

A woman with long, wavy red hair and blue eyes is looking slightly to the right. She is wearing a black top and a necklace. She is holding a makeup brush with a gold handle and a white brush head. The background is dark with some blurred lights. The entire image is framed by a border of small, glowing lights.

Charlotte Tilbury





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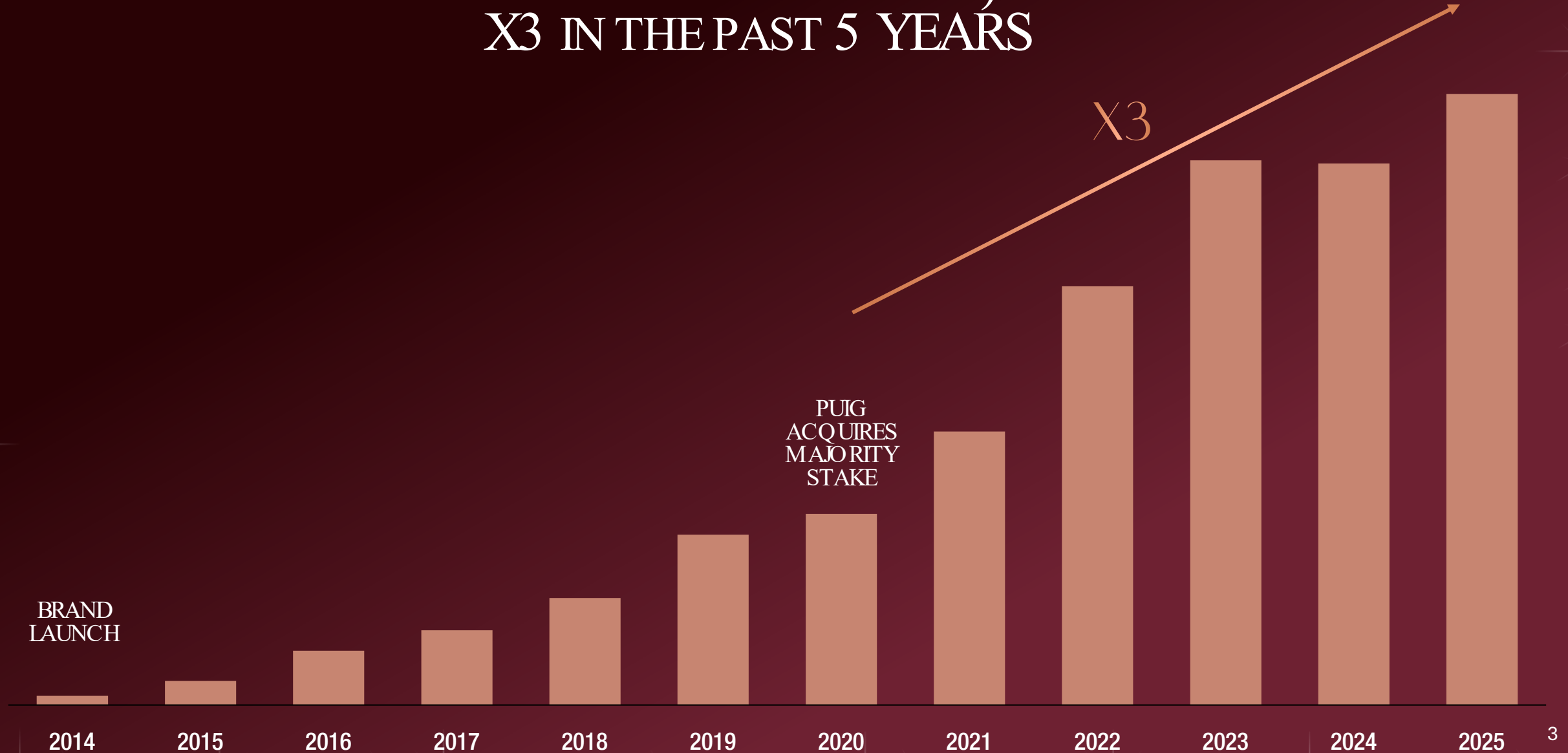
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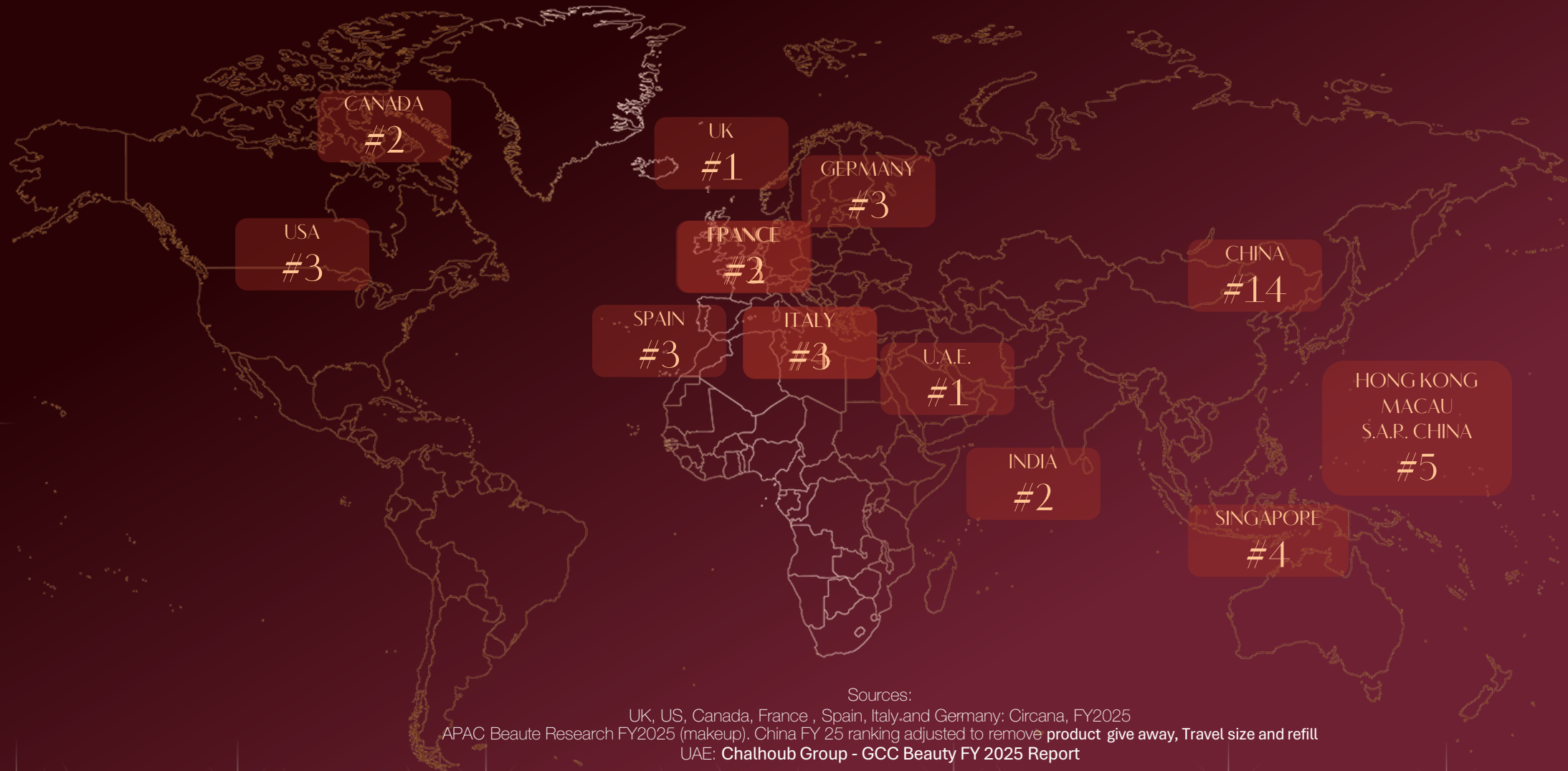
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A GLOBAL BEAUTY EMPIRE IN JUST 13 YEARS

X3 IN THE PAST 5 YEARS



A LEADER IN PREMIUM MAKE-UP ACROSS MAJOR MARKETS



CHARLOTTE TILBURY'S SUPERPOWERS

OUR COMPETITIVE ADVANTAGE



PRODUCT INNOVATION

BEAUTY DISRUPTOR & CATEGORY CREATOR

34 YEARS OF EXPERTISE TURNING CONSUMER NEED-STATES INTO HERO PRODUCT INNOVATIONS

SKINCARE



COMPLEXION



COLOUR



FRAGRANCE



HIGH-PERFORMANCE LUXURY PRODUCTS, EASY TO USE, EASY TO CHOOSE, EASY TO GIFT

PRODUCT INNOVATION

CHARLOTTE'S #1 GLOBAL ICONS

#1



Airbrush Flawless Finish
#1 Powder in the UK + US
Prestige Market 2025

#1



Charlotte Tilbury, the #1
Setting Spray Brand in the
UK + US Prestige Markets

#1



Hollywood Flawless Filter, the
#1 Highlighter in the UK + US
Prestige Makeup Market

#1



Unreal Skin foundation, the #1
foundation stick in the
UK prestige makeup market

MEDIA

THE AGILITY OF A MEDIA POWERHOUSE TO GENERATE VIRALITY & ENGAGEMENT

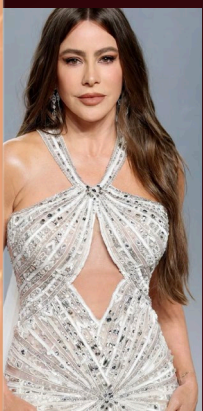




TALENT & COMMUNITY

ORGANIC ADVOCACY

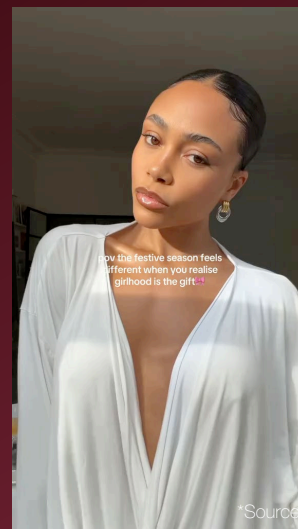
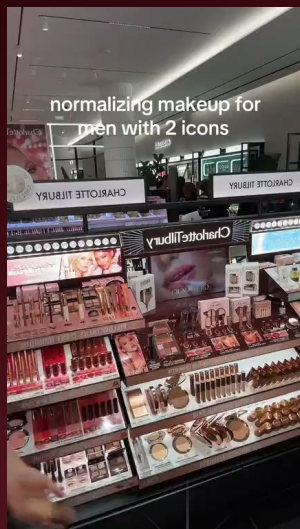
FROM CELEBRITIES, SUPERMODELS,
INFLUENCERS & EXPERTS





A HIGHLY ENGAGED COMMUNITY

- ✓ 20 MILLION FOLLOWERS ACROSS GLOBAL PLATFORMS
- ✓ RESONATING WITH ALL CONSUMER GROUPS AND DEMOGRAPHICS



*Source: Retailboss.com

BEAUTY TECH

AT THE FOREFRONT OF GLOBAL BEAUTY TECH

FULLY OWNED ECOSYSTEM POWERED BY IN-HOUSE DATA ENGINE
AND PROPRIETARY ARTISTRY ALGORITHM

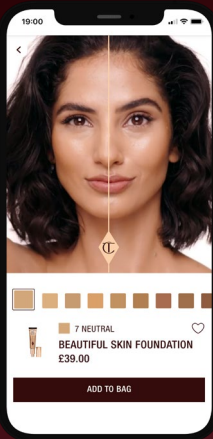
WEBSITE
LAUNCH



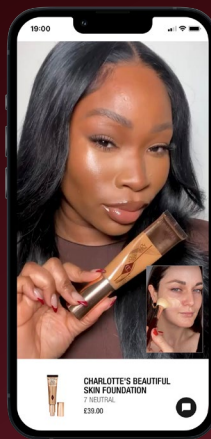
MAGIC
MIRROR



VIRTUAL
TRY ON



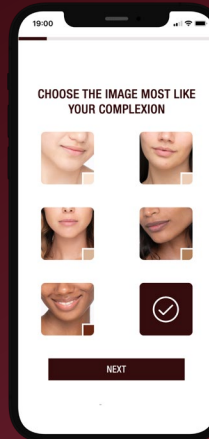
VIRTUAL
CONSULTATIONS



3D VIRTUAL
STORES



SHADE MATCH
FINDER



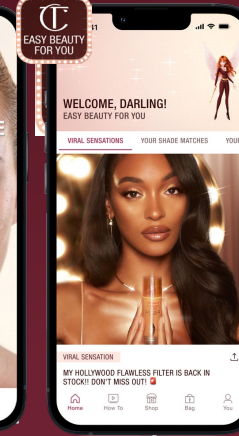
SKIN ANALYSIS
TOOL



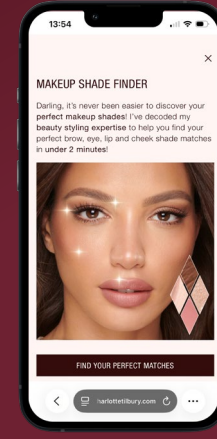
AUGMENTED
REALITY
TUTORIALS



APP
LAUNCH



MAKEUP
MATCH



FRAGRANCE
PROFILER



4+ MILLION
DOWNLOADS

4.9-STAR RATING

PURPOSE

UNLOCK CONFIDENCE FOR EVERYONE EVERYWHERE

- ✓ LONG-TERM PARTNERSHIPS WITH CHARITIES THAT BUILD CONFIDENCE AROUND THE WORLD
- ✓ UNIQUE PARTNERSHIPS TO SUPPORT WOMEN IN SPORTS



THE KING'S
TRUST



THE CLOONEY
FOUNDATION



WOMEN FOR WOMEN
INTERNATIONAL



DALLAS COWBOYS
CHEERLEADERS

RECOGNIZED AS A LEADING BRAND BY DATA-DRIVEN BENCHMARKS

 DASH SOCIAL

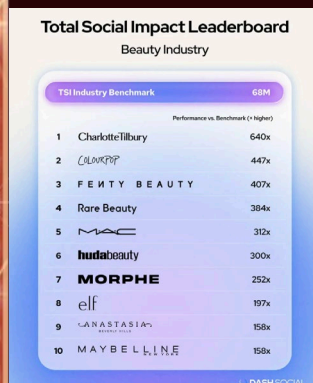
 ChatGPT

 LAUNCH
METRICS

 kolsquare

 dc
dx

 VOGUE
BUSINESS



#1
TOTAL SOCIAL
IMPACT

**COSMETICS
BUSINESS**

Charlotte Tilbury is the most recommended beauty brand by AI this Christmas

By Alessandro Carrara | Published: 16-Dec-2025

Colour Cosmetics Skin Care

The Puig-owned make-up company has topped a list of beauty brands being recommended the most by artificial intelligence (AI)-powered chatbot ChatGPT for the 2025 holiday gifting season

#1
MOST
RECOMMENDED
BY CHATGPT AT
CHRISTMAS

Here, the top 10 beauty brands by influencer MIV during the first half of 2024, per Launchmetrics.

1. Charlotte Tilbury
- Influencer MIV: \$412 million
 - Total MIV: \$586 million



#1
INFLUENCER
MEDIA
IMPACTVALUE



#1
MOST MENTIONED
ON INSTAGRAM IN
THE UK



#1
NON-RETAILER
BEAUTY BRAND IN
GEN-Z
ENGAGEMENT

Top five beauty brands

1. Charlotte Tilbury

Puig

Rank change: +3

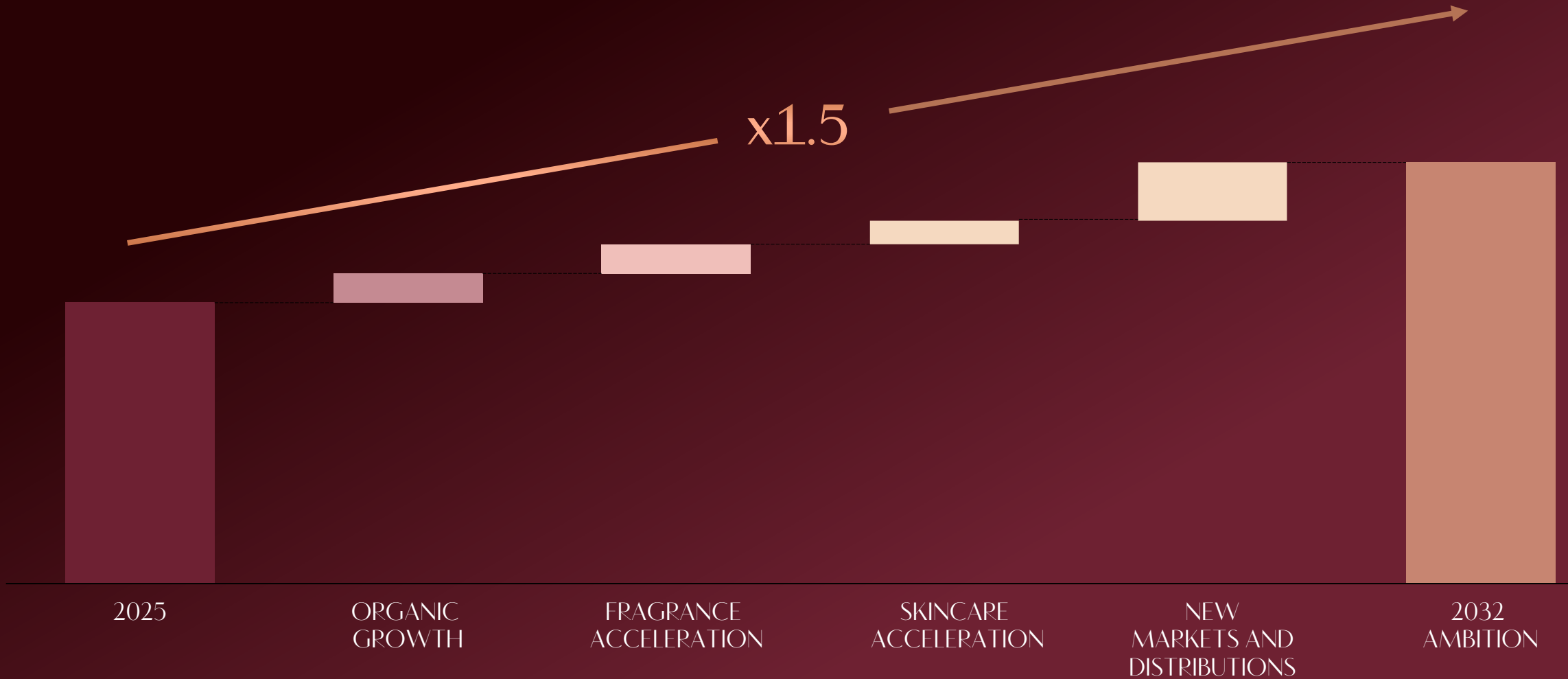
- Charlotte Tilbury tops the Beauty Index for the first time, knocking The Ordinary off the number one position for the first time since the Beauty Index launched in 2023.
- The brand's "Legendary for a Reason" campaign, which poked fun at dupe culture, was key to its rise within the digital marketing pillar, along with its social strategy.
- Charlotte Tilbury's 2025 collaboration with Genshin Impact saw the brand produce co-branded beauty products and collectibles with the gaming franchise.

#1
BEAUTY
INDEX

A woman with dark hair and makeup is lying down, wearing a shimmering, sequined dress. She is holding a lit cigarette in her right hand. The image is framed by a decorative border of small, glowing lights. Overlaid on the right side of the image is the text "AMBITION: 1.5x THE BUSINESS BY 2032" in a white, serif font.

AMBITION:
1.5x THE BUSINESS
BY 2032

OUR GROWTH DRIVERS TO 2032



Note: For illustrative purposes to describe the growth levers, not to scale



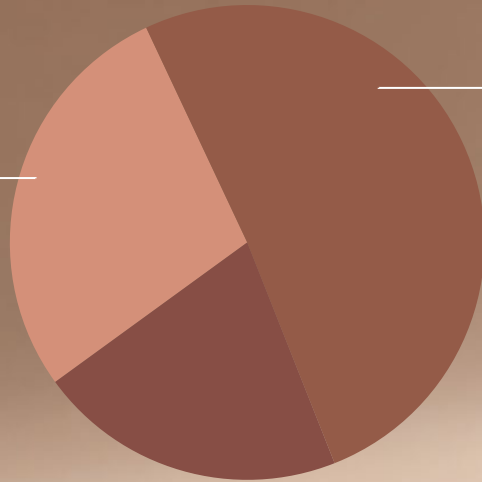
GROW MAKEUP
TO REACH
#1 WORLDWIDE



AIR BRUSH OUR BIGGEST FRANCHISE FLAWLESS

FACE MAKE-UP MARKET 2025

WE ARE LEADERS IN
POWDERS AND
SETTING SPRAYS



■ Set & Prime ■ Liquid Foundation & Concealer ■ Others

BIGGEST POTENTIAL IN
LIQUID FOUNDATIONS &
CONCEALERS WITH A
STRONG PIPELINE OF
INNOVATIONS



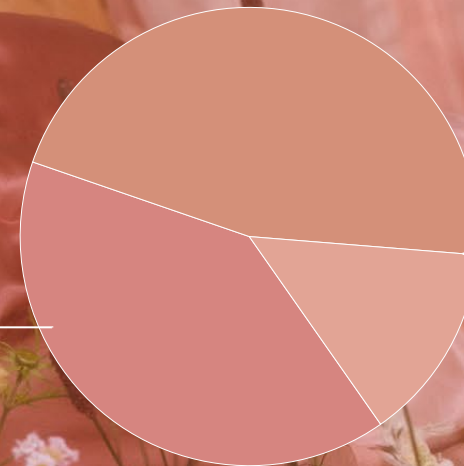
Sources: Combined data from UK & US (Circana, FY2025) and China (Beaute Research FY2025)

Pillow talk

OUR BEST-SELLING COLOUR WORLD

COLOUR MARKET 2025

WE ARE LEADERS
IN LIPSTICKS
& LIP LINERS



□ Lips □ Eyes □ Cheeks

CONTINUE TO GROW
IN EYES & CHEEKS
WITH UPCOMING
STRONG
INNOVATIONS

Sources: Combined data from UK & US (Circana, FY2025) and China (Beaute Research FY2025)

TWO NEW HEROES WITH BIG POTENTIAL



UNREAL SKIN
MAKEUP/ SKINCARE HYBRIDS,
TO RECRUIT NEW CONSUMERS



EXAGGEREYES
TO CONQUER
THE MAJOR MASCARA SEGMENT

Pillow talk

FRAGRANCE BLOCKBUSTER LAUNCH

- ✓ WE INTRODUCED AN EXCLUSIVE COLLECTION
IN LIMITED DISTRIBUTION
- ✓ OBJECTIVE TO LAUNCH A PRESTIGE
BLOCKBUSTER
LEVERAGING PUIG EXPERTISE





SKINCARE ACCELERATION



GROW MAGIC CREAM GLOBALLY

- ✓ ICONIC AWARD-WINNING GLOBAL SUCCESS
- ✓ FIRST PRODUCT EVER CREATED BY CHARLOTTE
- ✓ OPPORTUNITY TO CONTINUE GROWING IN THE WEST & EXPAND IN ASIA



BUILD A FULL
SKINCARE ROUTINE
THAT REINFORCES
OUR AUTHORITY
AND EXPANDS OUR
BUSINESS

ACROSS ALL
MARKETS & CHANNELS

A woman with dark hair and light skin is lying down, wearing a pink, ruffled dress. She is holding a small pink flower near her eye and a round, gold-colored makeup palette with a pink blush. A makeup brush is near her face. The background is a soft, warm tone. The entire image is framed by a decorative border of small, glowing lights.

MARKET & CHANNEL EXPANSION

CHARLOTTE TILBURY IS PRESENT
ONLY IN ONE THIRD
OF ITS DISTRIBUTION POTENTIAL

CHANNEL EXPANSION IN EXISTING MARKETS

- ✓ DISTRIBUTION EXPANSION
IN THE UK, EUROPE & TRAVEL RETAIL
- ✓ EXPAND PHYSICAL NETWORK IN CHINA
- ✓ SIGNIFICANT HEADROOM TO EXPAND
DISTRIBUTION WHILE PRESERVING BRAND
DESIRABILITY





CONQUER NEW MARKETS

- ✓ EXPANSION IN LATIN AMERICA
FOLLOWING SUCCESSFUL MEXICO LAUNCH
- ✓ OPPORTUNITIES IN NORTH ASIA

An advertisement for Charlotte Tilbury featuring two women. The woman on the left has long, wavy blonde hair and is holding an open eyeshadow palette. The woman on the right has long, wavy brown hair with bangs. They are both wearing elegant, sparkling dresses. The background is a deep red with a shimmering, sequined texture. The entire image is framed by a border of small, glowing lights.

Charlotte Tilbury

