

L'ORÉAL

L'Oréal China Wins Alibaba's Top Award for Digital Transformation: Alibaba Grand ONE Business Award

Clichy, 23 December 2019 – L'Oréal China was awarded the Grand ONE Business Award at Alibaba Group's ONE Business Conference, the highest recognition for digital transformation across all industries of the Alibaba Group. The award recognizes L'Oréal's digital pioneering, underpinned by consumer-centricity in new marketing, new retail, data and AI as well as digital talent, culture and organization. Daniel Zhang, Group Chairman and CEO of Alibaba, presented the award to Fabrice Megarbane, President of L'Oréal China, at the ceremony held in Hangzhou on December 18 and attended by over 4 000 guests.

Fabrice Megarbane, President of L'Oréal China, said: *"We believe that beauty and digital are a perfect match that strengthens our relationship with consumers and helps us to provide them with new, personalized services online and offline. We work closely with valuable partners like Alibaba to champion the world of beauty tech and co-create the future of beauty in China and all over the world."*

L'Oréal China was recognized for its data-driven product innovation, omni-channel marketing, and new personalized consumer experiences, marked by several initiatives with Alibaba:

- L'Oréal was the number one beauty group on Tmall during the major Chinese shopping event *Double 11* or *Singles Day* in 2019, with L'Oréal Paris being the number one beauty brand and Lancôme number two;
- The partnership between L'Oréal and Alibaba led to the co-creation of the first AI based mobile application for acne diagnosis and the first 3D makeup try-on service for Tmall's mini app;
- L'Oréal and Alibaba also co-created the first consumer-to-business reverse innovation product in the beauty industry, L'Oréal Paris "Midnight Cream". Consumers were involved in the process of product development and commercialization;
- In line with L'Oréal's sustainability programme *Sharing Beauty With All*, L'Oréal and Alibaba have created the *Green Parcel Project* for e-commerce delivery, using sustainable materials for around 10 million parcels delivered to Chinese consumers.

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 82,600 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 4,000 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.

For more information: <http://mediaroom.loreal.com/en/>

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