

WORDS FROM THE PRESIDENT

Dear All,

The Year 2024 marks another turning point for INCC. **Since its acquisition in March 2024, Give Back Beauty, INCC and Mercedes-Benz fragrances began their journey into a new era.**

Give Back Beauty group is determined to continue nurturing the existing strategy to **elevate and broaden** the Mercedes-Benz fragrance brand while **fueling the existing business.**

Mercedes-Benz is today the only automobile Brand that has managed to get established in the selective perfume industry, thanks to its iconic and highly recognizable assets and a full commitment to excellence. And its success story will continue.

Our strategy is to keep on supporting the key pillars that have been building the brand and that drive a large part of the current business;

- On the one hand, the **recent launch of the groundbreaking “Land – Sea – Air”** trilogy, which is at the heart of the brand development strategy and of our CSR approach. We have proudly started a **process to obtain the B-Corp certification** and the LSA project is part of this objective.

- On the other hand, **Club black**, which is our **number one line**, has seen **double-digit growth** since its launch in 2018. This is a major asset and we have a solid plan in place to develop it even further. More to come...

Given Mercedes-Benz quest to be recognized for its unmatched Quality and Prestige, we shall also capitalize on two outstanding brands like **Mercedes-AMG** and **Mercedes-Maybach**.

Mercedes-AMG has just launched into selective distribution while MAYBACH is moving more into confidential distribution.

Indeed, we continue the journey to the Mercedes-Benz world with a **new luxury destination: Maybach. In September 2024** we elevated “excellence to magic” with the **Haute Parfumerie collection of 6 unexpected fragrances.**

We are currently working in partnership with Maybach Luxury to launch the brand exclusively in their flagship stores and on their e-shop.

From 2025, we will continue the deployment by carefully selecting top doors in the local markets and travel retail prominent locations.

Welcome to the extraordinary beauty of Mercedes-Benz, **WELCOME TO BEYOND !**

Patrizio Stella



Group Chief Executive Officer
Give Back Beauty



Give Back Beauty

INCC
PARFUMS