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## News Release

# COTY INC. COMPLETES ACQUISITION OF HYPERMARCAS' BEAUTY & PERSONAL CARE BUSINESS

*Significantly Strengthens Coty's Presence in Brazil, the Third Largest Beauty Market in the World*

NEW YORK--(BUSINESS WIRE)--Feb. 1, 2016-- Coty Inc. (NYSE:COTY) announced today that it has completed its acquisition of the personal care and beauty business (the "Beauty Business") of Hypermarcas S.A., providing Coty with a critical mass platform in the Brazilian beauty market. The Beauty Business's leading brands include Monange, Risqué, Bozzano, Paixão and Biocolor.

"We are pleased to complete the acquisition of the Beauty Business of Hypermarcas, which will strengthen our presence in Brazil, the third largest beauty and personal care market in the world," said Bart Becht, Chairman and Interim CEO of Coty. "The Beauty Business provides us with leading brands, state-of-the-art manufacturing and distribution facilities and strong go-to-market capabilities, and will be an important part of Coty's portfolio going forward. Together with our expected merger with the P&G Specialty Beauty Business, it is another step in our progression towards creating a pure-play global leader and challenger in Beauty."

Coty will release fiscal 2016 second quarter financial results on Thursday, February 4, 2016, and will host a conference call to discuss those results, business outlook and recent corporate developments, including the completion of the Beauty Business acquisition, at 9 am ET. Those wishing to access the webcast can do so at <http://investors.COTY.com>.

### About Coty Inc.

Coty is a leading global beauty company with net revenues of \$4.4 billion for the fiscal year ended June 30, 2015. 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 leading power brands as **Adidas, Calvin Klein, Chloé, DAVIDOFF, Marc Jacobs, OPI, philosophy, Playboy, Rimmel and Sally Hansen.**

For additional information about Coty Inc., please visit [www.coty.com](http://www.coty.com).

### Forward-Looking Statements

Certain statements in this communication are forward-looking statements. These forward-looking statements reflect Coty's current views with respect to the completion of the transaction with Hypermarcas S.A. ("Hypermarcas"). These forward-looking statements are generally identified by words or phrases, such as "anticipate," "expect," "should," "would," "could," "intend," "plan," "project," "seek," "believe," "will," "opportunity," "potential," and similar words or phrases. Actual results may differ materially from the results predicted due to risks and uncertainties including inaccuracies in our assumptions in evaluating the transaction, difficulties in integrating the Beauty Business into Coty and other difficulties in achieving the expected benefits of the transaction. All statements in this communication, other than those relating to historical information or current conditions, are forward-looking statements. We intend these forward-looking statements to be covered by the safe harbor provisions for forward-looking statements in the Private Securities Litigation Reform Act of 1995. These forward-looking statements are subject to a number of risks and uncertainties, many of which are beyond the control of Coty, which could cause actual results to differ materially from such statements.

Risks and uncertainties relating to the acquisition of the Hypermarcas Beauty Business include, but are not limited to: economic conditions with respect to the markets in which the Beauty Business operates;

competitive responses to the acquisition; litigation relating to the transaction; the ability of Coty to achieve synergies or market expansion contemplated by the Beauty Business acquisition within the expected time frame; the ability of Coty to promptly and effectively integrate the Beauty Business into Coty; the effects of the business combination of Coty and the Beauty Business, including Coty's future financial condition, operating results, strategy and plans; and disruption from the acquisition making it more difficult to maintain relationships with customers, employees or suppliers.

The foregoing review of important factors should not be construed as exhaustive and should be read in conjunction with the other cautionary statements that are included elsewhere. More information about potential risks and uncertainties that could affect Coty's business and financial results is included under "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in Coty's Annual Report on Form 10-K for the fiscal year ended June 30, 2015, and other periodic reports Coty has filed and may file with the Securities and Exchange Commission from time to time. Any forward-looking statements made in this communication are qualified in their entirety by these cautionary statements, and there can be no assurance that the actual results or developments anticipated by us will be realized or, even if substantially realized, that they will have the expected consequences to, or effects on, us or our business or operations. Except to the extent required by applicable law, Coty undertakes no obligation to update publicly or revise any forward-looking statement, whether as a result of new information, future developments or otherwise.

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