

EDITORIAL

After closing last year with a 16% growth over 2021, INCC keeps accelerating its development thanks to a consolidated partnership with its distributors and to a strong launch plan of new initiatives.

Our objective is to break the 30M€ sales threshold by the end of the year with a 25% + increase over 2022.

This second half of 23 is seeing the first roll out of LSA, iconic collection of three fragrances to reflect the **MERCEDES-BENZ** Perfume Brand's DNA and which will develop worldwide until May 2024.

Simultaneously we are all set to break into most markets with the new AMG perfume range in first half of 24 and with the new MAYBACH perfume collection in the second half of 24.

Our strategy to take **MERCEDES-BENZ** Perfume brand to the next level is supported by our distribution partners who also anticipate to open new customers segments with **AMG and MAYBACH**. And in addition, we actively prepare the launch of **VILEBREQUIN** Perfume range in early 2025.



As a major source of growth for the following years we will significantly add more resources to expand our Travel Retail business.

To cope with such an intense development INCC keeps recruiting new talents which will translate into an over 40 employees headcount by the end of this year. Everybody at INCC is highly committed to delivering our objectives within a B-Corp certification process that we expect to finalize during 2024.

Philippe Lentz
President

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