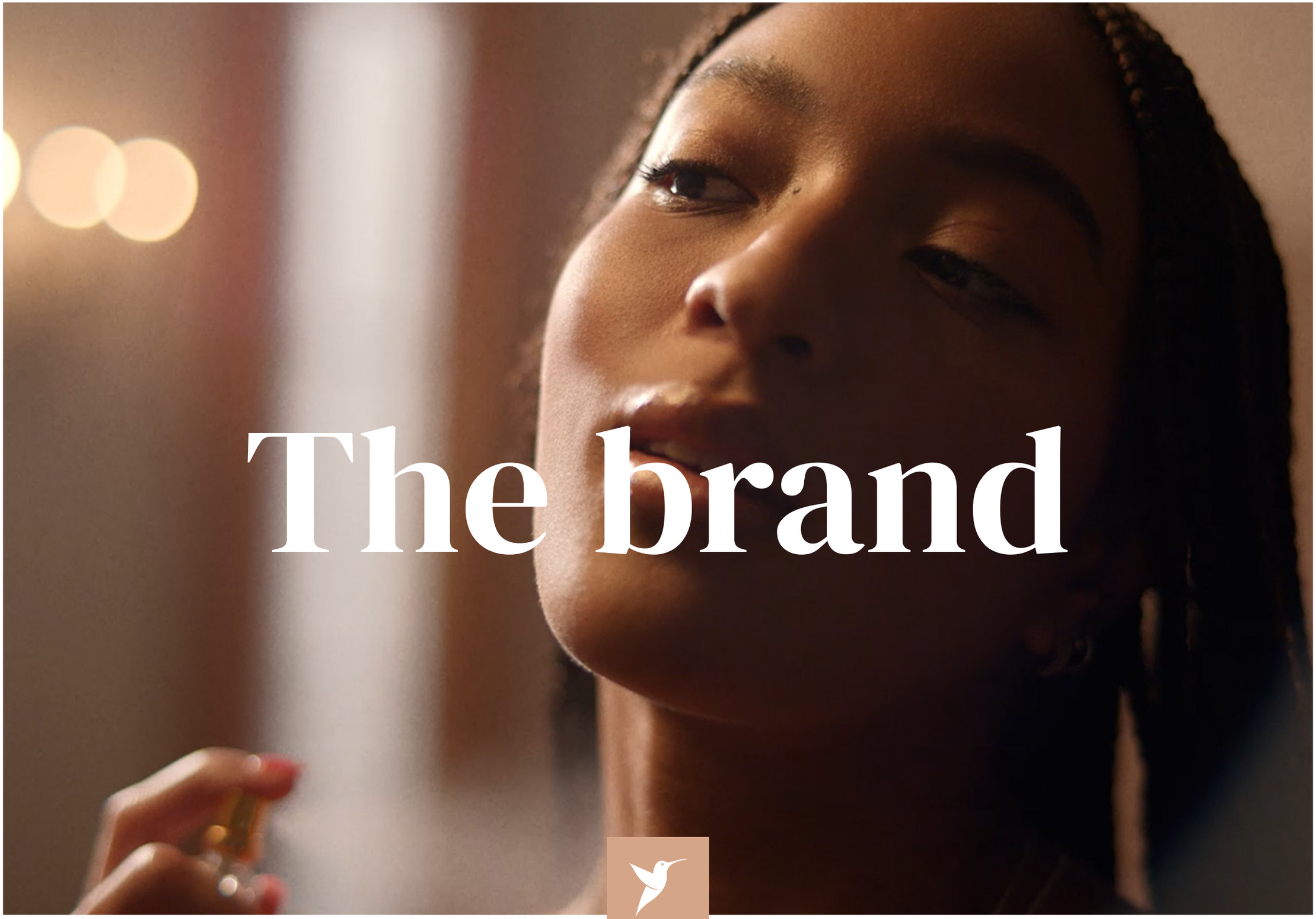
adopt
PARFUMS FRANÇAIS
LA FRENCH FRAGRANCE REVOLUTION*
adopt.com
*La révolution du parfum à la française



The brand

A great fragrance is necessarly expensive.

NO!

A great perfume never goes without its muse, its crystal bottle, its advertising...

NO!

Perfume is the reflection of the personality, it's necessary to find the good one, the only one, the special one.

NO!

Ready to *change* the world of fragrance?

LA FRENCH FRAGRANCE REVOLUTION

Accessible high quality fragrances

A fragrance for every moment of life

What matters is the perfume itself

MADE IN FRANCE

Our manifesto

A revolution to give everyone access to fine fragrances, without breaking the bank.

A revolution born in France and led by great perfumers.

A revolution enabling us to change perfume as we change season, desire, or outfit...

To be free to be ourselves.

To create perfume that respect our planet.

Our *film* 2022

The origins

Adopt Parfums, Accessible French Perfumer since 1986.
A story of passion, conviction and commitment.

Emotion at its source!

At the origin of Adopt Parfums, there is a fact: the smell is our founding sense. It is the first sense we develop. But, the sense of smell has become the last of the senses used, supplanted by a world overwhelmed by sounds and images.

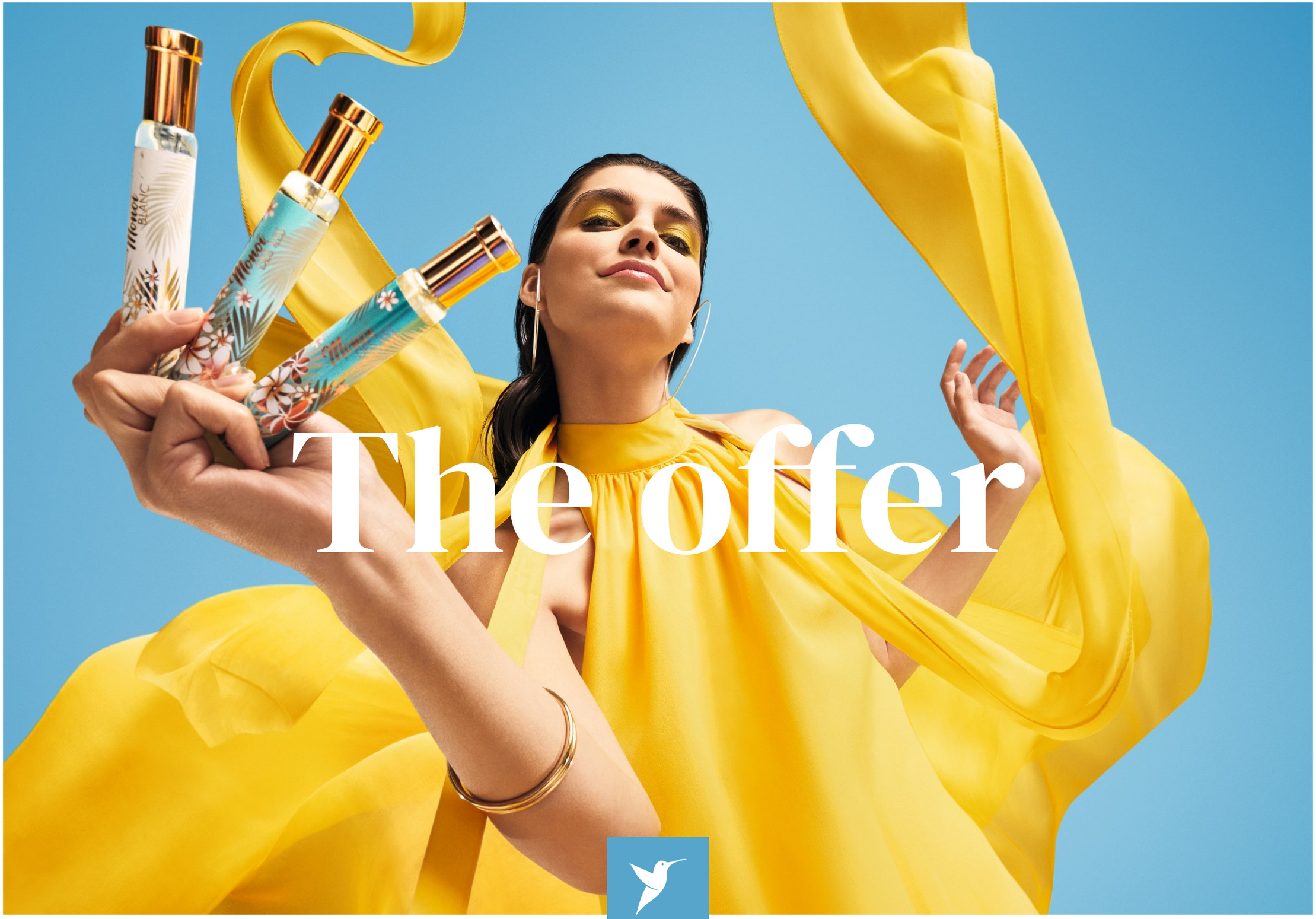
From this fact was born a great conviction: the olfactory sense plays a key role in our well being, and perfume offers us the possibility of boosting our confidence. Perfume is our greatest source of emotions.

Dominique Monlun, the creator of fine fragrances accessible for all.

From this conviction was born a fight. Dominique Monlun, who, more than thirty years ago, fought so that great perfumes would no longer be reserved for a privileged circle.

In 1986, he trained as a perfumer with the greatest creators in Grasse and realized that the quality of a great perfume lies in the magic of its blends, in the rigorous selection of its ingredients.

> *That's when Adopt Parfums, the first creator of fine fragrances accessible to all, was born.*



The offer

The perfume expert

The wider range of the market with more than **150 fragrances of high quality 100% made in France**, created by the greatest perfumers, at accessible price for all and respecting our planet.

The iconic

30ML PERFUME

9.95£
SUGGESTED PRICE

Affordable
Qualitative
Nomad

Collection fragrances

Celebrate each and every occasion with Adopt Parfums iconic fragrances.

Ingredient focus fragrances

Adopt Parfums revisits and sumblimates key ingredients of perfumery.

The big formats

100ML PERFUME

20.95£
SUGGESTED PRICE

Our most iconic fragrances exist in 100ml format.

Les Escales

Whichever destination you choose, be ready for an *extraordinary sensory journey*.

16.95£
SUGGESTED PRICE

Beacons of identity and individuality, these distinctive and unusual creations are true signatures scents.

A 90% recycled glass bottle

50ml

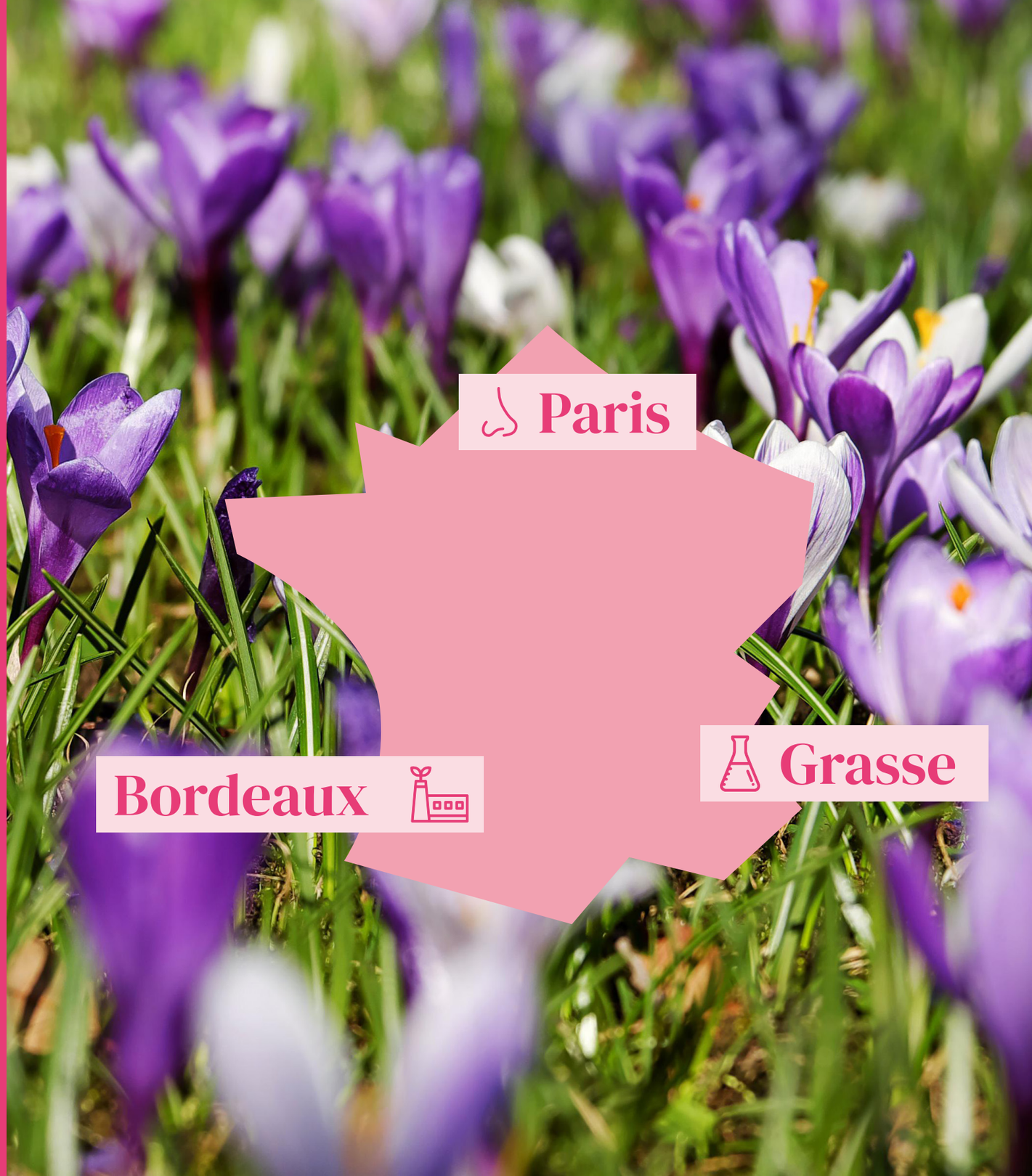
Made in France

Vegan and cruelty free fragrances

Made in *France* fragrances

At Adopt Parfums, we are proud to claim our local anchor in our historical production site, in Cestas, near Bordeaux.

It is there, and in Paris, that passionate and commited teams are working daily to develop and produce more than 12 unique creation each year.



Greater and finest perfumer house!

Philippe Hardel

DIRECTOR OF PERFUME CREATION

Adopt develop its eaux de parfum in collaboration with a team of perfumers from the most prestigious houses. Young gem and perfume masters work on our creations and bring a great richness, diversity and style.

CREATED
Au Féminin

Amandine Clerc Marie

Creator of:
- Chloé, Chloé
- La Nuit Trésor à la Folie, Lancôme

CREATED
Tendre Iris

Fabrice Pellegrin

Creator of:
- Scandal, Jean-Paul Gaultier
- Wanted, Azzaro

CREATED
Paris Rêverie & Flower Mania

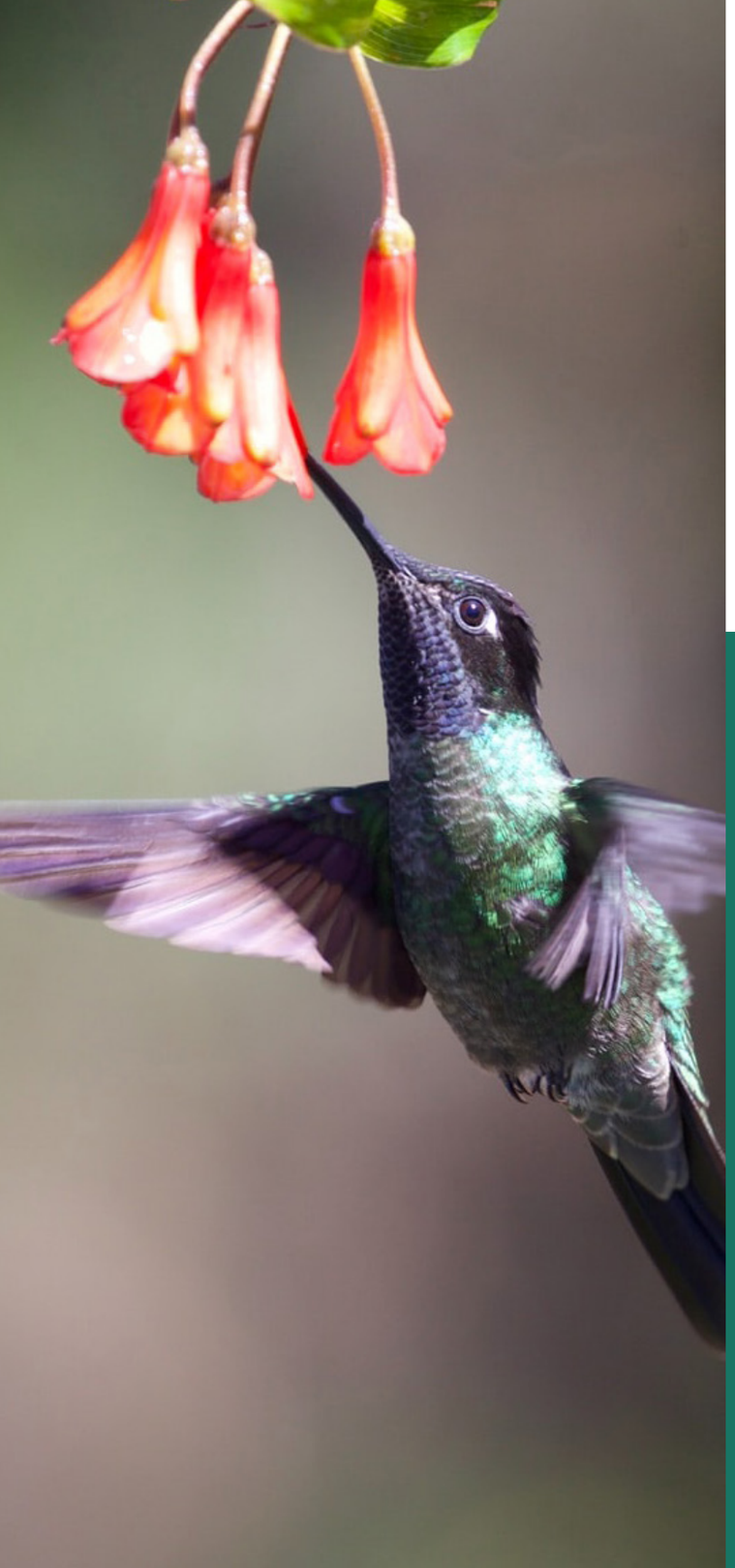
Maurice Roucel

Creator of:
- 24 Faubourg, Hermès
- Insolence, Guerlain

CREATED
Toscana vita

Emilie Coppermann

Creator of:
- Black XS for her, Paco Rabanne
- Play & Play and l'Ange Noir, Givenchy



EcoBeautyScore
CONSORTIUM

Eco-responsability

Like our emblematic hummingbird, We try to « do our part » every time. Our commitments are based on three pillars:

Eco-design of our products

- Parfums Les Escales with 90% recycled glass
- Certified organic ranges
- 0 plastic boxes

Adopt eco-responsible pratices throughout the value chain

- Incentives for sorting since 2006
- Low Carbon Strategy
- Local suppliers

Support our ecosystem

- Participation in the development of responsible channels such as Iris Pallida
- Members of the Eco Beauty Score Consortium

The success story

An *incredible* French success story

Thanks to a loyal and committed community.

2,5

perfumes per basket

15%

Of new omnichannel customers each year

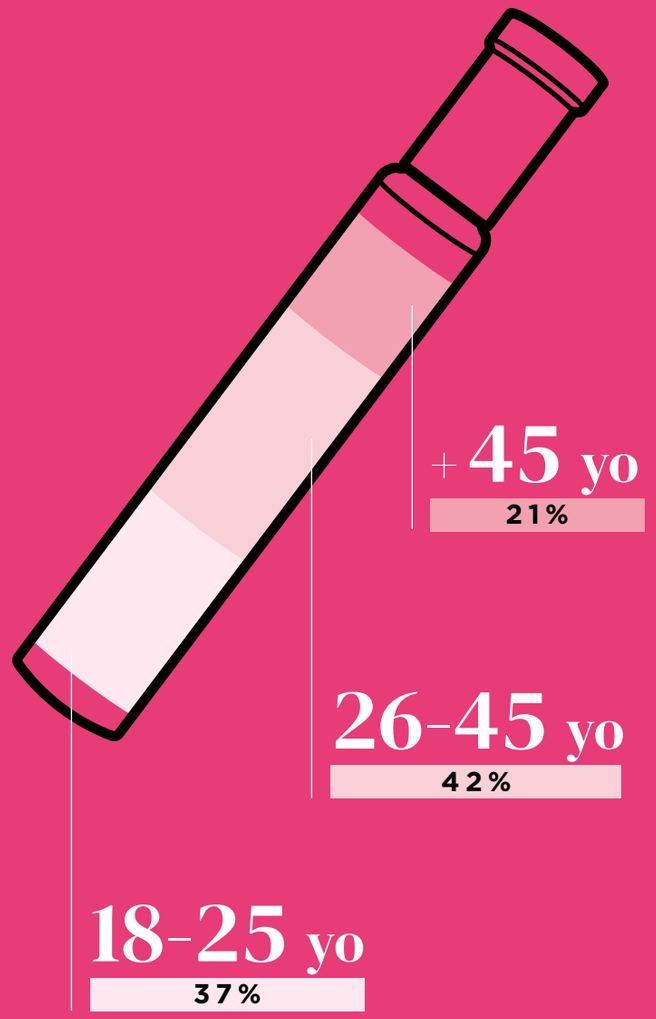
34%

of customers buy 3 perfumes or more!

+34%

Average basket

Women!
at 99% 34 yo in average



An *engaged and growing* community

AROUND KEY MESSAGES

Pleasure

Accessibility

Quality

Eco-responsability

Authenticity

Inclusivity

A *crew* of influencers

Creation of a recurring crew of influencers to promote a balance between premium and accessibility.

Honesty

♡ Adopt Parfums

Passion

A brand that is *talked about*

Cosmopolitan

Biba

marie claire

COSMOPOLITAN marie claire Closer Les Echos

LES CHAMPIONS DE LA CROISSANCE 2021 — Les Echos — En collaboration avec statista

LES cosmétiquemag AWARDS — LE PRIX BTOB RÉFÉRENT DU SECTEUR DE LA BEAUTÉ

2020 COSMETIQUEMAG AWARDS

Leader in sales volume of *high quality* fragrances at *affordable price!*

Closing rate of 25% in 2020 & 2021

1 perfume
SOLD
EVERY
10”
in the
world!
+5 MILLION UNITS*
* of 30ml fragrances sold in 2022
Musc blanc
Sweet romance
adopt'

Our *stores* in the world

+ 2600
Point of sales
In the world

+ 40
Countries

International presence

MERCHANDISING SOLUTION:

KIOSKS

Malaysia

Departement stores

UK - Malls

International presence

MERCHANDISING SOLUTION:

PARFUMOTHEQUE PERFUME WALL

Poland - Rossmann

1 467 POS

Libanon - Concept Store

International presence

MERCHANDISING SOLUTION:

PERFUME TOWERS

Belgique - Di

200 POS

120 POS

Taiwan - Cosmed

International marketing

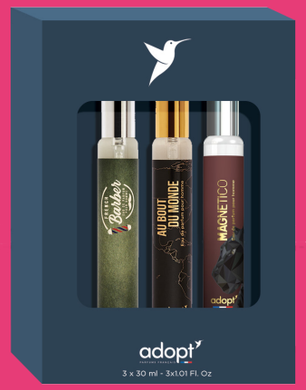
360 online and offline support of our partners:

Marketing campaigns adaptation

Personnalized merchandising solutions

Product offer localization

Creation of specific sets...



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