



## **COSNOVA BEAUTY BREAKS THE 400 MIO SALES THRESHOLD**

***Successful year 2017: Double-digit growth with all signs pointing towards digitalization***

cosnova Beauty can look back on another successful business year: in 2017, the company run by the four Managing Directors Christina Oster-Daum, Javier González, Mathias Delor and Hilko Prahls has once again achieved double-digit growth. cosnova Beauty has managed to break through the 400 million sales threshold for the first time: with **net sales of 424.9 million** Euros – according to preliminary figures – the owner-operated company has surpassed the previous year's sales figures by **15.0 percent**.

*"We are extremely pleased with the growth and performance over the past year. As a relatively young company – our first brand essence celebrated its 15<sup>th</sup> birthday this year – the fact that we can continue to report double-digit growth at the level of sales turnover that we have now attained is a huge tribute as well as a strong motivation for the future,"* states Mathias Delor, Managing Director of cosnova Beauty.

Germany remains the most important market for the company, which is managed at a global level from its headquarters in Sulzbach, distributing to over 80 countries around the world. With a total of **35.1 percent\***, cosnova Beauty has managed to achieve the highest market share on the German cosmetics market in terms of volume for the second year in a row.

In addition to the strong national growth, cosnova Beauty is also continuing its successful international expansion:

*"Tapping into new markets is significantly contributing to our further development and success,"* reports Hilko Prahls, Managing Director of cosnova Beauty, regarding the international growth.

*"Our gross sales outside of the German core market increased by 18.6 percent last year. Consequently, we achieved the largest international growth since founding the company,"* says Hilko Prahls. Markets such as the US-Market are part of the family-run company's success story with an achieved growth of **30 percent**.

### **DIGITALIZATION AS A STRATEGIC TOPIC IN 2017 & 2018**

The topic **digitalization** was the strategic focus throughout the company at cosnova over the past months:

"2017 was the decisive year for us for pushing ahead with the digital transformation," reports Christina Oster-Daum, Founder and Managing Director of cosnova Beauty. "To us, the major drivers are our consumers and the challenge of offering digital possibilities and services to meet, solve or simplify their requirements. We know that our consumers are active in the digital world throughout almost all age groups; the desire to experience individually tailored products and brand worlds online is part of their day-to-day life. We are therefore all the more happy to announce that our brands will all be available online in 2018," states Christina Oster-Daum.

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Following L.O.V, cosnova Beauty will also launch **online shops for the essence and CATRICE brands** in the first half of 2018 and surprise its consumers with new and exciting brand experiences.

"The topic of the individualization of products and personal advice play an increasingly important role – in addition to the online experience, there will still be a strong focus on the offer at the classic POS", as Christina Oster-Daum adds.

## DIGITAL TOOLS AND TEAMS

In the course of the digitalization, new systems such as PIM were implemented at cosnova Beauty in 2017 in order to become even more efficient and customer-oriented regarding data maintenance.

Rethinking in terms of structures and resources is also part of the digital transformation at cosnova Beauty, as reported by Christina Oster-Daum:

"In order to drive digitalization, we want to encourage our employees and partners to join us on our digital journey. A specially created interdisciplinary team, our Digital Unit, is already working on lots of exciting projects and has a lot planned for the coming year."

## OUTLOOK

In addition to the two already existing subsidiaries in New York (USA, 2008) and Milan (Italy, 2017), cosnova is **heading to Brazil** in 2018.

"The Brazilian cosmetics market is one of the most important markets in the world and offers tremendous potential for our brands. We have established cosnova Brasil Cosméticos Ltda in São Paulo, Brazil and are looking forward to launching our brand essence there in 2018," states Javier González, Founder and Managing Director of cosnova Beauty.

For the **fiscal year 2018**, the cosnova team plans to continue the company's success story and conclude the year with another double-digit growth in sales.

\* Quelle: Nielsen, KW 1-44 2017



## **ABOUT COSNOVA BEAUTY**

cosnova Beauty with headquarters in Sulzbach/Germany, is run by Managing Directors Christina Oster-Daum, Javier González, Mathias Delor and Hilko Prah. At the end of the fiscal year 2017, cosnova Beauty had more than 500 employees around the world. The three cosmetics brands essence, CATRICE and L.O.V are meanwhile distributed in over 80 countries in Europe, North and South America, the Near and Middle East, Asia, Oceania as well as Africa. The company's clients include drug stores, food retailers, department stores, perfumeries and fashion chains.

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