

Interparfums to acquire 25% of *www.origines-parfums.fr*

Interparfums and Divabox, owner of the *Origines-parfums* e-commerce platform for beauty products, today announced the signing of a strategic agreement and an equity investment whereby Interparfums will acquire 25% of Divabox's capital through a reserved capital increase.

As a website of reference for all selective fragrance brands, *Origines-parfums* is a key French player in the online beauty market recognized for its customer relationship expertise.

For *Origines-parfums*, the agreement will provide the resources it needs to strengthen its existing organization and raise its online visibility to support its development in France and in Europe.

For Interparfums, this agreement will enhance the introduction of dedicated fragrance lines and products designed to address a specific consumer demand for this distribution channel and accelerate the Group's digital development.

Jean Philippe de Peretti, Chairman and CEO of Divabox, added: *"Our goal is to exceed the milestone of €100 million in sales and become a European e-commerce leader for perfumes and cosmetics. This partnership with Interparfums will provide us with substantial operational and financial resources to maintain the pace of our strong growth."*

Philippe Benacin, Chairman and CEO of Interparfums commented: *"With online sales for perfumes and cosmetics growing every year, a trend that has been accelerated by the health crisis, we have been on the lookout for an opportunity to integrate an e-retail dimension since 2019. This partnership fits perfectly with this strategy."*

Paris, July 1, 2020

About Origines-parfums:

The family entrepreneurial adventure began in 1947 with the opening of its first perfumery in Ajaccio, the capital of Corsica. 2010 marked a milestone in its development with the creation of an e-commerce platform, *Origines-parfums*. Today, the company's physical points of sale include four perfumeries, a drugstore and a hair salon. As a French e-commerce operator, named the top beauty site by the French consumer group magazine *Que Choisir* in 2019, *Origines-parfums* has a customer base of more than 1 million people and revenue in 2019 of €40 million.

About Interparfums:

Founded by Philippe Benacin and Jean Madar in 1982, Interparfums develops, manufactures and distributes prestige perfumes and cosmetics as the exclusive worldwide licensee for Boucheron, Coach, Jimmy Choo, Karl Lagerfeld, Kate Spade, Moncler, Montblanc, Paul Smith, Repetto, S.T. Dupont and Van Cleef & Arpels. The company is also the owner of Lanvin fragrances and the Rochas brand. The Company is listed on Euronext Paris with a market capitalization of €1.8 billion.

This press release is available in French and English on the company's website www.interparfums-finance.fr

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