

European Luxury: Global Blue

Tourism spend in March +12%

March Global Blue tourist spend +12% y/y, Q1 +15%, 2016 -6%

Tourism spend is an important component of luxury revenue making up c35% of sales globally according to Bain. Our monthly report on VAT refund provider Global Blue's data gives us a good indication of travel spending trends. For Q1 overall, Chinese tourist spend globally has accelerated to +19% (Q4 -4%). In March, which slowed to +10% against a toughening two-year comparison base, Chinese spending growth was supported by an increase in average spend while the number of transactions remained flat. Early Q1 reporting indicates that Chinese spending worldwide has been up "high single digit" (Burberry) to "extremely strong" (Louis Vuitton) suggesting Chinese spending is growing strongly both in the Mainland and outside Greater China, though Hong Kong remains less dynamic.

By destination: Europe was +15% y/y with France catching up with the UK

In Europe, UK remained the strongest market (+24% y/y) although a deceleration from +55% in February. France accelerated to +21% y/y (+9% in February) while Italy and Switzerland also retained good momentum. In Asia, Korea was down significantly -31% y/y (-11% in February) given the political fallout with China as we discuss below to the benefit of Japan +25% y/y. Most luxury companies have commented that Hong Kong has seen some improvement recently, which we think is likely related to more attractive intra-Asia price gaps.

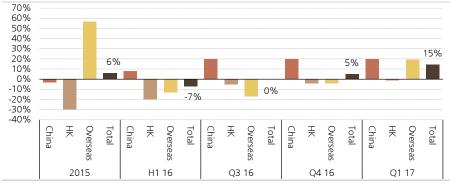
By nationality: US spend accelerated while Middle East spend declined

US tourist spend has accelerated to +26% y/y (+19% in February) due to a stronger currency. On the other hand Middle East tourist spend declined significantly to -7% y/y (+21% in February). Russian spend remains strong, posting +41% y/y mainly due to a stable rouble and better consumer confidence.

China's South Korea travel ban likely to have an impact on this market in 2017

The Chinese government has forbidden travel agencies to sell trips to South Korea as a result of political fallout from Korea's deployment of a US missile defence system. The ban affects group travel, independent travel and cruises etc. Bain estimates c.7% of Chinese spend globally is done in Korea (2% of luxury sales globally).

Figure 1: UBS estimate of Chinese consumer spend growth y/y



Source: UBS estimates

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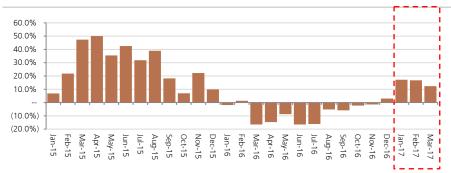
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Key Takeaways: March spend lower than previous months, Q1 strong at +15% y/y

(1) Global Blue March spending +12% y/y, Q1 +15% y/y (constant FX)

Global Blue provides us with constant FX figures, and data on a LFL basis excluding new merchants working with Global Blue less than 12 months. Tourism spending slowed in March (+12% y/y) compared to +17% y/y in January and February, which benefitted from Chinese New Year.

Figure 2: Worldwide tourism spending via Global Blue was +12% y/y in March, with Europe (+15%) growing faster than APAC (+6%)



refund transactions. It operates one of the world's biggest Tax Free shopping networks with over 270,000 retailers in 43 countries. This means that the spending through its networks is a good proxy for tourism spending in the luxury sector across Europe and Asia. Tourism spending accounts for more than 50% of sales in Europe (>15% of global sales) and according to Bain up to c35% of sales for the luxury industry globally. This means that this data is meaningful for global spending.

* Global Blue is the leader in VAT

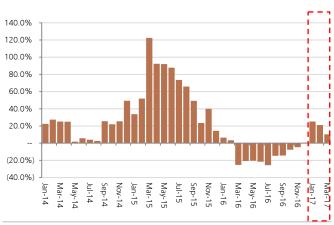
Source: Global Blue Intelligence © Copyright Global Blue (2017)

(2) Chinese tourism spending in Europe and Asia ex HK has increased significantly in Q1 +19% (Jan +25%, Feb +21% and Mar +10%)

With Hong Kong also stabilising this implies at least a low double digit increase in spend for the Chinese consumer outside the Mainland in Q1 supported by the important Chinese New Year spending period. We see this as a good indication of materially improving trends with the important Chinese consumer which we believe is being driven by structural growth from the middle class as well as being boosted by cyclical factors including strong property prices. In March, the Chinese spend growth is supported by an increase of average spend while the number of transactions remains flat.

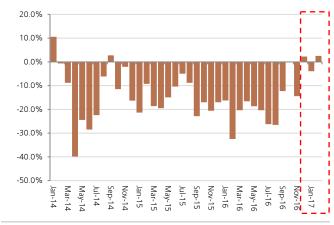
We estimate that Chinese spend globally has increased by midteens in Q1

Figure 3: Chinese tourism spend (c40% of Chinese spend globally we estimate) via Global Blue was +10% in Mar. after +21% in Feb.



Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 4: Hong Kong (c20-25% of Chinese spend globally we estimate) watches/jewellery retail sales in February +2.5% y/y (January -3.9%)



Source: Datastream

(3) By destination in Europe (+15% y/y): UK the main growth driver (+24% y/y) while France was also strong (+21% y/y)

The UK was again the outperforming market +24% y/y helped by the weaker pound, although lower than February (+55% y/y). France, the biggest single country for tourism spending in Europe, saw strong momentum in the month +21% growth y/y after +9% in February. Italy was stable month on month +12% (Feb. +13%) while Switzerland accelerated to +19% (Feb. +13%). We will monitor with care the region for possible negative impacts from recent terrorist events on growth.

Figure 5: Tourism spending in France +21% y/y - Mar.

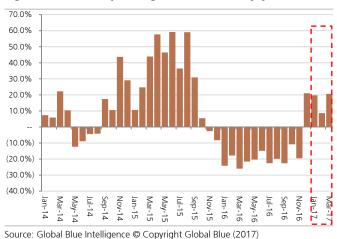
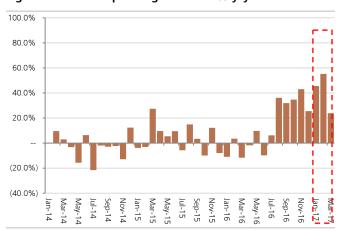


Figure 6: Tourism spending in UK +24% y/y - Mar.



Source: Global Blue Intelligence © Copyright Global Blue (2017)

(4) By destination in APAC (+6% y/y): Korea is being impacted by political fallout with China (-32% y/y), benefitting Japan (+25% y/y)

Korea is suffering from a traffic perspective with the Chinese (who typically account for >70% of tourism spend) due to political instability. Spend here declined in March -32% y/y (Feb. -11%). Japan has benefited from transfer of Chinese tourism spend, growing +25% y/y (Feb. +11%), and so has Singapore with tax free spend back to growth after 8 quarters of decline.

Figure 7: Tourism spending in Korea -32% y/y - Mar.

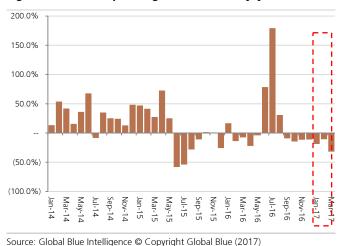
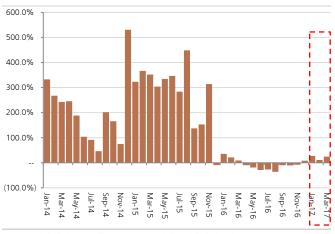


Figure 8: Tourism spending in Japan +25% y/y - Mar.



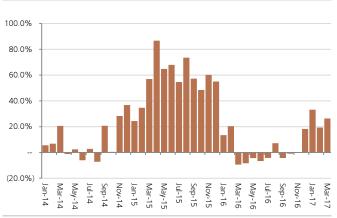
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(5) US consumer spend accelerated while Middle East spend declined

The US tourists are benefitting from a strong currency, which led to +26% y/y increase in spend this month (Feb. +19%), mainly focused in Europe. On the other

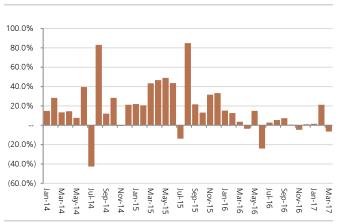
hand Middle East tourist spend declined -7%y/y (Feb. +21%). Russian spend remains strong, posting +41% y/y in March mainly due to a stable rouble and better consumer confidence.

Figure 9: US tourism spend +26% y/y - Mar.



Source: Global Blue Intelligence © Copyright Global Blue (2017)

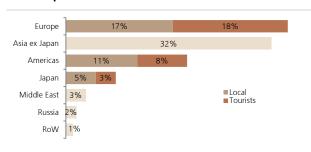
Figure 10: Middle East tourism spend -7% y/y - Mar.



Spend by Destination: March tourist spending slowed

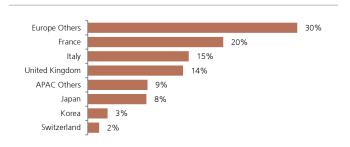
Tourism spending slowed in March +12% y/y compared to +17% in January and February, which benefitted from Chinese New Year. Tourist spending flows particularly from the Chinese are becoming more important to assess sales and margin performance of the luxury sector.

Figure 11: % of sales by destination for European luxury. European tourism spend (c18% of sales for the space) is more important than Asian



Source: UBS, Altagamma Bain, Company data

Figure 12: % sales by destination for Global Blue spend. European spending (c80%) also more important than Asian spend (c20%) (2015)



Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 13: Global Blue spending growth y/y % by destination (organic)

	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
Total Europe	(8.4%)	(1.9%)	(20.8%)	(14.9%)	(8.8%)	(17.9%)	(18.8%)	(2.0%)	(5.0%)	0.2%	0.3%	3.7%	20.9%	22.6%	15.0%
France	(24.2%)	(17.8%)	(25.9%)	(21.6%)	(20.4%)	(14.9%)	(22.6%)	(19.9%)	(22.6%)	(10.8%)	(19.5%)	21.0%	19.7%	8.6%	20.6%
Italy	3.4%	7.6%	(23.9%)	(11.3%)	(9.2%)	(23.0%)	(23.1%)	(11.2%)	(8.0%)	(8.7%)	(16.3%)	(6.9%)	11.2%	13.2%	12.2%
Switzerland	3.1%	(0.4%)	(19.1%)	(5.4%)	9.0%	6.5%	(10.6%)	17.2%	(2.2%)	(9.7%)	(3.7%)	3.7%	10.5%	13.3%	18.7%
United Kingdom	(10.9%)	3.6%	(11.7%)	(1.7%)	9.7%	(9.8%)	6.2%	36.1%	31.9%	34.7%	43.0%	25.5%	45.5%	55.2%	23.9%
Europe Others	(6.2%)	(1.8%)	(20.9%)	(20.0%)	(11.9%)	(21.0%)	(24.2%)	(6.6%)	(12.9%)	(3.6%)	0.9%	(6.2%)	13.4%	17.7%	10.4%
Total APAC	17.6%	8.2%	(3.6%)	(14.1%)	(8.6%)	(11.4%)	(6.2%)	(17.4%)	(8.5%)	(11.7%)	(7.5%)	1.4%	7.6%	3.2%	6.3%
Japan	35.3%	21.3%	9.3%	(9.6%)	(18.7%)	(28.6%)	(26.7%)	(36.2%)	(9.8%)	(10.7%)	(8.0%)	8.4%	27.5%	11.2%	24.5%
Korea	16.7%	(13.8%)	(7.6%)	(22.1%)	(3.9%)	78.6%	179.3%	30.9%	(9.2%)	(14.5%)	(11.5%)	(11.1%)	(18.7%)	(10.6%)	(31.9%)
APAC Others	3.6%	2.8%	(14.2%)	(17.0%)	0.9%	(8.9%)	(2.6%)	(8.4%)	(6.8%)	(12.0%)	(5.2%)	(1.9%)	(3.4%)	(1.2%)	0.9%
Rest of the World	66.3%	59.2%	54.3%	(18.5%)	(14.0%)	(1.7%)	25.4%	21.0%	22.8%	27.2%	12.5%	4.0%	7.4%	62.8%	(1.9%)
World	(1.9%)	1.3%	(16.6%)	(14.7%)	(8.8%)	(16.6%)	(16.2%)	(5.2%)	(5.9%)	(2.3%)	(1.5%)	3.0%	17.2%	16.7%	12.4%

Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 14: Japan is the cheapest destinations in Asia post tax refunds, UK cheapest globally



Source: UBS Evidence Lab, based on like-for-like products excluding discounted and promotional products

Spend by Nationality: Chinese tourists spend higher in Europe than APAC

The Chinese consumer is the most important for luxury and here Global Blue shows a slower March (+10% vs. +21% in Feb.) as a result of seasonal low traffic (no benefit from Chinese New Year). We estimate that when combined with Hong Kong this consumer outside of the Mainland is increasing by a low double digit rate at present.

Figure 15: % luxury sales by nationality (2015)

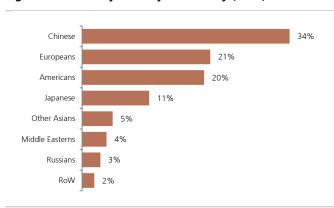
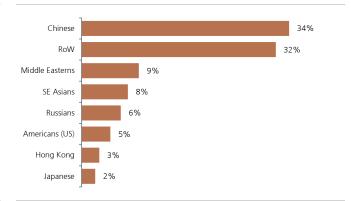


Figure 16: % Global Blue sales by nationality (2016)



Source: UBS Source: Global Blue Intelligence © Copyright Global Blue (2017)

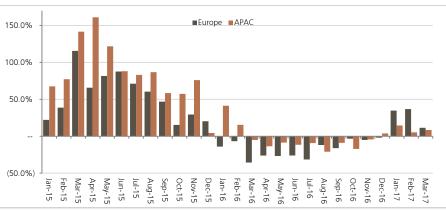
Figure 17: Global Blue spending growth y/y % by nationality

	Jan-16	Feb-16	Mar-16	Apr-16	May-16	Jun-16	Jul-16	Aug-16	Sep-16	Oct-16	Nov-16	Dec-16	Jan-17	Feb-17	Mar-17
Chinese	6.5%	3.4%	(25.3%)	(20.7%)	(20.4%)	(21.5%)	(25.6%)	(14.6%)	(14.4%)	(7.6%)	(4.7%)	0.6%	25.2%	21.1%	10.3%
Russians	(22.7%)	(11.4%)	(22.2%)	(20.0%)	(22.8%)	(32.8%)	(27.8%)	(7.7%)	(9.5%)	2.9%	2.7%	3.2%	32.3%	45.7%	40.6%
Middle Easterns	15.2%	12.7%	3.7%	(3.6%)	14.9%	(24.1%)	2.8%	5.4%	7.3%	0.6%	(4.7%)	1.0%	1.6%	21.2%	(6.5%)
Americans (US)	13.5%	20.4%	(9.4%)	(8.4%)	(4.3%)	(6.6%)	(4.2%)	7.2%	(4.3%)	(0.9%)	0.3%	18.2%	33.2%	19.4%	26.4%
SE Asians	(8.9%)	(12.4%)	(7.2%)	(15.9%)	(2.4%)	(12.9%)	2.3%	(6.3%)	6.9%	18.8%	10.0%	2.9%	9.3%	11.0%	3.0%
Japanese	0.6%	1.4%	0.4%	(0.5%)	52.0%	10.8%	26.7%	27.1%	14.4%	(1.9%)	3.0%	5.0%	18.8%	3.9%	6.5%
Hong Kong	(16.3%)	0.1%	(27.3%)	(33.6%)	(13.6%)	(24.1%)	(22.9%)	(9.0%)	(12.4%)	(7.0%)	(5.5%)	14.9%	31.7%	15.8%	10.0%
RoW	(4.6%)	0.3%	(11.8%)	(9.4%)	(2.4%)	(8.6%)	(11.4%)	1.6%	(5.0%)	(1.1%)	(1.0%)	2.9%	9.9%	6.2%	14.7%
All	(1.9%)	1.3%	(16.6%)	(14.7%)	(8.8%)	(16.6%)	(16.2%)	(5.2%)	(5.9%)	(2.3%)	(1.5%)	3.0%	17.2%	16.7%	12.4%

Source: Global Blue Intelligence © Copyright Global Blue (2017). Note: Organic growth since Jan 16.

The Chinese consumer spend growth is higher in Europe than Asia excluding HK in 2017 partly due to political tension leading to fewer tourists in South Korea.

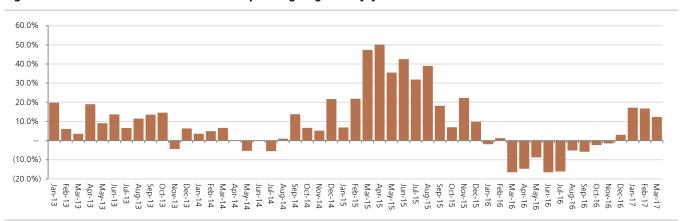
Figure 18: Chinese consumer spend y/y growth is higher Europe than in Asia ex HK in March



Source: Global Blue Intelligence © Copyright Global Blue (2017). Note: Organic growth since Jan 16.

Long term detail by destination and nationality

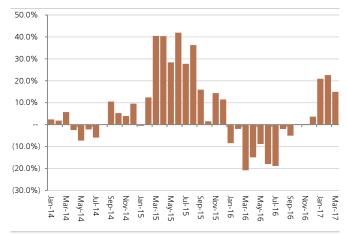
Figure 19: Worldwide Global Blue tourism spending % growth y/y



Source: Global Blue Intelligence © Copyright Global Blue (2017)

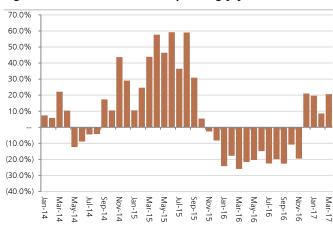
Spend by Destination

Figure 20: Global Blue Europe spending y/y %



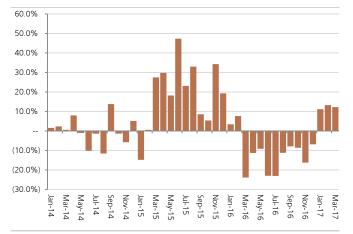
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Figure 21: Global Blue France spending y/y %



Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 22: Global Blue Italy spending y/y %



Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 23: Global Blue Switzerland spending y/y %

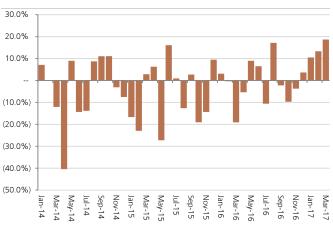
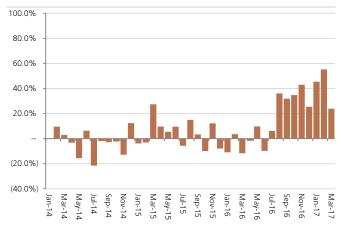
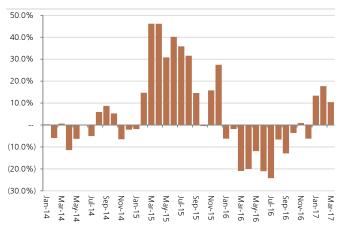


Figure 24: Global Blue UK spending y/y %



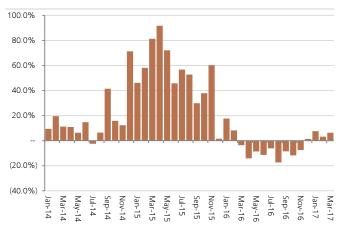
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Figure 25: Global Blue other Europe spending y/y %



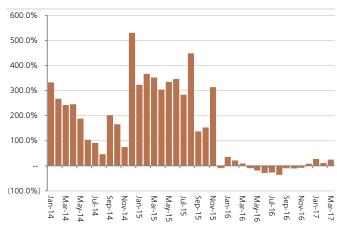
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Figure 26: Global Blue Asia spending y/y %



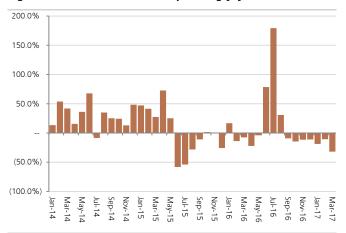
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Figure 27: Global Blue Japan spending y/y %



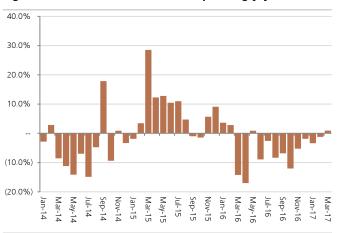
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Figure 28: Global Blue Korea spending y/y %



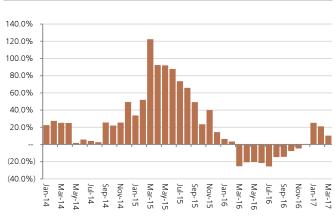
Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 29: Global Blue rest of Asia spending y/y %



Spend by Nationality

Figure 30: Global Blue Chinese spending y/y %



Source: Global Blue Intelligence © Copyright Global Blue (2017)

60.0%

40.0%

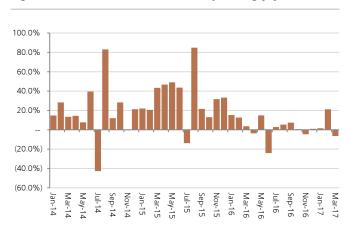
20.0%

(20.0%) (40.0%) (60.0%) Mar-14 Sep-16 Mar-16

Source: Global Blue Intelligence © Copyright Global Blue (2017)

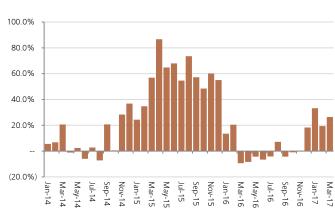
Figure 31: Global Blue Russian spending y/y %

Figure 32: Global Blue Middle East spending y/y %



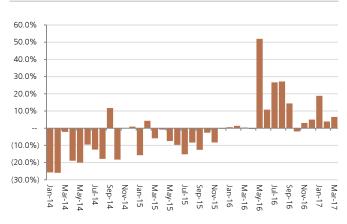
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Figure 33: Global Blue US spending y/y %



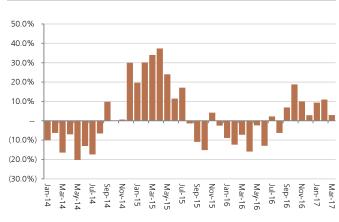
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Figure 34: Global Blue Japanese spending y/y %



Source: Global Blue Intelligence © Copyright Global Blue (2017)

Figure 35: Global Blue S.E. Asian spending y/y %



Valuation Method and Risk Statement

Risk to luxury goods companies include 1) external influence on consumption, such as terrorism and epidemics, 2) drastic political changes, 3) pricing pressure, 4) brand value, 5) management execution and successor issues, 6) perception in equity market about their long-term growth and 7) foreign exchange rates. Our price targets are DCF-based.

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12-Month Rating	Definition	Coverage ¹	IB Services ²
Buy	FSR is > 6% above the MRA.	46%	30%
Neutral	FSR is between -6% and 6% of the MRA.	38%	28%
Sell	FSR is > 6% below the MRA.	16%	18%
Short-Term Rating	Definition	Coverage ³	IB Services ⁴
Buy	Stock price expected to rise within three months from the time the rating was assigned because of a specific catalyst or event.	<1%	<1%
Sell	Stock price expected to fall within three months from the time the rating was assigned because of a specific catalyst or event.	<1%	<1%

Source: UBS. Rating allocations are as of 31 March 2017.

- 1:Percentage of companies under coverage globally within the 12-month rating category.
- 2:Percentage of companies within the 12-month rating category for which investment banking (IB) services were provided within the past 12 months.
- 3:Percentage of companies under coverage globally within the Short-Term rating category.
- 4:Percentage of companies within the Short-Term rating category for which investment banking (IB) services were provided within the past 12 months.

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UBS Limited: Helen Brand; Fred Speirs; Amy Xiang.

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Additional Prices: Burberry, 1,566p (19 Apr 2017); LVMH Moet Hennessy Louis Vuitton SA, €204.80 (19 Apr 2017); Source: UBS. All prices as of local market close.

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