

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

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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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