



ART&FRAGRANCE

MEDIA RELEASE

Art & Fragrance to add scent to the Berne stock exchange

Zollikerberg near Zurich, 30 July 2007 – Art & Fragrance, a company operating in the luxury goods sector, is planning its IPO on the BX Berne eXchange. Art & Fragrance is a successful niche player specialising in the creation, development, marketing and worldwide distribution of perfumes and cosmetics. The company employs a staff of 30 and in 2006 recorded revenue of CHF 40.0 million and a consolidated net profit of CHF 11.2 million, around half of which was generated by its core business.

Based in Zollikerberg near Zurich, Art & Fragrance was founded in 2000 by Silvio Denz. Prior to this, Silvio Denz owned the largest chain of perfume stores in Switzerland, Alrodo AG, which he sold in 2000 to the French group Marionnaud Parfumeries SA. The Art & Fragrance portfolio includes traditional perfume brands such as Parfums Alain Delon, Parfums Grès, Jaguar Fragrances and, since 2007, Ultrasun – an established cosmetics brand in the market sector for superior-quality sun protection products. The company distributes its products in Europe, North and South America, Asia, the Near and the Middle East as well as the Far East. Silvio Denz is the sole shareholder and Chairman of the Board of Art & Fragrance. Roger von der Weid, Chief Executive Officer, is responsible for the operating business.

With the IPO planned for the latter half of 2007, Art & Fragrance is aiming to broaden its shareholder structure, raise its profile within and outside the perfume industry, and in so doing create the basis for further expansion of its brand portfolio. Art & Fragrance has commissioned Bank Vontobel AG to conduct the transaction.

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Art & Fragrance is a successful niche player specialising in the creation, development, marketing and worldwide distribution of perfumes and cosmetics. Founded in 2000 and based in Zollikerberg near Zurich, the company recorded sales of CHF 40.0 million in 2006 and employs a staff of 30.

www.art-fragrance.com