



Christian Louboutin and Puig – partners for worldwide luxury beauty growth

Paris, March 1, 2018

Puig and Christian Louboutin are thrilled to announce a long-term license agreement under the Christian Louboutin brand.

Five years after having developed a successful, unique vision and a one-of-a-kind universe for beauty by Christian Louboutin, both global players today launch a multi-year partnership involving creation, development and distribution in the luxury beauty territory. A partnership that combines both companies' innate entrepreneurial, innovative and creative spirit to boost the beauty business.

"I am happy to continue this adventure with the Puig family. When I first met Marc and Manuel Puig, I immediately understood we had a lot in common. We are both a family business, we talk the same language and we are both passionate about what we do. Puig will be able to develop my vision of beauty according to the brand values," commented Christian Louboutin.

Marc Puig – Chairman and CEO of Puig – states: "We are delighted to sign this agreement with Christian Louboutin. We respect his brand and creativity and we want to build on his original and innovative presence in the beauty territory."

"Puig is the best partner to bring our beauty business to the next level while understanding and protecting our DNA and keeping our existing high positioning in the market. As we strongly believe in our potential in beauty, we've decided to sign a license agreement. I would like to thank Robin Burns-McNeill and Sam Ghusson and Batallure Beauty who have been great partners for the last five years," added Alexis Mourot, Christian Louboutin Chief Operating Officer and General Manager.

About Christian Louboutin

Christian Louboutin established his business in the heart of Paris in 1991, first with a collection for Women followed by a Men's collection a few years later, both recognizable by the signature red lacquered sole. 2014 welcomed the launch of Christian Louboutin Beauté. With a prolific collection of women's and men's shoes, handbags and small leather goods, Christian Louboutin now counts 140 boutiques around the world.

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 €1,790 million in 2016. 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 Lifestyle fragrances. Puig products are sold in more than 150 countries.

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