

L'ORÉAL

L'Oréal presents its connected beauty innovations and partnerships with startups at Viva Technology Paris 2017

Clichy, 9 June 2017 - For the 2nd consecutive year, L'Oréal will present its latest connected beauty innovations at Viva Technology Paris. Five of the Group's brands - Lancôme, Kérastase, L'Oréal Paris, La Roche-Posay and L'Oréal Professionnel – will showcase how they leverage advanced digital technologies to create personalized services for consumers.

Located in the center of Hall of Tech, the L'Oréal space will also include a startup corner dedicated to Group's partnerships with startups in the area of human resources.

Connected beauty

- For the first time in Europe, L'Oréal will present Lancôme's *Le Teint Particulier Custom Made Foundation*, a patented technology that precisely matches an individual's unique skin tone to create customized foundation at the point of sale, and *Kérastase Hair Coach Powered by Withings*, the world's first smart hairbrush, capable of rating the quality of hair, monitoring the effects of different hair care routines and providing customized product recommendations.
- Visitors will also be able to test L'Oréal Paris' all-new and beefed-up version of *Makeup Genius*, a virtual makeup app based on augmented reality and downloaded 20 million times worldwide. As well as *Nail Genius*, the app that allows for virtual testing of nail polish. They will also discover the new version of *My UV Patch* by La Roche-Posay, the first stretchable skin sensor designed to monitor UV exposure minimizing the frequency of sun burns. Lastly, at the "Look consultation" connected counter, they will be able to virtually try a new cut, color or style using the application *Style My Hair* by L'Oréal Professionnel.

HR disrupt café

- In the **startup corner** of its HR disrupt café, L'Oréal and three partner startups - *OSCARh*, *Never Eat Alone* and *Monkey tie* – will present innovative methods to improve work experience:
 - *Never Eat Alone* helps creating connections and increasing in-house networking between employees in different departments at L'Oréal USA via a lunch scheduling application.
 - *OSCARh* is working with L'Oréal to create innovative career paths ("Extended Company") that enable L'Oréal employees to get immersed in an innovative startup or SME for 3 months.
 - *Monkey tie* and L'Oréal are codeveloping "Career Profiler", an innovative platform aiming to streamline internal mobility within the Group, while strengthening the employee experience.

In addition to the partnerships with startups, the HR disrupt café will also feature a presentation of *DM1*, a digital marketing self-assessment tool developed by General Assembly and L'Oréal with other leading companies. Integrated into the recruitment process and accessible to employees, the 45 minutes tool allows to evaluate competencies in 6 key areas of digital marketing.

Viva Technology Paris, an international event co-organized by the Publicis Group and Les Echos Group, is dedicated to the growth of startups, digital transformation and innovation. Viva Technology will be held at the Porte de Versailles in Paris from 15 to 17 June 2017.

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

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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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