

# L'ORÉAL

## Group of Business Leaders sign first charter of diversity in Morocco

The 1st Diversity Charter in Morocco underlines the commitment of organizations to ensure the promotion and respect of diversity in the workforce. By signing this charter, these companies commit to fighting against all forms of discrimination and to establish a strategy in favor of inclusion and diversity.

Managing diversity is a strategic lever for organizations to enhance social corporate responsibility towards employees, partners, consumers and the communities around them. Leveraging diversity helps companies become more effective, more innovative and aligned with the societies they operate in.

A number of companies in Morocco currently work to promote diversity. Today, a number of them have decided to unite to help advance the topic of Diversity in all its forms, both collectively and within their own organizations.

This determination is represented by this Charter that voluntarily engages companies to take concrete diversity actions for the benefit of their employees.

This June 9th, a group of leading companies signed the 1st Diversity Charter in Morocco.

**ACCORHOTELS** : Antoine GUEGO, CEO AccorHotels Africa and Indian Ocean

**BMCI** : Rachid MARRAKCHI, CEO

**BYMARO** : Ali BENCHEQROUN, CEO

**CENTRALE DANONE** : Didier LAMBLIN, CEO

**JONES LANG LASALLE** : Fabrice LEGER, CEO

**L'OREAL MAROC** : Philippe RAFFRAY, Managing Director

**MEDITEL** : Taieb BELKAHIA, CEO

**NESTLE** : Rachid KHATTATE, Human Resources Director Maghreb

**SMT** : Mohamed EL ABASSI, General Secretary and President of SMT Foundation

**SODEXO** : Mouna Fassi DAOUDI, CEO

**TOTAL** : Arnaud LE FOLL, CEO

**WEBHELP** : Philippe BROUTIN, CEO

Factor of progress for organizations and beneficial for communities in Morocco, the signing of a Diversity charter helps to develop corporate social responsibility towards company stakeholders. These national and multinational companies, the first to sign the Charter, have chosen to focus above all on competences and valorizing differences. This group of companies will actively promote their initiative to encourage other companies in Morocco to sign the Charter.

Understanding that a diversified workforce is a key success factor, these companies have taken a series of commitments to promote pluralism and to seek out diversity in recruitment and in career development. A Diversity Club will be established before the end of 2016. Its main mission will be to ensure compliance to and the sustainability of the Charter, and to develop a dialogue with all parties on the subjects inherent to Diversity.

Under the Charter, the signatory companies agree to :

1. Integrate diversity as one of the priorities of the company.
2. Raise awareness on non-discrimination and diversity issues among top management and staff involved in recruitment, training and career development and to educate them in these matters.
3. Respect and promote the application of all aspects of the principle of non-discrimination at every stage of the human resources management, in particular in the recruitment, training, promotion and career development of employees.
4. Endeavour to reflect the diversity of the Moroccan society in all its forms, at every level of the workforce.
5. Communicate to all employees and encourage their adhesion and commitment in favor of non-discrimination and diversity.

6. Make the development and implementation of the diversity policy a subject of dialogue with the employee representatives.

7. Insert a chapter in the annual report or in absence, a social reporting, describing commitments to non-discrimination and diversity: actions implemented practices and the results achieved.

## 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)

---

*"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](http://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."*

## **Contacts L'OREAL** (switchboard + 33 1.47.56.70.00)

### **Individual shareholders and market authorities**

Jean Régis CAROF  
Tel : + 33 (0)1.47.56.83.02  
[jean-regis.carof@loreal.com](mailto:jean-regis.carof@loreal.com)

### **Financial analysts and institutional investors**

Françoise LAUVIN  
Tel : +33 (0)1.47.56.86.82  
[francoise.lauvin@loreal.com](mailto:francoise.lauvin@loreal.com)

### **Journalists**

Stéphanie Carson-Parker  
Tel : + 33 (0)1 47 56 76 71  
[stephanie.carsonparker@loreal.com](mailto:stephanie.carsonparker@loreal.com)

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, [www.loreal-finance.com](http://www.loreal-finance.com), the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Anne-Laure RICHARD  
Tél : +33 (0)1.47.56. 80.68  
[annelaure.richard@loreal.com](mailto:annelaure.richard@loreal.com)

Polina Huard  
Tél : +33 (0)1 47 56 87 88  
[polina.huard@loreal.com](mailto:polina.huard@loreal.com)

Vanessa Wang  
Tel : +33 (0)1 47 56 76 88  
[vanessa.wang@loreal.com](mailto:vanessa.wang@loreal.com)