

L'ORÉAL

Wwd Beauty Biz Top 100: L'Oréal Ranked # 1

Each year, the WWD Beauty Biz Top 100 releases its coveted list of the world's top beauty companies. Firms are ranked by beauty sales for the calendar year, and for 2009, L'Oréal ranked #1 once again, ahead of Procter & Gamble, Unilever, Estée Lauder and Avon.

With more than 100 years of experience in the beauty industry, L'Oréal reported 2009 consolidated sales of €17.5 billion. Over the years, the Group has developed a diverse and complementary portfolio of 23 international brands(1), sold in 130 countries.

L'Oréal's international brands today include L'Oréal Professionnel, Redken, Kerastase, Matrix, L'Oréal Paris, Garnier, Maybelline New York, SoftSheen-Carson, Lancôme, Giorgio Armani, Yves Saint Laurent, Biotherm, Ralph Lauren, Kiehl's, Shu Uemura, Helena Rubinstein, Cacharel, Diesel, Vichy, La Roche-Posay, SkinCeuticals, Innéov and The Body Shop.

Over the next decade, L'Oréal's main objective is to double its customer base by targeting 1 billion new consumers, particularly in emerging markets. One way to achieve this is by concentrating on high value-added worldwide innovations at accessible prices, opening up new product categories and accelerating international expansion.

Note:

With a circulation of 75,000, made up of qualified subscribers and key beauty industry decisionmakers, WWD Beauty Biz delivers authoritative, in-depth coverage of the key issues impacting the global beauty marketplace. WWD Beauty Biz is recognized as the definitive source for beauty industry insiders and influencers, retail executives, financial experts and the media.

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(1) International brands with annual sales of more than 50 million euros.

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

"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site www.loreal-finance.com.

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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