



MESSAGE FROM THE CEO

The Luxuria Group wrapped up another excellent year in the fourth quarter of 2022.

We saw a number of well-placed activations for our fragrance brands in department stores across the region. Despite the fact that we were heading towards the end of the year, our fragrance team continued to push new openings with a number of effectively located personalisations for our brands.

Our beauty team maintained their strong growth figures in the spa and retail sector. Our team of qualified trainers organised and held informative events for Natura Bisse and Babor in our exclusive spa locations, which allowed clients to learn and test the products for themselves.

We were also honoured to hold and present the annual Babor Award Night at the end of November. We would like to thank Babor for their kind support and of course congratulate all the winners for the tremendous effort this year.

We are thankful for the continued growth that the group has experienced over the last 12 months. Most importantly I would like to take this opportunity to thank the team at Luxuria for their commitment and dedication, without which none of our success would be possible.

We look forward to a prosperous 2023 ahead.

- Bechara Sleiman
CEO

FRAGRANCE DEPARTMENT

Trade Marketing Activations

Qatar National Day – On the occasion of Qatar National Day, special sleeves were created for Floris London & Carner Barcelona fragrances, at over 15 points of sale across Qatar. The sleeves were in the form and color of the Qatari flag, to celebrate the National Day of the state of Qatar.



FIFA World Cup – On the occasion of hosting the FIFA World Cup, Luxuria Brands were featured in an advertisement video for Pari Gallery. The video was part of Pari Gallery's campaign to celebrate the world cup, and it was published on social media channels.

Product Highlight – Cash Counters in Pari gallery were wrapped with Carner Barcelona, Latin Lover EDP visuals, from November 1st till 20th.



Festive Season – Cash Counters in Pari Gallery Qatar (Hyatt Plaza & Wakra) were wrapped with Floris London Festive visuals, from December 11th till 31st.



New Listings & Personalization

Pari Gallery Hyatt Plaza (Qatar): Floris London & Carner Barcelona. **Launch date:** November 2022

Printemps Doha (Qatar) : Floris London, Carner Barcelona. **Launch date:** November 2022.



SKINCARE DEPARTMENT

New Openings:

Natura Bisse

New customized counter was installed in Salam — The Gate Mall



Babor

- **Launch at the Iridium Spa St. Regis Saadiyat Island resort and spa Abu Dhabi**

On the 7th of December Babor launch another location in Abu Dhabi. The launch event was held outdoors, introducing all of BABOR's range carried in the spa. After the Derma Visualizer consultation, our trainer advised each guest about the most effective treatment for their skin type and they were then invited for a mini demo facial.

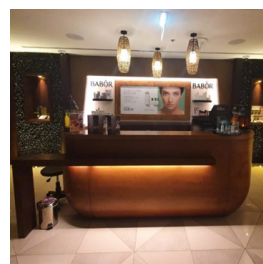
- **Launch at the new Luxury location on Dubai's Palm West Beach Side**

Marriott Resort Palm Jumeirah Hotel opened its doors in December. BABOR display on the ground floor going to a new Saray spa.



- **Launch of personalized reception**

New look of the reception area at Ola Spa Lapita Dubai Parks & Resorts launched in November.

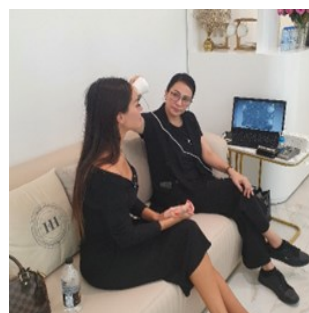
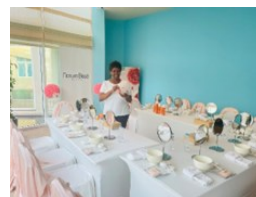


Retail Events

Breast Cancer Awareness Month

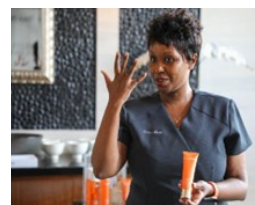
Natura Bisse

- On the 6th of October, Luxuria collaborated with Natura Bisse, to hold a full day skincare activation at the Dalouk Spa Sharjah Ladies Club. Our experts provided personalised skincare consultations and 15 spa clients were invited to a master class with a focus on newly launched products C+C Vitamin 20% Antiox & C+C Vitamin Dry Touch Sunscreen SPF50.
- On the 27th of October Luxuria and Natura Bisse hosted a master class at The Iridium SPA at the St. Regis Saadiyat Island Abu Dhabi, focusing on 'Revitalise your skin with C+C Vitamin range of Natura Bisse' for nine VIP guests.



Babor

- On the 7th of October, Luxuria collaborated Babor at the New You Ladies Cosmetics & Personal Care Centre for the exclusive introduction of the Limited Edition Ampoule Concentrates sets. All spa clients, who booked their treatments on the day, were offered skin analysis and expert consultation by Luxuria's trainers using Babor Derma Visualizer device.
- On the 26th of October, Luxuria and Babor hosted master class at the Al Asalla Spa Dubai Ladies Club with focus on Doctor Babor global anti-ageing for fifteen club members.
- On the 27th of October Luxuria and Natura Bisse hosted a master class at The Iridium SPA at the St. Regis Saadiyat Island Abu Dhabi, focusing on 'Revitalise your skin with C+C Vitamin range of Natura Bisse' for nine VIP guests.



BABOR Awards Night Dubai event held @ Grand Hyatt Dubai on 25th November 2022

Luxuria Group recognizes outstanding spas and therapists that have made a significant contribution for BABOR in the Middle Eastern market through their exceptional service to customers in the local region.

In the presence of senior management from the BABOR Beauty Group, Tim Waller - Group Brand President and Co-CEO, Christopher Hülbach - Director International Market Development and Henryk Grund - Director of International Retail, the BABOR Awards Ceremony was held on the 25th of November 2022 at the Grand Hyatt Hotel, Dubai.

Twenty-seven Babor therapists were visited by mystery shoppers in the UAE, with the aim of evaluating their professionalism and rapport with customers.

We were pleased to recognize the outstanding individuals and institutions:

‘Our local partners played a significant part in promoting the luxurious standard that BABOR and Luxuria Group embodies in both brand and service. Thanks for your participation and ongoing support.’

Bechara Sleiman, CEO, Luxuria Group

