

L'ORÉAL

Following The Decision Of The High Court Of Paris On 13 May 2009, L'Oréal Lodges An Appeal And Confirms Willingness To Favor Mediation With Ebay

News Release

In the case against eBay, L'Oréal specifies that the appeal lodged today against the decision of the High Court of Paris is a measure that intends to protect the Group's rights.*

L'Oréal confirms its willingness for mediation, with the aim of defining efficient and ongoing measures to fight against the sale of counterfeit products on eBay.

The Group emphasises that measures of this type have already been put in place across other platforms. These measures are crucial for the successful development of secure electronic commerce, and reflect the expectations of consumers, online platforms, and rights holders.

**On 13 May 2009, the High Court of Paris acknowledged that the prevention of counterfeits on the online platform eBay was, in the domain of fragrance and cosmetics, facing major difficulties, and proposed a judicial mediation between L'Oréal and eBay. Unexpectedly, while L'Oréal and eBay had both accepted the mediation process during a hearing on 25 May 2009, eBay nonetheless chose to formally notify this decision, resulting in a one-month deadline for appeals. Thus, as a precaution, L'Oréal is obliged to appeal the decision simply out of respect for procedural deadlines.*

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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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