

L'ORÉAL

L'ORÉAL BOOST: A NEW GLOBAL PROGRAM TO SUPPORT YOUTH EMPLOYMENT

A year after the launch of the L'Oréal for Youth program, L'Oréal continues to lead the way in helping future generations thrive

Clichy, 27 September 2022 – In today's world, youth unemployment represents a mounting global concern. 46%¹ of Gen Z are waiting for companies to help them develop their skills, and just 39%² feel prepared for the future. The most important and concrete way students expect employers to support them is by providing them with knowledge, courses and training.

L'Oréal's BOOST program answers this urgent need and leads the way in shaping a positive future so that the next generation can thrive, reinforcing the L'Oréal for Youth commitment to support younger generations worldwide.

The new L'Oréal BOOST program will offer 20,000 students each year access to a selection of On-Demand digital courses from Coursera, a leading provider of online learning for students and employees aimed at developing the employability of young people in the early stages of their careers. In doing so, L'Oréal BOOST will open the doors to vital education that bridges the gap between school and work, giving young people from under-represented backgrounds, access to certifications from the world's most prestigious universities. In addition, 100,000 beneficiaries will be offered guided projects, an innovative practical learning tool which allows them to train directly on companies' most used digital tools and software

"Investing in young people is our responsibility and is a very strong part of our culture at L'Oréal. We have never stopped betting on youth to ensure they are the future of the company. These are challenging times for the younger generation; therefore, we must be even more engaged as a company. The last two years have impacted youth in their education path, especially those from underprivileged backgrounds. More than ever, our responsibility is to support youth so they can build a bright future for tomorrow" says **Jean-Claude Le Grand, L'Oréal Chief Human Relations Officer**.

"Greater access to digital skill development programs provides the more equal access to opportunity that today's job market requires," said **Jeff Maggioncalda, CEO of Coursera**. *"We are excited and proud to partner with L'Oreal to bring world-class online learning and greater opportunity to thousands of young people around the world."*

L'Oréal BOOST is the latest program to join the Group's pioneering worldwide initiative, L'Oréal For Youth, launched in July 2021. L'Oréal For Youth provides work opportunities for young people and takes concrete action to increase their employment potential, especially those from under-represented backgrounds having difficulties accessing the labor market. To date, it has created 18,342 work opportunities, enrolled 59,000 masterclass participants, upskilled 70,000 learners, career-coached 18,000 young people and mentored 13,000. L'Oréal is on track to offer 25,000 opportunities for people under 30.

To find out more, visit the [L'Oréal for Youth](#) and the [Commitments and Responsibilities](#) websites.

¹ The Boson Project, 2020, "Lockdown Generation"

² Universum, 2021, "The future of education post Covid"

About L'Oréal

For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 35 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality. With 85,400 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, hair salons, branded and travel retail), in 2021 the Group generated sales amounting to 32.28 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 3,000 tech professionals, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on <https://www.loreal.com/en/mediaroom>.

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CONTACTS

L'ORÉAL

Switchboard
+33 (0)1 47 56 70 00

Individual shareholders and market regulators

Christian MUNICH
+33 (0)1 47 56 72 06
Christian.munich2@loreal.com

Financial analysts and institutional investors

Françoise LAUVIN
+33 (0)1 47 56 86 82
Francoise.lauvin@loreal.com

Media

Noëlle CAMILLERI
+33 (0)6 79 92 99 39
Noelle.camilleri@loreal.com

Christine BURKE
+33 (0)6 75 54 38 15
Christine.burke@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR000012031), 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. 0 800 66 66 66

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