

# L'ORÉAL

## L'Oréal launches Fit Culture App, a new custom-made mobile app to welcome new employees

**Clichy, June 02, 2017** - To better support and onboard new employees all throughout the world, L'Oréal has developed the *Fit Culture App*, a one-of-a-kind mobile app that helps newcomers in decoding, understanding and mastering the company culture.

Human Resources developed the app as another element of the Group's 6-month strategic onboarding programme as a way to support employees with the rich and complex culture over 100 years in the making. This app, free for download, takes newcomers on a fun and simple discovery journey through bite-sized capsules on topics such as entrepreneurship, agility, networking and collaboration.

*"Our objective with the Fit Culture App,"* explains Laurent Reich, Director of International Learning Practice, *"is to take our onboarding practices to the next level and to give each and every employee, from the moment they arrive, the keys to succeed in full alignment with company values such as multiculturalism, diversity and inclusion".*

Through texts, videos, employee testimonials, as well as quizzes, games and real-life missions, "newbies" are rapidly familiarised with L'Oréal's culture. With a recommended duration of one month, broken down in 5 to 10 minute daily sessions, they progressively discover "Insider Secrets" (key events, anecdotes, company myths and legends) to earn points and eventually become true #CultureGurus.

Specifically created for younger newcomers, the *Fit Culture App*, available in 11 languages (English, French, Spanish, Arabic, Portugese, Mandarin, Turkish, Russian, Indonesian and Italian), is the first mobile application to be developed and custom-made by a company to help employees better understand and live the company culture.

Designed by the L'Oréal Culture team, in co-creation with 50 newcomers in over 30 countries around the world, the app was co-developped by the French start-up Regards Klaxoon, specialized in the creation of fixed and mobile interactive applications and winners at the CES Innovation awards in Las Vegas in 2016 and 2017.

The *Fit Culture App* is available for download for L'Oréal employees for free in the Apple Store and the Play Store starting June 1<sup>st</sup>.

### **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'ORÉAL** (switchboard + 33 1.47.56.70.00)

Nadège JOYAUX

Tél : 01.4756.78.31

[nadege.joyaux@loreal.com](mailto:nadege.joyaux@loreal.com)

[francoise.lauvin@loreal.com](mailto:francoise.lauvin@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.