

L'ORÉAL

Appointment L'Oréal Luxe

Clichy, 10 March 2017 - Cyril CHAPUY is appointed Deputy General Manager L'Oréal Luxe, in charge of International Brands.

In light of L'Oréal Luxe's steady growth during the past 5 years, the increasing number of brands within the division's portfolio, and new challenges and market opportunities, it has been decided to create the function of Deputy General Manager L'Oréal Luxe, in charge of International Brands, reporting to Nicolas HIERONIMUS, President Selective Divisions of L'Oréal.

After joining L'Oréal Paris as Product Manager in 1993, Cyril CHAPUY joined LaScad and subsequently Gemey Maybelline France as Head of Marketing before heading the Consumer Division in Brazil. He later took over the General Management of the Maybelline international marketing team in New York from 2005 to 2010. Since then he is head of L'Oréal Paris, the Group's leading brand. Cyril CHAPUY is widely recognized in the Group for his vision, his strategic and marketing competency, his flair for visuals and brands, and his advertising talent.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 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 3,870 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. www.loreal.com

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This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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