



BERND ERICH BEETZ

Mr. Beetz received his degree in Economics and Marketing from the University of Mannheim (Germany) in 1974.

He currently serves as a member of the board of directors of Douglas Holding A.G.

From 2001 until July 31, 2012, he served as director of March of Dimes Birth Defects Foundation, New York section, chairman of the board of directors and CEO of St. John Knits Inc., and CEO of Coty Inc.

During his appointment at Coty, he helped increase profits from \$1.3 to \$4.7 billion, expanding the brand presence in 135 countries worldwide.

He served as Chairman and CEO of Parfums Christian Dior, owned by LVMH, for over two years.

From 1974 to 1998, he held many management roles across Europe at Procter & Gamble, including general manager in France, Switzerland, Italy, Turkey, and Germany and chairman of a European division in 1994.

In 2002 he received the Marco Polo Award, the highest award for foreign managers, from the Chinese government.

In March 2006, he was awarded the “Beauty Apple Award” by Vera Wang for his dedication and services to the cosmetics market. In 2006 he was named “Man of the year” by Cosmetique Magazine.