

# L'ORÉAL

## The L'Oréal E-Strat Challenge: The Game'S Over !

Paris, April 25th, 2001

**The L'Oréal e-Strat Challenge, the first international on-line strategy competition, was a great success. The game ended on April 9th : 420 teams in 42 countries took part. The shortlisted teams were announced on April 20th: the three winning teams are Spain, Turkey and the United States. Their final positioning will be revealed during the prize-giving ceremony, which will take place on May 4th in Paris.**

The first international business game to take place entirely on-line, was organised by L'Oréal, and launched in December. The competition took place from February 5th to April 9th. A total of 259 teams in 40 different countries representing almost 800 players managed to complete the challenge.

The first results show a particular diligence from the teams from Argentina (88% of the teams finished the competition), Taiwan (77%), Poland (75%) and Thailand (65%).

The shortlisted teams were revealed on April 20th. The winning Spanish, Turkish and American teams will be rewarded when the final positions are announced, on May 4th. The prize-giving ceremony can be followed live, from 10:00 am, via the site:

[www.e-strat.loreal.com](http://www.e-strat.loreal.com). A special "Participation Prize", awarded by StratX the simulation game designer, goes to a Japanese team. The team was selected from a random drawing of the teams that completed the challenge to the end.

### **Mission accomplished**

The L'Oréal e-Strat Challenge allowed students from all over the world to compare their strategy skills to those of their international counterparts. For two months, the contestants were in charge of a virtual cosmetics company and confronted with the environment of the New Economy.

*"This is a perfect illustration of a L'Oréal initiative: ambitious and innovative projects on a worldwide level. The success of the L'Oréal e-Strat Challenge reinforces our strategic orientations, especially concerning e-recruitment"*, emphasises Mr Vachey - Vice President in charge of Human Resources at L'Oréal.

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

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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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