



Puig takes minority stake in Granado

- **Puig enters Granado as minority shareholder, as of September 2016, to support Granado's internationalization**
 - **Puig and Granado view this agreement as the basis for a long-term partnership**
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Barcelona, September 27, 2016

Puig announces its participation as a minority shareholder in Granado. The transaction is intended to support the growth of Granado in domestic and international markets. The transaction amount is confidential.

Granado, Brazil's storied pharmacy, was founded in 1870 by Portuguese immigrant, José Antônio Coxito Granado. A pioneer in the production of high-quality natural preparations, Granado also owns Phebo, one of Brazil's most recognized perfumery and glycerin soap brand, which Christopher Freeman, Granado's President, purchased in 2004. Today Granado is firmly established in the Brazilian cosmetics market as an example of success, strength and steady performance.

"Puig will help us to continue with the expansion of the concept stores in Brazil and abroad – which started in 2013 in the French market, with a corner in the luxury department store Le Bon Marché," says Sissi Freeman, Granado's Marketing and Sales director.

"We view this agreement as the basis for a long-term partnership," says Marc Puig, Chairman and CEO.

The current President of Granado, Christopher Freeman, will remain in charge of the company and does not anticipate any changes in the business model in the next years.

About Granado

Brazil's oldest pharmacy and supplier of cosmetics, medicine and fragrances to the Imperial Family, the Granado group owns two of the country's most iconic and traditional brands, Granado and Phebo. The company's portfolio is composed of over 900 SKUs including bath, body, cosmetics, derma-cosmetics, perfumes, baby, treatment, pharmaceutical, and pet products manufactured in two production facilities located in Rio and in Belem. Formulas are safety-driven, vegetable based, free of parabens and not tested on animals. Since 1870, the company's products are present in the finest pharmacies, supermarkets, perfumeries as well as in 47 company-owned flagship stores located across Brazil. In 2013, Granado opened a corner at Le Bon Marché in Paris and is present in several luxury boutiques across Europe.

www.granado.com.br

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 €1,645 million in 2015. Puig success stories include 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 150 countries.

www.puig.com

<https://www.youtube.com/c/Puig>

<https://www.linkedin.com/company/puig>