

FOR IMMEDIATE RELEASE

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



SAMSONITE INTERNATIONAL S.A.

新秀丽國際有限公司

13–15 Avenue de la Liberté, L-1931 Luxembourg

R.C.S. LUXEMBOURG: B 159.469

(Incorporated in Luxembourg with limited liability)

(Stock code: 1910)

Samsonite International S.A. Sets Record Straight Regarding Short-Seller Report

Hong Kong, June 1, 2018 – Samsonite International S.A. (“Samsonite” or “the Company”, together with its consolidated subsidiaries, “the Group”; SEHK stock code: 1910), the world’s largest travel luggage company, today responded to a short-based opinion piece (the “Short-Seller Report”) issued on May 24, 2018, regarding accounting and related-party allegations, by Blue Orca Capital (“Blue Orca”), a self-proclaimed activist investment fund that is focused on short selling. In the Short-Seller Report, Blue Orca cautions investors that it has a “short interest in Samsonite’s stock and therefore stands to realize significant gains in the event that the price of Samsonite stock declines.”

The Samsonite Board of Directors has thoroughly reviewed the allegations contained in the Short-Seller Report and has determined that these allegations in the Short-Seller Report about the Company are one-sided and misleading, and that the conclusions drawn in the Short-Seller Report about the Company and its financial results are incorrect. Furthermore, the Company’s financial disclosures are an accurate reflection of the strong core fundamentals of the business.

The Company wishes to emphasize the following:

- Samsonite is the leading player in the large and rapidly growing global luggage, backpack and business bags market, which is forecasted to grow at a compound annual rate of approximately 6.6% from 2017 to 2022^[1].
- The Company, fueled by strong organic^[2] growth in its core business and augmented by strategic brand acquisitions, has been transformed from a largely single brand, single category and mainly wholesale business with net sales of US\$1.2 billion in 2010 to the multi-brand, multi-category and multi-channel business it is today, with net sales of US\$3.5 billion in 2017. Samsonite has delivered consecutive, organic topline growth at a constant currency CAGR^[3] of 9.4% over the last five years.

^[1] Source: Euromonitor

^[2] Excludes the impact of brand acquisitions

^[3] Compound annual growth rate

- The Company believes that its highly diversified revenue base provides it with a resilient and differentiated business model that is not overly reliant on any single brand, market, channel of distribution or product category.
- In addition to strong organic growth, the Company has increased shareholder returns through its disciplined approach to acquisitions that will complement its core strategy. In 2016, Samsonite's transformational acquisition of Tumi Holdings Inc. ("Tumi"), a leading global premium lifestyle brand, expanded Samsonite's presence in the premium segment and positioned Samsonite as a global travel lifestyle leader.
- The Company has an excellent track record of generating significant free cash flow which is expected to continue as the Company maintains a clear and consistent strategy with appropriate flexibility in execution and further leverages its leading market position worldwide.
- The Company believes that it has a reputation for its leading global market position and scale, commitment to operational excellence, strong and resilient financial performance and its consistent track record of long term value creation.

The Board stands behind its track record of transparency and corporate governance. The Board remains confident that the Company's consolidated financial statements and the related notes to the consolidated financial statements, which are audited by KPMG LLP ("KPMG"), are in accordance with applicable laws and International Financial Reporting Standards ("IFRS"). The Company confirms that KPMG has not withdrawn its audit opinions, or indicated that it intends to withdraw its audit opinions, in respect of the Company's previous consolidated financial statements.

Samsonite has provided the Stock Exchange of Hong Kong Limited with a detailed response to the allegations in the Short-Seller Report, which can be accessed via the Investor Relations section of Samsonite's website^[4]. A summary of this response follows.

Purchase Price Accounting: Samsonite's purchase accounting associated with the acquisitions of Tumi and Tumi's distribution network in certain markets in Asia was done in conformity with IFRS, and operating margins accurately reflect the consistent and strong underlying performance of the business.

Inventory Disclosure: Writing down inventory to net realizable value is usual market practice for consumer products businesses and is required by IFRS as product lines move through their lifecycle and new product lines are introduced. The Company has determined that the disclosure of the carrying value of inventory at net realizable value ("NRV") included in Footnote 9 of the Company's 2017 financial statements was incorrect. The Company has concluded this does not impact Samsonite's reported profitability, consolidated statement of financial position, consolidated income statement or consolidated statement of cash flows.

Manual Journal Entries: The Company's revenues are properly recorded and recognized, predominantly through the Company's automated enterprise financial reporting systems. Manual journal entries are utilized in conjunction with achieving appropriate sales cut-off, at period end and accounting for sales returns and allowances. Such manual journal entries are common practice for consumer products businesses,

^[4] <http://www.samsonite.com/investors/home.do>

are made in accordance with IFRS accounting standards, and are subject to review and approval in the normal course of operations.

Continuing Connected Transactions: The Company's continuing connected transactions are entered into in the ordinary and usual course of business of the Group and are either on normal commercial terms or on terms that are no less favorable than available to or from independent third parties. The Company has robust internal procedures to ensure that all continuing connected transactions have been identified, and appropriately reviewed and disclosed, in accordance with the Stock Exchange's Listing Rules ("Listing Rules"). Those transactions have been subject to annual review and approval by the Company's disinterested Directors and Independent Non-Executive Directors in compliance with the requirements of the Listing Rules, and review by the Company's internal audit department. This process, which is performed in connection with the publication of the Company's financial results, helps to ensure that all continuing connected transactions have been identified and properly disclosed. In addition, the Company's external auditors, KPMG, perform annual limited assurance procedures related to continuing connected transactions.

Administrative Matters: The Short-Seller Report misinterprets the implications of statutory auditor changes at Samsonite India. Importantly, the Group reporting auditor in India, BSR & Co. LLP, which is an affiliate of KPMG, has remained unchanged since the Company's IPO. Further, it arrives at inaccurate conclusions regarding other administrative matters, including email accounts associated with the Company.

Looking ahead, Samsonite will continue to implement its multi-brand, multi-category and multi-channel strategy, while leveraging its decentralized management structure and investment in marketing, in an effort to capitalize on market opportunities and enhance shareholder value.

About Samsonite

Samsonite International S.A. ("Samsonite" or the "Company", together with its consolidated subsidiaries, "the Group"), is the world's largest travel luggage company, with a heritage dating back over 100 years. The Group is principally engaged in the design, manufacture, sourcing and distribution of luggage, business and computer bags, women's bags, outdoor and casual bags, travel accessories and slim protective cases for personal electronic devices throughout the world, primarily under the *Samsonite*[®], *Tumi*[®], *American Tourister*[®], *Speck*[®], *High Sierra*[®], *Gregory*[®], *Lipault*[®], *Kamiliant*[®], *Hartmann*[®] and *eBags*[®] brand names as well as other owned and licensed brand names. The Company's ordinary shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "Hong Kong Stock Exchange" or "SEHK").

For more information, please contact:

Hong Kong

Samsonite International S.A. – Hong Kong Branch

William Yue Tel: +852 2422 2611 Fax: +852 2480 1808 Email: william.yue@samsonite.com

Helena Sau Tel: +852 2945 6278 Fax: +852 2480 1808 Email: helena.sau@samsonite.com

Artemis Associates

Diana Footitt / Kay Withers / John Dawson / Jeffrey Chow

Tel: +852 2861 3488

United Kingdom

Newgate Communications
Jonathan Clare / Clotilde Gros / Jessica Hodson-Walker
Tel: +44 207 680 6500

United States

Joele Frank, Wilkinson Brimmer Katcher
Michael Freitag / Ed Trissel / Annabelle Rinehart
Tel: +212 355 4449

This press release contains forward-looking statements. All statements other than statements of historical fact contained in this press release, including, without limitation, the discussions of the Company's business strategies and expectations concerning future operations, margins, profitability, liquidity and capital resources, the future development of the Company's industry and the future development of the general economy of the Company's key markets and any statements preceded by, followed by or that include words and expressions such as "expect", "seek", "believe", "plan", "intend", "estimate", "project", "anticipate", "may", "will", "would" and "could" or similar words or statements, as they relate to the Company or its management, are intended to identify forward-looking statements. These statements are subject to certain known and unknown risks, uncertainties and assumptions, which may cause the Company's actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by these forward-looking statements. Accordingly, you should not place undue reliance on any forward-looking information. Subject to the requirements of applicable laws, rules and regulations, the Company does not have any and undertakes no obligation to update or otherwise revise the forward-looking statements in this press release, whether as a result of new information, future events or developments or otherwise. In this press release, statements of or references to the Company's intentions are made as of the date of this press release. Any such intentions may change in light of future developments. All forward-looking statements contained in this press release are qualified by reference to the cautionary statements set out above.