

john masters™ organics

September 30, 2016

Dear Sir/Madam,

We are pleased to announce the merger between John Masters Organics Group, Inc. (“John Masters Organics Group”) and Styla Inc. (“Styla”), effective October 1, 2016, and the appointment of Mark Whyman as Chief Executive Officer of John Masters Organics Group.

On June 30, John Masters Organics Group, jointly held by the Permira Funds and the Noda family, acquired 100% of both John Masters Organics Inc. (“John Masters Organics U.S.”) and Styla, respectively. Together with Permira, which has a long track record of backing the growth of many well-known and successful brands, and Yoshimune Noda and Maiko Noda, who founded Styla in Japan and helped grow John Masters Organics U.S. as a major shareholder and CEO/Director, we envisage the continued growth and development of John Masters Organics which is a global premium organic beauty brand.

We have decided to merge the two companies to build a strong platform for further global expansion. This reorganization will enable the Group to effectively capitalize its resources for global expansion through stronger governance as well as swift decision making. The Styla business will be transitioned to Japan Company division under John Masters Organics Group and Hiroshi Kanda will assume full responsibility of the Japan business as Company President.

Mark Whyman will become a CEO of John Masters Organics Group. Mark has over 20 years experience in management roles for consumer brands in the beauty and apparel industries, including Jurlique, Calvin Klein, Warnaco Inc and Nike. We believe his extensive consumer brand expertise and global network will help the Group to further accelerate the global expansion of John Masters Organics.

We look forward to further strengthening John Masters Organics position as a global premium organic beauty brand.

Yours sincerely,



Alex Emery
Co-Representative Director, JMO Group



Yoshimune Noda
Co-Representative Director, JMO Group



Hiroshi Kanda
Representative Director, Styla