COTY

SINCE 1904



IDEAS
INVESTOR CONFERENCES

NEW YORK, NY
JUNE 10, 2026



MAJORITY OF U.S. GEN Z CONSUMERS USE A FRAGRANCE WARDROBE OF 4+ SCENTS, 3+ TIMES PER WEEK

Source: Circana Fragrance Consumer Report, CY2023; U&A Fine Fragrances USA 2022 / External and Kantar / UK Kantar Consumers Panel (P12M June 24).

Coty has the heritage, the brands, and the capabilities to turn 120 years of beauty leadership into long-term shareholder value.



WHY INVEST IN COTY?

1. A scaled platform in a resilient global beauty market

2. A portfolio of highly desirable brands with distinct equities, long-term duration licenses, and a differentiated vertically integrated business model

3. Coty.Curated strategic framework: sharper priorities, targeted investments, multiple levers for long-term profit growth



BALANCED BEAUTY PORTFOLIO ACROSS PRICE POINTS



NO BRAND REPRESENTS MORE THAN ~LDD% OF SALES

COTY IS A LEADING GLOBAL BEAUTY PLAYER

#2
globally in both fragrances & mass color cosmetics

$5.8 billion
net revenues L12M

$880 million
adjusted EBITDA L12M

60+
brands & licenses across segments & price points

~11,600
employees worldwide

~30 directly managed markets
& **7** manufacturing sites

Products sold in
120+
countries

As of fiscal year ended June 30, 2025, except where noted.
#2 globally in both fragrances and mass color cosmetics source: Euromonitor 2025

SEASONED BEAUTY EXECUTIVES LEADING COTY



Markus Strobel
Executive Chairman
& Interim CEO



Kristin Blazewicz
Chief Legal Officer & General Counsel



Laurent Mercier
Chief Financial Officer



Anna von Bayern
Chief Corporate Affairs Officer



Gordon von Bretten
President, Consumer Beauty



Caroline Andreotti
Chief Commercial Officer, Prestige



Jérôme Auvinet
Chief Information, Digital Innovation
& Business Services Officer



Graeme Carter
Chief Global Supply Chain Officer



Stéphane Delbos
Chief Performance
& Operational Excellence Officer



Shimei Fan
Chief Scientific Officer



Jean Holtzmann
Chief Brands Officer, Prestige & Scenting



Priya Srinivasan
Chief People & Purpose Officer

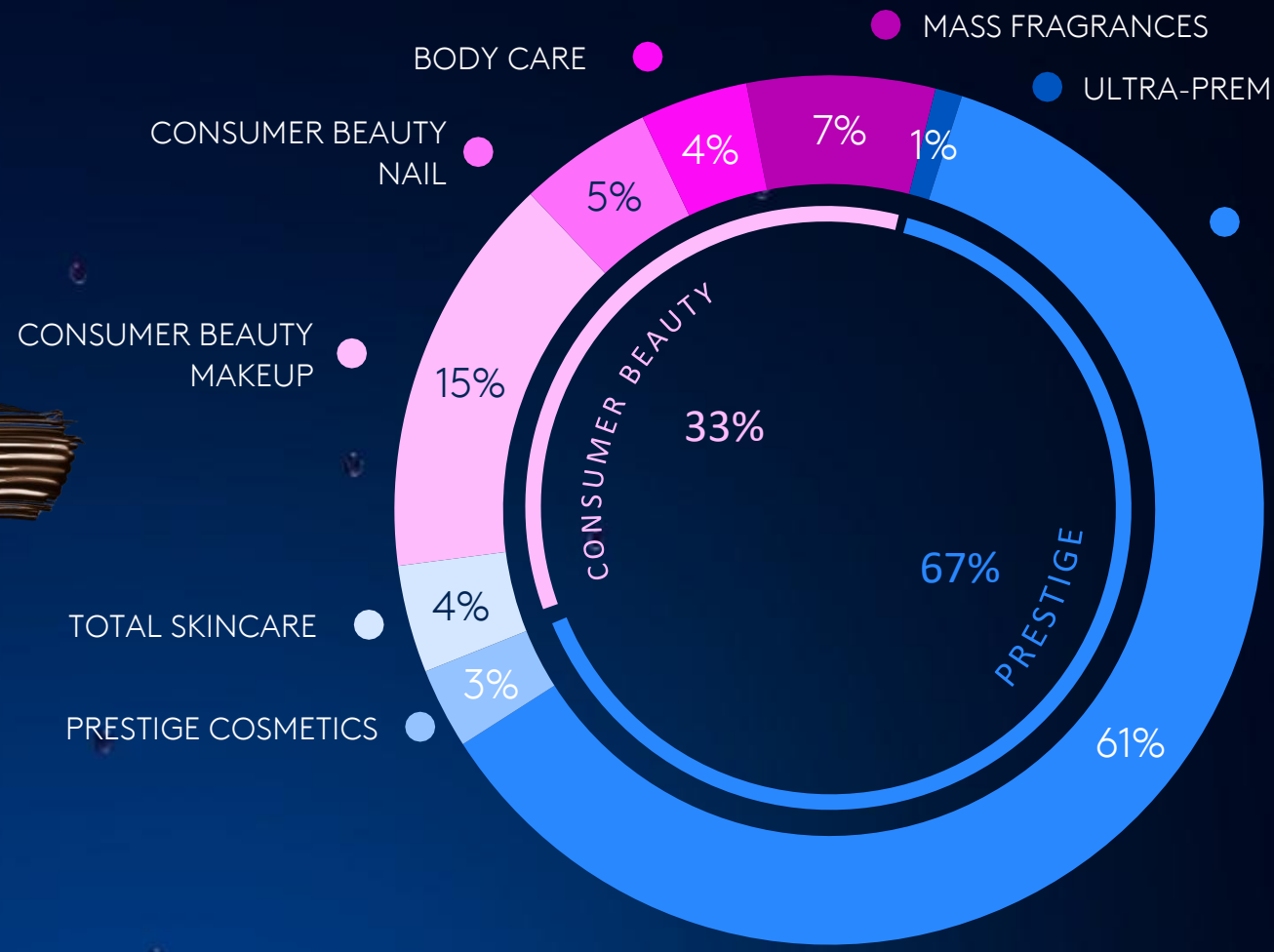


Fatima Zahri
Chief Procurement Officer

DIVERSIFIED PORTFOLIO ACROSS PRICE POINTS & CATEGORIES

FISCAL YEAR TO DATE 2026 REVENUE MIX

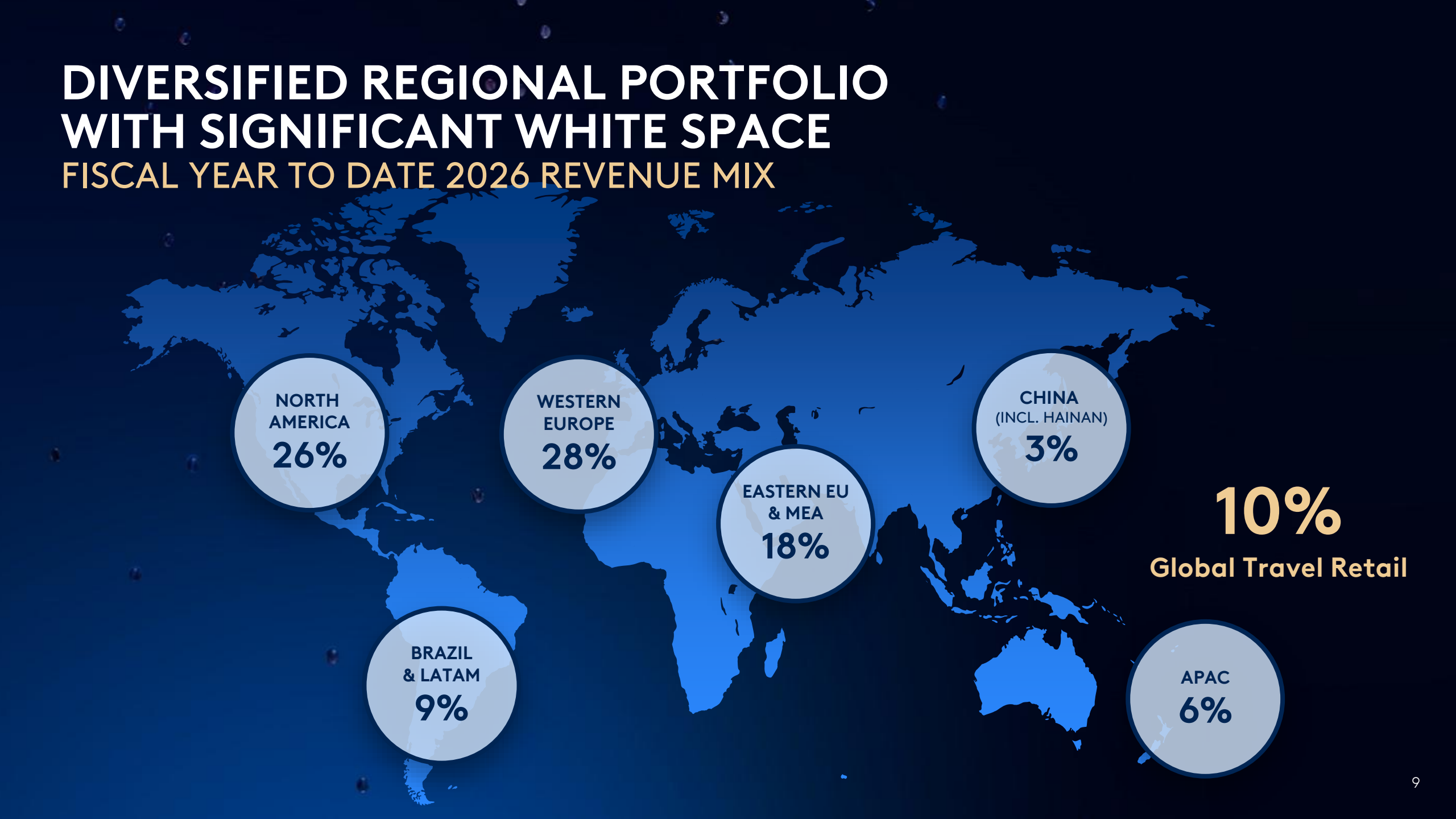






DIVERSIFIED REGIONAL PORTFOLIO WITH SIGNIFICANT WHITE SPACE

FISCAL YEAR TO DATE 2026 REVENUE MIX



10%

Global Travel Retail

SCALED MANUFACTURING CAPABILITIES



7 manufacturing facilities across **3** continents

producing **>1 billion** products annually

~80% of products produced in-house

COTY OWNS ONE OF THE LARGEST FRAGRANCE FACTORIES IN THE WORLD

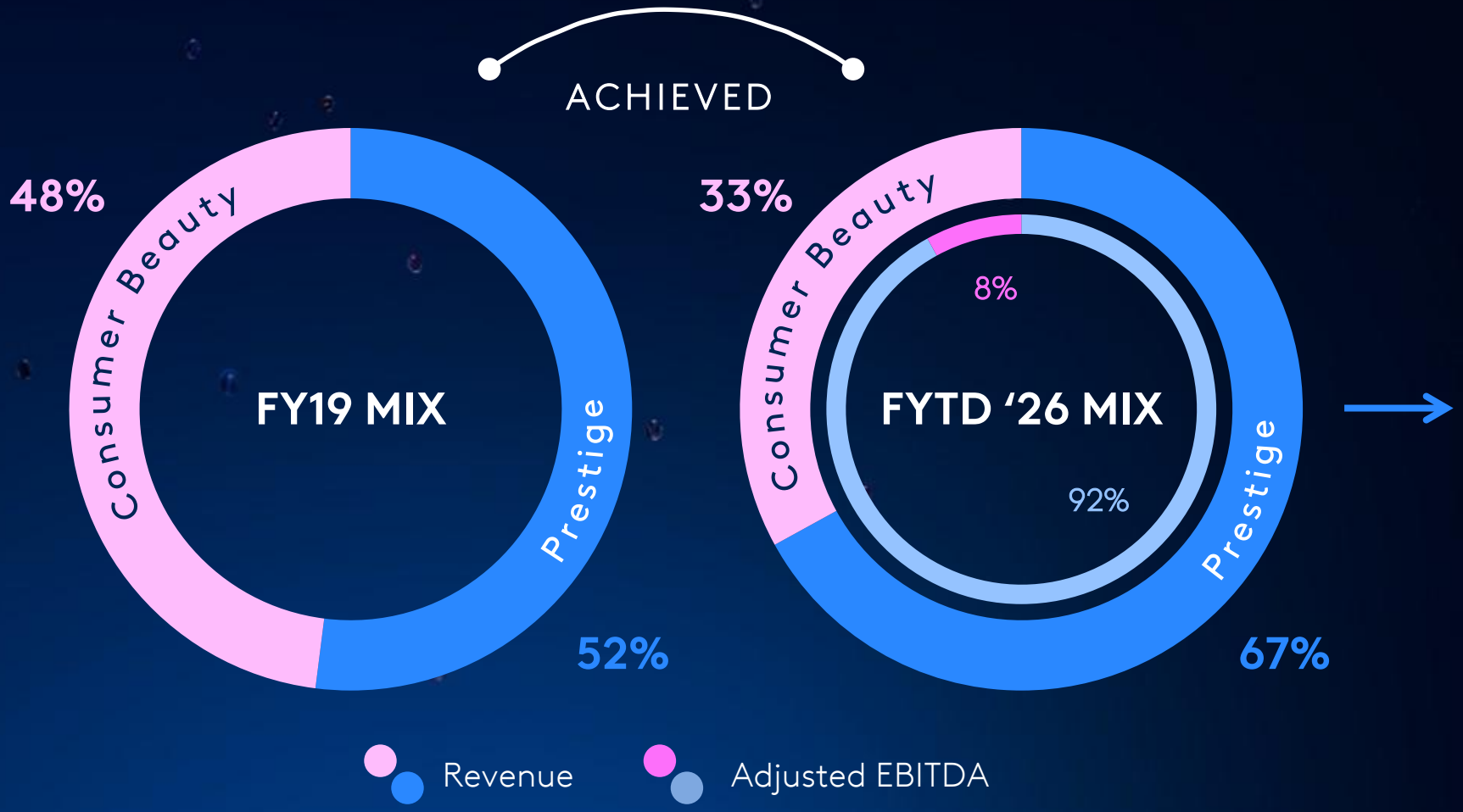
● Manufacturing locations (2 in US, Brazil, France, Monaco, Spain & UK)
As of fiscal year ended June 30, 2025.

SCALED COMMERCIAL & DISTRIBUTION CAPABILITIES



As of fiscal year ended June 30, 2025.

IN FY26 TO-DATE, PRESTIGE BUSINESS DROVE ~67% OF SALES & >90% OF COTY'S PROFIT

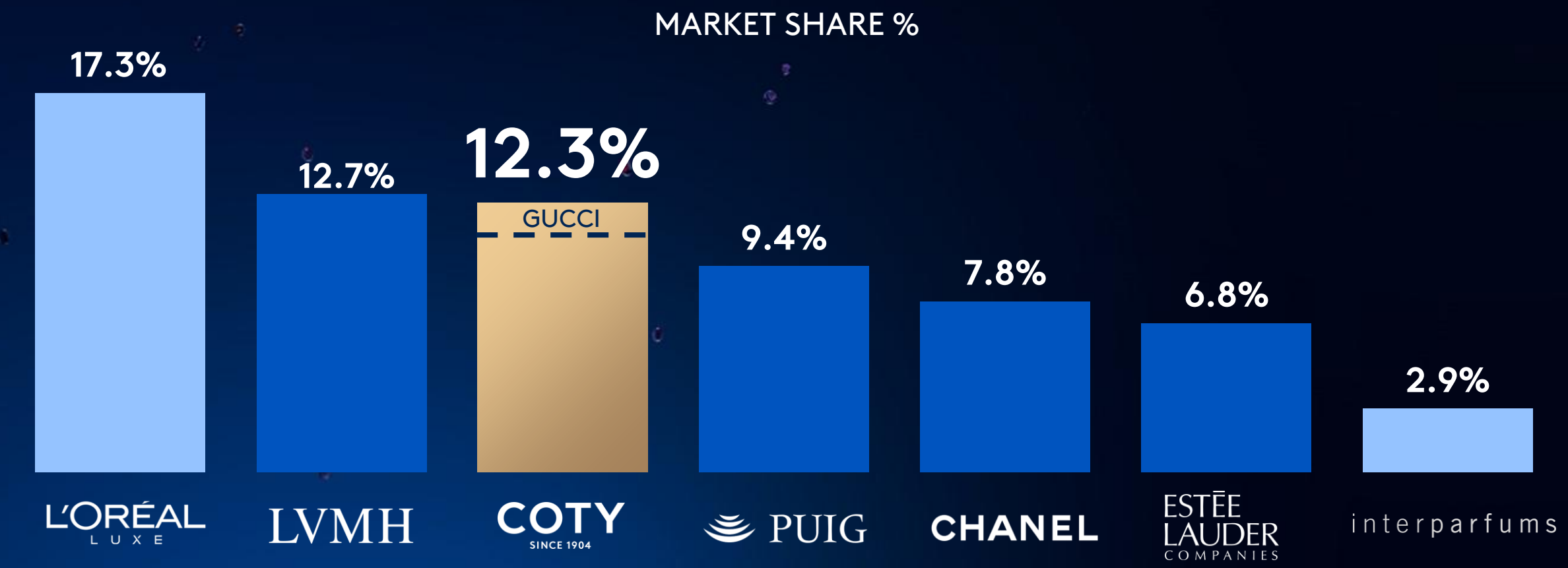


PREMIUMIZATION CONTINUES

FY19 Mix excludes Wella business, sold in 2020. The Pro Forma Adj. EBITDA split excluding Wella is not available as the company reported under structure based on regional commercial business units.

COTY #3 IN ~$50B PRESTIGE FRAGRANCES MARKET

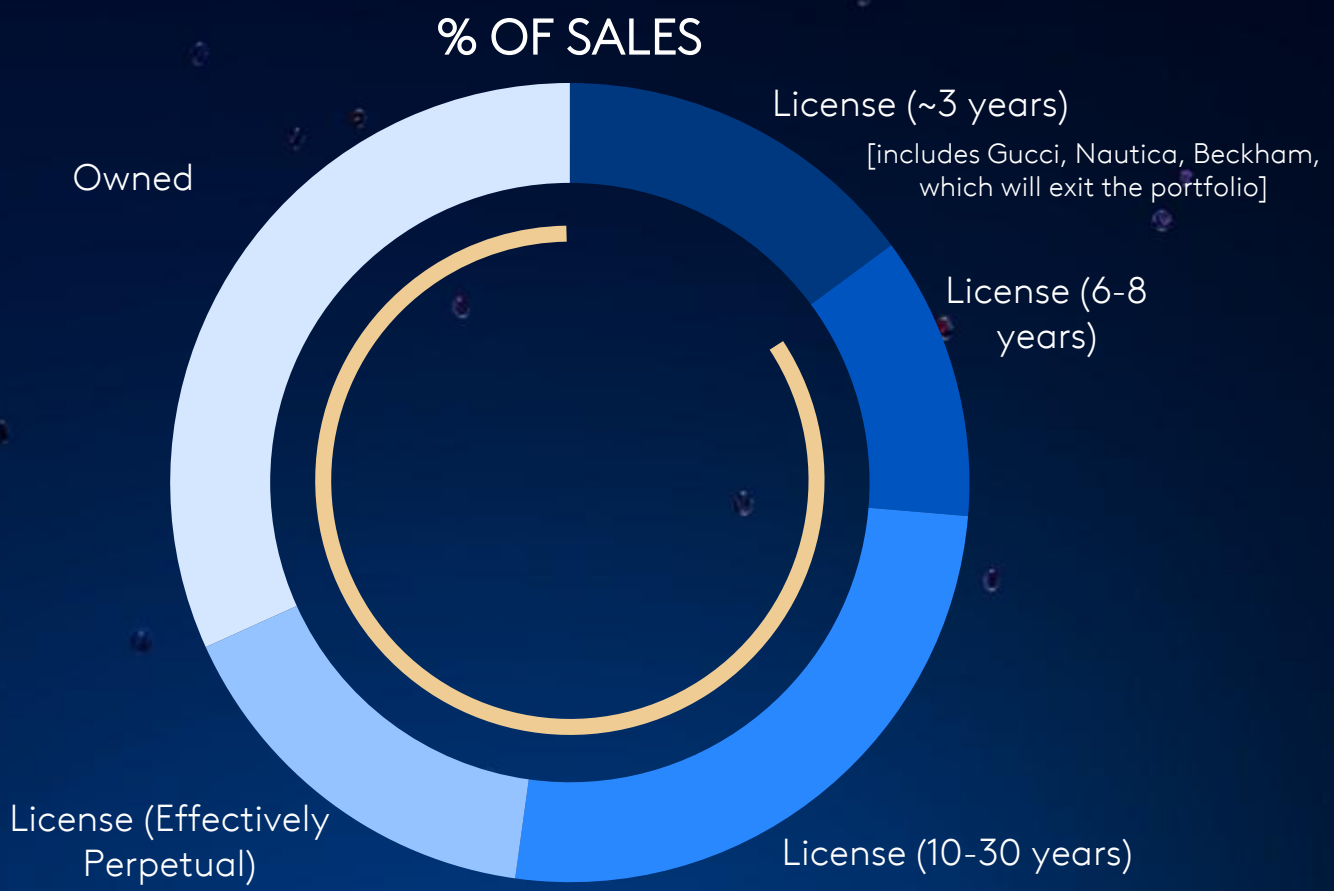
FEW GLOBAL PLAYERS COMPETE IN THE LICENSING MODEL – COTY A LEADER IN THE GROUP



Companies operating licensed fragrance businesses

Source: Euromonitor + Generation; market share % as of 2024 data

CONTINUING TO STRENGTHEN PORTFOLIO, REDUCING LICENSE DURATION RISK



85%

OF THE PORTFOLIO OWNED OR UNDER LONG-TERM LICENSE

(6 YEARS AND ABOVE OR EFFECTIVELY PERPETUAL)

81%

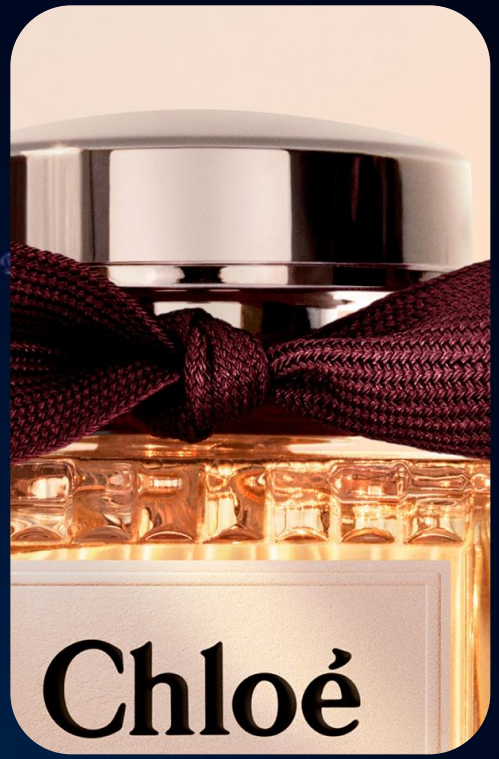
OF THE PRESTIGE BEAUTY PORTFOLIO OWNED OR UNDER LONG-TERM LICENSE

As of fiscal year ended June 30, 2025.

COTY HAS FUELED STRONG GROWTH IN OUR BRANDS
FY19-FY25





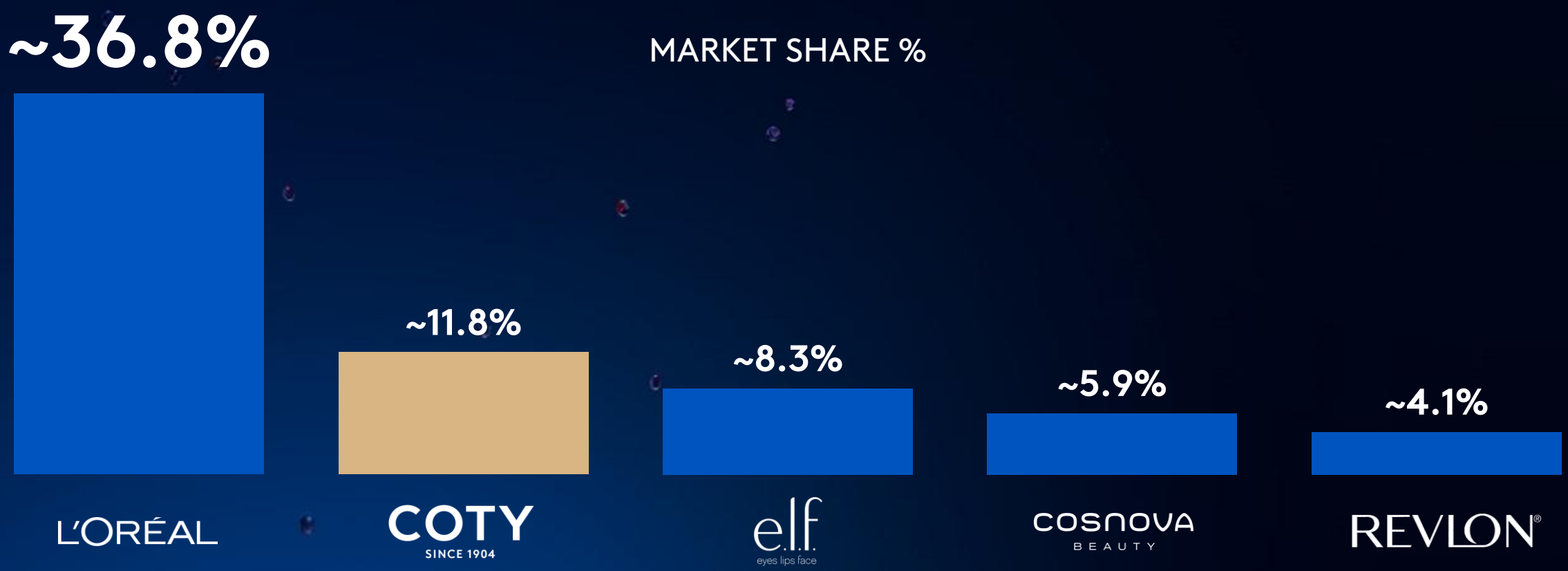




BURBERRY	BOSS	CHLOÉ	MARC JACOBS
+141%	+33%	+69%	+47%

Total sales growth by brand: FY19–FY25 at constant currency.

COTY #2 IN FRAGMENTED MASS COSMETICS MARKET



Source: Nielsen + Amazon; mass color cosmetics and nail market share % as of April 2026 L12M

STRONG MARKET SHARE POSITION IN KEY MARKETS

COVERGIRL

4.8%

in cosmetics

 #4

 #4

Source: Nielsen + Amazon; mass color cosmetics market share % as of April 2026 L12M

RIMMEL LONDON

3.9%

in cosmetics

 #2

 #5

 #5

Source: Nielsen + Amazon; mass color cosmetics market share % as of April 2026 L12M

Sally Hansen

13.9%

in nail

 #1

 #1

 #1

Source: Nielsen + Amazon; mass nail market share % as of April 2026 L12M

MAX FACTOR X

1.3%

in cosmetics

 #6

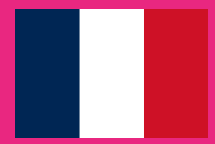
 #7

Source: Nielsen + Amazon; mass color cosmetics market share % as of April 2026 L12M

BOURJOIS PARIS

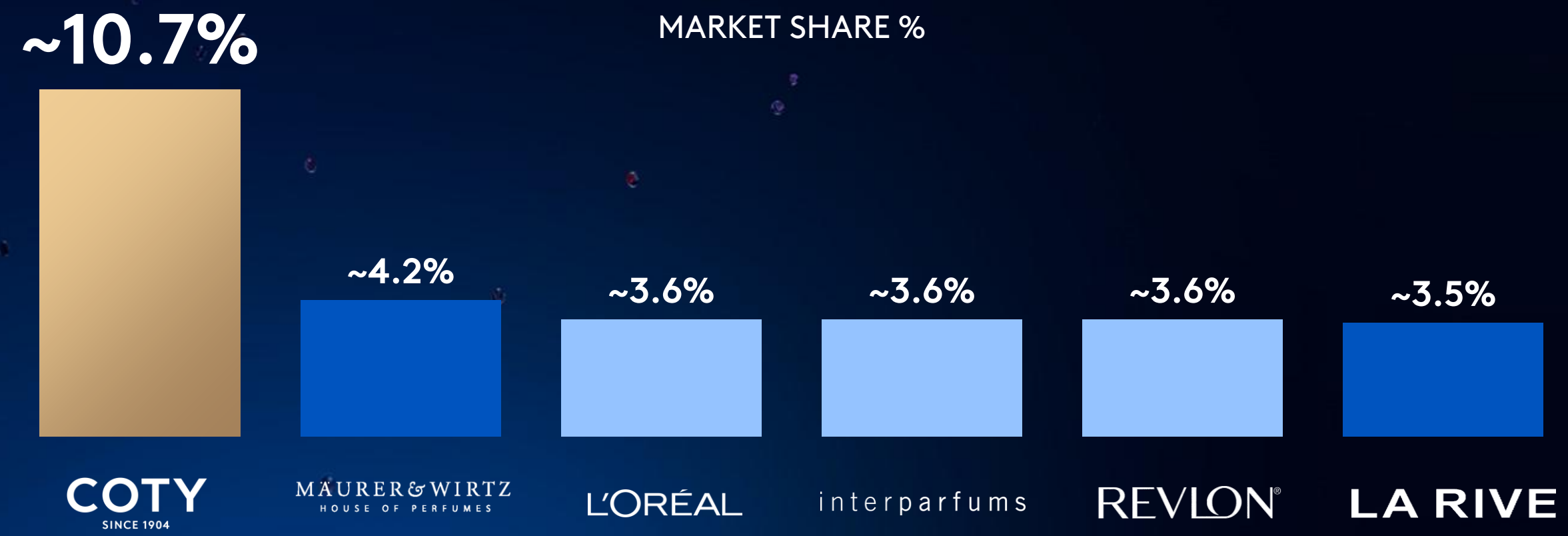
0.5%

in cosmetics

 #3

Source: Nielsen + Amazon; mass color cosmetics market share % as of April 2026 L12M

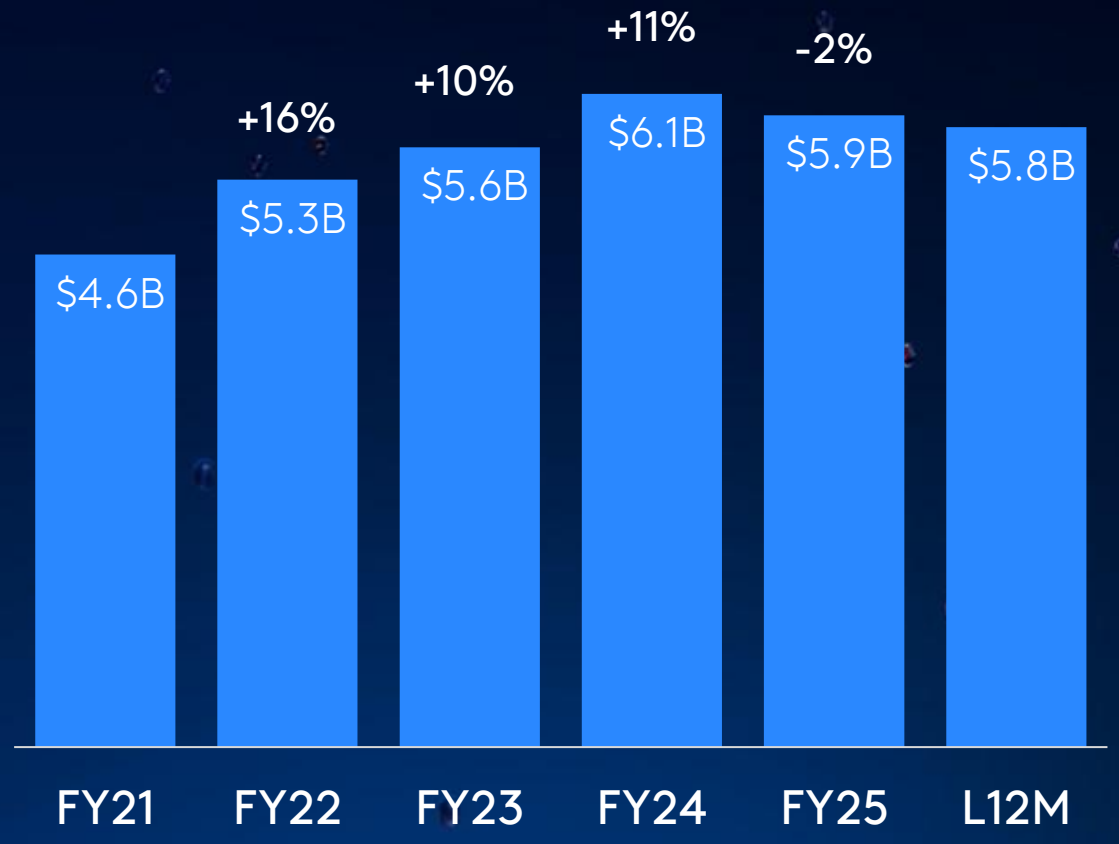
COTY #1 IN ~$7B MASS FRAGRANCES MARKET IN DEVELOPED MARKETS



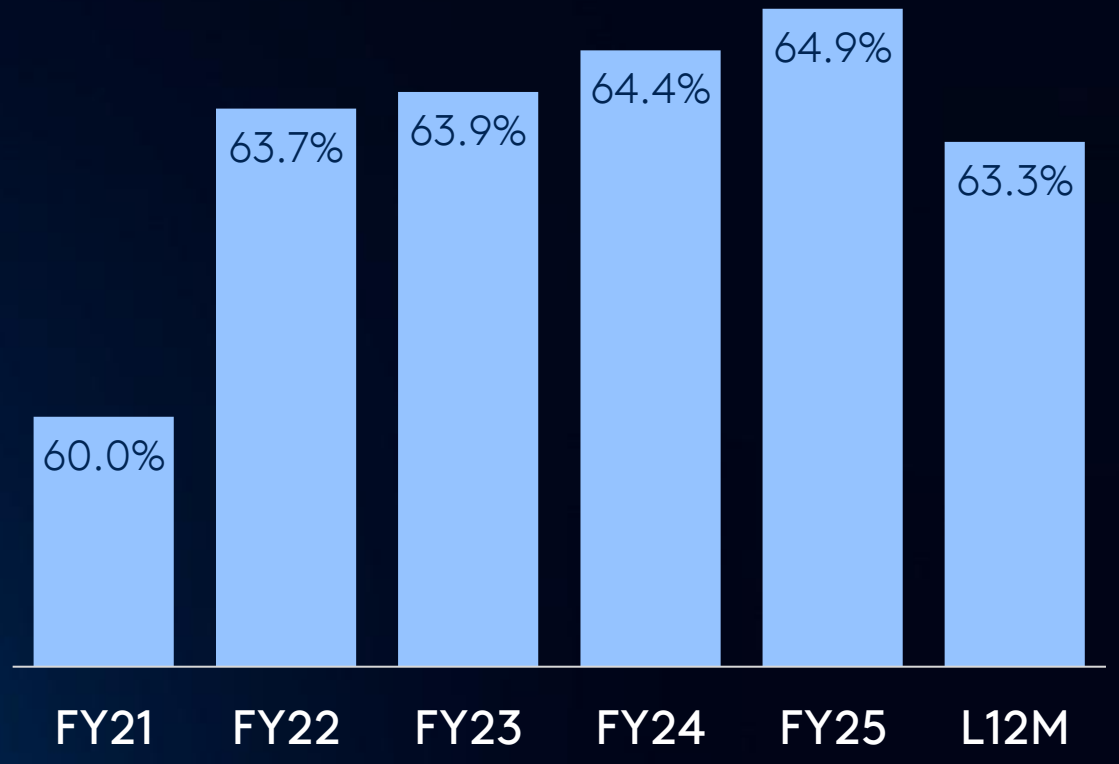
Companies operating licensed fragrance businesses

Source: Nielsen + Amazon; mass fragrance market share % as of April 2026 L12M.

STRONG FINANCIAL DELIVERY THROUGH FY24; PRESSURE IN FY25 & L12M



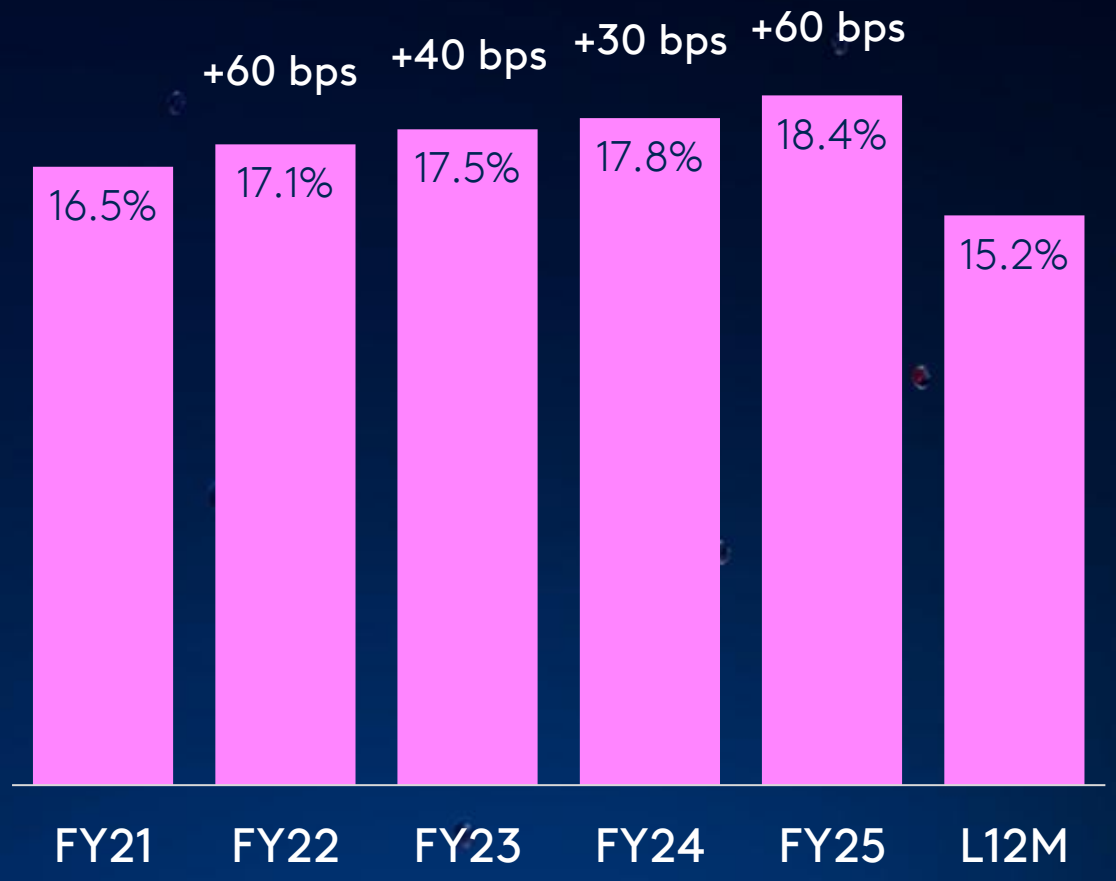
NET REVENUES & LFL GROWTH



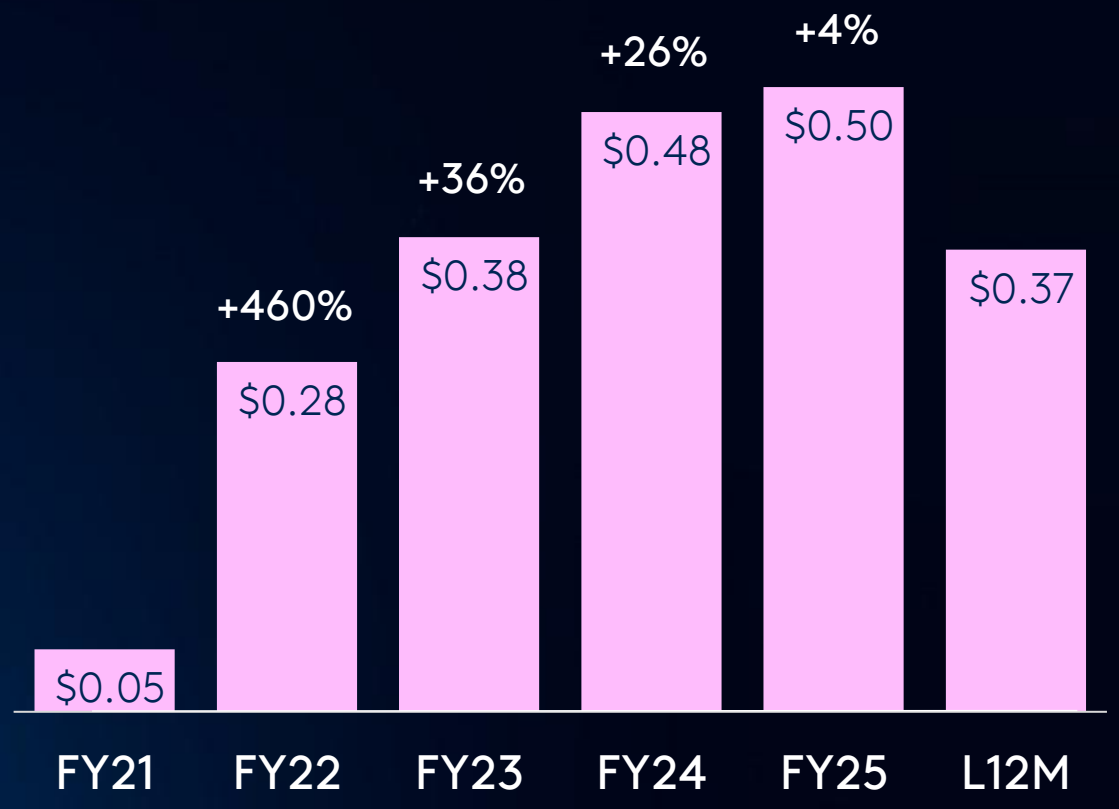
ADJ GROSS MARGIN

L12M include 4Q25, 1Q26, 2Q26, 3Q26

STRONG FINANCIAL DELIVERY THROUGH FY24; PRESSURE IN FY25 & L12M



ADJ EBITDA MARGIN



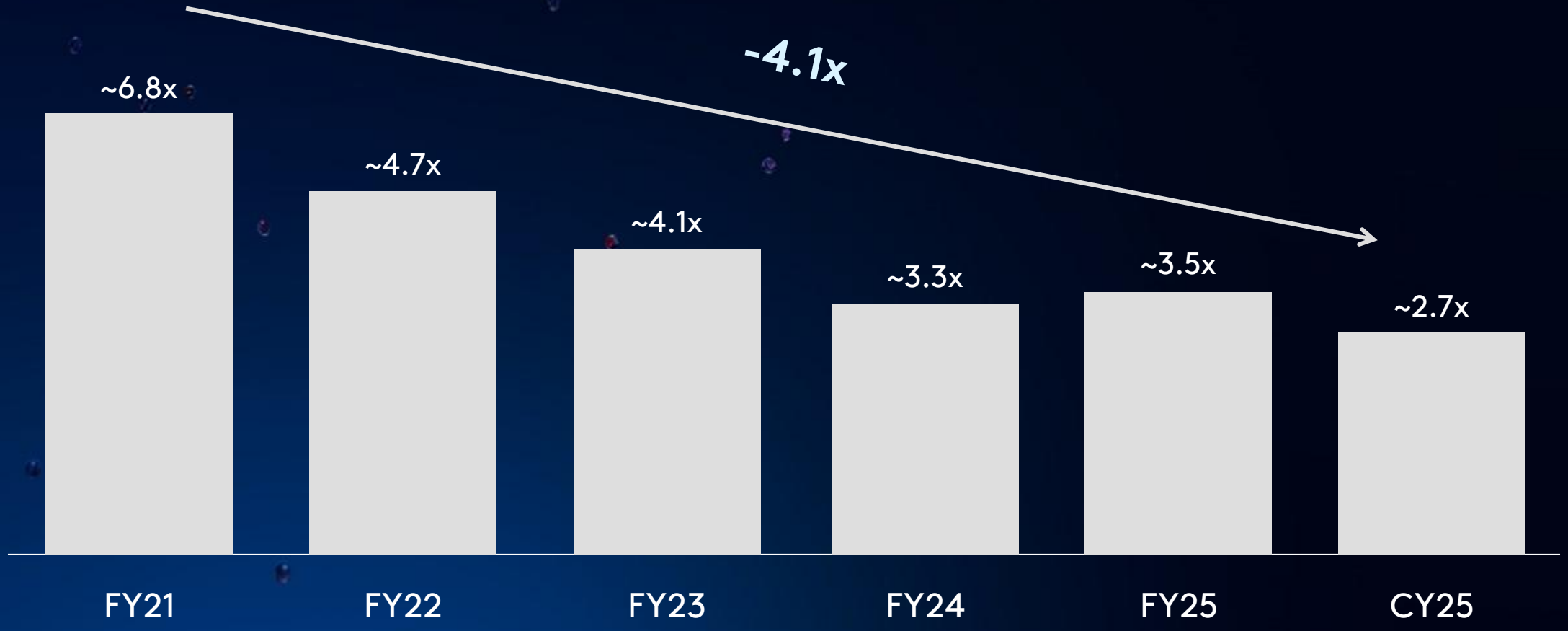
ADJ EPS EXCL. SWAP

L12M include 4Q25, 1Q26, 2Q26, 3Q26

>$850M SAVINGS DELIVERY OVER 5 YEARS, WITH SAVINGS STEP UP IN FY25 & FY26E



STRONG AND CONSISTENT DELEVERAGING PATH



COTY HAS SIGNIFICANTLY IMPROVED ITS DEBT RATINGS

NOW 1 NOTCH BELOW INVESTMENT GRADE ACROSS ALL RATING AGENCIES

MOODY'S RATINGS

6

UPGRADES SINCE FY20

S&P Global Ratings

5

UPGRADES SINCE FY20

FitchRatings

1

UPGRADES SINCE FY23*

* Fitch Ratings initiated coverage in FY23



COTY.CURATED

SHARPER PRIORITIES

FOCUSED INVESTMENTS

THE MORE SUPPORTING THE CORE

BEGINNING TO IMPLEMENT COTY.CURATED FRAMEWORK

- Focused on top brands & top markets
- Innovation focused on big bets
- Reallocating marketing mix to consumer advocacy
- Full focus on market share



WHY INVEST IN COTY?

1. A scaled platform in a resilient global beauty market

2. A portfolio of highly desirable brands with distinct equities, long-term duration licenses, and a differentiated vertically integrated business model

3. Coty.Curated strategic framework: sharper priorities, targeted investments, multiple levers for long-term profit growth



DISCLAIMER

Forward-Looking Statements

Certain statements in this presentation are forward-looking statements. These forward-looking statements reflect Coty's current views with respect to, among other things, strategic planning, targets and outlook for future reporting periods (including the extent, timing and concentration of revenue, expense and profit trends, gross margin trends, changes in operating cash flows and cash flows from operating activities and investing activities, expected drivers of sales and/or profitability in future periods, volume and mix trends, savings targets, expected future tax rates, the impact of currency exchange rate volatility, expectations for inflation and the impact of inflationary pressures, and the expected timing and impact of pricing and other measures to offset inflationary pressures), Coty's future operations and strategy (including the expected implementation and related impact of its strategic priorities), the strategic review of the Company's consumer beauty business, including its mass color cosmetics business and associated brands and the Company's distinct Brazil business comprised of local Brazilian brands, and any transactions related thereto, use of proceeds from any transaction and the timing and outcome of the strategic review, allocation and amount of advertising and consumer promotion costs, expected impact of social media advocacy strategy, expected shelf space, restocking and sell-in and sell-out trends, plans with respect to research and development and innovation pipeline, allocation, amount and timing of research and development investments and expected impact thereof, allocation and amount of investments in growth capabilities and teams (including skincare, digital and DTC) and expected impact thereof, plans for growth in certain categories, markets, channels and other white spaces, licenses and portfolio changes (including expectations regarding the renewal of licenses), product launches and relaunches or rebranding (including their expected timing and impact), ongoing and future cost efficiency, optimization and restructuring initiatives and programs (including its fixed cost reduction plan) and related savings targets, strategic transactions (including their expected timing and impact), and synergies, savings, performance, cost, timing and integration of acquisitions and investments, plans or expectations with respect to divestitures or other opportunities to leverage assets, expectations and/or plans with respect to joint ventures, the timing and size of any future distribution related to Wella distribution rights, Coty's capital allocation strategy and payment of dividends (including suspension of dividend payments and the duration thereof, and any plans to resume cash dividends on common stock or continue to pay dividends in cash on preferred stock), future share repurchases and costs thereof and timing and amount of expected future outstanding share count reductions, future cash flows, liquidity and borrowing capacity (including any debt refinancing or deleveraging activities), timing, size and sources of cash outflows and debt deleveraging, the timing and magnitude of any "true up" payments in connection with Coty's forward repurchase contracts and the timing of the settlement of such contracts, the timing and extent of any future impairments, synergies, savings, impact, cost, timing and implementation of Coty's ongoing strategic agenda, expected impact, cost, timing and implementation of e-commerce and digital initiatives (including AI implementation initiatives), expected impact, cost, timing and implementation of sustainability initiatives (including progress, plans and goals and its ability to achieve its targets), the expected impact of geopolitical risks including the ongoing war in Ukraine and/or the ongoing war in the Middle East on our business operations, sales outlook and strategy, expectations regarding the impact of tariffs (including magnitude, scope and timing) and plans to manage such impact, the expected impact of global supply chain challenges and/or inflationary pressures (including as a result of the war in Ukraine and/or war in the Middle East and/or due to changes in tariffs or trade policies impacting raw materials) and expectations regarding future service levels, inventory levels and excess & obsolescence trends, expectations regarding economic recovery in Asia, consumer purchasing trends and the related impact on Coty's plans for growth in China, expectations regarding the expanded use of AI and advanced analytics in Coty's operations and the timing and impact thereof, the priorities of senior management, and Coty's ability to support its planned business operations in the near-term and long-term basis. These forward-looking statements are generally identified by words or phrases, such as "anticipate", "are going to", "estimate", "plan", "project", "expect", "believe", "intend", "foresee", "forecast", "will", "may", "should", "outlook", "continue", "temporary", "target", "aim", "potential", "goal" and similar words or phrases. These statements are based on certain assumptions and estimates that we consider reasonable but are subject to a number of risks and uncertainties, many of which are beyond the control of Coty, which could cause actual results to differ materially from such statements. Such risks and uncertainties are identified in the periodic reports Coty has filed and may file with the Securities and Exchange Commission (the "SEC") including, but not limited to: Coty's ability successfully implement its strategic agenda and to develop and achieve its global business strategies and strategic priorities, compete effectively in the beauty industry and achieve the benefits contemplated by its strategic initiatives within the expected time frame or at all; the timing, costs and impacts of future divestitures (and the amount and use of proceeds from any such transactions); the integration of acquisitions with Coty's business, operations, systems, financial data and culture and the ability to realize synergies, avoid future supply chain and other business disruptions, reduce costs and realize other potential efficiencies and benefits (including through its restructuring initiatives) at the levels and at the costs and within the time frames contemplated or at all; disruptions in the availability and distribution of raw materials and components needed to manufacture Coty's products or disruptions in the international flow of goods (including risks related to tariffs); Coty's ability to manage changing tariff scenarios and the success of its mitigation strategy, managerial, operational, regulatory, legal and financial risks, including diversion of management attention to and management of cash flows, expenses and costs associated with multiple ongoing and future strategic initiatives, internal reorganizations and restructuring activities, including its strategic agenda; any unanticipated problems, liabilities or integration or other challenges associated with a past or future acquired business, joint ventures or strategic partnerships which could result in increased risk or new, unanticipated or unknown liabilities, including with respect to environmental, competition and other regulatory, compliance or legal matters and litigation or investigations by governmental authorities; currency exchange rate volatility and currency devaluation and/or inflation; changes in the demand for Coty's products due to declining or depressed global or regional economic conditions, and declines in consumer confidence or spending; global political and/or economic uncertainties, disruptions or major regulatory or policy changes (including related to taxation and trade policies) and/or the enforcement thereof that affect Coty's business, financial performance, operations or products, including the impact of the war in Ukraine and/or armed conflict in the Middle East and any related escalation or expansion thereof; Coty's ability to retain and attract key personnel; Coty's ability to adapt its business to address climate change concerns and to respond to increasing governmental and regulatory measures relating to ESG matters; and the impact of senior management transitions and organizational structure changes.

The foregoing review of important factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that are included elsewhere. More information about potential risks and uncertainties that could affect Coty's business and financial results is included under "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in Coty's Annual Report on Form 10-K for the year ended June 30, 2025 and other periodic reports Coty has filed and may file with the SEC from time to time. Any forward-looking statements made in this presentation are qualified in their entirety by these cautionary statements. All forward-looking statements are made only as of the date of this presentation, and, Coty undertakes no obligation, other than as may be required by applicable law, update or revise any forward-looking or cautionary statements to reflect changes in assumptions, the occurrence of events, unanticipated or otherwise, or changes in future operating results over time or otherwise.

Non-GAAP Financial Measures

In this presentation, Coty presents certain non-GAAP financial measures that we believe enable management and investors to analyze and compare the underlying business results from period to period, including constant currency, organic like-for-like (LFL) and adjusted metrics, adjusted operating income, adjusted operating income margin, adjusted gross margin, as well as adjusted earnings before interest, taxes, depreciation and amortization ("adjusted EBITDA"), adjusted EPS, net debt or financial net debt, and free cash flow. Constant currency information compares results between periods as if exchange rates had remained constant period-over-period, with the current period's results calculated at the prior-year period's rates. The term "like-for-like" describes the Coty's core operating performance, excluding the financial impact of (i) acquired brands or businesses in the current year period until Coty has twelve months of comparable financial results, (ii) divested brands or businesses or early terminated brands , generally, in the prior year non-comparable periods, to maintain comparable financial results with the current fiscal year period and (iii) foreign currency exchange translations to the extent applicable. Adjusted metrics exclude nonrecurring items, purchase price accounting-related amortization, acquisition-related costs, restructuring costs, stock-based compensation, costs related to market exit, loss on early extinguishment of debt, asset impairment charges, and certain other information as noted within this presentation. Free cash flow is defined as net cash provided by operating activities, less capital expenditures, and "net debt" or "financial net debt" is defined as total debt less cash and cash equivalents. "Adjusted operating income margin" and "adjusted EBITDA margin" are calculated by dividing Adjusted operating income and Adjusted EBITDA, respectively, by net revenues. These non-GAAP financial measures should not be considered in isolation, or as a substitute for, or superior to, financial measures calculated in accordance with GAAP. To the extent that Coty provides guidance, it does so only on a non-GAAP basis and does not provide reconciliations of such forward-looking non-GAAP measures to GAAP due to the inherent difficulty in forecasting and quantifying certain amounts that are necessary for such reconciliation, including adjustments that could be made for restructuring, integration and acquisition-related expenses, amortization expenses, adjustments to inventory, and other charges reflected in our reconciliation of historic numbers, the amount of which, based on historical experience, could be significant. Reconciliation of these non-GAAP financial measures to the nearest comparable GAAP financial measures are contained in the press release attached as Exhibit 99.1 to the Form 8-K filed with the SEC on May 5, 2026.

Outlook Information

In this presentation, Coty presents outlook information as of May 5, 2026.

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