

## **L'Oréal E-Strat Challenge 7: When A Virtual Business Challenge Becomes A Real International Recruitment Tool.**

This year, L'Oréal e-Strat Challenge Episode 7 has recorded the highest number of registrations, with 44,106 students from a record 128 countries taking part in the competition.

Since the beginning of the first L'Oréal e-Strat Challenge in 2000, 256 students have been recruited worldwide.

**Paris, April 19th, 2007.** Yesterday, the L'Oréal e-Strat Challenge Episode 7 International Finals took place, gathering 16 finalist teams from all over the world. More than a strategic business game, L'Oréal e-Strat Challenge also distinguishes itself by its added value in recruitment. To date, 256 students have been recruited worldwide.

### **Episode 7 winners**

The International Finals Awards Ceremony was held yesterday evening at the Eiffel Tower, Paris. For the Undergraduate category of this 7th edition the first prize was awarded to Technische Universität Bergakademie Freiberg from **Germany**, the second prize to **Turkey's** Marmara University, and the third prize, as well as the Best Share Price Index, was awarded to the Institut Teknologi Bandung from **Indonesia**. For the MBA category, the winners are: for the first prize **Switzerland's** IMD, the second prize was jointly awarded to Cranfield University from the **UK** and National Sun Yat-Sen University from **Taiwan**, and the third prize to Coppead from **Brazil**. The Best Share Price Index Prize for this category was awarded to the Indian Institute of Management, Indore, **India**. The jury was composed of L'Oreal's senior managers and international figures from business consulting and media firms. Chairing the Undergraduate jury panel was Geoff Skingsley, L'Oréal's Executive Vice-President Human Resources, whilst the MBA jury panel was chaired by Béatrice Dautresme, Executive Vice President of Corporate Communications and External Affairs.

"This 7th edition of the L'Oréal e-Strat Challenge has brought forward exceptional students from five continents, who offered us a more than an interesting final. L'Oréal e-Strat Challenge remains for us an opportunity to identify international, bright, innovative and energetic talent. At L'Oréal, we believe that creative and dynamic personalities have great opportunities to develop fulfilling careers with high levels of responsibility in a global context", said Geoff Skingsley.

### **Innovative recruitment tool**

L'Oréal e-Strat Challenge is an essential recruitment tool that plays a crucial role interacting between the students and the Group. It allows students to get a better understanding, not only of how

a company is run, but also gives insight to the cosmetics industry. For the Group, L'Oréal e-Strat Challenge puts senior executives in touch with the most talented and innovative business students around the world, in a way that is original and powerful.

"L'Oréal e-Strat Challenge is an extremely innovative way to recruit diverse profiles at an international level. This is our company's DNA and we are committed to seeking diversity in nationalities, gender, career specialisation and background. The crucial aspect of L'Oréal e-Strat Challenge is that this online competition is open to all students, from any school, from anywhere around the world " said Jean-Claude Le Grand, Director of L'Oréal International Recruitment and Diversity.

More than a business game, L'Oréal e-Strat Challenge, not only allows the Group to identify tomorrow's talents, but it's also the springboard for entry-level professionals to integrate into L'Oréal. Although L'Oréal e-Strat Challenge is a business game, many past e-Strat players have been recruited into diverse functions of the Group, such as marketing, sales, brand management, to logistics and industry.

L'Oréal offers a diverse and mobile career for professionals, which is what makes the Group an attractive company to work for as the "Ideal Employer", according to Universum Graduate Survey 2006 ranking L'Oréal n°3 among business students.

"L'Oréal e-Strat Challenge was an amazing opportunity for me to take on the role of a General Manager of my virtual company and to be recruited in the world's leading cosmetics company as a result of the business game, it was truly a dream come true!" said Fernando Pinto Saliba, a former L'Oréal e-Strat Challenge winner (from L'Oréal e-Strat Challenge 5 – MBA category) and now Logistics Projects Engineer at L'Oréal in Paris.

**Press Contact:**

Zatashah Idris

email: [zidris@dgc.loreal.com](mailto:zidris@dgc.loreal.com)

Tel: + 33 (0) 147 56 76 88

## **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)

---

*"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."*

## **Contacts L'OREAL**(switchboard + 33 1.47.56.70.00)

### **Individual shareholders and market authorities**

Jean Régis CAROF  
Tel : + 33 (0)1.47.56.83.02  
[jean-regis.carof@loreal.com](mailto:jean-regis.carof@loreal.com)

### **Financial analysts and institutional investors**

Françoise LAUVIN  
Tel : +33 (0)1.47.56.86.82  
[francoise.lauvin@loreal.com](mailto:francoise.lauvin@loreal.com)

### **Journalists**

Stéphanie Carson-Parker  
Tel : + 33 (0)1 47 56 76 71  
[stephanie.carsonparker@loreal.com](mailto:stephanie.carsonparker@loreal.com)

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, [www.loreal-finance.com](http://www.loreal-finance.com), the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Anne-Laure RICHARD  
Tél : +33 (0)1.47.56. 80.68  
[anelalaure.richard@loreal.com](mailto:anelalaure.richard@loreal.com)

Polina Huard  
Tél : +33 (0)1 47 56 87 88  
[polina.huard@loreal.com](mailto:polina.huard@loreal.com)

Vanessa Wang  
Tel : +33 (0)1 47 56 76 88  
[vanessa.wang@loreal.com](mailto:vanessa.wang@loreal.com)