

L'ORÉAL

L'Oréal's Chief Digital Officer Lubomira Rochet named WFA Global Marketer of the Year

Brussels / Clichy, 19 March 2020 - Lubomira Rochet, L'Oréal Chief Digital Officer, has been named WFA Global Marketer of the Year 2019, in recognition of her work in leading the company's digital transformation. This recognition is based on a combined vote from an expert jury, the industry at large through open voting and WFA members, with each party accounting for a third of the final score.

Lubomira Rochet has been driving L'Oréal's digital transformation that has resulted in a very fast acceleration of e-commerce accounting for almost 16% of the business in 2019, an accelerated digitalization of media accounting now for half of L'Oréal media's investments, a transition to a data-driven marketing and the launch of the services strategy for the Group with the acquisition of L'Oréal's first beauty tech company, ModiFace. This massive shift towards building a digital first company has triggered a profound adaptation of L'Oréal marketing models, a major upskilling program for its employees and the integration of technology (AR, VR, AI, voice) into the beauty experience.

"I am beyond grateful and humbled. This is a wonderful recognition of the work achieved by our teams over the past 6 years who have worked to transform L'Oréal into a digital-first company. As L'Oréal's digital journey continues at high speed, today's endorsement further encourages us to enable our organisation and partners through upskilling, data and technologies, aiming at creating the best online and offline consumer experience, growing the business and building L'Oréal as a beauty tech company," said **Lubomira Rochet, L'Oréal Chief Digital Officer**.

"Lubomira has demonstrated the critical role that marketing leaders can play in the transition to digital, enabling L'Oréal to take a leadership position in e-commerce and equipping the whole marketing organisation with the digital skills they need to thrive in today's complex media landscape. She is a very worthy winner of this important award," said **Raja Rajamannar, WFA President & Chief Marketing and Communications Officer of Mastercard**, who headed up the expert jury.

WFA Global Marketer of the Year 2019, which has been run in partnership with The Drum, is designed to celebrate the role that global and regional marketers play in changing their businesses, the industry and society for the better. This is the third year that the WFA has run the event.

The shortlist of candidates was selected by an expert jury from across the industry, following nominations from WFA members. Lubomira Rochet and the other global marketers on the shortlist demonstrated outstanding leadership in three key areas:

1. Evolving their organisation to be more people-centric, better able to respond to consumer needs and building happier, more engaged teams internally;
2. Working smarter with partners, be they agencies or vendors, and ensuring that the whole team is aligned to the same goals;
3. Delivering inspiring work that genuinely makes a difference, be that cultural, social or for the business.

For more information about WFA Global Marketer of the Year 2019, please click here:

<https://www.thedrum.com/topics/wfa-global-marketer-the-year>

<https://www.wfanet.org/globalmarketeroftheyear>

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 29.87 billion euros in 2019 and employs 88,000 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 4,100 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.

More information: <https://mediaroom.loreal.com/>

About WFA

The World Federation of Advertisers (WFA) makes marketing better by championing more effective and sustainable marketing communications. It is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$900 billion per annum.

WFA connects the [world's biggest brand owners](#) and [national advertiser associations](#) in more than 60 markets, bringing together tens of thousands of brands at local level. Together, they create a global network which offers a unique source of leadership, expertise and inspiration. More information at www.wfanet.org

"This press release is not a sales offer or a request for a bid to purchase L'Oréal shares. If you would like more detailed information about L'Oréal, please see the public documents that have been submitted in France to the Financial Markets Authority, which are also available in English on our website www.loreal-finance.com.

This press release may contain certain provisional statements. Although the Company believes that these statements are based on reasonable assumptions on the date this press release was published, they are, by nature, subject to certain risks and uncertainties that may result in a discrepancy between the actual figures and those indicated or implied in these statements."

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