

# L'ORÉAL

## Death Of Mr Yves Saint Laurent

Clichy, 2nd June 2008 - Legendary designer Yves Saint Laurent was an extraordinary visionary in the world of fashion. He embodied a mythical image of elegance and of French luxury, within the domains of both haute-couture and cosmetics.

*"We are all shocked by the news of his passing,, which saddens us deeply. Mr. Saint Laurent was a fashion genius who revolutionised women's fashion and beauty. He was an exceptional individual who transmitted his inspiration, passion and aesthetic vision to the entire world. Today the Yves Saint Laurent brand benefits from an international presence, and, having incorporated it within our luxury cosmetics division, we are dedicated to developing the brand's fragrance and cosmetics lines,"* said Jean-Paul Agon, CEO of L'Oréal.

About YSL Beauté :

On 30 April 2008, the licensing contracts and sale of YSL Beauté were formalised between PPR and L'Oréal, according to the announcement made on 23 January 2008. The parties expect that the sale will be finalised by the end of June 2008 following authorisation by competition authorities.

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News Release

## 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](http://www.loreal.com)

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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](http://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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