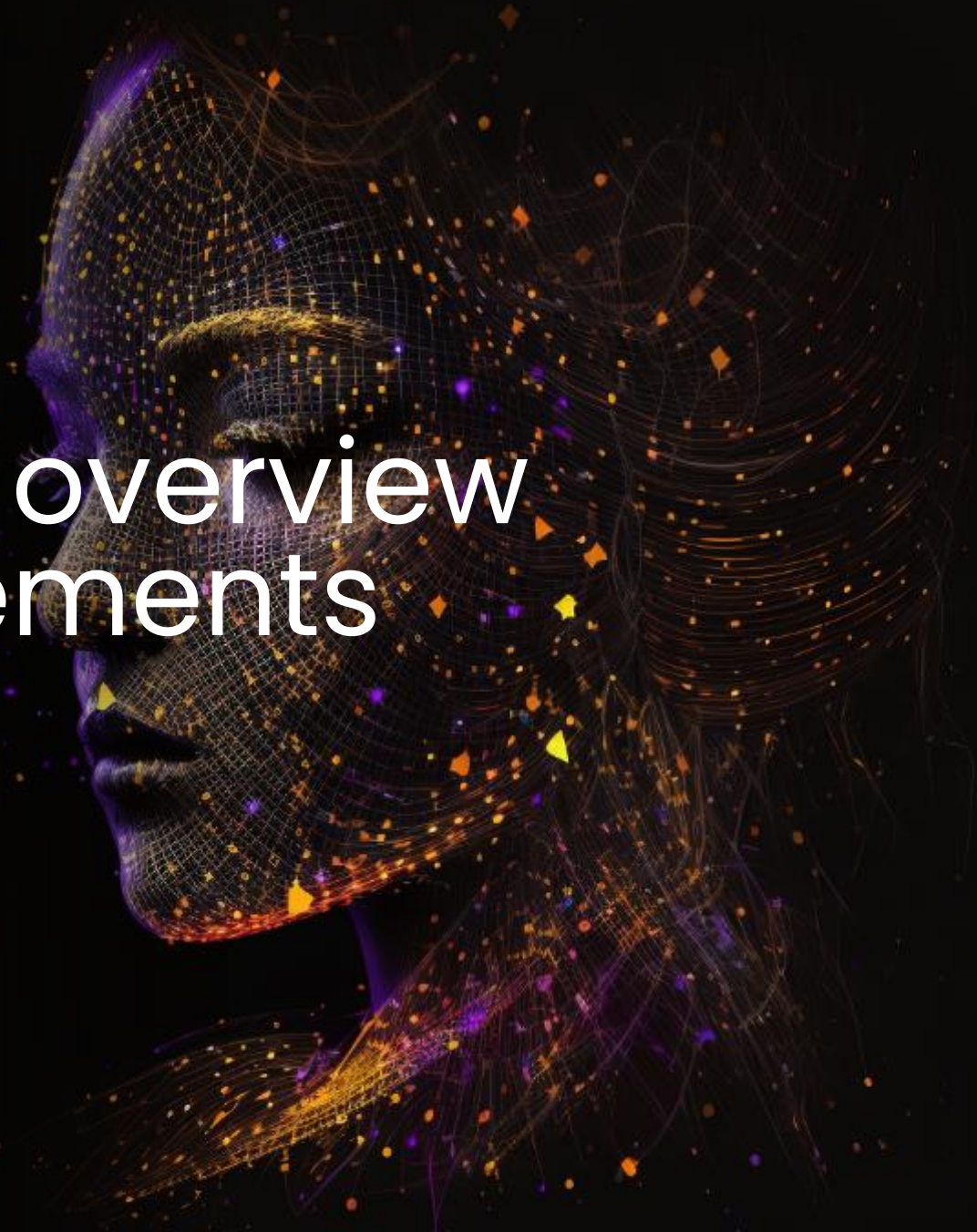


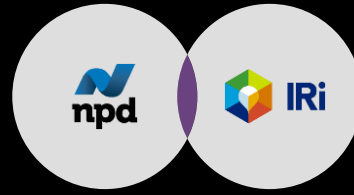


Prestige Beauty 1H23 overview and Beauty enhancements

For Cosmetica Italia

Sept 11th 2023





NPD and IRI have merged, we are now:



COMPLEXITY INTO CLARITY

Today's agenda

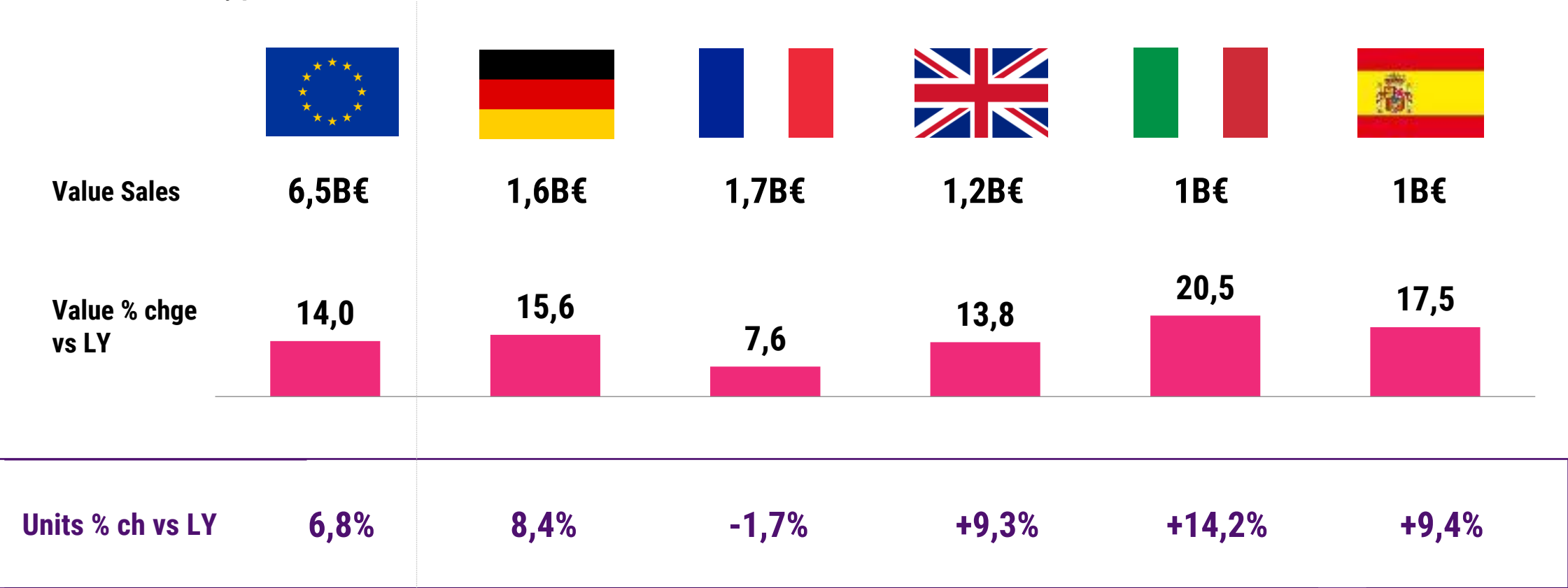
- 01 European Beauty 1H23 Performance
- 02 Italy Beauty Insights by categories
- 03 Circana Beauty enhancements



Double digit growth at EU5. Italy and Spain were particularly dynamic thanks to Make up

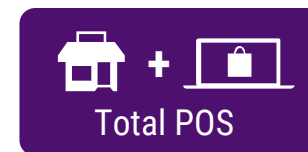


S1 2023 – Total Beauty performance



Jan – Jun 2023 Prestige market (excluding Mass in Italy and Germany). Pound: 1,15€

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential

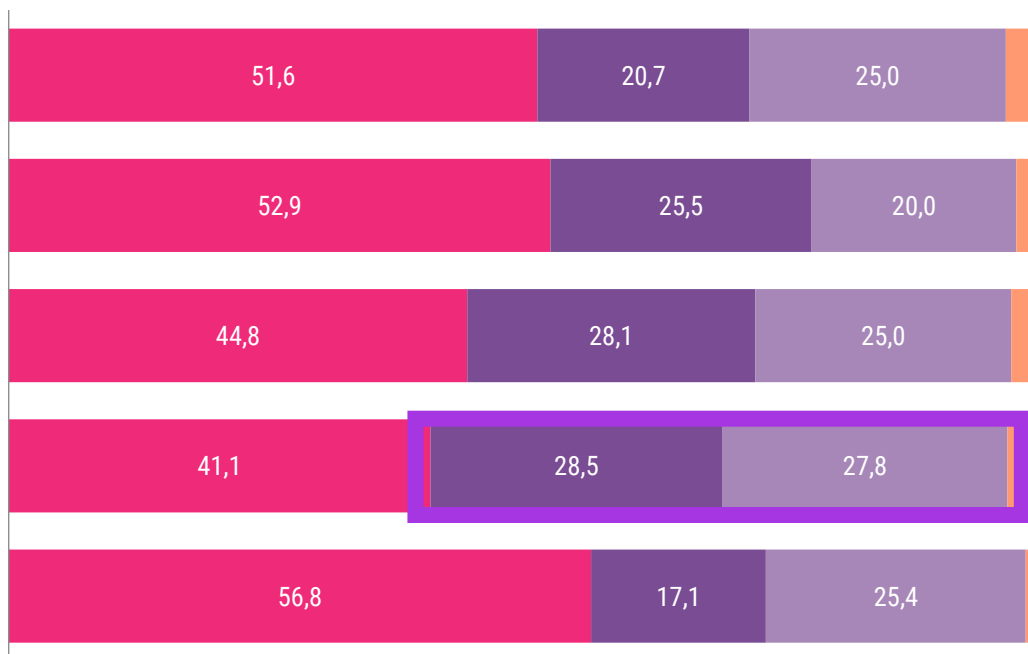


Category Performance per Country

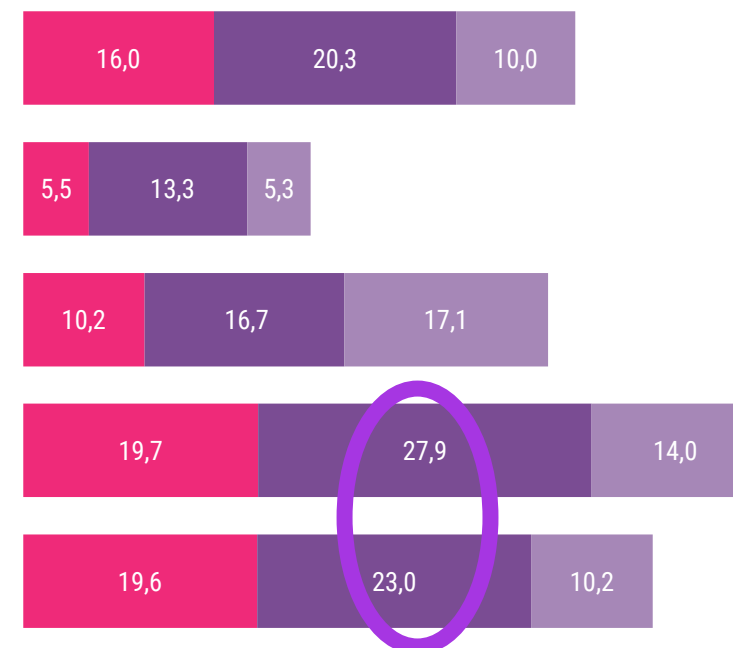
Italy confirms its highest cosmetics orientation

Value Weight of Each Category (%) S1 2023

■ Fragrances ■ Makeup ■ Skincare ■ Hair



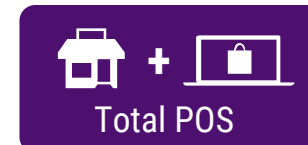
% Change S1 2023 vs S1 2022



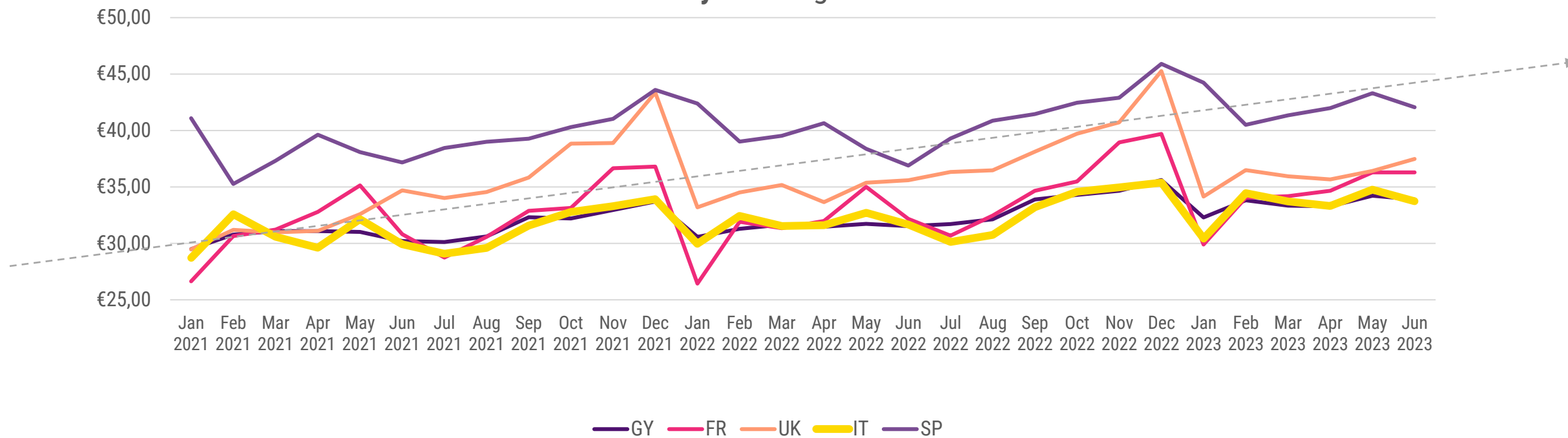
Jan - Jun 2023 Prestige market (excluding Mass in Italy and Germany). Pound: 1,15€

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential

Continuous average price increase since Jan '22 in all countries. ASP in S1 '23 is 7% higher than LY



T. Beauty - Average Price €



in 2023 Prestige market (excluding Mass in Italy and Germany). Pound: 1,15€



Beauty Prestige – Inflation Tracker S1 2023



Total POS

Italy and France recorded the highest inflation



Circana – Total Beauty POS Data – Analytics

Circana, Inc. and Circana Group, L.P. | Proprietary and confidential

Beauty Prestige – Discount Activity S1 2023



Total POS

Italy and France recorded a huge price promo intensity decrease



Circana – EUR5 Total Beauty POS Data – Analytics

ITALY

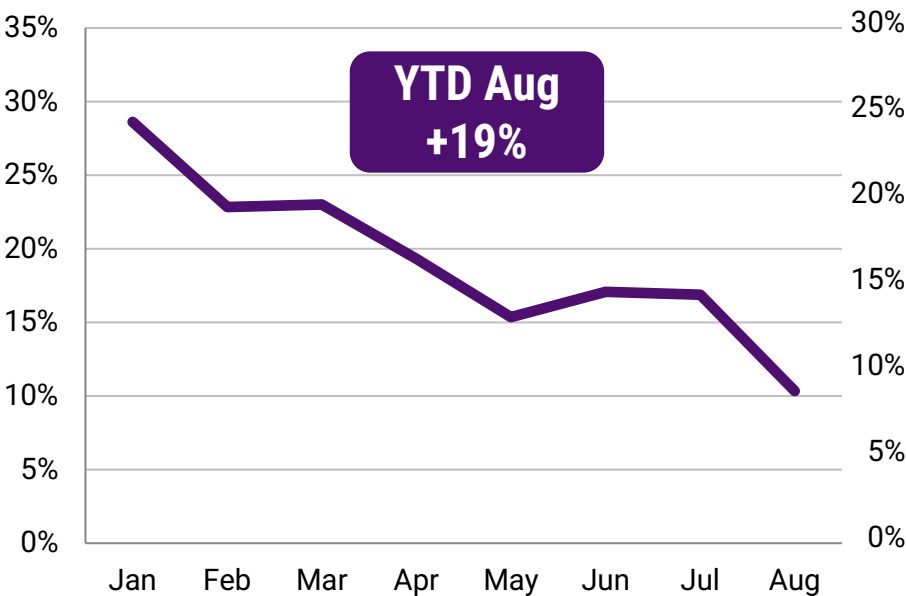


Gradual slow down of units

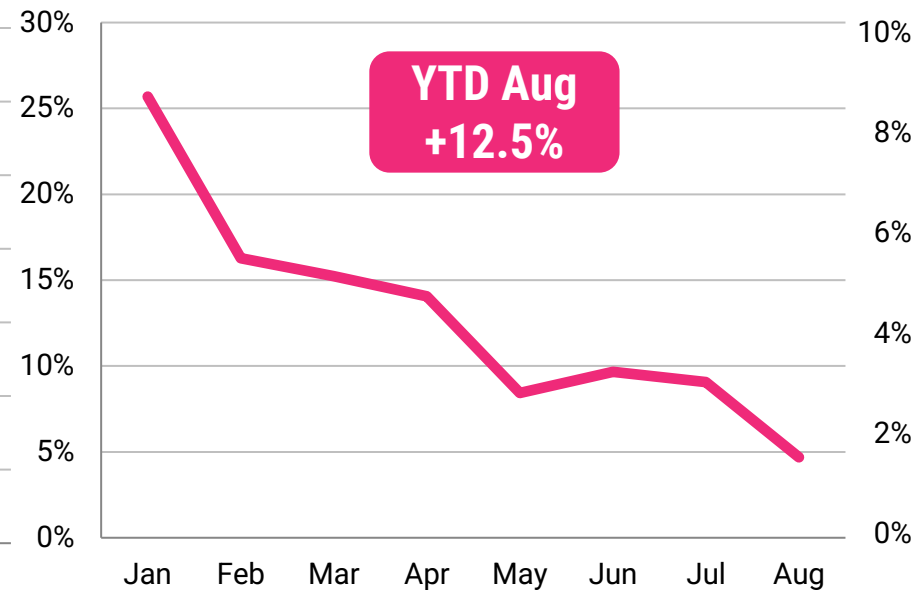


August month showed the lowest increase since beginning of the year, probably impacted also by tourism.

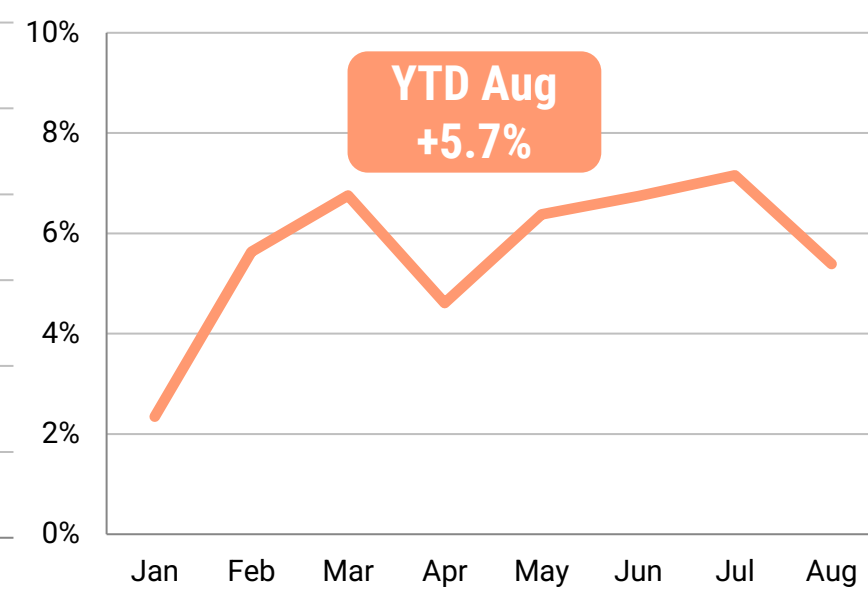
Beauty| Euro % Chg vs YA



Beauty| Units % Chg vs YA



Beauty| APS% Chg vs YA





Key Drivers of 1H 23

1ST H23 Rebound in Units

Beauty high dynamism vs YA due to the impact reduction of some issues: out of stock for many brands, lillial phenomenon, Ukraina war, Zero restrictions, Travel restriction rebound

Inflation

Supply chain issues lead to price listing increase and consequently increased on the consumer pricing. Price Promotion intensity declined to recover marginality

Competitive Landscape

Exclusives, New Brands launches and category stretching: Established Brands made differentiating choices to find success in the shifting and increasingly competitive landscape.

Market Polarization

Beauty companies announced several **initiatives to premiumize** their offer: Premiumization as a response to the emerging competition of more “democratic” brands

B&M is key for Beauty purchase

B&M is above 6pts in terms of trend versus Ecommerce.
Product experience and Retailtainment key drivers in store

Beauty Concepts continue to evolve

High quality, science approach, wellness, sustainability, ingredients focus, social viral phenomenon, holistic approach, film&fashion influence..



Premiumization and Polarization



YTD June 2023 vs YA



FRAGRANCE Juice >150€

+2.5 Pts vs YA

Euro Weight 6%

LIP COLOR >35€

+10 Pts vs YA

Euro Weight 37%



WOMEN FACE <25€

+2.5 Pts vs YA

Euro Weight 25%

WOMEN FACE >350€

+1 Pts vs YA

Euro Weight 5%



Exclusivities & PL grew faster (+34% vs +21%)

Exclusivity Prestige showed most dynamic trend.



Exclusivity Prestige

+1.2pts vs YA

Euro Weight 11%



Total Beauty | YTD June 2023



Exclusivity Mid-Range (PL included)

+0.5pts vs YA

Euro Weight 8%



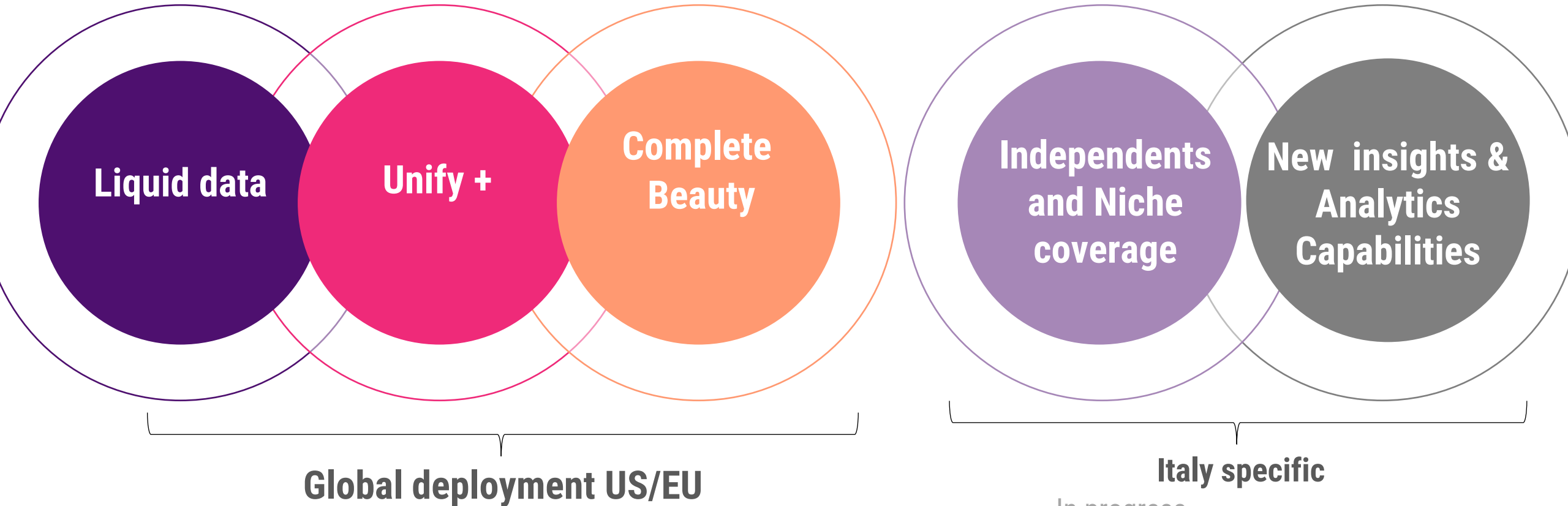


Circana Beauty enhancements



Circana Beauty enhancements – Global&Italy

We benefited of the merging, leveraging the most advanced Technology platform, more coverage in terms of channels/products and new capabilities to provide deep industry insights and analytics.



The timing of deployment is different by regions
US 2023/ EU 2024 (TBD)

In progress
Timing TBD

available

Circana's Unify+

New Tools with Expanded Capabilities.

Unify+ gives you two additional years of historical data for a greater depth of analysis. Get a clearer picture of your business with **powerful customization and rich, personalized dashboards**.

Dissect overall performance across fields by creating **Custom Objects** that define your business, performance, and competitive set. Continuously assess overall promotional effectiveness with **Base and Incremental measures**.

- ✓ 5 years of Historical Data
- ✓ Report Builder
- ✓ Library (My Content)
- ✓ Story Builder
- ✓ Custom Aggregates
- ✓ Trend Alerts
- ✓ Saved Selections
- ✓ Dashboard Builder
- ✓ Base and Incremental Measures

The background features a complex, abstract pattern of wavy, overlapping lines in shades of purple, magenta, and orange. These lines create a sense of depth and movement, resembling a digital landscape or a data visualization. Small, glowing particles are scattered throughout the scene, adding to the ethereal and futuristic atmosphere.

What is Complete Beauty?



Meet Complete Beauty

Thanks to full data migration in Liquid data platform, for the first time a **complete view** of Beauty POS in one place.

Broadest Coverage

Mass POS + Prestige POS + **New** Coverage!

The Most Granularity

Syndicated category hierarchy and robust attribution across Mass and Prestige by Category down to UPC level

Delivered in Unify+

A fast, intuitive reporting tool with more robust reporting solutions

October 2023 Launch Targeted for U.S.

Beauty prestige coverage targets, to better track luxury and premium brands



BRICK AND MORTAR



ECOMMERCE



Top independents **Local heroes**

Top **Niche perfumeries chains e-shop**

Top **Premium/niche doors**

Top **Niche Pure players**

Top **Niche perfumery chains**

Retailers assessment and recruitment plan in progress

Key takeaways



Work in progress

more updates soon



CHALLENGES

Migration of beauty data in the new platform

Willingness of targeted retailers to participate