

L'ORÉAL

THE START-UPS WHATROCKS, REFORESTUM AND DEPOLY, WINNERS OF THE “BEAUTY TECH FOR GOOD CHALLENGE”

Clichy, 13th October 2020 – L'Oréal reveals the winners of its “**Beauty Tech for Good Challenge**”, an international competition recognising the most innovative start-ups supporting responsible, sustainable and inclusive beauty:

- **WhatRocks** (Canada) is the solidarity advertising label. The start-up allows brands to donate a part of the profits from their advertising campaigns to charities.
More information: [link](#)
- **Reforestum** (Spain) enables companies and individuals to combat climate change and compensate their carbon footprint by growing certified forest projects which users can trace through satellite images analysed using AI. Reforestum is on a mission to make reforestation carbon offsets more transparent and trustworthy.
More information: [link](#)
- **DePoly** (Switzerland) recycles PET plastic using a room temperature chemical method which can transform waste which is not currently recycled, such as mixed coloured plastic or plastic containing polyester fibres. The resulting raw material can be used to produce new PET plastic.
More information: <https://www.depoly.ch/>

This international competition was designed along three lines: environmental protection, ethical artificial intelligence and inclusivity. Selected by a committee of experts out of 115 entries from 40 countries, the three winners were chosen by a jury made up of members of the L'Oréal Executive Committee.

The winners will join a six-month L'Oréal incubation programme at Station F, the largest start-up campus in the world, and take part in Viva Technology 2021. The start-ups will have access to personalised mentoring from top L'Oréal specialists as well as opportunities for partnerships with L'Oréal brands to invent together the “Beauty Tech for Good” of the future.

“With their innovative projects in the areas of solidarity advertising, carbon footprint and plastic recycling, WhatRocks, Reforestum and DePoly offer solutions for a more sustainable, responsible and inclusive future. We are delighted to welcome them to our programme at Station F to help them grow and raise their profile, whilst working with L'Oréal brands and our ecosystem”, says **Lubomira Rochet, L'Oréal Chief Digital Officer.**

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 sets out ambitious sustainable development goals across the Group for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

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

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CONTACTS

L'ORÉAL

Switchboard
+33 (0)1 47 56 70 00

Individual shareholders and market regulators

Christian MUNICH
+33 (0)1 47 56 72 06
Christian.munich2@loreal.com

Financial analysts and institutional investors

Françoise LAUVIN
+33 (0)147 56 86 82
Francoise.lauvin@loreal.com

Media

Polina HUARD
+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: FR000012031), 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.