



## PRESS RELEASE

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## Expansion into Germany with the acquisition of fragrance and cosmetics chain, HC Parfümerie

Bogart Group (Euronext Paris - Compartment B - FR0012872141 - JBOG), which specializes in the creation, manufacture and commercialization of luxury fragrances and cosmetics, has announced its acquisition of 100% of German fragrance and cosmetics chain, HC Parfümerie Group.

Founded 40 years ago by the Warschau family, today HC Parfümerie Group is a leading German retailer with a network of 80 boutiques and 7 franchise stores whose sales outlets are primarily located in city centers across the north of the country (Werder, Schwalmstadt, Gießen, Bremen, Wolfsburg, etc.). With a headcount of more than 400 employees, the company posted turnover in excess of €30 million in 2015 as well as a positive current operating profit.

This first entity in Germany is perfectly in line with the strategic roadmap announced by the Bogart Group during its capital increase at the end of 2015. The merger between these two key market players will not only notably enable Bogart to cement its position as a Europe-wide retail chain, accelerate its global expansion and double its network of boutiques, but will also have a strong leverage effect on all of the Group brands.

The acquisition of 100% of the capital of HC Parfümerie will be made entirely in cash and financed using Bogart Group equity. The company will be consolidated within the Group accounts from 1 December 2016, after which Bogart Group's new scope will include 152 sales outlets located across Germany, France and Israel.

Jacques Bogart has expressed his delight at being able to draw upon the experienced teams at HC Parfümerie, as Chief Executive Officer, Henrik Warschau, oversees the development of the Group's 80 boutiques during the 15 months following the signing of the agreement.

### Next publication:

Bogart Group will publish its provisional yearly turnover during the week beginning 20 February 2017.



## GROUPE BOGART

### About HC Parfümerie Group

HC Parfümerie Group marries iconic products and brands with expert advice in fragrances, skincare products and cosmetics. Founded by the Warschau family which opened its first sales outlet as far back as 1971, today, the Group includes 80 own-brand boutiques and 7 franchise stores across Germany.

Its success is compounded by seven consecutive years of German awards: best cosmetics store in 2010, best customer service in 2011, best cosmetics store in 2012, best customer service in 2013, best cosmetics store in 2014, best customer service in 2015 and best cosmetics store in 2016.

HC Parfümerie website  
[www.hc-parfuemerie.de](http://www.hc-parfuemerie.de)

### About BOGART Group

BOGART Group specializes in the creation, manufacture and commercialization of luxury fragrances and cosmetics. With a unique positioning as a manufacturer-distributor, the Group is present in more than 90 countries and markets products in France via selective cosmetics networks and overseas via local distributors and Group subsidiaries. The Group employs 631 members of staff and generates more than 72% of its turnover outside France. In 2015, the Group posted turnover of over €95 million.

Turnover by business division breaks down as follows:

- Distribution (43%): fragrances (Bogart own brands, Ted Lapidus and Carven, and licensed brands Chevignon, Lee Cooper and Naf Naf) and cosmetics (own brands Méthode Jeanne Piaubert and Stendhal).

- Boutiques (57%): own-brand cosmetics chain.

Total Group revenues (Ted Lapidus licenses included) amounted to more than €97 million in 2015.

BOGART Group is listed on the Euronext Paris stock exchange (Ticker: JBOG – ISIN: FR0012872141)

Group website  
[www.groupe-bogart.com](http://www.groupe-bogart.com)

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