

L'ORÉAL

L'ORÉAL CHIEF DIGITAL AND MARKETING OFFICER, ASMITA DUBEY, NAMED 2023 GLOBAL MARKETER OF THE YEAR BY WORLD FEDERATION OF ADVERTISERS

Clichy, 27 February 2024 – [L'Oréal](#) today announced that Asmita Dubey, Chief Digital and Marketing Officer of L'Oréal Groupe, has been named the World Federation of Advertisers (WFA) 'Global Marketer of the Year' for 2023, recognizing her as a world-class marketing leader, setting the industry gold standard.

"Asmita has steered L'Oréal Groupe to lead marketing in the digital age by following the Groupe's mantra, 'to seize what is starting'," said **Nicolas Hieronimus, Chief Executive Officer, L'Oréal Groupe**. "As CDMO, she is pioneering augmented marketing for the Groupe's 37 global brands and helping cement our position as the global leader in beauty, including Beauty Tech. I celebrate her recognition as WFA Global Marketer of Year."

"It brings me great pride and joy to be selected as the 2023 WFA Global Marketer of the Year, an honour that I wholeheartedly share with my teams and colleagues at L'Oréal," said **Asmita Dubey, Chief Digital and Marketing Officer, L'Oréal Groupe**. "The future of beauty is physical, digital and virtual. We are continuously reinventing beauty experiences to create the beauty of the future."

L'Oréal has reinforced its global leadership in beauty in 2023, by combining growth with social and environmental commitments, bringing trailblazing innovations, championing Beauty Tech and engaging consumers to Create the Beauty that Moves the World.

About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality. With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2023 the Group generated sales amounting to 41.18 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 6,400 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

More information on <https://www.loreal.com/en/mediaroom>

"This press release does not constitute an offer of sale or solicitation of an offer to purchase L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our website www.loreal-finance.com.

This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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