

L'ORÉAL

Team Hairven From Singapore Wins L'Oréal Brandstorm 2011 With Innovative Services And Products For Men

Global marketing competition showcases young talents from around the world competing to attract men to salons and creating a range of products for leading salon brand, L'Oréal Professionnel HommeClichy, 17 June 2011 – L'Oréal, the world's leading beauty Group, yesterday selected the top performing teams for its 2011 edition of L'Oréal Brandstorm, the prestigious business game for students around the world. With the focus of this year's competition on the L'Oréal Professionnel Homme brand, students were asked to create an innovative marketing campaign revolutionising the male experience of visiting the hair salon. First prize was awarded to the student team from Singapore, from Nanyang Technological University, by a jury of senior L'Oréal executives, presided by Jean-Paul Agon, L'Oréal Chairman & CEO.

L'Oréal Brandstorm: An International Marketing Competition

L'Oréal Brandstorm aims to allow the best students from around the world to experience the possibility of a career at L'Oréal for themselves, while also helping the Group to identify the brightest young talents on a global scale. This year's 19th edition of L'Oréal Brandstorm welcomed a record number of 7,300 students participating from 45 countries and 120 students competing at the International Finals at L'Oréal headquarters in Clichy, France. The winning team this year, from Singapore's Nanyang Technological University, impressed the Jury with its innovative campaign based on a unique salon experience for men using cutting-edge cosmetics tools and a range of dedicated products. Second place was awarded to Team Brandit Queen from India, SCMHRD and third place to Team Ganesha from Indonesia's School of Business Management Institut Teknologi Bandung. Best Communications Campaign prize went to Team STELLAR from the Athens University of Economics and Business, Greece. Each year, the competition is based on a case study, developed in conjunction with one of the Group's 24 international brands. For 2011, the L'Oréal Professionnel Homme brand from the Group's Professional Product Division took centre stage, with students asked to respond to the following challenge: *"Be creative and attract men to salons: imagine a new service experience and its associated range of products for L'Oréal Professionnel Homme."* As was reflected in the finalists' presentations, the key to success was creating a campaign that could leverage the potential of the men's market, and which could be implemented on an international scale. *"Brandstorm is about turning ideas into products, but with this new case-study, students have to work also on the service concept. Understanding the business of hairdressers and the distribution channel is 'key' this year. Imagining new men's-only service is a real challenge. Students will have to be visionary, to see further than what already exists today on the market.... to "Think Beyond!"* said

François de Wazières, International Director of Recruitment at L'Oréal. Each year, L'Oréal Brandstorm selects a prestigious jury panel that reflects the current case study in question, this year dedicated to L'Oréal Professionnel Homme from the Group's Professional Products Division and its affiliated advertising agency. Presided by Jean-Paul Agon, L'Oréal Chairman and CEO, the executive jury panel this year included Mrs. An Verhulst-Santos, President of Professional Products Division, Mr. Geoff Skingsley, Executive Vice President of Human Resources, Mr. Thies Posken, L'Oréal Professionnel General Manager and Mr. Maurice Levy, CEO, Publicis.

A Real-Life Business Experience for Students

Brandstorm challenges teams of three undergraduates to "revamp" one of L'Oréal's 24 international brands, considering their home market as the pilot market for a product launch on an international level. Teams simulate the role of an International Brand Manager, getting a chance to formulate an innovative communications strategy, a create service concept, new products and design packaging to support the launch. For this year's challenge students were immersed in the brand, with intensive briefings on the market, distribution channels and hands-on marketing skills from L'Oréal brand managers to develop a winning marketing strategy, identify key competitors and outline consumer expectations, needs, usage habits, and trends.

L'Oréal, A Pioneer in Innovative Recruitment

In the field of human resources, the Group has three key priorities: recruiting the best talents, promoting diversity, and maximising employee development and growth. As the Group's original business game, L'Oréal Brandstorm reflects this approach, by identifying the best talent in marketing from around the world and by allowing students to discover careers within the Group. Since its inception, L'Oréal Brandstorm has directly benefited the group, resulting in recruitments such as: International level: - Brandstorm 1999: Biotherm Marketing Director for Makeup and Skincare; - Brandstorm 2000: Marketing Director for L'Oréal Paris in Denmark; - Brandstorm 2003: Product Manager at Helena Rubinstein; - Brandstorm 2005: Marketing Director for Biotherm Asia & Pacific Zone; - Brandstorm 2006: Product Manager for Lancôme France.

About L'Oréal Brandstorm:

L'Oréal remains a pioneer in innovative recruitment with Brandstorm which was launched in 1993 and encourages young people to realise their potential, develop their professional skills and discover career opportunities. The aim is to offer students from around the world a pedagogical and professional experience and the opportunity to take on the role of an International brand manager within the beauty products industry. This project is part of the L'Oréal Human Resources communication strategy and aims to enhance students' creativity and perception of the L'Oréal business.

About the L'Oréal Group:

L'Oréal, the world's leading cosmetics company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 24 international, diverse and complementary brands. With sales amounting to 19.5 billion euros in 2010, L'Oréal is present in 130 countries and employs 66,600 people. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2011 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 4th consecutive year.

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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

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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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