

L'ORÉAL

L'Oréal Wins The Grand Prix For Economic Performance Awarded By The Magazine L'Expansion

Clichy, 26th September 2007 – L'Oréal was today awarded the Grand Prix for economic performance, created by the magazine L'Expansion, recognising the Group's exceptional capacity for sustained growth, profit and value creation.

The prize, created as l'Expansion celebrates its 40th anniversary, recognises the company that has demonstrated the most remarkable economic performance over the past 40 years. The prestigious jury, made up of members of the editorial team and independent experts, was unanimous in its decision to award L'Oréal the prize for economic performance.

By rewarding L'Oréal, the jury was recognising the Group's remarkable development during the past four decades. Over this period, L'Oréal's turnover has multiplied by 200, the number of countries in which the company is based has increased from around 10 to 130 and the share price has grown by a multiple of 80. From a basis of 3 international brands in 1967, L'Oréal is today proud to have seen its portfolio reach a total of 20 international brands present in 130 countries.

The prize for economic performance will be officially awarded to L'Oréal this evening by Madame Christine Lagarde, Minister for the Economy, Finance and Employment.

Sir Lindsay Owen-Jones, Chairman of L'Oréal declared, "Everyone at L'Oréal is particularly proud to receive this prize for economic performance, as it recognises L'Oréal's long-term success and the sustainability of a growth model based on investment in research and innovation, the development of great brands, and their globalisation."

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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

"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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