

**JOINT PRESS RELEASE**  
**COTY – SARANTIS GROUP**  
**REGARDING THE AGREEMENT BETWEEN COTY AND SARANTIS GROUP FOR THE DISTRIBUTION OF HAIR**  
**RETAIL PRODUCTS IN GREECE**

**Sarantis Group signed an agreement with Coty**  
**for the distribution of hair retail products in Greece**

Athens, 5 10 2018 - Sarantis Group signed an agreement with Coty for the distribution of retail color & styling brands Wella Koleston and Wellaflex in the Greek mass market.

Thanks to this agreement, Sarantis Group will make an important contribution to reinforce Coty's presence in the Greek mass market by leveraging its consumer centric marketing approach and focus on perfect in store executions within the mass market distribution channel. This agreement, fully aligned with Sarantis Group strategy, strengthens its product portfolio in the Greek market, supporting further its turnover and profitability in the mass market distribution channel.

It is noted that no cost was assumed by Sarantis Group for this agreement.

The agreement applies only to Coty's hair retail products for the mass market and does not cover Coty's Professional Beauty portfolio which is managed and which will continue to be managed directly by the local subsidiary Coty Professional Beauty (legal entity Wella Hellas).

The Wella Hellas legal entity is focused on servicing salon owners and professionals in both hair and nail with iconic brands including Wella Professionals, System Professional, Nioxin, Sebastian Professional, OPI, ghd. The Coty's branch has been successfully established in the country since several decades and continues to operate in the Greek professional market with steady market share growth.

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