

L'ORÉAL

L'Oréal: Official Partner Of The Cannes Film Festival

For the first time, the L'Oréal Group is the Official Partner of the International Film Festival at Cannes, which will take place 13-24 May 1998.

It is only natural that L'Oréal, a world leader in beauty, should be involved in cinema's grandest international event, which every year brings together the planet's biggest stars.

The Group, through its brand L'Oréal Paris, has handpicked a number of Ambassadors of the Seventh Art to represent beauty from different continents and cultures. Among them are prestigious actresses: Gong Li, Andie MacDowell, Nastassja Kinski, Jennifer Aniston, Milla Jovovich, Vanessa Williams... The members of this "Dream Team" have had a tremendous impact on film-goers and television viewers everywhere; now, each lends her personal aura to the L'Oréal brand - and from the lips of each, in her own language, come the words "L'Oréal, because I'm worth it."

Founded in 1907 by French chemist Eugène Schueller, the L'Oréal Group is today the world leader in the cosmetics market. Present in 150 countries through 400 subsidiaries and 100 agents, the Group, headed by Lindsay Owen-Jones, posted sales of FFr 69.1 billion in 1997 - more than four-fifths outside France. Over 47,000 people work for L'Oréal worldwide. Cosmetic and dermatological research - today involving more than 2,000 people and a budget of FFr 1.7 billion - has always been fundamental to L'Oréal's strategy.

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

"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.

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."

Contacts L'OREAL (switchboard + 33 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

Journalists

Stéphanie Carson-Parker
Tel : + 33 (0)1 47 56 76 71
stephanie.carsonparker@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, www.loreal-finance.com, the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Anne-Laure RICHARD
Tél : +33 (0)1.47.56. 80.68
annelaure.richard@loreal.com

Polina Huard
Tél : +33 (0)1 47 56 87 88
polina.huard@loreal.com

Vanessa Wang
Tel : +33 (0)1 47 56 76 88
vanessa.wang@loreal.com