

L'ORÉAL

Marc Dubrule: Chief Executive Officer Of Lancôme International

Marc Dubrule: Chief Executive Officer of Lancôme International

Clichy, 24th April 2002

Marc Dubrule is to take up the position of Chief Executive Officer of Lancôme International on 2nd May 2002.

He will replace Fabrice Boé-Dreyfus, who has decided to take a new career direction.

Marc Dubrule, aged 39, joined the L'Oréal group 16 years ago, and since then has gathered extensive international experience. After six years in marketing with the L'Oréal Consumer Products Division, he moved to the Luxury Products Division where he was put in charge of International Marketing of Parfums Lanvin and Paloma Picasso. He subsequently spent 3 years as Chief Executive Officer of L'Oréal Luxury Products in South Korea where, with the help of his teams, he successfully developed the division's brands, putting them amongst the market leaders.

In 2000 Marc Dubrule was made Chief Executive Officer of Biotherm International in Paris. Under his guidance, the brand carried out a strategic change of direction in product development, communications and internationalisation, particularly aimed at the Asian and American markets.

L'ORÉAL contact

Lorrain Kressmann

Tel.: + 331 47 56 40 24

lkressmann@dgc.loreal.com

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."

Contacts L'OREAL (switchboard + 33 1.47.56.70.00)

Individual shareholders and market authorities

Jean Régis CAROF
Tel : + 33 (0)1.47.56.83.02
jean-regis.carof@loreal.com

Financial analysts and institutional investors

Françoise LAUVIN
Tel : +33 (0)1.47.56.86.82
francoise.lauvin@loreal.com

Journalists

Stéphanie Carson-Parker
Tel : + 33 (0)1 47 56 76 71
stephanie.carsonparker@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), 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.

Anne-Laure RICHARD
Tél : +33 (0)1.47.56. 80.68
annelaure.richard@loreal.com

Polina Huard
Tél : +33 (0)1 47 56 87 88
polina.huard@loreal.com

Vanessa Wang
Tel : +33 (0)1 47 56 76 88
vanessa.wang@loreal.com