

L'ORÉAL

L'ORÉAL PARTNERS WITH CLUE, THE PERIOD TRACKING APP, AND A LEADER IN FEMTECH, TO ADVANCE SCIENTIFIC KNOWLEDGE ON THE RELATIONSHIP BETWEEN SKIN HEALTH AND THE MENSTRUAL CYCLE

Clichy, 4 August 2021 - L'Oréal announced today a new partnership with Clue, the period tracking app with 12 million users in 190 countries, and a leader in Femtech, to deepen knowledge on the relationship between skin health and the menstrual cycle. This collaboration bridges L'Oréal's historic skincare expertise and beauty-tech ambitions with Clue's leadership in reproductive health and data-driven technology. In addition, Clue will work with L'Oréal's Active Cosmetic Division and its clinical experts to develop scientifically informed new content about the menstrual cycle and skin health for Clue's reproductive health encyclopedia on *Helloclue.com*.

"We are excited to enter this strategic partnership with Clue, a world leader in the Femtech and Digital Health space. At L'Oréal we have a strong belief that the innovation that we bring to enhance people's beauty and wellbeing lies at the intersection of science and technology to meet consumers' expectations and needs. Through this partnership, we want to pioneer scientific innovation. Our goal is to develop the best personalized skincare routines for consumers of all ages regarding skin health, beauty and wellness aspirations, taking into account their menstrual cycles from puberty to menopause," says **Barbara Lavernos, Deputy CEO, in charge of Research, Innovation, and Technology at L'Oréal**.

"Our division is a close partner of leading clinical experts around the world. We are thrilled to join forces with Clue and bring dermatologists, endocrinologists and gynecologists together to increase knowledge on skin issues linked to hormonal cycles, in order to better understand women's needs and help them to have a healthier skin," says **Myriam Cohen-Welgryn, President Active Cosmetics Division at L'Oréal**.

"We're excited to partner with the largest beauty company in the world to advance what we know about the relationship between the menstrual cycle and the health of our skin," says **Clue co-CEO, Audrey Tsang**. "Changes in skin is one of the most tracked categories within the Clue app alongside the period and menstrual symptoms, so we know that it's super important for many in our community. With L'Oréal's vast scientific skincare knowledge, we will be able to provide new and helpful information to both our Clue community and all consumers on how the cycle can affect the skin. Our mission is to empower people with cycles with the science, data, and technology needed to make informed choices about their bodies, with skin, our largest organ included."

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 35 diverse and complementary brands, the Group generated sales amounting to 27.99 billion euros in 2020 and employs 85,400 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 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal sets out ambitious sustainable development goals across the Group for 2030 and aims to empower its ecosystem for a more inclusive and sustainable society.

More information on <https://www.loreal.com/en/mediaroom>

About Clue

Co-founded in 2012 by Danish and German entrepreneurs, Ida Tin and Hans Raffauf, Clue is a menstrual health app with over 12 million users from 190 different countries. It is available in 15 languages (English, Spanish, Portuguese, German, French, Italian, Danish, Russian, Chinese (traditional and simplified), Japanese, Polish, Hindi, Korean and Turkish) and is on iOS, Android and Apple Watch. One of the world's fastest growing Femtech companies worldwide, Clue aims to support research into the world's understanding of the menstrual cycle and has forged collaborations with researchers at The Kinsey Institute, Stanford University, Columbia University, the University of Washington and the University of Oxford.

More information on <https://helloclue.com/about-clue>

"This press release does not constitute an offer of sale or solicitation of an offer to purchase 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 website www.loreal-finance.com.

This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

CONTACTS

L'ORÉAL

Switchboard
+33 (0)1 47 56 70 00

Individual shareholders and market regulators

Christian MUNICH
+33 (0)1 47 56 72 06
Christian.munich2@loreal.com

Financial analysts and institutional investors

Françoise LAUVIN
+33 (0)1 47 56 86 82
Francoise.lauvin@loreal.com

Media

Polina HUARD
+33 (0)1 47 56 87 88
Polina.huard@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR000012031), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, www.loreal-finance.com, the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66