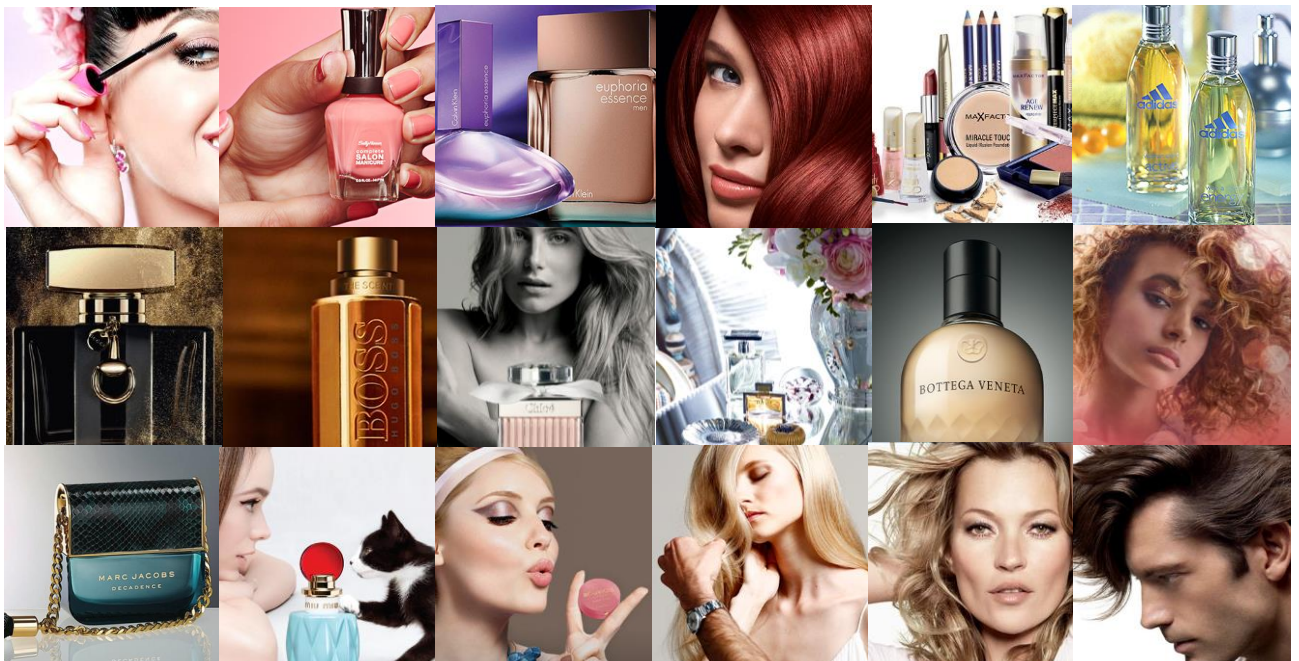




INVESTOR FACT SHEET

Coty is one of the world's leading beauty companies with approximately \$9 billion in revenue, a rich entrepreneurial heritage and an iconic portfolio of leading brands. We are the global leader in fragrances, with the number two position in salon hair and number three in color cosmetics.

We treasure our legacy, but are driven to develop new opportunities for our partners, employees and customers. Our Mission is to become over time a global industry leader by being a clear challenger in beauty delighting our consumers and creating long term shareholder value.



COTY

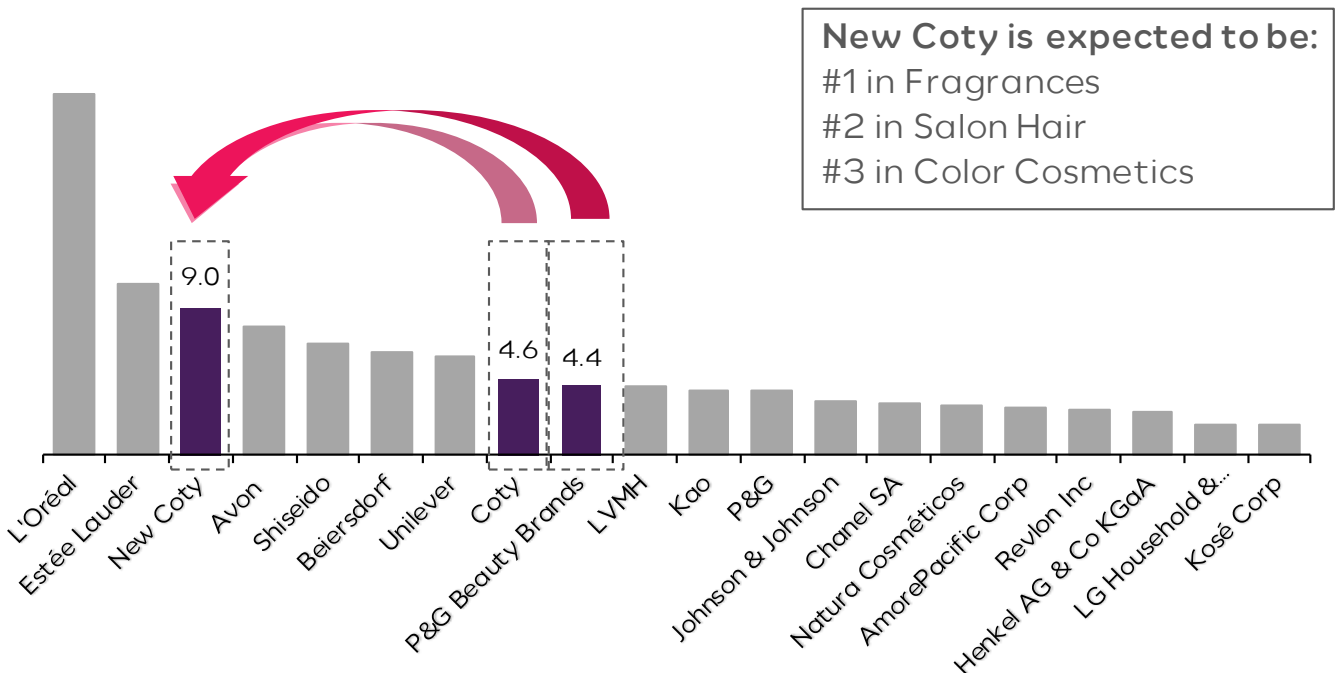
INVESTMENT HIGHLIGHTS

- 1 Beauty is a Very Attractive Industry with Strong Growth, Margins, and Cash Flow Generation
- 2 The Merger Creates a Pure-Play New Challenger in Beauty with ~\$9.0B in Net Revenues
- 3 Merger Synergies Expected to Materially Enhance Coty's Strong Margins and Cash Flow Generation
- 4 The New Coty is Well-Positioned to Drive Organic Growth and Participate in Other Acquisition Opportunities
- 5 A Strong Management Team with Relevant Experience and Heavily Invested in Coty

P&G TRANSACTION BENEFITS

Creation of a New Global Leader and Challenger in Beauty

Global Beauty ⁽¹⁾ FY16 Net Sales (\$Bn)

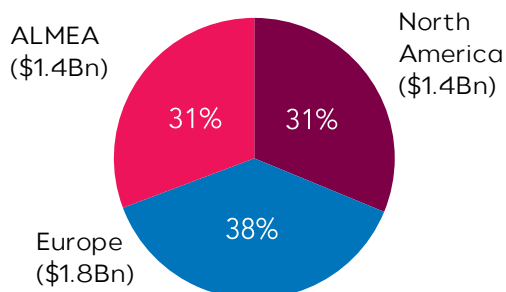


COTY

STRONG & DIVERSIFIED PRESENCE

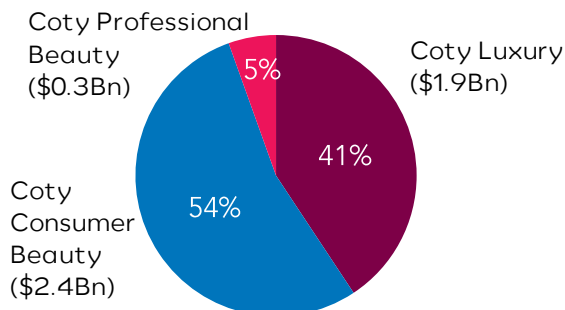
Coty (\$4.6Bn)

By Geography



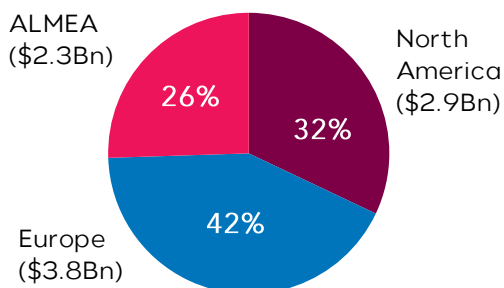
Coty (\$4.6Bn)

By Channel



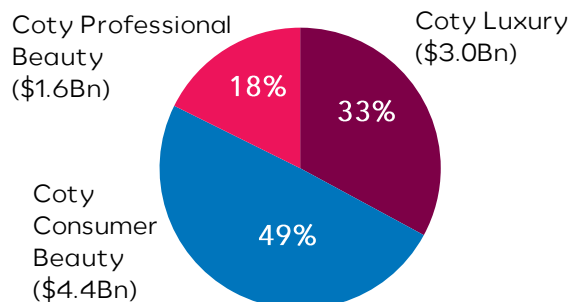
New Coty (\$9.0Bn)

By Geography



New Coty (\$9.0Bn)

By Channel



OPPORTUNITY FOR SUBSTANTIAL SYNERGIES AND CASH FLOW

- Total \$750MM synergies expected to be cumulatively phased in over four years
- Working capital benefit of approximately \$500MM over four years
- One-time operating costs of approximately \$1.2Bn and one-time capex of approximately \$500MM over four years
- Combined business has strategic and financial flexibility

COTY

ICONIC PORTFOLIO OF LEADING BRANDS

Each of the three divisions will be anchored in major brands

Coty Luxury	Coty Consumer Beauty	Coty Professional Beauty
Calvin Klein HUGO BOSS GUCCI philosophy MARC JACOBS Chloé JOOP! JIL SANDER BOTTEGA VENETA MIU MIU TIFFANY & CO.	COVERGIRL RIMMEL LONDON MAX FACTOR X Sally Hansen CLAIROL BOURJOIS nice'n easy KOLESTON WELLA adidas	WELLA PROFESSIONALS O·P·I PROFESSIONAL SEBASTIAN SYSTEM PROFESSIONAL CLAIROL PROFESSIONAL NIOXIN Londa PROFESSIONAL SASSOON PROFESSIONAL
Pro Forma FY2016 Revenue: \$3.0Bn	Pro Forma FY2016 Revenue: \$4.4Bn	Pro Forma FY2016 Revenue: \$1.6Bn

WELL POSITIONED FOR GROWTH

A More Focused Organization	Innovation & Engagement	New Mergers & Acquisitions	Strong Management Team
<ul style="list-style-type: none"> • Much closer to the customers & consumers • Very lean & cost efficient • Staffed with the best of all worlds talent • Heavily incentivized to drive growth 	<ul style="list-style-type: none"> • Step change the pace of innovation • Highly engaging digital content delivered at best-in-class costs • Implement the perfect store for our categories & brands 	<ul style="list-style-type: none"> • Continually evaluate potential acquisitions • Increase Coty's exposure to higher market growth pools • Rationalize current portfolio 	<ul style="list-style-type: none"> • Highly relevant experience • Incentives for management to acquire and hold personal wealth in Coty stock

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