

L'ORÉAL

L'Oréal Acquires 100% Of Cadum

Clichy, April 26th, 2012 – L'Oréal announces today that it has closed the acquisition of 100% of Cadum, the majority of which was held by investment fund Milestone. In 2011, Cadum achieved consolidated sales of 58 million euros, 49 million euros of which in France, mainly with the brand Cadum. This business will join France's Consumer Products Division lead by its General Manager Hervé Navellou. This division is made up of three business units: L'Oréal Paris, Garnier-Gemey-Maybelline and LaScad. Their products are distributed in mass retail channels. *"Cadum is an important acquisition for L'Oréal in France," Hervé Navellou stated. "Cadum is a hundred-year-old brand that enjoys a great reputation, is growing rapidly and has interesting development perspectives. It blends seamlessly into our strategy to conquer new consumers in France."*

About L'Oréal

L'Oréal, the world's leading cosmetics company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 27 international, diverse and complementary brands. With sales amounting to 20.3 billion euros in 2011, L'Oréal is present in 130 countries and employs 68,900 people. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2012 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 5th consecutive year. 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." Contacts at L'ORÉAL (Switchboard: +33 1 47 56 70 00) Individual shareholders and market authorities Mr Jean Régis CAROFF Tel: +33 1 47 56 83 02 Jean-Regis.CAROF@loreal.com Financial analysts and Institutional investors Mrs Françoise LAUVINT Tel: +33 1 47 56 86 82 Francoise.LAUVIN@loreal.com Journalists Mrs Stephanie CARSON-PARKER Tel: +33 1 47 56 76 71 Stephanie.CARSONPARKER@loreal.com For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the Internet site for shareholders and investors, www.loreal-finance.com, or its mobile version on your cell phone, <http://loreal-finance.mobi>; alternatively, call +33.1.40.14.80.50.

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

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