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Beauty Industry Group

hairtalk®

extensions

Beauty Industry Group Expands into Europe with Acquisition of Hairtalk

Salt Lake City - October 31, 2019 – Beauty Industry Group (BIG), an industry leader for hair extensions and related beauty products, announced today that it has purchased Hairtalk GmbH, a leading hair extensions, wigs, and toupees beauty brand based out of Erlangen, Germany. Terms of the private transaction were not disclosed.

Hairtalk is one of the world's most respected hair extension brands, known for its high-quality products and cutting-edge product development. Hairtalk was the innovator behind the industry expanding Tape Extension method. In addition to developing one of Europe's most well know hair extension beauty brands, Hairtalk has licensed its brand throughout the world, including in North America. The North American Hairtalk brand has been operated by International Designs Corporation (IDC), a subsidiary of BIG, since 2001.

Consistent with BIG's strategy, Hairtalk headquarters will remain in Erlangen, Germany with Günter Alex and Oliver Schneck continuing in their respective leadership roles.

"We have worked with Hairtalk GmbH for over 20 years and are thrilled to combine the Hairtalk brand across Europe and North America. Combining Hairtalk's reach within the BIG family of brands will allow us to continue to increase our impact as the market expands," said Richard Schoonover, IDC President and BIG Chief Strategy Officer.

Günter Alex added, "I find great satisfaction knowing the brand we have built will now be unified under BIG's platform. In addition to combining the Hairtalk brand across

geographies, this will allow us to deepen the relationship with our exclusive manufacturer, which is the largest hair and wig factory in the world. Our ability to provide high-quality products and service to our distributors and salons will be solidified, and we will be better positioned to seize new opportunities in the market”

“Hairtalk’s prestige and leading market position in Europe, along with the high-caliber team, make it an outstanding asset in the BIG family as we expand into Europe. We will continue to seek out great companies like Hairtalk for strategic acquisitions that strengthen our market position in Europe and North America.” said BIG CEO Derrick Porter.

About Beauty Industry Group (www.beautyindustrygroup.com)

BIG, established in 2004 and headquartered in Salt Lake City, UT is an industry leader for professionally installed hair extensions and related beauty products. BIG’s professional products are sold in more than 1,300 stores throughout North America and its collective brands service more than 30,000 salons across 165 countries.

About Hairtalk GmbH (www.hairtalk.de)

Formerly known as Arcos, International and founded in 1985 by Günter Alex and Konrad Schneck, Hairtalk is known for its innovation and uncompromising product quality. Hairtalk has consistently led the market in hair technology, color processing and expanding hair extensions position in Europe’s beauty industry. Today, Hairtalk serves over 3,000 salons and customers in over 25 countries.

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