

GROUPE BOGART



PRESS RELEASE

Paris, 5 March 2018

Launch of Carven's new fragrance for women, "*Dans Ma Bulle*"

New exclusive international partnerships

Bogart Group (Euronext Paris - Compartment B - FR0012872141 - JBOG), which specializes in the creation, manufacture and sale of luxury fragrances and cosmetics, has announced the launch of Carven's new fragrance for women, "*Dans Ma Bulle*", available now in France as part of a pre-launch at Nocibé.



Three talented designers, Patricia Choux, Violaine Collas and Véronique Nyberg from Mane, have created a resolutely addictive fragrance blending floral, oriental and powdery notes. The Litchi Rose Jungle Essence and hints of sweet and vanilla scents will enchant Carven girls, reflecting their glowing, cheerful and cheeky femininity.

"*Dans Ma Bulle*", a radiant olfactory fantasy, reflects the fresh burst of energy instilled by Serge Ruffieux, Artistic Director of Carven Mode since 2017.

The fragrance will gradually arrive on shelves in other selective boutiques in Europe, Asia (May 2018) and the United States in summer.

International expansion: 8 new contracts signed

Today, CARVEN is distributed throughout a network of selected fragrance boutiques and department stores, mainly in Europe and the United States. This network comprises a total of 2,500 sales outlets in around thirty countries.

Drawing on its extensive experience in the retail business with its network of 157 own-brand boutiques, Bogart Group has recently signed new exclusive partnerships for its CARVEN brand with a number of selective fragrance chains. CARVEN will be distributed in four new countries in Europe (including the Netherlands and Poland) and abroad (UAE, South Africa, Australia and Singapore). In total, these markets comprise around 500 new sales outlets in the first half of 2018.



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Nicolas Dewitte, Bogart Group's Deputy Managing Director, said: "This launch offers further visibility to CARVEN, which continues to showcase the strength of its brand worldwide. CARVEN's reputation and retail expertise enables us to step up our acquisition of market share abroad and strengthen our distribution network in high-growth countries."

Next publication:

Bogart Group will publish its full-year results in the week beginning 23 April 2018.

About BOGART Group

BOGART Group specializes in the creation, manufacture and commercialization of luxury fragrances and cosmetics. With a unique market positioning as a manufacturer-distributor, the Group is present in more than 90 countries, and markets its products in France via selective fragrance and cosmetics networks and overseas via local distributors and Group subsidiaries. The Group employs 1,120 members of staff and generates 78% of its turnover outside France. In 2017, the Group posted turnover of over €128.2 million.

Turnover by business division breaks down as follows:

- Distribution (29%): fragrances (Bogart own brands, Ted Lapidus and Carven, and licensed brands Cheignon, Lee Cooper and Naf Naf) and cosmetics (own brands Méthode Jeanne Piaubert and Stendhal).

- Boutiques (71%): own-brand fragrance chain.

Total Group revenues (Ted Lapidus licenses included) amounted to more than €129.7 million in 2017.

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

Group website

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