



# Bielenda





# At a Glance

- Founded in 1990 by Barbara Bielenda – committed to manufacturing natural skincare made with plant ingredients.
- Strong R&D pipeline with +350 new products/year – created in the Company's Headquarters & Lab in Cracow, Poland
- World-class quality compliant with the highest product, environmental, and sustainable management standards
- Integrated Manufacturing facilities located in Radzymin and Katy Wroclawskie
- ISO 9001:2015, ISO 14001:2015, and GMP quality certificates.





# Our Story & Milestones

1990 – 2012

- 1990 Barbara Bielenda established the eponymous Brand of natural cosmetics
- 2009 Marek and Jacek Bielenda join the Board
- 2012 Bielenda rebranding & new logo

2019

- 2019 Acquisition of BodyBoom



2020– 2021

- 2020 Acquisition of Soraya & Dermika
- 2021 acquisition of SHECOSMETICS
- 2021 strategic investment by INNOVA CAPITAL

SORAYA DERMIKA  
SHECOSMETICS



2023

- Acquisition of Tolpa & ON
- 2023 launch of SKIN ARTE

tolpa.®



SKINARTE

2024

- Incorporation of Bielenda USA, Inc.

- Acquisition of MIYA



- the Company's name has been changed Bielenda Group S.A.

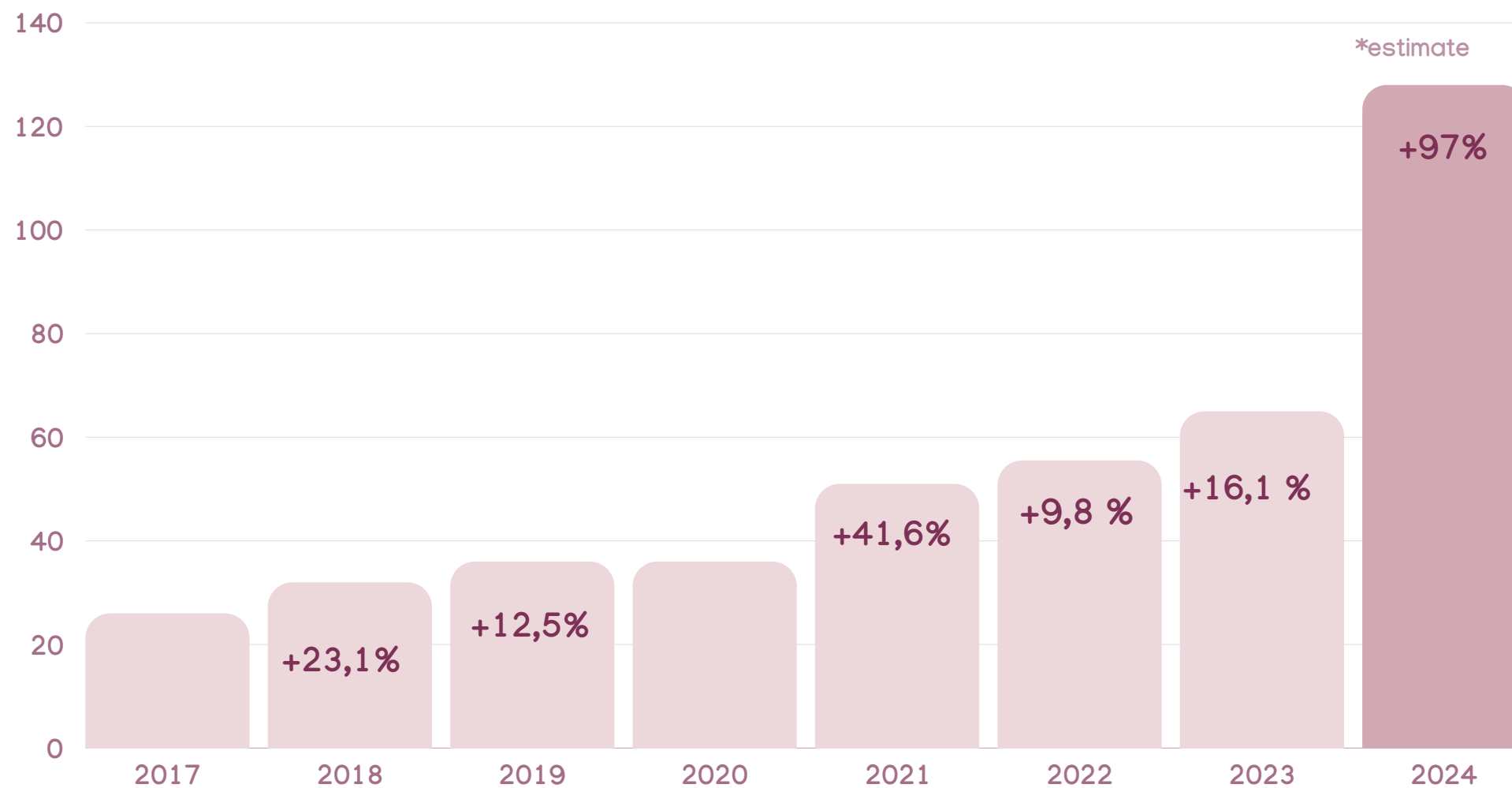
# Innova Capital Family



- 30+ Years of Private Equity Investments
- Co-Founder of the Global PE Alliance
- 1,2 mld euro invested capital
- 1,5 mld euro accumulated in managed funds
- 5014 employees
- 135 investments

# The Power in Numbers

House of Beauty Brands  
REVENUE GROWTH (EUR MILLION)



House of Beauty Brands  
GROWTH PILLARS

## Mergers & Acquisitions

- Acquisitions of European Brands
- Focus on “New” and Niche Segments

## Export Market Expansion

- Strengthening current presence in Europe, Asia & Africa
- Commitment to North America via Bielenda US INC

## New Distribution Channels

**600+**  
employees

**60**  
countries

**3 000**  
SKU

**53 mln**  
products per year

**6673 m2**  
production area



## Why Bielenda ?

We have combined the know how of a manufacturer with the insight of a retailer. This allows us to deliver superior cosmetic products, and achieve our goals.

**Because we have:**

**a solid foundation**

**diverse experience**

**R&D and know-how**

**skilled team**



# Our Global Distribution Partners

ROSSMANN

eurokos  
GALI SAU TAI LEISTI

Dr.Max<sup>+</sup>



Boots

NOTINO

BIPA

Auchan

DOUGLAS

SUPER-PHARM  
APTEKA



dm

# Our Portfolio of Brands

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# Bielenda

