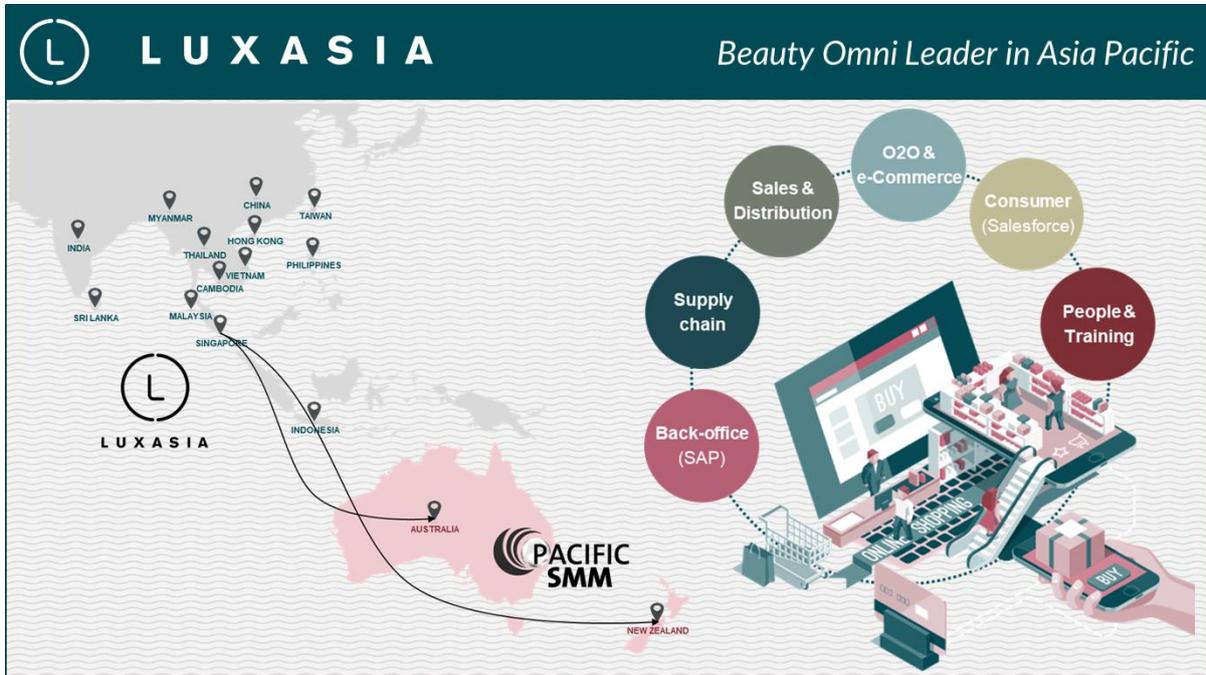


Luxasia expands to Australia and New Zealand with majority share ownership of Pacific SMM

Key milestone in Luxasia's strategic plan to delight consumers with an omnichannel beauty experience and transform the beauty landscape in Asia Pacific



1 OCTOBER 2018, AUSTRALIA/NEW ZEALAND – Luxasia, the leading omnichannel partner for beauty and luxury lifestyle brand distribution, retail, and e-commerce in Asia Pacific, has announced its expansion plans into Australia and New Zealand (ANZ) through the acquisition of a majority stake in fragrance and beauty distributor, Pacific SMM. This brings the expanding company's regional presence to 14 countries, in line with their strategic plan to delight consumers with an omnichannel beauty experience and transform the beauty landscape in Asia Pacific.

"We are excited by the immense potential of our partnership, given that Australia and New Zealand are mature beauty markets," said Dr. Wolfgang Baier, Group CEO, Luxasia. "By combining Pacific SMM's extensive market knowledge in ANZ with Luxasia's end-to-end brand distribution and channel management competencies, Luxasia is well-poised to bring its repertoire of beauty brands to the ANZ market speedily and successfully."

Luxasia's acquisition of the majority stake in Pacific SMM will be completed in October 2018, and would be renamed to Luxasia Oceania Pty Ltd. The newly established company aims to build upon Pacific SMM's current setup with experienced team members, innovative retail concepts, e-commerce best practices, as well as an efficient back-office and supply chain management. Adding to the currently fragrance-heavy offering of Pacific SMM, Luxasia aims to bring ANZ consumers more skincare and cosmetics brands.

"We have great admiration for the Luxasia team's consumer-centric approach in brand distribution, having worked closely with them for several years across numerous brands," said Mr. Nicholas Gorick, Managing Director, Pacific SMM. "Leveraging our collective strengths, we are confident that Luxasia Oceania will be a dominant force in ANZ's beauty industry."

About Luxasia

Luxasia is the leading omnichannel partner for more than 150 beauty and luxury lifestyle brands in distribution, retail, and e-commerce in Asia Pacific. Since 1986, the company has endeavoured to make a difference to Asia Pacific consumers by bringing them the finest beauty brands from all over the world – across niche, prestige, and masstige categories. Some of its most trusted names include La Prairie, Bvlgari, Guerlain, Prada and Hermes. In addition, the company has successful joint ventures with the likes of LVMH Group, PUIG, Yves Rocher, and Elizabeth Arden.

Powered by dedicated teams of more than 2,000 full-time talents across its 11 local offices, Luxasia has a growing regional footprint in 14 countries and more than 3000 retail and e-commerce touchpoints in Asia Pacific, including Greater China and Oceania.

About Pacific SMM

Pacific SMM is a leading beauty distribution company in Australia and New Zealand that prides itself as the local brand ambassador for our represented brands. Our objective is to develop the image of all our brands and grow their market share over the long term, while continuously helping our brands to stay ahead in the ever-changing retail environment. Our dedicated and passionate team of staff develops and executes holistic 360-degree plans that allows brands to achieve optimal strength in the market. Coupled with exceptional relationships and local market intelligence, Pacific SMM delivers an all-round winning formula.

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