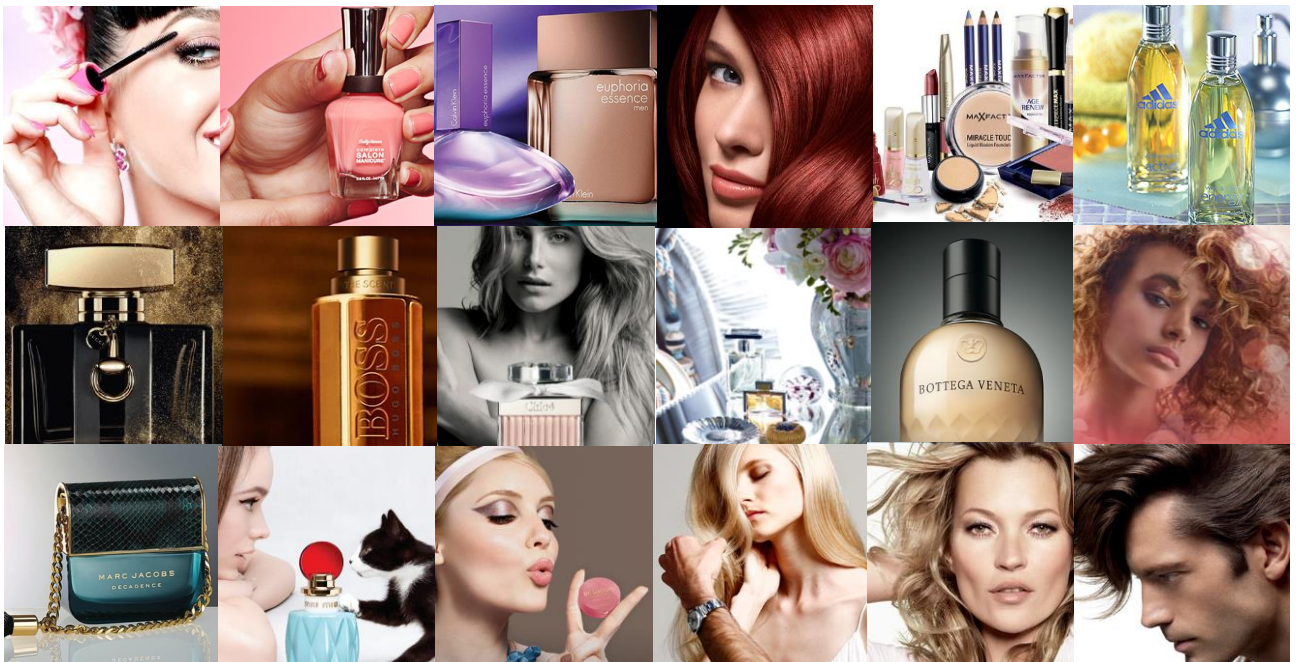




INVESTOR FACT SHEET

Coty is one of the world's leading beauty companies with approximately \$9 billion in pro forma 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.

Our Mission is to become a global industry leader by being a clear challenger in beauty, delighting our consumers and creating long term shareholder value.



COTY

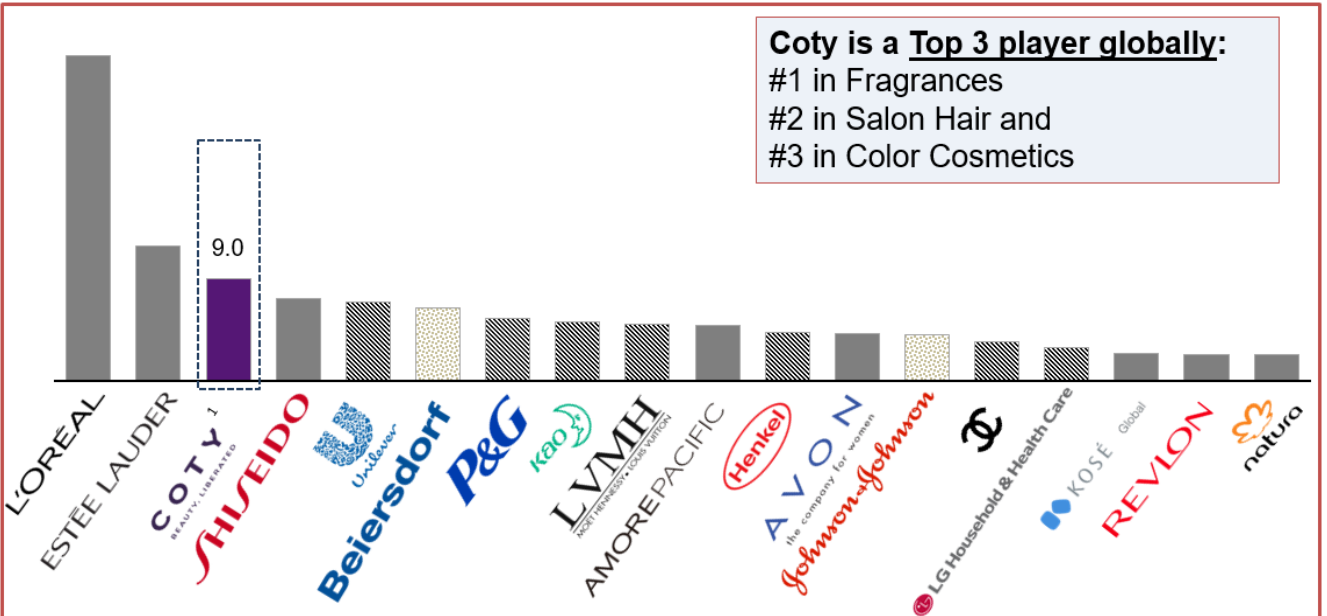
INVESTMENT HIGHLIGHTS

- 1 Beauty is a Very Attractive Industry with Strong Growth, Margins, and Cash Flow Generation
- 2 The P&G Acquisition Creates a New Pure-Play Challenger in Beauty with ~\$9Bn in Pro Forma Net Revenues
- 3 Synergies Expected to Materially Enhance Coty's Strong Margins and Cash Flow Generation
- 4 Coty is Well-Positioned to Drive Organic Growth and Participate in Other Acquisition Opportunities
- 5 Strong Management Team with Relevant Experience that is Heavily Invested

P&G TRANSACTION BENEFITS

Creation of a New Global Leader and Challenger in Beauty

Global Beauty FY2017 Net Sales (\$Bn)²



Source: Based on company filings and Euromonitor data; where applicable Euromonitor data represents 2016 RSP sales for the Fragrances, Color Cosmetics, Skin Care, Hair Colorants, Hair Stylists, and Salon Hair Care categories

Notes:

- (1) Coty is pro forma for annualized Younique and ghd revenues as well as Q1FY17 P&G Beauty Business (which was prior to the acquisition on Oct 1)
- (2) L'Oréal based on FY 2016 annual report; Estée Lauder based on FY 2017 annual report; Shiseido based on FY 2016 annual report; Unilever based on Euromonitor estimates; Beiersdorf based on FY 2017 annual report and represents "Consumer Business" segment; P&G based on Euromonitor estimates; Kao based on FY 2017 annual report and represents "Beauty Care" segment; LVMH based on FY 2017 annual report and represents "Perfumes & Cosmetics" segment, excluding intra-group sales; Amorepacific based on FY 2016 annual report; Henkel based on FY 2017 annual report and represents "Beauty Care" segment; Avon based on FY 2017 annual report and represents "Beauty" segment; Johnson & Johnson based on Euromonitor estimates; Chanel based on Euromonitor estimates; LG Household & Health Care based on FY 2017 annual report and represents "Beautiful" segment; Kosé based on FY 2017 annual report; Revlon based on FY 2016 annual report; Natura based on FY 2016 annual report

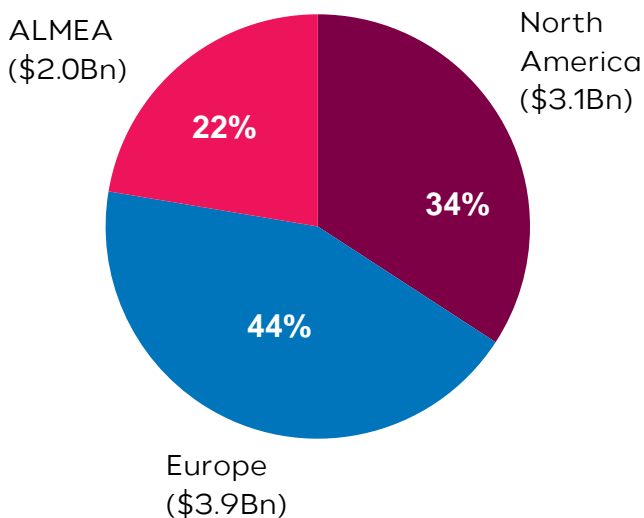
- Pure Play Beauty Player
- Non Pure Play Beauty Player
- Skin Care Focused Player

COTY

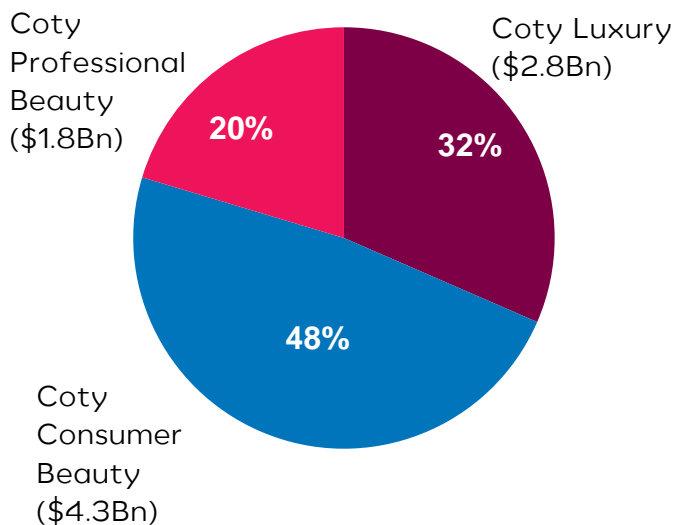
STRONG & DIVERSIFIED PRESENCE

~\$9.0Bn Pro Forma FY2017 Net Revenues

By Geography



By Division



SUBSTANTIAL SYNERGY & CASH FLOW OPPORTUNITY

Significant cost saving opportunity in connection with the acquisition of the P&G Beauty Business

- Total \$750M synergies expected to be cumulatively phased in through FY 2020
 - Expected to realize 50% through Fiscal Year 2018
- Working capital benefit of approximately \$500M through FY 2020
- One-time operating costs associated with the transaction of approximately \$1.2Bn
 - Approximately 70% realized through FY 2017
- One-time capex of approximately \$500M over four years
 - Approximately 50% realized through FY 2017
- Combined business has strategic and financial flexibility

COTY

ICONIC PORTFOLIO OF LEADING BRANDS

Each of the three divisions are anchored by leading 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 younique nice'n easy CLAIROL BOURJOIS PARIS KOLESTON WELLA adidas	WELLA PROFESSIONALS O.P.I PROFESSIONAL SEBASTIAN SYSTEM PROFESSIONAL CLAIROL PROFESSIONAL Londa PROFESSIONAL NIOXIN ghd good hair day, every day SASSOON PROFESSIONAL
Pro Forma FY2017 Revenue: \$2.8Bn	Pro Forma FY2017 Revenue: \$4.3Bn	Pro Forma FY2017 Revenue: \$1.8Bn

WELL POSITIONED FOR GROWTH

A More Focused Organization	Innovation & Engagement	New Mergers & Acquisitions	Strong Management Team
<ul style="list-style-type: none"> • Closer to customers and consumers • Lean and cost efficient • Staffed with 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 • Implement the perfect store for our categories and 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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