

interparfums

CLARINS  
FRAGRANCE GROUP

## InterParfums<sup>SA</sup> - Clarins agreement for US market

Effective January 1, 2011, the recently formed US company, InterParfums Luxury Brands, a wholly-owned subsidiary of the French parent InterParfums<sup>SA</sup>, will lead the development and distribution of the Burberry (fragrances and make-up), Lanvin, Montblanc and Jimmy Choo brands in the US market.

Under the terms of a four-year renewable agreement, InterParfums Luxury Brands and Clarins Fragrance Group US (a Division of Clarins Group in the US responsible for the Thierry Mugler, Azzaro, Porsche Design, David Yurman and Swarovski brands) will share and manage an expanded sales force. Logistical and administrative support will be provided by Clarins Group USA from its Park Avenue offices in New York and its warehouse in Orangeburg, New York.

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Jonathan Zrihen, President & CEO of Clarins Group USA declared: *"We are delighted with this opportunity to join forces with the InterParfums luxury brands in the United States. The coherent fit and high quality of our respective brands and the combined efforts of our teams will significantly contribute to strengthening positions of both companies in the US"*.

Philippe Benacin, President & CEO of InterParfums<sup>SA</sup> and Stanislas Archambault, Managing Director of InterParfums Luxury Brands added: *"This alliance offers us a unique opportunity to develop a highly efficient organization, create synergies and accelerate growth in the US market"*.

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### InterParfums

Founded by Philippe Benacin and Jean Madar in 1982, InterParfums<sup>SA</sup> develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Burberry, Jimmy Choo, Montblanc, Paul Smith, S.T. Dupont and Van Cleef & Arpels. The Company also owns Lanvin Perfumes and Nickel, a men's skin care company.

Its products are sold in over 100 countries worldwide and 20,000 points of sale. InterParfums<sup>SA</sup> has had a consistent track record of strong growth in recent years with net sales of €259 million in 2009 and is listed on NYSE Euronext Paris with a market capitalization of more than €400 million.

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### Clarins

Clarins Group is the European leader for prestige skin care products with an iconic brand name and major positions in North America and Asia. It also has a make-up product range under the Clarins brand name in addition to organic cosmetics with the Kibio brand.

For fragrances, the Group has a significant volume of business with proprietary brands Thierry Mugler and Azzaro, license agreements (Porsche Design, David Yurman and Swarovski) and distribution partnerships. Present in more than 150 countries through 20 distribution subsidiaries, Clarins Group has annual revenue of more than €1 billion.

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