



DOUBLE-IMPACT DESIGNER FASHION
ADOLFODOMINGUEZ

Equity Story

May 2024

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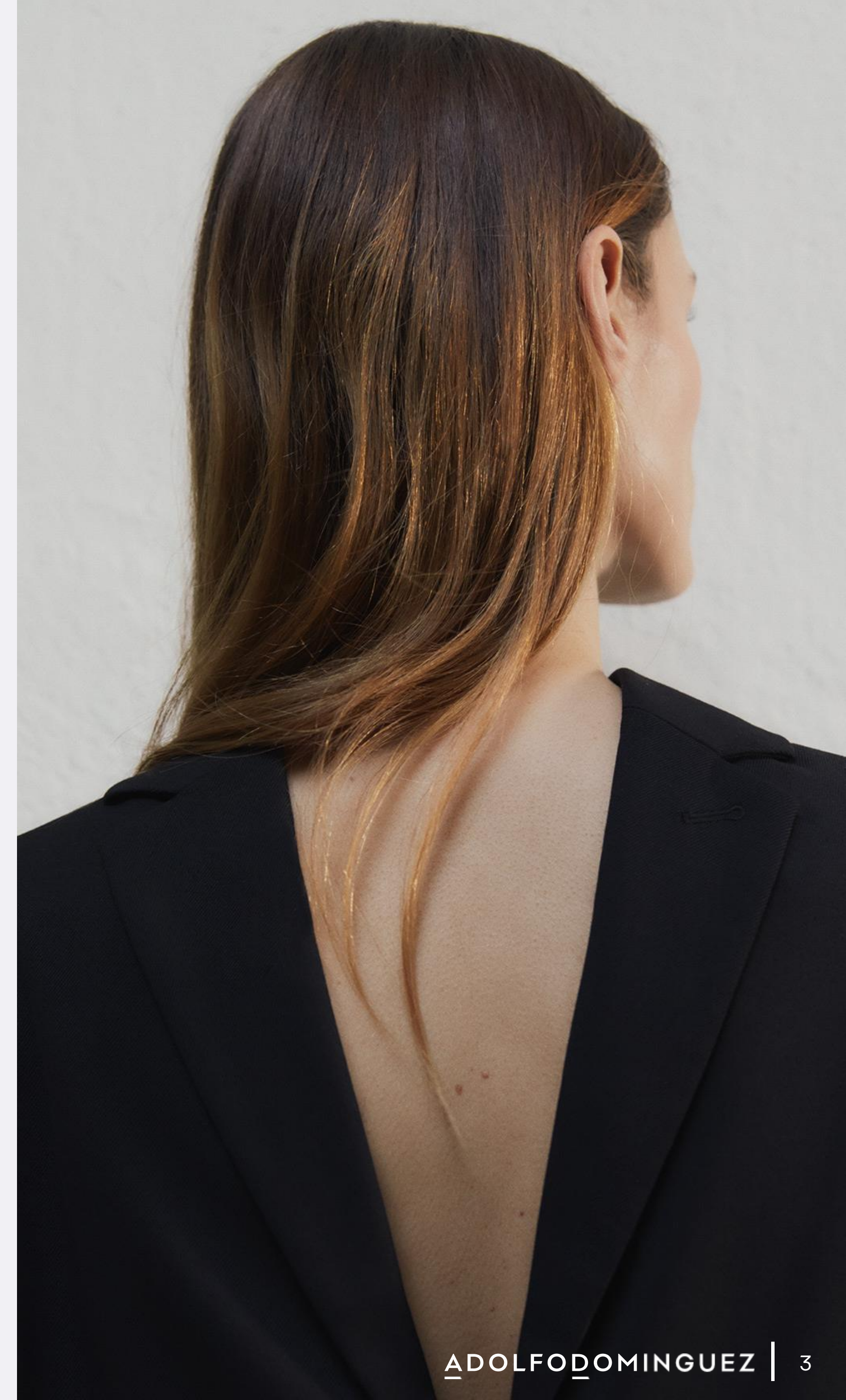
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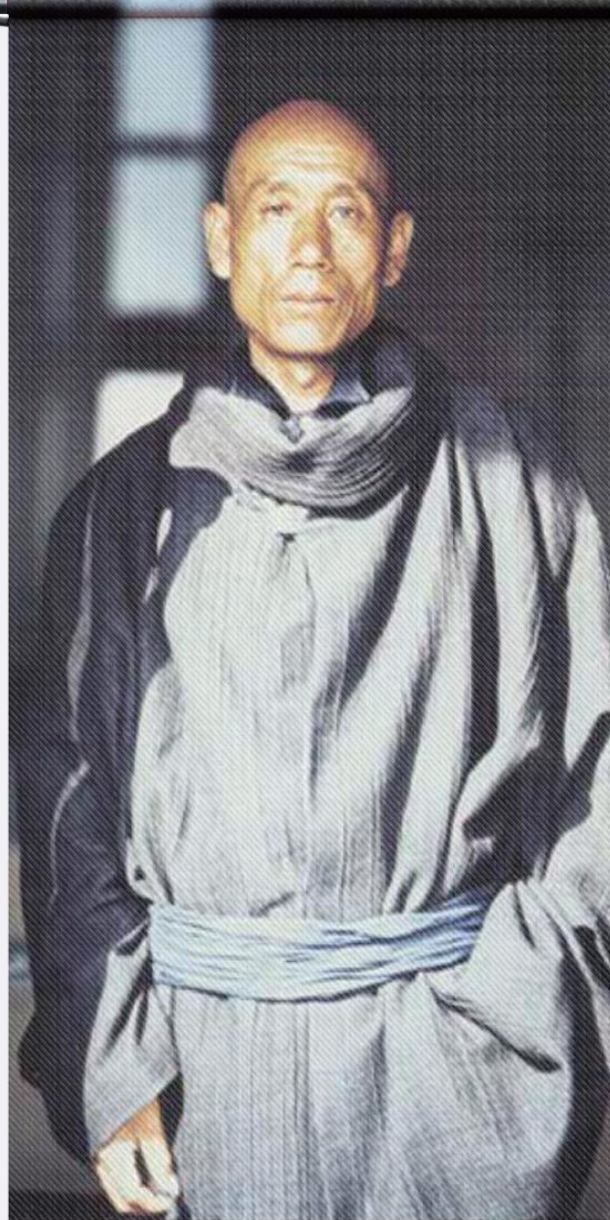
What is Adolfo Domínguez



We are a signature fashion brand.

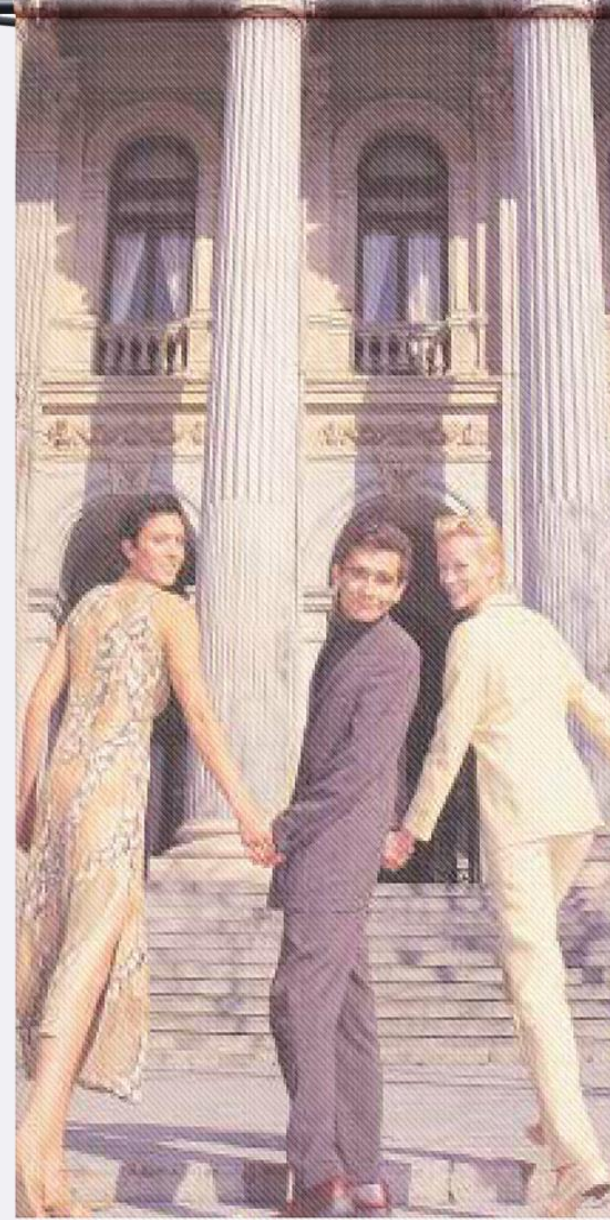
Our history

adolfo dominguez

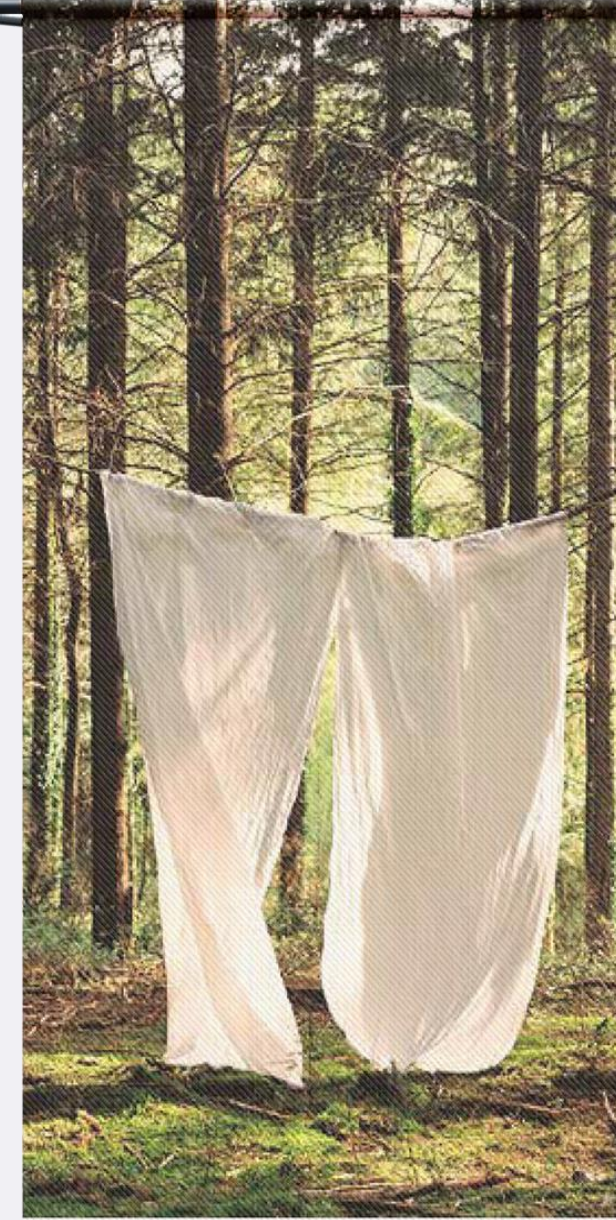


70's:
We stopped being the tailor's shop El Faro and became Adolfo Domínguez, the brand.

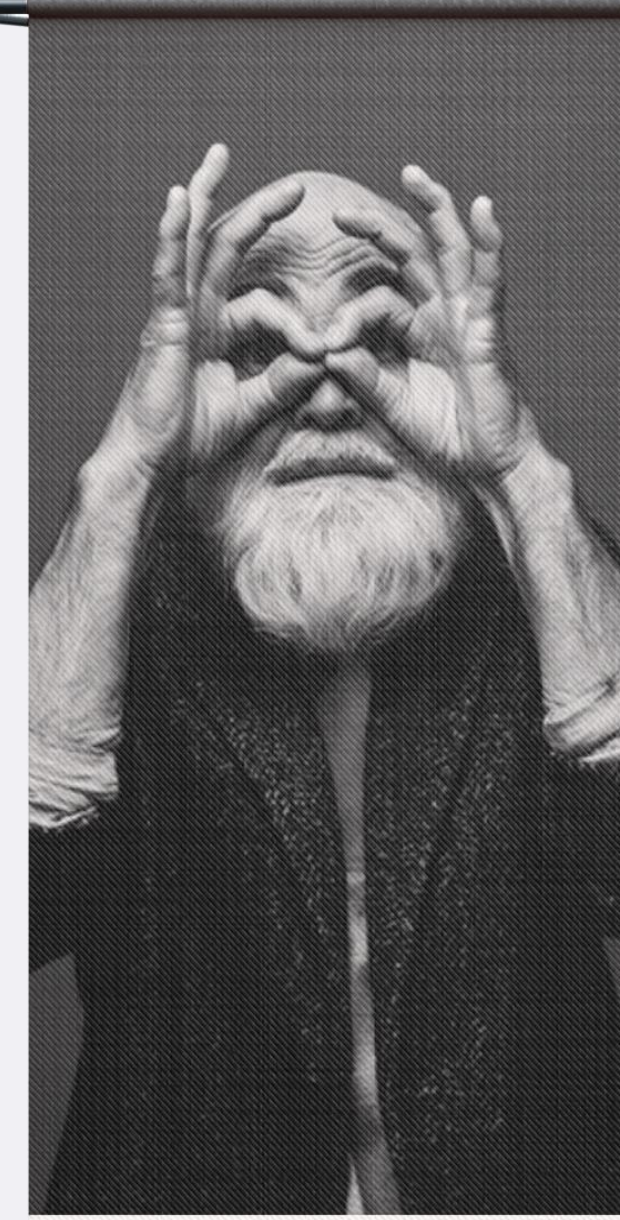
80's:
Internationalisation. We opened shops in Paris and London. We dress the series Miami Vice. Resounding success of the slogan "Wrinkles are beautiful" which accompanies the clothing of an era.



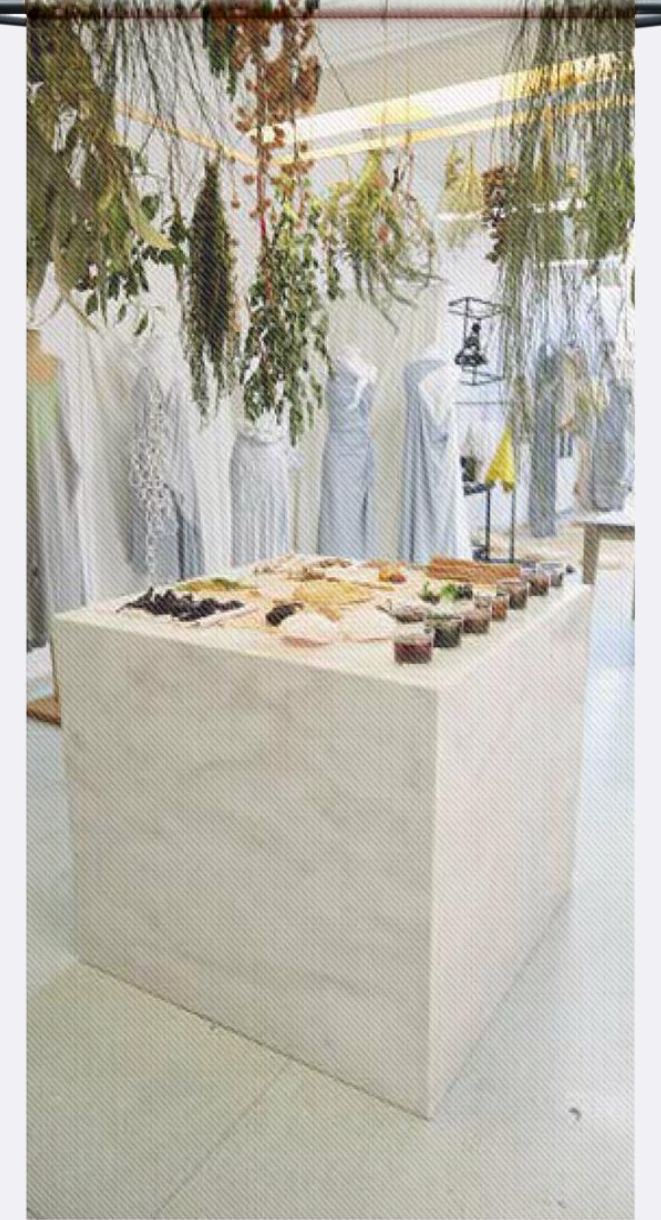
90's:
Stock market. We were the first Spanish fashion brand to be listed.



2000's:
We launched the Ecological Manifesto. We stopped using fur in our garments. We created the first collection of environmentally friendly bags.



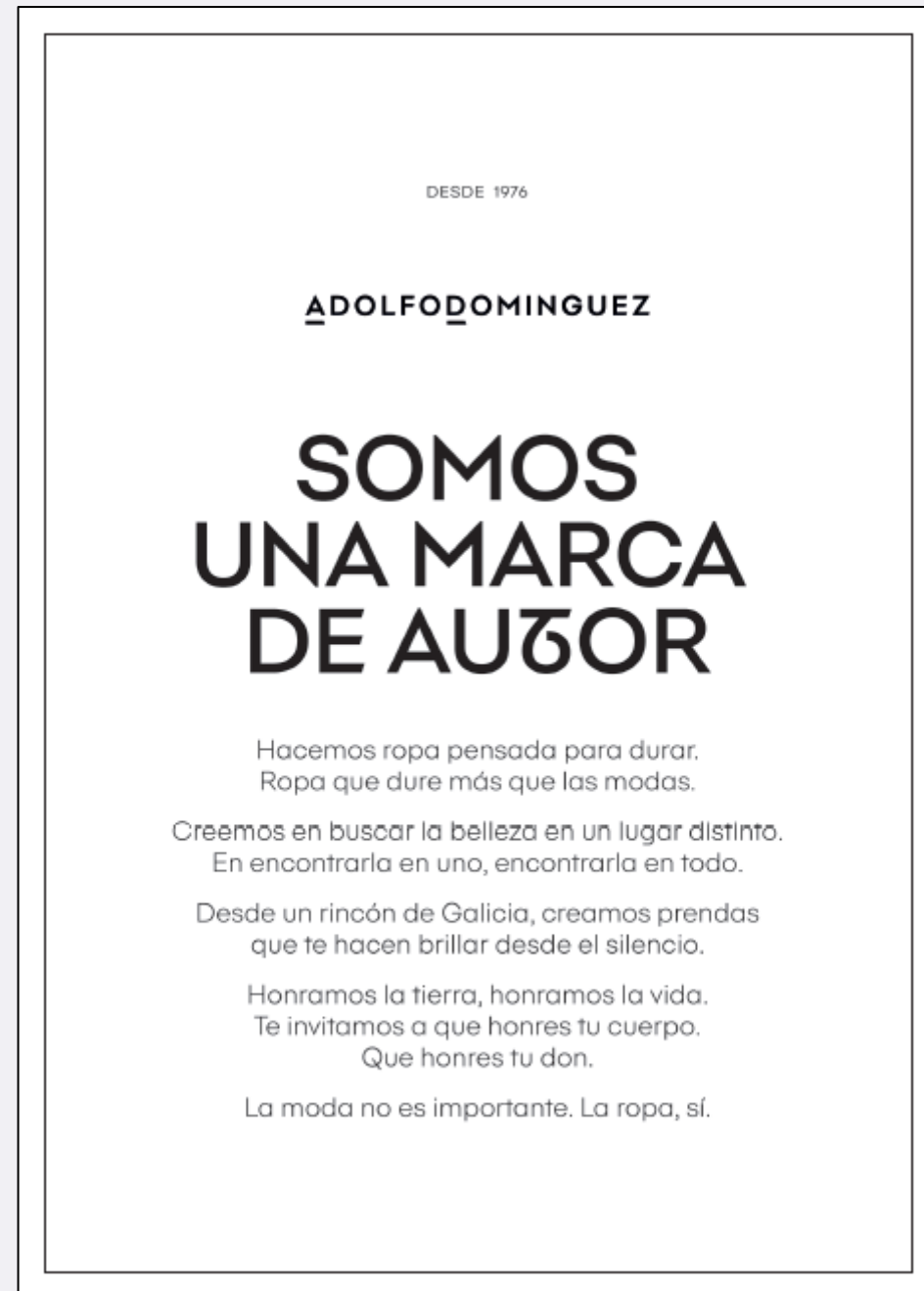
10's:
Restructuring and repositioning of the shop network. Modernisation of the company, brand and image. Launch of the "Be older" campaign.



20's:
Ágora design method and Atrio communication method. The innovative loyalty projects ADN BOX (subscription), ADN RENT (rental) and ADN PREMIUM are launched.

Our purpose: to unleash the beauty that is in you, that is in everything.

Mission, vision and values



Adolfo Domínguez Manifesto

Mission

To offer designer fashion at an affordable price.

Vision

To be a leading company in the world of signature fashion, whose brand guarantees products with their own sound.

Values

Kindness.
Creativity.
Excellence.

Double-impact designer fashion

Our garments transcend age, gender and social status.

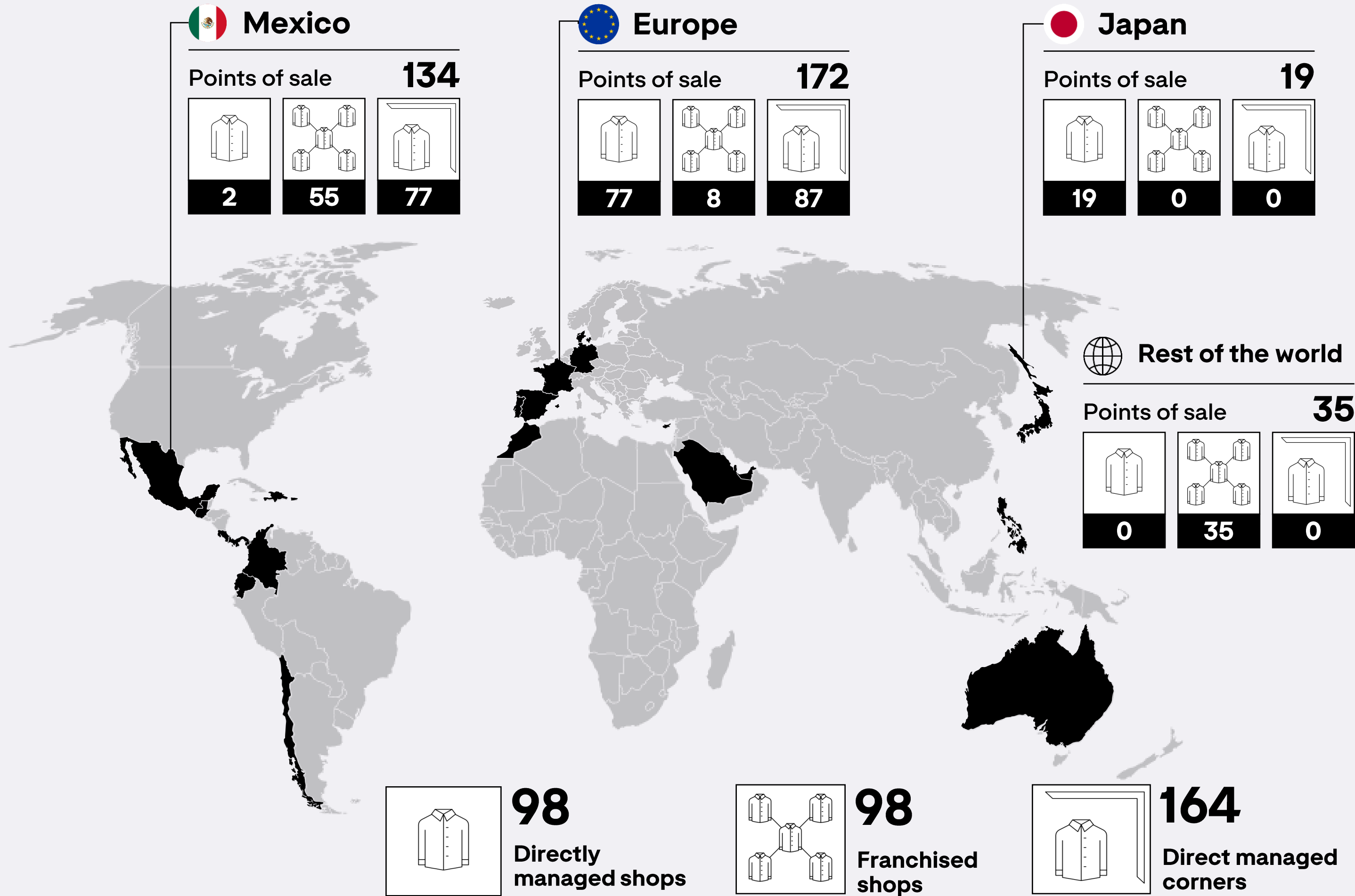
We are a brand for people who value:

- The poetry and exclusivity of an author's brand.
- The quality and timelessness of sustainability.
- The majority of our customers are women.
- Our core target group is 35 to 55 years old.
- The fastest growing target is the 18-34 age group, followed by the 35-44 age group.

Our collections:

Women's textiles: ADW	Men's textiles: ADM	Perfumes
Women's accessories: ADCW	Men's accessories: ADCM	Glasses

Our network: 360 points of sale in 24 countries.



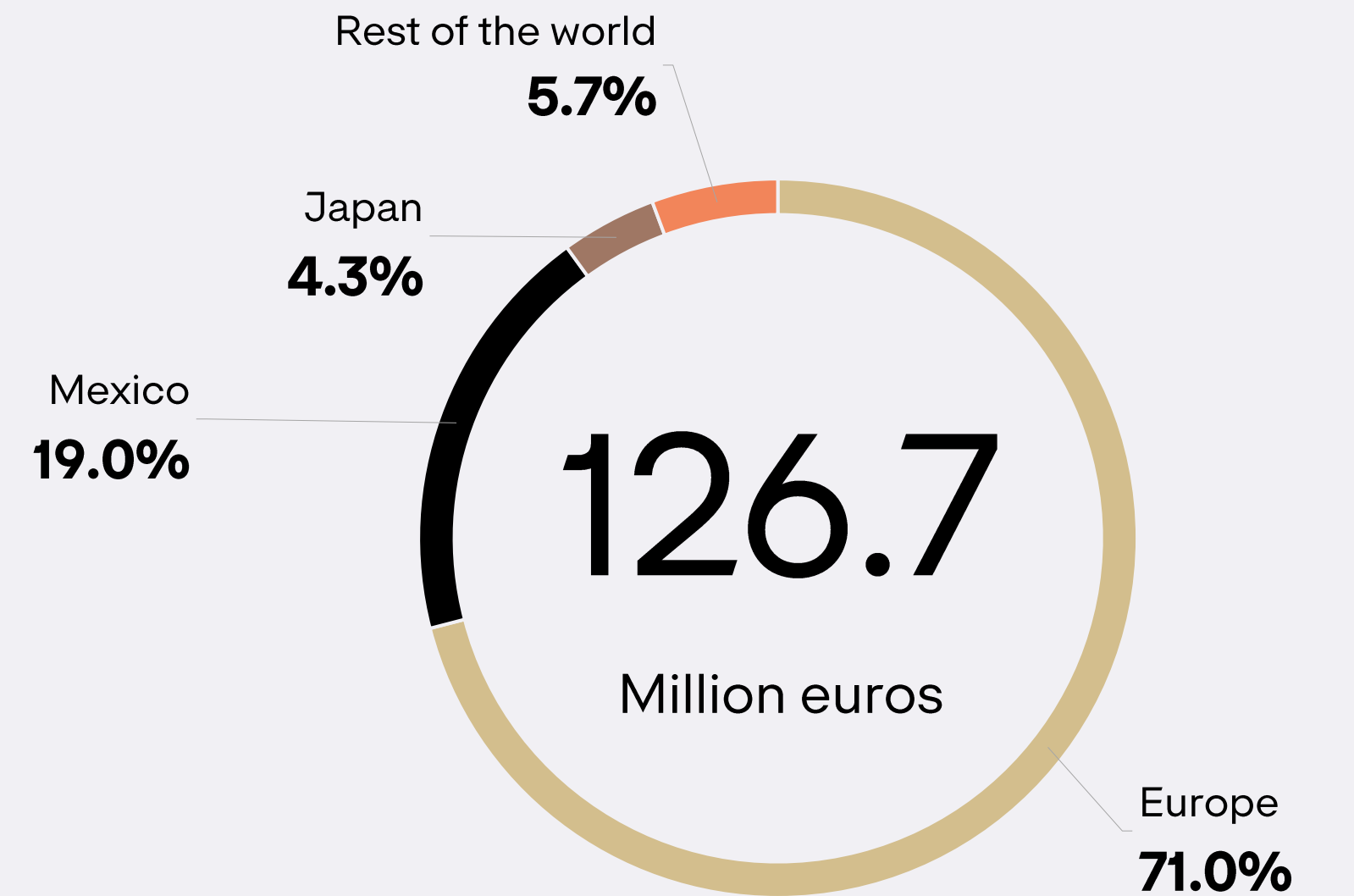
Total points of sale

360

Countries

24

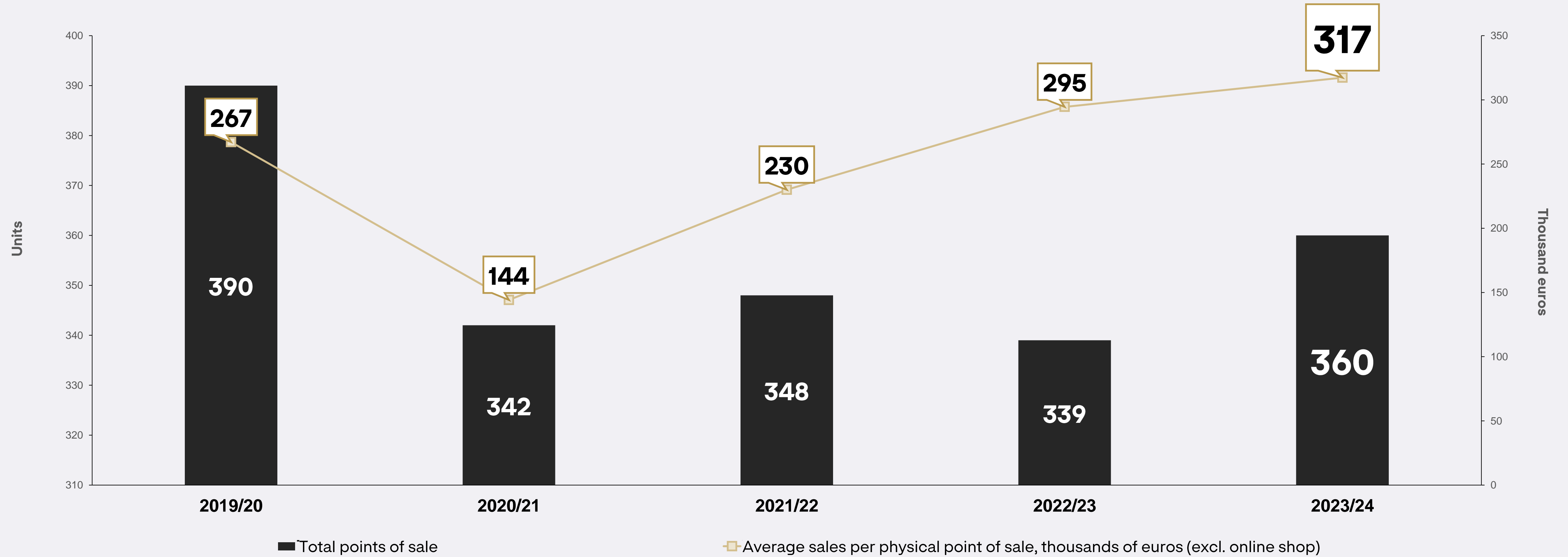
Distribution of revenues by geographic market 2023/24



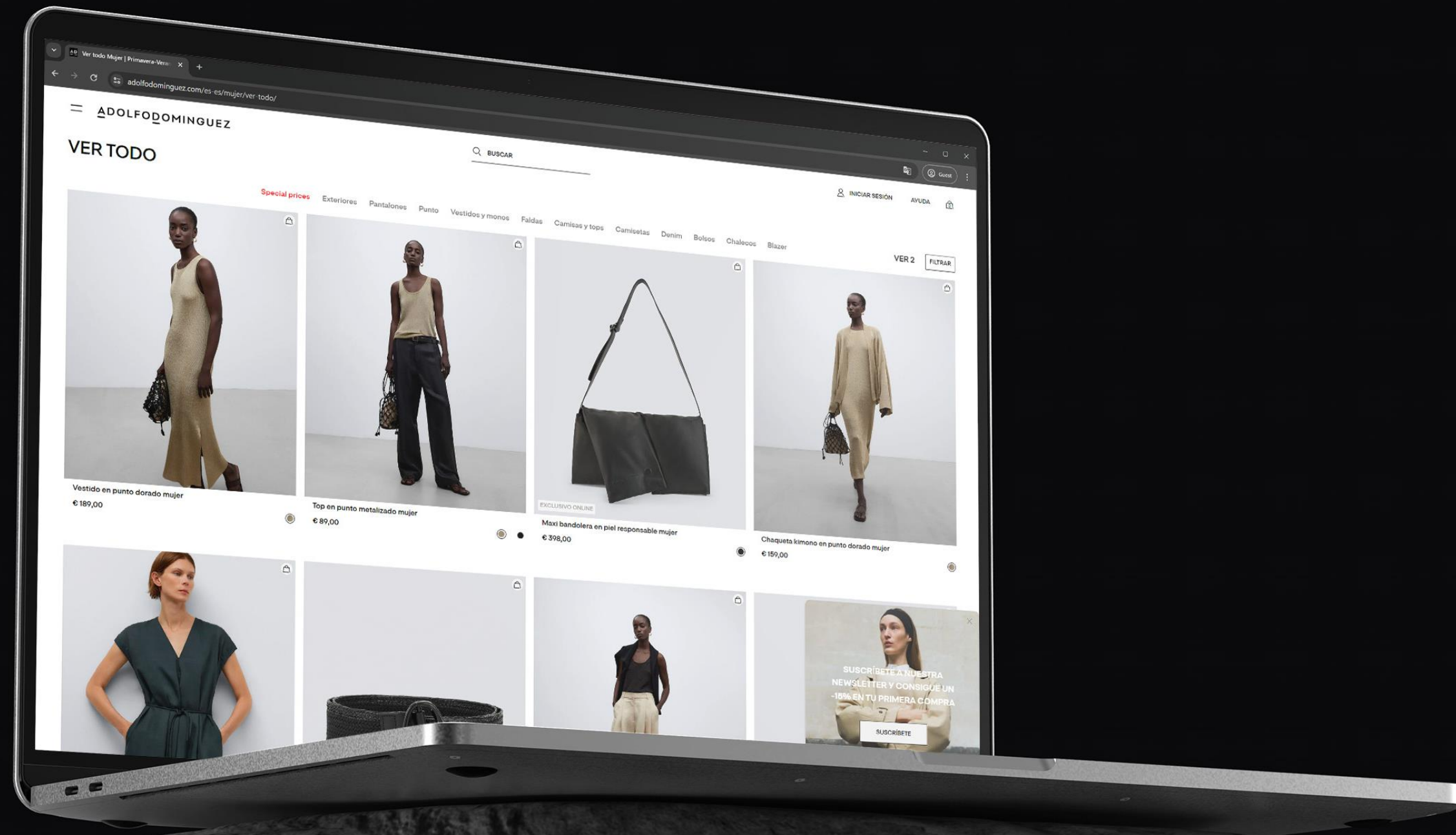
Average sales per shop up 18.7% with a more optimised distribution network.

Historical evolution of average sales per points of sale and total points of sale 2019/20-2023/24

Figures expressed in units and thousand euros

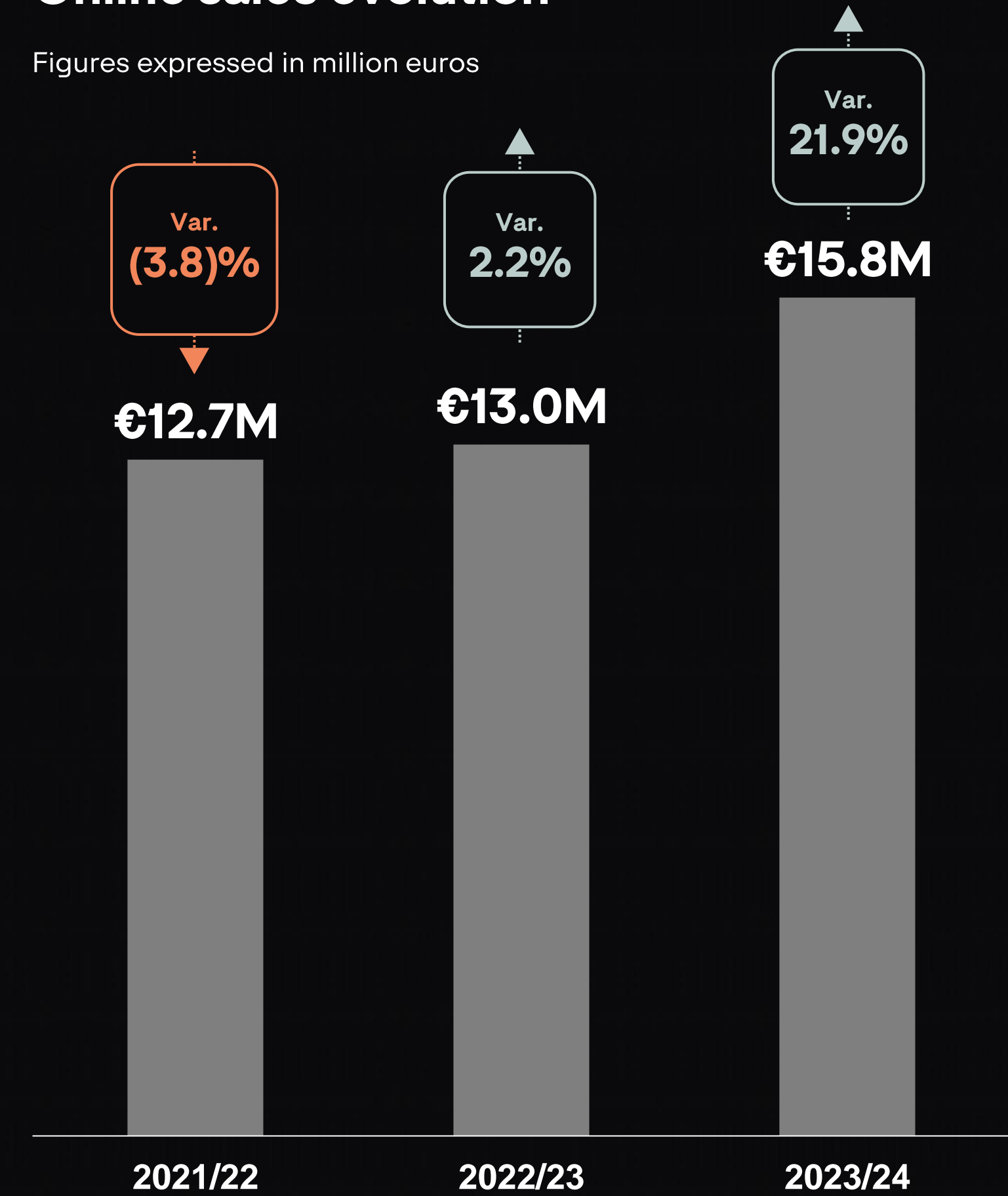


Online shop sales grew by 21.9%.



Online sales evolution

Figures expressed in million euros



2

Management and transformation



Adolfo Domínguez: the repositioning of a unique brand.



Adolfo Domínguez: : Signature essence.



Ágora: A method of creation and a concept for creating a collection.



New shop concept: : Open and luminous spaces. Natural materials and signature details.



Promoting a new dialogue with society through communication campaigns. **Be Older.**

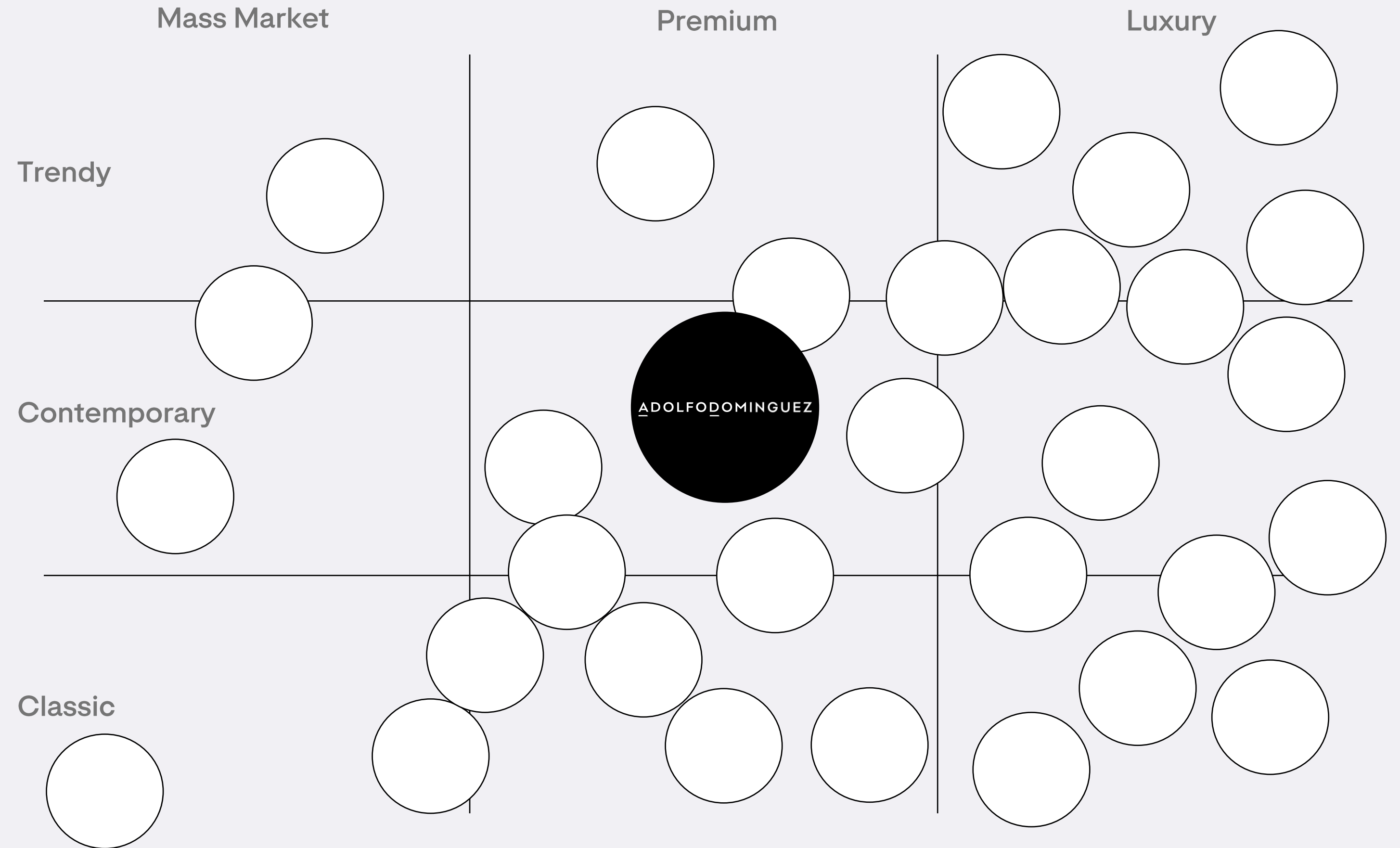
A premium, contemporary brand.

Premium segment

Mature customer with high purchasing power

Design at a more convenient price

It values the design and quality of the products



Positioning of Adolfo Domínguez among other retail brands

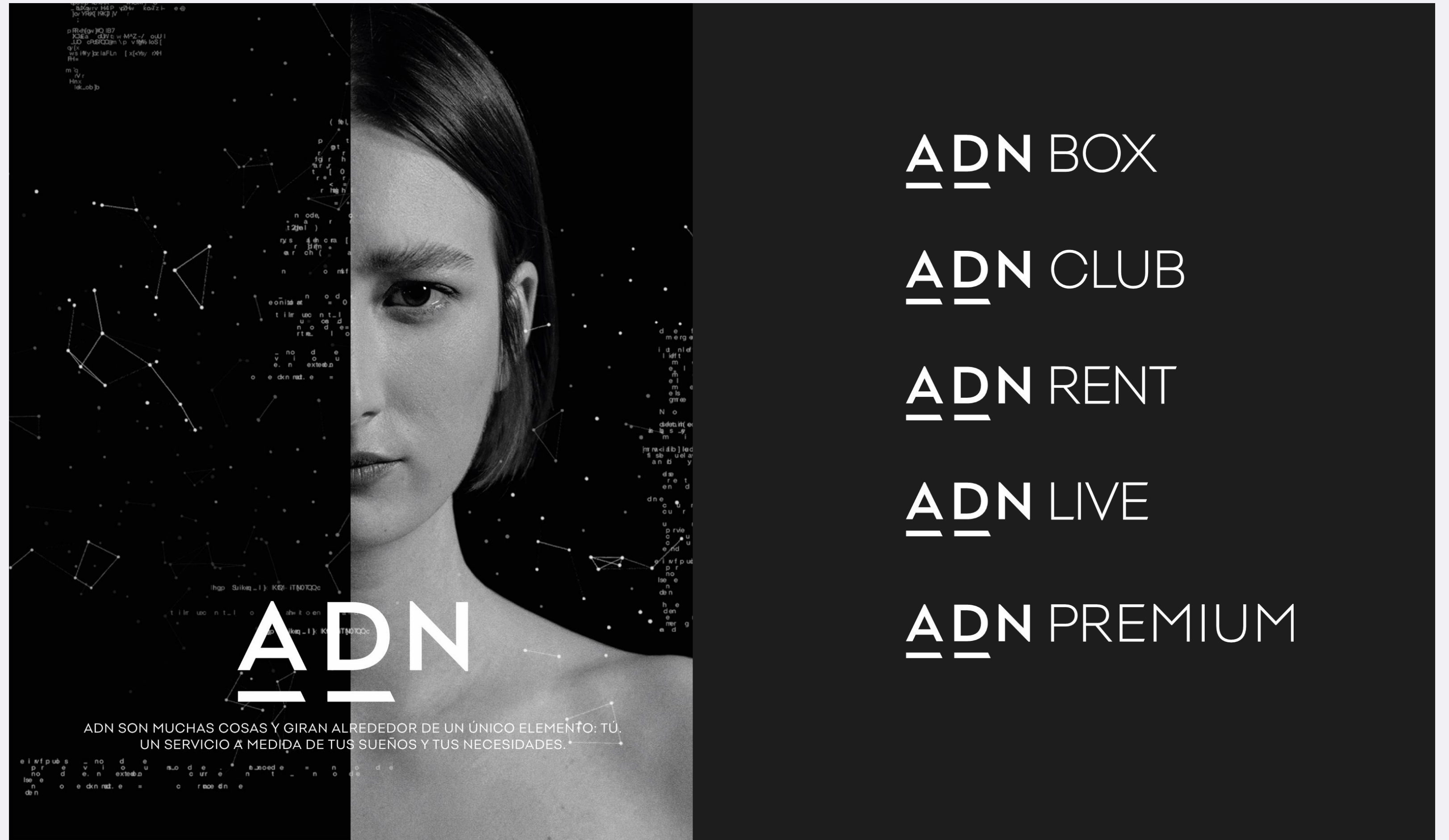
ADN Ecosystem: innovation and new services.

More personalisation.

More engagement.

More loyalty.

More customers.



ADN

ADN SON MUCHAS COSAS Y GIRAN ALREDEDOR DE UN ÚNICO ELEMENTO: TÚ.
UN SERVICIO A MEDIDA DE TUS SUEÑOS Y TUS NECESIDADES.

ADN BOX

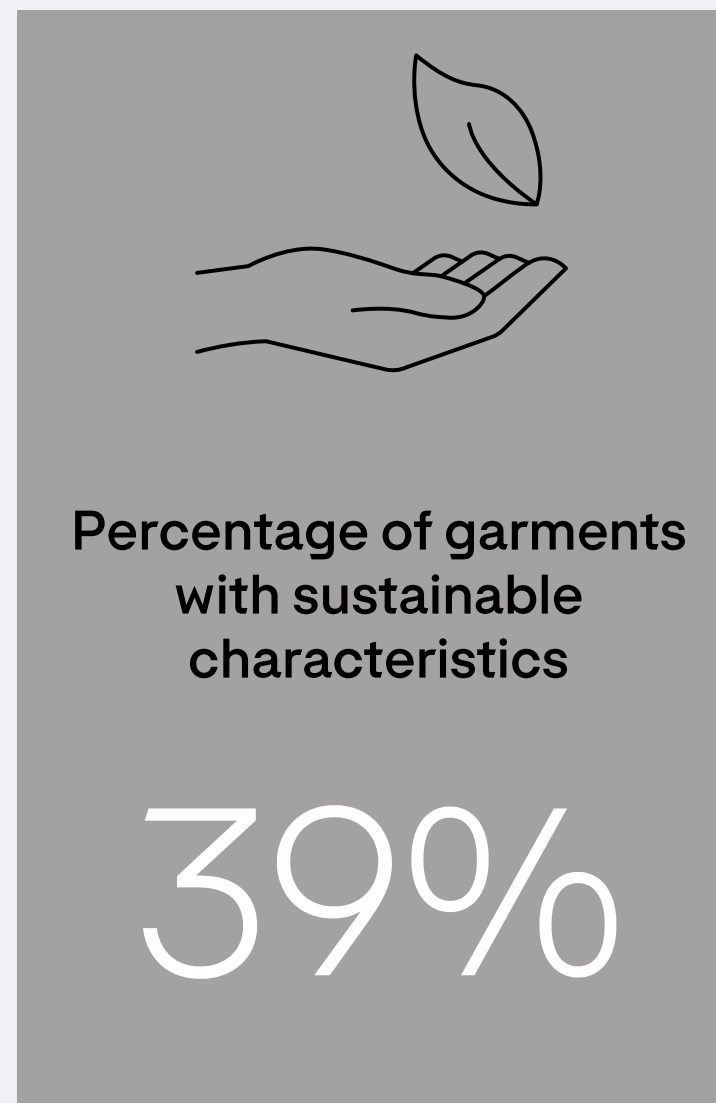
ADN CLUB

ADN RENT

ADN LIVE

ADN PREMIUM

Commitment to sustainability: a brand with a positive impact.



Alliance with Pyratex to incorporate new sustainable and locally produced fibres in the collections.



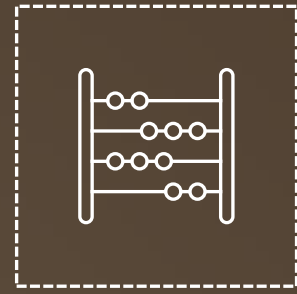
We improved the sustainability of all our packaging, achieving 90% to 100% recycled and 100% recyclable cardboard.

3

Results: consolidation and growth



2023/24 key financial figures.



TURNOVER

€126.7M

Var. 2022/23: **10.9%**



EBITDA

€17.4M

Var. 2022/23: **30.1%**



EBIT

€3.5M

Var. 2022/23: **16.8%**



NET RESULT

€0.7M

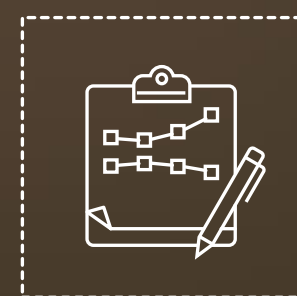
Var. 2022/23: **3.6x**



NFD

€10.9M

Var. 2022/23: **19.4%**



NFD / EBITDA

0.63x

Var. 2022/23: **(0.04) p.**



NFD / NET EQUITY

0.58x

Var. 2022/23: **0.05 p.**



Market capitalisation

€50M

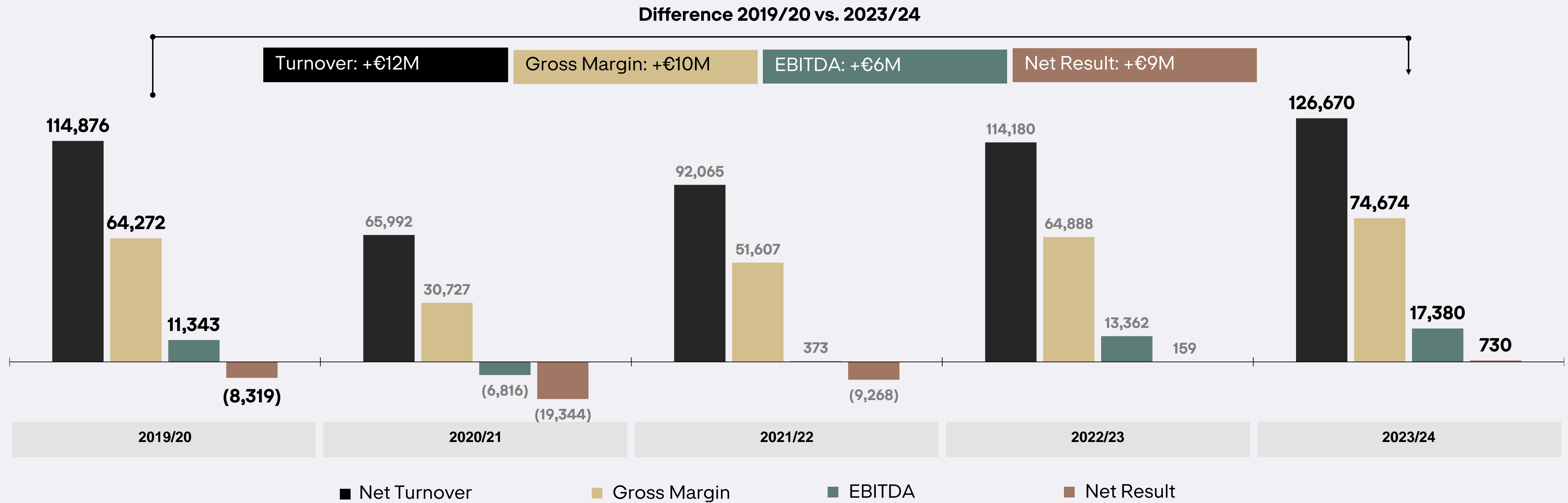
16/05/2024



The firm generates €9M more profit than in 2019/20 with 30 fewer shops.

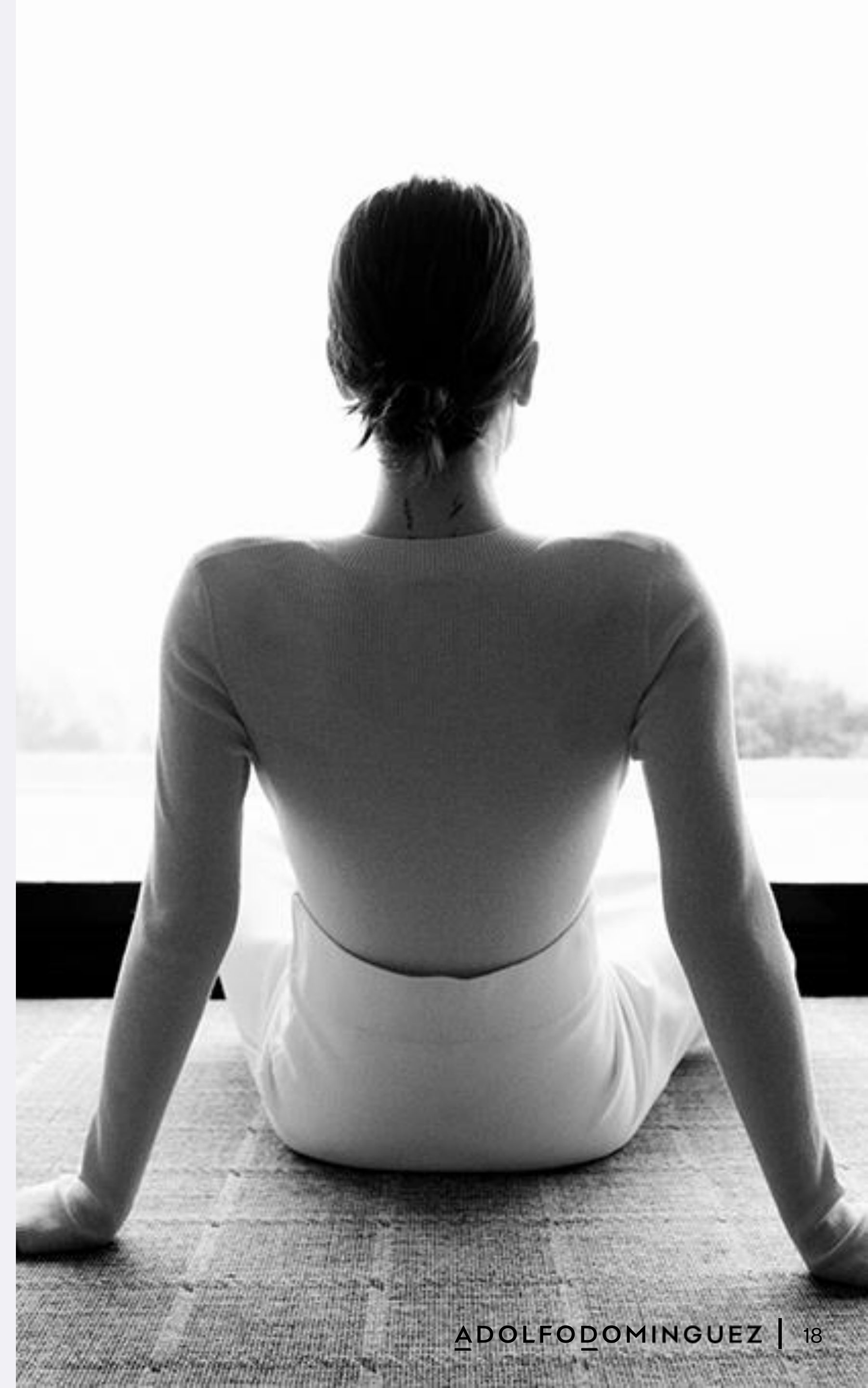
Turnover evolution vs Gross margin vs EBITDA vs Net result years 2019/20 to 2023/24.

Figures expressed in thousand euros



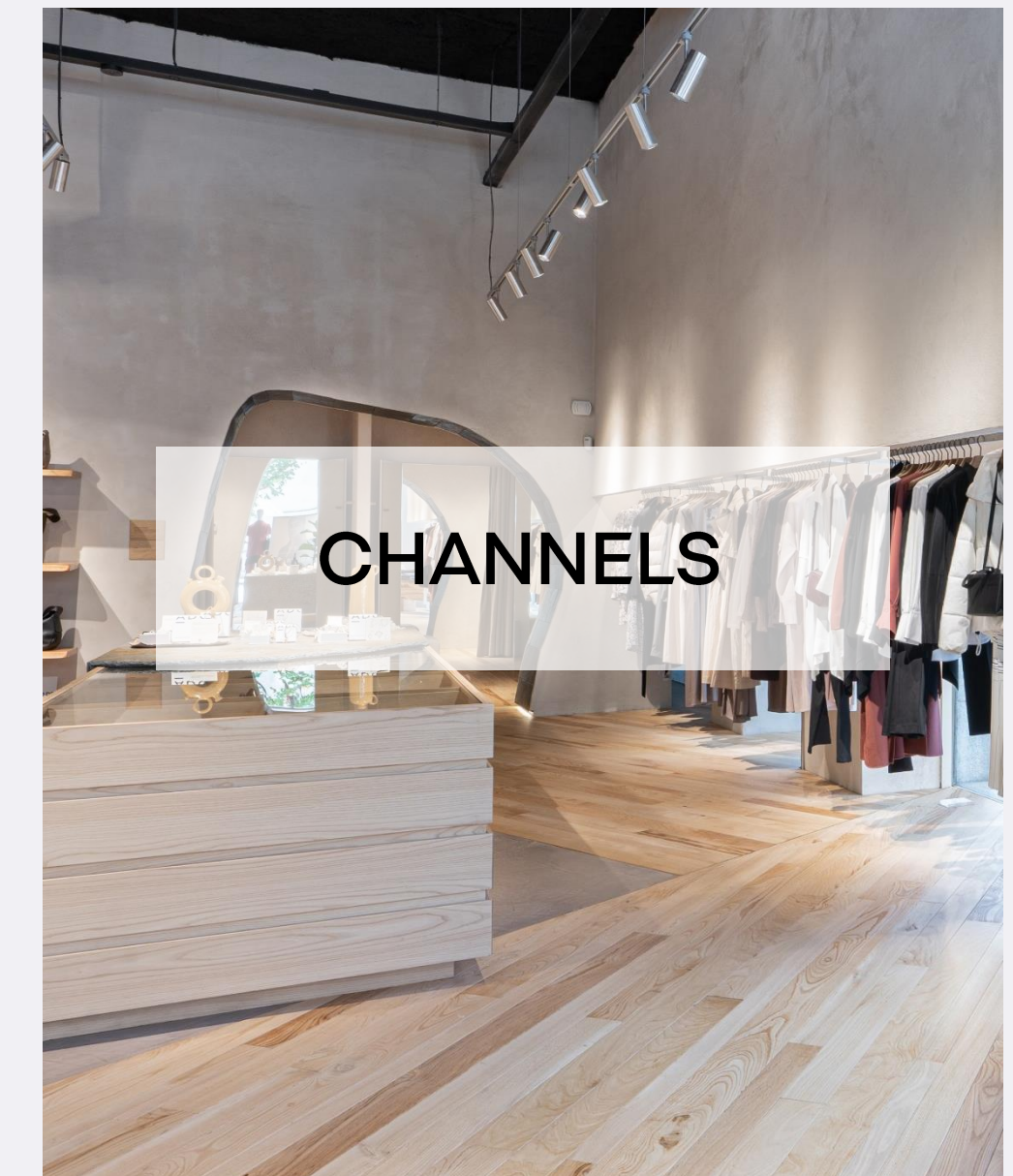
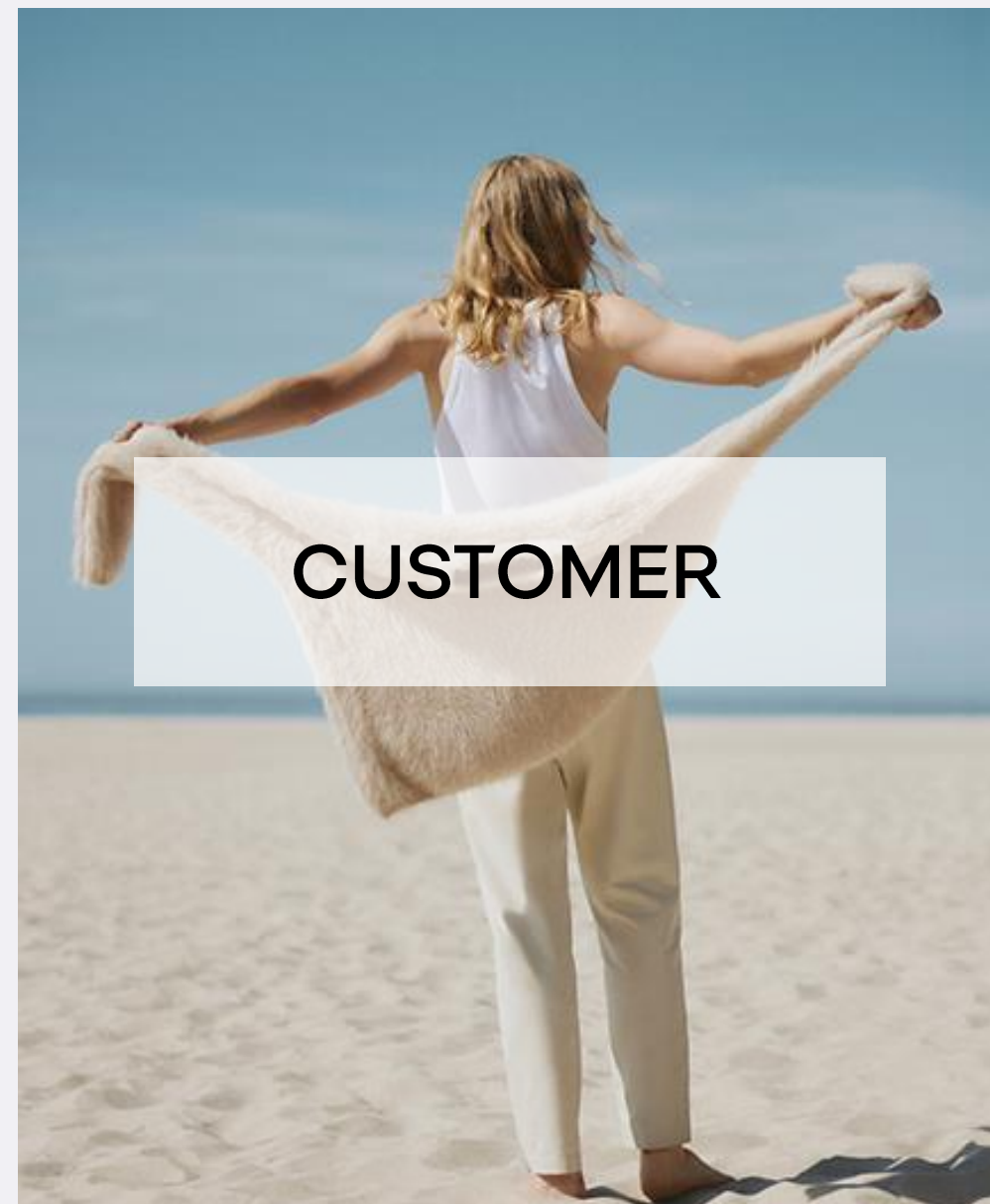
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Vision and levers for growth



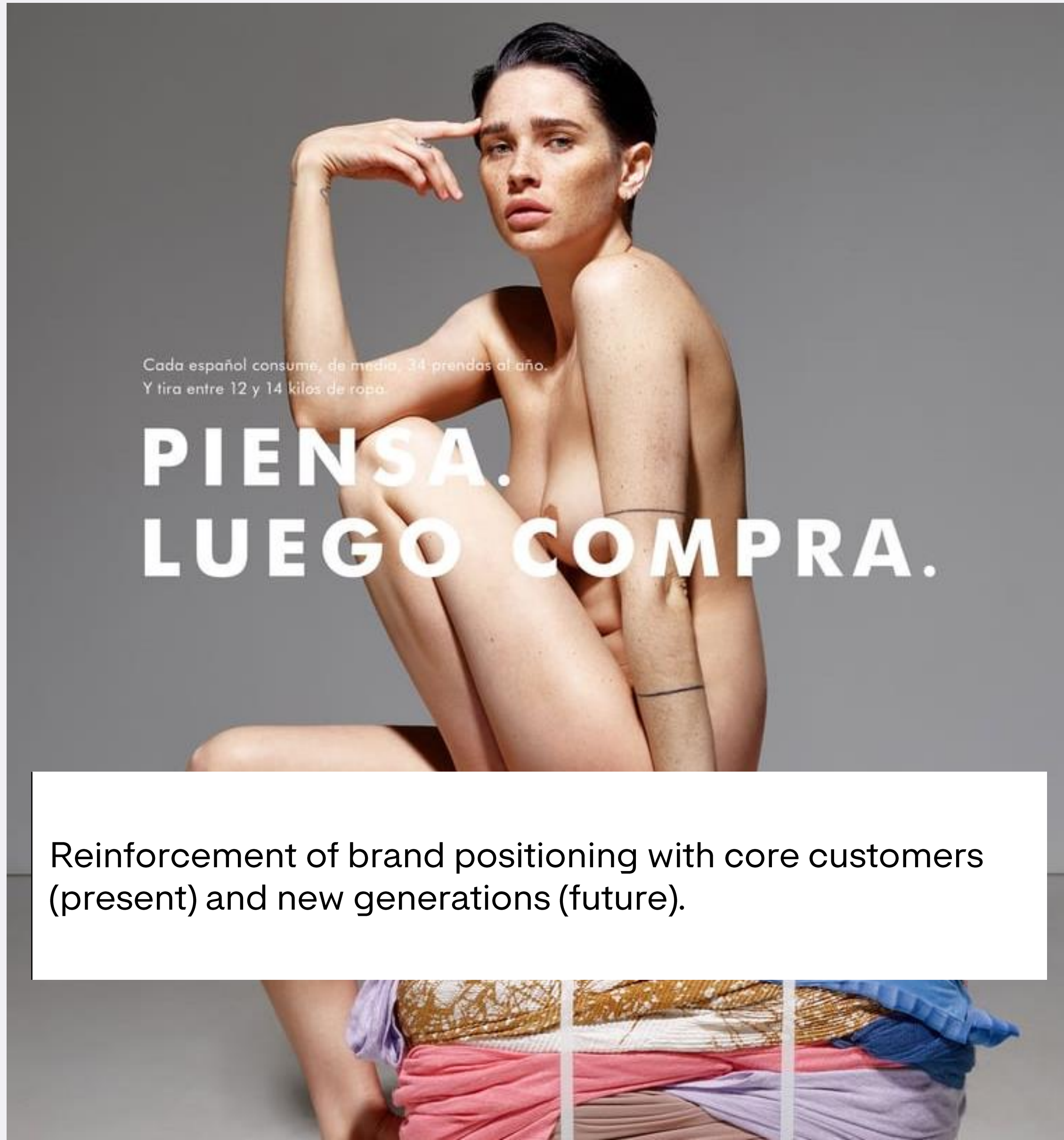
Levers to capture new growth opportunities.

BRAND



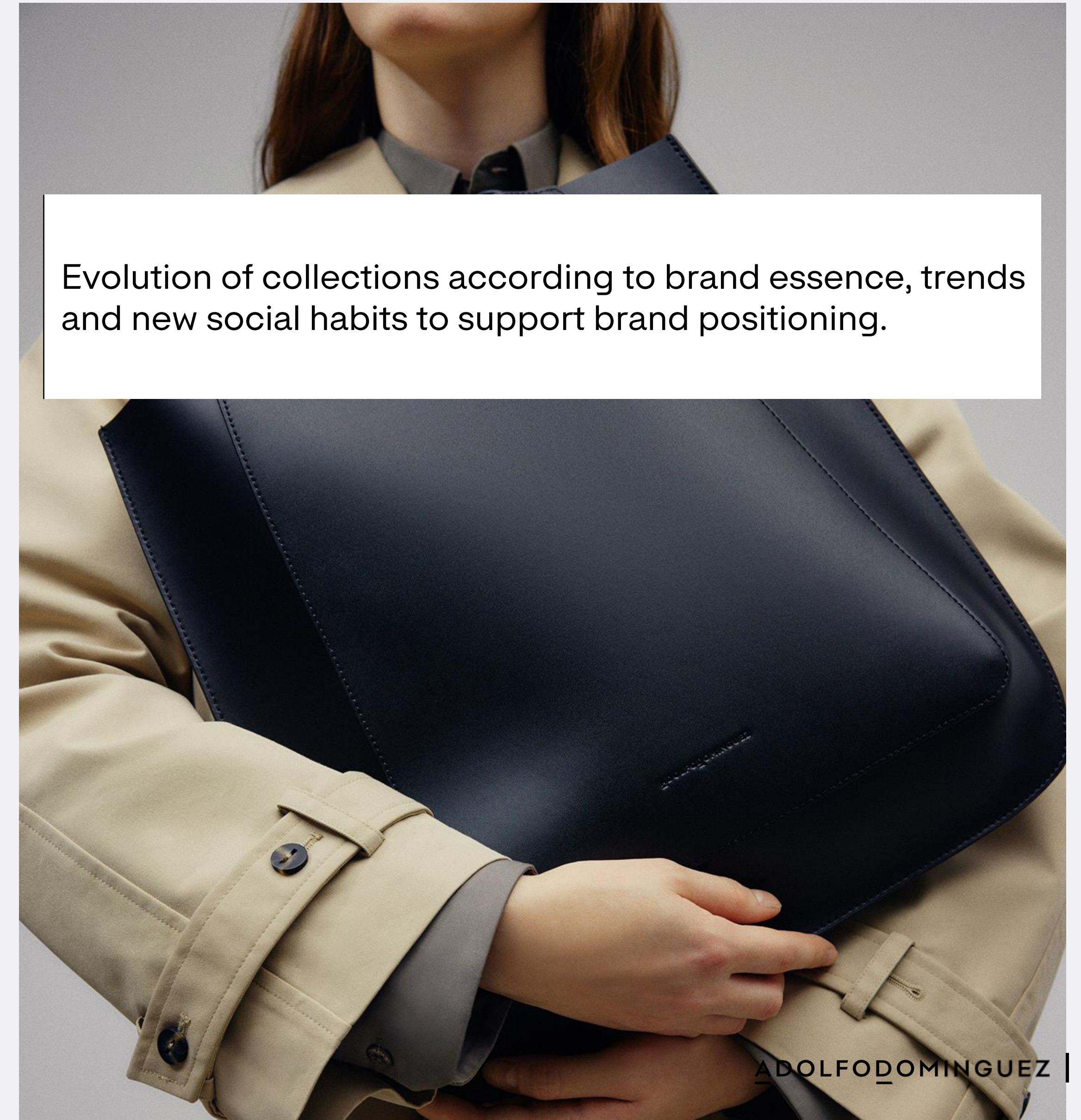
OPERATIONAL MODEL

A company that lives up to the brand.



Reinforcement of brand positioning with core customers (present) and new generations (future).

Designer fashion connected with its moment.



Evolution of collections according to brand essence, trends and new social habits to support brand positioning.

Investment in Marketing and Communication focused on the customer.

Boosting the strategy to support the reinforcement of brand positioning.

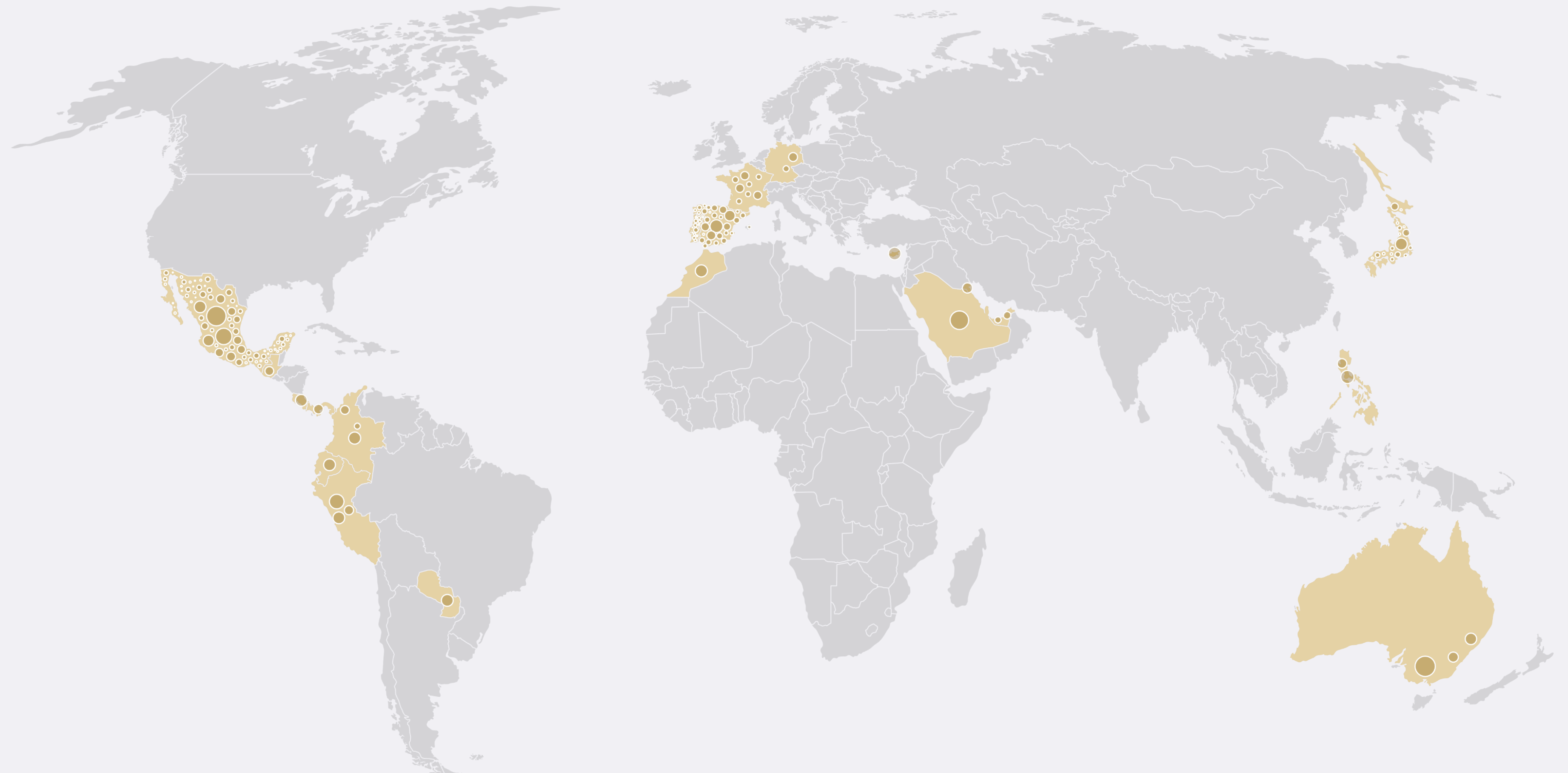
Consolidation of the growth of the ADN Ecosystem for greater engagement and brand loyalty.


Strengthen presence in social networks and dissemination in social channels (social commerce).



An optimised and better positioned commercial network.

1. Continuous improvement of the optimisation of the commercial network (full price and outlet) and online shop.
2. Promotion of presence in mature, brand-friendly markets and in new markets with selective openings.
3. Boosting the omni-channel strategy.
4. Internationalisation through key agreements.
5. Development of online channel and presence in marketplaces.
6. Optimisation of the outlet channel.



 Cities with presence of Adolfo Domínguez points of sale.

Operational model.

Continued digitisation of processes.

Increased efficiencies and sustainability in the supply chain.

Greater agility in decision making based on data analysis.



Sustainability, part of our DNA.



Business Area	Positive Impact Plan Pillar
Design / Product	1. More sustainable raw materials
	2. Durability of garments
Supply chain	3. Suppliers allied with sustainability
	4. Traceability
	5. Efficiency and circularity of own operations
	6. Impact measurement
Management	7. Commitment, rigour and transparency
Talent & Culture	8. Governance, integration and culture of sustainability
Innovation	9. Networks and alliances for systemic change
	10. Laboratory for new business models

5

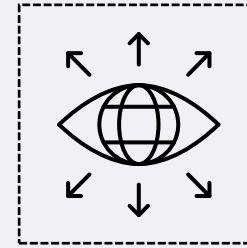
AD as an investment opportunity



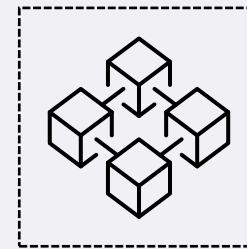
Why invest in Adolfo Domínguez



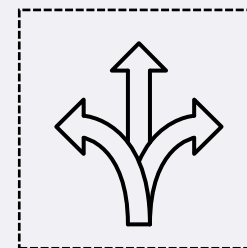
Consolidation phase completed and entering a **new growth cycle**.



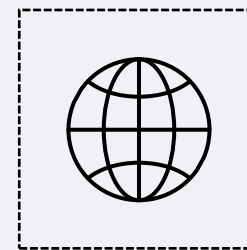
High recognition of the **brand's value proposition** by customers at national and international level.



Better **positioned and optimised** commercial **network**.



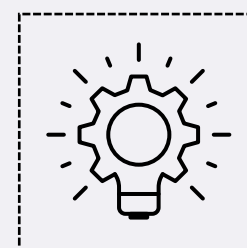
Successful omni-channel strategy with growth potential due to its commitment to innovative services.



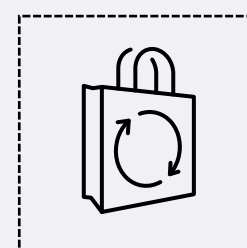
Consolidated **international** experience and high **growth** potential.



High cash generation capacity coupled with a strong net financial position.



Technological innovation for better customer service.



Well positioned in commitment to **sustainability**.

Contact

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