

# L'ORÉAL

## **L'Oréal Group Donates 100 Million Yen To Support The Victims And Families Of Tohoku Massive Earthquake**

*March 18th* - L'Oréal Japan has announced that the L'Oréal Group has decided on March 14th to make a donation of 100 million Yen to the Japan Red Cross Society to help the victims and families of the unprecedented earthquake in the Tohoku area of Japan and the subsequent devastating tsunami.

Klaus Fassbender, L'Oréal Japan General Manager, said: "We are profoundly shocked and saddened by the devastating disaster of the eastern Japan massive earthquake. We at L'Oréal wish to express our compassion for the victims and their families in the affected area".

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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