

L'ORÉAL

L'Oréal students from Poland's Warsaw School of Economics win L'Oréal's 24th edition of Brandstorm

Clichy, 1st July 2016 – On June 30th, 44 student teams from around the world gathered in Paris to compete in the 24th International Finals of L'Oréal's Brandstorm business game. The teams, made up of three students from more than 300 universities around the world, were challenged to put themselves in the shoes of an international brand director of La Roche-Posay and help the brand attract and recruit young new consumers (15 to 25 years old).

The team "Fantasme" from Warsaw School of Economics from **Poland** won first place with their "Digitologist" concept; a web app that provides 3D skin scanning, online dermatological advice, and customized product recommendation. This "dermatologist in the digital sphere" solution addresses the common misconception among young consumers who associate a visit to the dermatologist with being sick. In addition to clearly understanding the brand values as well as the target, the team also provided a strong performance analysis of their business strategy. They leave with the coveted prize of a trip of their choice worth €10,000.

Team "Le Charquican" from Adolfo Ibáñez University in **Chile** came in second place with their extensive digital strategy including the "#BeInCharge" experience focusing on China, a market that represents a vast business potential and experiences air quality issues. Built around a wristband linked to a mobile application along with an educational campaign, the team's strategy aimed to improve skin condition of young consumers while solving a major environmental problem.

Team "Epicphany" from Singapore Management University in **Singapore** took the third prize with their "#BeSensitive" concept where they want to encourage young consumers to embrace their sensitive side, both emotionally and where their skin is concerned. The strategy included a one-stop portal for skin evaluation, a "Smart Skincare Companion" mobile application, as well as a World Sensitive Day initiative. These teams leave with prizes worth €5,000 and €2,000, respectively. This year, the People Choice Award went to the "Le Charquican" team from Adolfo Ibáñez University in Chile. Team "PastaRice" from University of Nottingham Ningbo in China received the Tech Award.

This year, the L'Oréal Brandstorm selection jury was made of Nicolas Hieronimus, President Selective Divisions at L'Oréal, Jérôme Tixier, Executive Vice-President Human Resources at L'Oréal, Lubomira Rochet, Chief Digital Officer at L'Oréal, Brigitte Liberman, Worldwide President Active

Cosmetics Division at L'Oréal, Laetitia Toupet, La Roche-Posay International Brand Director at L'Oréal and Guive Balooch, Global Vice President of R&I Tech Incubator at L'Oréal.

Over the years, a total of more than 95,000 students coming from 58 different countries have participated. This year, Brandstorm kicked off in September 2015 on the campuses of 58 different countries.

About Brandstorm

Brandstorm is an innovative development Program for students and a recruitment tool for L'Oréal. It enables the Group to get an on-the-job evaluation of participants and to spot the best talents from around the world. Many countries have current employees who were recruited thanks to Brandstorm and who have gone on to have thriving careers. Every year, L'Oréal recruits between 150 to 200 students via Brandstorm.

To learn more about Brandstorm, visit: <http://www.brandstorm.loreal.com/concept-page-the-game>

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 25.26 billion euros in 2015 and employs 82,900 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 new 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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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 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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