



Maesa wins the Palatine-La Tribune-BFM Ambition Award

The Group is the International category winner for the Paris Region

Levallois-Perret, May 5th, 2010

The panel for the Palatine-La Tribune-BFM Ambition Award for businesses in the Paris Region has chosen the Maesa Group as the International winner, recognizing the success achieved with the Group's international expansion strategy.

Maesa, the tailor-made beauty specialist, has had a strong export focus since it was founded in 1997, with a subsidiary opened in the UK in 2003 as well as clients throughout Europe and Asia.

Just over three years ago, the Group established itself in North America with an ambitious and dynamic strategy:

- In December 2006, Maesa created a subsidiary in New York and quickly achieved its first successes with leading American retailers.
- In November 2007, Maesa acquired Latitudes Fragrance Inc, the American number one for home fragrance products for retail brands.
- One year later, Maesa took over Zorbit Inc., which was seeing strong development on the emerging tailor-made beauty business and was a packaging specialist, with production units in Asia.

Today, Maesa's revenues represent nearly €60 million, with 80% on export. The Group has achieved a size and a range of resources that enable it to serve the world's leading retail firms, designing, developing and producing their beauty ranges.

For Gregory Mager, the Group's co-founder and Chairman of the US business: "To achieve our goal, namely creating a global tailor-made beauty market leader, a presence in the US was vital. Today, this geographical diversification is a success, paving the way for a new phase of dynamic growth for the Group".

After 2009 was marked by the economic slowdown and the integration of the various companies acquired, the Group has resumed its dynamic and profitable development, driven by its comprehensive know-how across all the beauty market segments and its global reach.

About the Maesa Group

The Maesa Group is the fastest growing comprehensive resource for "Beauty on Demand" products and services. With branches in Paris, London, New York, Los Angeles, Shenzhen, and Shanghai, Maesa maintains a global footprint with three divisions:



Designs and manufactures turnkey beauty products for leading retailers and brands.



Designs and manufactures turnkey home fragrance products for leading retailers and brands



Designs, engineers and manufactures creative packaging components and promotional products for the beauty industry

All three divisions provide innovative Creative Beauty Solutions to retailers and beauty brands. Maesa is listed in Paris (code ALMAE) on Alternext since February 2006.

www.maesa.com