**PRESS RELEASE**

**Intercos and Catterton Announce Strategic Partnership**

***ClearVue Partners follows Catteron’s investment with Confidence in China’s Cosmetics Segment***

*Milan and New York,20 January 2015* – **Intercos S.p.A.** (“Intercos” or “the Company”) announced that the company has completed a round of financing led by Catterton, the U.S.-based leading consumer-focused private equity firm, for a significant minority ownership in the company. ClearVue Partners, who has a working relationship with Catterton, co-invested in the transaction. Clearvue Partners is a private equity fund targeting fast growing and promising consumer companies in the Greater China region. Financial terms of the transaction were not disclosed. ClearVue’s co-investment in Intercos is a reflection and belief that cosmetics industry in China will be a fast-growing end market and therefore of long-term strategic value to Intercos.  ClearVue’s expertise and local market presence will enhance its capabilities and business growth in the local market.

Dario Ferrari, the Founder and Chief Executive Officer of Intercos, will continue to lead the Company. A veteran of the beauty industry, Mr. Ferrari will continue to bring significant executive leadership and commercial experience to Intercos.

Mr. Ferrari said, “We are thrilled to partner with Catterton as Intercos continues to expand its presence in the global beauty and cosmetics industry. Catterton brings proven expertise, decades of experience in the personal care industry and new resources that will enable us to accelerate our international development strategies, including further expansion in the United States and China. Intercos prides itself on setting the standard for innovation in the beauty industry and we are excited to partner with Catterton for this next phase of growth.”

“Catterton identified Intercos as the leading supplier to the cosmetics and beauty category with an operating profile that is the gold standard in the industry,” said Nik Thukral, a Senior Partner at Catterton. “We are thrilled to partner with Dario who has built this remarkable business over the past 42 years. Intercos today brings a highly differentiated set of capabilities to the industry, reflective of its broad product portfolio, global footprint, deep management talent and emphasis on research and product innovation. We are excited and look forward to partnering with Intercos and building on its global leadership, particularly in the US, China and Latin America.”

“We believe in the growth potential of the cosmetics segment of China. Color cosmetics represent a fast-growing segment within the cosmetics industry,” said Harry Hui, Managing Partner of ClearVue Partners, “We feel excited to partner with Intercos, a leading global cosmetics company. We will work closely with Intercos to fuel its growth to the next level.”

In the dealing with Catterton, Intercos has been advised by **Rothschild** and **UBS** actingas **financial advisor,** by **Morri Cornelli e Associati** and by**LMS Studio Legale**, as **advisors** of the controlling shareholder**.**

Catterton received legal advice from **Latham & Watkins LLP**.

**Intercos S.p.A.**

Intercos, founded in 1972 by Dario Ferrari, is among the leading global developers, manufacturers and distributors of cosmetics and skin care products on a business to business (B2B) outsourcing basis. Among its customers are some of the best-known brands and retailers in the global color cosmetics industry. The Group – with over 2,800 employees, 7 research centres, 12 production sites and 11 marketing offices across the 4 continents – is a trend-setter able to anticipate and influence changing consumer preferences in the world of colour cosmetics. It maintains a leading position in the international color cosmetics industry as well as an important position in the market for high-end skincare products in Europe and United States.

**About Catterton**

Catterton is the leading consumer-focused private equity firm with more than $4.0 billion currently under management and a twenty-five year track record of success in building high growth companies. Since its founding in 1989, Catterton has leveraged its category insight, strategic and operating skills, and network of industry contacts to establish one of the strongest private equity investment track records in the middle market. Catterton invests in all major consumer segments, including Food and Beverage, Retail and Restaurants, Consumer Products and Services, Consumer Health, and Media and Marketing Services. Catterton's investments include: Restoration Hardware, Baccarat, PIRCH, Outback Steakhouse, Sweet Leaf Tea, Noodles & Company, PIADA, Heartland RV, Frederic Fekkai, Build-A-Bear Workshop, Wellness and Nature's Variety pet foods, Kettle Foods, Odwalla and P.F. Chang's, to name a few. More information about Catterton can be found at [catterton.com](http://catterton.com" \t "_blank).

**About ClearVue Partners**

ClearVue Partners is a private equity fund focused on investments in the fast growing and dynamic consumer sector in the Greater China region, primarily in the food and beverage, consumer lifestyle, and consumer internet/mobile sub-sectors. ClearVue Partners targets growth stage investments in fast growing and promising local companies, enables market entry for leading international consumer brands into China, and develops top-tier brands and businesses. The ClearVue Partners team has a unique combination of investment and senior operations experience from the US and Greater China, with an advisory group of recognized business pioneers in the consumer industry.