

L'ORÉAL

The Winning Team Of The L'Oréal E-Strat Challenge

Paris, Friday 4th May 2001 - L'OREAL e-Strat Challenge, the first international on-line strategy competition, has just awarded the winning team from the United States, followed by the teams from Turkey and Spain. The winning team was officially announced during the L'OREAL e-Strat Challenge Awards ceremony held at the L'Oréal head office in France (Clichy) in the presence of Mr. Vachey, Vice President of the Human Resources Department, representatives from Strat X (virtual-reality/simulation game designers), journalists and the families of the winning teams. First prize went to the team from the United States, made up of David Yung, Vikram Kaul and Shantanu Chakraborty, all Business students at New-York University. Second prize was handed to the Turkish team, represented by Umit Apak, Ozan Temizkan and Tarik Toprak, three Economics students from the University of Bogazici in Istanbul. Third prize was given to the Spanish team, made up of Daniel Martin, David Roldan and Enrique Pena, three Engineering students from the Universidad Politecnica of Madrid. A special participation prize was also awarded to the Japanese team from the University of Keio. In addition to the trophy especially created for the occasion by the artist designer Martha Rodriguez, the teams won a holiday voyage, a laptop or a personal digital assistant. During the ceremony, which was broadcasted live on the www.e-strat.loreal.com website, the three finalist teams explained the decisions they made and their strategies throughout the contest period. Due to the immense international success of the e-Strat Challenge, L'OREAL management plans to "take up the Challenge" again next year. For more information: 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

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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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