

L'ORÉAL

L'Oréal Announces The Launch Of Its Corporate Foundation

Through this Foundation, L'Oréal intends to foster education, promote scientific research and help the most vulnerable.

Clichy, October 9th 2007. Sir Lindsay Owen-Jones, Chairman of L'Oréal, announced this morning the creation of the L'Oréal Corporate Foundation.

"Ten years after we first launched some of our most important philanthropy programmes, the creation of the L'Oréal Corporate Foundation marks a new milestone in the history of our Group. It is an additional step in our determination to look beyond our economic success towards a broader notion of social responsibility", said Sir Lindsay Owen-Jones, Chairman of the Foundation.

The L'Oréal Corporate Foundation intends to focus on three key lines of action: **encouraging education, promoting scientific research, and helping vulnerable** people. "The mission of the L'Oréal Foundation is to consider realistic ways of best serving the general public. Today, economic success must be achieved in tandem with social responsibility. Our commitment to education, science and solidarity is one of L'Oreal's most important goals", added Beatrice Dautresme, Chief Executive Officer of the Foundation.

Encouraging education, for example, means developing scientific learning programmes, committing to prevention programmes, promoting greater diversity and richer cultural exchange, and raising awareness about the environment. In 2005, L'Oréal partnered with UNESCO to create a global training operation in AIDS prevention by leveraging its network of 2.5 million hairdressers. The Foundation will further extend this educational initiative to combat the spread of the disease.

Promoting scientific research is primarily about supporting excellence and fostering new talent. The L'Oréal Foundation's flagship effort will be to expand the "For Women in Science" programme created 10 years ago in partnership with UNESCO to promote women in scientific research. The L'Oréal Foundation also intends to support projects for developing and sharing research and knowledge about beauty.

Helping the vulnerable involves giving everyone access to cosmetics to help them regain confidence and self-esteem. The L'Oréal Foundation is partnering the "Look Good...Feel Better" programme that helps women cancer sufferers cope with the effects of their illness. It is also committed alongside the Samusocial to the Maison des Femmes shelters where social outcasts can rebuild their lives.

"Through this Foundation, the Group's 60,000 employees will be mobilized to support solidarity initiatives. With a budget of €40 million over 5 years, the L'Oréal Corporate Foundation

stands at the forefront of French foundations”, emphasizes Jean-Paul Agon, Chief Executive Officer of L’Oréal.

The L’Oréal Foundation’s Board of Directors will comprise nine members, a third of them outstanding personalities from outside L’Oréal, such as Claudie Haigneré, the astronaut and former French Research Minister, Professor Christian de Duve, Nobel Prize for Medicine, and Marc Ladreit de Lacharrière, Founder and CEO of Fimalac and creator of the Fondation Culture et Diversité. Through this external governance, the Foundation will continue to support L’Oréal’s ongoing actions and launch new initiatives.

THE L’OREAL CORPORATE FOUNDATION: ACTIONS AND PROGRAMMES RECEIVING SUPPORT

EDUCATION

Hairdressers against AIDS

Teaching AIDS prevention via a network of 2.5 million hairdresser partners of L’Oréal who raise awareness among their customers.

Educational support at the Cité des sciences et de l’industrie

Helping young people from deprived areas to do better in science subjects through a mentorship programme led by students from top engineering schools.

“Diversity” grants

Promoting socioeconomic and cultural diversity by giving grants to foreign students wishing to study in France and to students from modest backgrounds (association du Pont-Neuf, ESSEC, Sciences Po., INSEAD, etc.).

Partnership with the Nicolas Hulot Foundation for Nature and Mankind.

Raising public awareness about preserving the planet and fostering changes in behaviour.

SCIENCE

“For Women in Science”

Supporting excellence through the L’Oréal-UNESCO Awards “For Women in Science” presented each year since 1998.

Encouraging talent through:

- UNESCO-L’Oréal International Fellowships “For Women in Science” awarded annually to 15 young women researchers.
- L’Oréal National Fellowships, with the support of UNESCO National Commissions, awarded to young scientists in 50 countries to support local scientific education.

The “Meaning of Beauty” programme

Building up our knowledge in the social sciences about beauty.

SOLIDARITY

Look Good...Feel Better / La Vie, de plus belle...

Helping women with cancer to rebuild their lives by regaining control of their image.

Samusocial

Helping women who have become social outcasts by funding medical consultations and supporting the creation of the “Maison des Femmes” shelter.

Restaurants du Cœur

Providing 70,000 toiletry and beauty product kits each year.

Integration in Clichy

Helping job-seekers in Clichy with workplace reintegration.

The Foundation actively supports and promotes the cultural diversity of women and their contribution to the community.

Women’s Forum for the Economy and Society:

Promoting the role of women in society through global partnerships.

Titouan Lamazou’s “Women of the World” photographs

Enhancing the image of women’s diversity by sponsoring an exhibition.

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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.

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."

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