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**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 159469

(Incorporated in Luxembourg with limited liability)

(Stock code: 1910)

## **Trading Update at September 30, 2011**

The Board of Directors of Samsonite International S.A. (together with its consolidated subsidiaries, the "Company") is pleased to present the unaudited trading update of the Company for the period ended September 30, 2011. This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

### ***For the Three Months Ended September 30, 2011***

The Company's net sales for the third quarter ended September 30, 2011 increased by 37.8% compared to the third quarter of 2010, excluding the effect of the termination of the *Lacoste*<sup>1</sup> and *Timberland*<sup>2</sup> licensing agreements, which were no longer active from December 2010. All four regions achieved strong double-digit net sales growth. Excluding *Lacoste* and *Timberland*, for the three months ended September 30, 2011 compared to the three months ended September 30, 2010:

- Net sales for our Asian region increased by US\$54.7 million, or 52.3%,
- Net sales for our European region increased by US\$34.1 million, or 33.9%,
- Net sales for our North American region increased by US\$24.4 million, or 32.1%, and
- Net sales for our Latin American region increased by US\$2.3 million, or 11.1%.

The Company's net sales for the third quarter of 2011 increased by 30.0% to US\$420.4 million, compared to the third quarter of 2010, including sales of *Lacoste* and *Timberland* products.

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<sup>1</sup> *Lacoste* is a registered trademark of Lacoste Alligator S.A.

<sup>2</sup> *Timberland* is a registered trademark of The Timberland Company.

\* For identification purposes only

The following table sets forth a breakdown of the net sales by region for the three months ended September 30, 2011 and September 30, 2010, both in absolute terms and as a percentage of total net sales.

	For the three months ended September 30,				2011 vs 2010	
	2011		2010		Increase (decrease)	
	US\$'000	Percentage	US\$'000	Percentage	Including	Excluding
		of Net Sales		of Net Sales	<i>Lacoste &amp; Timberland</i>	<i>Lacoste &amp; Timberland</i>
Net Sales by Region						
Asia	<b>159,232</b>	<b>37.9%</b>	109,876	34.0%	44.9%	52.3%
Europe	<b>134,957</b>	<b>32.1%</b>	111,717	34.5%	20.8%	33.9%
North America	<b>100,381</b>	<b>23.9%</b>	77,908	24.1%	28.8%	32.1%
Latin America	<b>23,230</b>	<b>5.5%</b>	21,189	6.6%	9.6%	11.1%
Corporate	<b>2,588</b>	<b>0.6%</b>	2,737	0.8%	(5.4)%	(5.4)%
Net Sales	<b>420,388</b>	<b>100.0%</b>	323,427	100.0%	30.0%	37.8%

Excluding foreign currency effects, consolidated net sales increased by 22.9% for the three months ended September 30, 2011.

#### ***For the Nine Months Ended September 30, 2011***

The Company's net sales for the nine months ended September 30, 2011 increased by 39.7% compared to the same period in 2010, excluding the effect of the termination of the *Lacoste* and *Timberland* licensing agreements which were no longer active from December 2010. All four regions achieved strong double-digit net sales growth. Excluding *Lacoste* and *Timberland*, for the nine months ended September 30, 2011 compared to the nine months ended September 30, 2010:

- Net sales for our Asian region increased by US\$150.6 million, or 54.7%,
- Net sales for our European region increased by US\$91.6 million, or 34.3%,
- Net sales for our North American region increased by US\$70.8 million, or 32.9%, and
- Net sales for our Latin American region increased by US\$17.8 million, or 27.9%.

The Company's net sales for the nine months ended September 30, 2011 increased by 32.9% to US\$1,164.2 million compared to the nine months ended September 30, 2010, including sales of *Lacoste* and *Timberland* products.

The following table sets forth a breakdown of the net sales by region for the nine months ended September 30, 2011 and September 30, 2010, both in absolute terms and as a percentage of total net sales.

	<b>For the nine months ended September 30,</b>				2011 vs 2010	
	<b>2011</b>		<b>2010</b>		Increase (decrease)	
		<b>Percentage</b>		<b>Percentage</b>	Including	Excluding
	<b>US\$'000</b>	<b>of Net Sales</b>	<b>US\$'000</b>	<b>of Net Sales</b>	<i>Lacoste &amp; Timberland</i>	<i>Lacoste &amp; Timberland</i>
Net Sales by Region						
Asia	<b>426,794</b>	<b>36.7%</b>	288,180	32.9%	48.1%	54.7%
Europe	<b>360,690</b>	<b>31.0%</b>	295,060	33.7%	22.2%	34.3%
North America	<b>287,181</b>	<b>24.7%</b>	219,489	25.0%	30.8%	32.9%
Latin America	<b>81,424</b>	<b>7.0%</b>	64,531	7.4%	26.2%	27.9%
Corporate	<b>8,123</b>	<b>0.6%</b>	9,024	1.0%	(10.0)%	(10.0)%
Net Sales	<b><u>1,164,212</u></b>	<b><u>100.0%</u></b>	<b><u>876,284</u></b>	100.0%	32.9%	39.7%

Excluding foreign currency effects, consolidated net sales increased by 26.5% for the nine months ended September 30, 2011.

By Order of the Board  
**Samsonite International S.A.**  
**Timothy Charles Parker**  
*Chairman*

Hong Kong  
October 26, 2011

*As of the date of this announcement, the Executive Directors are Timothy Parker, Kyle Gendreau and Ramesh Tainwala, the Non-Executive Directors are Nicholas Clarry, Bruce Hardy McLain and Keith Hamill and the Independent Non-Executive Directors are Paul Etchells, Miguel Ko and Ying Yeh.*