



Creative
Color
Solutions

COMPANY PRESENTATION

September 2014

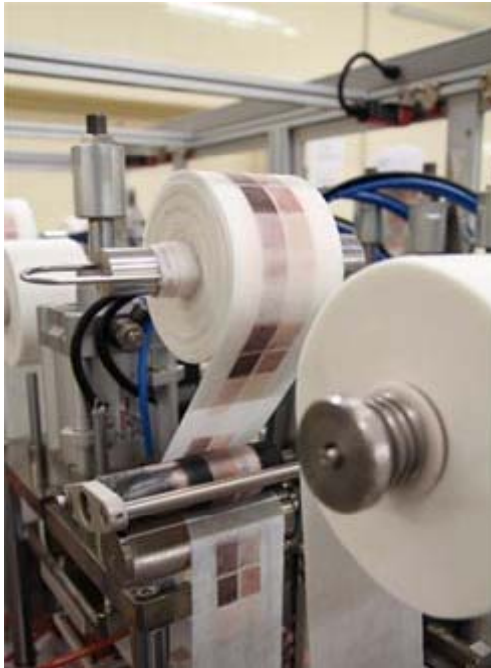
SUCCESS STORY

25 YEARS AGO...



- Collapse of the Soviet block – amazing opportunities arising
- Foundation of JOKO Cosmetics company in 1989
- Main market: Russia and former Soviet countries
- Foundation of own brands JOKO and Virtual
- First attempts at contract manufacturing

GETTING SPECIALIZED



- Changing market and production structure (over 80% of production volume for other brands)
- May 2012 – own brands JOKO and Virtual sold to Miraculum
- The only solely Contract Manufacturing company in Poland
- Intensified development of infrastructure, machinery park and R&D department

NUCO — "NEW JOKO"



March 2014: new strategy, new approach, new vision
new logo, new corporate identity

Company values and philosophy:

- Honesty
- Straightforwardness
- Partnership
- Creativity
- Innovation

ABOUT NUCO

FACTS & FIGURES

Basic information

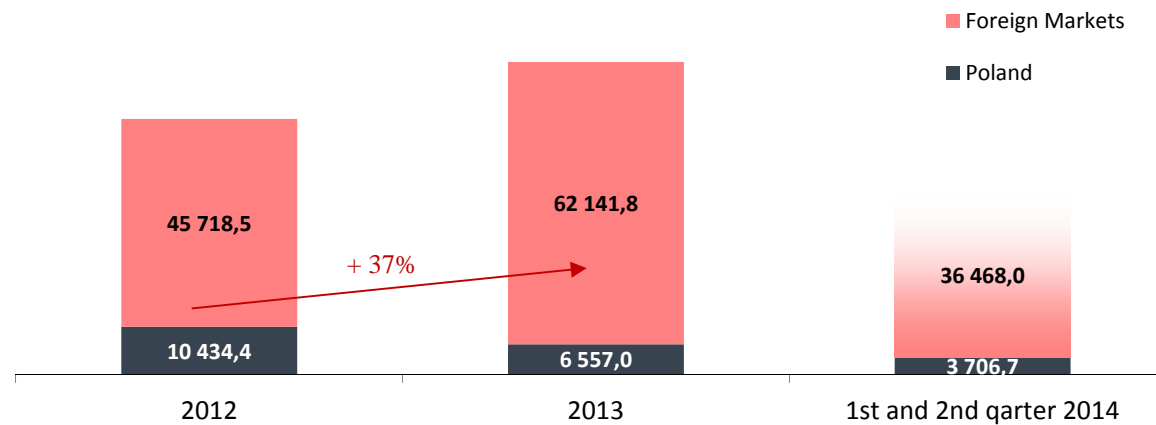


- Convenient location near from Warsaw
- Two separate production plants
- On-site warehouse
- Around 250 employees (out of this number 174 are permanent production employees, the remaining are back office, out of whom there are 25 people in Labs and R&D -> 17 in the labs, 8 in R&D)

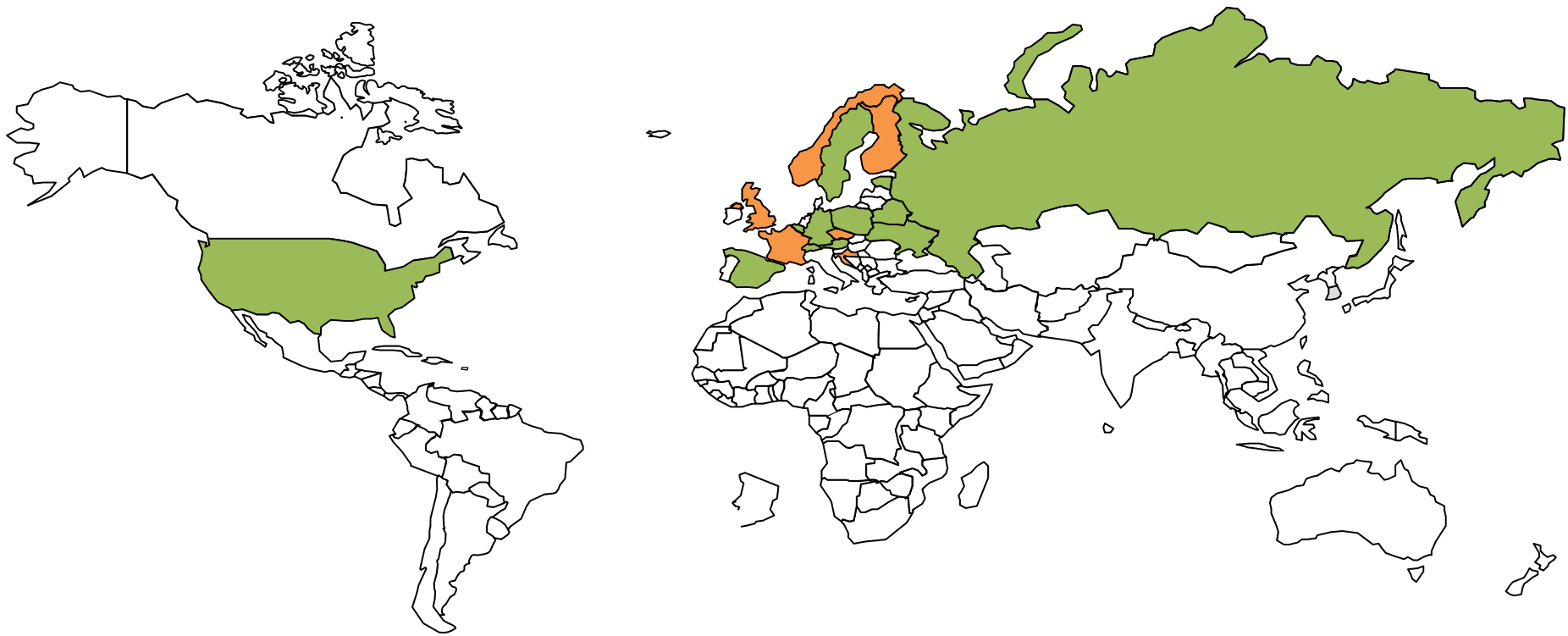
FACTS & FIGURES

Structure of Sales

Value of NUCO sales in PLN



New Markets in 2013



WHAT WE MAKE

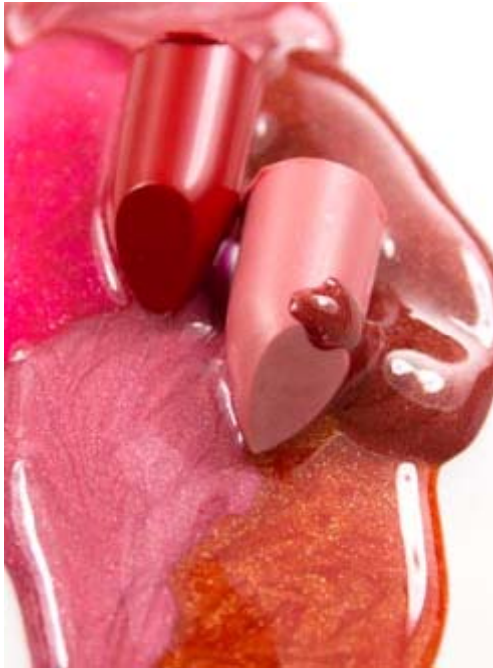
PRESSED, LOOSE, BAKED, FI PRODUCTS



- Eyeshadows
- Blushes
- Powders
- Bronzers
- Highlighters

- Unlimited colors and designs

LIQUID PRODUCTS



- Lip glosses
- Lipsticks
- Foundations
- Mascaras
- Eyebrow gels
- Eyeliners
- Primers
- Concealers
- Nail polish
- and many more...

TRULY UNIQUE!

TAILORED SOLUTIONS



- The only contract manufacturing company of color cosmetics in Poland devoted only to this activity
- Amazingly flexible in terms of service (from turnkey throughout part service of different kind, to assembling)
- Most modern production equipment
- Highest standards of production
- Strict quality control rules
- All of the above in most competitive prices and lead times

