



1.0 WHO WE ARE KORRES

FROM HOMEOPATHIC REMEDIES TO NATURAL PRODUCTS

KORRES is a **Greek skincare brand**, born out of **Athens**' oldest homeopathic pharmacy in 1996. Founded by Greek Pharmacist George Korres that believes in the innate potency of natural ingredients and chemical engineer Lena Korres that believes that nature is the inspiration for scientific discovery.

The first Korres product was an aromatic herbal syrup with honey and aniseed, a recipe inspired by "rakomelon", a warming spirit-with-honey concoction, which George Korres' grandfather used to favor in his hometown on the island of Naxos.

Today KORRES takes Greek herbs around the world through more than 400 natural products, with brand presence in 30 markets. It's all about clean, effective plant-powered formulas that capture the beauty of Greece in harmony with nature.



WHO WE ARE KORRES

GREECE

"Our heritage is bare hands, light & shadow, family as a value, a generous land, genuine souls, deep roots, the driving forces of love and nostalgia.

We are inspired by calm, wide seas, meltemia, ancient gods, high mountains, pure raw materials, the eternal art, the blue and the white, the simplicity of essential life, the harmony of natural beauty."

We are born and made in Greece



NATURE

"Nature in Greece is generous, abundant & potent.

Our unique land is a "global bio-hotspot" of natural diversity.

Greece is home to over 6,000 species of plants.

1,500 are endemic and can only be found here. Pure ingredients from an ancient landscape.

Our own agricultural team has mapped Greek flora for 25 years. Our drive is to work in harmony with nature. We believe we must conserve our precious natural resources. So, we teach sustainable farming practices and invest in the farmers who hand-pick and harvest with care.

"We choose to support an ecosystem of local communities, partnering directly with over 40 traditional organic farmer cooperatives across Greece to harvest our plant ingredients. Many of our partners have been farming the land for generations. It is important to us to invest in sustainable farming practices, in underdeveloped rural regions."

Supporting, not Competing with Local Farmers



RESEARCH

It starts with primary research to discover ground-breaking natural active ingredients. They normally come from plants with extraordinary powers to survive, adapt and fortify themselves, like the Black Pine species that have thrived in the Mediterranean for 3,5M years.

Then comes biological research to deeply understand those ingredients and how they work at the cellular level to enhance and transform our skin. Then it goes into the lab where our all-women expert R&D team formulates the most efficacious natural products globally! More than 500 safety and efficacy tests are performed for each and every product. Our processes and protocols are the guarantee for top quality.

And finally, it goes to our consumers. To enjoy the best of nature and science. To experience extraordinary results.

To see their skin healthier and more beautiful every day."

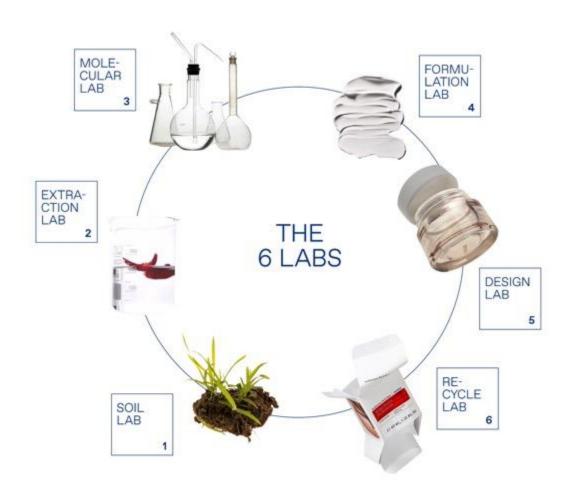
"From Seed to Skin we proudly own the process!"

500 safety & efficacy tests are performed for each product





THE 6-LABS SUSTAINABILITY CIRCLE



We are simply following our conscience, in a full circle, from the seed, to the extract, to the formulation, to the water purification, to the product, to the re-use of every component of it.

That's why we have created 6 distinctive Labs and 4 Facilities to focus all our energy and our passion on what we truly care about:

THE 6 LABS

Soil Lab 2004

Extraction Lab 2006

Molecular Lab 2007

Formulation Lab 1999

Design Lab 2014

Recycle Lab 2020

THE 4 FACILITIES

Extraction Facility 2008

Water Purification Facility 2006

Production Facility 2000

Recycle Facility 2020

KORRES SOIL LAB



- Greece a recognized global biodiversity hotspot
- Over 6.000 plant species, 1.500 out of which are endemic
- A network of more than 30 small farmers and 5 agricultural cooperatives
- Teaching & Promoting Sustainable Organic Farming Practices
- Cultivation of Endangered Species

KORRES EXTRACTION LAB



- A Certified **Zero-Waste** Operation
- In collaboration with **University** of Athens School of Pharmacy
- Only Natural Solvents
- Solid Residue becomes Fertilizer
- 100% natural extracts of active herbal ingredients

KORRES MOLECURAL LAB



- Strategic Relationship with the Highest Profile Scientific Community
- An extensive network of Scientific Cooperations with esteemed
 Research and Academic Institutes across the world
- Studying Plants at a Cellular Level
- Discovery of ground-breaking active ingredients through Primary Research
- 7 new ingredients in the WINCI, the global INCI directory for cosmetics!

KORRES FORMULATION LAB



- A ever-growing black list of more than 1.800 ingredients
- All-woman expert R&D team
- More than **330 safety and efficacy tests** on every product
- A zero-waste Purified Water System, reaching the levels of pharmaceutical standards
- At our own state-of-the-art Production facility (certified according to current versions of ISO standards)

KORRES DESIGN LAB



- An in-house Creative team that consists of graphic designers, architects, industrial designers, illustrators, photographers and artists
- Global design adaptations focused on each country's needs
- Dedicated offline & online material to cover 360° communication
- Unique product designs that radiate the essence of Greece

KORRES RECYCLE LAB



- The **1**st **beauty brand** with a Recycling Facility
- Empty containers are **reborn** as packaging, art objects, even furniture.
- Since 2021, we have collected 3,1 tones of Plastic, 2,4 tones of Paper and 1,4 tones of Glass.
- More than 50.000 objects have been given a second chance

DRIVING THE SUSTAINABILITY AGENDA WITH OUR OWN FULL CIRCLETM PROCESS

SOIL LAB

100%

of plant materials purchased from Greek farmers

7

new ingredients
were discovered from
KORRES primary research
and introduced to INCI list

EXTRACTION LAB

100%

FSC certified paper for operations* (excluding product packaging)

100%

reach of RSPO-certified raw materials by 2024

MOLECULAR LAB

€1,4 million

invested in scientific research programs, during the last decade

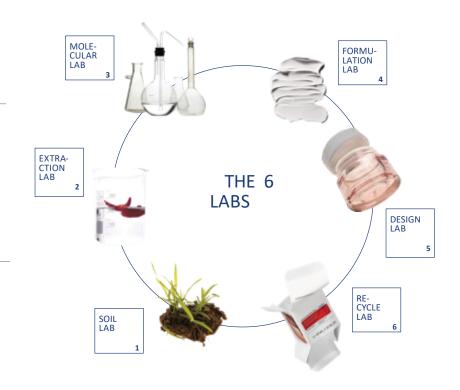
Zero

genetically modified components are used in our products

Zero

chemical solvents in our herb extraction unit

Our Full CircleTM Process



FORMULATION LAB

100%

commitment for cleaner formulas - 100% removal of Homosalate suncare filter by 2024 100%

cruelty-free products, no animal testing

100%

commitment to expand our ever-growing NO list

DESIGN LAB

100%

Sustainable packaging/ package-less solutions + eco certifications

RECYCLE LAB

126,407kg

of waste was sent to Recyclable Materials Sorting Centers in 2020.

1tn of plastic packaging,

1tn of paper packaging

+ over

200kg

of glass packaging waste collected within the first 9 months of Recycle Lab

4,5%

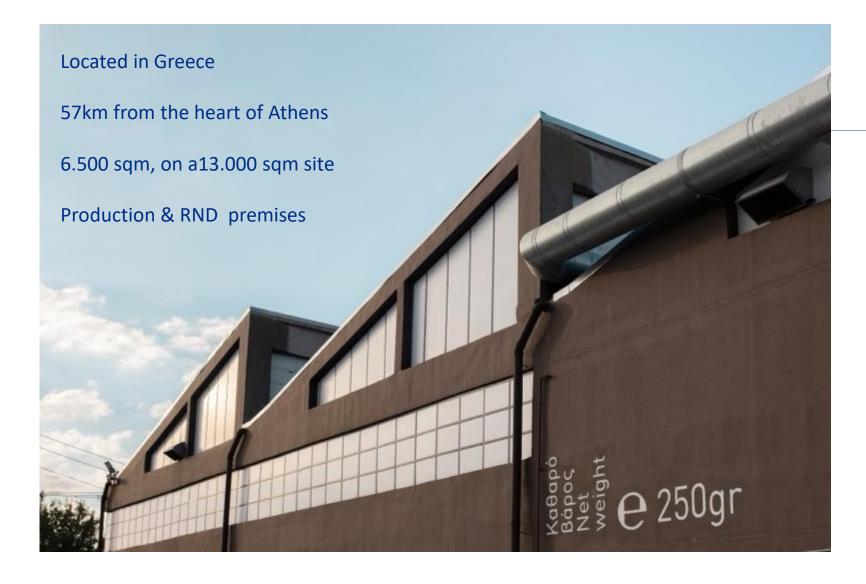
reduction of total CO emissions

4

5,7% reduction of total energy consumption



OUR PRODUCTION UNIT





PRODUCTION BASED ON PHARMACEUTICAL STANDARDS

The Plant produces the following forms:

Shampoos, Liquid Soaps, Body Showers, Gels, Oils Creams, Emulsions, Sun Protection products, Butters Alcoholic Lotions, Perfumes, Sanitizers Mixing Capacity: 5.500 Tons, after the

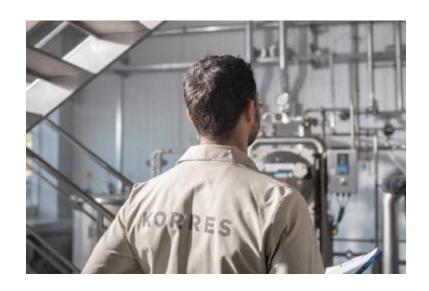
investment 7.900 Tons,

Packaging Capacity: 21,2 M pcs, after the

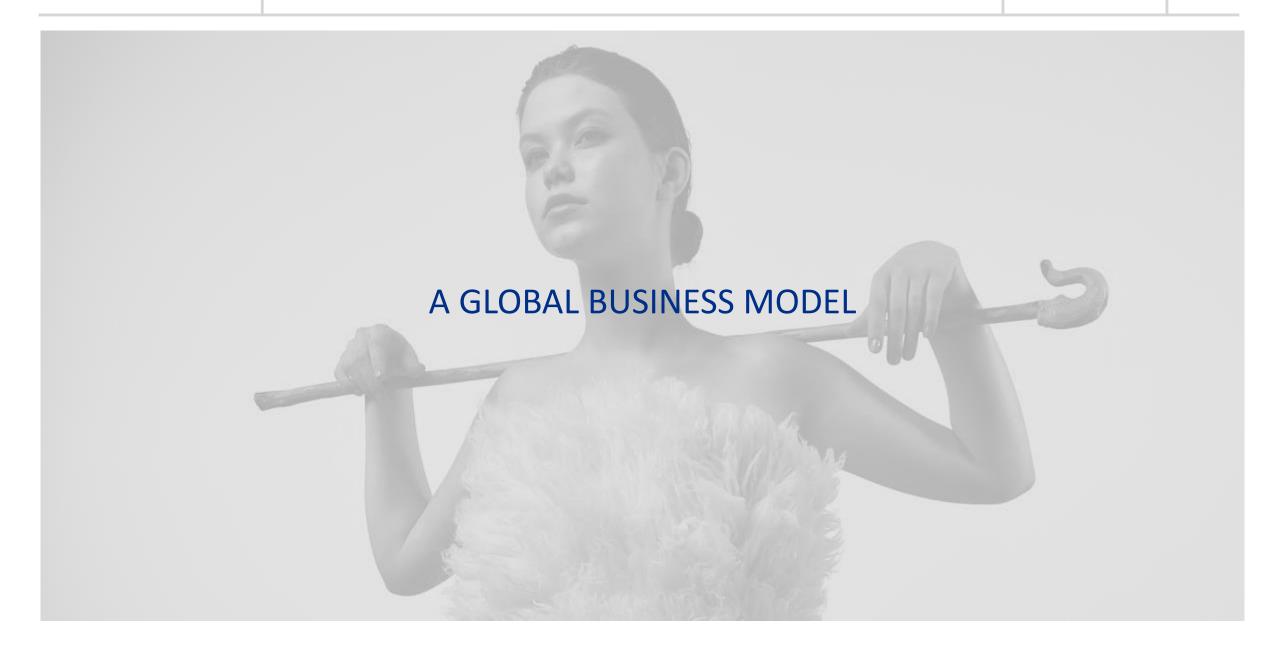
investment 25,5 M pcs

Approved by FDA









KORRES BRAND PRESENTATION 4.0 A GLOBAL BUSINESS MODEL

GREECE* EUROPE

FRANCE* **POLAND GERMANY* ROMANIA UNITED KINGDOM* CROATIA** NORWAY **ALBANIA SWEDEN**

CZECH REPUBLIC DENMARK SERBIA **FINLAND SLOVAKIA AUSTRIA CYPRUS SWITZERLAND BULGARIA** LUXEMBURG HUNGARY

MALTA **SLOVENIA SPAIN MOLDOVA BELGIUM** LITHUANIA

ASIA - PACIFIC

PHILIPINES AUSTRALIA KUWAIT CHINA **HONG KONG** TURKEY **INDONESIA GEORGIA** MALAYSIA

USA - CANADA

LATIN AMERICA CENTRAL AMERICA

ARGENTINA BRAZIL* PARAGUAY



STRONG GLOBAL PRESENCE

5 CONTINENTS

50+
COUNTRIES

11.000+ POS

MULTI-CHANNEL SUCCESS STORY + KEY LEADING PERSONAL CARE PLAYER IN THE GR PHARMACY

Pharmacies



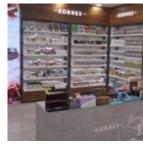
Bio/ Health



Drugstores



Beauty stores



Department Stores



Airports

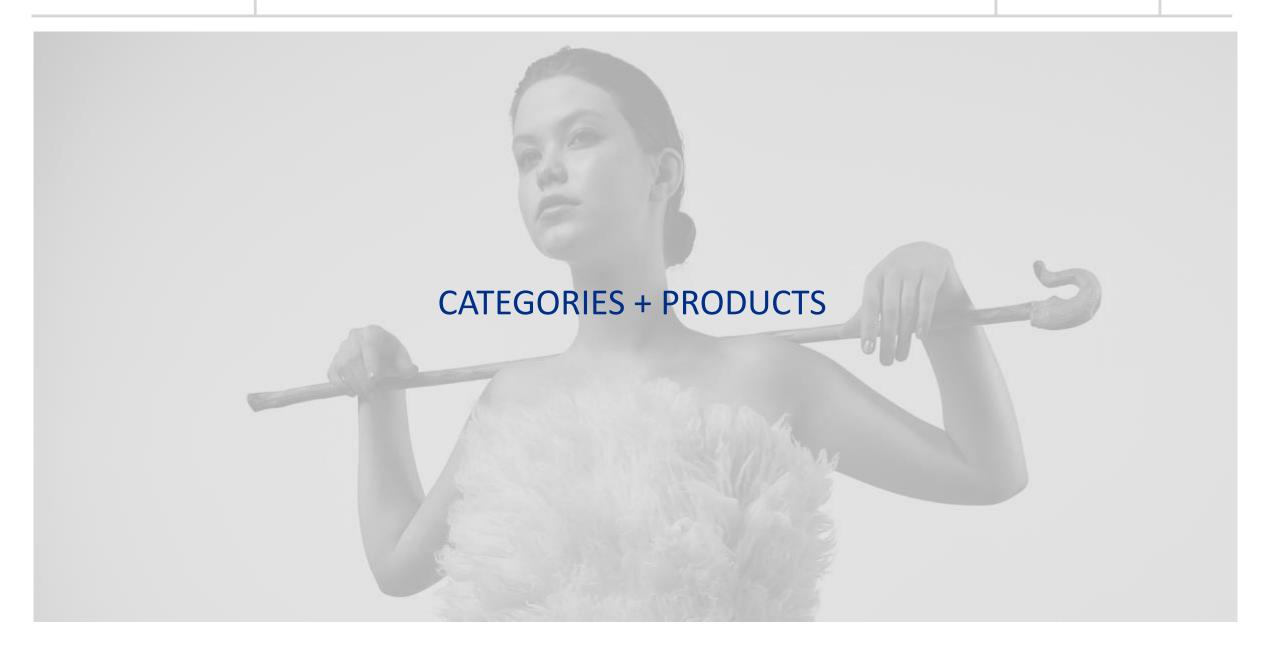


Concept Stores



Hotels





Covering The Full Spectrum Of Personal Care



Skin CareClinically proven results with natural formulas that cater every need



Body CareIndulging textures with skincare benefits + Mediterranean scents



Fragrance
Consciously formulated, Greece inspired scents



Sun CareEnjoy the sun with Skin + Sea
Conscious formulas



Pure Greek Olive
The Greek, liquid gold transformed into nutritive skincare formulas



Hair + Colorants

Make every day a good hair day with the power of nature



Color
Vibrant colors for perfect,
effortless looks



BabiesInspired by Greek nature and Greek tradition



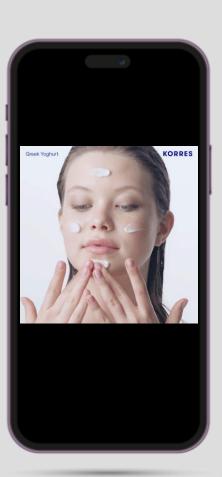












6.1 SKINCARE BLACK PINE PRIMUS - KV KORRES



KORRES



6xHA Wrinkle Smoothing Youth Activator Booster





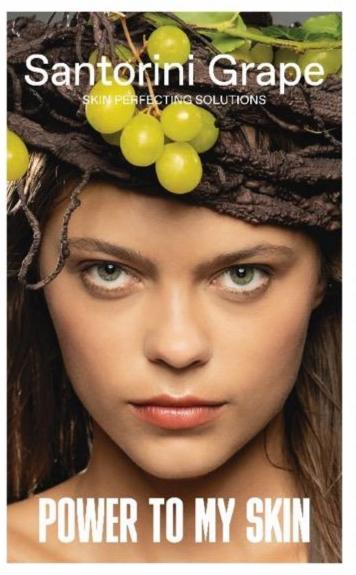






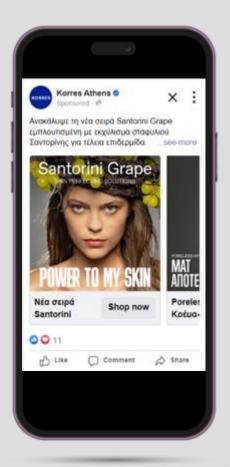


KORRES

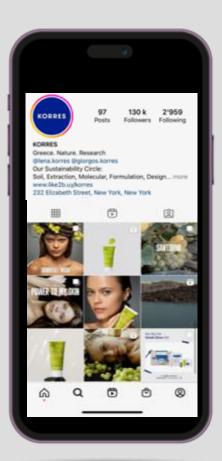


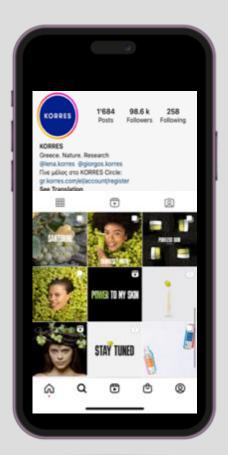












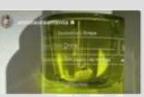












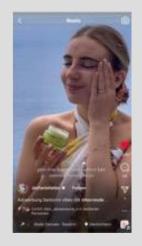




@silblut 10.8k followers

@bourtsin
37.5k followers

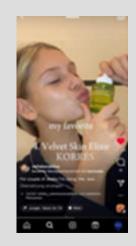
@annalaouraamenta
101k followers













@stefaniehelen
193k followers

@thesegirlscom
20k followers

<u>@sofiakorablina</u>
101k followers

6.1 SKINCARE BLACK PINE - VISUAL KORRES



6.1 SKINCARE WHITE PINE - KV KORRES











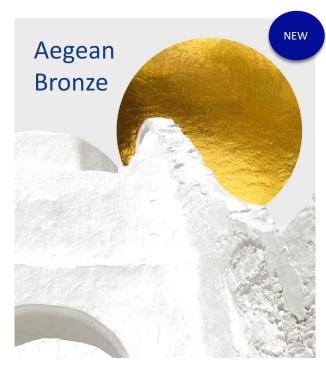
6.2 SUNCARE SUNCARE - MAPPING KORRES

Suncare Mapping

Growth Opportunity – Own Greek Summer







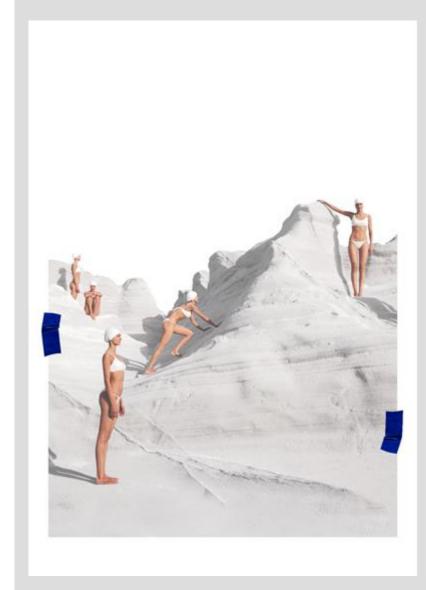
All family line.
Supreme protection.
Even for sensitive skin.

Anti-aging protection.

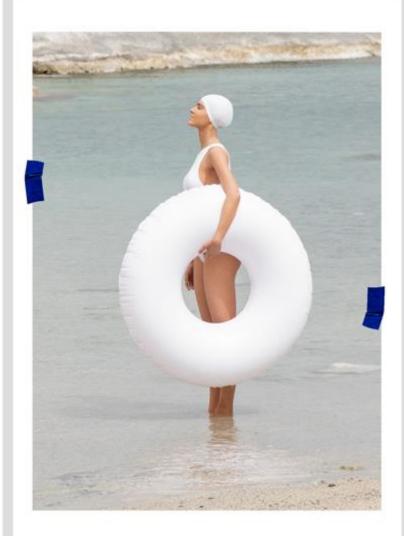
Targets spots + wrinkles.

NEWA line for sun lovers. Bronzing + tan enhancing.







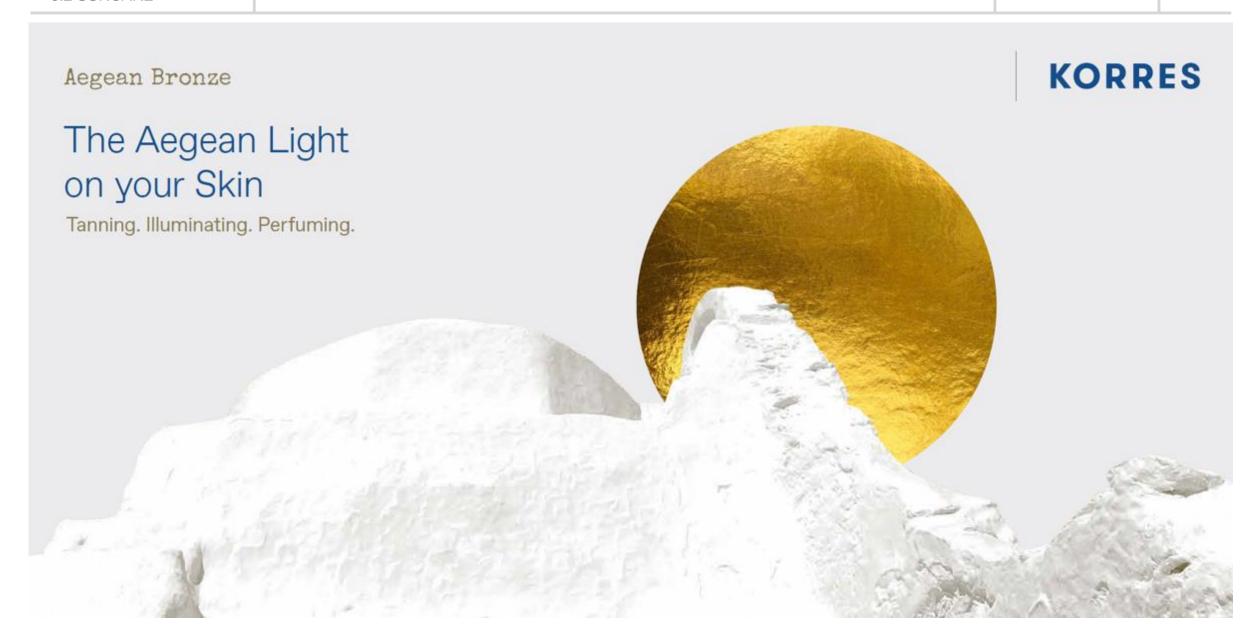


















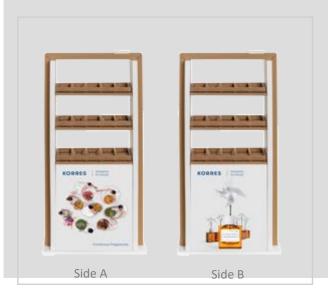
WINDOWS

&

WINDOW STICKERS



FLOOR STAND



BLOTTERS



GONDOLA



PR KIT



ATHENIAN GROOMING

HERITAGE REVISITED

THE ATHENIAN BARBERSHOP IS BACK

KORRES REVISITS ITS HERITAGE



ATHENIAN GROOMING

NEW KORRES MEN'S LINE



ACHILLES

THE HOMERIC HERO OF TROJAN WAR IN THE NEW KORRES MEN'S LINE: (MAIN INGREDIENT) OF ATHENIAN GROOMING THE (ACHILLEA MILLEFOLIUM EXTRACT)

CAN MEN TACKLE WRINKLES?

VISIBLE REDUCTION OF WRINKLES IN 1 MONTH*

ANTI-AGING MULTI-DEFENDER RECIPE:

A MULTI-ACTING, (ANTI-AGING) CREAM FOR FACE AND EYES



95.8% NATURAL ORIGIN CONTENT

SOFT HAIR AND BEARD FROM THE FIRST USE**

4 IN 1 OIL BARBER'S RECIPE:

GROOMING DRY OIL 4 IN 1
THAT (SOFTENS) & (NOURISHES) HAIR
+ BEARD FROM THE 1ST USE



98.2% NATURAL ORIGIN CONTENT

ATHENIAN GROOMING COLOGNE

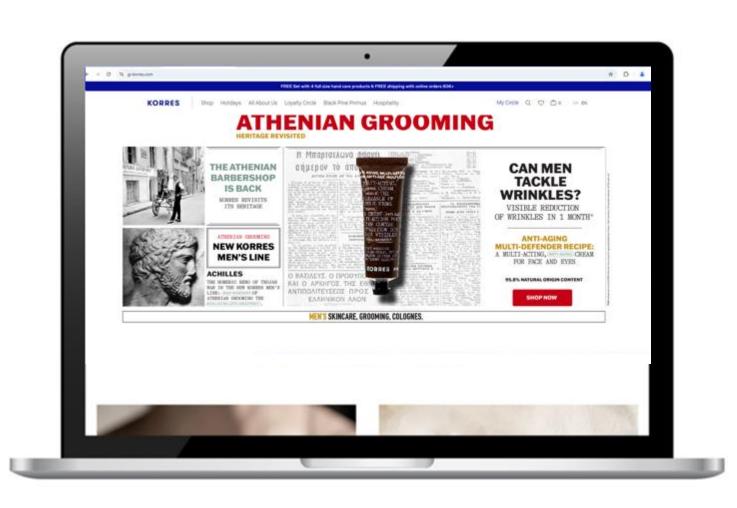
BERGAMOT + LEATHER COLOGNE:

A (FRESH), GENEROUS BLEND



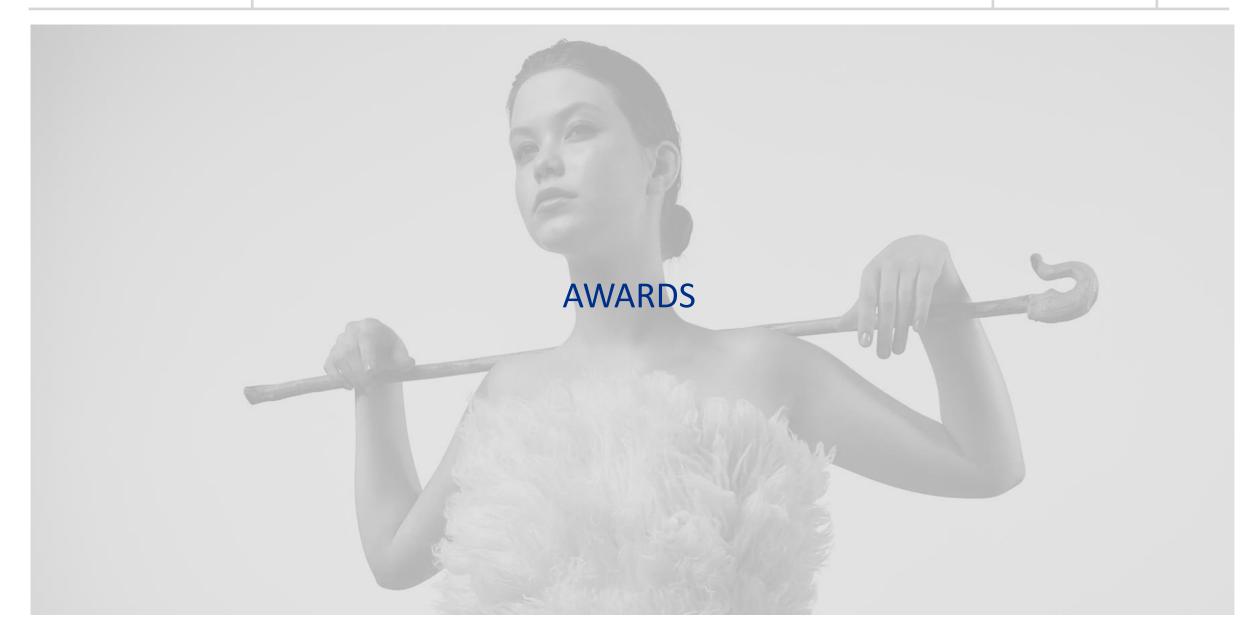
93.3% NATURAL ORIGIN CONTENT

of man who teach CORRES Attaces Caconseg. Anti-aging Muticiples day Recipe / Sef = education, 20 passibles between 450 of man who rest HO 1992 Attacks and Coconseg Bedan's July Coconseg De 15 Sef = education, 20 passible between 35 SE ye









KORRES

240 Awards and Counting!

7.0 AWARDS

Celebrating since the beginning.

KORRES has been honored with international recognition for:t

- Innovation and High-quality formulations that combine efficacy with potent natural ingredients and a clean beauty philosophy.
- Business Growth & Global Recognition ranking among the most successful and admired companies
- Sustainability & Social Responsibility (CSR) initiatives, supporting local communities, ensuring the ethical sourcing of raw materials, sustainable practices and the Recycle Lab facility
- Strong Brand storytelling, connecting Greek heritage with Nature and innovative Research
- Effective marketing campaign Strategies that drive engagement, set trends and highlight the brand's values.
- Design & Brand Aesthetics, exceptional packaging, product design, and brand storytelling.











7.0 AWARDS

KORRES

1998

• Innovation and Production Award, Ministry of Development [Greece]

2003

• Development and Innovation Award, Hellenic Business Society, awarded by the President of the State [Greece]

2004

• Gold Award, Packaging, Illustration and Graphic Design Awards [Greece]

2005

- George Korres, Businessman of the Year, Men of the Year Awards, Status Magazine [Greece]
- Gold Award Retail Manager and Rising Star of the Year, Retail Business Magazine, sponsored by the Ministry of Development [Greece]

2006

• Ranked 247 amongst the 500 highest developing companies in Europe, by the 500 Growth Entrepreneurs for growth association

2008

- Ranked 67th amongst 2500 Greek companies in the annual «Industry Diamonds» survey, Stat-Bank [Greece]
- ICN Award: Recognizing Creativity, Korres Natural Products, International Cosmetic News and HBA Global Expo Awards [US]

2009

• Export Leader Award [Standalone stores category], Helexpo- Stat Bank Export & Investment leaders Awards [Greece]

2010

KORRES, Strongest Companies in Greece, ICAP Certificate

2013

• Winner, Antiaging Beauty Awards 2013, Black Pine serum, Sunday Mirror's Notebook Magazine [UK]

2014

• Winner, Korres Black Pine Antiwrinkle and Firming Day cream, Ultimate Beauty Bible Awards [UK]

2015

• Winner, Korres Greek Yoghurt Foaming Cream Cleanser, 2015 Prevention Beauty Awards [US]

2020

• Best Haircare Pharmacy, Argan Oil Advanced colorant, Madame Figaro Beauty Awards 2020, Madame Figaro [Cyprus]



BRAND PRESENTATION

7.0 AWARDS

KORRES

2022

- Editors Favorite, Golden Krocus Hydra-Filler Plumping cream, ELLE Beauty Awards 2022 (Norway)
- 15th place, Most Admired Companies in Greece, Fortune 2022 (Greece)
- Gold / Platinum award, Greek Yoghurt, Best relaunch, Best in Pharmacy Awards 2022 (Greece)
- Gold, Greek Yoghurt Eye Awakening Gel, Face Care, Best in Pharmacy Awards 2022 (Greece)
- · Gold, Greek Yoghurt, Marketing Campaign, Best in Pharmacy Awards 2022 (Greece)
- Gold, Greek Yoghurt, Digital & SoMe Marketing Campaign, Best in Pharmacy Awards 2022 (Greece)
- · Gold, Greek Yoghurt, Pharmacy Promotion, Best in Pharmacy Awards 2022 (Greece)
- Brand of The Year, Best in Pharmacy Awards 2022 (Greece)
- Innovative Entrepreneur, Lena Philippou-Korres, Thales of Miletus Business Awards 2022 (Greece)
- Winner, Best in Clean Beauty, Santorini Grape Velvet Skin Drink, Glamour Beauty Awards (US)

2023

- Winner, Recycle Lab, Beauty Stars with an attitude, Madame Figaro (Greece)
- Winner, Eye Care, Greek Yoghurt Wide Awake Eye Gel, Prix d' Excellence de la Beauté, Marie Claire (Greece)
- Gold Award, KORRES commitment to supporting local communities, investing in underdeveloped rural areas, implementing sustainable agricultural practices, Hellenic Responsible Business Awards (Greece)
- Gold, Black Pine Overnight Total Revival Serum, Clean category, Prix De Beaute (Greece)
- Winner, Black Pine Plump-Up Sleeping Facial, Night Skincare Category, Health Sleep Awards (US)
- Gold. KORRES Circle, Best Loyalty Program, Best in Pharmacy Awards 2023 (Greece)

2024

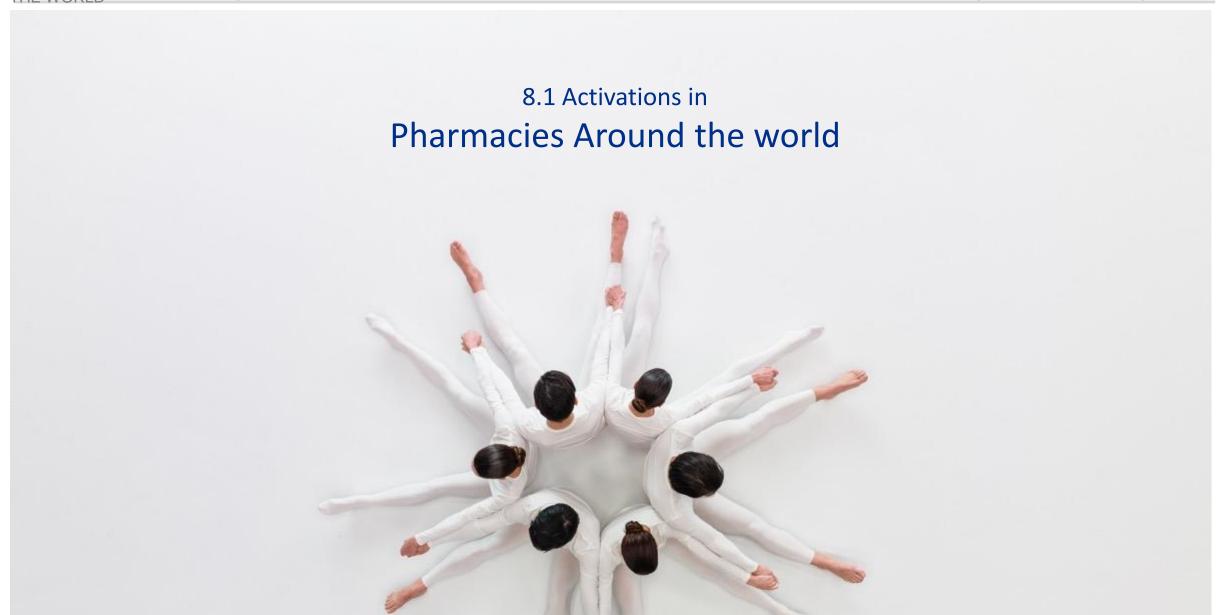
- Gold, LEFKO Fragrance, Cosmoprof Awards (Bologna, Italy)
- Place 43, Greek Yoghurt Nourishing Probiotic Gel-Cream, 100- Best Moisturizers, NBC Select (US)
- Winner, KORRES Circle Loyalty Program, Best Loyalty Program, Modern Retail Awards (US)
- Winner, KORRES Launch of Recycle Lab, Most Responsible Retailer, Modern Retail Awards (US)
- Winner, Santorini Grape Velvet Skin Drink, Prix d' Excellence de la Beauté, Marie Claire (Greece)
- Best Gel Eye Cream for Puffiness, Best Eye Creams, Greek Yoghurt Wide Awake Eye Gel, Forbes (US)





8.1 PHARMACY

KORRES



FRANCE







FRANCE





















ROMANIA





8.2 RETAIL STORES

KORRES





GREECE – HONDOS CENTER





FRANCE - MONOPRIX







FRANCE - MONOPRIX





FRANCE - MONOPRIX



GERMANY - MULLER



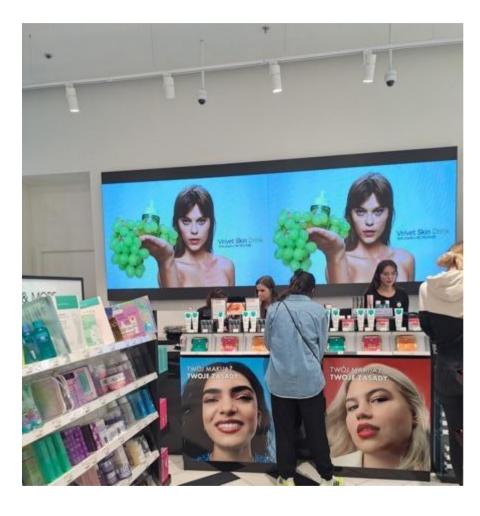




POLAND - SEPHORA







POLAND- DOUGLAS

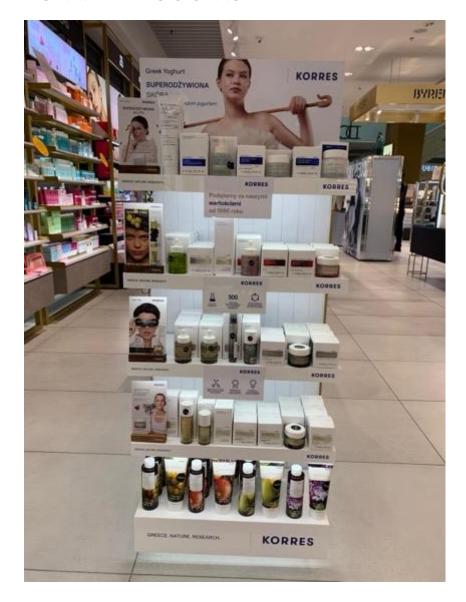








POLAND - DOUGLAS





NORWAY - VITA







AUSTRALIA- MECCA







UK











TURKEY





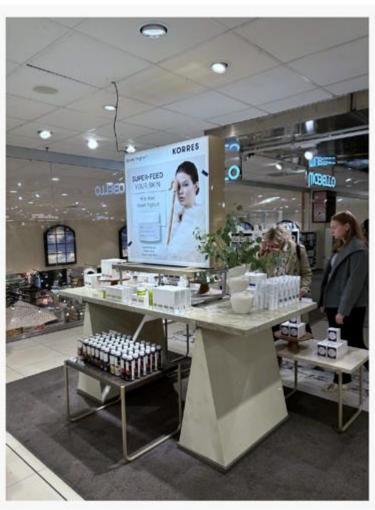




KORRES

SWEDEN





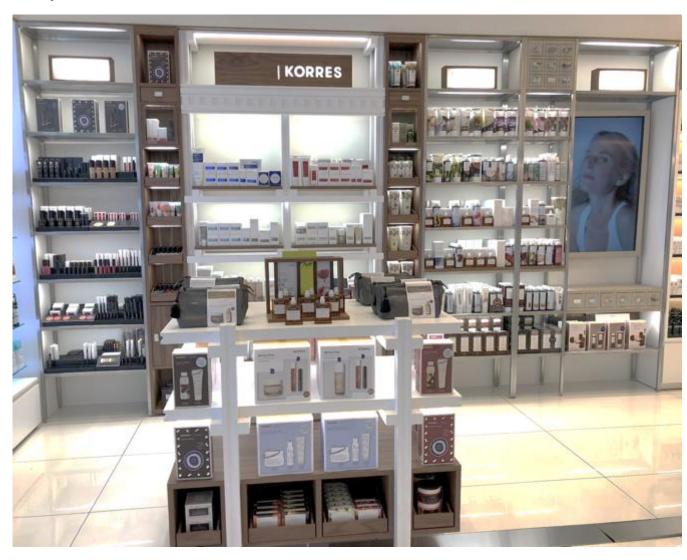








Department Stores Activations



Department Stores Activations



KORRES shop-in shop, since Oct 2022





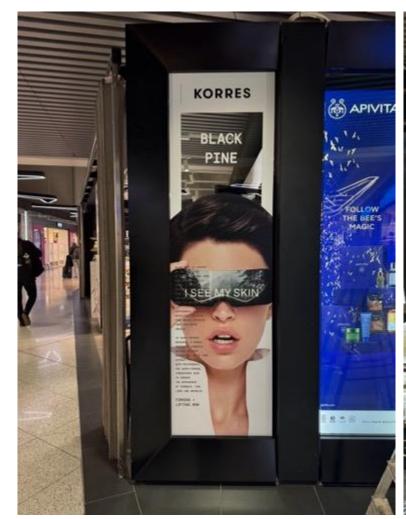






KORRES









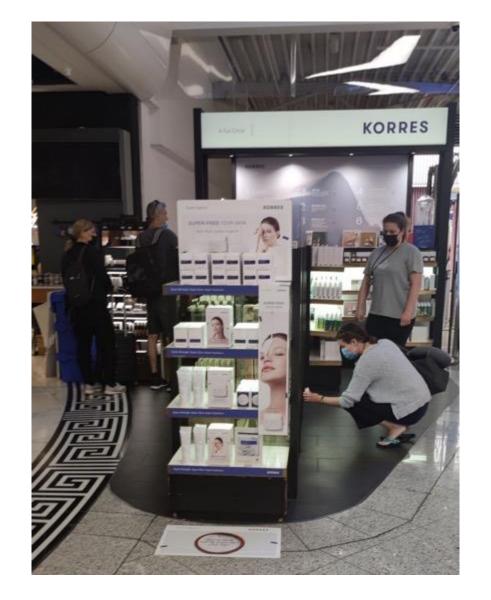






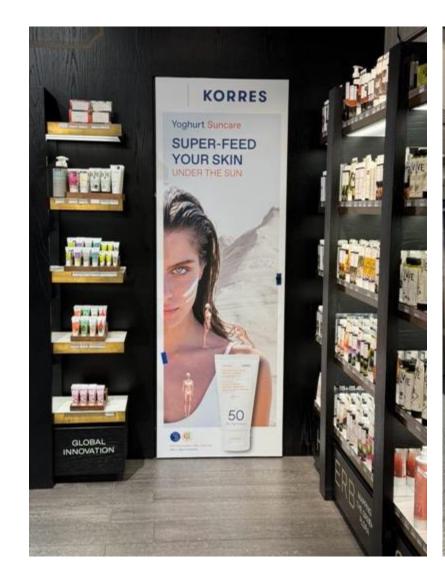






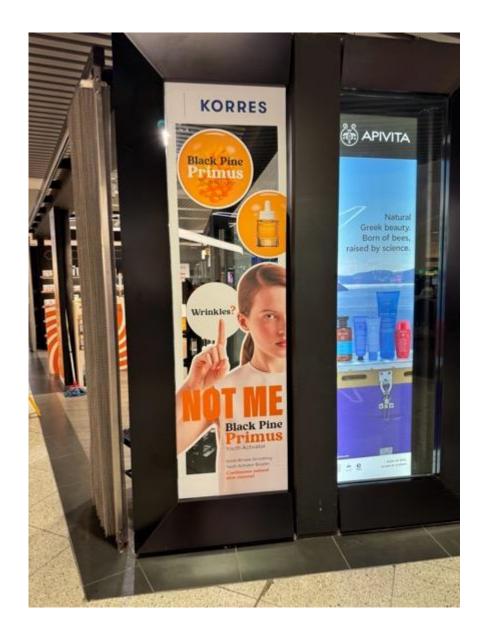


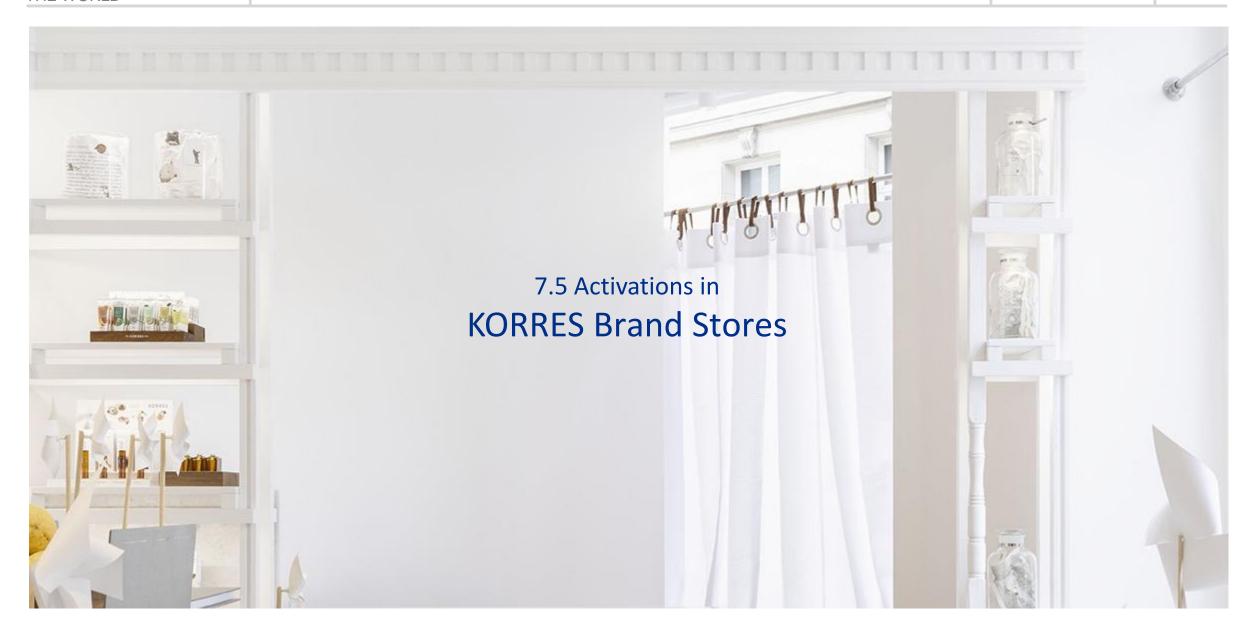


































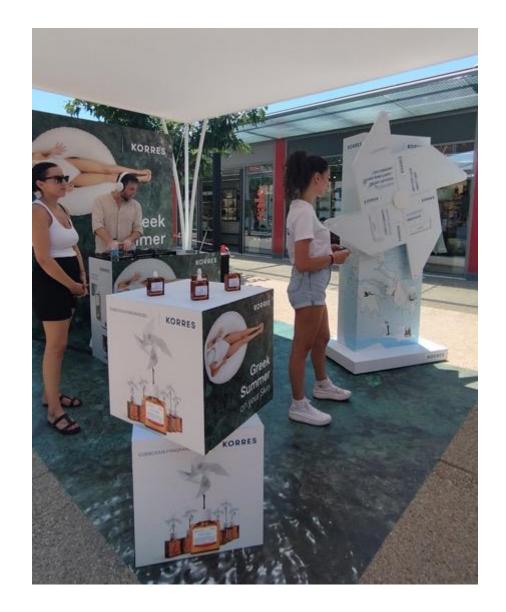
























POLAND





BRAND PRESENTATION



KORRES BOUTIQUES: We turn brand pillars into store materials

Greece



Nature



Research



Apothecary



KORRES Boutiques Around the World

GREECE_#5

Athens, Ermou
Athens International Airport
Mykonos Airport
The Mall Athens
Thessaloniki, Cosmos

CYPRUS_#2

FRANCE_#2

Le Marais Sorbonne

NEW YORK_#1

Nolita

PHILIPINNES_#1



USA, New York_Nolita Store





France, Paris_Le Marais Store



France, Paris_La Sorbonne



