

SMCP

sandro • maje • claudie pierlot • fursac



Press release - Paris, March 28, 2025

Share buyback to cover the long-term incentive plan of the Group's employees

SMCP's Board of Directors decided on March 25, 2025, as part of the implementation of the share buyback program authorized by the 18th resolution of the Shareholders' General Meeting of June 6, 2024, to give an irrevocable mandate to an investment services provider to purchase shares of SMCP SA from March 28, 2025, until June 30, 2025, for a maximum of 400 000 shares for a purchase price that cannot exceed the maximum price set by the Shareholders' General Meeting of June 6, 2024.

The repurchased shares will be used to cover the Group's employees' long-term incentive plan.

ABOUT SMCP

SMCP is a global leader in the accessible luxury market with four unique Parisian brands: Sandro. Maje. Claudie Pierlot and Fursac. Present in 50 countries, the Group led by Isabelle Guichot as CEO, comprises a network of over 1.600 stores globally and a strong digital presence in all its key markets. Evelyne Chetrite and Judith Milgrom founded Sandro and Maje in Paris, in 1984 and 1998 respectively, and continue to provide creative direction for the brands. Claudie Pierlot and Fursac were respectively acquired by SMCP in 2009 and 2019. SMCP is listed on the Euronext Paris regulated market (compartment A. ISIN Code FR0013214145. ticker: SMCP).

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