

L'ORÉAL

L'Oréal to launch its first beauty services on Messenger

Clichy / Montréal, 19 April 2017 - L'Oréal, in partnership with Automat Technologies Inc, a leader in the field of artificial intelligence has developed a series of beauty services that will launch in the coming months on Facebook Messenger platform. This partnership is based on the conviction that conversational marketing and conversational commerce coupled with artificial intelligence are bringing new opportunities to brands to engage in a continuous and personalized dialogue with consumers.

The first L'Oréal service to launch in Canada will be a gifting service building on the Messenger platform and L'Oréal has been recognized as a pioneering brand in the field of conversational commerce and featured at the 2017 Annual Facebook Developer conference F8.

The Beauty Gifter is an intelligent beauty products discovery and transaction bot. The objective of the service is to help consumers to find the right beauty box gift for their friends based on a series of contextualized questions that define their friend's beauty profile and help consumers select the right brand, and the right product mix at the right budget.

"We are excited to pioneer this new field of conversational commerce and artificial intelligence and continue to build services that support our products and enhance our overall consumer experience. We believe that those new Messenger based services are truly solving consumers' pain points by leveraging the power of AI and bringing it to build personalized relationships with them", said Lubomira Rochet, Chief Digital Officer and member of L'Oréal's Executive Committee. *"Automat is literally defining this new category of Conversational Marketing and we're excited to partner with them to advance the state of the art in this new field."*

"We've been incredibly impressed with how fast moving and nimble L'Oréal is and their ability to work effectively with startups. Additionally, as the world's largest beauty brand, the level of care and consideration they show towards their customers and the how dedicated they are to constant innovation both in their beauty products but also their digital products is an inspiration for us both as Conversational Marketers and technologists", said Andy Mauro, CEO of Automat.

Building upon its relationship with Automat, L'Oréal is establishing a new center of excellence for AI in Montreal. Montreal has the biggest and most prestigious group of deep learning researchers in the world, is the home of leading universities such as Université de Montréal and McGill University, and has a burgeoning AI start-up community. The center of excellence will enable L'Oréal to quickly tap into innovation developed by Automat and others in the region and extend its competitive advantage within the beauty category.

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

"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.”

Contacts L'ORÉAL (switchboard + 33 1.47.56.70.00)

**Individual shareholders
and market authorities**

Jean Régis CAROF
Tel : + 33 (0)1.47.56.83.02
jean-regis.carof@loreal.com

**Financial analysts and
institutional investors**

Françoise LAUVIN
Tel : +33 (0)1.47.56.86.82
françoise.lauvin@loreal.com

Journalists

Polina Huard
Tel : + 33 (0)1 47 56 87 88
polina.huard@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), 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.