



VIVA TECHNOLOGY 2023

L'ORÉAL

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WELCOME

Welcome to this year's VivaTech!

At L'Oréal we believe that technology can push the boundaries of what's possible, while still enhancing the lives of our consumers and building a more personal connection with our brands. This is something that we call *'tech for humans, by humans'*.

We want to leverage the power of data, AI, AR, machine learning and tech to cater for the infinite diversity of beauty needs and aspirations, or *'beauty for each'*, and also tackle the sustainability and inclusivity challenges facing the world today, or *'beauty for all'*.

For over a decade we've been pioneers in the area of beauty tech, recognizing its potential for individual, environmental and social benefits. Our first-generation beauty tech innovations helped match consumers with the beauty products and services that were best suited for their skin tone and skin type, and found ways to use natural resources, like water, more efficiently in the salon.

Fast-forward to 2023 - using the full arsenal of augmented beauty, data-powered diagnostics, smart devices and the new codes of beauty, we are catering for the widest audience possible in increasingly personalized and bespoke ways.

At this year's event, we're showcasing a range of innovations to deliver beauty for each and beauty for all, through:

Virtual Beauty - bringing digital makeup to your next Microsoft Teams meeting and into the metaverse.

Personalized Beauty - harnessing the power of AI-powered diagnostic tools for skin and hair to provide the perfect beauty routine and track your progress over time.

Inclusive Beauty - providing access to dermatologists worldwide and enabling those with mobility issues to access the self-expressive power of beauty.

Sustainable Beauty - ensuring that our innovations can also care for the beauty of the planet, saving the Earth's precious resources and reduce our carbon footprint.

I hope you enjoy VivaTech and thank you for your continued interest in L'Oréal Beauty Tech.

Blanca Juti
Chief Corporate Affairs
& Engagement Officer,
L'Oréal Groupe

NEWS RELEASE

L'ORÉAL BEAUTY TECH-POWERED INNOVATIONS FOR ENVIRONMENTAL & SOCIAL GOOD TAKE CENTER STAGE AT VIVA TECHNOLOGY

Paris, 12 June – L'Oréal today unveils a host of Beauty Tech innovations at Viva Technology Paris designed to enable 'beauty for all and beauty for each'. Highlighting beauty as a force for individual and collective good, the innovations span smart and sustainable beauty innovations and digital services, as well as data-powered diagnostic devices for inclusive, personalized, and virtual beauty.

The solutions under the spotlight at L'Oréal's highly immersive VivaTech booth demonstrate its expertise at harnessing the power of data, tech and AI to help consumers become better-informed and gain access to beauty products and services personalized for their specific needs.

In addition to its product portfolio, L'Oréal's Beauty Tech presence has grown to more than 5,900 dedicated employees, more than 800 online services with 40 million service sessions in 2022, and milestones such as new augmented beauty devices, cutting-edge diagnosis tools for skin and hair, one billion packaging units with a QR code to augment the consumer experience and winning 6 CES Innovation Awards in 2023.

"This year at VivaTech, we have assembled an exceptional line-up of Beauty Tech innovations that deliver positive impact," said Nicolas Hieronimus, CEO, L'Oréal Groupe. "By putting our resources behind emerging technologies that democratize access to smarter and more sustainable beauty, we enable everyone to enjoy beauty more equitably and on their terms."

"This level of innovation would not be possible without the growing complementary expertise of Beauty Tech teams, as well as our open innovation program via partnerships with some of the world's most exciting startups and tech leaders. We are proud to share our presence at VivaTech with them," said Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation, and Technology, L'Oréal Groupe. "Technology and science enable us today not only to offer unmet services to our consumers, but also to transform ourselves from research to human resources to manufacturing or retail to invent the future of beauty."

"Through Beauty Tech, we connect with billions of consumers around the world. This allows us to understand their unique and evolving needs and augment people's infinite diversity with an unrivaled degree of precision and personalization, in the real and the virtual world," said Asmita Dubey, Chief Digital & Marketing Officer, L'Oréal Groupe.





Now in its seventh year at VivaTech, L'Oréal will showcase its latest tech-enabled offerings and partnerships, including inclusive beauty tech solutions such as HAPTA from Lancôme, designed to enable people with physical limitations to apply makeup; diagnostic and coaching tools such as La Roche-Posay SPOTSCAN, META PROFILER™ by Giorgio Armani and Kérastase K-Scan; personalized beauty tech solutions such as 3D shu:brow by shu uemura for a professional eyebrow look at home, L'Oréal Paris COLORSONIC for a mess-free even at-home hair colour and the Maybelline Beauty App virtual makeover; and sustainable beauty tech solutions with WATER SAVER from L'Oréal Professionnel, which to date has saved over 42 million liters of water, L'Oréal's partnership with

IMPACT+ to measure the impact of our digital media activities, and L'Oréal's three-year partnership with Alibaba to launch the first-ever Digital Circular Economy in China to reduce the impact of our e-commerce activities.

Further details of all the initiatives featured at this year's VivaTech can be found in the accompanying background document.

In addition, as Korea takes the stage as the Country of the Year at this year's VivaTech, L'Oréal is proud to announce its Memorandum of Understanding with the Korean Ministry of SMEs and Start-Ups. This collaboration aims to strengthen cooperation and accelerate L'Oréal's open innovation in Korea, starting from 16 June 2023.

L'ORÉAL BRANDSTORM 2023

With the theme of 'Crack the New Codes of Beauty,' L'Oréal will host the Groupe's 31st Brandstorm competition at this year's VivaTech event. This year, a record-breaking 92,000 registrants from 72 countries took part in this unique, immersive and digital learning experience. In this year's final, teams from Brazil, Chile, Mainland China, France, India, Kenya, Malaysia, the Middle East, Spain & Portugal and

Taiwan will pitch their AR, VR, AI and Metaverse-inspired innovations to the Brandstorm executive jury. Today, Brandstorm is integrated in the curriculum of almost 100 universities across the globe and is accredited by EOCCS as an online learning course. The winning Brandstorm 2023 team will be announced on 16 June at VivaTech.

VIVA
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INNOVATIONS
2023

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MAYBELLINE
NEW YORK

GET READY IN A CLICK
MAYBELLINE VIRTUAL MAKEUP FOR MICROSOFT TEAMS

VIRTUAL BEAUTY

BEAUTY APP FOR TEAMS

MAYBELLINE

Virtual makeover helps Microsoft Team users express themselves with different looks to fit any meeting

Maybelline New York and Microsoft Teams, in collaboration with the Geena Davis Institute to ensure representation of a broad and diverse population, has created the first-ever digital makeup bag for a virtual world.

300 million active users of the Microsoft Teams collaboration platform will be able to give themselves digital makeovers as easily as they can change their backgrounds.

Built on the Maybelline New York virtual try-on services and based on real products from the brand, Teams users can choose from 12 different looks to embellish their on-screen appearance, including bold, glossy, fresh and natural looks, each using Maybelline products for eyes, lips and face, including key bestsellers. ModiFace technology allows users to preview the look before going live.

Availability: summer 2023

VIRTUAL BEAUTY

PHYGITAL STICKERS

shu uemura

An innovation that is driving a bridge between physical and digital beauty experiences. shu uemura's phygital stickers, are inspired by Japanese calligraphy & equipped with the latest NFC technology. Each shu uemura sticker is a 'wearable accessory' for users- they can simply scan it. Upon

scanning, the users are directed to Snapchat. Snapchat then uses face recognition technology to unlock an associated augmented reality experience - through A/R lenses, that enhances the user's looks, based on shu uemura's Japanese themes.



shu uemura
3D shu stickers



VIRTUAL BEAUTY

AVATAR LOOKS

READY PLAYER ME, ZEPETO & ROBLOX

Gaming has become even more present in our consumers' lives. Research shows that GenZ seek creative expression of their personalities when in digital & virtual worlds, in games. We are therefore bringing new codes of beauty to gaming, creator & community based platforms. GenZ consumers want to explore the limitless possibilities offered through their virtual identities - their digital twins or avatars. To address this

desire for self-expression, we offer our consumers the ability to elevate their digital twins with brand skins & items. L'Oréal Professionnel, Maybelline New York, Shu Uemura, and Urban Decay, have created Hair & Makeup looks to enable personalization of Avatars. These Avatar looks are created on platforms such as Ready Player Me, Zepeto & Roblox, and reflect one's individual style.

VIRTUAL BEAUTY

GORJS DREAM VORTEX COLLECTION

NYX PROFESSIONAL MAKEUP

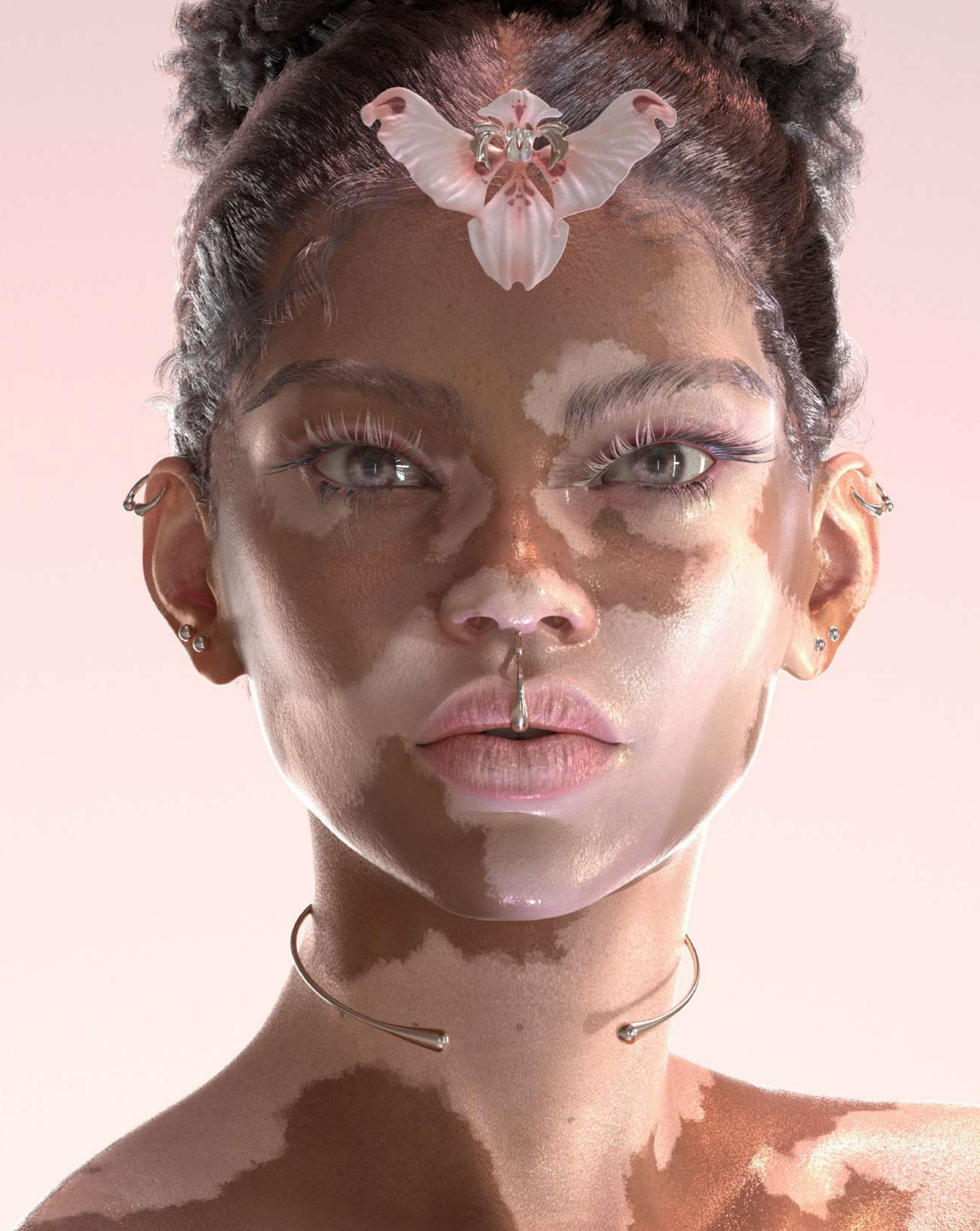
Our brand, Nyx Professional Makeup is rooted in makeup artistry, community & entertainment. The brand announced GORJS, the world's first beauty DAO (Decentralized Autonomous Organization). It is a record label for 3D creators & fosters 3D artist communities globally. GORJS has selected 9 talented 3D artists to create the Dream Vortex NFT collection. This

collection was minted on the world's largest peer to peer NFT marketplace, Opensea. Each unique piece of art is derived from the artist's interpretation of a new era of beauty, building on the values of diversity, inclusion and creativity, to express one's identity within the Gaming, Metaverse & Web3 eco-system.

WE BELIEVE THAT THE FUTURE OF BEAUTY IS PHYSICAL, DIGITAL & VIRTUAL

We are creating 'new codes of beauty', through Beauty Tech

- With our roots in our brands' DNA
- With the prism of community & creators
- With a move from 2D to 3D beauty
- With a shift from physical to digital to virtual beauty experiences
- And with new partnerships in an ever changing, diverse eco-system





PERSONALIZED BEAUTY

K-SCAN KÉRASTASE

AI-powered scalp and hair smart camera
to scan, diagnose and track scalp and hair
health-related conditions

Hair, like skin, is beautifully diverse. K-SCAN is a handheld device that uses three kinds of light (white, cross-polarized and UV) to analyze all types of hair and scalps.

K-SCAN gives stylists more insights about their clients' hair and scalp conditions, including hair density, hair fiber diameter, level of dandruff or level of porphyrin. This allows them to make more precise and ultra-personalized product recommendations for in-salon treatment and at-home care routines, perfectly suited to each client's needs.

With each visit, the stylist can stay on top of their client's hair and scalp health and track their progress over time.

Widely tested across all hair and scalp types, K-SCAN's inclusive technology features greater accuracy, higher-resolution images than comparable technologies, and a before / after back-bar treatment visualization for clients to instantly see the true results of their treatments up close, proving the efficacy of Kérastase services.

*Availability: pilots in Spain and Australia in September 2023,
with global rollout in 2024*

PERSONALIZED BEAUTY

META PROFILER™

GIORGIO ARMANI

Decode skin with a high precision skin diagnosis

The META PROFILER™ service is an in-store, 10-minute diagnostic consultation that analyzes the consumer's skin in high precision, to then deliver a tailor-made CREMA NERA routine and a personalized Armani beauty "Meta Sculpt™" boosting protocol.

Imaging skin with 10 times the magnification of the human eye, the handheld device utilizes 20 clinical studies and replicates precise clinical lab measurements thanks to its combination of 18 analytical LEDs and three capture modes. These capture modes comprise:

- A parallel polarized mode to capture wrinkles and skin texture
- A cross polarized mode to capture skin pigmentation disorders and tone quality

- A 3D mode to capture skin smoothness and texture

These capture modes' data combines with a real-time hydration sensor and an algorithm trained by using more than 100,000 skin captures. This enables META PROFILER™'s high precision camera to measure more than 13 different clinical skin markers (such as wrinkles, dark spots and redness) which are then categorized into four skin criteria: structure, tone, balance and texture. The assessment of these four criteria unveils "skin's vital force index", a measurement that charts the skin's innate ability to revive itself.

Availability: will roll out for Giorgio Armani skincare in Armani beauty points of sale in China, Hong Kong and France beginning of 2024





PERSONALIZED BEAUTY

3D SHU:BROW

shu uemura

Printing technology brings professional brow styling to the home

Well-groomed brows frame the face, beautifully. Now, consumers can enjoy the effects of brow micro-blading, micro-shading and filler in the comfort of their own home.

A first of its kind, shu uemura 3D shu:brow is a smart, handheld applicator that gives consumers personalized eyebrow looks at home in seconds, based on their own natural brows and facial features.

Using L'Oréal's ModiFace AR technology, shu uemura 3D shu:brow scans the user's face and makes recommendations for micro-blading, micro-shading or filler effects. It uses 2,400 tiny nozzles and printing technology with up to 1,200 DPI resolution to deliver professional results at home that normally require expensive services performed at a beauty salon or brow bar.

3D shu:brow was developed in partnership with Korean start-up Prinker, known for non-permanent tattoo technology.

Price: \$149-\$199

Availability: 2024, locations TBD

CES 2023 Innovation Award Honoree

INCLUSIVE BEAUTY

SPOTSCAN LA ROCHE-POSAY

A simple QR code unlocks basic dermatological care for all

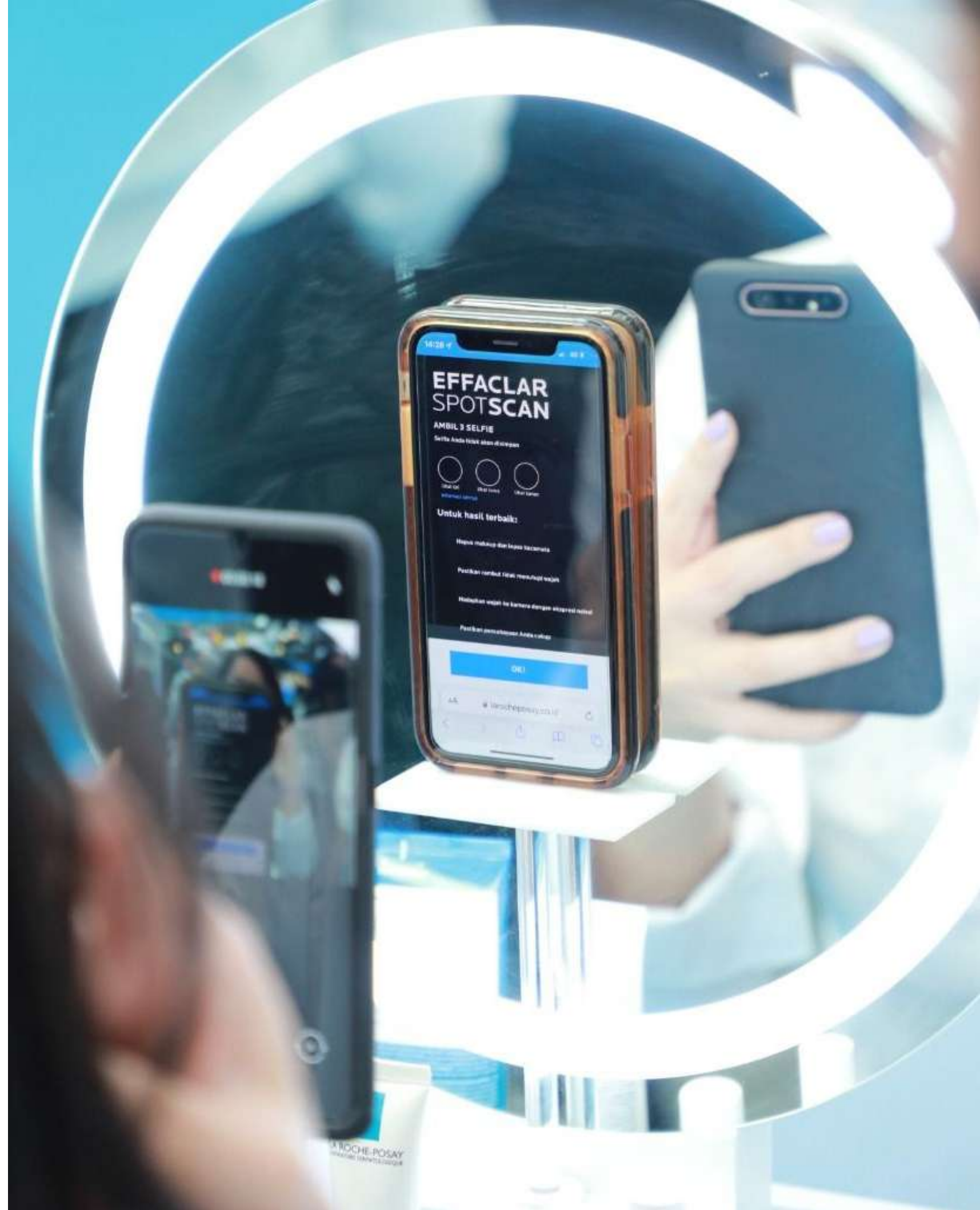
Today, acne is one of the biggest skin concerns worldwide, affecting 80% of teenagers and 40% of adults.

Based on the AI revolution and developed with leading dermatologists, SPOTSCAN is a free diagnostic tool for acne sufferers to amplify access to dermatology and boost product performance.

SPOTSCAN requires just three selfies to analyze and score imperfections, thanks to a bank of 50,000 photos of all ethnic skin types and based on

a GEA (Global Acne Severity scale) scoring, recognized by dermatologists. Validated by a clinical study, it provides the most accurate imagery and analysis to recommend a personalized La Roche-Posay routine to acne sufferers.

Targeting teenagers and young adults, SPOTSCAN doesn't replace an appointment with a dermatologist, but provides a vital first step in understanding their condition in a simple way. SPOTSCAN is available on the brand's website.





INCLUSIVE BEAUTY

HAPTA LANCÔME

For beauty lovers with physical limitations
to be more autonomous in their makeup routine

It is estimated that 50 million people around the world today have limited fine motor skills and thus, have difficulty applying makeup. HAPTA is the world's first handheld, ultra-precise, smart makeup device for people with limited arm mobility, which helps them apply lipstick at home.

Built-in smart motion controls and customized attachments give the user an improved range of motion.

A magnetic attachment that allows for easy ergonomic use enables 360-degree rotation and 180-degree flexion to guide the lipstick application smoothly and precisely.

Real beauty is beauty for all. HAPTA helps people with limited arm mobility to not just apply make-up, but also feel confident, independent, and more empowered to express themselves through the joy beauty.

Price: \$149-\$199

Availability: 2024 in the U.S.

CES 2023 Innovation Award Honoree

SUSTAINABLE BEAUTY

L'ORÉAL x IMPACT+

Optimizing digital beauty campaigns to reduce our media carbon footprint

The digital sector is estimated to be responsible for four per cent of global CO₂ emissions and is expected to grow to eight per cent by 2025 – equivalent to global air traffic and car traffic emissions, respectively.

As the world's fourth largest advertiser, L'Oréal is committed to measuring and reducing the CO₂ emissions generated by our digital media campaigns and minimize their environmental impact.

Since 2020, we have partnered with IMPACT+, a French start-up operating in 47 countries, to track and measure our CO₂ emissions across our digital media campaigns. Emissions are calculated taking into account networks, servers and devices needed to serve ads, media channel

electricity consumption and country specific carbon intensity, across social, instream video, programmatic buying and direct buying. Armed with this knowledge, we are able to calculate absolute reduction over time and monitor our progress.

In 2022, we began with a representative sample of 46 campaigns and identified key levers – such as creative asset resolution and length, target devices, platforms and transmission types – that we can activate to minimize CO₂ impact and help with creative and media planning activities. At VivaTech, visitors to our booth can access an interactive tool to see these different levers at work to make digital media campaigns more sustainable.





SUSTAINABLE BEAUTY

WATER SAVER L'ORÉAL PROFESSIONNEL

Sustainable haircare technology that reduces water usage by 69% in salons

Water is a precious resource; a fact hair stylists and salons know well. The L'Oréal Professionnel WATER SAVER showerhead, designed by Gjosa, creates a luxurious and efficient haircare experience in salon, while saving water, waste and energy. It is the first showerhead leveraging patented water fragmented technology to save up to 69% water at the backbar.

The showerhead is now linked to a live dashboard to accurately measure the cumulative amount of water saved by using the technology.

To date, it has saved salons more than 42 million liters of water – equivalent to 16 Olympic-sized pools.

Availability: currently in 3,100 salons worldwide, including France, Italy, Spain, Portugal, Poland, Greece, Romania, and more.

SUSTAINABLE BEAUTY

L'ORÉAL x ALIBABA

Protecting our shared future through sustainable consumption

L'OréalChinaandAlibabalaunchedthe first “Digital Circular Economy Model in Beauty” project, which was signed during French President Emmanuel Macron’s state visit to China in early April. It is a three-year partnership focused on actions that drive low-carbon products, green logistics, and consumer education.

The project will combine L'Oréal’s advanced technologies and Alibaba’s digital capabilities to jointly lead the trend of sustainable consumption. It

will provide products that meet the sustainable consumption needs of the green beauty community, empower consumers to make informed and sustainable choices with clear and quantifiable product standards, and encourage consumers’ participation in recycling product packaging through convenient reverse-logistics solutions. The two sides will also partner on continuous consumer education and promotion, supported by digital technology, to drive a shift towards sustainable consumption behavior.





SUSTAINABLE BEAUTY

COLORSONIC L'ORÉAL PARIS

Smart device delivers salon-quality hair color at home

At-home hair color can be difficult to execute: slow, messy and inconsistent. COLORSONIC is a lightweight, hand-held device that uses an innovative, mess-free process to mix hair color and apply it evenly, delivering consistent hair color results for consumers at home.

The device was co-designed by the L'Oréal Technology Incubator and hundreds of consumers through rigorous product testing. COLORSONIC features a cartridge

system that keeps the color and developer separate until the device is turned on, keeping the hair color fresh until it is ready for use. An oscillating nozzle brush that moves 300 times per minute covers hair quickly and effectively, delivering precise doses of hair color without dripping.

The reusable COLORSONIC device is made with post-consumer recycled plastic and comes with reusable gloves and a recyclable hair color cartridge.

Price: Less than \$150

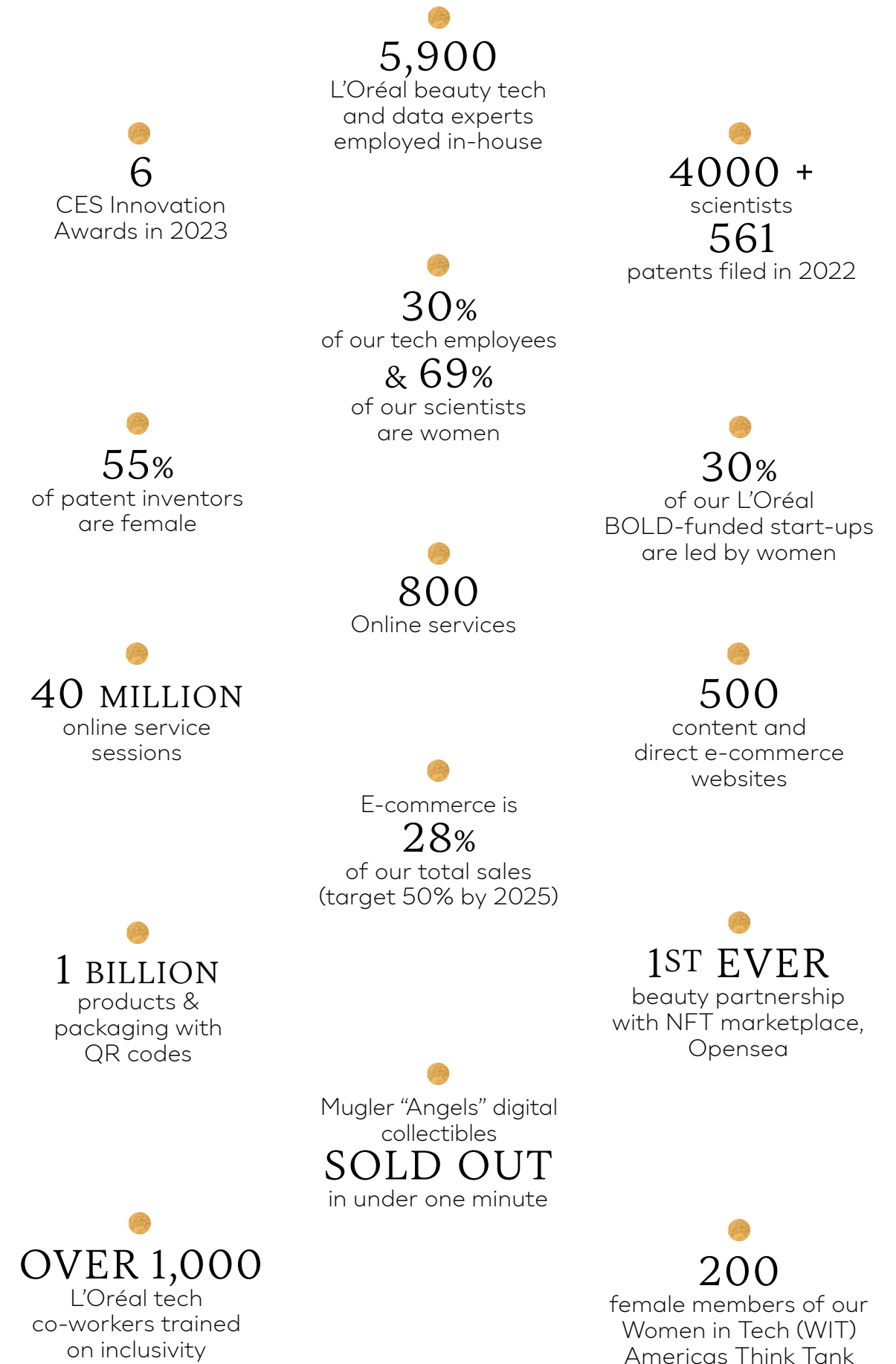
Availability: 2024

Named to TIME Magazine's Best Inventions List of 2022

FAST FACTS



All figures 2022 except where specified



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NICOLAS HIERONIMUS

CHIEF EXECUTIVE OFFICER OF L'ORÉAL

Nicolas Hieronimus graduated from one of France's top business schools, ESSEC, in 1985, before joining L'Oréal in 1987 as Product Manager. As Marketing Director for the Laboratoires Garnier, in 1993, he successfully created the Fructis haircare range. In 1998, he became General Manager of the Garnier Maybelline Division in the UK. In 2000, he was named General Manager for L'Oréal Paris France, and then International General Manager for L'Oréal Paris, which he repositioned as the "accessible luxury" brand. In particular, he developed skincare with the creation of Dermo expertise, Solar expertise, and Men expert. In 2005, he became General Manager of L'Oréal Mexico. In 2008, he was appointed General Manager of the L'Oréal Professional Products

Division where he increased its global leadership, driven in particular by the launch of Inoa hair color. In January 2011, he was appointed President of L'Oréal Luxe, a role that he held until the end of 2018. In addition to this role, in July 2013, he took up a new position as President Selective Divisions (Luxury, Active Cosmetics, Professional Products,) and he was named Deputy CEO in charge of Divisions in May 2017.

In May 2021, Nicolas Hieronimus was appointed Chief Executive Officer of L'Oréal, as well as member of the Board of Directors.

Mr. Hieronimus will deliver a keynote presentation to attending media at VivaTech on Wednesday, 14 June at 12:15 CET on the main stage.





BARBARA LAVERNOS

DEPUTY CHIEF EXECUTIVE OFFICER OF L'ORÉAL, IN CHARGE OF RESEARCH, INNOVATION AND TECHNOLOGY

An engineer by training, Barbara Lavernos joined the L'Oréal Group in 1991, where she pursued a rich and diverse career. After becoming Director of the Rambouillet plant in 2000, she was appointed Global Chief Procurement Officer in 2004, before being entrusted with the General Management of Travel Retail for the Luxury Division in 2012, and for the entire Travel Retail department in 2013.

In 2014, Jean-Paul Agon appointed her Chief Operations Officer, notably in charge of packaging design, product development, purchasing and product supply of L'Oréal's 40 factories and worldwide supply chain of over six billion products per year. The same year, she also became a member of the Group's Executive Committee.

During her tenure, Barbara implemented a profound digital transformation at all levels of operations and established sustainable development as a core pillar for her teams' actions. At the end of 2018, she was given the additional responsibility of leading the Groupe's IT revolution,

with the ambition of establishing L'Oréal as a world champion in beauty tech.

In February 2021, Barbara took over the newly created Department of Research, Innovation and Technologies, with a dual ambition: enabling L'Oréal to invent the beauty of the future, while transforming itself into the company of the future. With the support of the Groupe's 4,000 researchers, the department continues to pursue L'Oréal's historic goal to, "bring the best of science and innovation to consumers", while introducing new services thanks to the opportunities offered by cutting-edge technologies. In parallel, with the support of our 5,500 tech and digital professionals, the department brings new technologies and data to the heart of each of the Groupe's entities and businesses, setting them up for success in a world revolutionized by digitization.

In addition to her role of Chief Research, Innovation and Technology Officer, Barbara Lavernos was named Deputy Chief Executive Officer on May 1, 2021.

ASMITA DUBEY

CHIEF DIGITAL & MARKETING OFFICER AND MEMBER OF THE EXECUTIVE COMMITTEE, L'ORÉAL GROUPE

Asmita is an Indian national, with a background in economics and statistics. She began her career in the advertising industry, working in both India and China on campaigns for some of the world's biggest FMCG brands. She joined L'Oréal in 2013, as Chief Marketing Officer for L'Oréal China, where she was responsible for laying the foundations for the Groupe's e-commerce acceleration in China (including building the Groupe's first joint-business partnerships with Alibaba and Tencent). She was appointed Chief Digital Officer for the Consumer Products division in 2017, and additionally in 2020 was named Chief Media Officer for the L'Oréal

Groupe. She has helped the Groupe and its brands maximize media value and ROI by focusing on the key digital growth drivers. Asmita joined the Groupe's Executive Committee as Chief Digital & Marketing Officer in April 2021.

In addition to L'Oréal, she serves on the board of the world's largest consumer healthcare company, Haleon, as an independent non-executive director.

In conversation with Asmita Dubey: "The Future of Media", Friday, 16 June from 12:40-13:25 CET on the main stage.





BLANCA JUTI

CHIEF CORPORATE AFFAIRS & ENGAGEMENT OFFICER, L'ORÉAL GROUPE

An anthropologist by training, with a B.A., MPhil and Ph.D. from Cambridge University and an MBA from the University of Dallas, Blanca joined L'Oréal as Chief Corporate Affairs & Engagement Officer in 2021. She joined the Group with a recognized track-record in marketing, brand-building and storytelling, together with extensive experience in all aspects of Communications, Public Affairs and Sustainability.

Her career has spanned a number of different consumer-facing industries - including technology (Nokia), entertainment (Rovio), food

& beverage (Heineken), and most recently beauty (L'Oréal) sectors.

She is the author of two books, 'Game Changer: How to make an impact in a fast-moving world' and 'Honest. Finnish. Magic.'

Blanca has a truly international profile, a joint Mexican-Finnish national, she speaks multiple languages, has leadership experience in emerging markets (including Brazil, China and India), and has also lived and worked in six different countries around the world.

GUIVE BALOOCH

GLOBAL MANAGING DIRECTOR, AUGMENTED BEAUTY AND OPEN INNOVATION, L'ORÉAL GROUPE

Guive Balooch is a scientist who is dedicated to bringing cutting-edge technology to the beauty industry. He has helped L'Oréal evolve from the world's foremost beauty company to a technology player that is empowering consumers through personalized products that solve their individual beauty and wellness desires.

Guive's team, based in Paris, New York, New Jersey, China, Japan and San Francisco, partners with entrepreneurs, academic institutions and experts across a diverse array of fields to unearth breakthrough research and first-to-market technologies.

Following a post-doc at Stanford in cell biomechanics, Guive began his tenure in the pharmaceutical industry researching new antibodies for bone-related diseases. In 2008, he joined L'Oréal's Research and Innovation team where he was responsible for building collaborations with startups and universities. After drawing inspiration from the agile startup models that surrounded him, he entered a unique new role that would grant him exposure to the consumer and the business while remaining on the R&I team at the number one beauty company in the world. A native of California, Guive has a B.A. in Molecular and Cell Biology from the University of California, Berkeley and Ph.D. in Biomaterials from University of California, San Francisco.



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