

COSSMA



COSNOVA
BEAUTY

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Cosnova Beauty has significantly exceeded their targets for the 2010 business year. With a net turnover of EUR 133.3 million (US\$ 177.0 million), they surpassed their previous year's annual results by 46 percent. Furthermore, they increased market share in Germany and internationally, as well as entered new markets in and outside of Europe. Sulzbach (Germany). Cosnova Beauty,

founded in 2001, has managed to increase its sales dramatically, against a backdrop of rather restrained growth in the decorative cosmetics market, thus continuing its success story. According to AC Nielsen, essence achieved a volume market share in Germany of 23.7% and a value market share of 9.7%, strengthening its position as the top-selling cosmetics brand in the market. Furthermore, essence attained volume market leadership in 2010 in Switzerland, Austria, the Netherlands, Ireland, Hungary, Croatia, Bosnia and Slovenia, as well as a strong position in several other Western and Eastern European countries. Thereby further expanding its position as the top-selling brand in Europe in the low-price segment. One of the objectives of Cosnova Beauty for 2011 is to continue strengthening its market leadership position. Owner and managing director of cosnova Beauty, Christina Oster-Daum comments: "Since last year, the successful listing of our brands Essence and Catrice at Douglas has opened up a new sales channel, which we intend to further develop. At the same time, we aim to increase the space allocated to essence to two meters in as many of our Cosnova Beauty trade partners' stores as possible, while broadening distribution of our new and innovative Catrice range." All the signs indicate growth in terms of brand strategy too: "Essence will continue to develop the professional nail product range "studio nails", which was introduced last year, with further innovations such as the "Essence better than gel nails". A new skin care range - "my skin" - with fruit and plant combinations specially developed for young skin will also be launched. Furthermore, the relaunch of our second brand, Catrice, will be fully completed in 2011", says Christina Oster-Daum and continues: "We want to keep proving that trends, innovations and excellent quality do not have to be expensive." For the 10-year anniversary coming up this year, the owners and managing directors, Christina Oster-Daum and Javier González, plan to achieve yet another double-digit growth in sales. Javier González: "This is a realistic objective: our business in Central and Eastern Europe is continuing to develop robustly. In Southern Europe, we expect a continuation of the rapid growth of 2010, when we quintupled our turnover in Italy and doubled our turnover in Spain. Following a successful introduction at ULTA in the USA in 2010, the foundations have been laid for a successful business expansion in North America. The imminent listing with Shoppers Drug Mart in Canada in the summer of 2011 is another decisive step in North America. At the same time, we will pursue further development in the European market, as well as expand in the Middle East, Asia, Latin America and Africa." With its corporate philosophy, which stands for outstanding innovation, trend know-how, and high-quality products at absolutely low prices, Cosnova Beauty has revolutionized the market for decorative cosmetics in Germany and around the world. The two brands - Essence and Catrice - offer ideal product ranges to meet the needs of trend-conscious consumers who demand premium quality at an exceptional price. Currently, Cosnova Beauty distributes its products to over 35 countries in Europe, North America, the Middle East and Africa. The brands essence and Catrice are available in approximately 14,000 sales outlets. The company's clients include pharmacies, drugstores, food retailers, department stores and perfumeries.