

# L'ORÉAL

## Poland Is The Winner Of The L'Oréal E-Strat Challenge

Clichy, 18th April 2002

**The Polish team has won the L'Oréal e-Strat Challenge, the first international online strategy competition. Brazil is the runner-up.**

Launched in December 2001, the L'Oréal e-Strat Challenge generated tremendous interest this year, with almost 8,000 student applications from 50 countries around the world. "This year's competition was a huge success, and we are already working on e-Strat 2003. As in the business world, we have to innovate constantly and keep abreast of market changes, so that we fully comply with students' expectations", pointed out Philippe Louvet, Director of International Recruitment at L'Oréal.

The first prize of the L'Oréal e-Strat Challenge was awarded this year to the "Copernicus" team from Poland. The team members, Tomasz Kozlinski, Jaroslaw Boniecki and Dawid Piskorz, are management students at the Nicholas Copernicus University.

The second prize went to the Brazilian team represented by Juliana Alves, Gilberto Figueira and Daniele Martini, MBA students at UFRJ Instituto COPPEAD de Administração.

The third prize was won by another Polish team, the "Economists", comprised of Peter Szytula, Sebastian Wódka and Sebastian Siodlak, all studying International Economics at the Karol Adamiecki University.

A special participation prize was awarded to the American team from the Kellogg School of Management at Northwestern University.

The finalist teams from the five geographic zones were from Canada, Brazil, Thailand, Israel and Poland.

The L'Oréal e-Strat Challenge international ceremony was held at the L'Oréal headquarters in Clichy, France. The prizes were awarded by François Vachey, Executive Vice-President in charge of Human Resources at L'Oréal, to the international winning trio and the first teams from each of the five geographic zones, in the presence of the managers of Strat X, the simulation game designers.

Michael Skapinker, journalist with the Financial Times, chaired a discussion on relationships between businesses and universities with a panel of renowned international specialists in this field. "L'Oréal is developing partnerships around the world with the most prestigious universities, to meet of course its recruitment needs, but also because teachers and students are keen to develop closer ties with the corporate sector. L'Oréal is very pleased to provide students with the opportunity to gain greater insight into the business world and to the reality of day-to-day management", stated François

Vachey.

François Vachey and Anthony Hopwood, Director of the Oxford Business School, announced the creation of a L'Oréal Chair at the Saïd Business School of Oxford University, thus confirming L'Oréal's commitment to supporting universities.

For more details: [www.e-strat.loreal.com](http://www.e-strat.loreal.com)

---

### Contacts at L'OREAL

---

#### **Lorrain KRESSMANN**

Phone : +33(0)1.47.56.40.24

[lkressmann@dgc.loreal.com](mailto:lkressmann@dgc.loreal.com)

#### **Noëlle CAMILLERI**

Phone : +33 (0)1.47.56.48.43

[ncamilleri@dgc.loreal.com](mailto:ncamilleri@dgc.loreal.com)

L'OREAL - 41 rue Martre - 92117 CLICHY Cedex

## 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)

---

*"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."*

## **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](mailto:jean-regis.carof@loreal.com)

### **Financial analysts and institutional investors**

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

### **Journalists**

Stéphanie Carson-Parker  
Tel : + 33 (0)1 47 56 76 71  
[stephanie.carsonparker@loreal.com](mailto: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](http://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](mailto:annelaure.richard@loreal.com)

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

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