PUIG

Puig Integrates Jean Paul Gaultier Fragrances into Its Brand Portfolio

- **Puig became the majority shareholder of the Jean Paul Gaultier fashion house in 2011.**

- **Jean Paul Gaultier fragrances, notably Classique and Le Mâle, are sold in more than 110 countries worldwide.**

- **Puig aims to reboot the brand in order to grow market share.**

Barcelona, January 5, 2016

Puig, majority shareholder since 2011 of the Jean Paul Gaultier fashion house, has fully integrated Jean Paul Gaultier fragrances into its portfolio of owned brands as of January 1, 2016.

The integration follows upon the termination of the license held by the Shiseido Company and managed by Beauté Prestige Internationale since 1993.

Jean Paul Gaultier fragrances, including Classique and Le Mâle, are distributed in more than 110 countries worldwide and rank among the top sellers in most of the markets where they are sold.

With this integration Puig now controls the fashion and fragrance businesses of four owned houses.

Puig intends to reboot the Jean Paul Gaultier brand in view of gaining market share and enhancing the label's international profile, which will enable Puig to achieve its growth objectives.

About Puig

Puig is a third-generation family-owned fashion and fragrance business based in Barcelona. The strength of Puig lies in its ability to build brands, to shape the image of brands through fashion, and to translate that same image into the world of fragrance through storytelling and product excellence.

The company's strong performance has resulted in substantial growth and revenues of € 1,508 million in 2014. Puig success stories include a combination of owned brands such as Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier, Penhaligon's and L'Artisan Parfumeur, licenses such as Prada, Valentino and Comme des Garçons, and celebrity fragrances. Puig products are sold in more than 140 countries.

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