

PRESS RELEASE

INTERCOS: Artificial Intelligence as a driver of transformation across the entire value chain

Intercos has launched a three-year roadmap to integrate AI into its business processes, from R&D and operations to corporate functions

Agrate Brianza, June 8, 2026 – Intercos S.p.A. – (ICOS.MI), the global leader in cosmetic product innovation, development and manufacturing, continues its all-round innovation drive by integrating Artificial Intelligence as a strategic lever for new product development and industrial transformation. For Intercos, which has made innovation one of its defining features, AI represents a further catalyst for growth, capable of enhancing research, development and processes across the entire value chain.

Over the last 12 months, the Group has embarked on a progressive process of integrating Artificial Intelligence, combining technology scouting, pilot projects and dedicated developments aimed at accelerating innovation, efficiency and decision-making capabilities.

Key applications that have already been implemented and validated, or are currently under development, include “vertical” tools to support the generation of marketing content, patent research and analysis, predictive models for estimating industrial costs, automated systems for document analysis aimed at ensuring regulatory compliance for raw materials, and predictive models applied to laboratory testing within Research & Development activities.

These projects form part of a broader strategy aimed at progressively integrating Artificial Intelligence into the Group’s key processes, with the aim of increasing efficiency, decision-making speed and innovation capacity, thereby supporting the strengthening of Intercos’ competitive positioning over time.

“For Intercos, Artificial Intelligence represents a tangible driver of progress in our core processes. In a competitive environment that demands rapid development, the ability to interpret trends and the management of increasing regulatory complexity, AI can help to boost efficiency, speed up decision-making and enhance innovation capabilities across the entire value chain,” said Mauro Maccagnani, CITO at Intercos.

Based on the experience gained during the initial pilot phase, Intercos has drawn up a three-year roadmap for the gradual integration of Artificial Intelligence into key business processes, divided into three phases: “Discovery”, dedicated to identifying use cases with the greatest potential; “Converge”, focused on the evaluation, selection and prioritisation of initiatives; “Industrialise”, geared towards large-scale implementation through a dedicated data strategy, an integrated technology architecture and defined KPIs for measuring results.

The approach adopted by the Group involves identifying cross-functional applications of AI across the entire value chain.

To ensure effective, scalable adoption that is consistent with the Group’s strategic objectives, Intercos has also established a governance model dedicated to Artificial Intelligence, based on a cross-functional

committee and a specialised IT team responsible for coordinating technology scouting, evaluation and implementation of solutions.

In parallel, the Group has launched training programmes dedicated to generative AI and will continue to invest in the development of internal digital skills, whilst keeping security, data protection and the responsible and ethical use of technologies at the forefront.

Through this strategy, Intercos aims to further strengthen its role as a global innovation partner for leading cosmetics brands, accelerating the evolution towards an increasingly data-driven, agile and future-oriented organisation.

INTERCOS GROUP

Intercos is one of the leading business-to-business operators globally in the creation, production and marketing of cosmetics (Make-up) and Skincare products, in addition to hair and body care products (Hair&Body), for leading domestic and international brands, emerging brands and retailers serving the cosmetics market and the wider beauty sector. Founded in 1972 by Dario Ferrari, Intercos lists the top cosmetics brands among its customers, with a staff of 6,000, 12 research centers, 15 production facilities and 16 commercial offices across three continents. Intercos for nearly 50 years has interpreted beauty, creating cosmetic products and becoming a trend setter which predicts, anticipates and influences new cosmetic trends, meeting the demands of a range of customers with products for all price ranges.

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