

L'ORÉAL

L'Oreal Sends Support To Maud Fontenoy After Her Yacht, L'Oreal Paris, Is Dismasted In The Indian Ocean

Clichy 11 February 2007 - L'Oreal, the main sponsor of Maud Fontenoy's challenge to circumnavigate the world against the currents on her yacht, 'L'Oreal Paris', has sent a 35m boat, carrying a crew of eight, to meet up with the yachtswoman, after the yacht was dismasted in the Indian Ocean. Teams from L'Oreal Australia were quick to ensure that a support boat, the 'Thakka', left the port of Perth today at 15h00 local time (08h00 Paris) carrying essential equipment that could be used to assist Maud Fontenoy. Supplies on board included food and water, as well as fuel reserves, for use as a last resort should she wish to start up the yacht's engines. The support boat 'Thakka' is set to reach Maud on Thursday, after a journey of 1600km, the distance currently standing between 'L'Oreal Paris' and the Australian coast. L'Oreal has reiterated its total support for Maud Fontenoy and remains in close contact with Marc Fontenoy, the yachtswoman's father, the French Navy and the Australian search and rescue organization.

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

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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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