

L'ORÉAL

L'Oréal: Official Partner Of The Cannes International Film Festival

For the third consecutive year, the L'Oréal Group is the Official Partner of the International Film Festival, to be held in Cannes, France from 10 to 21 May 2000.

World leader in beauty, L'Oréal thus confirms its presence at the world's most important cinema event, bringing together the most celebrated artists in film today.

In homage to the aesthetic and cultural values of the different continents, L'Oréal Paris, leading brand of the L'Oréal Group throughout the world, has chosen its ambassadors from all over the world. Among them, stars of the big screen : Andie MacDowell, Gong Li, Milla Jovovich, Jennifer Lopez, Virginie Ledoyen, as well as Laetitia Casta, Claudia Schiffer, Dayle Haddon, Vanessa Williams, Diana Hayden...

L'Oréal thus reinforces its commitment as one of the major partners of the world's leading film festival.

Founded in 1907 by French chemist Eugène Schueller, the L'Oréal Group is the world's undisputed leader in the cosmetics market. Present in 150 countries through 400 subsidiaries and approximately 100 distributing agents, the Group, presided by Lindsay Owen-Jones, achieved sales in 1998 of FF 70.5 billion (Euros 10.7 billion), of which more than 80% was outside of France. The Group counts 42,000 staff throughout the world. Always at the heart of L'Oreal's strategy, Research in cosmetics and dermatology involves more than 2,200 staff, with a budget of FF 2.1 billion.

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

"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."

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