

# MAGNIT COSMETIC AND HENDERSON LAUNCH EXCLUSIVE COLLECTION OF MALE PERFUMES

**Krasnodar, Russia (June 13, 2024):** Magnit Cosmetic, the largest drogerie chain in Russia, introduced an exclusive line of male fragrances in partnership with the HENDERSON Fashion House. The collection has already appeared in the stores and will be distributed to over 7,740 Magnit Cosmetics in the coming months. The new range includes four perfumes developed together with UNITED EUROPE HOLDING, one of the leading distributors of international perfume and cosmetics brands.

The exclusive collection is designed for the medium price segment and includes Indigo Waves, Spirit Accord, Blue Intense, and Ocean Extreme fragrances, which are available at a single price of 3499 rubles per bottle. Indigo Waves emphasizes masculinity via a marine accord with primary notes of grapefruit and mandarin. Spirit Accord is replete with natural ingredients, its heart a combination of sweet pear with notes of pink peppercorns, geranium, and nutmeg. Blue Intense has an intense citrus-woody blend. Finally, Ocean Extreme marries citrus notes with mint accords to highlight the determination of the person wearing it.

During its development and design, the collection underwent testing via focus groups consisting of members of both male and female audiences. The final lineup was selected by experts from a pool of 43 fragrances.

Such a partnership in the perfume segment was a debut for both brands: for HENDERSON Fashion House, it was the first experience in developing fragrances for a drogerie chain, while for Magnit Cosmetic, it was the first collaboration with a fashion retailer from Russia.

Men's perfumes are one of the fastest-growing segments in Magnit Cosmetic. Today, male fragrances already account for around 40% of total perfume sales in terms of the number of units and may very soon catch up to female fragrances. In addition to that, customers have started purchasing products from the medium price segment more often and, as a result, its sales more than doubled in value last year thanks to assortment expansion, while volumes grew by 50%.



**Ulyana Sitnikova**

Category Management  
Director for Magnit  
Cosmetic

*"We see that Russian brands continue successfully exploring vacated market niches and offering customers unique novelties developed in line with consumer preferences and trends. We believe that collaboration with HENDERSON, the largest federal male fashion retailer, will deliver synergies for both companies, and that consumers will appreciate all four fragrances, each having their unique character. After analyzing the feedback from our audience, we plan to launch two more of our partner's new and exclusive fragrances in Magnit Cosmetic."*



**Konstantin  
Gedymin**

Marketing Director,  
HENDERSON Fashion House

*"By combining our skills in fashion and perfumery, we were able to create fragrances that reflect the style and elegance of the HENDERSON brand. Each fragrance is a story told with delicate notes that will help our customers highlight their identity. The exclusive HENDERSON collection developed specifically for Magnit Cosmetic and available only in this chain's stores comprises four unique perfumes. We are glad to immerse our customers into a world of exquisite fragrances blending style and premium quality of HENDERSON."*



**Dmitry Denisov**

First Vice President of  
UNITED EUROPE HOLDING

*"We intend to further expand our trilateral cooperation and plan to take leading positions in the medium-price segment of the male perfume category with the help of HENDERSON fragrances."*



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**Note to editors**

"Magnit" is one of Russia's leading retailers. Founded in 1994, the company is headquartered in the southern Russian city of Krasnodar. As of December 31, 2023, Magnit operated 45 distribution centers and 29,165 stores in 4,287 cities and towns throughout 7 federal regions of the Russian Federation and in the Republic of Uzbekistan.

In accordance with IAS 17 results for FY 2023, Magnit had revenues of RUB 2,545 billion and an EBITDA of RUB 166 billion. Magnit's shares are listed on the Moscow Exchange (MOEX: MGNT).

**Forward-looking statements**

This document contains or may contain forward-looking statements that may or may not prove accurate. For example, statements regarding expected sales growth rate and/or store openings are forward-looking statements. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that could cause actual results to differ materially from what is expressed or implied by the statements. Any forward-looking statement is based on information available to Magnit as of the date of the statement. All written or oral forward-looking statements attributable to Magnit are qualified by this caution. Magnit does not undertake any obligation to update or revise any forward-looking statement to reflect any change in circumstances.