

L'ORÉAL

L'Oréal Brazil is the 1st Cosmetics Company and 2nd in Brazil to Receive the EDGE International Gender Equality Certification

The acknowledgment by EDGE (Economic Dividends for Gender Equality) on commitment to gender equality.

The company's staff in Brazil has a balance between the number of men and women.

Geneva, Switzerland / Rio de Janeiro, Brazil – September 10th, 2015 - L'Oréal Brazil is the first company of the Brazilian beauty segment, and the second in the country, to be certified by EDGE (Economic Dividends for Gender Equality). EDGE launched an assessment methodology and a global certification standard for gender equality in 2011, during the World Economic Forum and it is currently considered the main certification in the business world.

The certification is an acknowledgment in line with L'Oréal's commitment of promoting workplace gender equality. The Group has been working for a decade to establish a global diversity strategy. In 2014, L'Oréal Brazil created a specific focus area, recognizing the importance and the relevance of this topic for the country.

"Talent and creativity emerge within Brazilian diversity. By receiving EDGE's certification, we recognize and incorporate this diversity as a core value for the sustainable growth of L'Oréal Brazil and this is a reason for all of us to be very proud of", says Fábio Rose, HR Director of L'Oréal Brazil.

Thanks to the policies and to the attention dedicated to the subject, the company has a gender-balanced talent pipeline in Brazil, with 55% of its employees being women and 45% men. In relation to management positions, the proportion of women is 42%.

"Diversity is a basic value for L'Oréal. From the great diversity of the people who compose the teams to the products we develop, diversity has always been a priority. Our work is focused on issues such as the inclusion of people with disabilities, and on people from different gender, social and ethnic backgrounds", says Letícia Novak, in charge of the Diversity program at L'Oréal Brazil.

"Among the initiatives created for gender equality, the main highlights are awareness-raising

workshops with hundreds of collaborators, and the participation and sponsorship of forums that discuss the issue, such as the “25th Global Summit of Women”, held for the first time in Brazil, in May of this year”, she added.

The certification process started in September 2014, with an anonymous survey, opened to all employees, on how diversity is seen at the company in relation to: recruitment and promotion of its collaborators, leadership training and manager guidance; flexible working hours in addition to wage policies and organizational culture. After this stage, there were visits from external auditors for the review of the data gathered during the survey, along with the policies, gender practices and working force from the three thousand Brazilian collaborators.

Since its launch in 2011, more than 100 companies in 30 countries and in 21 Industries have been using the EDGE methodology of assessment and certification to create an ideal working environment which benefits men and women alike. The adopted methodology and standards enable the company to benchmark its performance against the national and global standards.

“The L’Oréal Group is an EDGE pioneer in the beauty and cosmetics industry. L’Oréal Brazil serves as a paradigm for transparency and accountability and by being EDGE Certified, the company is showing its commitment to advancing workplace gender equality to consumers, investors and partners,” said Maria Oldin, Managing Director for EDGE. “The positive ratings from the employees at L’Oréal Brazil reflect the company’s gender inclusive culture”.

In addition to the Brazilian subsidiary, the L’Oréal Group has already received the certification for its operations in the United States, Canada, Russia and India.

To find out more about L’Oréal’s Diversity policy, click on the link below:

<http://goo.gl/sRfavr>

About L’Oréal

L’Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in 2014 and employs 78,600 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 and branded retail.

Research and innovation, and a dedicated research team of 3,700 people, are at the core of L’Oréal’s strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L’Oréal’s new sustainability commitment for 2020 “Sharing Beauty With All” sets out ambitious sustainable development objectives across the Group’s value chain.

For more information, visit <http://www.loreal.com>

About EDGE Certification

EDGE is the leading global assessment methodology and business certification standard for gender equality. The EDGE assessment methodology was developed by the EDGE Certified Foundation and launched at the World Economic Forum in 2011. EDGE Certification has been designed to help companies not only create an optimal workplace for women and men, but also benefit from it. EDGE stands for Economic Dividends for Gender Equality and is distinguished by its rigor and focus on business impact. The methodology uses a business, rather than theoretical approach that incorporates benchmarking, metrics and accountability into the process. It assesses policies, practices and numbers across five different areas of analysis: equal pay for equivalent work, recruitment and promotion, leadership development training and mentoring, flexible working and company culture. EDGE Certification has received the endorsement of business, government and academic leaders from around the world.

For more information, visit <http://www.edge-cert.org/> or follow us on Twitter @EDGE_CERT

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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.

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"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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