



Puig signs a joint venture agreement with Luxasia

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 - **The agreement will cover selected South East Asian markets such as Singapore and Malaysia**
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Barcelona, January 17, 2017

The family-owned fashion and fragrances company Puig recently signed a joint venture agreement with Luxasia, the leading prestige omnichannel beauty distribution and retail company in Asia. The joint venture will commence operations on February 1, 2017 and cover selected South East Asian markets such as Singapore and Malaysia.

Marc Puig, Chairman and CEO, commented, "The joint venture between Puig and Luxasia is an important step towards accelerating the development of our brands in Asia. We are delighted to bring our relationship to the next level and look forward to a successful partnership".

Patrick Chong, Chairman of Luxasia, commented, "Puig is a strong and innovative company with established brands and a long-term business view. We are very excited by the opportunities this strategic partnership presents. We are confident we can harness our deep market knowledge, influence, customer analytics and talents to sustainably grow the presence of the Puig brands in this part of the world".

About the Luxasia Group

Luxasia is Asia's beauty omni leader. Merging local knowledge with a global perspective, its consumer-centric go-to-market strategies and omni-channel distribution approach has helped over 120 international fragrance, cosmetics, skin care and professional salon brands successfully penetrate Asian markets. These include notable names such as Aveda, Burberry, Bvlgari, Chloé, Dior, Ferragamo, Guerlain, Hermès, Issey Miyake, La Prairie, Montblanc, Paco Rabanne, Prada, Valentino and Shiseido as well as exclusive niche labels including Acqua di Parma, Byredo, Diptyque, Eve Lom, Serge Lutens and Strivectin. It has a strong regional footprint of 11 offices and a team of more than 2,000 full-time employees in Singapore, Malaysia, Indonesia, Philippines, Thailand, Vietnam, India, China, Hong Kong, Taiwan and Myanmar. Luxasia has also established successful joint ventures with some of the world's largest beauty companies including the Coty Group, Elizabeth Arden, LVMH Group and Yves Rocher.

<http://www.luxasia.com/>

About Puig

Puig is a third-generation family-owned fashion and fragrance business based in Barcelona. The strength of the company 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 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 150 countries.

www.puig.com

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

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