

THE PREMIERE GROUP

^a PCA COMPANY

Your Product Development, Marketing,
and Licensing Partner



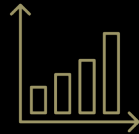
About the PCA Companies

We provide best-in-class partnership solutions that are powered by data, customized with technology and activated with agility.

Established in 1993, the PCA Companies offer a full range of global beauty sales, marketing and logistics solutions.



Unique fully-vertical capabilities and global multi-channel distribution expertise offers retail partners excellence in inventory availability, pricing, program creation and customer service.



Annual Revenue of \$850+MM in Fragrance, Skincare, Makeup, Haircare & Beauty Tools.



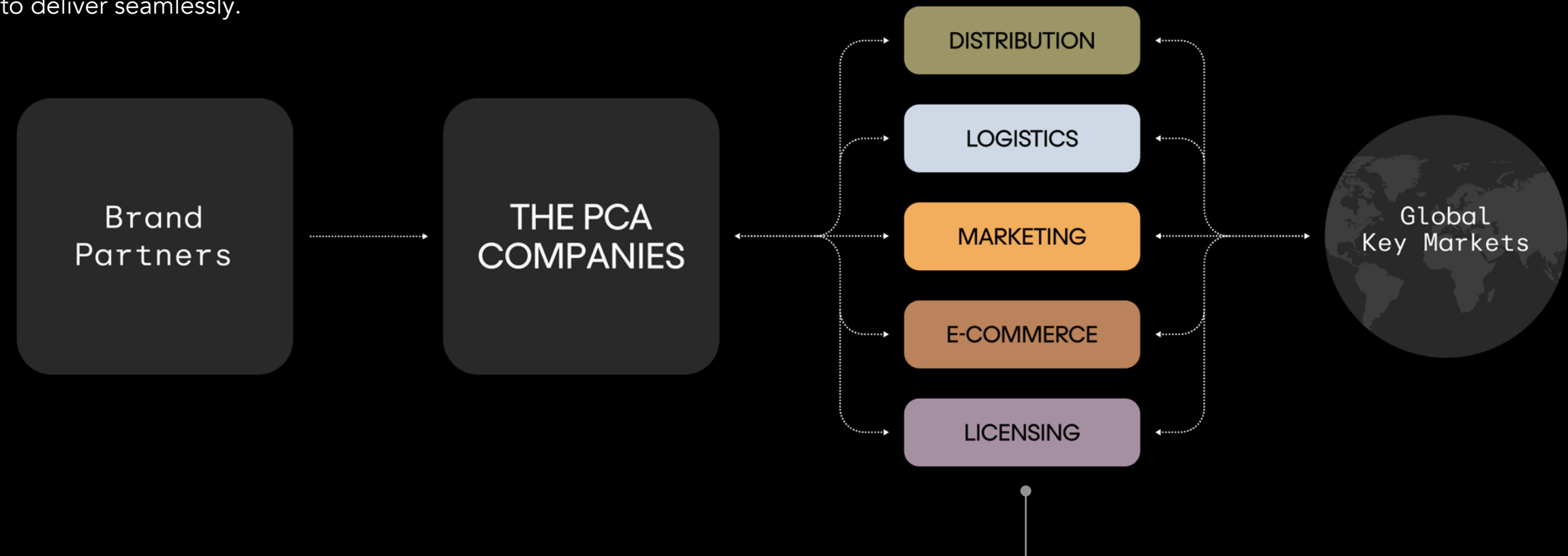
Global Logistics & 3PL Capabilities. Shipping \$2+MM per day with 99.99% on time delivery & order accuracy.



In-house Product Development, Production, Regulatory and Registration.

The PCA Companies is comprised of four divisions that together offer up to five unique capabilities: distribution, logistics, marketing, e-commerce and brand licensing. Each division has its own distinct leadership, business direction, and financial structure that allows for specialization, while still maintaining the ability to deliver seamlessly.

Our structure and internal capabilities combined with our state-of-the-art facilities and multi-category expertise, allows us to continuously adapt to our partners' evolving needs and fully maximize their growth. This level of agility is required for success.

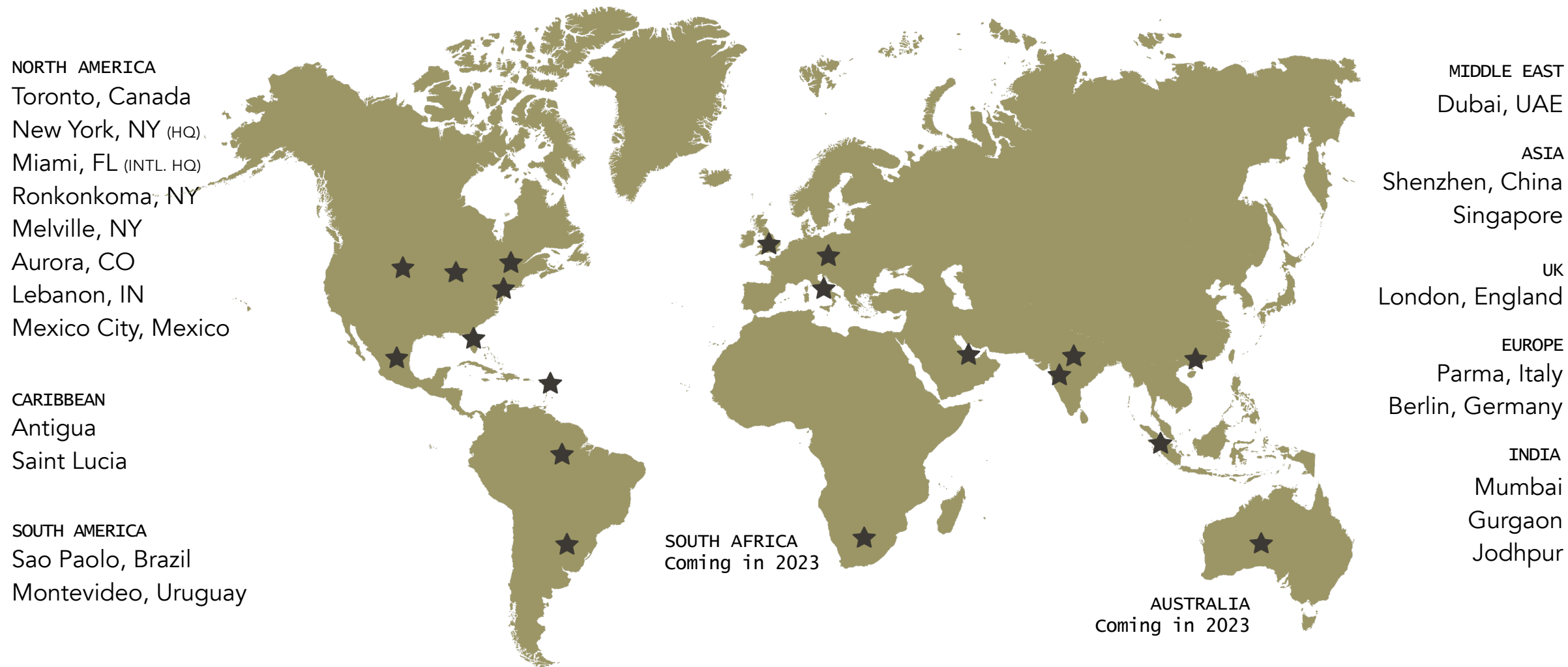


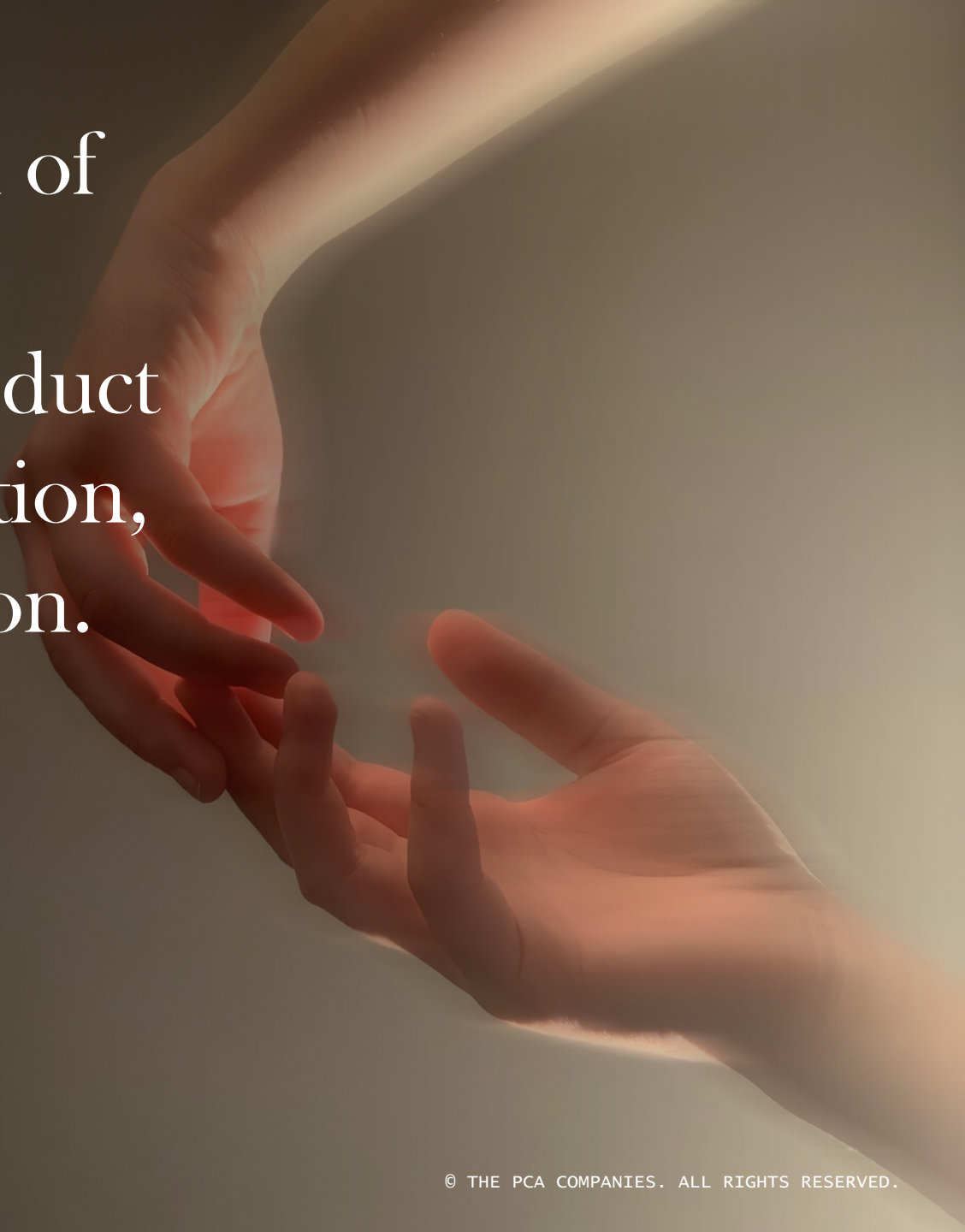
Brands can work with any or all of the PCA divisions depending on the requirements of their unique strategy – all with a single point of contact.

U.S. & Global Network

100% FULLY PCA-OWNED FACILITIES

PCA has a global footprint through the presence in the key regions + dedicated local organizations. With this unique set up, PCA in record time is capable of reaching the top retailers and e-tailers across the globe



A background image showing two hands, one from the top right and one from the bottom right, reaching towards each other in a gesture of connection or support. The hands are illuminated with a warm, golden light, creating a soft glow against a dark, gradient background.

The Premiere Group, a division of
PCA, is responsible for brand
portfolio expansion through product
development, licensing, distribution,
and impeccable in-store execution.

Marketing



Innovative trade, digital and marketing partnership

Hyperfocus on consumer psychographics to inform pricing, positioning and brand RTB

360 competitive analysis to design PR and Social strategy with full funnel conversion drivers

Development and optimization of 3YR GTM strategy and commercial tactics

Benchmarking KPIs and ROI analysis to inform future- forward strategy and investments

Test and learn to optimize investments / explore additional revenue drivers with controlled risk; monthly reporting to brands

Brand Licensing



Best-in-class product development and commercialization strategy for your brand

360 marketplace insights on channels, retailers and categories to identify white space opportunities and RTW

Data triangulation across category captains, industry trends and consumer psychographics to inform NPD

Global trade marking, registration and regulatory services

Full in-house vertical for formulation, manufacturing, components and packaging design

The Premiere Group provides full marketing, sales and warehousing services as an authorized distributor in the U.S. and North America

MARKETING:

- Localization of market plan
- Sell-in relationships directly with retailers

SALES:

- 6 regionals
- 2 sales managers
- 800 BAs

WAREHOUSING:

- Negotiating and securing prime space & location
- All trade marketing features
- Purchasing and inventory management

The strength of The Premiere Group is a seasoned and passionate team committed to express each brand's individuality whether fully owned, licensed, distributor or via joint venture.

We are passionate about the strength of storytelling, excellence in product design and continuous breakthrough support.

Retail Partners

UNITED STATES

bloomingdale's *Neiman Marcus*

VON MAUR® NORDSTROM

JCPenney Dillard's
The Style of Your Life.

belk ★ macy's

CANADA

HUDSON'S BAY

JC Jean Coutu

SHOPPERS DRUG MART 

MEXICO

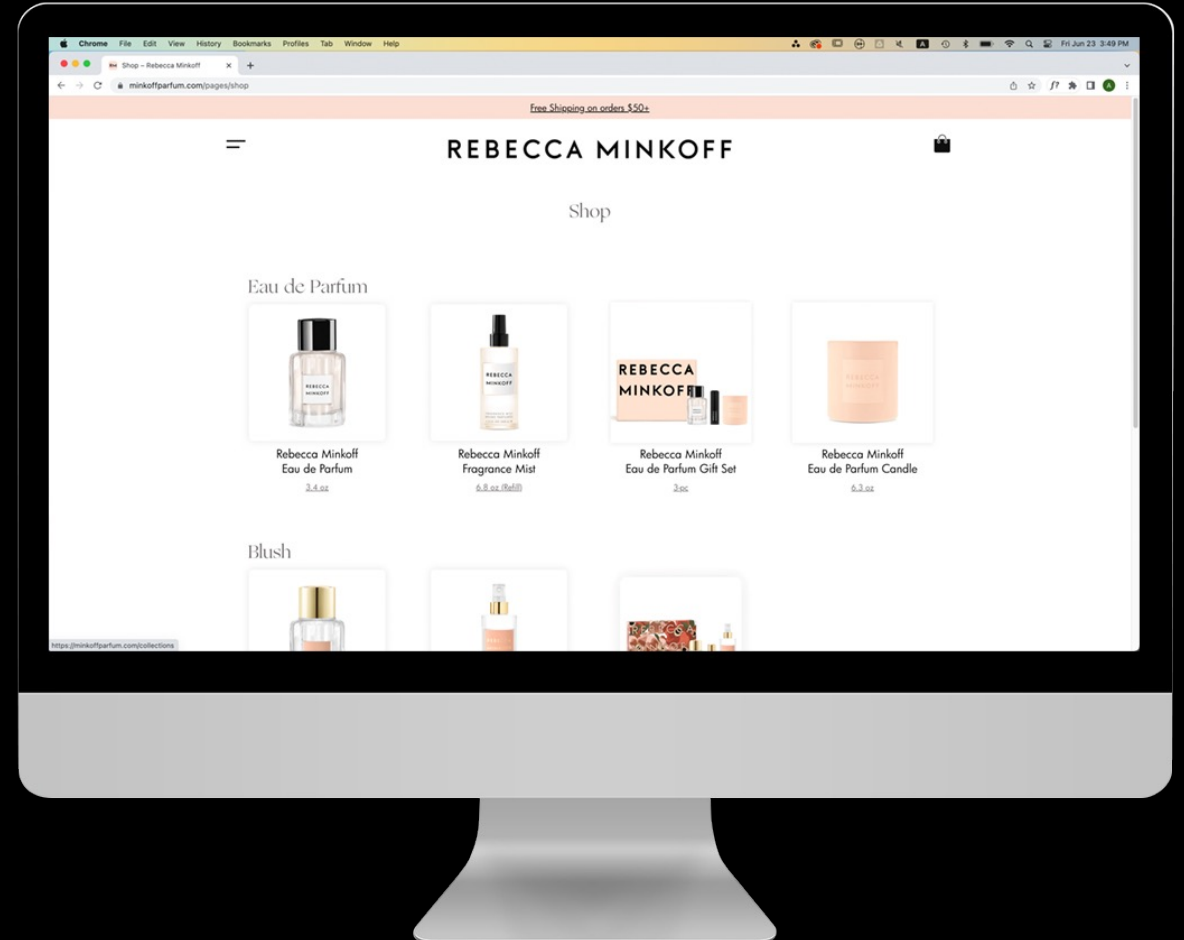
 Liverpool®

SEPHORA

Sears

Fragrance E-Commerce Website

- Digital flagship for TPG brands
- Enhanced storytelling and assets
- Additional visibility with digital and social support
- Blogs, contests, meet-the-designer/perfumer, behind-the-scenes



Distributor Brands: Beauty Portfolio

THOMAS KOSMALA
PARIS

Mercedes-Benz Parfums.

CARVEN

Chopard

VAHY

MDSOLARSCIENCES™

FURLA
SINCE 1927 ITALY

MISSGUIDED

Paloma Picasso

Business Achievements

Top 10 Ranking
in key accounts

THOMAS KOSMALA
PARIS

Mercedes-Benz Parfums.

Top 10
Ranking in
key accounts

Monique Lhuillier

Dress event at
Belk Flagship

EVENTS

Fila Fresh: Top 10 Launch in
Canadian key account



Contact

FOR MORE INFORMATION
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