

PRESS RELEASE

Monteil Cosmetics – Strategic Partnership between BRAIN AG and Wilde Cosmetics GmbH

Zwingenberg (Germany), Oestrich-Winkel (Germany), Paris (France), February 29, 2012 – The biotechnology company BRAIN AG and the cosmetics company Wilde Cosmetics GmbH have announced a strategic partnership with regard to MONTEIL Cosmetics International GmbH. The partners agree to co-operate in the development and marketing of innovative cosmetics products in an unprecedented alliance of two medium-sized companies, merging all essential value-adding activities in a highly efficient business unit. At the core of the co-operation is a joint set of ethical values and standards of business conduct serving as a foundation for investments in joint research, development and manufacturing programmes as well as the targeted-oriented expansion of MONTEIL's portfolio of cosmetics brands.

The strategic partnership between BRAIN AG and Wilde Cosmetics GmbH is aimed at the efficient development and marketing of innovative biotechnological solutions for demanding consumers. The strategic partnership taps into synergies along the entire value chain – from identifying and accessing innovative and proprietary active biotech ingredients, all the way to the formulation and production as well as joint marketing of high-end cosmetics within the brand portfolio of MONTEIL Cosmetics.

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BRAIN is a leading white biotechnology company and creative research company with an in-depth understanding of the biological processes that occur in the skin, the interaction between ingredients and cells and the translation of this knowledge into state-of-the-art cosmetics formulations.

This infinite wealth of research and development expertise is brought together with more than three decades of marketing and international sales experience gathered by Wilde Cosmetics to form the basis of a partnership between two pioneering, medium-sized and innovation-oriented companies which will lead to a new generation of intelligent prestige segment cosmetics known for meeting high demands in terms of efficacy and product quality, innovation, naturalness and tolerability. By uniting their forces, the partners seek to advance, strengthen and, in the course of the strategic partnership, thoroughly grow a brand which is already well established in the market. They also plan to expand the brand portfolio through the acquisition of additional brands.

The fact that both partners share a joint set of ethical values and standards of business conduct characteristic of medium-sized companies quickly helped pave the way for a strategic co-operation in which all entrepreneurial actions are governed by the principles of sustainability. These ethical rules are part and parcel of good corporate governance and apply to employees, clients and suppliers alike. They are also reflected in the corporate social responsibility a company bears in the region where it operates. Beyond that these rules are also expressed in the quality, the holistic mode of action, the amount of innovation and the value-for-money offered by its products. Both partners have been guided by these principles since the foundation of their companies.

“Thanks to our common activities in the strategic high-tech cosmetics business segment, the innovative solutions BRAIN has identified over the past few years have every chance of quickly gaining access to the market. We are pleased to have found a strategic partner in Wilde Cosmetics who, exactly as does BRAIN, seeks to capitalise on the synergies resulting from the complementary backgrounds of the two companies and who, together with BRAIN, will invest in the joint expansion and further development of the brand and the products,” says Dr. Holger Zinke, CEO of BRAIN AG. “Our joint innovative solutions will help provide fresh and decisive impetus to both the domestic and international cosmetics market in the future. MONTEIL’s brand core, looking back on more

than 75 years of tradition, and the company's mission statements which are still clearly influenced by the young entrepreneur Germaine Monteil reminded us of our own aspirations – that skin care products should not only serve the outside beauty but should also stand for high-quality and solution-oriented thinking and products contributing to a person's general well-being.

“The strategic partnership between BRAIN and Wilde Cosmetics creates a full value chain marked by fast-track processes: high-tech research, development, production and marketing of innovative solutions at record speed from the initial idea to market maturity. To the benefit and liking of our customers,” says Michael Kalow, Managing Director of Wilde Cosmetics GmbH. “As regards research and development this means that all MONTEIL products must convince our customers with visible and perceptible effects. In the future, we will be able to perform even better in this regard thanks to the comprehensive access to the innovative solutions developed by our strategic partner and the expertise of BRAIN's research biologists.”

The partners agreed on not disclosing any financial details of the transaction, which also establishes corporate affiliations. The partners worked together in a spirit of trust and co-operation before this agreement. The co-operation will now be extended to cover the entire product range. On the occasion of the “Beauty International” trade fair which will take place in Düsseldorf, Germany, from March 9 to 13, 2012, Michael Kalow, Managing Director of Wilde Cosmetics GmbH, and Dr Holger Zinke, CEO of BRAIN AG, will provide more details on the status and plans of this novel corporate alliance. They will also present some first developments resulting from the strategic partnership. The press conference will be held on March 9, 2012 from 2 – 3 p.m.

About BRAIN

BRAIN AG is an industrial "white" biotech company which discovers and develops novel bioactive natural compounds and proprietary enzymes for its partners and customers in the chemical and pharmaceutical industries, as well as the food and cosmetics industries. With its unique approach to the discovery and production of new biological compounds and biocatalysts, the company achieves creative solutions by harnessing nature's untapped biodiversity. Its success is built on its proprietary BioArchive comprising millions of genes, proteins and metabolic pathways from microbial isolates and metagenome libraries. Since its foundation in 1993, BRAIN has entered into over 70 strategic collaborations with nearly all the relevant companies within the chemical industry as e.g. BASF, Ciba, Clariant, Evonik Degussa, DSM, Genencor, Henkel, Nutrinova, RWE, Sandoz, Schering, Südzucker and Symrise, to name but a few. Currently, BRAIN employs 101 highly skilled people.

For their groundbreaking industrial biotechnology activities for a sustainable „biologisation of the chemical industry“ using nature's toolbox for industrial processes, BRAIN with its CEO Dr. Holger Zinke received the "Deutschen Umweltpreis 2008" of the "Deutsche Bundesstiftung Umwelt", DBU.

www.brain-biotech.de

About Wilde Cosmetics GmbH

The roots of Wilde Cosmetics GmbH can be traced back to 1914. This is when Wilde began to develop and manufacture high-quality porcelain and plastics systems for dental applications. Since the very beginning, Wilde's philosophy has been to develop, manufacture and distribute innovative and high-quality cosmetics products.

In 1985, Wilde Cosmetics GmbH pioneered developments in the area of light-curing plastics for the fingernail cosmetics industry. The basic idea was to adapt state-of-the-art light-curing dental plastics to extend and reinforce fingernails. Over the course of the past three decades, Wilde has developed a comprehensive cosmetics portfolio which includes hand, nail and foot care as well as permanent make-up and facial care products. Beyond that, the company offers a complete furniture range for cosmetics salons. The LCN brand owned by Wilde Cosmetics GmbH is a market leader in the professional hand and nail care segment.

With the acquisition of Monteil International Cosmetics GmbH and its Monteil brand five years ago, Wilde strategically complemented its existing portfolio with the high-quality Monteil facial care series thus exploiting synergies, especially in international sales. The WildeGroup, which is represented in 75 countries today, consists of Monteil Cosmetics and LCN.

www.wilde-cosmetics.de

About Germaine Monteil

Without any doubt, Germaine Monteil is one of the major personalities in the history of cosmetics. In 1898, at the tender age of 20, the Paris-born cosmetics designer and couturier Germaine Monteil set sail for the land of opportunity, taking the U.S. by storm thanks to her unique style. Renowned all over the world for the innovative strength of her haute couture, she quickly found out that perfect care and make-up are indispensable for a fashionable appearance. As a consequence she established her own cosmetics company, "Germaine Monteil Cosmetics", in 1936 and contracted top-notch researchers and physicians to develop a scientifically proven skin care programme.

MONTEIL very quickly became synonymous with high-quality and solution-oriented skin care, expressing particular appreciation for nature and women in all its efforts. The sphinx as guardian of eternal beauty combined with exclusivity, innovation, indulgence and sensuality as well as sophisticated elegance became hallmarks of the internationally successful brand. Germaine Monteil left her legacy and her name. Both live on in the philosophy and the MONTEIL brand - and today the ideas of Germaine Monteil are just as relevant as they were 75 years ago.

www.monteil.de

Images:



High-tech research at BRAIN – Automated systems run high-throughput screenings to identify new bioactives for cosmetics products.

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The BRAIN TechnologyCampus – Innovative cosmetics products are researched, developed and biotechnologically manufactured on a total area of more than 3,000 m². Beyond that, BRAIN co-operates intensively with partners from the chemicals, consumer goods, cosmetics and food industry.

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Michael Kalow, managing director of Wilde Cosmetics GmbH (left), and Dr Holger Zinke, CEO of BRAIN AG (right), shaking hands after successful negotiations.

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Wilde Cosmetics corporate headquarters located in Oestrich-Winkel/Rheingau.

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Germaine Monteil – Entrepreneur, couturier and multi-talented innovator, including modern cosmetics. Her legacy is still evident in the MONTEIL brand today.

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Germaine Monteil Testimonial

Beauty is not a gift, but the sum total of natural charisma, personal style and professional care.

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