



Puig partners with Loto del Sur

- **Loto del Sur, the Colombian premium beauty company seeks to expand internationally**
 - **For Puig and Loto del Sur this agreement is the basis for a long-term partnership**
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Barcelona and Bogotá, March 12, 2019

Puig today announces a minority investment in Loto del Sur, the Colombian premium beauty company. Puig will support the growth of Loto del Sur, as the retail brand pursues a strategy of expansion in international markets and have the option to further increase its stake in years ahead.

Founded by Johana Sanint in 1999, Loto del Sur's portfolio currently covers Bath & Body, Face Care and Fragrance and Home. Infused with ancestral know-how, the brand's offerings are an homage to Latin America's histories and cultures. Made with a curated selection of locally sourced botanical ingredients, Loto del Sur products proudly pay tribute to the region's vast biodiversity. This commitment has helped establish Loto del Sur as a brand of reference among Latin American beauty consumers.

Ms. Sanint will continue in her role as President. No changes in the company's leadership or business model are anticipated.

Marc Puig, Chairman and CEO, commented, "We are delighted to partner with Loto del Sur. I would like to express my deep regard for the founder, Johana Sanint, who in the space of 20 years has built a beloved and very successful beauty brand. Our company's expertise in fine perfumery and long experience in global markets will help Loto del Sur realize its ambitions for growth. Puig is already a strong industry presence in Latin America, and with today's agreement, we further bolster our position in the region. Loto del Sur is a premium, retail-focused brand that will enable to deliver exceptional experiences directly to consumers."

"I am very pleased and sure that Puig knowledge of this industry, combined with our shared entrepreneurial spirit, the passion we both feel for what we do and our long-term vision will enable us to maximize the potential of Loto del Sur. Puig is an industry leader, yet they still manage to be flexible. And from the first, I was captivated by the genuine warmth of Manuel and Marc Puig. I could have never imagined a better partner to bring the richness, the exuberance and the glamour of Latin America to the world," comments brand's founder, Johana Sanint.

About Loto del Sur

Loto del Sur, a nature-inspired brand with authentic Latin American cultural roots, was founded in Bogotá (Colombia) in 1999 by Johana Sanint. Loto del Sur stands out with its genuine ingredient-driven portfolio of products made with Latin American flora. It benefits from a consistent and robust retail concept developed in a fast-growing own-store network. Loto del Sur products are present in 8 company-owned flagship stores located across Colombia and are also available for purchase through its e-commerce platform. Four new stores will be added to the Loto del Sur retail network this year 2019.

www.lotodelsur.com

About Puig

Puig is a third-generation family-owned fashion and fragrance business based in Barcelona. Puig creates distinctive brands and fragrance experiences that make people dream. The company's ambition is to define the future of the fragrance category and capture a disproportionate share of innovation and growth.

The company's strong performance has resulted in substantial growth and revenues of €1,935 million in 2017. Puig success stories include a combination of owned brands such as Carolina Herrera, Nina Ricci, Paco Rabanne, Jean Paul Gaultier, Dries Van Noten, Penhaligon's and L'Artisan Parfumeur; licenses such as Prada, Christian Louboutin, Comme des Garçons; and Lifestyle fragrances. Puig products are sold in more than 150 countries.

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