

# la prairie group

## Press release

### 2009 economic crisis:

### La Prairie Group above expectations

Zurich-Volketswil, 13 April 2010 – After a weak start in the first two quarters due to the economic downturn and retailer stock reduction, the La Prairie Group showed steady growth throughout 2009. In the fourth quarter, the La Prairie Group saw an upswing with strong growth of +10.5 percent compared with the previous year. Projected results for 2009 were clearly fulfilled. With net sales of -8.0 percent, adjusted to exchange rate effects, the Swiss company in the premium cosmetics segment achieved stronger growth than the market average. Total net sales amounted to CHF 375.2 million. Thanks to substantial innovations in the pipeline and focused brand communication, Dirk Trappmann, CEO of the La Prairie Group, is expecting continued growth in the coming months.

“The past year has been really tough for the entire luxury segment. The La Prairie Group results exceed the forecasts of our revised 2009 plan, with sell-through figures above the market average. In 2010, the La Prairie Group will once again target growth in a slightly shrinking cosmetics market,” comments Dirk Trappmann.

#### Four strong luxury segment brands

La Prairie launched its exceptional Cellular Cream Platinum Rare with enormous success. For the first time in the history of cosmetics, La Prairie is using one of the most precious and rarest metals in the world, platinum, as a component of facial skin care products. In 2009, La Prairie posted a slight drop in sales of -8.7 percent, but recovered significantly in the fourth quarter with double-figure growth. Fragrances by La Prairie launched three exquisite fragrances, Life Threads, and excelled with sales booming at +48.0 percent. 2009 was also the year of the new JUVENA. Due to its award-winning repositioning, the established Swiss brand achieved growth of +11.5 percent, making it one of the growth

leaders on the cosmetics market. “The new JUVENA has already received three prestigious awards in its first year, including the European Innovation Prize for MasterCream and the red dot design award for the new packaging design”, explains Dirk Trappmann. After a strong relaunch in 2008, MARLIES MÖLLER beauty haircare finished the year as forecast. SBT Skin Biology Therapy sales rose by +1.4 percent and continued the previous year’s positive trend.

The La Prairie Group is represented internationally in the premium cosmetics segment by 11 affiliates in Europe (Switzerland, Germany, Austria, France, Italy, Spain), the US, Asia (China, Japan, Korea) and Australia. The company sells products in over 70 markets world wide. The La Prairie Group stands for highly innovative, top quality brands. The group comprises the four premium brands, Laboratoires La Prairie, JUVENA of Switzerland, MARLIES MÖLLER beauty haircare and SBT Skin Biology Therapy. The company’s headquarters is located in Zurich-Volketswil/Switzerland. The La Prairie Group belongs to the Beiersdorf AG. For further information, visit [www.laprairiegroup.ch](http://www.laprairiegroup.ch).

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**la prairie**  
SWITZERLAND

**JUVENA**  
OF SWITZERLAND

**MARLIES**  
**MÖLLER**  
beauty haircare

**SBT** Prof. Steinkraus  
Research Laboratories  
**SKIN BIOLOGY THERAPY**