

**GROUPE ROCHER HAS
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WITH A VIEW TO
SELLING THE
FLORMAR BRAND**

PRESS RELEASE

22ND OF MAY 2024

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ISSY-LES-MOULINEAUX, THE 22ND OF MAY 2024

Groupe Rocher, which operates in France and internationally in the world of cosmetics, apparel & home embellishment with leading brands such as Yves Rocher, Petit Bateau, Dr Pierre Ricaud, Stanhome and Arbonne and Sabon, has signed a share purchase agreement with a company composed by a consortium of three Turkish investors - Esas Private Equity, Tacirler Asset Management PE Fund I, and Credia Partners, with a view to selling its Flormar brand, the leading make-up brand in Turkey.

Groupe Rocher is proud of the progress made by Flormar, particularly since its 100% takeover in 2021. Indeed, for the past 3 years, Flormar's leadership of the Turkish market was strengthened with a 5-point gain in market share, consolidating its position as number 1 in make-up in Turkey, its historic market.

This sale is part of the transformation of Groupe Rocher, announced last July. It will free up room for maneuver with a view to investing in its future, particularly in Asia, a strategic region for its development, while respecting its financial commitments.

The consortium of investors has great ambitions for Flormar, particularly in its continued international development, and the Group has every confidence in this consortium to make the investments necessary for the brand's expansion.

ABOUT GROUPE ROCHER

Groupe Rocher is a family business from Brittany, founded in 1959 by Mr. Yves Rocher. Convinced, thanks to Mr. Yves Rocher's personal experience, that nature has a positive impact on people's wellbeing and therefore on their desire to act for the planet, the Groupe Rocher was the first international group to adopt the mission-driven company status, under French law, which purpose is to "reconnect people to nature". It includes 9 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr Pierre Ricaud, ID Parfums, Sabon and Flormar), more than 15.000 employees, 50 million customers and reached a sales turnover of €2,2 billion in the beauty, nutrition, apparel and homecare sectors. Its international expansion has accelerated over the last few years, and the group is now present in more than 100 countries.

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