



## PRESS RELEASE

### **COTY INC. AND PIAGGIO GROUP ANNOUNCE FRAGRANCE PARTNERSHIP**

#### **Beauty Leader to Launch Signature Scents for Iconic Italian Lifestyle Brand Vespa**

**NEW YORK - MILAN, February 17, 2014** – Leading global beauty company Coty Inc. (NYSE: COTY) and Piaggio Group (PIA.MI) the leading European manufacturer of two-wheel motor vehicles, announced today the formation of an exclusive partnership to create, develop and distribute a signature duo of fragrances for men and women under the Vespa name.

Vespa is one of Italy's most iconic brands. A symbol of Italian style, technology, creativity and elegance worldwide, Vespa is not just a scooter, but an icon. Having sold over 18 million scooters since its creation in 1946, Vespa's success is a truly unprecedented phenomenon.

The duo Vespa fragrance line is expected to debut in May 2014.

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#### **About Coty Inc.**

Coty is a leading global beauty company with net revenues of \$4.6 billion for the fiscal year ended June 30, 2013. 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 global brands as **Balenciaga, Bottega Veneta, Calvin Klein, Chloé and Marc Jacobs**.

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

**About Vespa** Manufactured by the **Piaggio Group** since 1946, Vespa is one of the most popular and best-known Italian products. In recent years Vespa has had extraordinary commercial success: from 2004 - when overall sales reached 58,000 units - the numbers grew to 122,000 in 2009, 165,000 in 2012, and **188,633 Vespas sold in 2013**. Vespa tripled its production in ten years, during which more than a million of new Vespas hit the streets all over the world.

Today Vespa is more than ever a global brand, a true citizen of the world, and it is manufactured in three production sites: Pontedera, in Italy, where Vespas have been produced without interruption from 1946, destined for Europe and the western markets, including the Americas; Vinh Phuc, in Vietnam, which serves the local market and the Far East; in India, in the brand new Baramati plant where Vespas for the Indian market are produced.