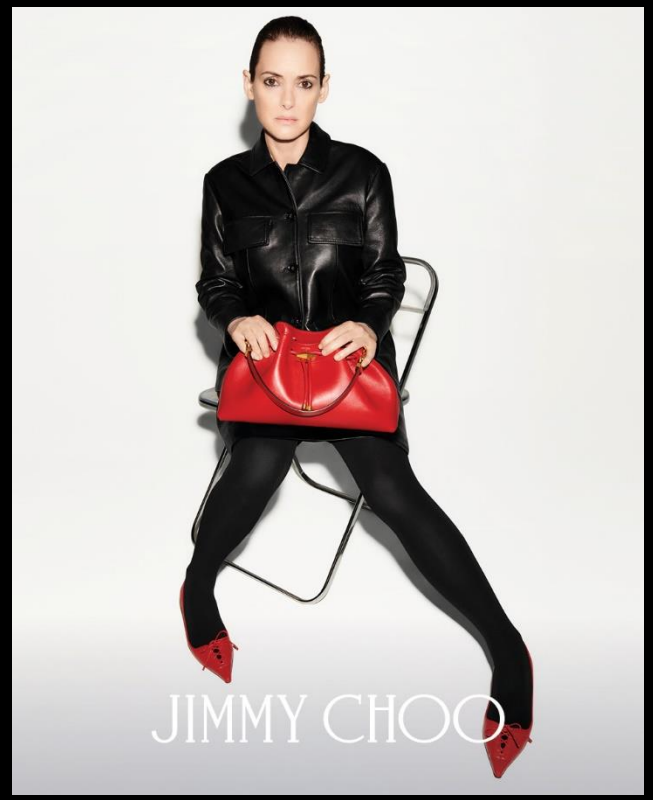
CAPRI

HOLDINGS LIMITED







November 2024 Strategy Update Presentation

November 14, 2024

CAPRI
HOLDINGS LIMITED

STRATEGY UPDATE

- **COMMUNICATION STRATEGY**
  - Engage and inspire both new and existing consumers
- **PRODUCT STRATEGY**
  - Create exciting fashion that resonates with our consumers
- **OMNI-CHANNEL STRATEGY**
  - Leverage digital capabilities to grow Ecommerce revenues
  - Improve retail store sales densities
- **WHOLESALE STRATEGY**
  - Stabilize revenue by aligning product offering to better meet consumer preferences
- **CORPORATE SOCIAL RESPONSIBILITY STRATEGY**
  - Build upon our corporate values with communities both internally and externally





MICHAEL KORS

STRATEGY UPDATE

- **COMMUNICATION STRATEGY**
  - Implement dynamic, new marketing plans that appeal to a broader consumer base
  - Increase marketing investments
- **PRODUCT STRATEGY**
  - Focus on creating exciting fashion product with compelling value
  - Rebuild core and Signature assortments
  - Strategic pricing review across the assortment to drive higher full price sell-throughs
- **OMNI-CHANNEL STRATEGY**
  - Leverage digital capabilities to grow E-commerce
  - Improve retail store sales densities
  - Anticipate the store fleet will be reduced to 650 stores over time
  - Renovate approximately 150 stores over the two years
- **WHOLESALE STRATEGY**
  - Stabilize revenue by aligning product offering to better meet consumer preferences

VERSACE

STRATEGY UPDATE

- **COMMUNICATION STRATEGY**
  - Continue to leverage strong brand awareness to drive engagement
- **PRODUCT STRATEGY**
  - Inject more energy into the assortment to better balance fun and elegant
  - Develop broader assortment to reengage with the aspirational luxury consumer
  - Further develop accessories offering
- **OMNI-CHANNEL STRATEGY**
  - Leverage digital capabilities to grow E-commerce
  - Improve retail store sales densities
  - Anticipate that store fleet will remain flat at 230 stores
- **WHOLESALE STRATEGY**
  - Resume growth by aligning product offering to better meet consumer preferences





JIMMY CHOO

STRATEGY UPDATE

- **COMMUNICATION STRATEGY**
  - Continue to engage new and existing customers through effective campaigns and collaborations
- **PRODUCT STRATEGY**
  - Enhance assortment to appeal to aspirational luxury consumers
  - Further develop accessories offering
  - Expand casual footwear assortment
- **OMNI-CHANNEL STRATEGY**
  - Leverage digital capabilities to grow E-commerce
  - Improve retail store sales densities
  - Anticipate that store fleet will remain flat at 220 stores
- **WHOLESALE STRATEGY**
  - Stabilize revenue by aligning product offering to better meet consumer preferences

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