



swatch<sup>®</sup> 

Preliminary valuation approach

# 1. Listed peers approach

## 1.1. Selection of peers and financial information

LVMH (M€)	Market cap			175 978		
December	2016	2017	2018	2019	2020	2021
Sales	37 600	42 636	46 826	53 172	57 204	60 93
EBITDA	9 169	10 668	12 305	14 236	15 532	16 64
EBIT	7 026	8 293	10 003	11 410	12 492	13 53
PBT	6 472	7 934	9 489	10 982	12 139	13 18
Net income	3 981	5 129	6 354	7 290	8 102	8 81
Net debt	3 265	7 838	5 761	6 058	1 840	
Net cash	-	-	-	-	-	2 58
CAPEX	2 265	2 276	3 038	2 914	3 062	3 10

Richemont (M€)	Market cap			35 798		
March	2017	2018	2019	2020	2021	2022
Sales	10 647	10 979	13 989	15 164	16 266	17 448
EBITDA	2 434	2 591	2 547	3 132	3 401	3 740
EBIT	1 873	2 052	1 943	2 273	2 555	2 884
PBT	1 570	1 653	3 168	2 177	2 497	2 835
Net income	1 210	1 221	2 787	1 716	1 979	2 258
Net cash	5 791	5 269	2 528	3 091	2 949	3 836
CAPEX	599	487	826	909	937	988

Swatch (M CHF)	Market cap			12 877		
December	2016	2017	2018	2019	2020	2021
Sales	7 500	7 960	8 475	8 483	8 796	9 166
EBITDA	1 242	1 478	1 648	1 635	1 754	1 891
EBIT	805	1 002	1 154	1 151	1 251	1 376
PBT	777	1 007	1 133	1 157	1 255	1 353
Net income	574	733	845	853	912	1 009
Net cash	1 307	1 589	1 015	1 245	1 534	1 882
CAPEX	539	442	481	514	551	572



- Swatch to be looked upon as a luxury group, given its main brands: Omega, Longines, Tissot, Calvin Klein, Mido...
- Sample of 2 listed peers that are leading players in the luxury industry
  - LVMH: Louis Vuitton, Fendi, Givenchy, Céline, Kenzo, Guerlain, Marc Jacobs, Chaumet, Bulgari, Moët Hennessey, Moët et Chandon...
  - Richemont: Cartier, Van Cleef & Arpels, Baume et Mercier, Jaeger-LeCoultre, Piaget, Ralph Lauren Watch & Jewelry Company, Montblanc...
- Valuation approach based on 2029 and 2020 forecasts that correspond to a consensus of brokers provided by Reuters

