

# EDITORIAL

For the last two years covid crisis deeply affected all businesses around the world. INCC managed to turn around this adverse situation into new opportunities. We are now all set to roll out the promising new strategy expressed in our new Corporate Identity.

**INCC** PARFUMS    INCUBATE   NURTURE    CREATE    COLLABORATE

First illustration comes with the License contract renewal with MERCEDES BENZ, now including two more brands, AMG and MAYBACH. These new Brands will allow INCC to extend the scope of its business to higher-end customers' segment while meeting the MB Group's request which is to support the luxury MERCEDES BENZ brand positioning for all product categories under license.

In addition, INCC just signed a new license with G-III Apparel to develop a perfume range under the Brand of VILEBREQUIN.



Current trading remains strong. After posting a 16% growth over 2020 @21m€, we anticipate for 2022 a second year in a row with a double-digit growth expecting turnover @24m€

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