

L'ORÉAL

L'Oréal signs partnership agreement with digital training specialist General Assembly

Clichy, 20 October, 2015 - L'Oréal has finalized a partnership agreement with New York based digital training specialist, General Assembly, to build an online learning platform for digital marketing professionals at L'Oreal. The Essentials of Digital Marketing program is designed to educate marketing teams on the latest trends, tactics, and new technologies in digital marketing.

All L'Oréal employees will now have access to more than 70 interactive e-learning modules to expand their skillsets by learning about digital marketing best practices and new areas of opportunity.

L'Oréal's marketing, digital, communication and retail teams will also be offered workshops covering e-commerce, precision marketing and social media which will be adapted and localized by country.

The training will be deployed in 10 pilot countries this year including the United States, Russia, Brazil and France. Over the next 18 months, L'Oréal aims to train the entire marketing workforce of nearly 7000 L'Oréal employees around the world.

"Our mission is to place digital at the core of our business so we can personalize our relationship with consumers, to send them the right message at the right time in the right context for them. This is why investing in our talent and constantly improving our digital capabilities is a strategic imperative for L'Oreal," said Lubomira Rochet, Chief Digital Officer L'Oréal.

"L'Oréal has set a powerful precedent for other employers by equipping their team with one of the most promising models of education, ensuring they're well-equipped to be leaders in the emerging landscape of digital marketing", said Jake Schwartz, Co-founder and CEO, General Assembly.

The Essentials of Digital Marketing is part of a larger program driven by the Chief Digital Officer Learning team, which aims at upskilling L'Oréal employees and placing digital strategies at the core of the business. In addition to the e-learning program, L'Oreal's marketing teams are trained through hackathons, sales and retail specialists are offered e-commerce workshops and top L'Oréal executives benefit from reverse mentoring sessions led by talented young digital marketers at the company.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in 2014 and employs 78,600 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 and branded retail.

Research and innovation, and a dedicated research team of 3,700 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.
www.loreal.com

About General Assembly

General Assembly is a global educational institution that is building a community of individuals empowered to pursue work they love through instruction and opportunity in technology, design and business. General Assembly offers full-time immersive programs, classes, workshops and online educational programming on the most relevant skills of the 21st century economy, including web development, user experience design, product management, digital marketing and data science. Headquartered in New York, General Assembly was established in early 2011 and has 14 campuses worldwide, in Atlanta, Austin, Boston, Chicago, Hong Kong, London, Los Angeles, Melbourne, New York, San Francisco, Singapore, Seattle, Sydney and Washington, D.C.

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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.

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"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."

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