

L'ORÉAL

L'Oréal launches the Beauty Tech for Good Challenge

Clichy, 4 March 2020 - L'Oréal has announced the launch of the **Beauty Tech for Good Challenge**, an international competition to recognise the most innovative startups working towards sustainable, responsible and inclusive beauty.

The final of the Beauty Tech for Good Challenge will be held during the 5th edition of **Viva Technology**, the annual digital transformation event in Paris, which will take place from 11 to 13 June 2020. Ten competition finalists will present their innovations on the L'Oréal stand at Viva Technology which will be entirely dedicated to Tech for Good this year. Three winners will be selected during the event.

"We are convinced that new technologies can help make tomorrow's beauty more sustainable, responsible and inclusive. With the Beauty Tech for Good Challenge, L'Oréal aims to support startups that are on this path, help them gain visibility and invite them to work with our brands on concrete solutions to transform the consumer experience", says **Lubomira Rochet, Chief Digital Officer of L'Oréal**.

The competition winners will join L'Oréal's six months-incubation programme at Station F, the largest startup campus in the world. The startups will have access to personalised mentoring from the Group's top experts, as well as partnership opportunities with a focus on Tech for Good Beauty.

To enter the competition please visit:

<https://challenges.vivatechnology.com/en/challenges/loreal>

Entry closes on 17 April 2020.

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 29.87 billion euros in 2019 and employs 88,000 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 4,100 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 is not a sales offer or a request for a bid to purchase L'Oréal shares. If you would like more detailed information about L'Oréal, please see the public documents that have been submitted in France to the Financial Markets Authority, which are also available in English on our website www.loreal-finance.com.

This press release may contain certain provisional statements. Although the Company believes that these statements are based on reasonable assumptions on the date this press release was published, they are, by nature, subject to certain risks and uncertainties that may result in a discrepancy between the actual figures and those indicated or implied in these statements.'

L'ORÉAL contacts (switchboard: +33 (0) 1 47 56 70 00)

Individual Shareholders and Market Authorities

Jean Régis CAROF- Tel: +33 (0)1 47 56 83 02 - jean-regis.carof@loreal.com

Financial Analysts and Institutional Investors

Françoise LAUVIN - Tel: +33 (0)1 47 56 86 82 - francoise.lauvin@loreal.com

Media

Polina HUARD - Tel: +33 (0)1 47 56 87 88 - polina.huard@loreal.com

Marie LANGLAIS - Tel: +33 (0)1 47 56 82 93 - marie.langlais@loreal.com

For more information, please consult banks, brokerage firms or financial institutions (I.S.I.N. code: FR0000120321), your usual journals, the shareholders and investors website www.loreal-finance.com or the L'Oréal Finance mobile application, or call the freephone number: 0800 66 66 66.