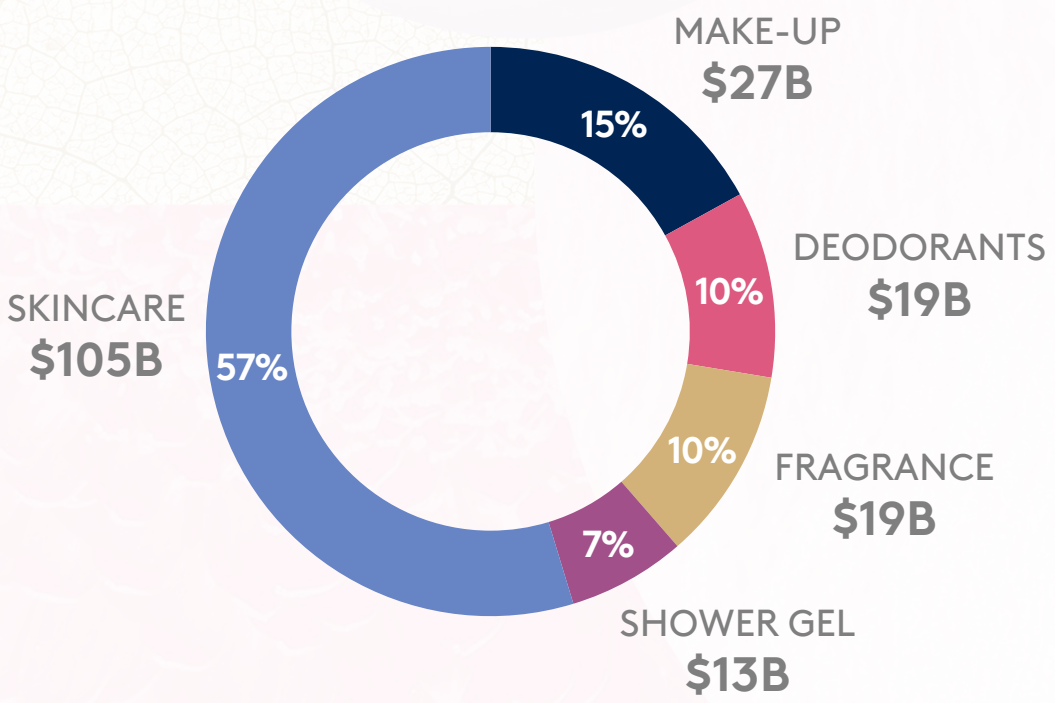
COTY CONSUMER BEAUTY
BARCLAYS CONFERENCE

September 8, 2022



MASS BEAUTY IS A LARGE AND GROWING MARKET

MASS BEAUTY $183B



GROWTH

	VS. LY	VS. 3 YEARS AGO
MAKEUP	+ 12.8%	- 5.1%
DEODORANTS	+ 6.2%	+ 10.8%
FRAGRANCES	+ 6.2%	+ 3.3%
SHOWER GEL	+ 4.5%	+ 10.4%

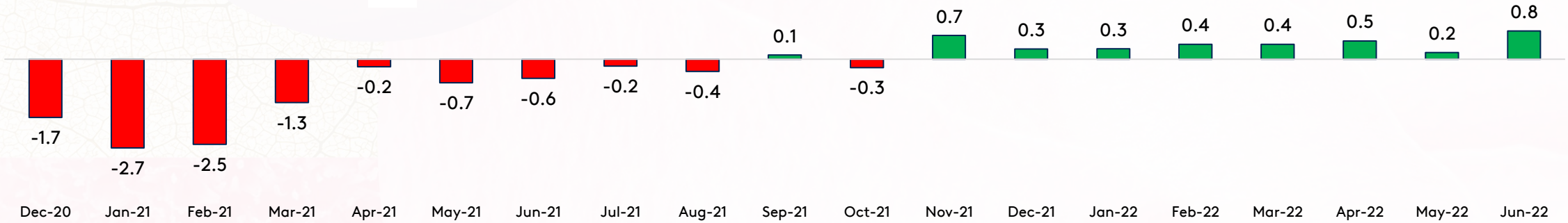
Source: Euromonitor, Nielsen, Internal Estimates
Skincare – includes FACE and BODY Care

Source: Nielsen selective markets, MAT June 2022

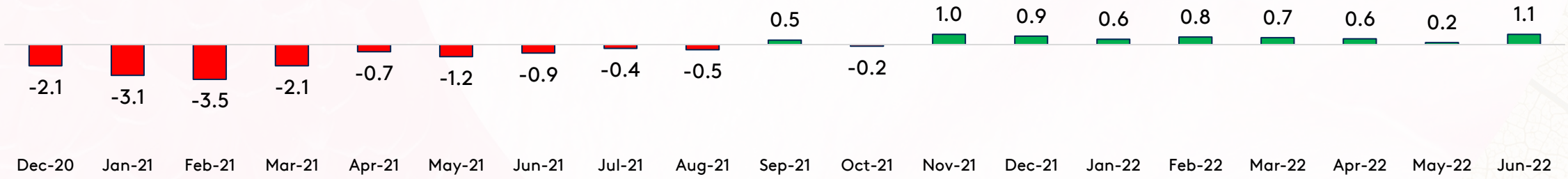
CONSUMER BEAUTY GAINS GLOBAL SHARE FOR 8 CONSECUTIVE MONTHS

Coty sell-out growing high single digits, above market growing mid single digits

Coty Total Consumer Beauty (Global Share Pts YoY)



Coty Color Cosmetics (Global Share Pts YoY)



COTY

Source: NielsenIQ Market: B&M and E-com Period: June 2022 Categories: Color Cosmetics Mass, Fragrances Mass, Deodorants, Shower Gels
Countries: Argentina, Australia, Brazil, Canada, China, Czech Republic, France, Germany, Great Britain, Italy, Netherland, Poland, Spain, Switzerland, USA

TIKTOK DUPE VIDEOS



£33 **VS** £9.99

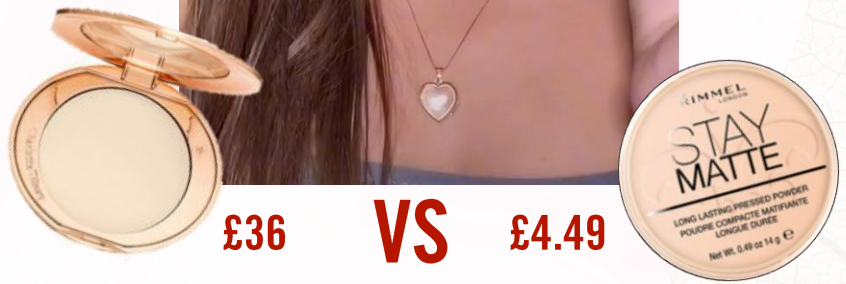
FOUNDATION



£27 **VS** £8.49

CONCEALER





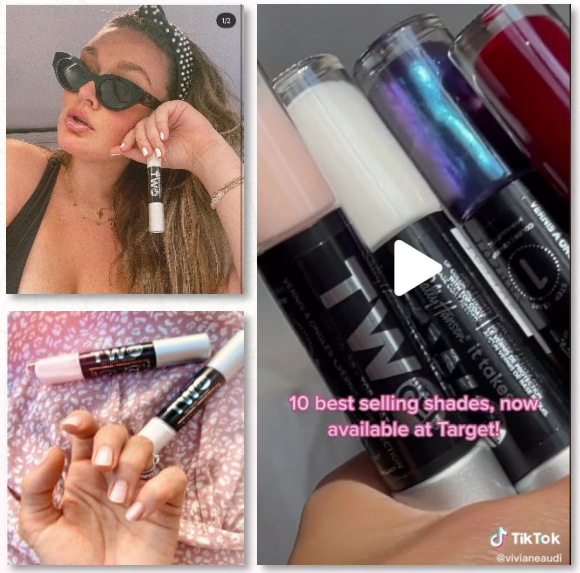
£36 **VS** £4.49

POWDER

TARGET

gopuff

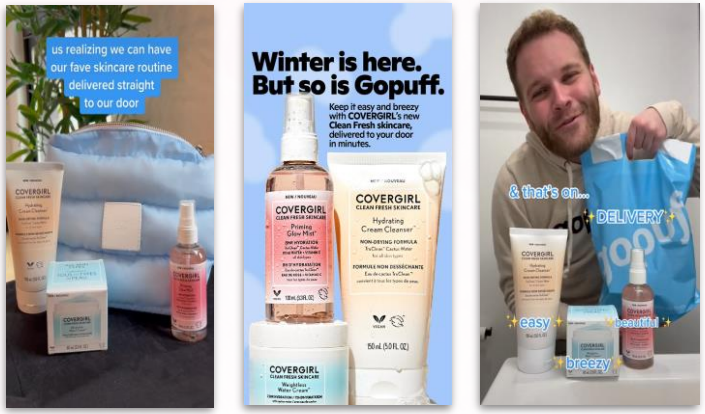
https://www.douyin.com/



BETA TESTED INFLUENCER & TIKTOK CAMPAIGNS WITH TARGET

DIGITAL PENETRATION OUTPACED BRAND AVERAGE BY +100%

POST-LAUNCH (AUGUST WK 4 – SEPTEMBER WK 4 2021)



DRIVING AWARENESS AND EXCITEMENT FOR NEW COVERGIRL SKINCARE!

- 69.6K IMPRESSIONS & 900 TOTAL ENGAGEMENTS
- PRIMING GLOW MIST & WEIGHTLESS WATER CREAM BOTH IN TOP 20 FOR 2022



KOC PRODUCT SEEDING

CREATE ASSETS







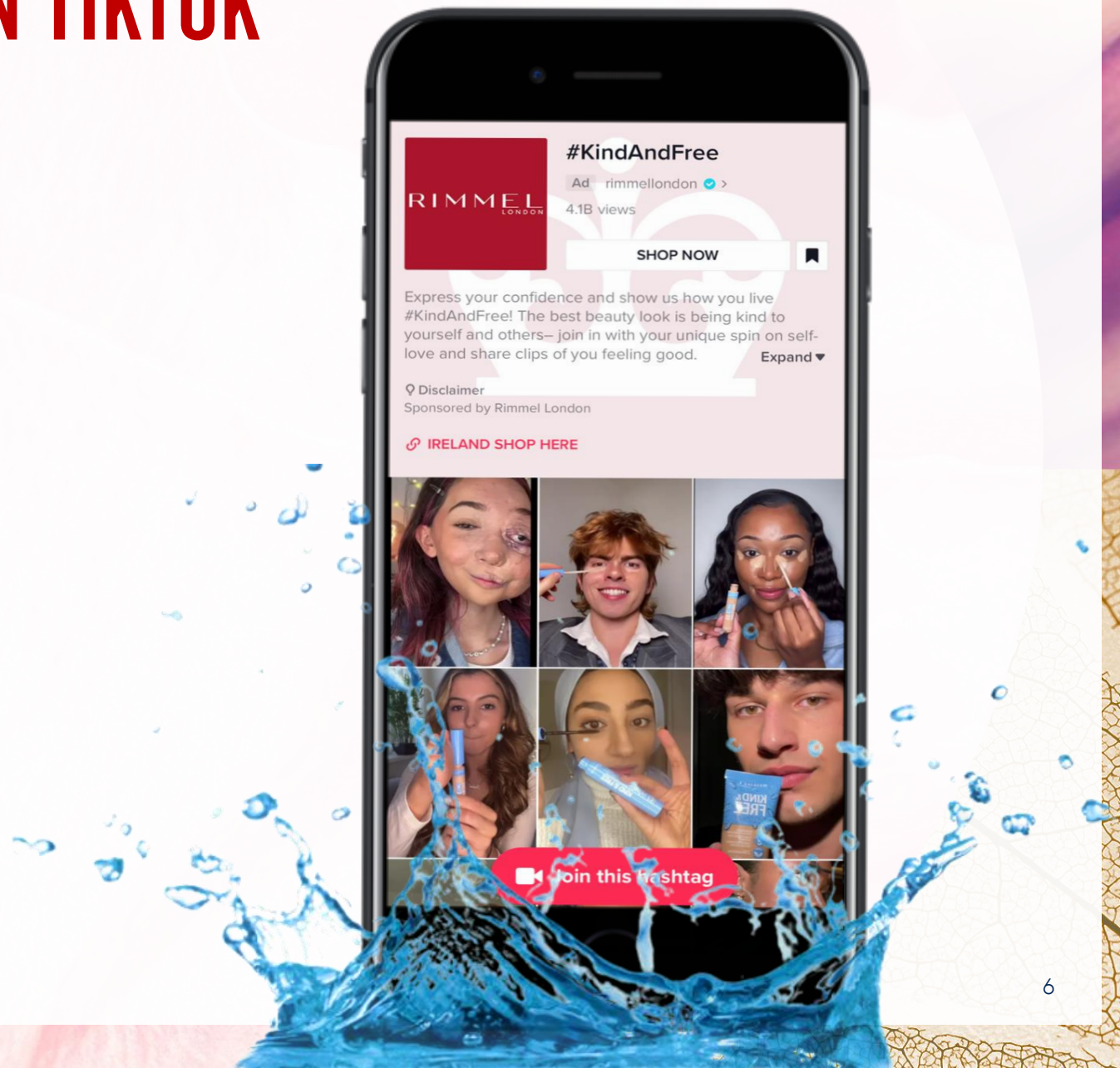
COTY

RIMMEL MAKING A SPLASH ON TIKTOK

#KindAndFree

TIK TOK CHALLENGE

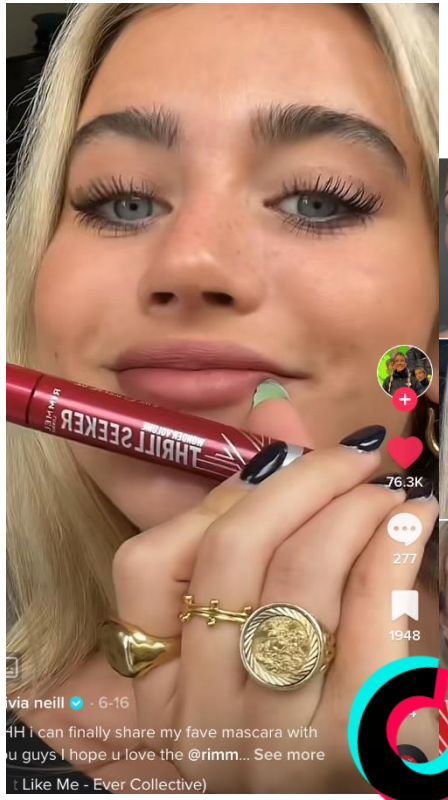
6 B VIEWS

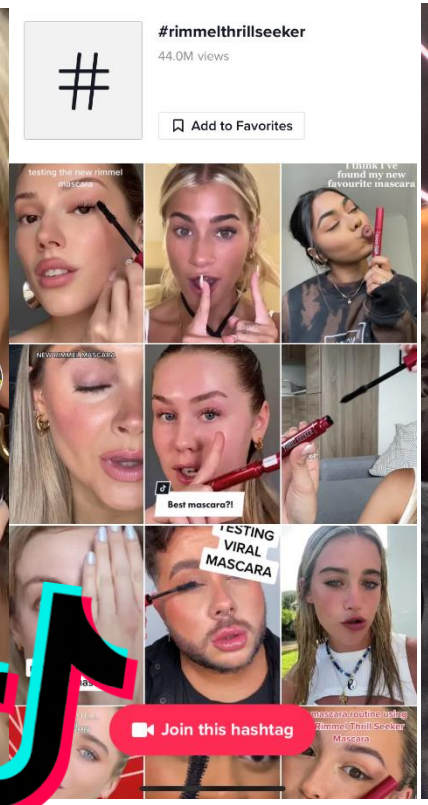


THRILL SEEKER IS THE #1 MASCARA IN THE U.K. & ENTERS TOP 10 IN TOTAL COSMETICS



GENZ FOCUSED CAMPAIGN WITH TITKOK AT ITS CORE







ix116 GEN Z

FACE OF THE CAMPAIGN – OLIVIA NEILL 1.3M FOLLOWERS

OVER 44M VIEWS ON TIKTOK

MEET & GREET WITH RETAILER, SUPERDRUG

DISRUPTIVE MEDIA APPROACH







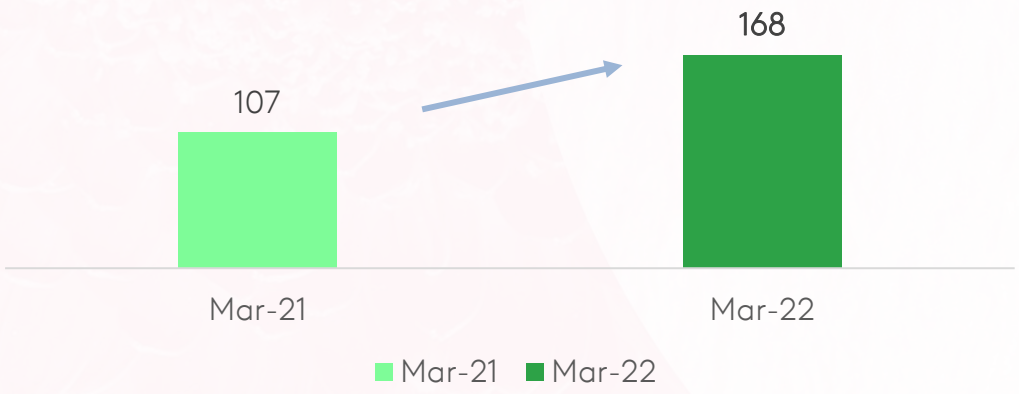


*Nielsen Value sales L8W w/e 13/08/22 **Nielsen Value sales L4W w/e 13/08/22

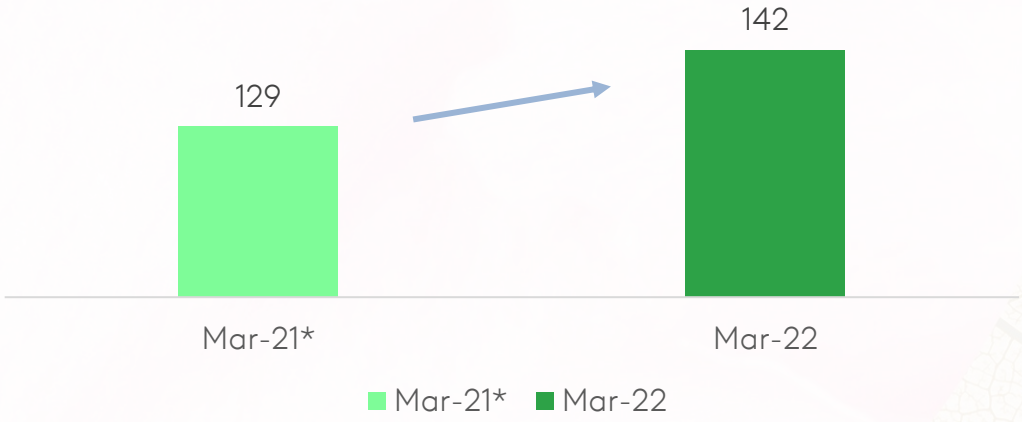
INCREASED PENETRATION WITH GEN Z AND HISPANICS

Overall CoverGirl Household Penetration +150bps in the last year

Clean Fresh Overindexing to Under 35



Exhibitionist Overindexing to Hispanics



*Low sample
Source: Data is sourced from Nielsen HH panel ending March 2022

UPGRADING THE WALL ACROSS U.S. AND CANADA



COVERGIRL SHOP IN SHOP

Clean Fresh Skincare and Make-Up

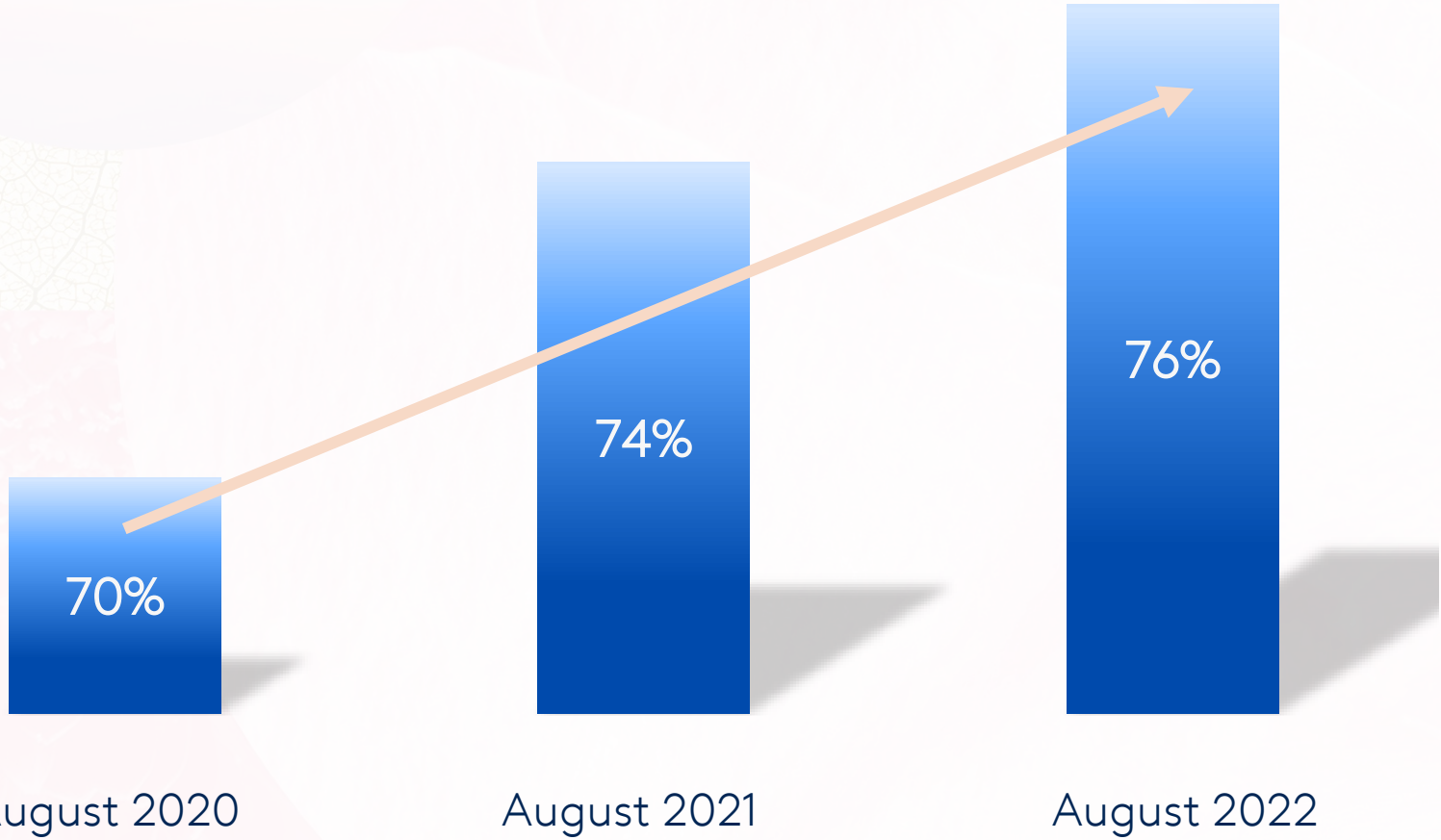


Simply Ageless



COVERGIRL MAG 8 GROWING AND REDUCING FRAGMENTATION

STRENGTH OF CORE PROPERTIES STEADILY INCREASING SINCE 2020; LASH BLAST & SIMPLY AGELESS LEAD GROWTH

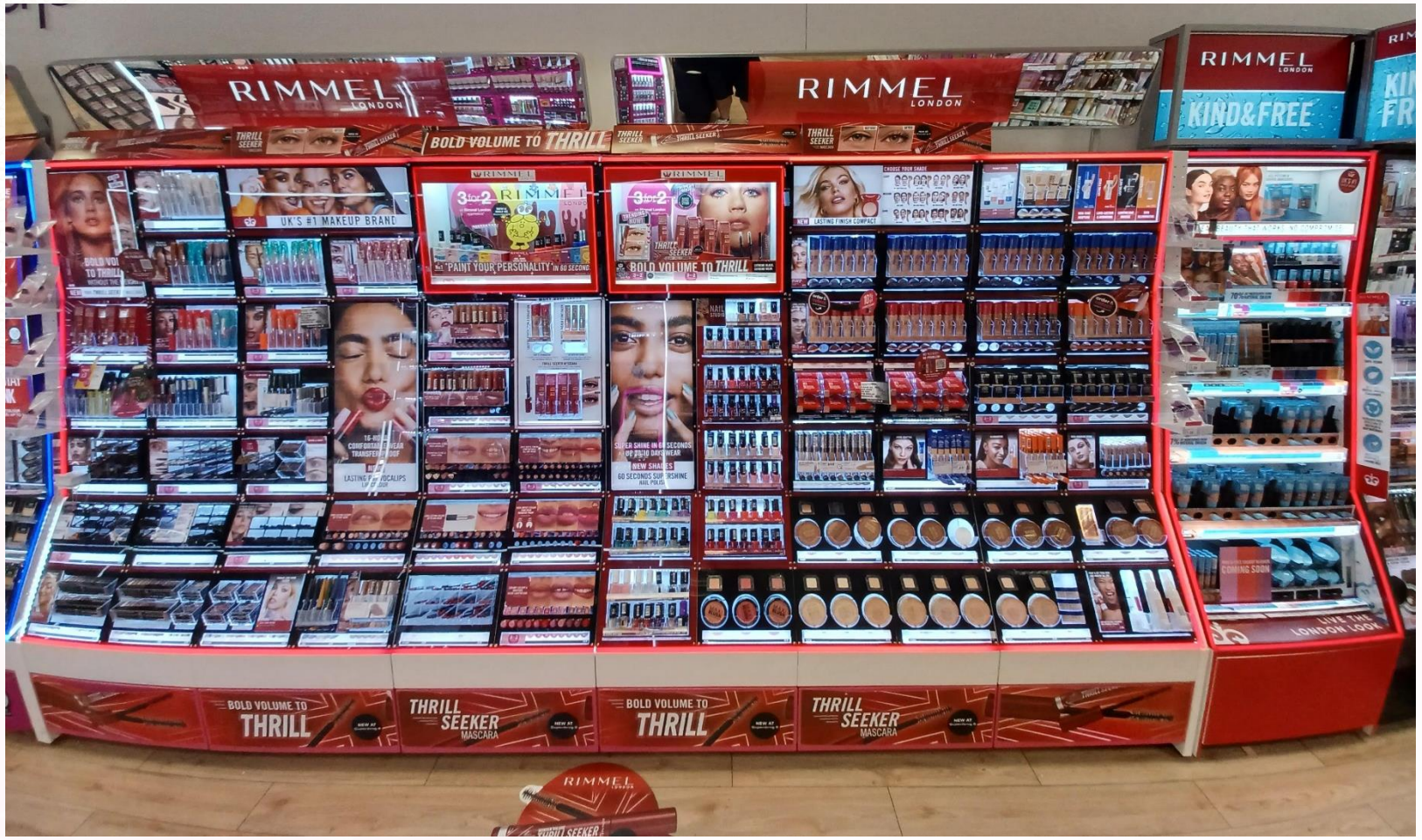


COTY

Nielsen Latest 52W W/E 8.30. 22


COVERGIRL
CLEAN FRESH SKINCARE
SUPERCHARGED, CLEAN, VEGAN
SKINCARE THAT WORKS
NEW / NOUVEAU
COVERGIRL
CLEAN FRESH SKINCARE
Priming
Glow Mist
8HR HYDRATION
ROSE WATER + VITAMIN C
8H D'HYDRATION
EAU DE ROSE + VITAMINE C
COVERGIRL
CLEAN FRESH SKINCARE
Mattifying
Oil-Free Moisturizer
COVERGIRL
CLEAN FRESH SKINCARE
Dry Skin
Corrector Cream
COVERGIRL
CLEAN FRESH SKINCARE
Hydrating
Cream Cleanser
NON-DRYING FORMULA
FORMULE NON DESSÉCHANTE
VEGAN
COVERGIRL
CLEAN FRESH SKINCARE
Weightless
Water Cream
72HR HYDRATION / D'HYDRATATION
VEGAN

DISTRIBUTION STABLE OR GROWING



USA
Stable
+ Growth ex Nielsen

Germany
Stable

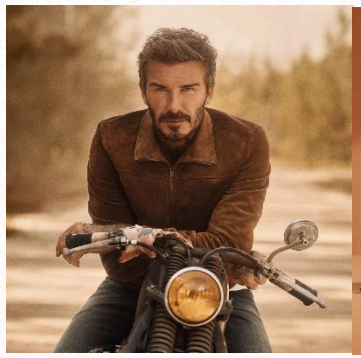
U.K.
Growing

FRAGRANCE BRANDS GAINING SHARE



bruno banani
NOT FOR EVERYBODY

+30 bps





DAVID BECKHAM
FRAGRANCES

+30 bps





MEXX

+10 bps







COTY

Source: Nielsen Market: B&M and E-com. Period: June 2022 Categories: Color Cosmetics Mass, Fragrances Mass, Deodorants, Shower Gels
Countries: Argentina, Australia, Brazil, Canada, China, Czech Republic, France, Germany, Great Britain, Italy, Netherland, Poland, Spain, Switzerland, USA

OUR BRANDS ARE POWERFUL BUT REGIONAL



COTY

SINCE 1904

DISCLAIMER

Forward-Looking Statements

Certain statements in this presentation are forward-looking statements. These forward-looking statements reflect the Company's current views with respect to, among other things, the impact of COVID-19 and potential recovery scenarios, strategic planning, targets and outlook for future reporting periods (including the extent, timing and concentration of revenue, expense and profit trends, changes in operating cash flows and cash flows from operating activities and investing activities, expected drivers of sales and profitability in future periods, expected future tax rates, the impact of currency exchange rate volatility and the impact of inflationary pressures),the wind down of the Company's operations in Russia ((including timing and expected impact), the Company's future operations and strategy including the expected implementation and related impact of its strategic priorities), allocation and amount of advertising and consumer promotion costs, expected shelf space trends, allocation and amount of research and development investments, investments, licenses and portfolio changes, product launches and relaunches or rebranding (including their expected timing and impact), ongoing and future cost efficiency, optimization and restructuring initiatives and programs, strategic transactions (including their expected timing and impact), plans with respect to opportunities to leverage assets including through public offerings, expectations and/or plans with respect to joint ventures (including Wella and the timing and size of any related distribution or return of capital), the Company'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), investments, licenses and portfolio changes, product launches, relaunches or rebranding (including the expected timing or impact thereof), and synergies, savings, performance, cost, timing and integration of acquisitions and investments, including the strategic partnerships with Kylie Jenner and Kim Kardashian West, future cash flows, liquidity and borrowing capacity (including any debt refinancing or deleveraging activities), timing and size of cash outflows and debt deleveraging, the timing and extent of any future impairments, synergies, savings, impact, cost, timing and implementation of the Company's ongoing transformation agenda (including operational and organizational structure changes, operational execution and simplification initiatives, cost reductions and supply chain changes), expected impact, cost, timing and implementation of e-commerce and digital initiatives, expected impact, cost, timing and implementation of sustainability initiatives (including progress, plans and goals), the expected impact of geopolitical risks including the ongoing war in Ukraine on our business operations, sales outlook and strategy, the expected impact of global supply chain challenges and/or inflationary pressures (including as a result of COVID-19 and/or the war in Ukraine), the priorities of senior management, and the Company'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 the Company, 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: the impact of COVID-19 (or future similar events), including demand for the Company's products, illness, quarantines, government actions, facility closures, store closures or other restrictions in connection with the COVID-19 pandemic, and the extent and duration thereof, the widespread distribution of effective vaccines, related impact on the Company's ability to meet customer needs and on the ability of third parties on which the Company relies, including its suppliers, customers, contract manufacturers, distributors, contractors, commercial bank and joint-venture partners, to meet their obligations to the Company, in particular, collections from customers, and the ability to successfully implement measures to respond to such impacts; the Company's ability successfully implement its multi-year transformation 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 the Company'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; and managerial, operational, regulatory, legal and financial risks, including diversion of management attention to and management of cash flows, expenses and costs associated with the Company's response to COVID-19 and multiple ongoing and future strategic initiatives, internal reorganizations and restructuring activities, including the Transformation Plan, any unanticipated problems, liabilities or integration or other challenges associated with a past or future acquired business, joint ventures or strategic partnerships (including with Kylie Jenner and Kim Kardashian West) 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; global political and/or economic uncertainties, disruptions or major regulatory or policy changes, and/or the enforcement thereof that affect the Company's business, financial performance, operations or products, including the impact of the war in Ukraine and any related escalation or expansion thereof, the Company's ability to retain and attract key personnel 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 fiscal year ended June 30, 2022 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 gross margin, as well as adjusted earnings before interest, taxes, depreciation and amortization ("adjusted EBITDA"), adjusted EPS, net debt or financial net debt, economic net debt, free cash flow and immediate liquidity. 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 is defined as total debt less cash and cash equivalents. "Immediate liquidity" is defined as the sum of available cash and cash equivalents and available borrowings under Coty's Revolving Credit Facility. 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 August 25, 2022.

Outlook Information

In this presentation, Coty presents outlook information as of August 25, 2022.