

L'ORÉAL

The L'Oreal Marketing Award Celebrates Its 10Th Anniversary

NEWS RELEASE

THE L'OREAL MARKETING AWARD CELEBRATES ITS 10th ANNIVERSARY INTERNATIONAL FINALS ON 27th MAY

Clichy, the 21st ,May 2003 – The Marketing Award international finals will be held on 27th May. The 11th edition of the Award will feature some 3000 participants from 18 countries including, for the first time, Poland, Greece, the United States, Turkey, the Russian Federation and Canada. For ten years the L'Oréal Group has been supporting the growing popularity of the Marketing Award, a business game that focuses on creativity and marketing skills, aimed at university-level students from all over the world.

Far more than a business game, the Marketing Award gives students the chance to “become” product managers for four months: they are able to gain genuine marketing experience and demonstrate in concrete terms their competency and creativity to a jury of the Group's senior executives.

This international contest not only strengthens the partnership between the L'Oréal Group, universities and marketing professors, but also builds the students' team spirit and creativity, which are two of L'Oréal's core values. It is also a first step for young people wishing to be considered for recruitment by the Group. .

How does it work:

The game starts with a marketing issue. This year the brand is GARNIER, and the specific market is haircare. After a pre-selection process in each country, the teams attend a briefing session on GARNIER's marketing structure.

The teams of 3 students then work on a project in conjunction with an advertising and packaging design agency: the ideal opportunity to demonstrate all their creative skills! The aim is to create an entirely new product range and the communication to back it up.

The competition takes place first in each country, where the teams play with the aim of being selected for the international final.

The final phase of the game is international. This year 18 teams from different countries will meet

on 27th May at L'Oréal's headquarters to present their projects and compete for the First Prize in front of a jury consisting of the Group's senior Managers and of Maurice Lévy, the Chairman and CEO of Publicis, who will present the prize for the best communication.

The prize for the winning team consists of a trip to 3 cities (of their choice) which are synonymous with creativity, and a unique trophy made by an eminent artist. Last year, Italy took first place with an original and modern concept (SMS) for the Techni Art brand. Who will be this year's winning team? We'll find out on May 27th !

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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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