

REVLON



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Revlon Completes Acquisition of CBBeauty and SAS & Company

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NEW YORK--(BUSINESS WIRE)--Apr. 30, 2015-- Revlon, Inc. (NYSE:REV) ("Revlon") today announced that it has acquired CBBeauty. Founded by Corrado Brondi in 2011, CBBeauty is a global fragrance management company based in the U.K. The acquisition also included the U.K. distributor, SAS & Company.

CBBeauty distributes and markets perfumes and beauty products under the One Direction brand in more than 80 countries around the world and provides international sales, marketing and strategic services to a select number of celebrity and fashion fragrance brands.

SAS & Company distributes and markets perfumes and beauty products from a portfolio of leading brands such as Burberry, Carven, One Direction and Rihanna. SAS is also the fragrance licensee for U.K. artists such as Little Mix and Cheryl. CBBeauty and SAS will operate as an independently managed division within Revlon, under the continued leadership of Corrado Brondi as CEO of CBBeauty. Shelley Smyth will continue in this new division as CEO of SAS & Company.

Commenting on Revlon's acquisition of CBBeauty and SAS & Company, Revlon President and CEO, Lorenzo Delpani, said, "As we continue to focus on our Strategy of Value Creation to boldly grow Revlon, we are confident that this acquisition will provide us with a business and people platform for significant growth in the global fragrance business."

"Revlon's acquisition of CBBeauty marks the beginning of a very exciting future for the business model we have created," said Mr. Brondi. "We are thrilled to partner with Revlon's team to accelerate the growth of our business, by leveraging Revlon's significant capabilities and resources, while keeping an independent management and remaining true to our motto "big enough to matter and small enough to care."

"We are delighted to join Revlon, a company that will complement SAS & Company's existing expertise in distribution and in product development for beauty and fragrances," said Ms. Smyth.

About Revlon:

Revlon is a global cosmetics, hair color, hair care and hair treatments, beauty tools, men's grooming products, anti-perspirant deodorants, fragrances, skincare, and other beauty care products company, which operates in two segments, the consumer division ("Consumer") and the professional division ("Professional"). CEO Lorenzo Delpani's vision is to establish Revlon as the quintessential and most innovative beauty company in the world by offering products that make consumers feel attractive and beautiful. Revlon believes that its global brand name recognition, product quality, R&D, innovation and marketing experience have enabled it to create leading global consumer and professional brands. Revlon's Consumer segment global brand portfolio includes Revlon® color cosmetics, Almay® color cosmetics, SinfulColors® color cosmetics, Pure Ice® color cosmetics, Revlon ColorSilk® hair color, Revlon® Beauty Tools, Charlie® fragrances, and Mitchum® anti-perspirant deodorants. Revlon's Professional segment global brand portfolio includes: Revlon Professional®, CND®, including CND Shellac® and CND Vinylux® nail polishes, and American Crew® men's grooming products. Websites featuring current product and promotional information can be reached at www.revlon.com, www.almay.com, www.mitchum.com, www.revlonprofessional.com, www.americancrew.com and www.cnd.com.

About CBBeauty:

CBBeauty is a manufacturer and distributor of designer and celebrity fragrances, cosmetics and skincare products. Acting as a long-term brand builder, CBBeauty works alongside a strong international network of distributors and retailers in prestige distribution reaching 20,000 points of sales in over 80 markets. CBBeauty's vision is to provide brands with the focus, creativity, flexibility and personal touch of a small dedicated team with the reach and connections of a large global company. CBBeauty can implement business models tailor-made to the needs of each brand, including international or regional distribution, licensing, joint venture, global advisor, and agent and service provider. CBBeauty's brands include Our Moment by One Direction, which was the largest celebrity fragrance launch and the biggest female launch in most markets in 2013. Additional information regarding CBBeauty can be reached at www.cbbeauty.com.

About SAS & Company:

Founded in 2010 by Shelley Smyth, SAS & Company is a distributor of fragrance, cosmetics, skincare and personal care products focusing on the U.K. and Ireland. In 2014 SAS Licences was born under the SAS & Company umbrella to develop and manufacture brands including Stormflower by Cheryl, launched in 2014, and the first perfume of the U.K. band Little Mix, which is scheduled to be launched in fall 2015. SAS & Company's ultimate goal is to build brands in conjunction with brand owners to deliver long-term success. The SAS & Company team includes a highly professional and experienced group of individuals within the fragrance and beauty category, all of whom are focused on delivering excellence. Each brand partner within the SAS & Company portfolio has a dedicated marketing team devoted to the management and development of their respective brands. For further information on SAS & Company please visit www.sasandcompany.com.

Forward-Looking Statements

Statements made in this press release, which are not historical facts, are forward-looking. Forward-looking statements speak only as of the date they are made and, except for the Company's ongoing obligations under the U.S. federal securities laws, the Company undertakes no obligation to publicly update any forward-looking statement, whether to reflect actual results of operations; changes in financial condition; changes in general U.S. or international economic or industry conditions and/or conditions in the overall Consumer and/or Professional segments; changes in estimates, expectations or assumptions; or other circumstances, conditions, developments or events arising after the issuance of this press release. Such forward-looking statements include, without limitation, statements as to the Company's beliefs, expectations and estimates about: (i) continuing to focus on our Strategy of Value Creation to boldly grow Revlon and being confident that this acquisition will provide us with a business and people platform for significant growth in the global fragrance business; (ii) Revlon's acquisition of CBBBeauty marking the beginning of a very exciting future for the business model that CBBBeauty has created, and that partnering with Revlon's team will accelerate the growth of our business by leveraging Revlon's significant capabilities and resources, while keeping an independent management and remaining true to CBBBeauty's motto "big enough to matter and small enough to care;" and (iii) Revlon complementing SAS & Company's existing expertise in distribution and in product development for beauty and fragrances. Actual results may differ materially from such forward-looking statements for a number of reasons, including those set forth in our filings with the SEC, including, without limitation, our 2014 Annual Report on Form 10-K that we filed with the SEC on March 12, 2015 and our Quarterly Reports on Form 10-Q and Current Reports on Form 8-K that we have filed or will file with the SEC during 2014 and 2015 (which may be viewed on the SEC's website at <http://www.sec.gov> or on our website at <http://www.revloninc.com>). In addition to those factors, the Company's actual results could differ materially from those expressed in any forward-looking statements, including, among others, (i) difficulties or delays in realizing significant growth in the global fragrance business, whether due to economic conditions, unexpected trends in fragrance consumption, actions by competitors or otherwise; (ii) less than anticipated benefits from the Company's acquisition of CBBBeauty, such as due to less than expected resources; and/or (iii) SAS & Company realizing less than anticipated benefits in the areas of distribution and/or product development from Revlon. Factors other than those listed above could also cause the Company's results to differ materially from expected results. The business and financial materials and any other statement or disclosure on or made available through the Company's websites or other websites referenced herein shall not be incorporated by reference into this release.

Source: Revlon, Inc.

Revlon, Inc.
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