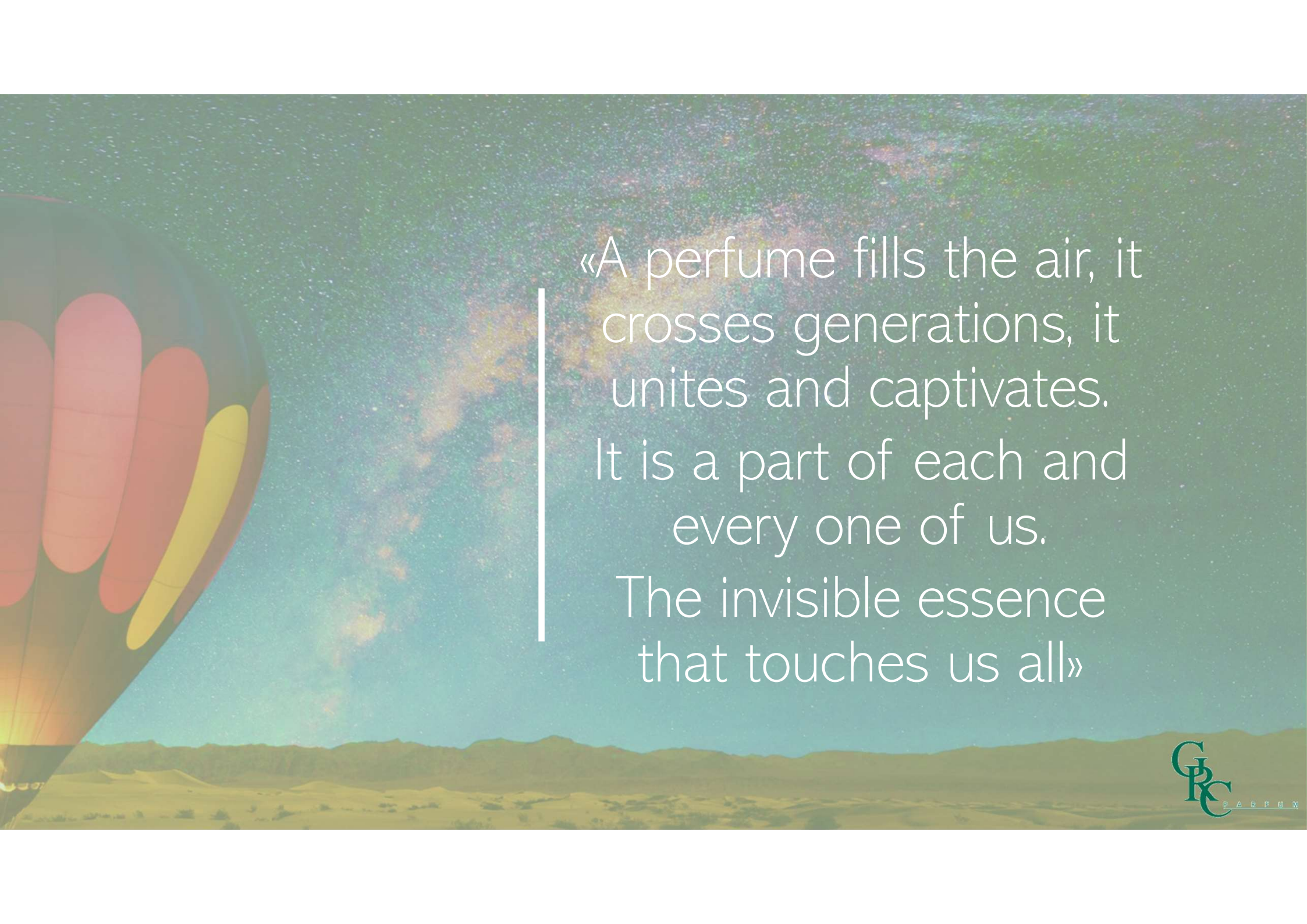


# GRC Parfum

Italian Touch for  
Fragrances



2022



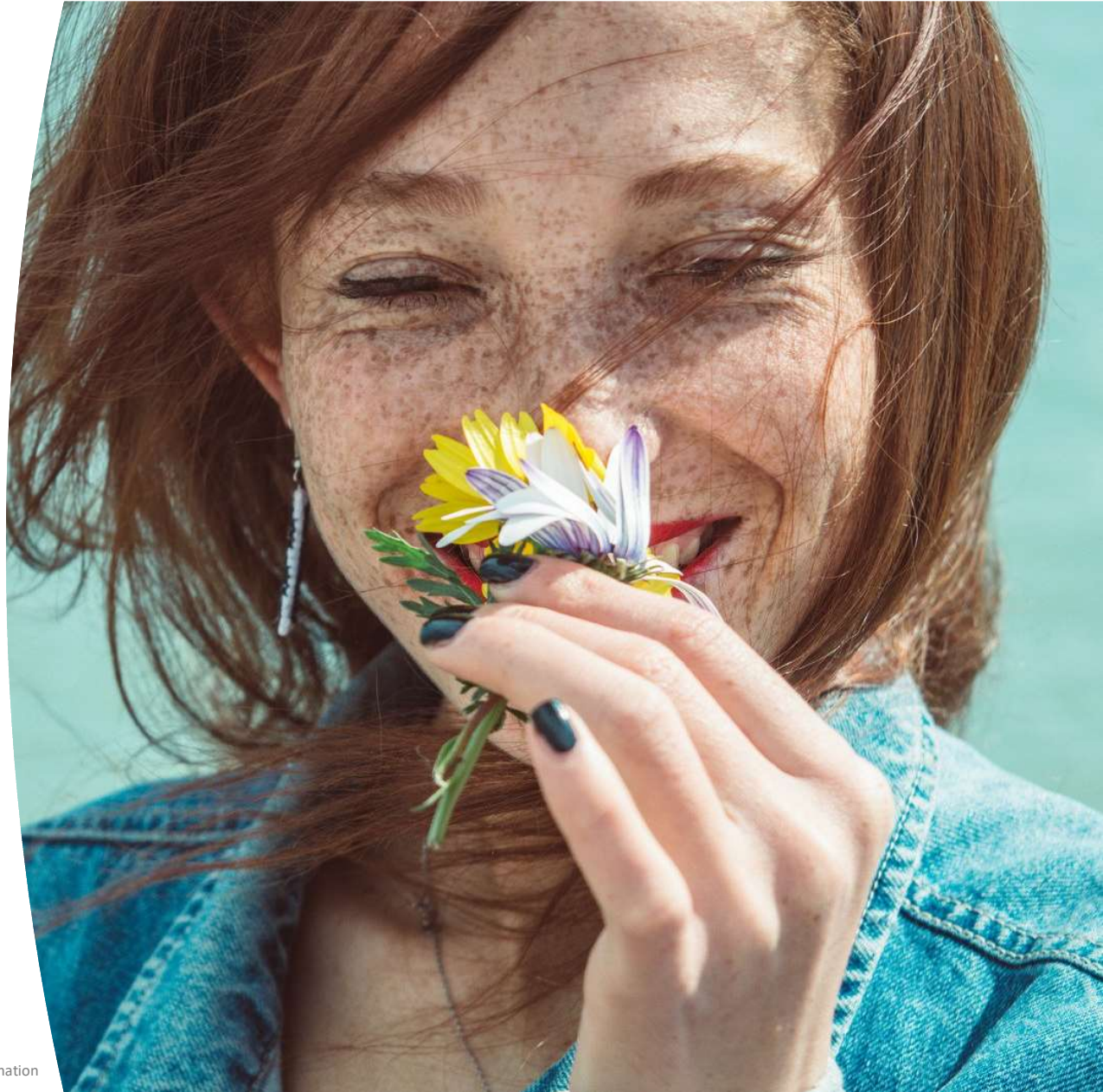
«A perfume fills the air, it  
crosses generations, it  
unites and captivates.  
It is a part of each and  
every one of us.  
The invisible essence  
that touches us all»



# Agenda

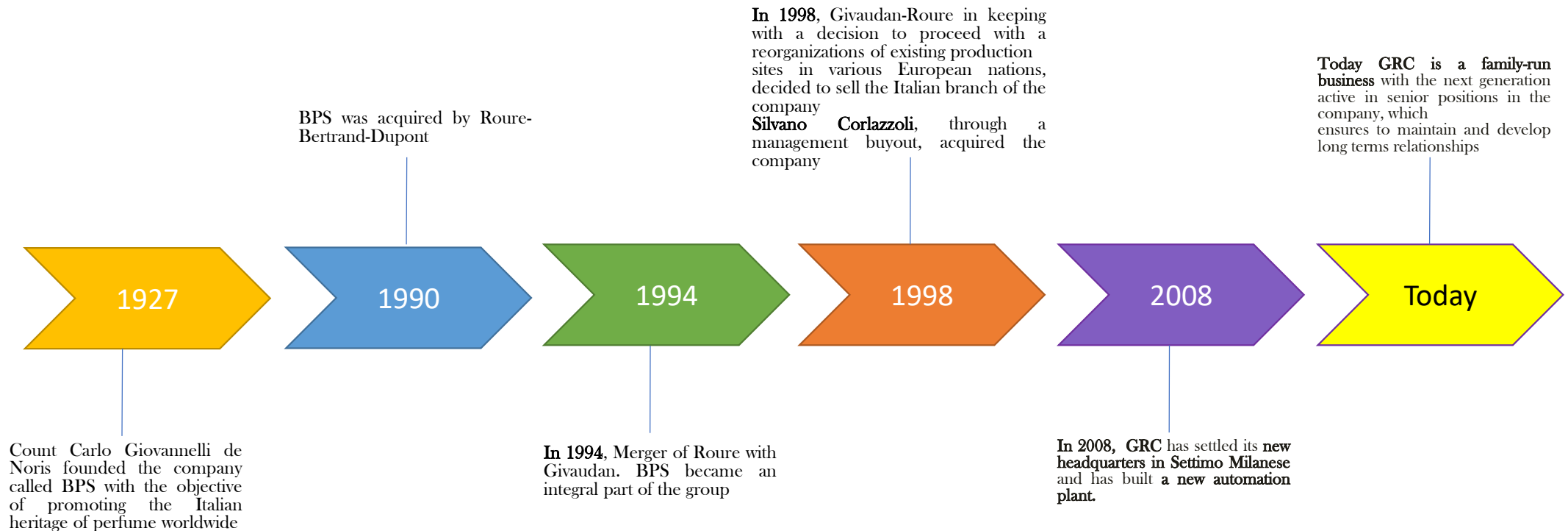
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- GRC History and Company Structure
- Products and customers
- Health & Safety
- Creation Team
- Sustainability



# GRC at the glance

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The know-how of a multinational that protects the traditions of the greatest perfumers into the world as well as those of a family with a passion for scent.  
That is why we call them Fragrances with an Italian Touch.





### Reliability

Reliability means understanding the needs of each and every customer. Speaking the same language. Becoming translator and interpreter of their sensations, to perfectly respond to their requests.



### Tradition

Tradition means a wealth of precious experiences to be handed down, reinterpreted and transformed into something new.



### Innovation

Innovation is what drives us to create something new, with new solutions at the forefront of our mind: cutting-edge technology combined with human ingenuity.



### Ethics

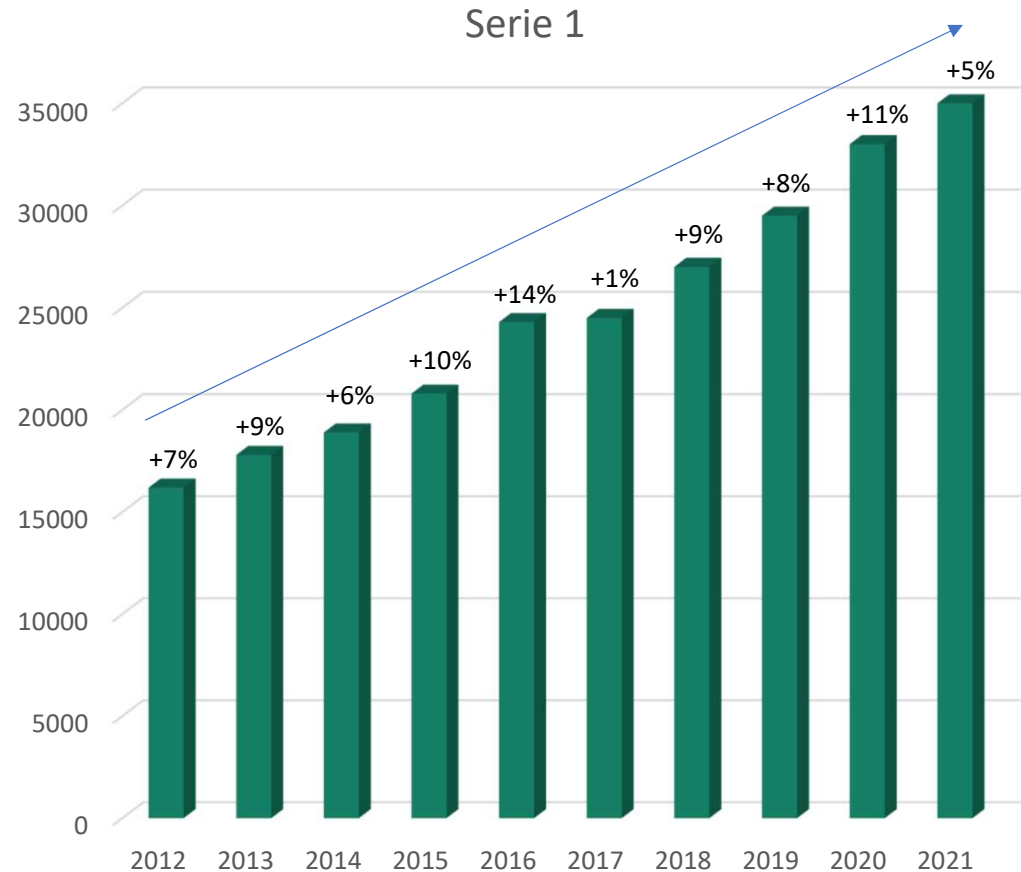
Ethics means investing in people and having respect for them and the environment. It means being fair and transparent.

## A Family of Values

Our values are meaningful because they reflect a healthy and careful company, as well as the people who built it with passion and daily commitment. The same way that you raise a family.

# A fast-growing company

- GRC successfully continued its profitable growth path
- Achieved new sales records considerably outperforming market growth
- Sales climbed organically of more than 8% compound annual growth rate over the 2011-2020 period



# The company structure

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- The company employs 44 people, including three perfumers and 5 key account managers
- 9 sales agents are part of the Italian sales force located close to our key customers
- In addition, we have agents and distributors abroad and we sell in 30 foreign markets
- GRC believes in constant and progressive improvement, cooperates with advisors, experts and prestigious Universities





# Manufacturing process

The project, entirely conceived in Italy, covers a total surface area of 10,000 square meters with a series of systems comprising more than 33 km of steel tubes transporting 800 different raw materials, stocked under nitrogen to guarantee the maximum standard of preservation, to the robotized mixing room.

- 2 automated lines lead to the mixing room:
- 1 line : Four Robots with automatic scales
- 1 line : Robotized able to produce 4 batches simultaneously
- Manual production controlled through portable terminals (optical reading of bar codes)
- Optical reading system check raw material lot, quantity weight, unload the warehouse

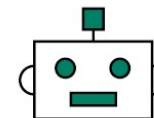
- Today GRC can produce about 3,000 tons per year.
- Full industrial automation supported by an MRP system guarantees the total traceability of lots and final product of top quality.



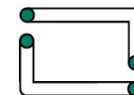
800 different raw materials



10 000 square meters



2 automated lines



33 km of steel tubes

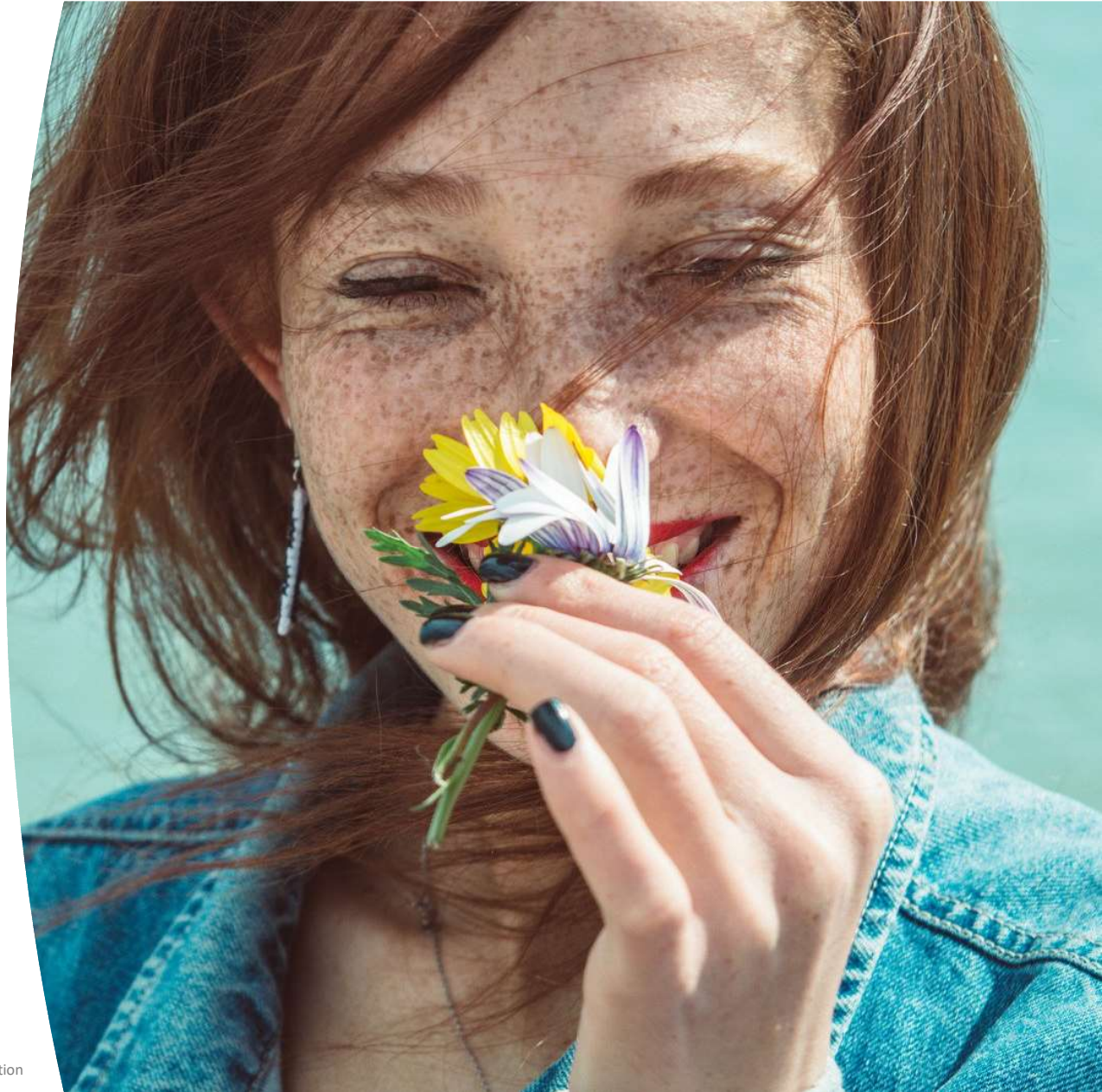




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# Products and customers

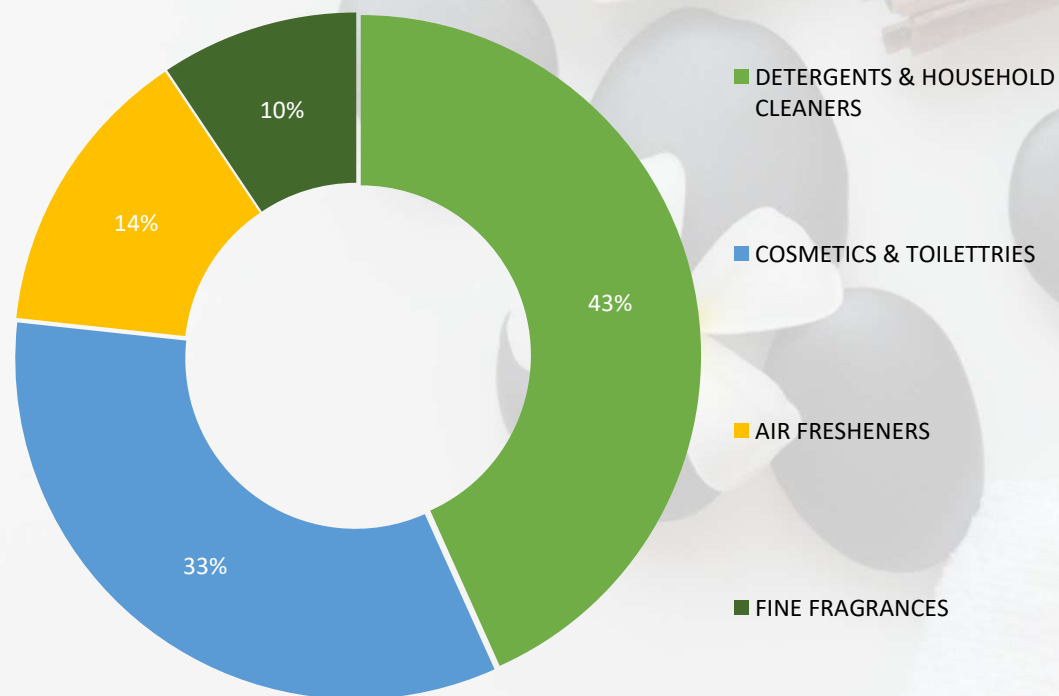
- GRC cooperates successfully with more than 800 customers in Italy and abroad in over 30 countries, and supply more than 3000 products
- Our main type of customer is the national and international FMCG brand producer, and we have a strong reputation with retailer own brands





# Business Mix 2020

- Thanks to its organization, GRC can combine tailor-made services with the efficiency of a compact multinational company
- Our products are developed in order to adapt to the different needs of every single client
- GRC is capable to meet any requests with high-quality fragrances at competitive prices



# Products and customers

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- Consumer demand and customer service remain the company's purpose and priority
- We create exciting new fragrances for our customers and provide them with the fastest route to market
- Average 7 days lead time for project development
- Our delivery times are amongst the fastest in our industry, 90% of orders are dispatched within 8 days from receipt of order (98% within 9 days)
- Track record of 97% on-time shipments





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2022 GRC Parfum - Property and Confidential information





# Health & Safety

- Product quality and safety are essential elements which **guarantee the protection of both human health and the environment**
- The thoroughness of analyses of all raw material and production lots together with punctual updating of data and conformity with **IFRA guidelines, guarantees the safety of our products**
- **Senior GRC employees** play their part on committees or as **members at the National Association and IFRA Regional Committee**, where industry matters are discussed and agreed
- GRC has been certified UNI EN ISO: 9001:2015; ISO 14001:2015 and ISO 45001:2018



Certificazione  
ISO 9001:2015



Certificazione  
ISO 14001:2015



ISO 45001:2018

2022 GRC Parfums - Property and Confidential information





# Quality control

- Any batch of raw material is subjected to strict analyses before being used in our production line
- Each batch of fragrance produced undergoes careful analysis
- All data are transferred to a product tracking system that stores and files every element, to be readily available to be consulted at any moment

Complaint rate: 0,0006%

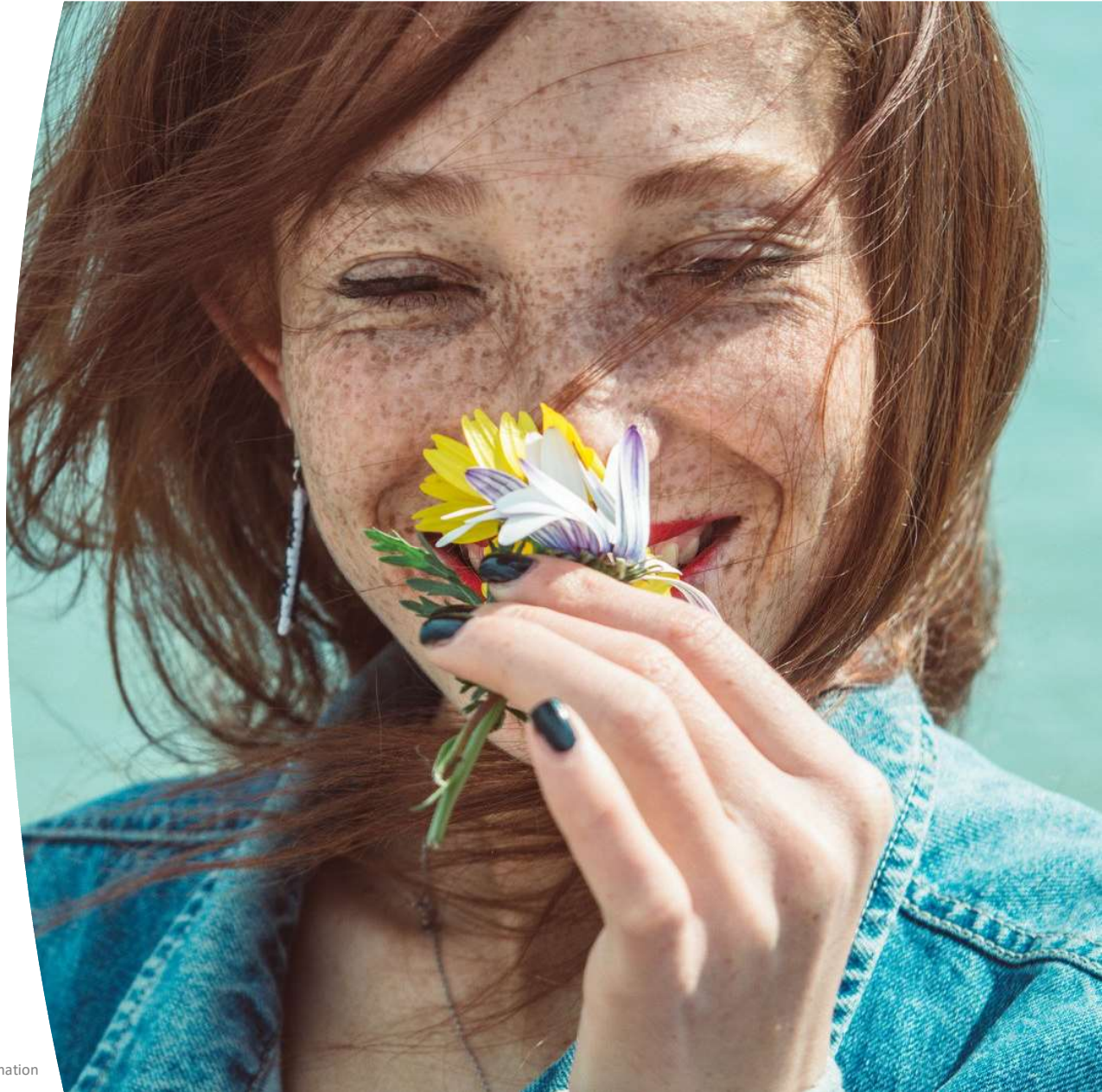
On average of 17,384 batches produced



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# Our Perfumers

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The passion and experience of our perfumers, who work with product development experts to create unforgettable formulas.

Technical skill and memory. Creative development and the utmost respect for all current regulations.

“Perfume is memory.  
It is where we come from.  
My work is to make sure we never forget.”

# Sensory Tests

Our fragrance creations process includes final test in use, where hedonic, performance and long lastingness are validated through our 4 internal sensory booths and laundry rooms.



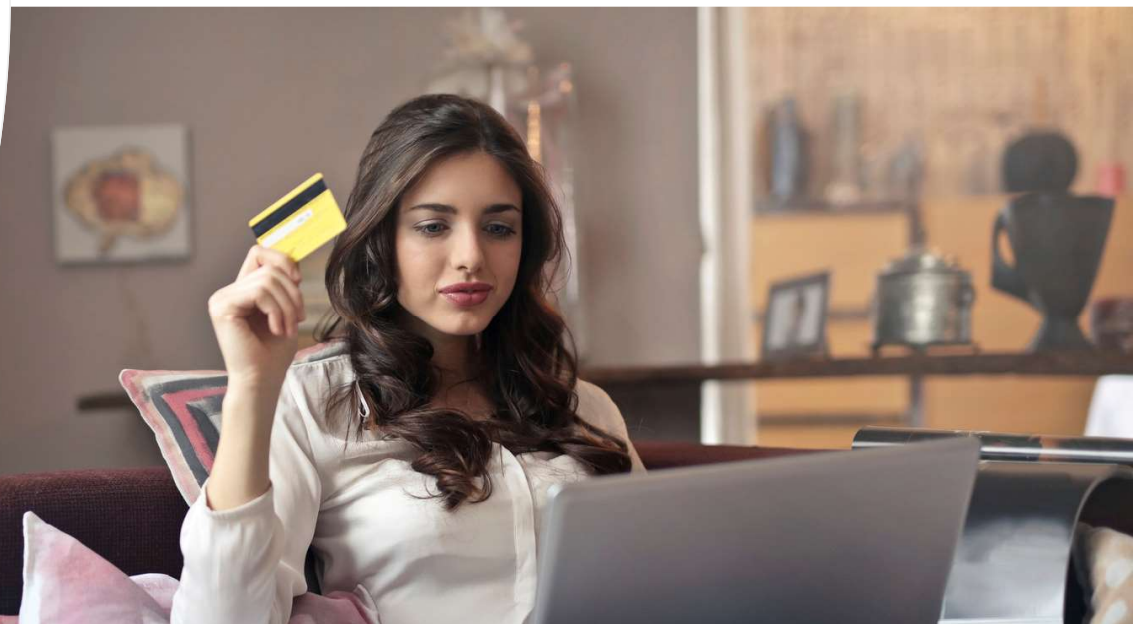
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# Market Trends

- Our Marketing team, has a **strong knowledge of the market** with focus on incoming trends, creating new emotional and valuable marketing presentations for customers.
- New fragrance creations are supported by deep **brand analysis, including gap analysis and concept ideas**, all reinforced by strong creativity and validated with final mock-up suggestions.
- **Marketing team** is daily connected with **our perfumers**, creating a **strong synergy with a unique common goal**.

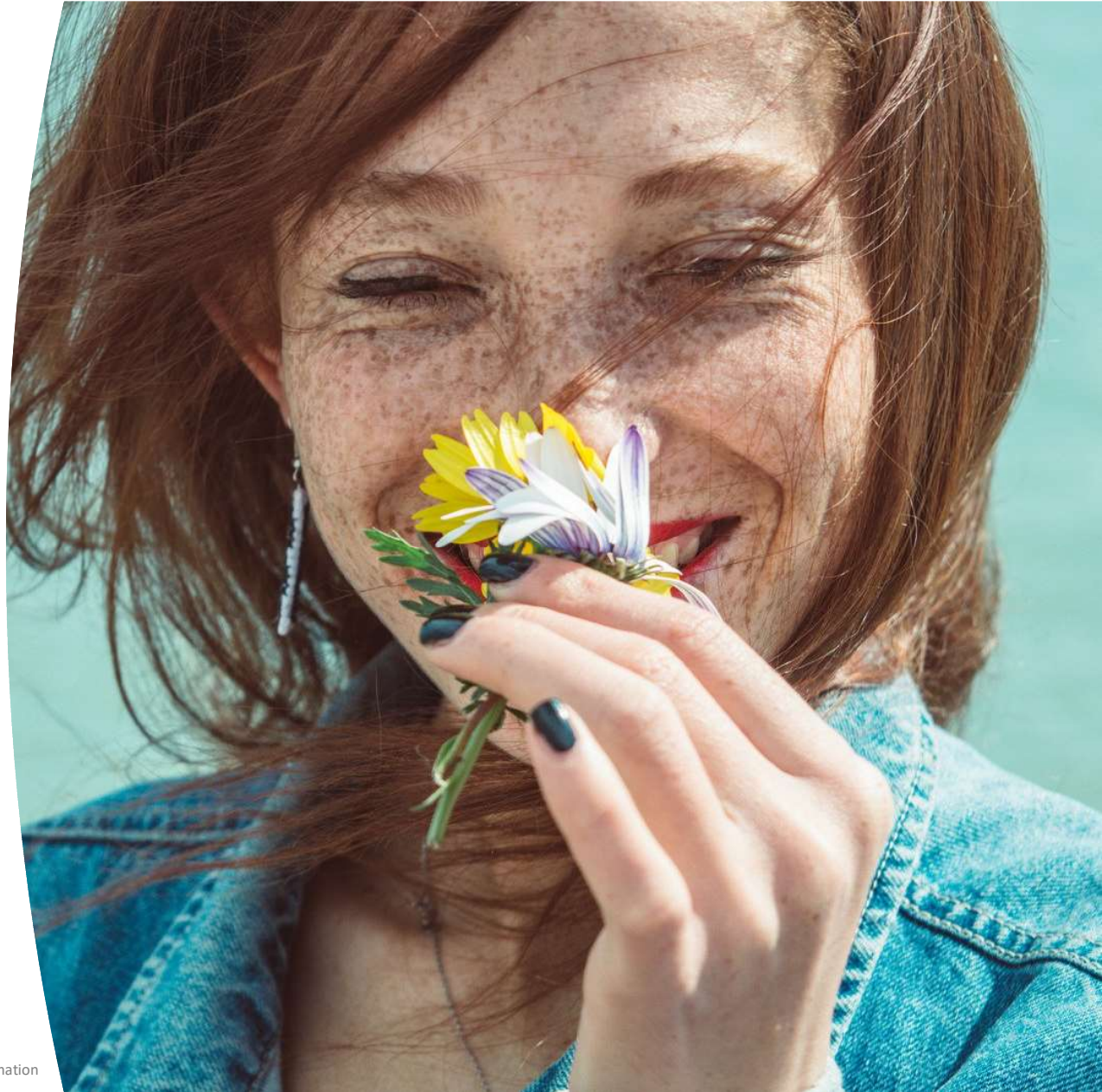




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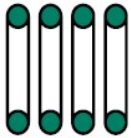


# Sustainability

- The sustainable architecture has a low environmental impact because it uses natural resources. A solar energy system covers 50% of our requirements. The factory was designed and developed vertically, to use electrical energy sparingly. Raw materials move from above: cascading down to become essences.
- Human technology for fragrances.



**Sustainable**  
A solar energy system



**Vertical system**  
Sparing use of the electric energy



**Essence**  
Raw materials move from above



**Human technology**  
For fragrances of quality



B-CORP Certification, In progress...





# Fragrance Creations


"Sustainability & Green"



BIODEGRADABLE FRAGRANCES UP TO  
100%

HALAL Certification, In progress...





Perfumes that we wear, that are there in the shower with us, on our skin, on our wrist and neck, behind our ears...Perfumes that clean our home and laundry, when we get back late and turn on the lights.

The different scents of plates, floors, windows and ceramics.

The special smell of a new car.

GRC Parfum is all of these.  
A brand-new fragrance every time.

Thank you for  
your Attention!

