



INTERNATIONALLY ON TRACK FOR GROWTH:

cosnova Beauty achieves record results

The family-run company is enjoying enormous growth worldwide, significantly exceeding the market trend and closes the 2021 fiscal year as a high performer in its industry.

Sulzbach, 13th January 2022 - Exceptionally strong figures and impressive growth rates, that is the result of the 2021 fiscal year at cosnova Beauty. The family-owned company for decorative cosmetics increased its net sales to 467 million euro (cosnova Group) and thus grew by 15 % compared to the previous year. This even surpasses the result before the outbreak of the Corona pandemic and increases global net sales by 5 % compared to 2019. While the overall market is still below the pre-covid level, cosnova has once again managed to achieve record results.

Growth Drivers Online and International Business

Above all, the expansion of the online business and the excellent development in the key international markets have made cosnova Beauty a model of success in the industry. The proportion of the total online share is now already approximately one tenth. This is mainly due to the huge increase in e-commerce business of over 50% compared to the previous year and over 130 % compared to 2019.

In the USA and China in particular, the strategy of focusing more on online trade and B2C business with e-commerce partners has been very successful. Growth rates were 40 % in the United States and as high as

22 % in China. cosnova has also achieved very good results in Western Europe with a plus of 25 %. The growth leader is the region of the Middle East and North Africa with over 50%.

"cosnova remains fully on track for success, despite the tense global situation in another challenging year - which is why we are very pleased with this result," says Mathias Delor, Managing Director and COO of cosnova GmbH. "The global supply bottlenecks also presented us with a major hurdle and we are aware that we could not keep our customers fully satisfied here. Nevertheless, we are proud that the internationalization and digitalization we have been driving forward have contributed to this impressive result, as has our consistent fulfilment of our promise to offer the highest quality at a top price. In the jubilee year 2022, we will continue to expand our position on the market even further."

*Nielsen, LEH/DM/KWH, Oct. 2021



+5 % increase
in net sales
compared to 2019



Market share for essence &
CATRICE in Germany



> 50 % increase in e-Commerce
business in 2021



million euros
net sales (cosnova
Group)

"The past 20 years have been an exciting journey and I am proud and grateful that our great team continues on this path with me to this day."

Christina Oster-Daum,
Founder and President
of cosnova GmbH

cosnova celebrates its 20th anniversary - on a successful course for two decades

What started in 2002 with the visionary idea - a high-quality brand that is affordable for everyone - by the founders Christina Oster-Daum and Javier González, now inspires beauty fans of all ages and from all parts of the world. "The past 20 years have been an exciting journey and I am proud and grateful that our great team continues on this path with me to this day," says the cosnova founder and President of the Board Christina Oster-Daum. "Together, we have achieved so much and we have consistently delivered on our mission to "make everyone feel more beautiful" in new and innovative ways."

In addition to the core business of essence and CATRICE, cosnova will continue to focus on the steady diversification of its portfolio in its jubilee year: Innovative brands such as L.O.V. or LaManufacture are under the umbrella of NextGen Beauty GmbH, a sister company of cosnova GmbH. With the Zeena brand, the incubator wants to establish a new brand this year in emerging markets that meets cosnova's quality standards and gives local people access to high-quality decorative cosmetics - outside the standardized distribution channels.

Digital solutions tailored to consumer needs

The global beauty player focused on expanding its e-commerce business last year and is connecting retail, the brands and consumers in a new way with the implementation of the collaborative platform 'Connected Beauty'. "Digital solutions tailored to consumer needs was our declared goal in 2021 and will remain so for the coming years," is how cosnova Chief Digital Officer Dirk Lauber sums it up. "We are very proud that we have completely revamped our online infrastructure in 2021 and have created an innovative brand experience platform with 'Connected Beauty', which includes engagement, commerce, service, marketing and the brand websites," Lauber continues.

Exciting highlights are also on the horizon for cosnova in the strategic focus area of Digital Marketing: In addition to the successful expansion of its social media presence on channels such as Instagram and TikTok, social commerce, live shopping events and augmented reality tools are on the digital agenda. In particular, the focus will be on the areas of influencer marketing as well as content production and distribution in 2022: "These are important strategic topics for us because our marketing distribution channels are almost exclusively digital and we want to take the requirements of the platforms, trends and developments into account," says Thorsten Mühl, who, as Director Digital Marketing, has been instrumental in shaping the digital transformation at cosnova since April 2021.

Mathias Delor,
Managing Director and COO
of cosnova GmbH

"cosnova remains fully on track for success, despite the tense global situation in another challenging year."

300t

tons of new plastic saved
compared to previous year.

50 %

recycled material to be used for
packaging by 2025.

2023

the entire product range will be
free of microplastic particles.

Ambitious sustainability course

cosnova was able to continue on its ambitious sustainability course over the past year: In 2021, important milestones were reached in reducing plastic and microplastic particles in the product portfolio. The use of microplastic particles was already eliminated from a large part of the products in 2021, and the entire range will be free of microplastic particles by 2023. In addition, the cosmetics manufacturer has saved around 300 tons of new plastic in the past year compared to the previous year. By 2025, recycled material or renewable raw materials are to be used for at least 50 percent of the packaging. cosnova continues to rely on its collaboration with strong partners: As a new member of the "Science-Based Targets initiative (SBTi)" and in cooperation with ClimatePartner, the company is working on a science-based climate strategy and already introduced its first climate-neutral products last year. Since April 2021, the partnership with WWF Germany is an important milestone of the existing ecological and social commitment.

About cosnova Beauty

cosnova Beauty with headquarters in Sulzbach/Germany is managed by the Executive Managers Mathias Delor, Javier González, Gesine Hild, Dirk Lauber, Christina Oster-Daum, Hilko Prahll and Yvonne Wutzler. At the end of the fiscal year 2021, cosnova Beauty had around 650 employees around the world. Meanwhile, its cosmetic brands essence and CATRICE are sold in over 80 countries in Europe, North and South America, the Middle East, Asia, Oceania and Africa. The company's customers include drugstores, food retailers, department stores, perfumeries and fashion chains as well as various online trade partners. In addition, essence and CATRICE are also each represented with their own online stores.

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