



Jacques Cosmetics Ltd. Company Profile

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01 Mission & Vision



Our Mission



As the leading Asia cosmetics and skincare establishment, we have consistently met the desires, needs and expectations of end users and professional users with high-quality cosmetic and skincare products since 1996.

We build and maintain partner relationships with the consumers as well as all other stakeholders based on trust and reciprocity. We strive for a pleasant working environment and do our best to contribute to the welfare of our local, as well as, the broader community.



Our Vision



By ceaselessly developing high-quality, natural, innovative cosmetic and skincare products friendly to the user we aim to:

- Take over the leading market position in the segment of cosmetic and skincare products on the Asia markets to become the first choice of end users as well as professional users;
- Increase our market share and corporate reputation in our other existing markets, and to break into new markets within and beyond Asia.



02 Global Structure



Global Structure

JACQUES COSMETICS GROUP

R&D Center



Located in Switzerland
Responsible for global product development

China Subsidiary



Located in Guangzhou, China
Responsible for brand mkt and sales in mainland China

HongKong Subsidiary



Located in Hong Kong
Responsible for purchase and sales management in Asia Pacific

Malaysia Subsidiary



Located in Malaysia
Responsible for brand mkt and sales in Malaysia and the ASEAN

Global Structure

World Map of Business Office

SWITZERLAND
R&D Centre



GUANGZHOU, CHINA
China Subsidiary

HONGKONG
China Subsidiary

KUALA LUMPUR,
MALAYSIA
Malaysia Subsidiary

Our Brands

「Adhering With Beauty」 Melting Quality

We're offer high quality and first class service to our customers, empowering you with confidence and vitality



- Since 2009
- Made in Switzerland
- Jointly develop with Tholos Clinique Hospital in Switzerland.
- Factory with 30 years of GMP Certification
- Micro-encapsulation technology (multi-layered with active ingredients, target repair the damage skin areas)
- Natural, safe and efficient skin care products
- Luxury quality & Premium pricing



- Since 2018
- Made in Malaysia
- Plant based active ingredients
- Premium quality
- Friendly pricing
- HALAL certified

Our Brands



Made in Switzerland, where is with pure environment and excellent medical level, La Estephe is a **Swiss medical natural ingredient skin care brand**. **Mask and skin care products with different effects are developed based on the needs of different skin needs, which** is effective in repairing skin damage deeply and revitalizing skin barrier meanwhile resisting external damage and delaying skin aging.

- Targeting Mid-aging skin:
Snow Algae Skin Care Series

- Targeting mature skin:
Royal Beelift Age Profect Series



Facial treatments to skin different needs
(moisturizing, brightening, lifting)



As an upcoming beauty brand in South east Asia, Reneuf had actively ventured into Halal certified product development journey since 2018. Reneuf Bincho-tan Mask series is proudly made in Malaysia with a blend of Japanese Kishu Bincho-tan membrane material as well as selected bioactive ingredients extracted from natural tropical resources.

- Reneuf Bincho-tan Mask series



Brand Strength

Swiss Quality and Excellent

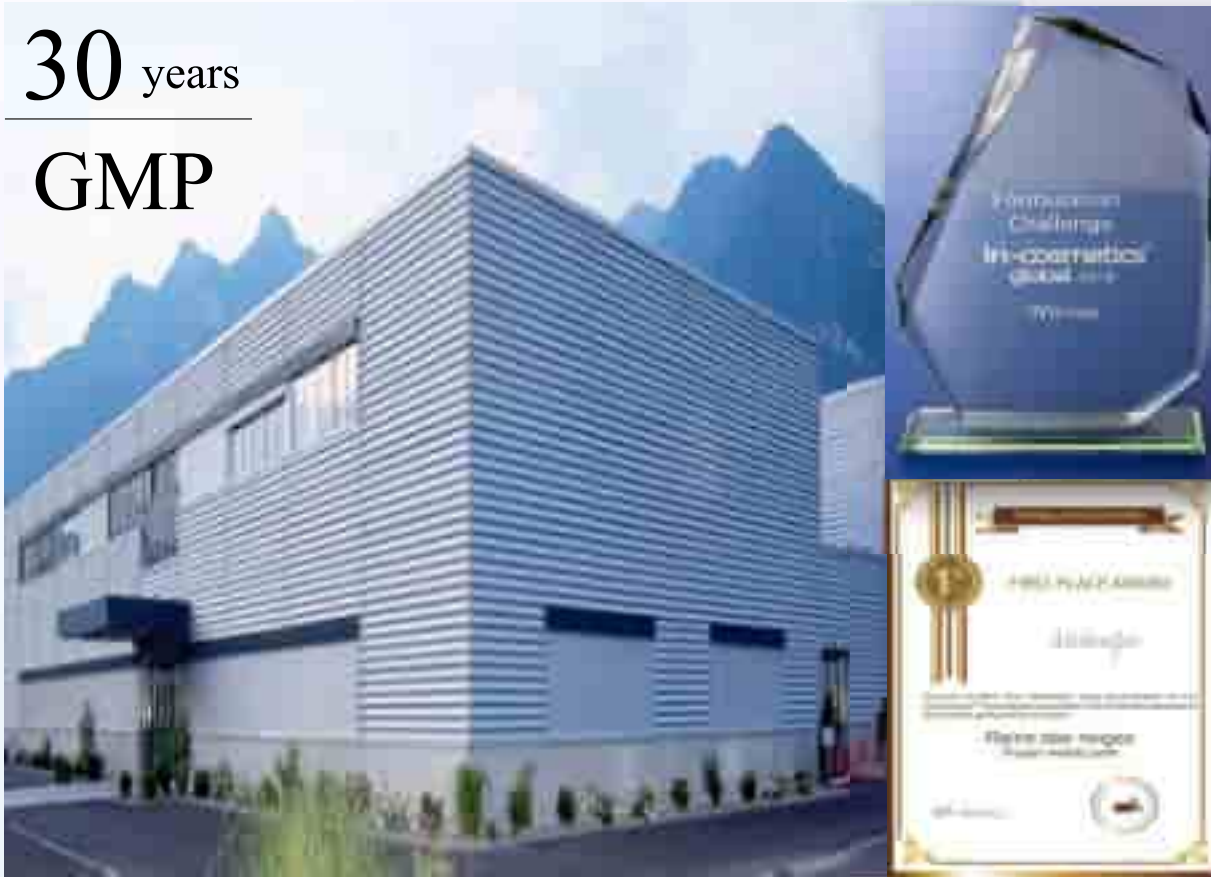
- The R&D located in Switzerland, gathering the advanced scientists that aims to provide the outstanding effect and joyful experience into the products.
- Driven by the desire to continuously provide the most advanced solutions in anti-aging skincare, use highly concentrated biotechnological ingredients and natural extracts for the most advanced, result-oriented formulas that respond to the skin's specific conditions and needs.



Brand Strength

30 years

GMP



Advanced Technology

- Cooperate with the globally recognized GMP skincare factory with 30 years in Switzerland. The factory now has a plant area of more than 90,000 square meters, has advanced production equipment and automatic management. **The products strictly comply with the high-level safety standards in Europe.**
- According to the international cutting-edge core technology experience, in-depth cooperate with well-known brands in the world. And develops the innovation formula for JACQUES COSMETICS' products. At the same time, **our research team also win the first prize in the in-cosmetics global formula competition.**

03 Brand & Product Introduction



Brand Story



 **La Estephe**
SWITZERLAND

Professional biological skincare brand derived from Switzerland

La Estephe, born in Switzerland with a pure natural environment, in close collaboration with Montreux's laboratory, focus on the **“technology brightens the beauty of skin”** , takes inspiration from cellular therapy advanced rejuvenation treatment.

La Estephe products are enriched with stabilised cellular extract via **Micro-encapsulation biotechnology**, which release the active ingredients into the skin accurately, tailor-make the different formulas for different age of women in the world. And all the products produce in the GMP factory, to conform with strict European standards, safe, nature and efficient.

The product can deeply repair skin damage, revitalize skin barrier, resist external damage unceasingly, and delay skin aging.

Mask Product Lines

Bio-Cellulose Series-
Extreme hydrating facial mask

Lifting & Tightening



Bio-Carbon Fiber Series-
Refreshing intensive moisturizing
Facial Mask

Purifying & Skin-refining



Caulerpa Lentillifera Series-3 SKU
Whitening, hydrating, firming

Repairing Basal Lamina



Rose Series-3 SKU
Whitening, hydrating, firming

Soothes and nourishes



Collagen Series-3 SKU
Whitening, hydrating, firming

Anti-glycation & Replenish collagen



Transparent Series -3 SKU
Whitening, hydrating, firming

Intensive nourishing



Skincare Product Lines

ROYAL BEELIFT AGE PROTECT SERIES Targeted Anti-Aging Solutions

NEW



Royal Beelift Age Protect
Lux-gel Cleanser 120ml



Royal Beelift Age Protect
Activating Concentrate 50ml



Royal Beelift Age Protect
Rejuvenating Serum 30ml



La Estephe Royal Beelift Age Protect
Hydra-Repair Day Lotion 50ml



Royal Beelift Age Protect
Rejuvenating Serum 15ml



Royal Beelift Age Advanced
Nutriting Eye Cream 15ml



La Estephe Royal Beelift Age Protect
Bi-Phase Intensive Nourishing Oil 30ml



Royal Beelift Age Protect
Regenerating Mask 50g



Royal Beelift Age Protect
Renewal Youth Cream 50g



Royal Beelift Age Protect
Revitalizing Night Cream 50g



Royal Beelift Age Protect
Mask Series 28x6 Pcs

Skincare Product Lines



Royal Beelift Age Profect Series

Apis Mellifera Anti-Aging Complex, Ultra High Permeability

Derived from the nutritional components of rare European bees by using ground-breaking technology to retain natural growth and pure energy to the greatest extent, La Estephe proudly synthesized an anti-aging factor named Bee Lift Complex, which contains “melittin” that replicate the mechanism for skin repair, “hydrolyzed royal jelly” to promotes collagen proliferation, and “honey extract” to endorse skin restoration, strengthen skin defense that can activate deep collagen and reproduce young skin.

Skincare Product Lines

SNOW ALGAE YOUTH PRESERVE SERIES Optimized Skin Regeneration



Youth Preserve Revitalizing
Liquid Essence 150ml/80ml



Youth Preserve Revitalizing
Eye Serum 15ml



Youth Preserve
Revitalizing Serum 30ml



Snow Algae Youth Preserve
Revitalizing Day Lotion 50ml



Youth Preserve Revitalizing
Cream 50g



Snow Algae Youth Preserve
Mask 28g x 6pcs

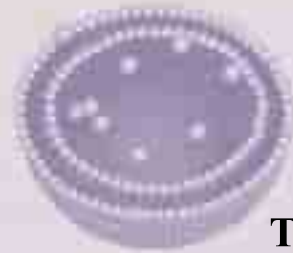
Skincare Product Lines



SNOW ALGAE EXTRACT®

Active collagen, restore skin elasticity

After years of research, Swiss lab have found the secret of snow algae, adapt to their environment by essentially modifying their pigmentation. La Estephe proudly synthesized an “Snow Algae Complex” into Micro-encapsulation , which contains “xanthophyll and lecithin” , developed a new product serials, clinically proven to visibly rejuvenate the skin appearance by decreasing wrinkle depth, increasing radiance.



Micro-encapsulation



Multilayered structure



Transport the active essence into skin

Reneuf
Halal Beauty Mask

Ultimate infusion of youth moisture and angelic glow.



As an upcoming beauty brand in South East Asia, Reneuf had actively ventured into Halal certified product development journey since 2018. Reneuf Bincho-tan Mask series is proudly made in Malaysia with a blend of Japanese Kishu Bincho-tan membrane material as well as selected bioactive ingredients extracted from natural tropical resources.





Natural & Safe product



Animal Friendly,
Cruelty Free



Nature Inspired product



Halal Certified



GMP Certified

04 Distribution Channels



Global Sales Business



Integrated online and offline experiences into the new retail era, expanding and further to consolidate the market. According to the Belt and Road Initiative strategy, break into new markets within and beyond Asia.

- La Estephe entered China market since 2009;
- > 6,000 distribution points throughout China over 50 cities, which includes high-end stores, chains, department store and E-commerce, spread all over the country;
- Sold >10,000,000 pcs face masks (star series of Transparent), occupies a high market penetration and market share;
- Product sales network throughout parts of overseas, which includes Switzerland, China (Mainland, HK and Macao) , Malaysia, Singapore and other countries.



Global Sales Business

> 6,000 distribution points throughout China mainland

High-end Stores



Chain Stores



Key Account



HK & Macao

Online and Offline



Malaysia

Department stores & Chain Stores



Switzerland

Pharmacies



Global Sales Business (Mainland China)

- Through offline channels such as image counter and chain stores, showing the brand's professional skin care image and provide consumers with more professional service experience.



- Aeon counter, Guangzhou



- Ole counter, Chongqing



- Cabinet display, SaSa



- Shelf display, Sam's club



- Standing display, Booem store

Global Sales Business (HK & Macao)

- La Estephe cooperated with leading cosmetic enterprise SaSa group, to facilitate the global operation and layout of firms.



Global Sales Business (ASEAN & Europe)

- Jacques Cosmetics had worked closely with AEON Retail Group in Malaysia to highlight the professional skincare image by opening skincare counters among the International beauty brands.
- Presence in Swiss pharmacy chain stores to further spread the influencing power of the brand.

Malaysia



Mid Valley Megamall



TEBRAU CITY



BUKIT INDAH

Switzerland



Global Sales Business (ASEAN)

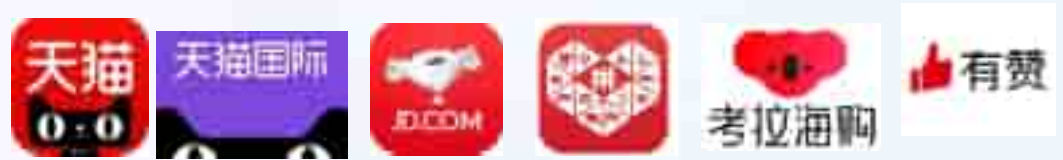
- In order to become the most significant beauty mask distributor in South East Asia. Jacques Cosmetics group had ventured by opening the first Beauty Experience stores in Malaysia. Aimed to provide best quality beauty products to Malaysia consumers.



Online Business

Online Distribution and business expansion structure:

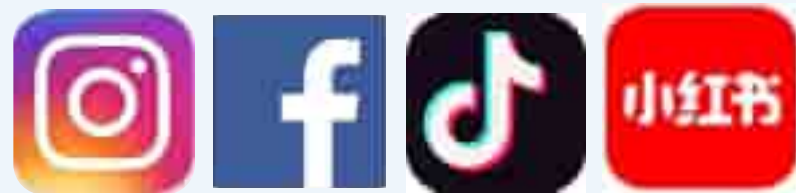
Tmall, JD.COM, Wang Yi Kao La, Pin Duo Duo, overseas Lazada. Developing a worry-free integrated online platform such as flagship stores.



Developing sales & distributions channels through Tao Bao and WeChat in order to push the growth of sales. Successfully opened 70 online stores in various platforms. Sales growth is 40%.



Opening official social media account in all platforms such as Instagram, Facebook, TiK Tok, Xiao Hong Shu in order to maintain the engagement frequency with the consumers. Making use the influencing power of KOL to create sales conversion in all retail channels.



Online Business



-  **1 box of La Estephe Mask sold in every 2 minutes**
-  **2021TMall Double 11 RMB 7 millions sales achievement in single day**
-  **5000 boxes of La Estephe mask was sold in average 3 minutes during the live stream by top tier KOL Li Jia Qi and Wei Ya.**

05

Brand Awareness & Endorsement



New Product Launch

La Estephe Youth Preserve Skincare Series

March 2021: Launching of La Estephe Snow Algae Youth Preserve skincare series in China. Distributors and business partners are engaged. Invited business partners and distributors from all over the countries to attend as well as experiencing products during the launching event. To foster the business relationship through the activities engagement.



New Product Launch

La Estephe **Royal Beelift Skincare series**

In Nov 2019, La Estephe had collaborated with Hong Kong Sasa cosmetics chain store in launching the significant Royal Beelift series. Top 20 stores of Hong Kong Sasa had been selected to highlight with window display during the debut.



New Product Launch

Reneuf Halal beauty Brand Halal Beauty Mask

In order to fulfill the halal market demand in Malaysia Reneuf as the iconic brand under Jacques Cosmetics Group had launched the first Halal certified beauty mask during the MIHAs showcase in April 2018.



New Product Launch

- The debut during MIHAS 2019 had gained overwhelming responses and concerns from the medias.



Brand Collaboration

 **La Estephe**
SWITZERLAND

X




- La Estephe collaborating with UNIQLO Malaysia during the Chinese New Year campaign. Limited Edition of La Estephe mask trial kit sets had contributed great turn over for the campaign.

 **La Estephe**
SWITZERLAND

X



- La Estephe collaborated with the popular florist "Flowerplus" for an exclusive gift box set.

 **La Estephe**
SWITZERLAND

X



- La Estephe cross over with "Shinejuice" for an exclusive juice drink and mask set that had successfully created viral over the social media.

Brand Collaboration

La Estephe x UNIQLO collaboration

#Exclusive mask set packaging#

- Jan 2022 collaborated with UNIQLO in Malaysia during the peak sales period for Chinese New Year. Leveling up the sales accomplishment by adding value to the purchases. An exclusive of mask set packaging with Japan Mt. Fuji and Swiss Alps to represent the Japanese and Swiss brand identity.
- Work closely with UNIQLO marketing team for the debut and creating viral impact through the social medias. To maximize the impact of brand awareness for both.



Brand Collaboration

La Estephe x Flowerplus

#Christmas Exclusive Gift box#

- La Estephe x FlowerPlus exclusive gift box set , working hand in hand with Flower Plus official platform for the announcement of the collaboration.
- Create multi-format online content to lead viral discussion and awareness
- Work closely with offline sales channels to widen the coverage of consumer reach.



Brand Collaboration

- Goes viral and overwhelming responses

20 millions social media reach



Brand Collaboration

- La Estephe x Shinejuice – Increase brand awareness

500k views –
online ads

7.13 millions
reach



Offline Campaign



X



La Estephe xOle International Women's Day Campaign



X



La Estephe X Sasa (Malaysia)
Beauty Around The World
offline campaign .

Offline Promotional Campaign- Mainland China

- Collaboration with Ole' for International Women's Day Online and Offline Sales campaign. Millions RMB sales had been converted during the 7 days event.

Online reach

11millions+



Sales Achievement
RMB 1.36millions



Offline Promotional Campaign- Malaysia

- Invited to Beauty Around The World event organized by Sasa Beauty Chain store. The excellent quality of La Estephe mask had gained overwhelming responses from the guests.



Brand Endorsement

- 2020-2021 two years continuously work with Hong Kong Sasa in organizing **Sasa Ladies' Purse Day** one of the grand event of the year.



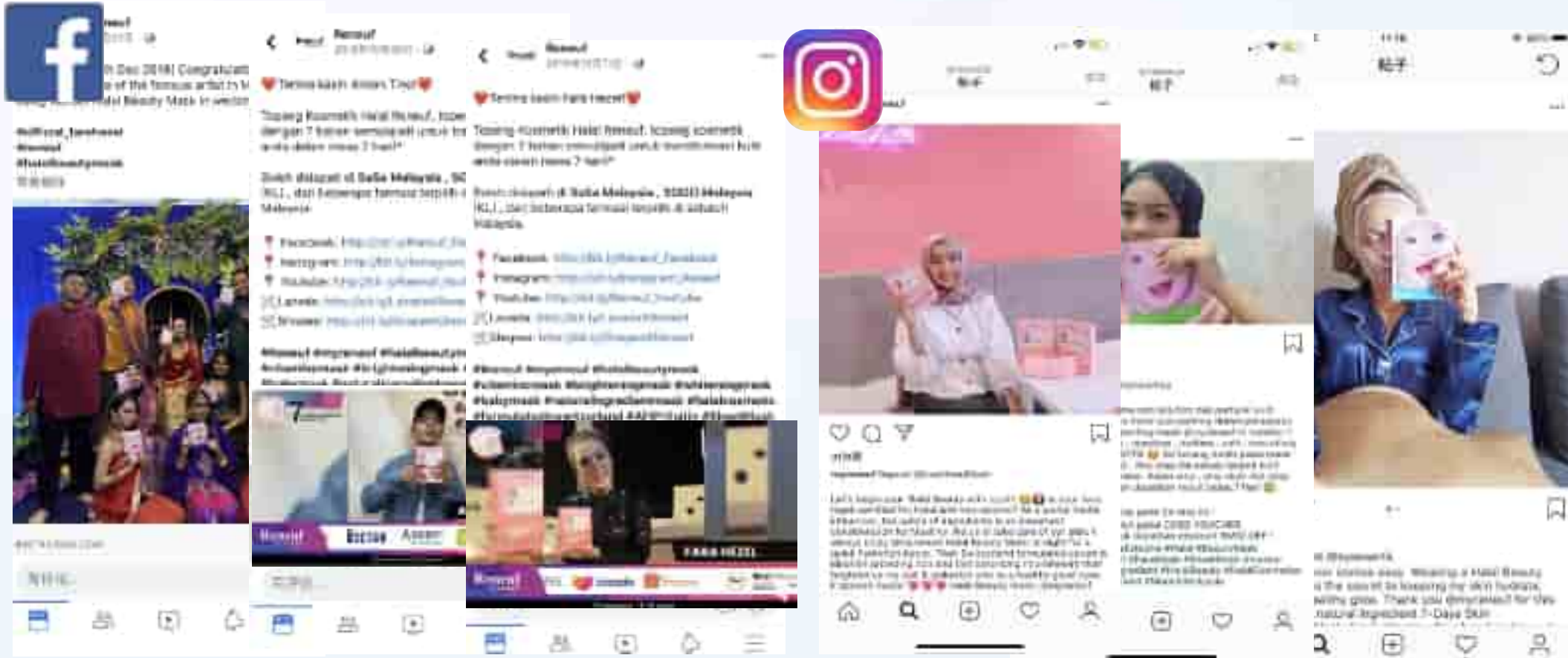
Brand Endorsement

- La Estephe is not only gaining great supports from fans but also influencers and KOL. Strong endorsements had been granted by medias and celebrities.



Brand Endorsement

- Malaysia KOL endorsement for Reneuf Halal Beauty mask.



Brand Endorsement

- Malaysian popular singer Aiman Tino & Fara Hezel strongly endorsed Reneuf Halal Beauty mask after experiencing the excellent quality during the opening ceremony of Jacques Cosmetics store.



Brand Endorsement

- Strong recommendations and good reviews from celebrities



Brand Endorsement

- The excellent product quality had endorsed by top Tier Chinese streamer such as “Lipstick King” Austin Li, Weiya, LiXiang, Huke and etc. They had strongly recommended the products to their follower via live stream.



Brand Endorsement

- Through the professional quality and excellent word of mouth in the market, La estephe had successfully recognized by the well established media as 【2019 Top 10 Most Popular beauty Mask by PinGuan and 【2021 Best Imported Brand】 【2021 Best Beauty Mask】 by Rayli, 【Most Recommended Brand of 2021】 by Global Comsetics Fair (Wuhan) 、 【2022 Best Imported Brand】 by China Beauty Expo.



06 Future Plan



Expansion Plan

Phrase 1

Business Expansion

- Enlarging the business coverage by expanding overseas sales channels.

Phrase 2

Strong Branding strategy

- In 2022, **USD7millions** had been allocated for brand promotion and development in order to increase the brand awareness in the global market.

Phrase 3

Broaden Product lines

- Depend the development of facial mask category while venturing the skincare series development.



Expansion Plan

- There are more new product debuts and brand awareness campaign in the future. In order to generate greater brand awareness.

La Estephe X Ole Debut for Royal Beelift Age Profact Skincare series



Development Plan

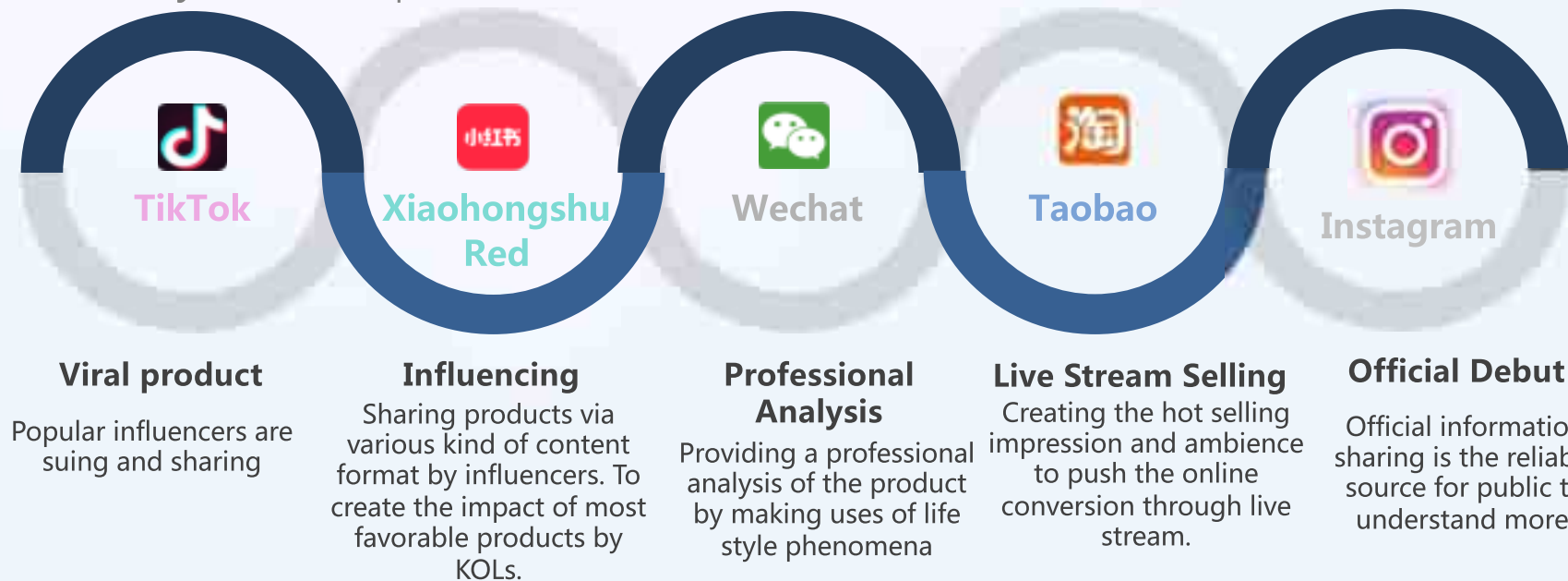
- Venturing into pharmacy and beauty chain stores in Europe market. Especially high end retail chain stores and duty free channels. For instance, Marionnaud, Zurich Duty Free. Also aimed for overseas online market expansion such as Shopify and VIP.com



Development Plan

- **Active present in online platforms both internal and external. In order to maintain high engagement and great awareness. Keep accumulating great endorsement while the brand is expanding.**

- **Multi-platform :** Brand awareness via youngsters hot pick social media platforms (**Wechat, Weibo, XiaoHong Shu+ TikTok + Taobao+ Facebook/Instagram)**
- **Content Delivery :** Reviews of products function and effectiveness.



Development Plan

- Offline promotional campaign through out the year at various sales channels. Work closely to push the sales conversion and awareness of the products.
- Non stop efforts in brand awareness campaign taking place at numerous offline sales platform. In order to enhance physical shopping experience and engagement with the consumers. In addition to, physical engagement with consumers through interesting activities such as skin test, product experiencing and small games.



Development Plan

- Perfect skincare lines development that catering various price positioning. In order to fulfill the high demand of excellent quality product.



Young
Skin



Mature
Skin



Research and develop various product lines for different ages.

Contact Details

R&D Centre

JACQUES COSMETICS Sàrl

Add: Chemin de Champex 8, 1860 Algle, Switzerland
Tel: +41(0)24 466 37 41

China Subsidiary

JACQUES COSMETICS Ltd.

Add: Room 5606, 56/F, Citic Plaza, No. 233 Tianhe North Road, Tianhe District, Guangzhou City, Guangdong Province
Tel: +86(020) 3885 2840 Fax: +86(020) 3885 2850-8004

Hong Kong Subsidiary

JACQUES COSMETICS(HongKong) Ltd.

Add: Room 1, 4/F, Block A, Po Lung Centre, 11 Wang Chiu Road, Kowloon Bay, Hong Kong
Tel: +(852) 21168810 Fax: +(852) 21160151

Malaysia Subsidiary

JACQUES COSMETICS(MALAYSIA) SDN.BHD

Add : No.29, Jalan PJU 3/42, Sunway Damansara Technology Park, 47810 Petaling Jaya. Selangor, Malaysia.
Tel: +60 3 78862818
Fax: +60 11 1648 9989

