

Montreal, March 25, 2020

FOR IMMEDIATE RELEASE

**Groupe Marcelle, leader in the Canadian cosmetics industry, announces the reduction of its operations in connection with COVID-19.**

Confronting the unprecedented situation in connection with COVID-19, Groupe Marcelle has made the decision to prioritize the health and well-being of its employees, consumers, retail partners and suppliers and announces the reduction of its operations for an indefinite period, consequently, implementing temporary layoffs effective March 30. We are taking every possible measure to minimize the impact on our workforce, including job-sharing as well as employees being offered jobs at companies that need manpower (e.g. food industry).

"This very difficult decision will allow us to recover after this period of crisis and ensure the sustainability of Groupe Marcelle. We put the health of our employees and our partners, as well as our responsibility to society at large, at the forefront of all our decisions," says David Cape, President of Groupe Marcelle. "I would like to thank our partner, the Caisse de dépôt et placement du Québec (CDPQ), as well as our retailers and many consumers for supporting us during this pandemic."

As a Canadian company, we invite consumers who want to support Canadian business to visit our retailers' online platforms as well as our own, which are always available. For Groupe Marcelle, manufacturing its products in Quebec is a great source of pride.

Groupe Marcelle is governed by its commitment to consumers and the planet, and in these extraordinary times, to preserving beauty in the world more than ever.

## ABOUT GROUPE MARCELLE INC.

Groupe Marcelle Inc. is a Canadian company whose head office is located in Montréal, Québec. It's more than 400 employees work in the research, development, production and marketing of more than 1,600 Marcelle®, Lise Watier®, Annabelle® and CW Beggs and Sons® products distributed in over 3,500 stores across Canada. Marcelle® offers a complete line of cosmetics and skincare products. Lise Watier offers a complete line of cosmetics, skincare and fragrance products. Annabelle Cosmetics® offers a complete line of cosmetics products. CW Beggs and Sons® offers men's skincare products.

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MARCELLE

LISE WATIER

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