

L'ORÉAL

L'Oréal signs partnership with Expo 2020 Dubai as Official Beauty Products and Services Partner

Dubai / Clichy, 4 February 2020 - L'Oréal and Expo 2020 Dubai announced today the signing of their partnership making L'Oréal Expo's Official Beauty Products and Services Partner with a focus on sustainability, innovation and beauty.

L'Oréal will partner with Expo 2020 Dubai to present latest beauty products and services and participate in events showcasing the future of beauty, driven by personalization, new technologies and sustainable innovation. L'Oréal will operate beauty studios and a pop-up store inside the Expo and offer visitors access to talks and conferences, beauty shows and immersive experiences onsite.

L'Oréal will also have a presence in the French Pavilion, where the Group will host high-level B2B sessions and events with key stakeholders around women empowerment, climate change, technology and the future of beauty.

For more information about the French Pavilion: www.francedubai2020.com/en.

Mohammed Alhashmi, Chief Technology Officer, Expo 2020 Dubai, said: *"Innovation touches every aspect of Expo 2020, and through our partnership with L'Oréal, a long-time leader and pioneer in the beauty industry, Expo 2020 visitors will discover first-hand its contribution to shaping this bright, dynamic sector in the future."*

Alexandre Popoff, Executive Vice-President Eastern Europe and Africa, Middle East at L'Oréal, said: *"At L'Oréal, our mission is to meet the beauty needs and aspirations of women and men in every part of the world. Our vision of beauty is sustainable, tailor-made and powered by new technologies, to make beauty products and services even more accessible, adapted and inspiring to all. We are thrilled and honoured to partner with Expo 2020 Dubai, which is a perfect place to present our innovations and share our vision of the future with people coming together from all over the world."*

The largest event ever held in the region with more than 200 participants and an expected 25 million visits, Expo 2020 will run for six months from 20 October 2020 to 10 April 2021.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 86,000 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.

More information: <https://mediaroom.loreal.com/>

"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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