

Luxuria Trading

Experts in Luxury Fragrances and Skincare Distribution

CEO'S MESSAGE

Happy New Year to you all! I hope you had wonderful celebration with family and friends. There is so much to look forward to in 2018 but before we think about what this year may bring, let us first take a quick look back.

The year of 2017 was a whirlwind of experiences for Luxuria. With the reorganization of the distribution business, the company has indeed grown not only its team but more importantly expanded its operations in the Middle East. We have acquired and developed new brands, opened new locations, and established added efficiency with the help of our new ERP system. In acknowledgement of our hard work, the company was proud to have won the prestigious title of 'Best Luxury Perfume Distributor - Middle East' presented at the **UAE Business Awards 2017**.

We finished 2017 with good numbers, and 2018 can only be better. The application of VAT in the UAE is a challenge for which we were well prepared. The implementation with partner clients ran smoothly and our system has been updated to accommodate the changes.

We began the year as one of the most recognized distributors in the Middle East and we shall continue our active participation in the market as we join Professional Beauty GCC and London this February.

Through teamwork, relentless effort and solid execution, we can exceed our goals and ensure the best result yet.



PRODUCT HIGHLIGHTS



Skincare: ELEMIS Superfood

Luxuria Middle East is proud to introduce the new **ELEMIS Superfood™ Range**. With diet being recognized as a vital source of nutrients required for daily health maintenance and appearance, consumers are becoming responsive to the need for a holistic wellness

approach connecting the mind, body and skin. ELEMIS Superfood™ Range feeds and replenishes the skin with its protective pre-biotic ingredients combined with a superfood complex that leaves the complexion looking healthy and pumped with vitality.

Perfume: Floris, Carner Barcelona, and Penhaligon's



Patchouli of Floris London

was exclusively launched at Rubaiyat Star Avenue in KSA, and enjoys significant exposure through visual merchandising and active marketing

through social media. Customers will also soon enjoy a complimentary engraving on their perfume bottle with every purchase of Patchouli.



We are also happy to announce that **Carner Barcelona** is soon to be launched this 2018 in Saudi Arabia, Kuwait, and UAE! Carner Barcelona is a lifestyle perfume brand that brings you the contemporary spirit of Barcelona. Developed and manufactured by true artisans in Barcelona, the brand believes they have infused the

Mediterranean culture they stand for in their perfumes and feel honored for being able to share their perfumes with people from all over the world.



A launch of Chapter 4 from the **Penhaligon's Portrait Collection** is also in the works. With its astounding performance in the market, we anticipate more intrigue and adventure in the stories of our favourite aristocratic family.

EVENT HIGHLIGHTS



Professional Beauty GCC

Luxuria is once again an active participant and major sponsor of **Professional Beauty GCC** as it represents ELEMIS this February 5 – 6 2018! We were honoured to have been a part of the award ceremony which acknowledges achievement and dedication in this very competitive sector.

Professional Beauty, London

We are pleased to announce that our CEO will be one of the main speakers at Professional Beauty, London, to held at the end of

February 2018. Mr. Sleiman will be speaking about his experience in the beauty market within the Middle East.

Switch Your Skin Back On

The "**Switch Your Skin Back On Campaign**" is also ongoing from January till February at our partner spas. Customers interact with our professional trainers for a skin lab consultation and complimentary mini treatments. The campaign is aimed to demonstrate new ELEMIS technologies and products for clients to try.

INDUSTRY NEWS

VAT in the UAE

The UAE has imposed a consumption tax of 5% beginning 1st January 2018 with most goods and services now being subject to VAT, including cosmetics and perfumes.

The introduction of taxes in the UAE is part of a GCC-wide initiative to diversify regional economies. Given the overall reduction in oil prices in recent years, it has been necessary for the GCC member states to explore other revenue raising measures and reduce dependency on hydrocarbons as the key contributor to the public purse. As a result, the GCC member states have agreed to sign unified framework agreements for the implementation of VAT and excise taxes. Member states will also implement their own domestic legislation that will govern the introduction of these taxes.