

## LF Beauty's Creative Days envisions the future of beauty in China

*Leveraging its global network of resources and expertise, LF Beauty helps co-create innovative products and solutions with beauty players in China*

**Shanghai, 22 May 2018** – LF Beauty, a one-stop shop partner and supplier of product solutions for fragrance, skincare, color cosmetics, interactive POS displays and beauty instruments for world-class brands, retailers and direct marketers, today launched its Creative Days concept event at LiFung Plaza in Shanghai. The event followed a successful first launch in 2016.

As the largest and fastest-growing beauty market in the world, China is one of LF Beauty's key markets. According to Euromonitor, the Chinese beauty and personal care market was forecasted to grow by 30% between 2016 and 2021 to a total value of 434 billion RMB, equivalent to 69 billion USD. Premium beauty and personal market was expected to grow even faster at an astonishing rate of 53%. The China consumer today, especially millennials, wants personalized products and innovative formulations. Millennials in China are placing increased importance on skincare and skin protection from external factors such as UV light and pollution.

At this year's Creative Days, LF Beauty showcased a wide array of innovative skin care, color cosmetics and fragrance products and solutions, as well as interactive point-of-sale (POS) displays to close to 30 top international and local beauty brands, demonstrating how LF Beauty can create extra value to them and co-create innovative products and solutions that meet the rapidly evolving needs of digital-savvy Chinese consumers.

Mario Salvatori, Executive Vice President of LF Beauty, said, "Today's consumer is always looking for something new and fresh to update their image. This makes it a very exciting time for LF Beauty. The future of beauty is about collecting consumer insights both online and offline, providing personalized shopping experiences, developing innovative technology and promoting sustainable beauty. LF Beauty, which brings in-depth experience working with numerous well-known international beauty brands, is well-positioned to help beauty brands in China to meet the ever-changing needs of the Chinese consumers."

A key focus of the event was how LF Beauty could provide relevant data insights to help beauty brands spot trends in different age groups and markets, ultimately enabling those brands to achieve better sales performance through more informed product development and purchase decisions, as well as reduced inventory. Beauty brands who attended the event could see first-hand how leading brands are using the latest interactive point-of-sale (POS) displays to obtain customer intelligence.

In response to the emphasis on skin protection, LF Beauty showcased anti-blue light products, targeted at millennials who are frequently on digital devices, and anti-pollution skin care products.

William Mark, Senior Vice President of LF Beauty, said, "We have developed formulas and some are ready to go to address the anti-blue lights and anti-pollution skin maintenance needs, I am really excited about this market needs and trend in China and LF Beauty is uniquely positioned to supply end-to-end solutions in this front."

"We really see LF Beauty as a convener to bring brands, retailers and players in the industry together and co-create innovative products and solutions as well as provide consumer insights to help brands making more informed decisions– and that is what the future of beauty is going to look like," said Mario.

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## About LF Beauty

LF Beauty, a one-stop value creator of product solutions for fragrance, skincare, color cosmetics, interactive POS displays and beauty instruments for world-class brands, retailers and direct marketers.

LF Beauty is one of the divisions under LH Pegasus which is owned by the Fung Group and Hony Capital.

## About Fung Group

The Fung Group ([www.funggroup.com](http://www.funggroup.com)) is a Hong Kong-headquartered multinational group and a global leader in supply chain solutions whose core businesses include trading, logistics, distribution and traditional and digital retailing.

The Group employs 39,900 men and women across 40 economies worldwide, with total revenue of US\$22.51 billion as of December 2016 and includes four Hong Kong-listed companies:

- Li & Fung Limited (SEHK: 00494), the leading supply chain solutions partner for consumer brands and retailers.
- Global Brands Group Holding Limited (SEHK: 00787) one of the world's leading companies for branded apparel, footwear, fashion accessories and related life-style products. Its customers primarily are retailers, from department stores to specialty retailers and ecommerce channels, in the Americas, Europe and Asia.
- Convenience Retail Asia Limited (SEHK: 00831), which operates about 600 retail stores in Hong Kong, Macau and the Pearl River Delta in Southern China under the Circle K and Saint Honore Cake Shop brands.

## About Hony Capital

In March 2016, Hony Capital led the F round of investment in WeWork and introduced Chinese investors including Legend Holdings, Jin Jiang, Greenland and China Oceanwide. This is the second major cooperation between Hony Capital and WeWork, and Hony Capital will continue helping WeWork to bring in Chinese investors with various resources.

In July 2017, Hony Capital and SoftBank set up a new vehicle China WeWork, and announced a \$500 million investment dedicated solely to fueling WeWork's growth and expanding its operations throughout China.

Hony Capital, founded in 2003 and sponsored by Legend Holdings, specializes in buyout investment and currently it has USD 10 billion under management. Hony Capital's investors come from China and the world's leading investment institutions, including national pension funds, sovereign wealth funds, university endowment funds, regional and industry pensions, insurance companies, family foundations, individual investors and other types. It has so far invested in over 100 companies in areas of pharmaceutical and healthcare, media and entertainment, consumer products, food and beverage, as well as machinery and equipment manufacturing. Hony Capital's portfolio companies include China Shijiazhuang Pharmaceutical Group (CSPC), Zoomlion, China International Marine Containers (CIMC), Suning, Chengtuo Holding, Jin Jiang International Hotels, ENN, PizzaExpress (UK), STX(US) , WeWork (US) , ofo, COFCO Capital, etc. The assets value of these companies totals about RMB 2.9 trillion with sales volume of RMB 860 billion, providing more than 450,000 jobs.

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