

# L'ORÉAL

## L'Oréal Is Named To Ethisphere'S 2012 World'S Most Ethical Companies List

News Release

**Clichy, March 15 2012 - L'Oréal, the world leader in cosmetics,** announced today that it has been recognized by the Ethisphere Institute, the leading business ethics think-tank, as one of its 2012 World's Most Ethical Companies (1). This is the third time that L'Oréal has been recognized for promoting the highest of ethical standards. *"L'Oréal is honoured to be once again nominated as one of the "World's Most Ethical Companies." It is a wonderful recognition of the level of commitment of our employees worldwide. This award reinforces our conviction that long-term business success is built on high ethical standards and a genuine engagement with the community at large. A company with strong values is a company you can trust and trust is the biggest asset a company can have,"* said Emmanuel Lulin, Group Director of Ethics at L'Oréal. *"A strong ethical foundation is a competitive advantage, and L'Oréal recognizes the important role corporate responsibility plays in improving its bottom line,"* said Alex Brigham, Executive Director of the Ethisphere Institute. *"As more and more organizations strive for this honour each year, L'Oréal's inclusion as a World's Most Ethical Company for 2012 demonstrates its industry-leading commitment to ethics and dedication to integrity."* **Ethics at L'Oréal** L'Oréal's ethics programme is proactive and supports the Group's growth. In 2000, L'Oréal was one of the first companies in France to establish a Code of Business Ethics and to appoint, in 2007, a dedicated Group Director of Ethics. In 2008, L'Oréal CEO Jean-Paul Agon received the prestigious Stanley C. Pace Leadership in Ethics Award. L'Oréal is a signatory of the UN Global Compact since 2003. For more information on ethics at L'Oréal:

<http://www.loreal.com/en/www/html/our-company/ethics.aspx> **Ethisphere Institute and the WME rankings** The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. This is the sixth year Ethisphere has published the WME rankings. The 2012 list features companies in more than three dozen industries, including 40 companies headquartered outside the United States. Read about the methodology and view the complete list of the 2012 World's Most Ethical Companies at [www.ethisphere.com/wme](http://www.ethisphere.com/wme). More information on the Ethisphere Institute can be found at [www.ethisphere.com](http://www.ethisphere.com) **About L'Oréal**

*L'Oréal, the world's leading cosmetics company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 23 international, diverse and complementary brands. With sales amounting to 20.3 billion euros in 2011, L'Oréal is present in 130 countries and employs 66,600 people. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2012 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 5th consecutive*

year. [www.loreal.com](http://www.loreal.com) (1) Published each year since 2007, the methodology for the WME ranking includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers. **Media contacts**

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## 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](http://www.loreal.com)

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*"This news release does not constitute an offer to sell, or a solicitation of an offer to buy 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 Internet site [www.loreal-finance.com](http://www.loreal-finance.com).*

*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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