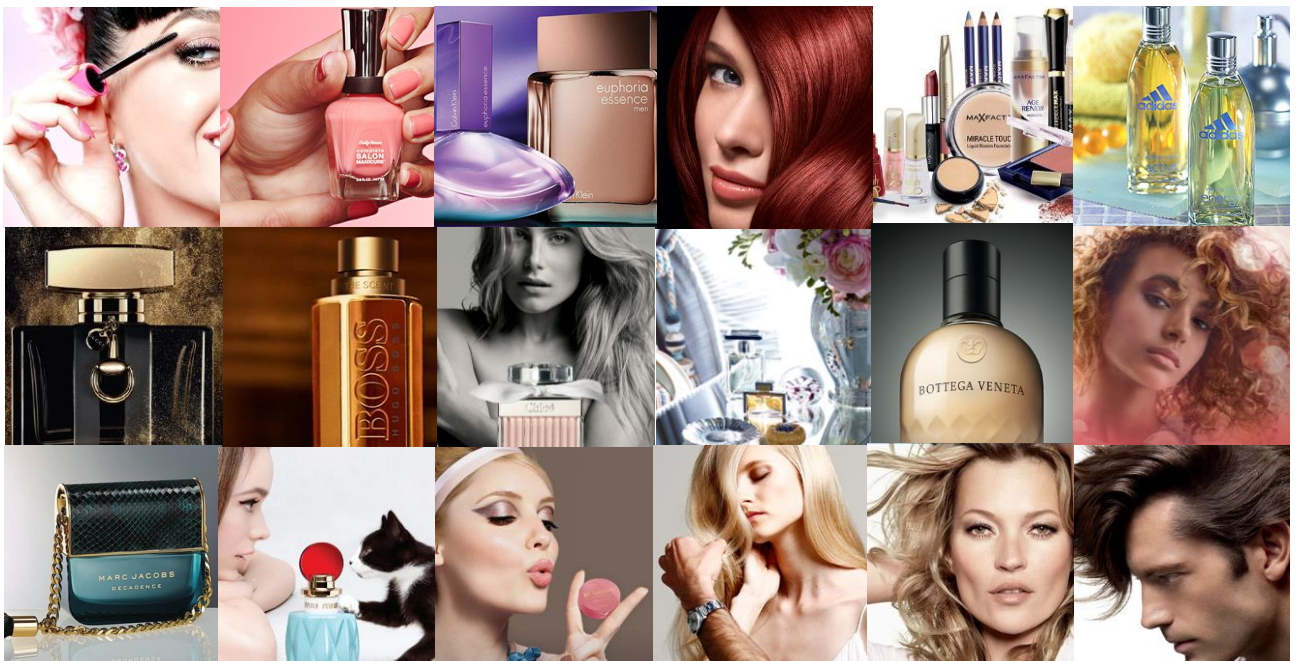




INVESTOR FACT SHEET

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

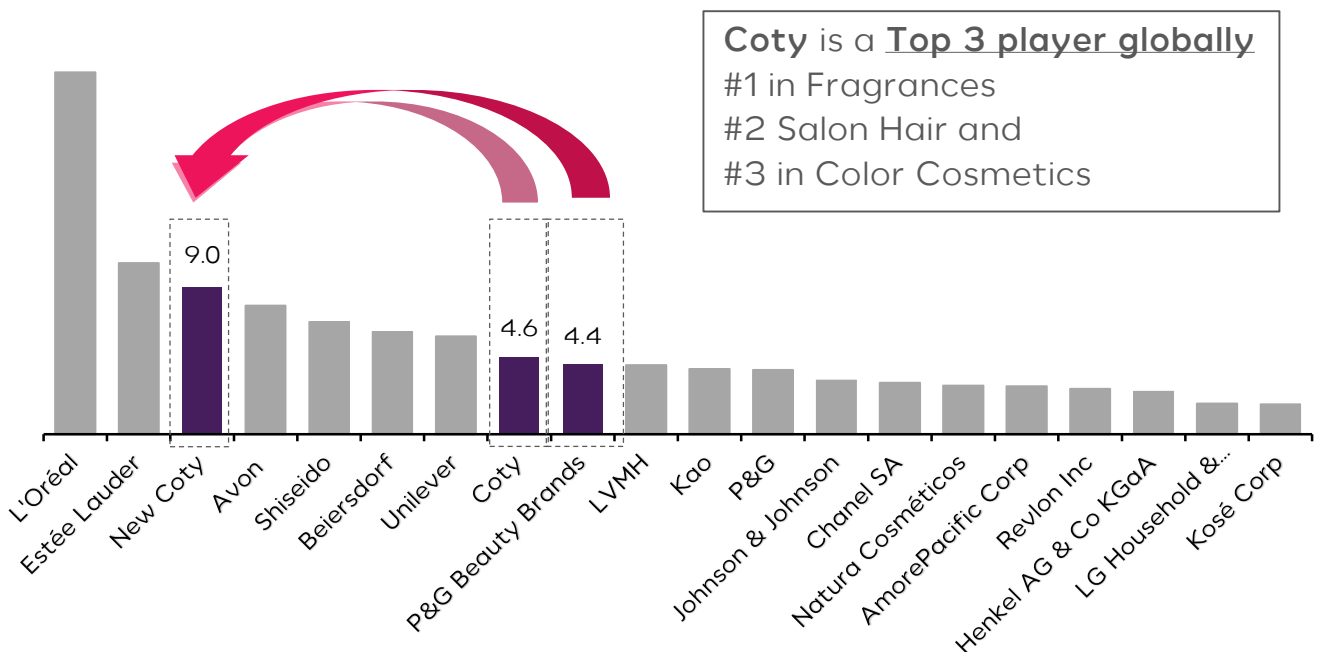
5

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 FY17 Net Sales (\$Bn)

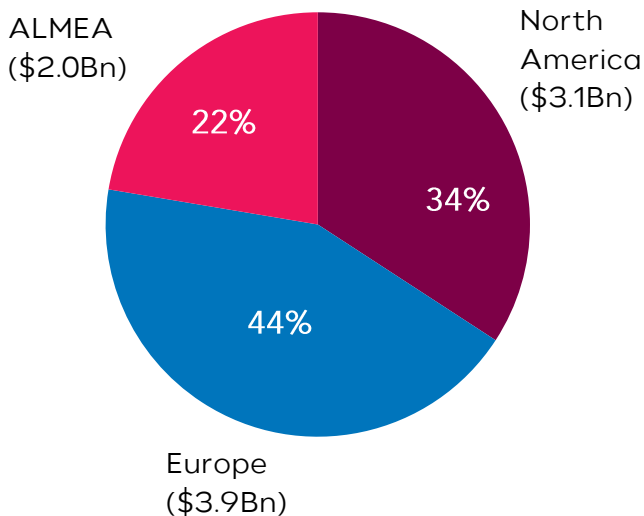


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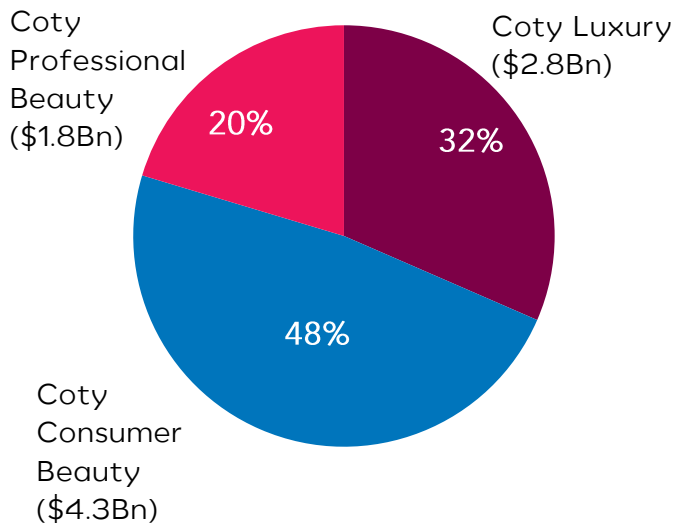
STRONG & DIVERSIFIED PRESENCE

~\$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



WELL POSITIONED FOR GROWTH

A More Focused Organization

- Closer to customers and consumers
- Lean and cost efficient
- Staffed with best-of-all-worlds talent
- Heavily incentivized to drive growth

Innovation & Engagement

- Step change the pace of innovation
- Highly engaging digital content
- Implement the perfect store for our categories and brands

New Mergers & Acquisitions

- Continually evaluate potential acquisitions
- Increase Coty's exposure to higher market growth pools
- Rationalize current portfolio

Strong Management Team

- Highly relevant experience
- Incentives for management to acquire and hold personal wealth in Coty stock

CONTACT INFORMATION

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