

OUR ♥ HEART  
: : : : : beats : : : : :

> FOR EVERY WOMAN <  
OF THIS WORLD.

We offer them → the  
& brand products  
& experience

that help them - to feel more beautiful -  
@ any time

ANNOUNCEMENT  
OF SUCCESS

## New year – new sales record

cosnova Beauty has once again completed the fiscal year 2016 successfully with a **net sales turnover of 361.4 million Euros**, surpassing the previous year's figures (316.6 million Euros) by **14.2 %**. Influenced by the **international launch** of the new decorative cosmetics brand **L.O.V** and the strong growth of the existing brands **essence** and **CATRICE**, cosnova Beauty has even exceeded its corporate objectives with these results.

➤ "With the launch of our new cosmetics brand L.O.V, we have proved for the third time that we are able to develop new brands autonomously and can inspire our consumers time and again: positioned in the "masstige" segment, L.O.V fulfils the high demands on quality, product performance and innovation that can usually only be found in products with a significantly higher pricing strategy," reports Christina Oster-Daum, founder and Managing Director of cosnova Beauty. ⏪

In addition to these product and distribution diversifications, innovative communication activities such as the

launch of a beauty app for essence also impressed consumers in 2016.

This brings the cosmetics manufacturer a step closer to achieving its global mission of offering women around the world high-quality cosmetics products and brand experiences as well as the latest trends at affordable prices to make them feel even more beautiful at any time and in any place.

## Overall development

With **33.6 %** in terms of volume\*, cosnova Beauty has managed to further expand its market share and even achieved the highest market share on the German cosmetics market.

» *"Not only is every third cosmetics product sold in Germany by cosnova Beauty, we also sold almost twice\* as many products as our competitors in 2016,"* states Hilko Prah, Managing Director of cosnova Beauty. «

Ever since the company was founded, there has been a strong focus on expanding the international distribution. Meanwhile available in over 80 countries at more than 27,000 sales outlets, the **foreign sales turnover** has increased by **16.8 %**, turning the foreign market into the company's **strongest sales region**. The resulting changes in logistical requirements have

been met with a new, fully automated high-bay warehouse in Butzbach, Germany, which started operating in January 2016.

## Positive outlook

For the fiscal year 2017, the four Managing Directors Christina Oster-Daum, Javier González, Mathias Delor and Hilko Prah plan to **achieve yet another double-digit growth in sales**. The cosmetics company has high hopes for the **Italian market**, where it recently established its own **subsidiary**.

Furthermore, cosnova Beauty is currently working on a pioneering **digitalization strategy**. First projects such as the launch of an own online shop for the brand **L.O.V** (lov.eu), which amongst other things offers diverse content in the style of a magazine, were already realized in 2016. Further digital offers that allow consumers to experience the brands anywhere at any time will soon follow.

## 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 2016, cosnova Beauty had more than 420 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.

\* Source: Nielsen 2016

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