**AN ENTREPRENEURIAL CULTURE OF INNOVATION**

Coty was founded in Paris in 1904 by François Coty, a visionary in the perfume industry.

Today, Coty is a new emerging leader in beauty under the creative, entrepreneurial and visionary leadership of Chief Executive Officer Michele Scannavini.

With about 12,000 employees and corporate headquarters in New York, we still honor François Coty’s mission to “offer a product of rich appearance that is affordable at a variety of price points,” by offering products from ultra-premium luxury to entertainment/lifestyle and accessible price points to match the lifestyle of our consumers.