

Stefan Rehm

Von: Stefan Rehm <sr2503@googlemail.com>
Gesendet: Sonntag, 11. Februar 2018 11:52
An: mail@srvalue.de
Betreff: Research Notiz FOSL 20180211: Auszug aus Michael Kors (MK) Q4 Earnings Call Transcript vom 7.2.2018
Anlagen: FOSL_Notiz_20171112.pdf

Am kommenden Dienstag berichtet Fossil Group Inc. (FOSL) Q4/2017 per 31.12.2017.

Die Wearables-Entwicklung (Touchscreen Smartwatches & Hybrid Smartwatches) und der Absatz von Leder/Schmuck- Accessoires beim größten Lizenzgeber MK war positiv (wie Indizien für Smartwatches angedeutet: 100% Wachstum auf 10% der Umsatzerlöse von Q3/2016 zu Q3/2017, Vergleich Google Trends Keywords für Holiday Season 2017 zu 2016, bessere Produkt-Reviews für neue Gen 3 Produkte ab Oktober 2017 sowie Ausrollen auf weitere Lizenz-Marken ebenfalls Anfang Q4/2017, positive Presse von der CES Las Vegas Anfang Januar 2018).
<https://www.wearable.com/fossil/fossil-group-designer-hybrid-collections-spring-2018>
<https://www.digitaltrends.com/wearables/kate-spade-scallop-android-wear-smartwatch-news/#/3>

Jedoch wird dies die Gesamtrückgänge bei den traditionellen Modeuhren sowie Leder/Schmuck- Accessoires erneut noch nicht kompensieren können. Für FOSL als Unternehmung sollte die eingeschlagene Richtung langfristig positiv wirken. Für die kurzfristige Aktienkurs-Entwicklung sehr wahrscheinlich zunächst wiederum nicht, da der Markt sicherlich nach der Gesamtentwicklung der Topline handeln wird.

John D. Idol – CEO Michael Kors Holdings Ltd.

In the Watch category, we saw increased momentum in our Michael Kors Access smartwatches for the holiday season. Our top-selling smartwatch was the newly introduced Sofie, an elegant and feminine style combining modern glamour with next generation technology. Smartwatch sales were further bolstered by 360-degree holiday marketing campaigns. Developed in collaboration with our partner Google, the campaign helped to ensure our smartwatches were top of mind for the holiday season. Featuring our first ever television ad for watches, the campaign ran in the U.S., UK and Germany, and was supported by print, outdoor and digital advertising. This helped drive strong holiday sales of smartwatches and created a great deal of excitement for the brand.

While smartwatches are still a smaller portion of our business and not yet large enough to offset the decline in fashion watches, we are encouraged by the growing trajectory of this category this year. Finally, revenue in our Licensing business increased 12.3%. We saw strong performance in our Access smartwatches in the quarter and are pleased with the momentum of this business. That said, this category is not large enough to offset the decline in fashion watches.

Kimberly Conroy Greenberger - Morgan Stanley & Co. LLC

Great. Thank you. And thanks again, John, for all the color and detail this morning. It's been really helpful. I'm wondering if you can talk a little bit about the handbag and small leather goods performance. It sounds like, broadly speaking, you're seeing stronger geographical performance in Asia. And then more broadly, it seems perhaps like maybe you're seeing better performance within your own stores than perhaps in the wholesale channel, but I'm not sure if that's a correct assumption. So I'm wondering if you could just talk about the overall performance and where you're seeing variation in that category.

John D. Idol – CEO Michael Kors Holdings Ltd.

Sure. Thank you, and good morning, Kimberly. Kimberly, again, one of the things you have to remember in our own comp store decline, and we've said this in the past, that somewhere between 40% and 50% of our comp store decline has really been generated by watches. It's a huge – was – still is a huge business for us, but it was – it really has impacted our business dramatically.

And while there was sequential improvement in the last quarter, both in our wholesale partners around the globe and our own stores, it's still not enough to offset the decline that's happening there. So that's been an issue for us. In terms of the accessories, the accessories performance, both in our own stores and in the wholesale distribution performed better than we had anticipated. So still negative, but that was a very, very good sign for us. We had planned it down. We did better than what we had planned as in both our own stores and in our retail – in our wholesale partners.

And I just wanted to make the commentary about our wholesale partners having weeks that we are comping up because it's exciting to see that that channel is also seeing improvement in particularly this category with

www.srvalue.de/-/innerer-wert