

CULTI
MILANO

CULTI MILANO GROUP 2021

THE ORIGINS



CULTI MILANO was founded in 1990 by Alessandro Agrati, an eclectic interior designer, who realized the strong appeal and impact that a perfume has on its environment.

CULTI MILANO was the pioneer in inventing the Rattan sticks which diffuse the perfume in the air; an innovation that has not only become the Brand's source of pride, but has also changed the way perfume diffusion is used and perceived worldwide. Hence, the company decided to develop its production in the perfumery segment and soon became the world's leading brand in research, fragrance development, and quality of materials.

This is why originality is one of the key values of the Brand.

PERFUME IS A STYLE



During the selection process of the fragrance and its components, the greatest attention is being paid to quality, which is yet another primary value of CULTI MILANO. A distinctive trait of the brand which plays a significant role in the product selection process, together with other objectives, factors and a strong emotional appeal.

The refinement of the fragrances, combined with the elegance of the bottles and the packaging, have made the CULTI MILANO product into an undisputed style icon.

HISTORY AND MILESTONES



CULTI MILANO has been in the business for 28 years. It is a subsidiary of INTEK GROUP spa, an Italian holding group with a diversified presence in the industrial, financial and services sectors. INTEK GROUP's ownership structure guarantees solidity of CULTI MILANO and its investment potential.

2015 marked the beginning of a major renewal process, in terms of strategy and organization.

The existing products were enhanced and new concepts were created, including newly formulated fragrances.

The goals that the company had set for itself, in fact, were first to maintain the Brand's high-end positioning in the market and to continue to be a trail blazer, introducing new ideas and new trends for a highly refined, demanding clientele who's unremittingly seeking sophisticated sensorial stimuli.

STOCK EXCHANGE



On July 2017, CULTI Milano went public debuting on AIM Italia.

The listing's goals were to continue with the growth process and strengthening the Brand in the luxury sector through the development of the sales network (CULTI Houses) and the e-commerce channels.

Various investments has been made in digital advertising, fashion blogging and marketing activities alongside the creation of co-branding collaborations with important designers and brands.

Acquisition became crucial to expand the company in cosmetic and professionals sectors.

As today, with the acquisition of Bakel in 2019 and Scent Company in 2020, we are creating the CULTI Milano Group.

CULTI MILANO ASIA LTD



On August 2020, CULTI Milano S.p.A. has signed the agreement for the establishment of a Joint Venture with Vitel International Hong Kong Ltd. Vitel International has been distributing international perfume and cosmetics brands from Mainland China, Hong Kong and Taiwan for more than twenty years. The new company, called Culti Milano Asia Ltd., will be based in Hong Kong and will completely control a Chinese subsidiary, based in Shanghai.

Culti Milano Asia Ltd will aim to strengthen and consolidate the Chinese market, creating the conditions for an organic and structured growth on the market.

CULTI MILANO Group

CULTI MILANO Group is a 100% Italian group,
built on the same vision of highly qualitative standards and Italian craftsmanship.

Italian heart, international vision.

| COMPANY | BUSINESS | CHANNELS | COUNTRIES |
|---|--|--|-----------|
|  | Own Fragrances diffusers, Candles, Personal Care | Boutiques, Department, Interior, Apparel, Digital | 60 |
|  | Professional and high-tech diffusers | Hotel, Fashion, Spa, Interior, Estate, Events | 40 |
|  | Anti-age advanced clean beauty skincare | Perfumery, Apothecary, Department, Digital | 15 |

BAKEL®

ADVANCED CLEAN BEAUTY



Bakel was born in a skincare lab in the North east of Italy, Udine.

Behind Bakel, there is a woman, a mother and a doctor: Raffaella Gregoris. Raffaella has twenty years of experience in skincare formulations and study of skin needs plus many collaborations with prestigious Universities and Laboratories.

When starting to formulate, she realized that most of the products, even prestigious ones, contained harmful and toxic ingredients and had a very low concentration in Active Ingredients, delivering insufficient skin results.

Her efforts have been focused on how to contrast the skin's ageing mechanisms, her obsession to offer the cleanest skincare formulas, delivering superior skin results.



SCENT COMPANY IS A GLOBAL LEADER IN THE OLFACTORY BRANDING SECTOR

We create the bespoke signature scent for your brand, and we diffuse it through a professional and high tech system of scent diffusers in the room.

The personalised fragrance is then incorporated in a bespoke Scent Collection, and in other marketing products intended for the sale or simply to give to your customers as a gift.

THANK YOU