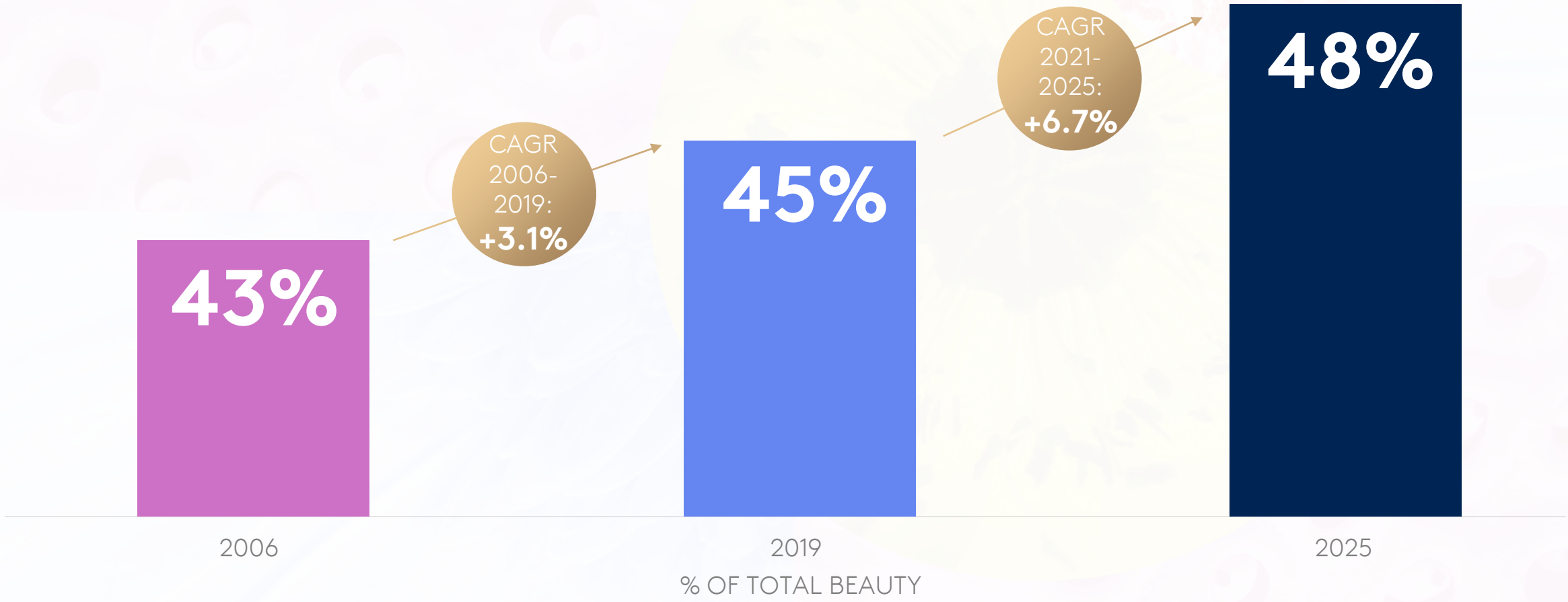


ACCELERATING LUXURY FRAGRANCES, PRESTIGE MAKE UP AND SKIN CARE

ISABELLE BONFANTI, CONSTANTIN SKLAVENITIS & ANDREW STANLEICK

THE PRESTIGE BEAUTY CATEGORY HAS BEEN CONSISTENTLY RESILIENT AND CONTINUES TO INCREASE ITS PERCENTAGE IN TOTAL BEAUTY

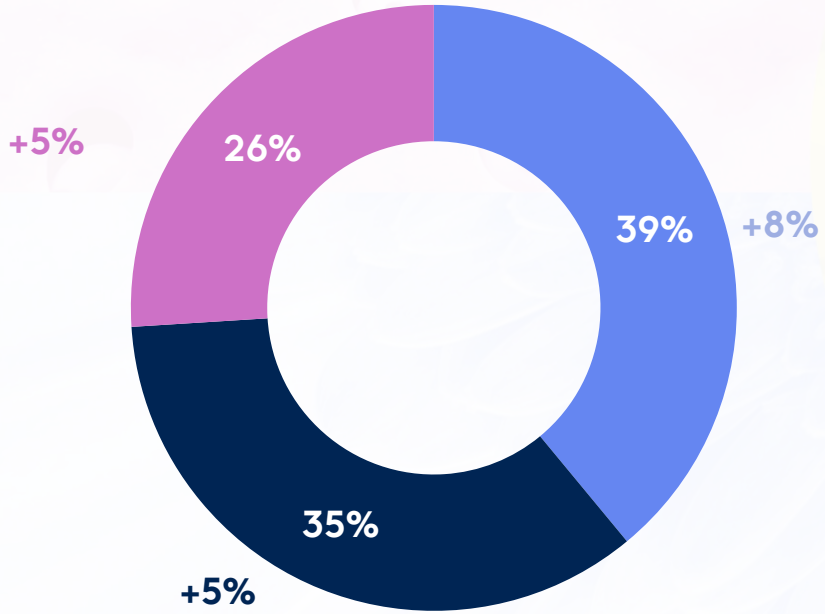


COTY Source: Euromonitor

COTY IS A GLOBAL LEADER IN FRAGRANCES WHILE ALSO HOLDING HUGE POTENTIAL IN OTHER CATEGORIES

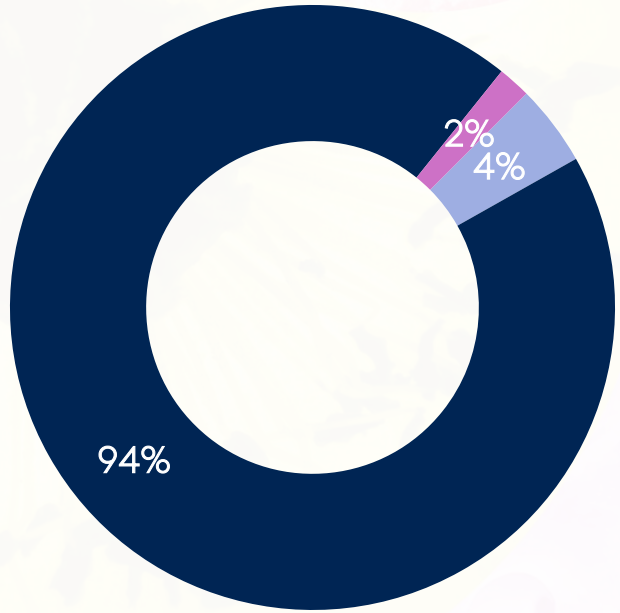
LUXURY BEAUTY: $119.3B

CAGR 2021-2025: **+7%**



COTY LUXURY BEAUTY: $6.6B

Retail Sales



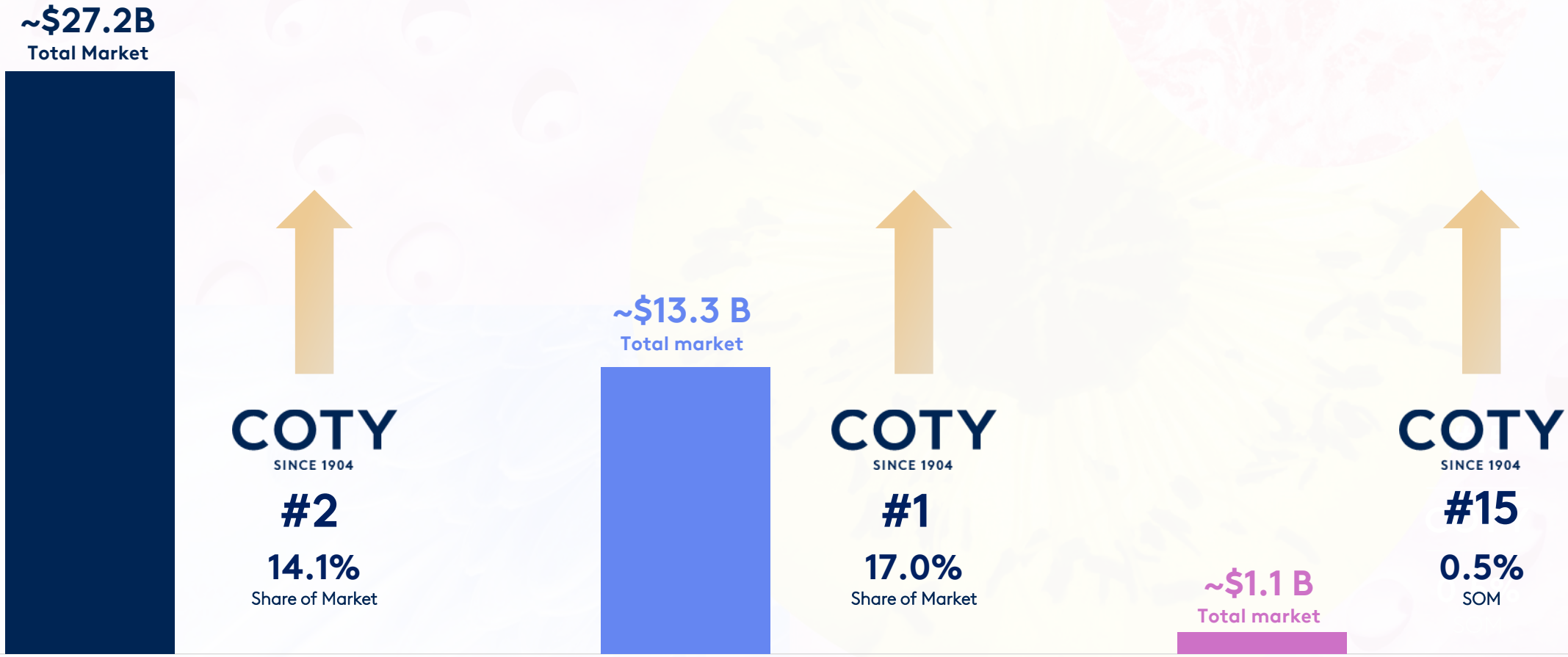
Fragrance Skincare Makeup

COTY Source: Euromonitor, Coty internal



PRESTIGE FRAGRANCE

OUR AMBITION IS TO REMAIN #1 IN MALE FRAGRANCES & BECOME #1 IN FEMALE FRAGRANCES



COTY Source: Coty internal 2019 for Male/Female; NPD & Beaute Research panels FY21 for high end

MAXIMIZE OPPORTUNITIES ON LEADING AND HIGH GROWTH MARKETS



#1 MARKET

COTY
SINCE 1904

#2

16.0%
Share of Market



HIGHEST GROWTH MARKET

COTY
SINCE 1904

#3

12.1%
Share of Market



Travel Retail

RECOVERING MARKET WITH GREAT POTENTIAL

COTY
SINCE 1904

#1

20.2%
Share of Market

Source: Coty internal 2019

WORKING WITH THE CURRENT CREATIVE ELITE OF THE WORLD

GUCCI



BOSS
HUGO BOSS



MARC JACOBS



LACOSTE



BURBERRY



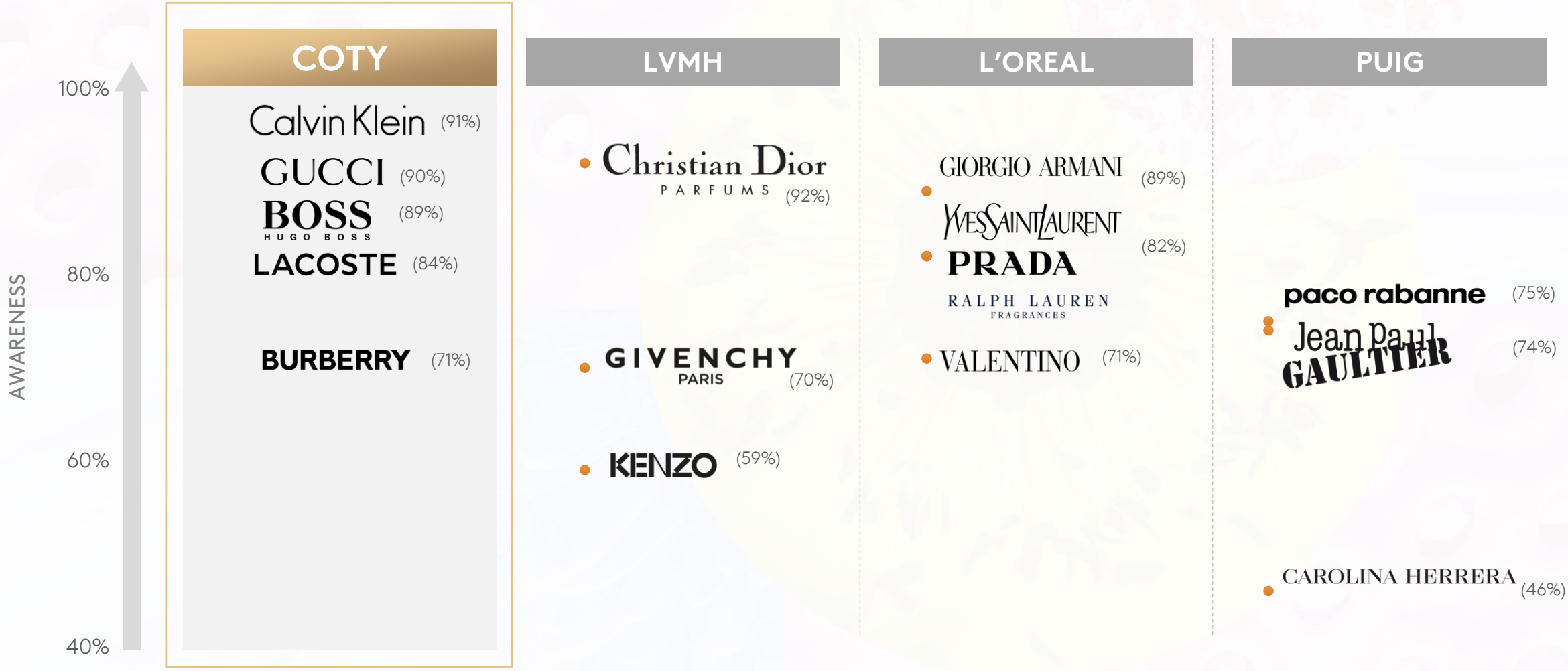
Chloé



CALVIN KLEIN



MAKING OUR PORTFOLIO THE BEST KNOWN FOR CONSUMERS



Source: Prompted Awareness Fragrance Brands – EU5+US – Fine Fragrance barometer 2021 by MetrixLab

WE HAVE THE MOST BEAUTIFUL FRAGRANCE PORTFOLIO IN THE MARKET



GUCCI THE ALCHEMIST'S GARDEN

Chloé ATELIER DES FLEURS

BURBERRY BESPOKE

GUCCI

BURBERRY

Chloé

roberto cavalli

CALVIN KLEIN

MARC JACOBS

BOSS HUGO BOSS

JIL SANDER

LACOSTE

JOOP!

DAVIDOFF PARFUMS

ESCADA

FOCUSED APPROACH TO PRESTIGE FRAGRANCE PORTFOLIO

CONCENTRATED BRAND PORTFOLIO

TOP 6 BRANDS

~80%
of prestige fragrance sales

CALVIN KLEIN

BOSS
HUGO BOSS

GUCCI

BURBERRY

MARC JACOBS

Chloé

KEY STRATEGIC CRITERIA

- Fashion-driven brands that can become global powerhouses
- Multi-category potential
- Resonate in key focus markets like China

GLOBALIZING REGIONAL HEROES

ONE GLOBAL BRAND

GUCCI

STRONG REGIONAL HEROES



CALVIN KLEIN

MARC JACOBS



BOSS
HUGO BOSS

Chloé



BURBERRY

Source: NPD panel FY21


PERFECT
MARC JACOBS


PERFECT
MARC JACOBS


PERFECT
MARC JACOBS
PERFECT
MARC JACOBS
PERFECT
MARC JACOBS


THE NEW EAU DE PARFUM
PERFECT
MARC JACOBS
PERFECT AS I AM
PERFECT
THE NEW EAU DE PARFUM
PERFECT
MARC JACOBS
PERFECT AS I AM
BARCLAYS
pharmacy
Boots
beauty
GAP


BURBERRY
HERO




BURBERRY
HERO


BURBERRY
HERO
BURBERRY
HERO
MICHAEL KORS


GUCCI
FLORA
GORGEOUS GARDENIA


GUCCI
FLORA
GORGEOUS GARDENIA


GUCCI
FLORA
GORGEOUS GARDENIA


GUCCI
GUCCI
GUCCI
GUCCI

RISE OF EXCLUSIVE NICHE FRAGRANCES

x2

Growth vs Total Market

x2.5

Growth vs Total Market



COTY Source: NPD & Beaute Research panels FY21



COTY GROWING IN THE HIGH-END MARKET


ATELIER
DES FLEURS
Chloé


Chloé
Chloé

COTY SUPERIORITY IN FRAGRANCES

OLFACTIVE CELL



RESEARCH & DEVELOPMENT



PARTNERSHIPS





• PARFUM D'ORIGINE NATURELLE • NATURAL ORIGIN FRAGRANCE •

100%

• PACKAGING CONTAINING RECYCLED MATERIALS •

• ALCOOL D'ORIGINE NATURELLE • NATURALLY DERIVED ALCOHOL •

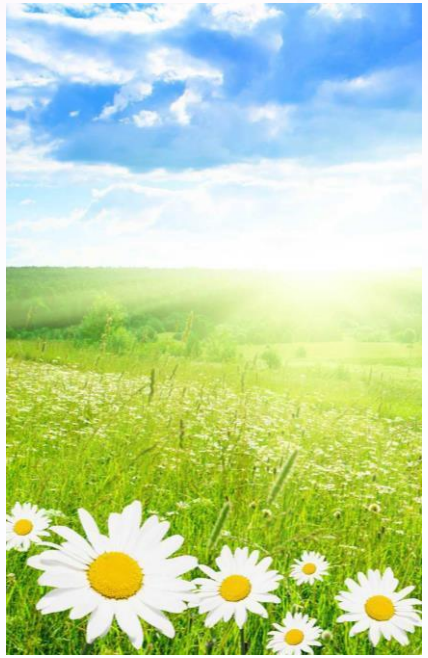
• VEGAN • VEGAN • VEGAN • VEGAN • VEGAN • VEGAN • VEGAN • VEGAN •

PRESTIGE
SKIN CARE



FUTURE PORTFOLIO ADDRESSES 5 KEY BEAUTY TRENDS

GREEN CLINICAL SCIENCE



philosophy® SKIN

DERM-LED & CUTTING EDGE INGREDIENTS



Kim Kardashian West Skincare

REGENERATIVE MEDICINE



LANCASTER

INFLUENCERS-LED BRANDS



KYLIE KYLIE JENNER

MICROBIOME SCIENCE



ORVEDA

A UNIQUE RECOGNIZED EXPERTISE BUILT OVER 75 YEARS

#200+ Scientific communications

#85 Scientific publications

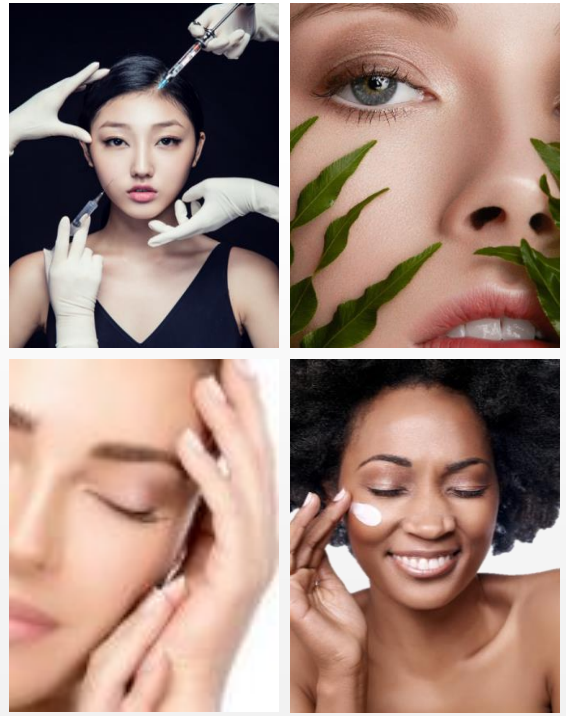
20+ Years of visionary research into DNA & anti-oxydant

30+ Years of visionary research into oxygen

50+ Years of UV expertise and full light protection



#50 ACTIVE PATENTS and recent EXCITING NEW FILING preparing our FUTURE



WE ARE BUILDING A LEADING SKINCARE ORGANIZATION



DR. SHIMEI FAN
Coty Chief Scientific Officer



VÉRONIQUE SCHWARTZ
SVP Product Development

OUR GOAL IS TO DELIVER DOUBLE-DIGIT GROWTH IN SKINCARE INNOVATION & TRANSFORM PORTFOLIO TO BECOME 100% CLEAN, VEGAN & CRUELTY FREE BY THE END OF 2024



LANCASTER

MONACO



Preferred over

#1 market leader



#2 market leader



UPCOMING LANCASTER PROJECT TO EMBARK ON THE BOOMING ULTRA-PREMIUM TREND



AMAZING RESULTS FOR 80% OF CHINESE WOMEN WHO TRIED IT



MASTER SKIN BARRIER SCIENCE

DISTRIBUTED IN THE MOST SELECTIVE ULTRA-PREMIUM DOORS ACROSS 15 COUNTRIES

marie claire PRIX D'EXCELLENCE DE LA BEAUTÉ 2021 PRIX FRANCE COUP DE CŒUR DU JURY ORVEDA

2020 COSMETIQUEMAG AWARDS

BEAUTY AWARD ELITE MAGAZINE WINNER 2019


TACKLING THE INDIE MARKET
KYLIESKIN
BY KYLIE JENNER

FY23 IS THE YEAR OF SKINCARE FOR COTY



Kim Kardashian West Skincare

KYLIE

KYLIE JENNER

philosophy®

SKIN



LANCASTER

ORVEDA

PRESTIGE
MAKEUP



THE GROWING COUTURE MARKET SEGMENT CONFIRMS THE POTENTIAL FOR GUCCI & BURBERRY WHILE INDIES FOR KYLIE

	COUTURE	INDIES	MAKEUP ARTISTS	ESTABLISHED BRANDS
2014	11%	21%	27%	31%
2019	15%	24%	22%	22%
2025	**21%**	**25%**	15%	14%

COTY Source: NPD & Beaute Research panels FY data

% of the market (value sales)



GUCCI

HIGH-END FASHION COMBINED WITH PLAYFULNESS

REACHING THE TOP IN KEY RETAILERS THANKS TO INNOVATIVE PRODUCTS AND POWERFUL PACKAGING




GUCCI
GUCCI


GUCCI
GUCCI
LIPS
FACE
EYES

BURBERRY

LONDON ENGLAND

HEROING ALL BEAUTIES WITH AN ARMOUR OF EXTRAODINARY TO EXPLORE THE WORLD WITH CONFIDENCE




BURBERRY
BURBERRY
HER
LONDON DREAM
BURBERRY
BURBERRY
BURBERRY
BURBERRY
KISSES

NEW, PROFITABLE BUSINESS MODEL FOR COUTURE AND INDIE BRANDS

OLD BUSINESS MODEL

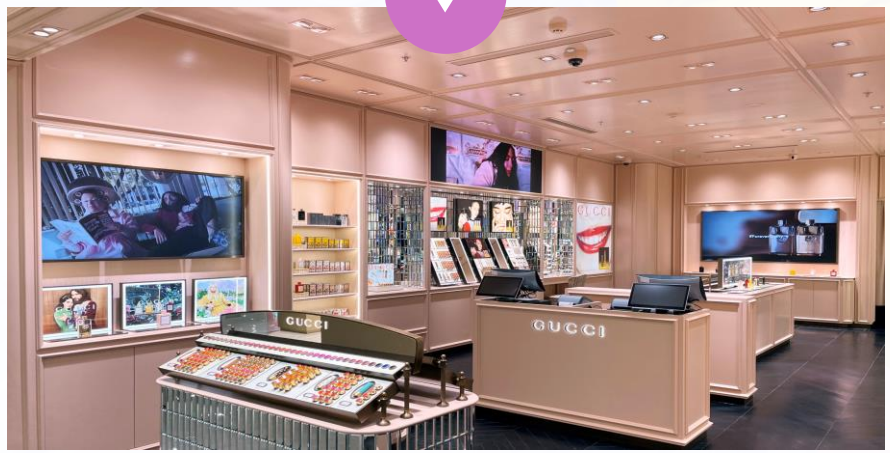
Numerous counters



NEW BUSINESS MODEL

Fewer stores

Online business



New, Profitable Business Model

Lower CAPEX

KYLIE JENNER

X

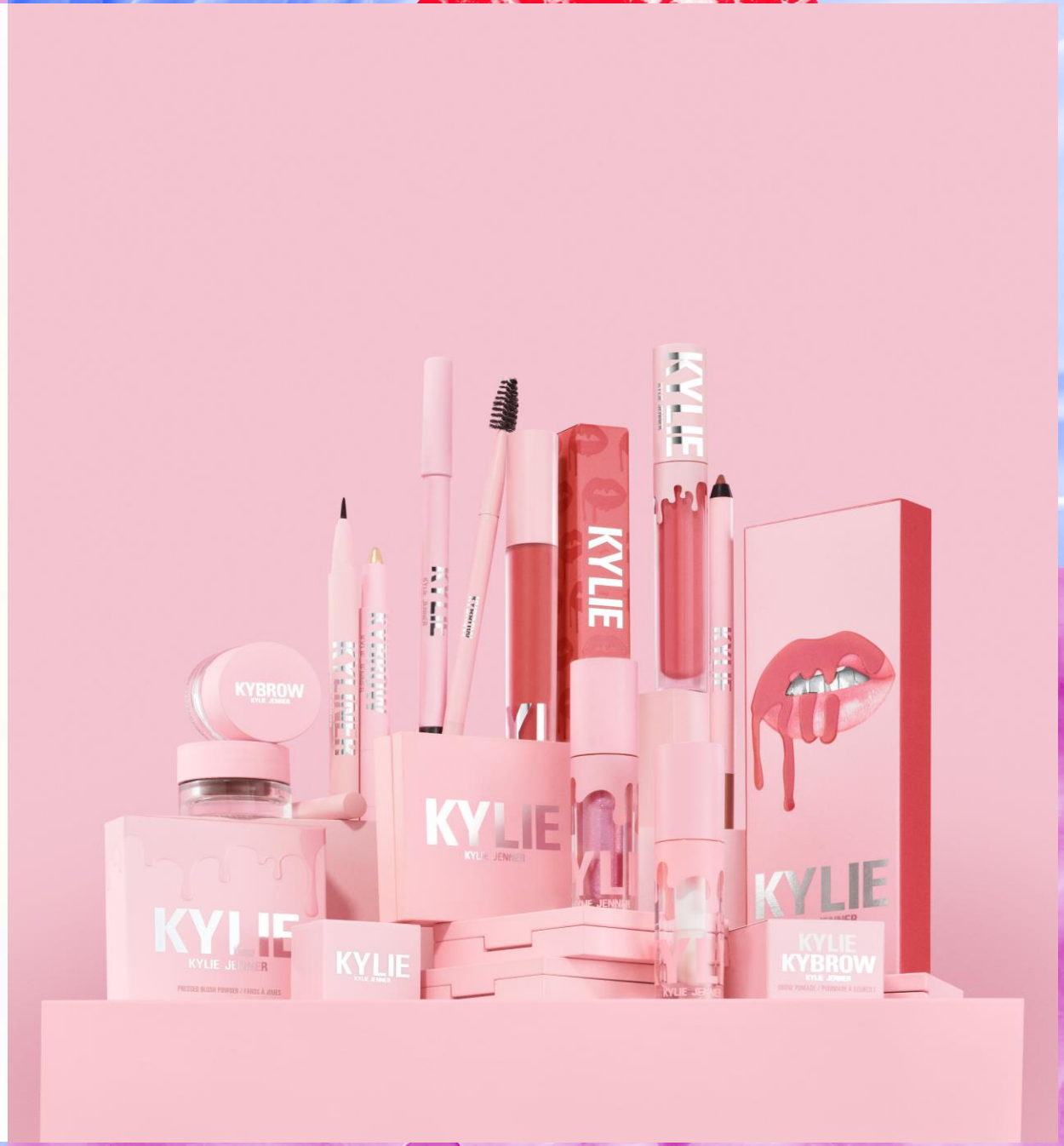
COTY
SINCE 1904

POWER DUO

ANDREW STANLEICK

KYLIE'S PHENOMENAL TRAJECTORY

1. **ORIGIN**
   How The Brand Started
2. **MOMENTUM**
   Kylie I The Queen of Social
3. **PROGRESS**
   Full Relaunch and Expanded Reach
4. **VISION**
   The Making of a Mega-Brand



HOW THE BRAND STARTED

KYLIE

KYLIE JENNER



THE LIP KITS THAT STARTED IT ALL

INSIGHT

From lip insecurity to lip segment breakthrough

NEW

An all-in-one kit, with matching liner and liquid lipstick, to define, line and fill lips

LAUNCH RESULTS

Day one: November 30, 2015

45k units

3 shades

sold out in minutes

...and the rest is history




KYLIE
KYLIE JENNER
QUEEN OF SOCIAL
KYLIE
KYLIE JENNER

MOST FOLLOWED FEMALE IN THE WORLD @KYLIEJENNER

AS OF SEPTEMBER 2021, KYLIE IS THE MOST FOLLOWED FEMALE ON INSTAGRAM & 3RD MOST FOLLOWED PERSON GLOBALLY

IG followers evolution

Sept 2020	196M
Sept 2021	271M

+75M followers (+38%)



kyliejenner Message

6,817 posts | 280m followers | 77 following

Kylie ♡
@kyliecosmetics @kylieskin @kylieswim @kyliebaby
kyliecosmetics.com

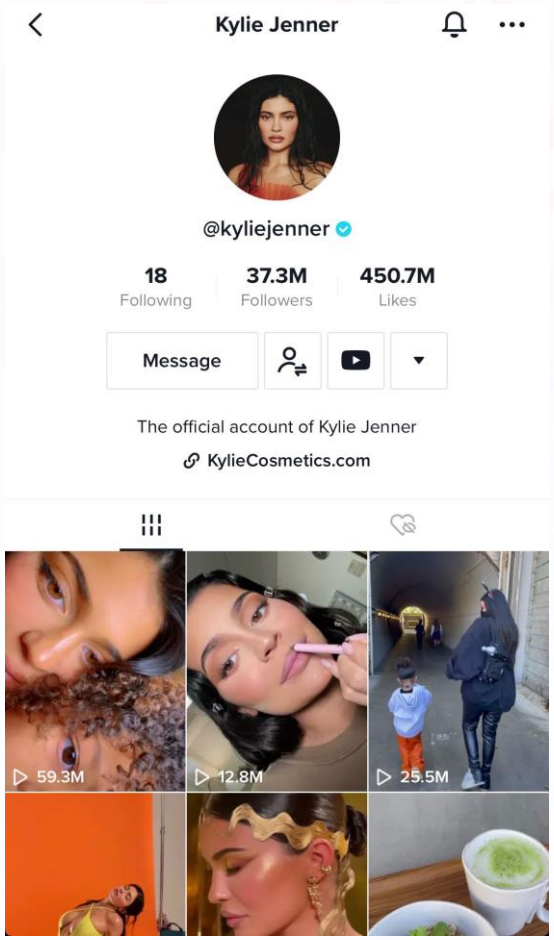
Followed by kendalljenner, khloekardashian, kylieskin +6 more

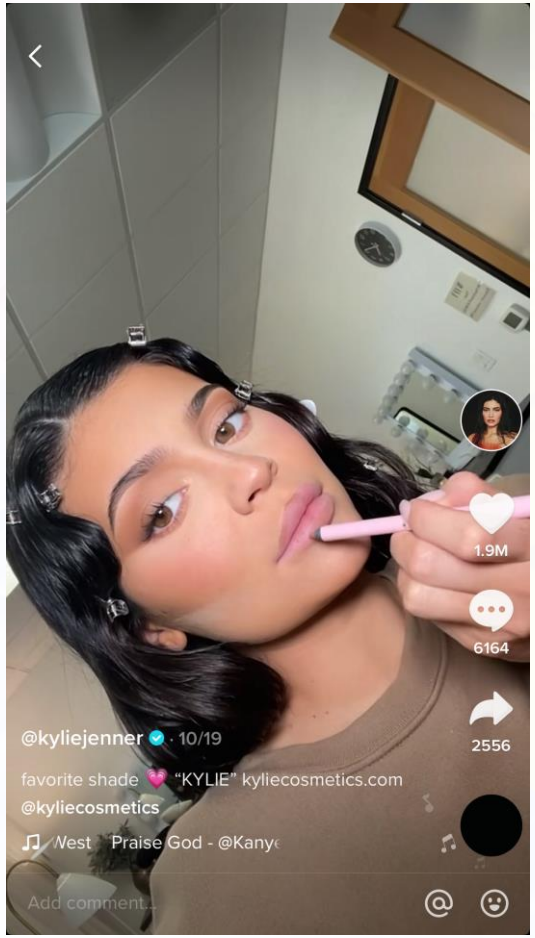


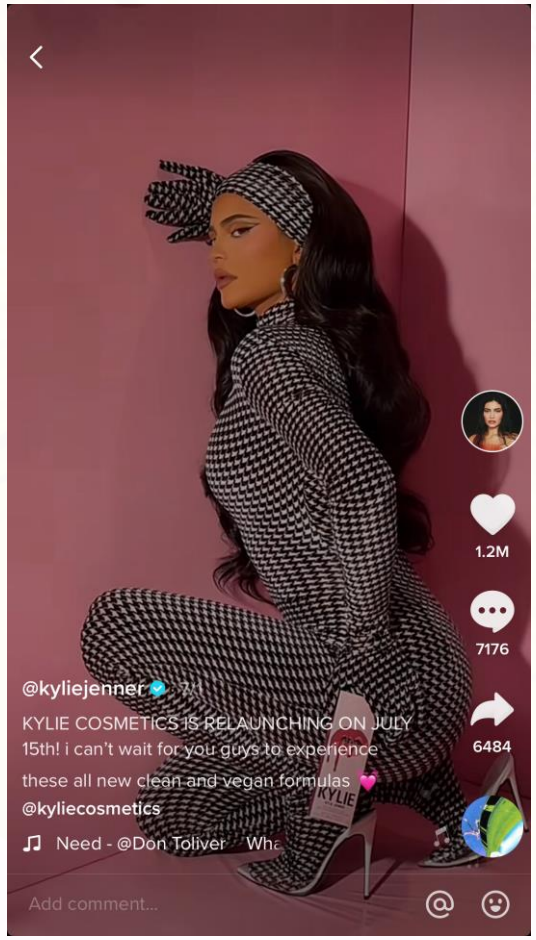
@cristiano	Cristiano Ronaldo	364	Footballer	Portugal
@leomessi	Lionel Messi	280	Footballer	Argentina
@kyliejenner	Kylie Jenner	280	Television personality, model, and businesswoman	United States
@therock	Dwayne Johnson	277	Actor and professional wrestler	United States
@arianagrande	Ariana Grande	275	Musician and actress	United States
@selenagomez	Selena Gomez	272	Musician, actress, producer and businesswoman	United States
@kimkardashian	Kim Kardashian	262	Television personality, model, and businesswoman	United States

@KYLIEJENNER ON TIKTOK IS GROWING EXPONENTIALLY

37.4M FOLLOWERS I +2M GAINED IN LAST 8 WEEKS









KYLIE CONTINUES TO BREAK VIEWS & ENGAGEMENT RECORDS









VOGUE '73 QUESTIONS' VIDEO INTERVIEW

- Broke all Vogue engagement records
- 6M+ views in the first 24 hours
- 9K views per minute
- #1 trending video on YouTube

KYLIE BABY PREMIERE VIDEO

- 27M+ views overall
- 15M+ views in 24 hours

PROGRESS SINCE PARTNERING

KYLIE

KYLIE JENNER



WE CREATED A NEW & EXCITING MAKE-UP LINE IN THE MIDST OF A PANDEMIC

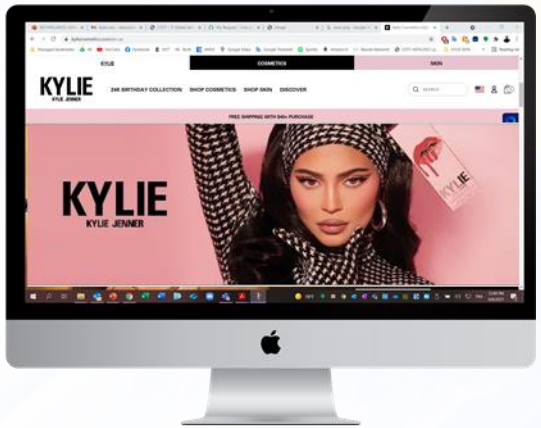


- Clean. Cruelty Free. Gluten Free. Vegan
- Stunning new packaging
- 347 SKUs, 10M units created
- New agile ‘Collections Drop’ model
- All within 12 months!

WE LAUNCHED A NEW WEBSITE ALONGSIDE A SEAMLESS IN-STORE BRAND EXPERIENCE

NEW WEBSITE

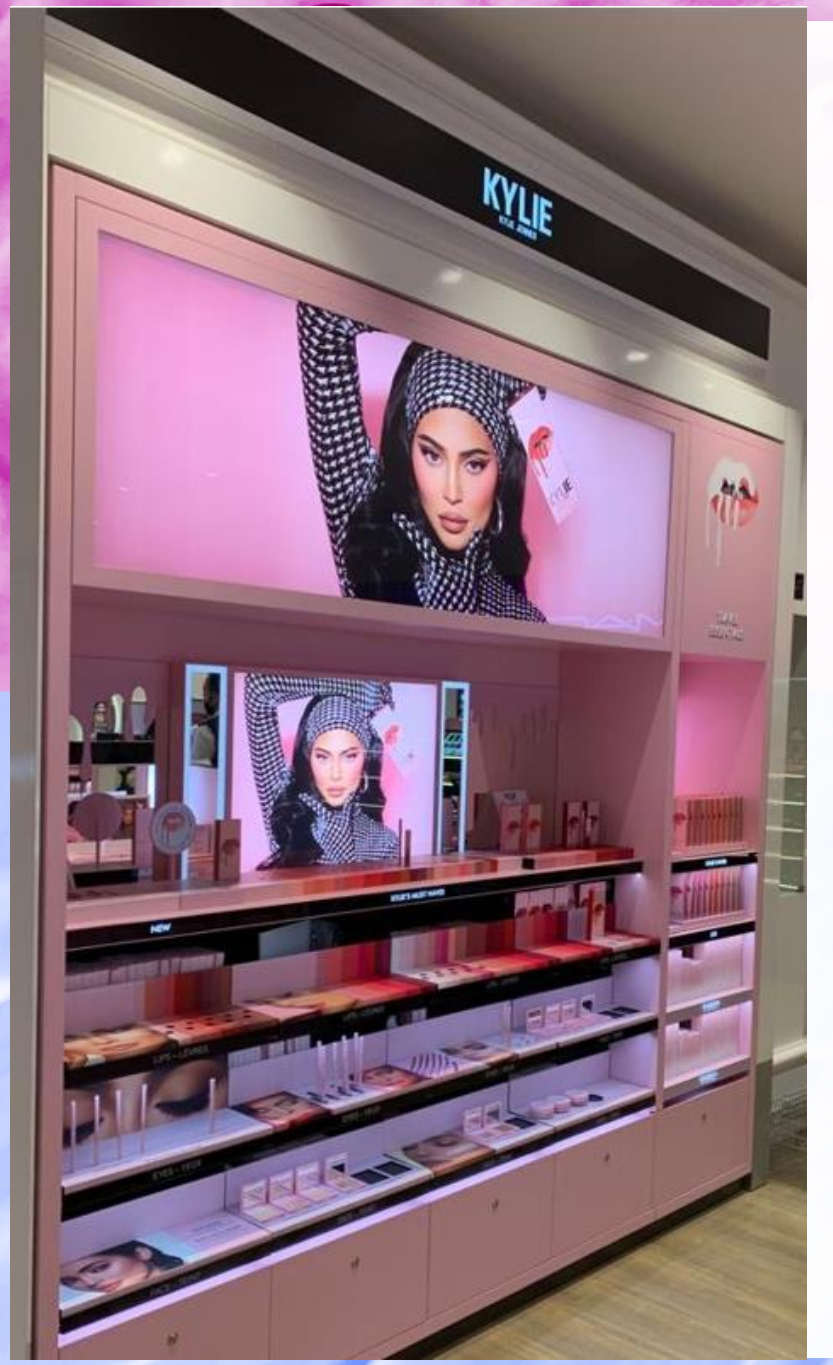


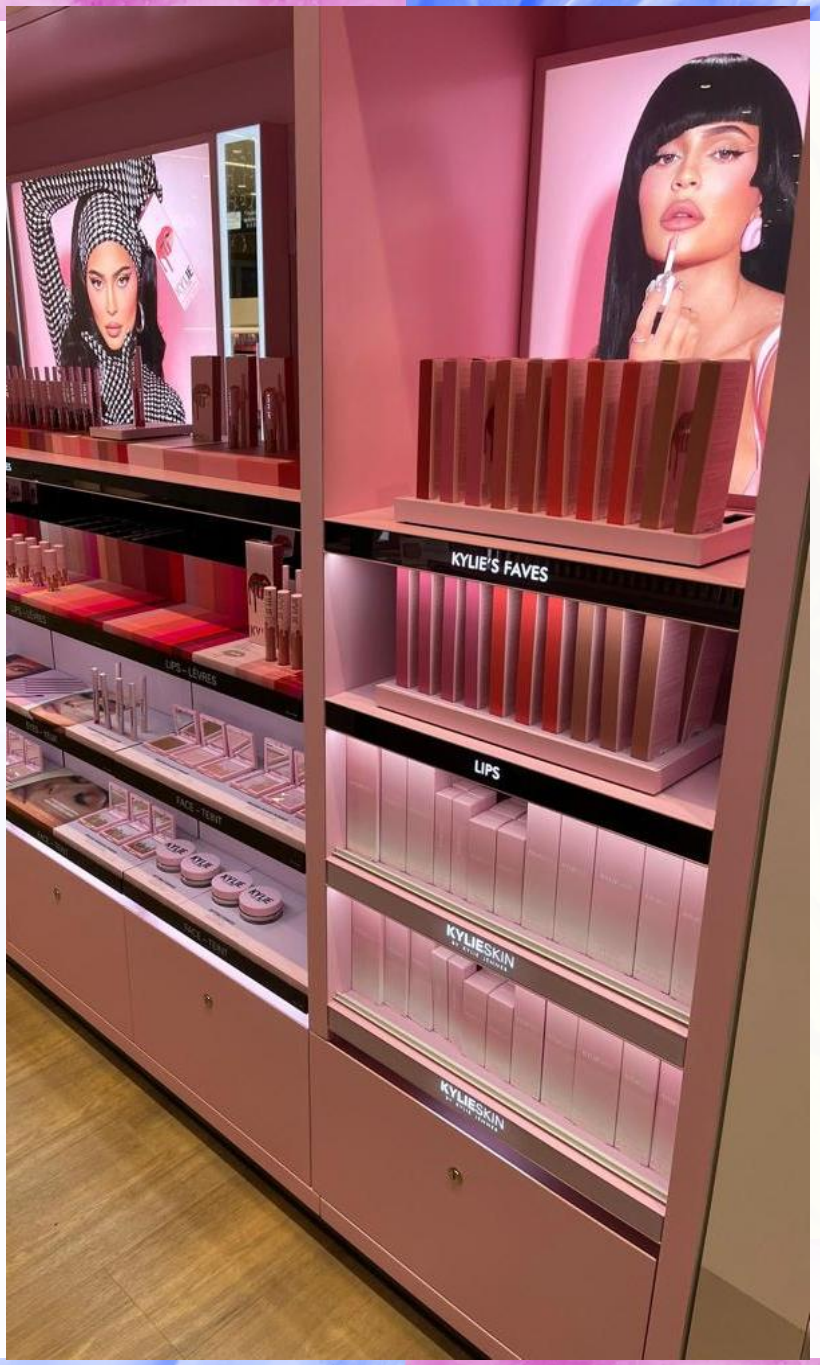


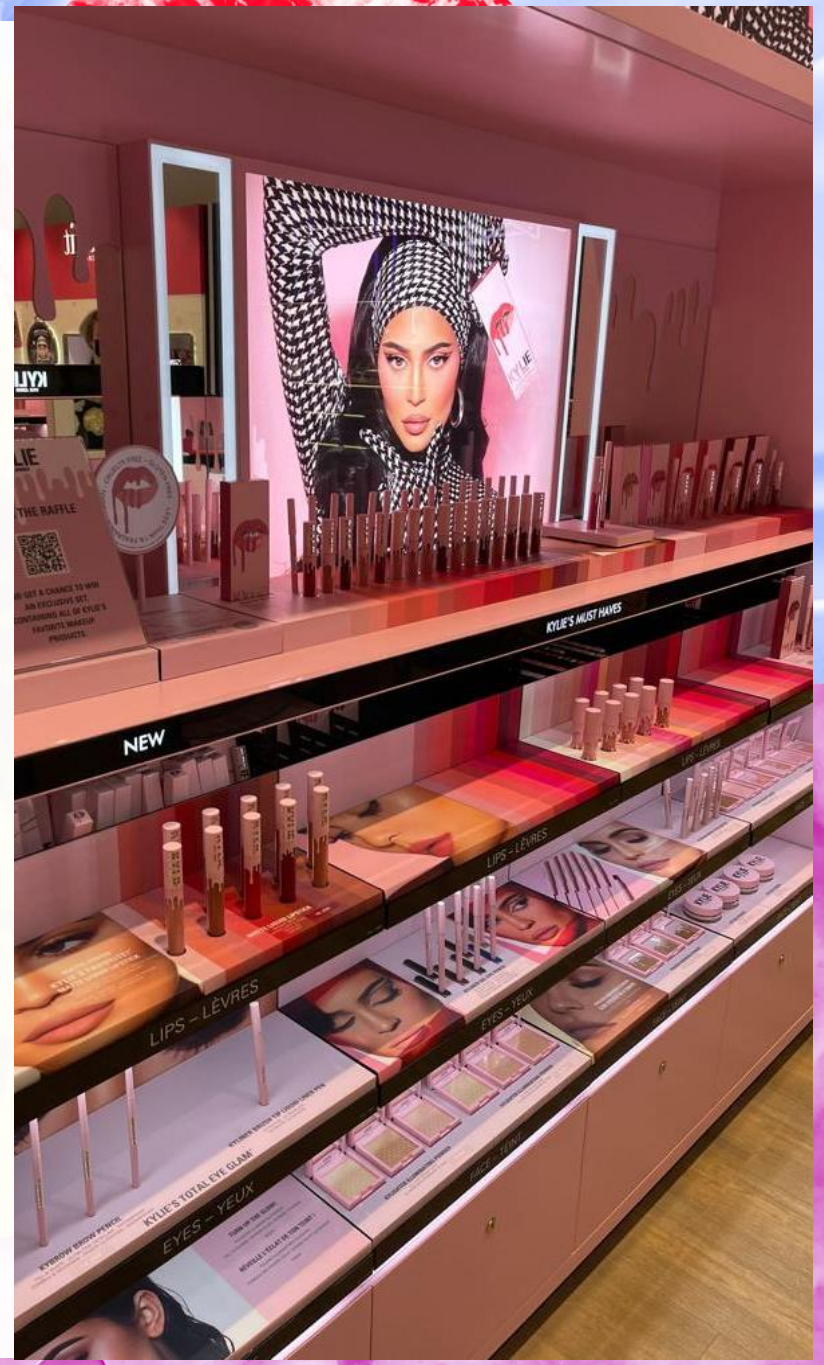
NEW INSTORE






KYLIE
NEW
LIPS – LÈVRES
FACE – TEINT

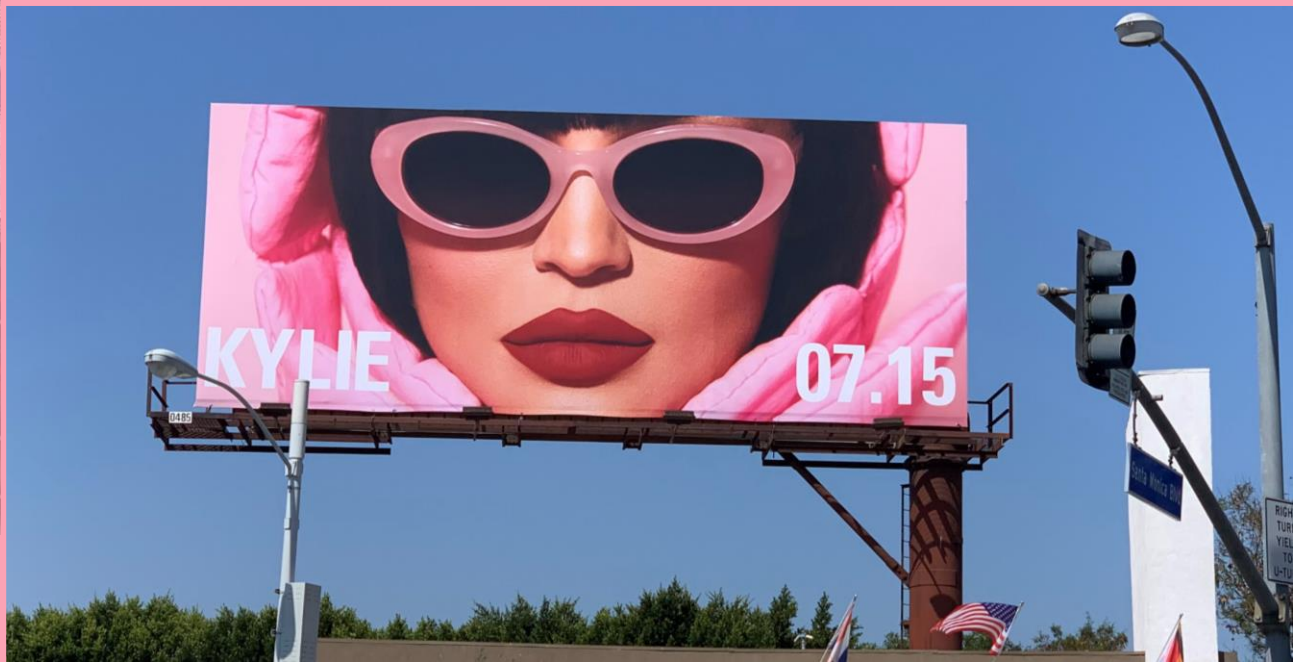

KYLIE'S FAVES
LIPS
KYLIESKIN
KYLIESKIN
LIPS – LÈVRES
FACE – TEINT


KYLIE'S MUST HAVES
NEW
LIPS – LÈVRES
EYES – YEUX
KYLIE'S TOTAL EYE GLAM


KYLIE
KYLIE JENNER
NEW
NEW
KYLIE
KYLIE JENNER







KYLIE COSMETICS RELAUNCH





24K BIRTHDAY COLLECTION





24K BIRTHDAY COLLECTION


KYLIEBABY
BY KYLIE JENNER
kyliebaby.com
KYLIEBABY
BY KYLIE JENNER
kyliebaby.com
KYLIEBABY
kyliebaby.com
RAISING SPIRITS ON BROADWAY!
JUICE
"A JAW-DROPPING FUNHOUSE!"
MAC MAC MAC


KYLIEBABY
BY KYLIE JENNER
kyliebaby.com
0485
PUMP LESS GAS
PUMP MORE

KYLIE BABY







KYLIEBABY

BY KYLIE JENNER





KYLIE x NIGHTMARE ON ELM STREET







KYLIE x NIGHTMARE ON ELM STREET

KYLIE REMAINS AN ACTIVE FOUNDER

- BRAND ASSET CREATIVE DIRECTOR
- PRODUCT DEVELOPMENT LEADER ACROSS ALL CATEGORIES
- KEY RETAILER ENGAGEMENT



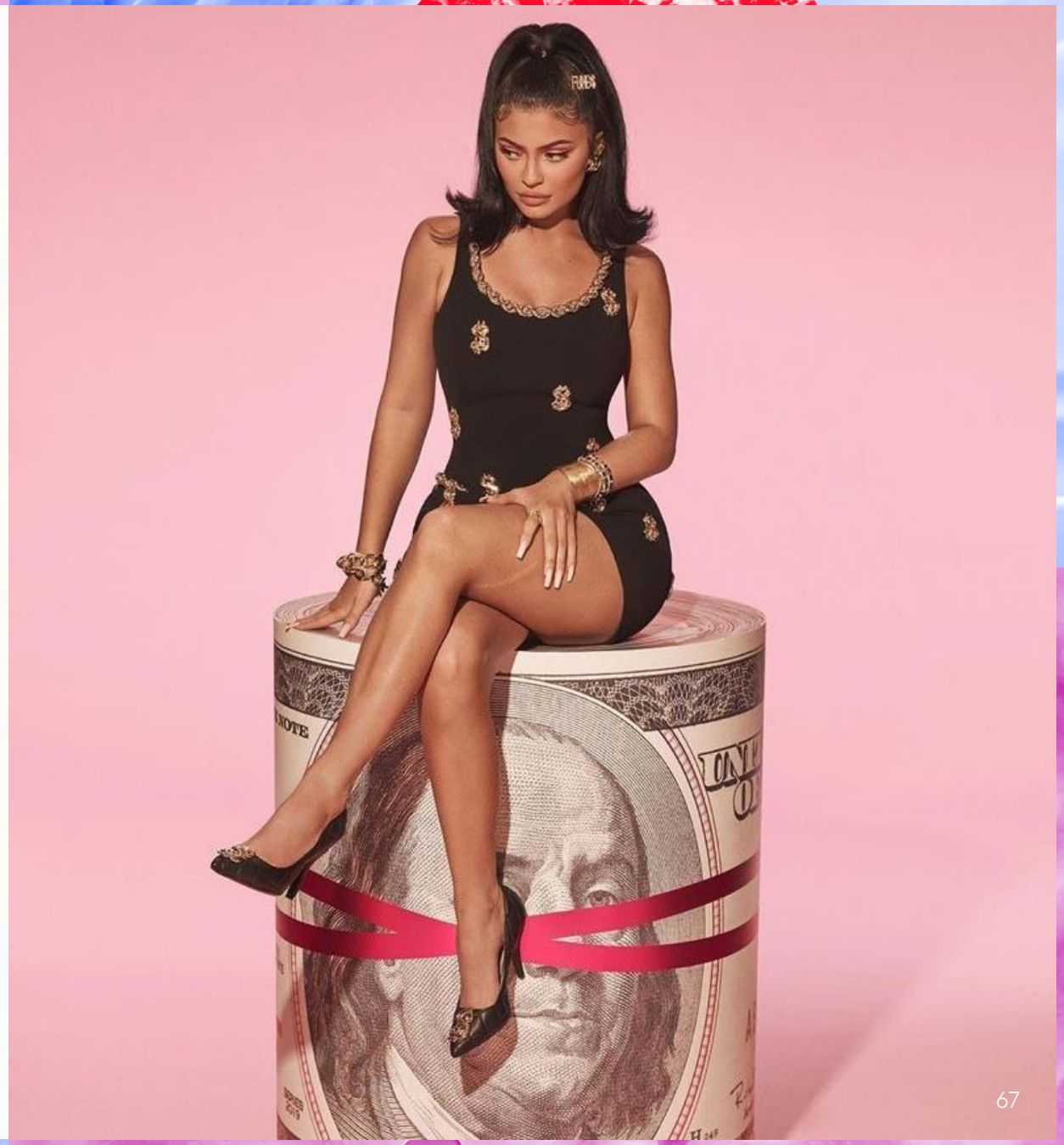
OUR VISION

KYLIE
KYLIE JENNER



OUR VISION:
A DESTINATION FOR GLAM

- Kylie is an omni-channel global beauty destination
- With an innovative multi-category offering
- Kylie Beauty will become a Global Mega-Brand



3 STRATEGIC PRIORITIES

1
BUILD STRONG GLAM PILLARS



COSMETICS



SKIN

2
STRENGTHEN GLOBAL PRESENCE



3
OVERDRIVE IN SOCIAL & INFLUENCE




KYLIE
KYLIE JENNER
KYLIESKIN
BY KYLIE JENNER
1
BUILD STRONG GLAM PILLARS

CONQUER MAKEUP



ACCELERATE SKIN



EXPAND THE GLAM TOOL BOX

COMING SOON

COLLECTIONS REMAIN KEY TO DRIVING **RECRUITMENT, BUZZ AND REVENUE**

NEW PRODUCT LAB



SOCIAL ACCELERATOR



WINDOW INTO KYLIE'S MAKEUP VISION

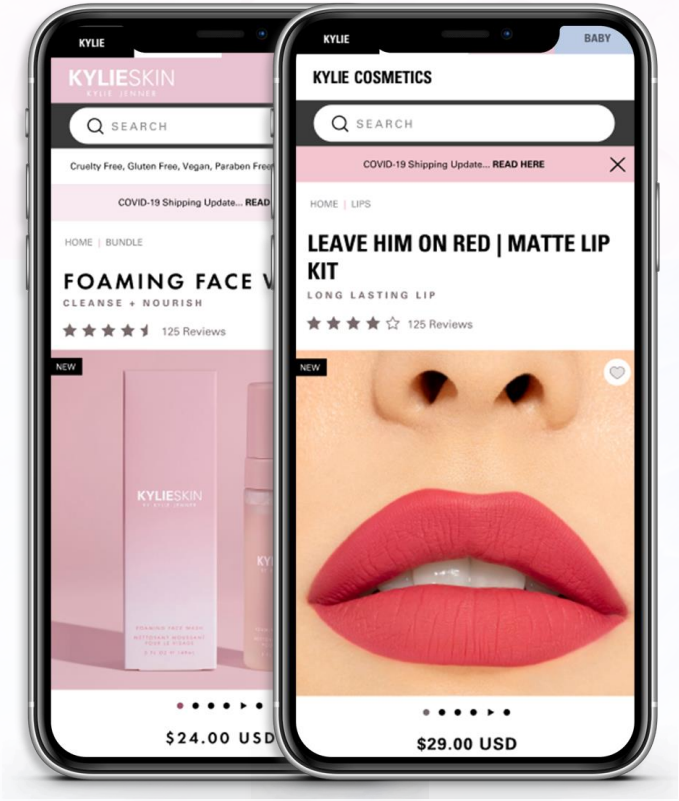




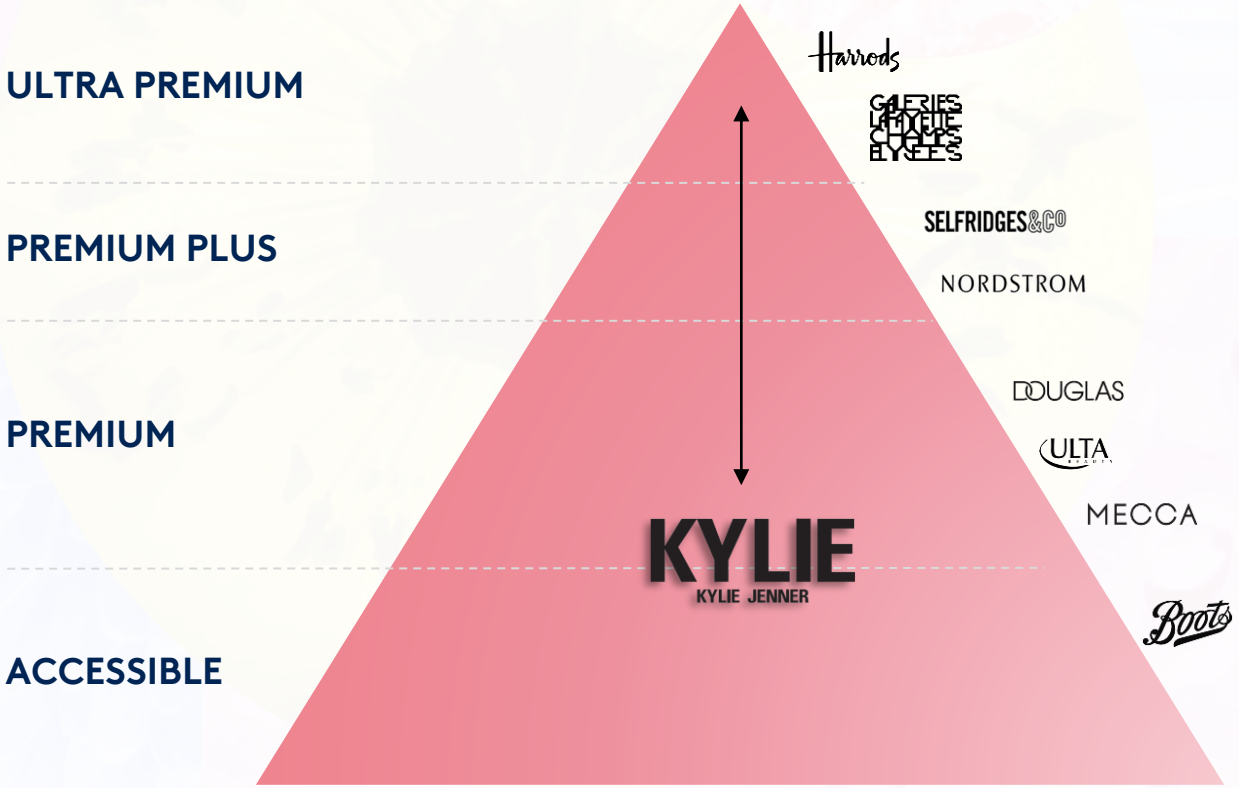
2 STRENGTHEN GLOBAL PRESENCE

OMNI-CHANNEL COMMERCIAL STRATEGY

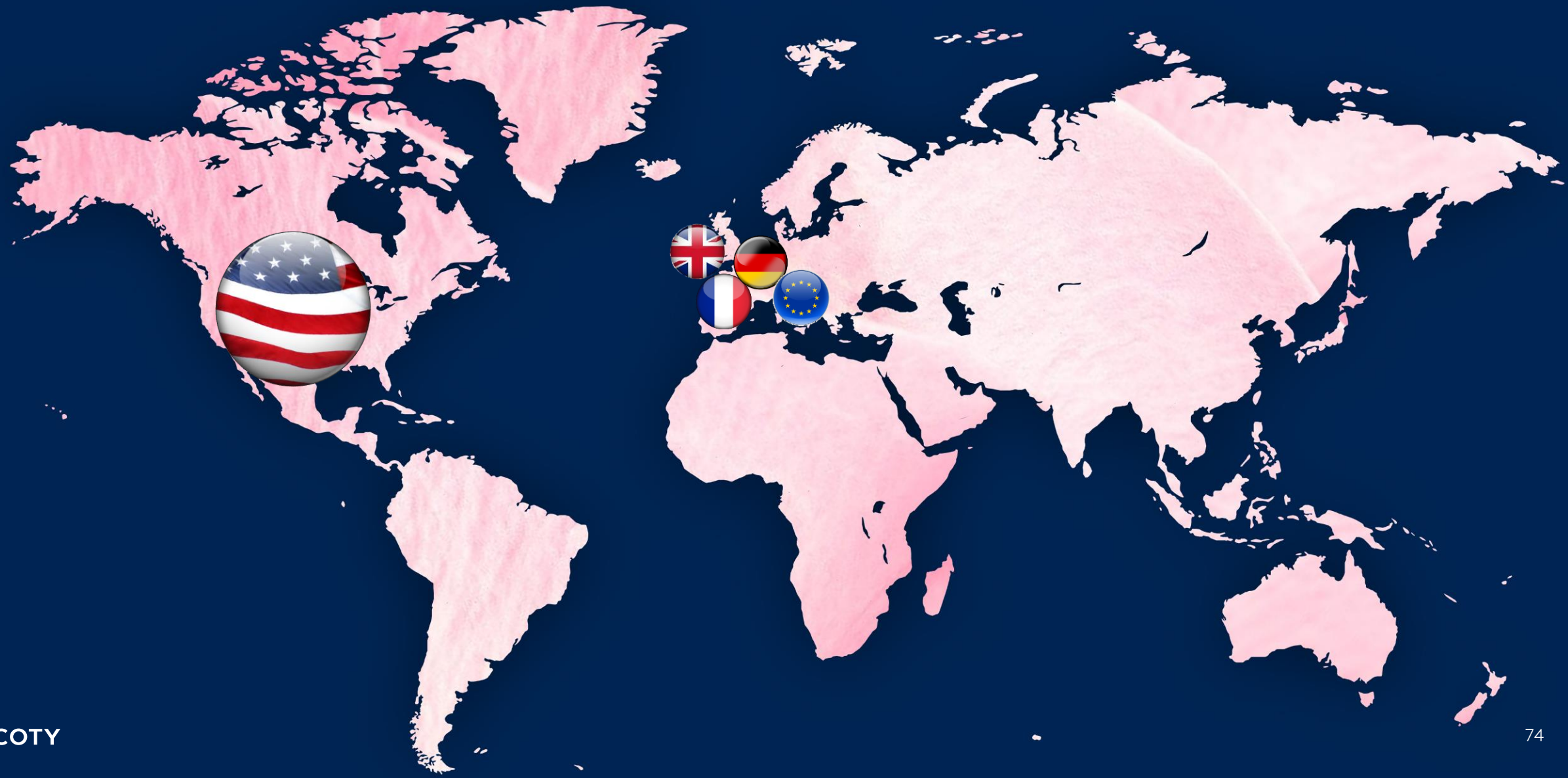
1 DTC FIRST



2 KEY RETAILERS

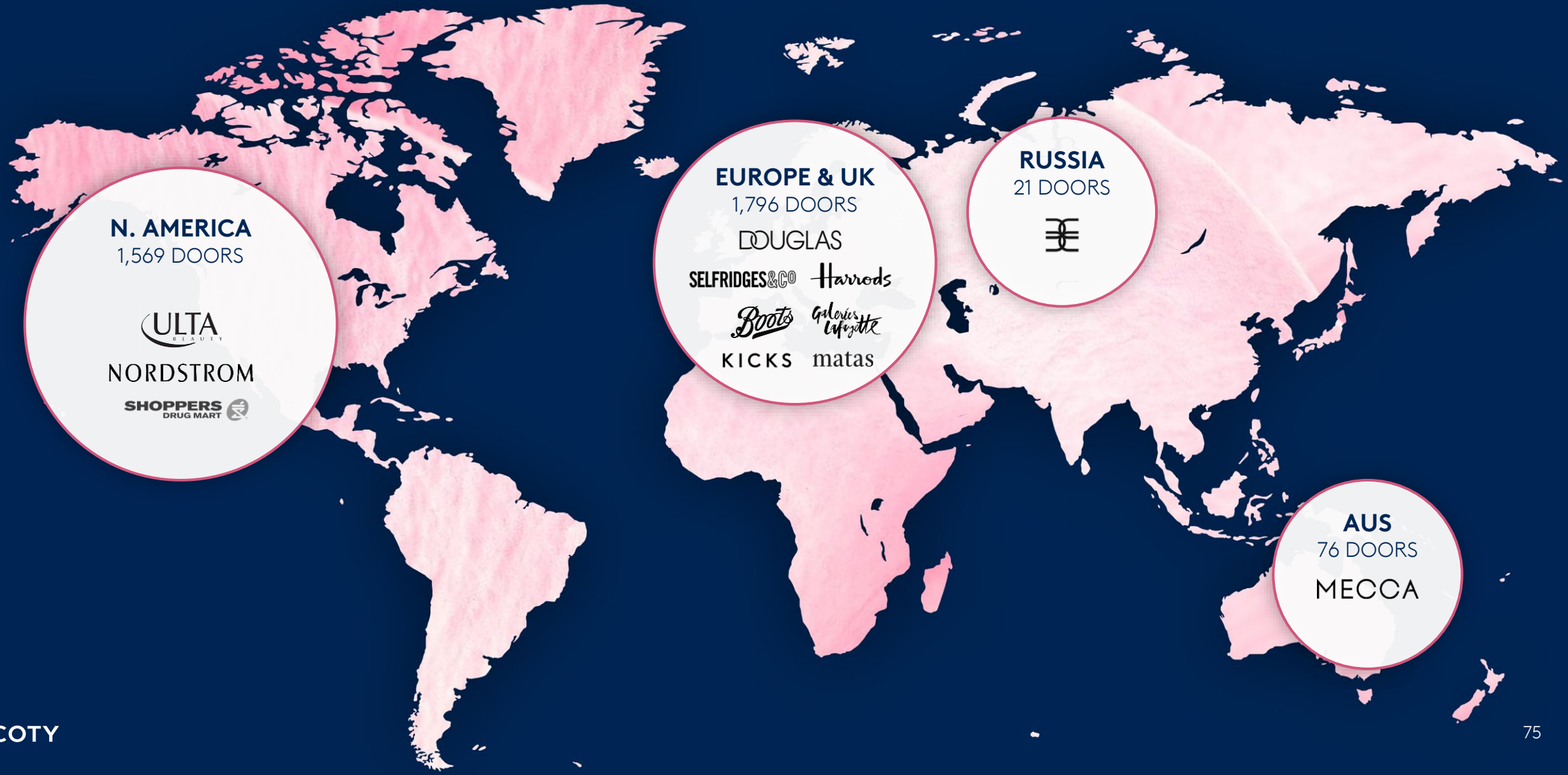


WE LAUNCHED THE KYLIE DTC EXPERIENCE IN 5 MARKETS



WE CONTINUE TO EXPAND THE GLOBAL RETAIL FOOTPRINT

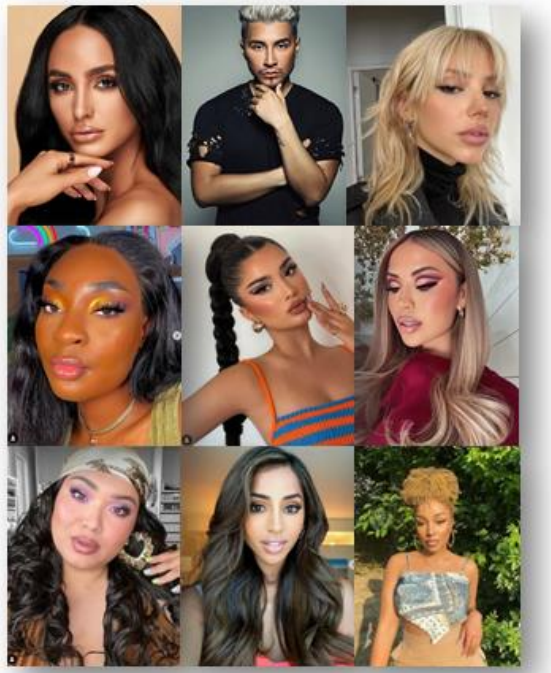
27 MARKETS, 10 RETAILERS, 3,500+ B&M DOORS I COTY HAS ADDED +2,500 ACROSS 3 CONTINENTS SINCE 2019



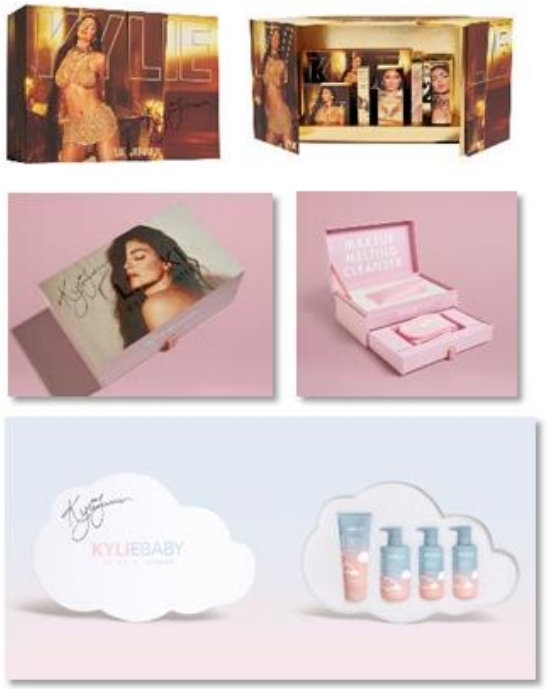

3
OVERDRIVE IN SOCIAL & INFLUENCE

OVERDRIVE IN SOCIAL & INFLUENCE

EXPAND KYLIE COMMUNITY



OVERDRIVE SOCIAL COVERAGE



GENERATE ONGOING MEDIA COVERAGE




THE JOURNEY
HAS JUST BEGUN
KYLIE
KYLIE JENNER
KYLIESKIN
BY KYLIE JENNER
WALNUT FACE SCRUB
FOAMING FACE WASH
NETTOYANT MOUSSANT POUR LE VISAGE
CLARIFYING FACIAL OIL
EYE CREAM

COMING END FY22...



ON THE WAY TO A MORE BALANCED PRESTIGE BEAUTY BUSINESS WITH SKINCARE AND MAKEUP EXPANSION

% of Total Coty Net Revenues	FY19	FY21	FY25
PRESTIGE FRAGRANCES	51%	51%	Mid 40%
PRESTIGE SKINCARE	4%	5%	High single digits
PRESTIGE MAKEUP	-	3%	~10%

STRONG SALES AND PROFIT GROWTH FOR PRESTIGE

	FY21	FY22E	FY22-FY25E
NET REVENUE / LFL SALES	$2.7B	High-teens LFL	HSD LFL CAGR
ADJ EBITDA	$504M	Growth outpacing sales	Growth outpacing sales
ADJ EBITDA MARGIN	18.5%	Expansion	Several Points of Expansion

KEY TAKEAWAYS FOR OUR PRESTIGE BUSINESS

1. Targeting **leadership** position in **female** fragrances, while keeping **number one** position in **male fragrances**

2. Aiming to become a top player in the highly profitable **niche fragrance** segment

3. **Leveraging key brands** in the two fastest growing and most profitable segments for prestige **makeup** categories: **couture, indies.** Planning to **triple penetration of prestige makeup as % of total Coty net revenue** by FY25

4. Currently creating a portfolio of **skincare** brands, which are positioned within the leading **market trends.** FY23 is the **year of skincare** for Coty (Lancaster, Orveda, Kim Kardashian West)

5. Targeting **high single digit LFL growth** through FY25 for Prestige, with adj **EBITDA margins 20%+**