

L'ORÉAL

L'Oréal commits to the up skilling of 15 000 students through the Path to Win a new e-learning platform to support their project development and boost their employability

Clichy, April 15, 2016 - For the first time, L'Oréal is offering 15 000 students from 57 countries a platform of learning content in order to develop the professionalization and employability of students enrolled in its Brandstorm competition. This includes a certificate that can be used on their LinkedIn profile.

The Path to Win platform, developed in partnership with the world's leading e-learning solutions provider - Cross Knowledge, and General Assembly – a strong partner in digital learning, is a e-learning path accessible all year-round to both students and 150 partner university professors.

With learning modules such as: how to create a marketing plan, how to develop sustainable packaging, how to take advantage of social media to develop efficient marketing strategies for brands, and how to reinforce your presentation skills ... the platform presents, in a 12 step path, a great diversity of content, 27 modules specially designed by the L'Oréal, General Assembly and Cross Knowledge experts.

The platform is also a co-creation space where the students, their professors and the L'Oréal teams can share unlimited content and best practices at each step of the path.

Direct interaction with L'Oréal Managers

The « Path to Win » offers a learning experience through gamification. These features allow the students to win points, to join and then progress in a ranking system as they acquire skills. The students can also interact with the L'Oréal Managers to ask questions, get tips and coaching from experts and previous participants.

The award of “Brandstorm certificates”

The platform also awards students with “Brandstorm certificates” which can be added to their LinkedIn profiles, in line with the level they reached in the competition and the knowledge they acquired.

“This learning path, which is open to all students participating in Brandstorm and who are interested, is a first step. We would like to develop externally this same continuous learning approach that we practice internally, and which has made L’Oréal a school of excellence for its young recruits. Our objective is to deliver meaningful services to young people, to support them by strengthening their employability in a world where the obsolescence of knowledge and expertise gets faster and faster”, said **Jean-Claude Le Grand**, Senior Vice President Talent Development & Chief Diversity Officer.

This new and original e-learning platform is just part of the exciting development experience that Brandstorm, already one of the world’s key business competitions for students, represents. Every year, Brandstorm gives thousands of students the opportunity to turn theory into practice, immerse themselves in the world of innovation, and present their projects to senior L’Oreal management, with challenges that are becoming more and more digital.

[Check out a demo of the platform!](#)

About L’Oréal

L’Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 25.26 billion euros in 2015 and employs 82,900 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 and branded retail.

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 and attract one billion new consumers in the years to come. L’Oréal’s new sustainability commitment for 2020 “Sharing Beauty With All” sets out ambitious sustainable development objectives across the Group’s value chain.
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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.

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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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