

Douglas Presentation to lenders

19 January 2017

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Douglas

Today's speakers



Introduction to Refinancing Proposal

- Following the capital structure optimisation in July 2016, Douglas has continued to demonstrate the very strong financial performance seen since CVC's acquisition of the business in June 2015
 - Revenues and Adjusted EBITDA in FY 2015/16 up by +3.9% and +12.6%, respectively, compared to previous year's figures
 - Solid performance in the three months ending December 2016, with Revenues and Adjusted EBITDA up by +4.3% and +4.4% YoY respectively
 - Net Total Leverage of 4.6x and Net Senior Secured Leverage of 3.7x, whilst benefitting from the seasonally high December cash position, represent a net total deleveraging of ~1.7x since LBO and ~1.2x since the July 2016 repricing
- Douglas continues to be very well supported in credit markets, with the loans / bonds trading well following strong demand both at the time of the LBO and the July 2016 refinancing
 - Senior Secured Notes are currently trading at c. 109.25, a YTW of 2.0% (with an implied z-spread of 219bps), a spread of ~275bps with interest rate on the existing TLB
- Based on this strong operating and financial performance, Douglas is proposing to refinance its current term loan with a new senior secured term loan priced at E+375-400 bps (0% floor)
 - The deadline for commitments is 5pm CET time, Tuesday 24 January 2017
 - Existing lenders will have the ability to roll their existing exposure on a cashless basis
 - The Amendment Effective Date is Thursday 17 February 2017







FY 2015/16 Key Highlights

| Strong FY sales and earnings performance | Strong sales performance across all regions in Europe, most notably in Germany and in France Continued dynamic growth in e-commerce sales, which now account for 12.0% of total sales (PY: 10.0%) EBITDA adjusted for exceptional items increased by 12.6% driven by top-line growth, scale benefits and efficiency improvements Cash conversion¹ slightly increased to 73.6% 29 stores opened, mainly in Eastern Europe; continued high maintenance and refurbishment spend in best-in-class store |
|--|---|
| | network; 35 stores closed, thereof 10 stores in relation to the withdrawal from the Turkish market Market leading position in Europe across all distribution channels extended |
| Notable progress on strategic initiatives | Scalable e-commerce platform further optimized and introduced in almost all remaining countries with stationary presence; cross-channel services expanded Differentiating and higher margin private label (<i>Douglas Nocibé collection</i>) and exclusive brands offering expanded and further rolled-out in international countries; combined share of private label / exclusive brands went up to 16.9% (PY: 15.4%) CRM: loyalty card program extended by additional set of services; Douglas Beauty card launched online and offline in Germany in November, complementing the existing loyalty card; new IT-tool to support one-to-one customer communication put in place |
| Investment program on track | Implementation of EUR 100m investment program focusing on fundamental growth drivers (Douglas brand, CRM, Omni- channel, Private label) on track; projects launched Organisational restructuring in Germany and international countries including move of headquarters completed |
| Economic environment improved | Moderate growth in core countries throughout 2016 despite increased political uncertainty and weak global trade Modest further growth in GDP expected in 2017, with private consumption as main growth driver – steady employment growth and slight pick-up in wage growth expected to offset impact from rebounding inflation |

¹ Defined as Adjusted EBITDA minus CAPEX divided by Adjusted EBITDA

6

Comments

- Sales increased by 3.9%. Like-for-like sales grew 5.2%
- Adjusted EBITDA increased by 12.6%, with margin improving by 1.0%-points to 12.5%
- All geographical regions contributed to the sound performance
- Higher CAPEX with focus on maintenance and refurbishment of the existing store network (representing 90% of total CAPEX including investments in central projects)
- Cash conversion (Adjusted EBITDA minus CAPEX divided by Adjusted EBITDA) slightly increased to 73.6%

| Key financials | | | | | | | |
|---|------------------|---------------|---------------|---------------|---------------|----------------|--|
| in EURm | Q4 2014/15 | Q4 2015/16 | Delta | FY 2014/15 | FY 2015/16 | Delta | |
| Net Sales | 563 | 581 | 3.1% | 2,607 | 2,709 | 3.9% | |
| Like-for-like | | | 4.4% | | | 5.2% | |
| | | | | | | | |
| | I I I I | | | | | | |
| Adjusted EBITDA | 58 | 64 | 10.1 % | 300 | 337 | 1 2. 6% | |
| Margin (%) | 10.4% | 11.1% | | 11.5% | 12.5% | | |
| | | | | | | | |
| САРЕХ | 33 | 47 | 32.0% | 84 | 89 | 6.3% | |
| Adj. EBITDA – CAPEX | 25 | 17 | | 216 | 248 | | |
| Cash conversion | 43.1% | 26.6% | | 72.0% | 73.6% | | |
| | | | | | | | |
| Unlevered Free Cash Flow pre-M&A CAPEX ¹ | | | | 162 | 186 | | |
| Unlevered Free Cash Flow post-M&A CAPEX ¹ | | | | 135 | 196 | | |

¹ Excluding Cash Flow from discontinued operations; defined as net cash flow from operating activities less net cash flow from investing activities

Douglas

Joined Douglas 1 January 2017

More than 20 years of international management experience in Finance

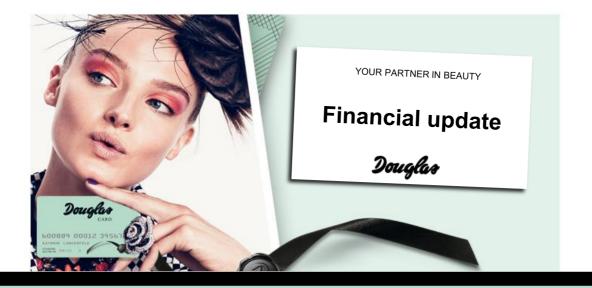
16 years with Henkel in various international CFO- and Controlling roles

4 years in Audit and Automotive

Educational background: Dipl.-Kfm. (University Würzburg), MBA (Kellogg University Chicago & WHU Koblenz), LL.M. (University Münster), Harvard (Advanced Management Program)



2. Financial Update FY 2015/16



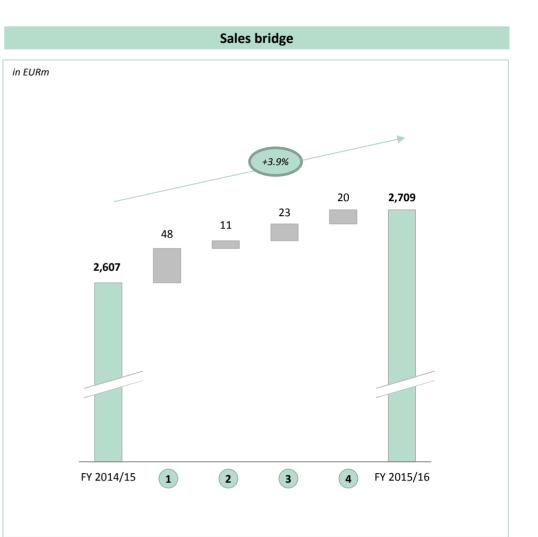




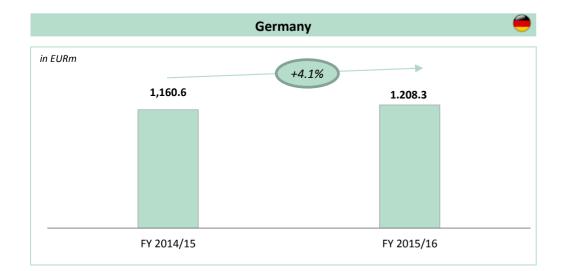
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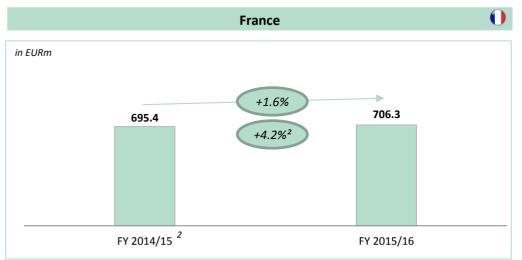
- Total sales increased by 3.9%, or 5.2% on a like-for-like basis. Stationary sales rose by 3.3%, or 2.8% on a like-for-like basis
- E-commerce sales increased strongly by 24.3%, notably in Germany, thereby accounting for 12.0% of total sales (PY: 10.0%)
- Germany: like-for-like sales rose by 4.6% driven by both the online-shops and the stationary business
- 2 France: like-for-like sales increased by 5.6%. The prior year was positively impacted by sales from purchasing cooperation DPB Achats (terminated December 31, 2014)
- 3 South-Western Europe: like-for-like growth of 5.1% mainly driven by the online business. In particular our operations in the Netherlands, Austria and Spain contributed to performance
- **4 Eastern Europe**: Like-for-like sales increased by 7.8%, driven by both, the stationary as well as online business in all countries included in this segment, in particular in Poland

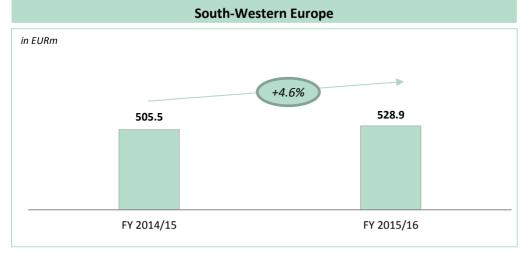
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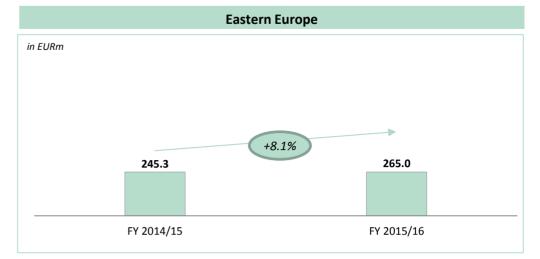


FY 2015/16 Sales by region¹









¹ Excluding intersegmental sales

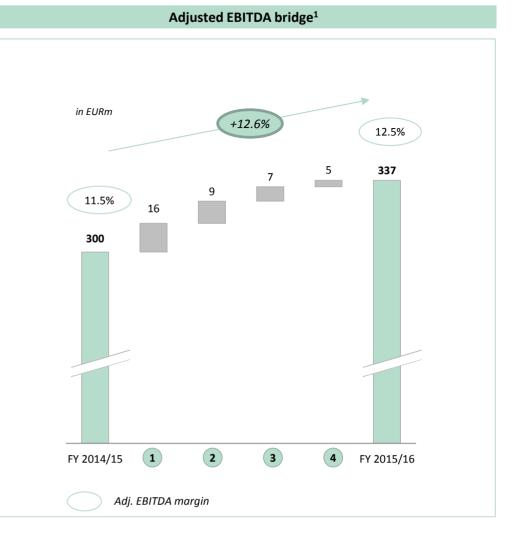
² FY 2014/15: Including EUR 18m sales from the purchasing cooperation DPB Achats (terminated Dec 31, 2014); excluding DPB Achats sales increased by 4.2%



FY 2015/16 Adjusted EBITDA

Comments

- All geographical regions contributed to the increase in Adjusted EBITDA; improvement of margin driven by strong growth in e-commerce, optimisation of cost structure and scale benefits
- **1** Germany: Strong topline growth and optimised cost structure as a result of the organisational restructuring have driven earnings
- **2** France: Higher EBITDA mainly due to remarkable sales performance and a higher gross margin; in addition the integration of the Clin d'Oeil stores (acquired Q2-14/15) supported the positive performance
- **3** South-Western Europe: Earnings improved mainly as a result of strong sales growth and cost efficiency programs implemented. All countries contributed to the increase in EBITDA, in particular the Netherlands and Italy
- 4 Eastern Europe: Economies of scale due to topline growth and optimisation of cost structure. Almost all countries made a contribution to the positive earnings performance. In particular Poland performed well



¹ For further details on adjustments to Reported EBITDA see page 29

FY 2015/16 Adjusted EBITDA by region



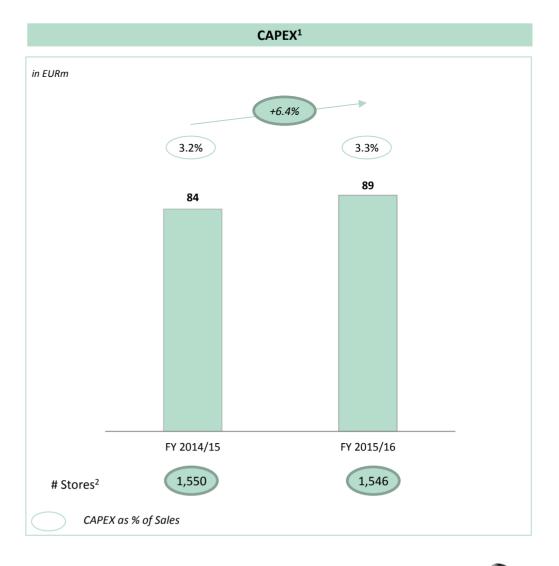
¹ Germany : Excluding annual intercompany license fees (FY 2015/16: EUR 11.2m; PY: EUR 7.8m) that positively affect EBITDA of Germany region at the expense of the South-Western and _Eastern Europe regions

Douglas

FY 2015/16 CAPEX

Comments

- Focused CAPEX spend based on a well invested store portfolio; more than 72% of total CAPEX attributable to Germany and France, 14% to South-Western Europe and 14% to Eastern Europe
- Maintenance and refurbishment CAPEX including other investments in central projects (e.g. Beauty Card and HQ move to Düsseldorf) amount to 90% of total CAPEX (FY 2014/15: 91%)
- In addition, the store network has been expanded by 2 acquired stores in Germany and in France

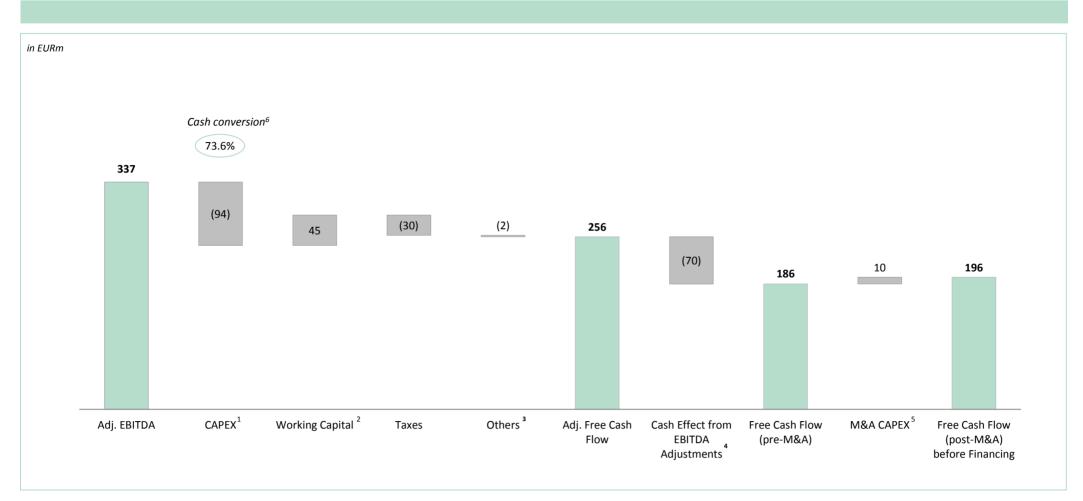


¹ Excluding M&A-CAPEX

² Excluding 137 franchise stores as of Sep 30, 2016 (139 franchise stores as of Sep 30, 2015)

Douglas

FY 2015/16 Cash Flow bridge



¹ Including EUR 4.4m relating to investments accounted for in FY 2014/15

² Defined as inventories, trade accounts receivables, trade accounts payables as well as other receivables and liabilities related to supplier receivables for rebates/bonuses, marketing subsidies, voucher liabilities; adjusted for PPA and transaction costs

³ Change in other assets, liabilities and accruals

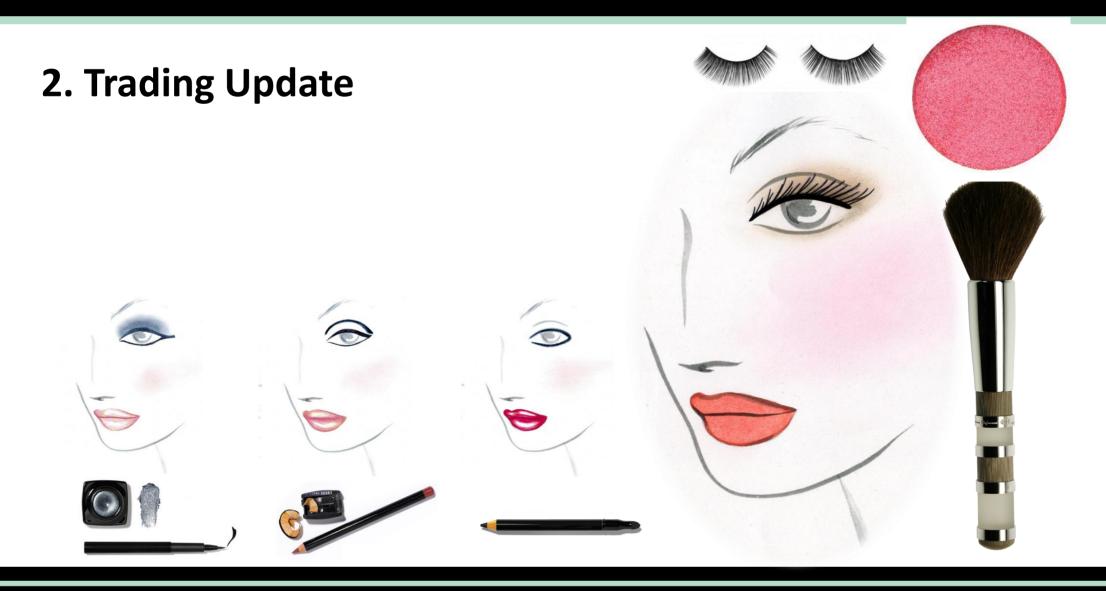
⁴ For further details on adjustments to Reported EBITDA see page 29

⁵ Net proceeds from the disposal of real estate and the acquisition of two stores (Germany, France)
 ⁶ Defined as Adjusted EBITDA minus total CAPEX divided by Adjusted EBITDA

| Do | h+ | ctri | uctu | ro |
|----|----|------|------|----|
| De | υι | SU | uctu | ne |

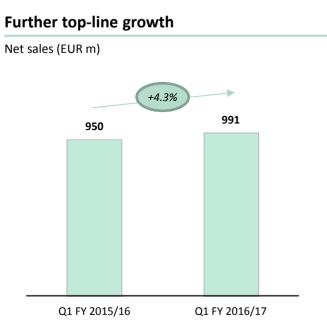
| | Amount | Maturity | Pricing |
|--|--------|---------------|------------|
| Cash and cash equivalents ¹ | (144) | | |
| Term Loan Facility B ² | 1,370 | August 2022 | E + 375bps |
| Senior Secured Notes | 300 | July 2022 | 6.25% |
| RCF (EUR 200m) | 0 | February 2022 | E + 375bps |
| Net Senior Secured Debt | 1,526 | | |
| Senior Notes | 335 | July 2023 | 8.75% |
| Accrued Interests | 10 | | |
| Other Financial Debt | 1 | | |
| Total Net Debt | 1,872 | | |

² EURIBOR floor of 1.0%





Q1 FY 2016/17 Key Financials¹



- Adjusted for currency effects and the discontinued operation in Turkey sales increased by 4.8%
- Like-for-like sales grew by 4.4%
- E-commerce sales increased strongly by 18.2%.
 Share of online sales to total sales reached 13.3% (PY: 11.8%)
- Stationary sales rose by 3.2%, or 2.4% on a like-forlike basis
- ¹ Preliminary figures

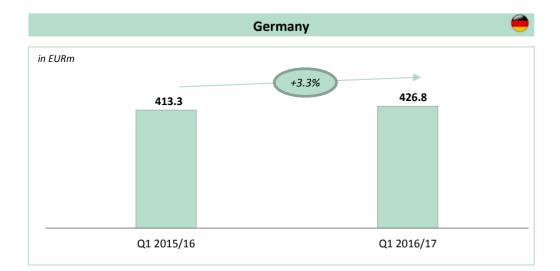
² Adjusted for exceptional items including consulting fees, restructuring, PPA and other one-off items; see page 29 for further details ³ Calculated as (Adj. EBITDA - Capex) divided by Adj. EBITDA

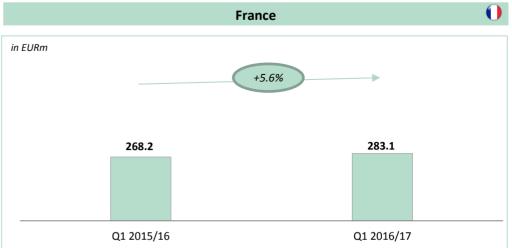
- Attractive cash conversion Adj. EBITDA increased Adj. EBITDA (EUR m)² Adj. EBITDA margin Adj. EBITDA – Cash conversion³ Capex (EUR m) 16.7% 90.7% 16.7% 93.0% 166 159 151 148 Q1 FY 2015/16 Q1 FY 2016/17 Q1 FY 2016/17 Q1 FY 2015/16
 - Adjusted EBITDA grew by 4.4% vs. prior year. Ongoing focu Especially France and Eastern Europe contributed to the increase in Adjusted EBITDA
- Adj. EBITDA margin matched previous year's level
- Ongoing focused CAPEX spend based on a well invested store portfolio
- CAPEX increased by EUR 4m to EUR 15m due to higher number of store openings as well as investment in Douglas Nocibé collection and CRM

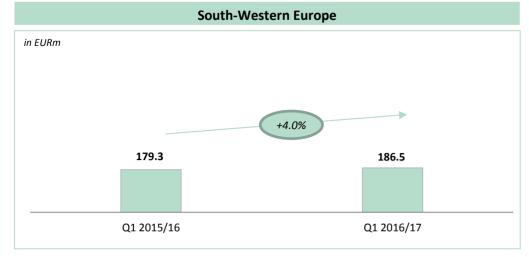




Q1 FY 2016/17 Sales by region^{1,2}









¹ Preliminary figures

² Excluding intersegment sales

³ Q1 FY 2014/15: Including EUR 2m sales from the Turkey business (terminated Sep 30, 2016); adjusted for Turkey and currency effects, sales growth by +11.4% vs. prior year





Capital structure overview

| | March 2015A at LBO | | | ch 2016 repricing) | December 2016 | | |
|---|--------------------|--------------------------|----------------------------------|-----------------------|---------------|-------------------|------------------------------------|
| Facilities | EUR m x | Adj. EBITDA ¹ | x Adj. RR EBITDA ¹ | EUR m | x Adj. EBITDA | EUR m x AdjEBITDA | Pricing |
| Cash and equivalents | - | | | (171) | | (407) | |
| RCF (EUR 200m available) | 15 | | | - | | - | E+3.75% (0% floor) ⁴ |
| Term Loan B (B1/B) | 1,220 | | | 1,370 | | 1,370 | E+3.75% (1% floor) ⁴ |
| Senior Secured Notes (B1/B) | 300 | | | 300 | | 300 | 6.25% |
| Net senior debt | 1,535 | 5.2x | 4.9x | 1,499 | 4.7x | 1,263 3.7x | |
| Senior Notes (Caa1/CCC+) | 335 | ~1.7x de | leveraging | 335 | | 335 | 8.75% |
| Other financial debt | 6 | | | 6 | | 0 | |
| Net total debt ² | 1,876 | 6.3x | 6.0x | 1,840 | 5.8x | 1,598 (4.6x) | |
| Implied equity contribution ³ | 1,113 | 3.7x | 3.6x | 1,353 | 4.2x | 1,844 5.4x | |
| Net total capitalisation | 2,989 | 10.0x | 9.6x | 3,193 | 10.0x | 3,442 10.0x | |
| LTM Adjusted EBITDA ¹ (EUR m) | | 298 | | | 319 | 344 | |
| LTM Adjusted Run-rate EBITDA ¹ (EUR m) | | | 312 | | | | |

¹ EBITDA March 2015A: Pro-Forma including respective figures of acquired competitor Nocibé for April 1,2014 to June 30, 2014

² Excludes accrued interest

³ Cash equity of €1,113m at LBO. Implied equity assuming 10x EV/EBITDA multiple

⁴ Pricing subject to margin ratchet







Summary term sheet

| Borrower / Issuer | Same as existing |
|---------------------|--|
| Facility type | Term Loan B |
| Amount | EUR 1,370m |
| Currency | EUR |
| Final maturity | August 2022 (same as existing term loan) |
| Pricing | E+3.75%-4.00% |
| Euribor floor | 0.00% |
| Margin ratchet | 6 months freeze from the Amendment Effective Date |
| Covenants | Same as existing (covenant lite) |
| Ranking | Same as existing |
| Security | Same as existing |
| Optional redemption | Six months of 101 soft call from the Amendment Effective Date |
| Roll fee / OID | 12.5bps |
| Consent rule | Majority (and, where required, Super Majority) Lenders consent is required to implement the amendment. Consent from each participating lender is required if it is to roll into the new facilities |
| Expected rating | Corporate: B2 / B (unchanged) Instrument: B1/ B (unchanged) |



Timetable

| January | | | | | | | |
|---------|----|----|----|----|----|----|--|
| М | Т | W | Т | F | S | S | |
| | | | | | | 1 | |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 | |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 | |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 | |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 | |
| 30 | 31 | | | | | | |

| February | | | | | | | | |
|----------|----|----|----|----|----|----|--|--|
| М | Т | W | Т | F | S | S | | |
| | | 1 | 2 | 3 | 4 | 5 | | |
| 6 | 7 | 8 | 9 | 10 | 11 | 12 | | |
| 13 | 14 | 15 | 16 | 17 | 18 | 19 | | |
| 20 | 21 | 22 | 23 | 24 | 25 | 26 | | |
| 27 | 28 | | | | | | | |

| Date | Date |
|---------------------------|--|
| 17 th January | Launch of the amendment request |
| 19 th January | Public investor call with Douglas management and CVC |
| 24 th January | Amendment responses and commitments due |
| 25 th January | Pricing and allocation |
| 17 th February | Amendment Effective Date / Closing |

European Leveraged loan sales

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European Leveraged Ioan capital markets

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| Comments | | Total number of stores |
|---|----------------------|------------------------|
| Pan-European and modern store network in premium locations | | Own st |
| 1,683 stores as of September 2016 | | 1,689 |
| Including 137 franchise stores ¹ | | 139 |
| Active store portfolio management | | |
| Select closures in recent years to further optimise premium quality network | | 1,550 |
| Continued focus on network expansion | | |
| | | Sep-20 |
| | | · · · |
| | | Store development |
| | | |
| | | FY 2014 |
| | Own store openings | 23 |
| | Store acquisitions | 49 |
| | Own store closures | (54) |
| | Change in franchises | (55) |
| | | |

Total

Douglas

¹ Comprises 120 franchise stores in France, 16 franchise stores in the Netherlands and 1 franchise store in Norway

Own stores Franchise stores

1,683

137

1,546

Sep-2016

FY 2015/16

29

2

(35)

(2)

(6)

1,689

139

1,550

Sep-2015

FY 2014/15

(37)

| Image: n EURmFY 2014/152FY 2015/164Image: Germany1,1611,208Image: Germany1,1611,208Image: France695706Image: South-Western Europe506529Image: South-Western Europe245265Image: Eastern Europe2452,607Image: Total2,6072,709 | Sales | S ¹ | |
|---|----------------------|----------------|-------|
| in EURm2014/15²2015/164Image: Germany1,1611,208Image: France695706Image: South-Western Europe506529Image: Eastern Europe245265 | | | |
| Image: Prance 695 706 Image: South-Western Europe 506 529 Image: Eastern Europe 245 265 | in EURm | | |
| South-Western Europe 506 529 | Germany | 1,161 | 1,208 |
| Eastern Europe 245 265 | France | 695 | 706 |
| | South-Western Europe | 506 | 529 |
| Total 2,607 2,709 | Eastern Europe | 245 | 265 |
| | Total | 2,607 | 2,709 |
| | | | |

¹ Excluding intersegment sales

² Beauty Holding Zero until July 2015

| EBITD | A ³ | |
|----------------------|----------------------------|---------------|
| in EURm | FY 2014/15 ² | FY 2015/16 |
| Germany | 99 | 92 |
| France | 50 | 63 |
| South-Western Europe | 34 | 26 |
| Eastern Europe | 16 | 3 |
| Total | 199 | 184 |
| | | |

 ³ Including PPA effects (FY 2014/15: PPA effects from the acquisition of Nocibé affected EBITDA in France only; FY 2015/16: PPA effects from CVC acquisition included in all segments)
 ⁴ Rounding differences may arise when individual amounts are added together



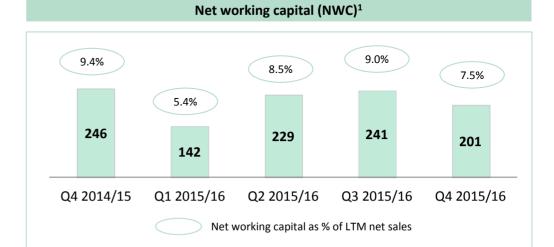
Comments

Net working capital adjusted for PPA and transaction costs decreased as of Sep 30, 2016 compared to previous year despite strong topline growth

Reasons for this decrease are a better inventory management, a tight management of receivables and payables as well as non-operational items

Inventories adjusted for PPA as of September 2016 are at a par with previous year's level despite an increase in sales of 4%, resulting in an improved inventory turnover and in lower NWC in % of LTM net sales

Net working capital includes inventories, trade accounts receivable, trade accounts payable as well as supplier receivables for rebates/bonuses and marketing subsidies, outstanding voucher liabilities



NWC development¹

| in EURm | Q4 2014/15 | Q1 2015/16 | Q2 2015/16 | Q3 2015/16 | Q4 2015/16 |
|---------------------------|---------------|---------------|---------------|---------------|---------------|
| Inventories | 513 | 541 | 555 | 538 | 513 |
| Trade accounts receivable | 33 | 54 | 43 | 33 | 34 |
| Trade accounts payable | (264) | (434) | (299) | (266) | (307) |
| Other ² | (36) | (19) | (70) | (64) | (39) |
| Total NWC | 246 | 142 | 229 | 241 | 201 |

¹ PY figures adjusted for Purchase Price Allocation and Transaction costs

² Includes receivables from reimbursed marketing costs, bonus receivables, voucher liabilities



Comments

- Consulting fees: relating to sale / IPO processes of Douglas and divestment of non-acquired businesses in FY 2014/15, as well as consulting fees for efficiency measures in FY 2015/16. Please note that cash-out of FY 2014/15 transaction costs from sale/IPO processes took place in FY 2015/16. Consulting Fees in Q1 2015/16 as well as 2016/17 refer to efficiency measures
- Restructuring costs: mainly relating to the acquisition of Clin d'Oeil (FY 2014/15) as well as redundancy payments related to efficiency and centralisation measures (e.g. regarding the FY 2015/16 organisational improvements) and the termination of Turkish operations (FY 2015/16). Please note that all redundancy effects related to the FY 2015/16 organisational restructuring have been fully recorded as provisions; thereof payment of EUR 5m will only occur in FY 2016/17. Q1 2016/17 redundancy payments are related to additional efficiency and centralisation measures
- Purchase Price Allocation (PPA): one-off inventory write-offs from Nocibé acquisition (FY 2014/15) as well as Douglas acquisition by CVC Capital Partners (both FY 2014/15 and 2015/16); no PPA effects from the Douglas acquisition by CVC Capital Partners in the upcoming years
- Credit card fees: "below EBITDA" reclassification in accordance with existing banking and bond agreements
- Other: one-off inventory revaluations as part of the optimised category management, costs of Nocibé integration (e.g. changes of logistical platform), property tax payments from a corporate restructuring (all FY 2014/15), costs for termination of DouBox project, subsequent payroll tax payment as well as a payment related to the disposal of real estate in Vienna and in Munich (all FY 2015/16)

Adjustments to EBITDA

| in EURm | Q4 2014/15 | Q4 2015/16 | FY 2014/15 | FY 2015/16 |
|------------------------------|---------------|---------------|---------------|---------------|
| Reported EBITDA ¹ | 11 | 44 | 199 | 184 |
| Consulting fees | 19 | 4 | 29 | 17 |
| Restructuring costs | 6 | 6 | 8 | 21 |
| РРА | 20 | 10 | 44 | 100 |
| Credit card fees | 2 | 1 | 9 | 9 |
| Other | - | (1) | 11 | 6 |
| Adjusted EBITDA | 58 | 64 | 300 | 337 |
| in EURm | Q1 2015/16 | Q1 2016/17 | 1 | |
| Reported EBITDA | 121 | 157 | | |
| Consulting fees | 4 | 4 | - | |
| Restructuring costs | 0 | 2 | - | |
| РРА | 30 | 0 | - | |
| Credit card fees | 4 | 3 | | |

0

159

0

166

Other

Adjusted EBITDA