

# L'ORÉAL

## New Appointments To The Executive Committee Of L'Oréal

***Jean-Paul Agon, CEO, announces three important appointments to the Executive Committee of the Group effective as of 1 January 2011. Marc Menesguen will head the newly created Strategic Marketing Department, Nicolas Hieronimus is appointed Managing Director of the Luxury Products Division, An Verhulst-Santos is appointed Managing Director of the Professional Products Division.***

The creation of a Strategic Marketing Department is a result of the decision to anticipate worldwide evolutions in order to steer the Group towards essential transformations in the areas of strategic watch, consumer understanding, marketing creativity, advertising creation, digital communication and distribution methods. **Marc Menesguen** will head this new department created at the Executive Committee level. Marc joined L'Oréal in 1985 with the Consumer Products Division France. He pursued a marketing career as General Manager of L'Oréal Paris in the UK and then in France and subsequently became Managing Director of Lancôme. In 2000, he was appointed Managing Director of L'Oréal Japan and Managing Director of the Luxury Products Division in 2004. Over the past five years, the Division has been thoroughly transformed with the launch of new fragrance brands and the successful post-acquisition integration of Yves-Saint-Laurent.

**Nicolas Hieronimus** is appointed Managing Director of the Luxury Products Division. Nicolas spent 18 years with the Consumer Products Division during which time he held, in particular, the positions of General Manager of Garnier in the UK and subsequently L'Oréal Paris in France, before creating the international L'Oréal Paris brand which he managed for nearly five years. In 2005 he is appointed Managing Director of L'Oréal in Mexico with responsibility for all the Group's Divisions. In 2008 he is appointed Managing Director of the Professional Products Division, where he pursued and expanded the modernisation of the division. The resulting momentum has been reflected in the very large market-share gains worldwide of this business.

**An Verhulst-Santos** is appointed Managing Director of the Professional Products Division succeeding Nicolas Hieronimus. An Verhulst-Santos is a Professional Products expert, having spent all her career in the division. An began her career nearly 20 years ago in marketing with Professional Products in Belgium, her home country, where she became Marketing Director of L'Oréal Professionnel. She moved to Paris in 1998 to take up the position of Marketing Director of the Europe zone and was appointed General Manager of the Professional Products Division in Holland in 2000. In 2004 she became General Manager of the Professional Products Division in Brazil and was appointed General Manager of the Professional Products Division in the US in 2008.

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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](http://www.loreal.com)

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*"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](http://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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