

Coty Appoints Publicis Media as Its Lead Agency Globally

Zenith to Lead the Assignment Spanning New Coty Portfolio*

NEW YORK – September 16th, 2016 - Coty has appointed Publicis Media as its lead media agency globally. Publicis Media's Zenith will lead the assignment which will include the current Coty brands and P&G Specialty Beauty Business* brand portfolio being acquired by Coty, with the transition expected to be completed in October of this year.

Publicis Media will work in close collaboration with Beamly, Coty's internal digital social and programmatic agency. The combined Coty assignment will span sixteen markets, with Publicis Media responsible for strategy, trading, content and data and analytics for Coty whose brands include color cosmetics brands Rimmel and Sally Hansen, and fragrance brands Calvin Klein, Marc Jacobs, and Davidoff, and post the merger will include leading cosmetics brands COVERGIRL and Max Factor, fragrance brands such as Hugo Boss and Gucci, and haircare brands such as Wella and Clairol.

Bringing together Coty and the P&G Specialty Beauty Business is expected to create one of the world's largest pure-play beauty companies with advertising and promotional spend estimated at well over one billion dollars and is expected to establish Coty as the global leader in fragrances, the second largest in salon professional products, and the third largest in cosmetics.

"Zenith has been a trusted partner for Coty. We are excited to expand our partnership with them as we look to elevate the quality of our media while taking advantage of our new scale, as we strive to become over time a global industry leader by being a clear challenger in Beauty," says Camillo Pane, CEO Designate, Coty.

"We are thrilled to broaden our partnership with Coty. It's a tremendous endorsement of our Publicis Media vision unveiled earlier this year and the transformative power of our capabilities, talent and collaborative approach to driving our clients' businesses forward," says Steve King, CEO, Publicis Media.

* subject to closing of the merger of P&G Specialty Beauty Business into Coty.

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About Coty Inc.: Coty is a leading global beauty company with net revenues of \$4.3 billion for the fiscal year ended June 30, 2016. Founded in Paris in 1904, Coty is a pure play beauty company with a portfolio of well-known fragrances, color cosmetics and skin & body care products sold in over 130 countries and territories.



Coty's product offerings include such power brands as adidas, Calvin Klein, Chloé, DAVIDOFF, Marc Jacobs, OPI, philosophy, Playboy, Rimmel and Sally Hansen.

Coty is in the process of completing a transaction with The Procter & Gamble Company (PG) to merge P&G's fine fragrance, color cosmetics, salon professional and hair color business and a portion of its hair styling businesses ("P&G Specialty Beauty Business") into Coty, with brands that include Cover Girl, Clairol, Gucci, Hugo Boss, Max Factor, Wella. With the completion of the merger, Coty is expected to have pro forma combined annual revenues of approximately \$9.0 billion based on fiscal 2016 performance and to be the global leader in fragrances, with market leading positions in color cosmetics and hair color & styling.

For additional information about Coty Inc., please visit www.coty.com.

About Publicis Media: Publicis Media is one of the four solutions hubs of Publicis Groupe ([Euronext Paris FR0000130577, CAC 40], alongside Publicis Communications, Publicis.Sapient and Publicis Healthcare. Led by Steve King, CEO, Publicis Media is comprised of four global brands, Starcom, Zenith, Mediavest | Spark and Optimedia | Blue 449, powered by digital-first, data-driven global practices that together deliver client value and business transformation. Publicis Media is committed to helping its clients navigate the modern media landscape and is present in more than 100 countries with over 17,500 employees worldwide. Twitter: @PublicisMedia.

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