

GROUPE ROCHER FINALISES THE SALE OF THE FLORMAR BRAND

PRESS RELEASE

OCTOBER 1ST SEPTEMBER 2024

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ISSY-LES-MOULINEAUX, OCTOBER 1ST, 2024

Groupe Rocher, which operates in France and internationally in the world of cosmetics, apparel and home embellishment with leading brands such as Yves Rocher, Petit Bateau, Dr Pierre Ricaud, Stanhome and Arbonne and Sabon, announces that it has completed the sale of the Flormar brand to a consortium of three Turkish investors – Esas Private Equity, Tacirler Asset Management PE Fund I, and Credia Partners. The sale, announced in May 2024, was made possible thanks to the support of KPMG Deal Advisory Services, BNP Paribas, and the Istanbul office of Gide, Loyrette Nouel law firm.

Bris Rocher, Chairman of Groupe Rocher, would like to highlight the exceptional work of the Flormar teams and thank them: "*We are proud of the progress we have made with Flormar. I would like to extend my warmest thanks to all our teams, who have done an exceptional job over the last few years*". For the past 3 years, since the group took full control of Flormar, the brand has confirmed its position as market leader in Turkey, with a 5-point gain in market share. Groupe Rocher has every confidence in the consortium of investors acquiring the brand, which will be perfectly placed to pursue and support its development, particularly internationally.

This sale is part of the transformation of Groupe Rocher, announced in July 2023. It will free up room for manoeuvre with a view to investing in its future, particularly in Asia, a strategic region for its development, while respecting its financial commitments.

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 8 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr Pierre Ricaud, ID Parfums, and Sabon), nearly 14.000 employees, 50 million customers and reached a sales turnover of €2,2 billion¹ 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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¹ 2023 data