

L'ORÉAL

L'Oréal Rewards Marketing Minds Of The World

Paris, 21 June, 2005—Four teams of students from around the world competed last night in the race to win the title for the most innovative and brilliant marketer. Students were rated on creativity, market analysis, coherence with the brand's values, communications skills and team presentation style. The fate of the finalists was decided by a high profile jury made up of L'Oréal's top management including L'Oréal's Chairman and CEO, Sir Lindsay Owen-Jones, Executive Vice-President Consumer Products, Patrick Rabin; Executive Vice President for Human Resources-Geoff Skingsley; General Manager of L'Oréal Paris, Nicolas Hieronimus, and special guest-Mc Cann Erickson's CEO, John Dooner.

This year's champions were the Swiss team "Bamboo" from Université St Gall. They presented a new miniature-size packaging for L'Oréal's Studio Line FX range. Runners-up in second place was the Australian dynamic trio "The Beasties" from Monash University with Studio Line FX Extreme, followed by shared third place Malaysians "Osirians" from University Teknologi Malaysia with "Trust Your Instincts" mobile Studio Line FX range and South Africa's all-girls' team "Sisonke" from University of Cape Town with Studio Line Climatize range. The Best Communication Campaign award went to the "Chile Challengers" from Chile's Universidad Adolfo Ibañez with Dare.

Launched in 1993, L'Oréal Brandstorm is an international marketing competition that provides undergraduate marketing and graduate MA students a golden opportunity to design a new product line for an existing L'Oréal brand. This year's brand case study was L'Oréal Studio Line styling products. L'Oréal provides all participants with a real life marketing experience: an in-depth brief on the brand and the market, a chance to meet face to face with a professional marketing executive and a unique opportunity to work with the brand's communication agency developing a full communications campaign that includes product mock-ups, posters, and ads.

President of the jury, CEO and Chairman, Sir Lindsay Owen-Jones, declared: *"One of the secrets of L'Oréal's success is its spectacularly international and culturally diverse workforce."*

L'Oréal Brandstorm provides the L'Oréal group with an opportunity to recruit international talents. Already in its 13th year, the competition has attracted over 14,000 students from more than 176 schools around the world, allowing L'Oréal marketing managers and human resources recruiters to identify talented potential employees in action.

Last year's winners described L'Oreal Brandstorm as fun, challenging and intense. Most admitted that the element of exposure to the real-life marketing world and brand management was what drove them to participate.

Top prizes for last night's competition include an exciting trip to fashion capitals of the world and

the chance to become a marketing product manager at L'Oréal for real!

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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.

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

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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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