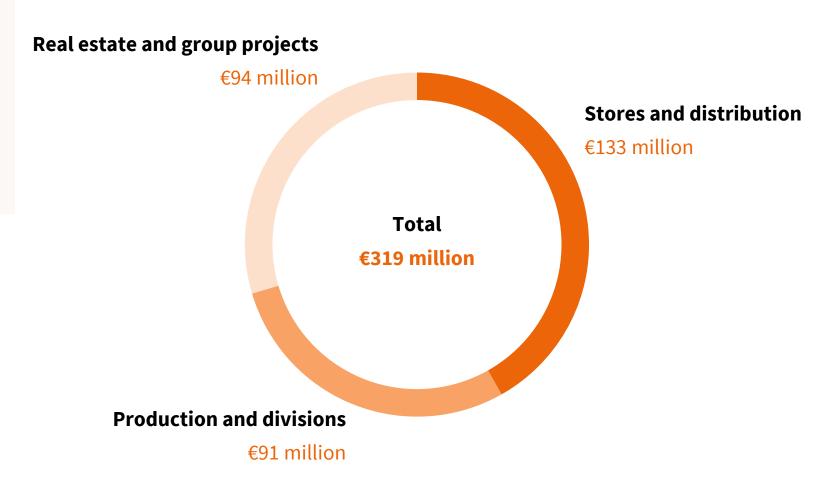


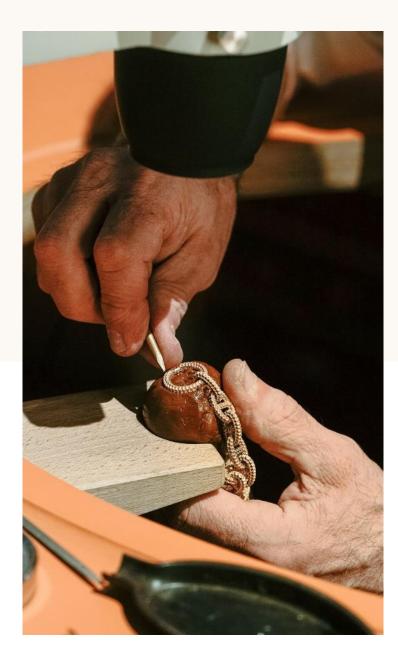
## INVESTMENTS AND CASH FLOW



## **OPERATING INVESTMENTS**



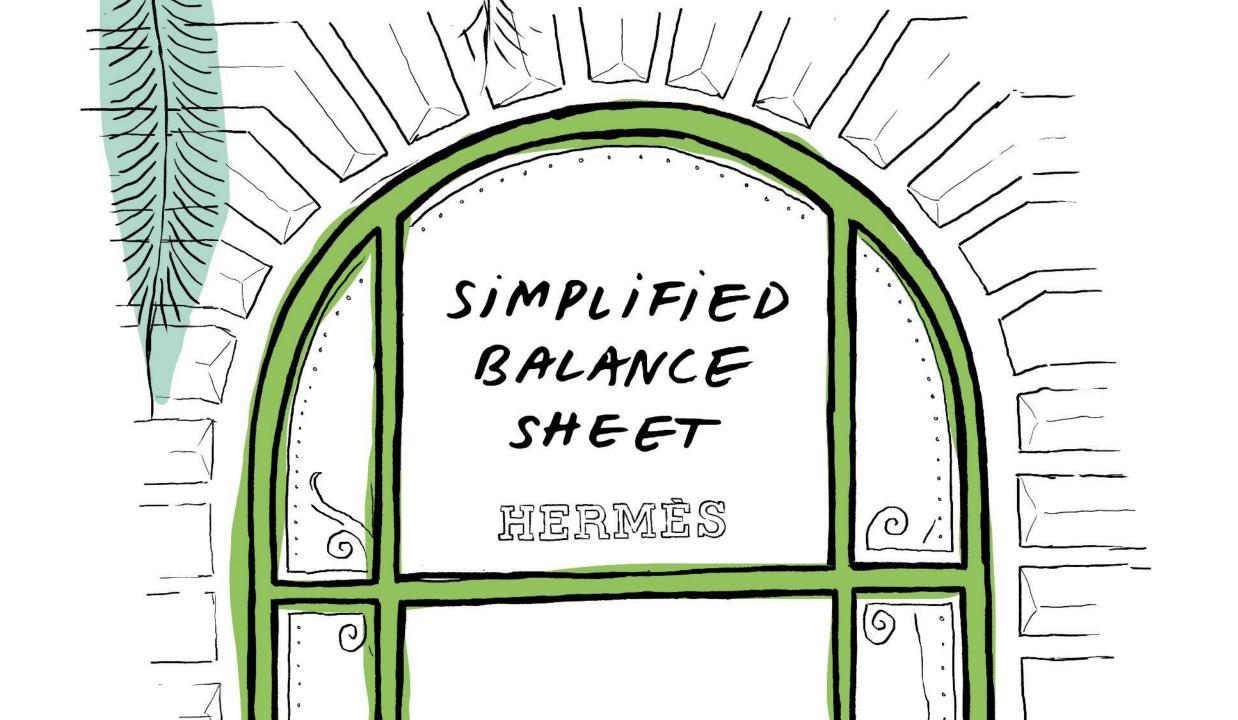




## RESTATED CASH-FLOW STATEMENT



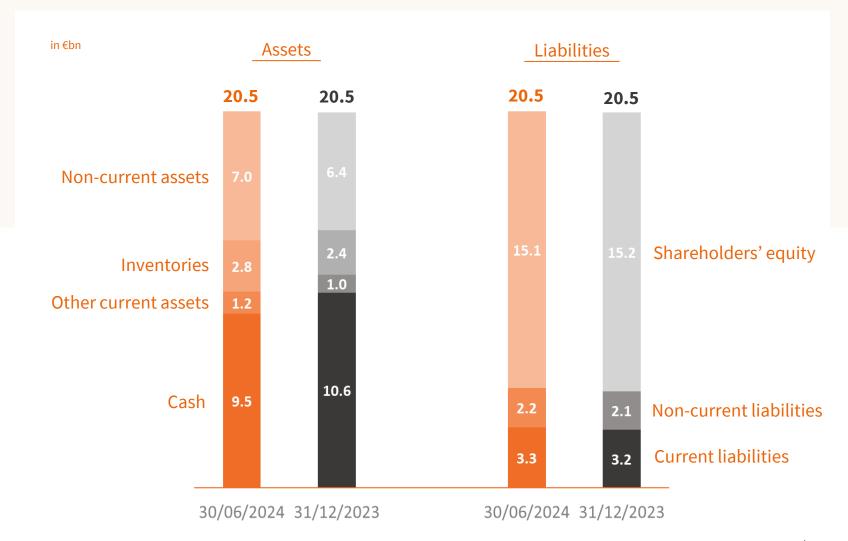
in €m	June 2024	June 2023
Operating cash flows	2,829	2,615
Change in working capital	(584)	(509)
Cash flows related to operating activities	2,244	2,106
Operating investments	(319)	(249)
Repayment of lease liabilities	(149)	(137)
Adjusted free cash flow	1,776	1,720
Financial investments	(235)	(92)
Dividends paid	(2,650)	(1,384)
Treasury share buybacks net of disposals	-	-
Other changes	(23)	(138)
Change in net cash position	(1,131)	106
Closing restated net cash position	10,033	9,848
Opening restated net cash position	11,164	9,742





### SIMPLIFIED BALANCE SHEET





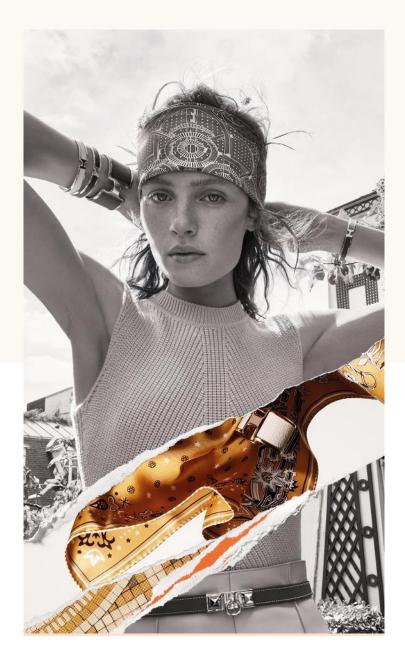




### OUTLOOK



- In a more complex economic and geopolitical context, the group continues the year 2024 with confidence, thanks to the highly integrated artisanal model, the balanced distribution network, the creativity of collections and the loyalty of clients
- In the medium-term, despite the economic, geopolitical and monetary uncertainties around the world, the group confirms an ambitious goal for revenue growth at constant exchange rates
- Thanks to its unique business model, Hermès is pursuing its long-term development strategy based on creativity, maintaining control over know-how and singular communication



## 2024: IN THE SPIRIT OF THE FAUBOURG, AT THE HEART OF THE HOUSE



- **Job creation** in France and worldwide
- Opening of the leather goods workshop in Riom (Puy-de-Dôme)
- Store expansions, notably in Singapore Takashimaya, Atlanta (United States), Shenzhen MixC (China) and Lille (France)
- Acceleration of strategic investments in production capacities in all the métiers and continued gradual integration of the Middle East
- Continuation of our climate strategy and of our initiatives in line with commitments to preserve natural resources
- Launch in September of a new women's perfume

