

# L'ORÉAL

## L'Oréal Launches Its Global 2009 Business Games Series

**L'Oréal Ingenius: Engineers Committed to Sustainable Development**

**L'Oréal EStrat: Take on the Role of a Virtual CEO**

**L'Oréal Brandstorm: Turn Your Ideas into Products!**

**L'Oréal Innovation Lab: Research into the Future of Men's Skincare**

**Paris, 3 November, 2008** – L'Oréal – the world's largest cosmetics company – announces the kick-off of its 2009 Business Games season, featuring a dynamic portfolio of games that encourage young people to realise their potential, develop their professional skills and discover career opportunities. The 2009 Business Games series has a double objective: a proactive solution for L'Oréal to meet the best young talent from around the world and a once-in-a-lifetime chance for international students to gain a highly stimulating, multicultural experience with the world's leader in cosmetics.

The games inject the company's innovative approach to reinforcing its strong business model, excellent employment opportunities and global standards as a good corporate citizen to attract students from various disciplines including **engineering and supply chain** (L'Oréal Ingenius), **business management** (L'Oréal EStrat), **marketing** (L'Oréal Brandstorm) and **research** (L'Oréal Innovation Lab).

### The Continuing Appeal of Business Games

*"L'Oréal has created a unique suite of business games dedicated to share our passion for the cosmetics industry via a concrete learning approach. Students directly experience the L'Oréal environment and are appealed by what it feels like to be a CEO, International Brand Manager, Engineer or Researcher in a fascinating business context",* said **François de Wazières, L'Oréal's International Recruitment Director.**

### The 2009 Business Games

As with every year, each business game will challenge students to provide innovative solutions that create value for the cosmetics industry, from new product development and international marketing challenges to sustainable and efficient production.

**L'Oréal Ingenius:** *Engineers Committed to Sustainable Development*

**Target:** L'Oréal Ingenius is an international challenge targeting engineering and supply chain students.

**2009 News:** This year, selected students are invited to participate in a three-day plant or distribution

centre diagnostic, in order to discover and analyse the facility, interview with Operations staff, and to present their ideas on the 2009 theme of “Sustainable Development: What’s at Stake for L’Oréal’s Operations”. Every facility has to define a local case study about sustainable development in agreement with our 3 main targets: safety, quality, and efficiency.

**L’Oréal EStrat:** *Take on the Role of a Virtual CEO*

**Target:** L’Oréal EStrat, the most popular virtual business strategy competition for undergraduate and MBA students worldwide, puts students to the test in developing a long-term strategy for their virtual cosmetics company.

**2009 News:** This year’s edition provides, for the first time, a Debriefs Module giving feedback in real-time on the students’ strategy decisions. as the module acts as the ultimate virtual Coach.

**L’Oréal Brandstorm:** *Turn Your Ideas into Products!*

**Target:** Launched in 1993, L’Oréal Brandstorm targets innovative, creative marketing students worldwide.

**2009 News:** For the first time, L’Oréal Brandstorm engages potential marketers in the creation of a brand’s first fragrance: Maybelline New York

**L’Oréal Innovation Lab:** *Research into the Future of Men’s Skincare*

**Target:** Launched in 2008 as a pilot programme in France, L’Oréal Innovation Lab targets students from the research and science disciplines. The game is now rolled out in France, China and the US.

**2009 News:** For the first time, L’Oréal Innovation Lab challenges potential researchers to imagine and create the future of men’s skincare in L’Oréal laboratories. Together with the R&D department, students discover the high quality and scientific expertise applied to L’Oréal products and why innovation is a core value for the Group.

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L’Oréal Ingenius: [www.ingenius.loreal.com](http://www.ingenius.loreal.com)

L’Oréal EStrat: [www.estrat.loreal.com](http://www.estrat.loreal.com)

L’Oréal Innovation Lab: [www.inlab.loreal.com](http://www.inlab.loreal.com)

Futher information on L’Oréal Group available at: [www.loreal.com](http://www.loreal.com)

## 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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