

L'ORÉAL

L'Oreal Receives Favourably The Opinion Of The Advocate General

L'Oreal receives favourably the Opinion of the Advocate General of the Court of Justice of the European Union, supporting the effective combating of internet-based counterfeit product sales

In the opinion he made public today, the Advocate General proposes legal solutions to the Court of Justice of the European Union in view of combating counterfeit sales activity with regards to eCommerce platforms.

Furthermore, the Advocate General retained the possibility of prohibiting the sale of testers and unpackaged products, as well as non-European Economic Area (EEA) source products.

This balanced opinion is overall consistent with the stance that L'Oréal has held for several years.

L'Oréal confidently awaits the decision of the Court of Justice of the European Union which will announce its decision over the coming months.

To note: in August 2009, the British High Court of Justice considered that brands' European rights and the Electronic Commerce Directive were not adequately clear and thus requested assistance from the Court of Justice of the European Union regarding the appropriate interpretation of the majority of the questions raised within this dossier.

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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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