

Press release,
Clichy, 16 May 2017

L'OREAL LAUNCHES ITS FIRST FAIR DEDICATED TO INNOVATIVE STUDENTS

Brandstorm, L'Oréal's international innovation competition for students has become the benchmark for *serious games*. It is evolving into an incubator model of innovative projects carried out by competing students. Disruptive ideas will be unveiled on Thursday the 15th of June 2017. For the first time candidates will defend their project in a trade show dedicated to innovation as if they were exhibiting contractors. This 25th edition of the competition has had a record number of participants: 25,000 students from 60 countries. A record participation explained by the Group's choice to completely transform its competition and make it accessible to "Tech" profiles. 126 candidates are expected at the International Final organized in Paris, at Palais de Tokyo.

Date: Thursday the 15th from 12h30 to 22h00

Place : Palais de Tokyo

STUDENTS IN THE SKIN OF ENTREPRENEURS

In 2014, a quarter of the companies created were headed by a boss under the age of 30 and 55% of the millennials said they wanted to start their own business, according to Opinion Way. This figure jumps to 62% for the youngest age group (18 to 24 years), found in a more recent study by the same institute (October 2016).

Actively contributing to the evolution of the world in which they operate, showing what they can do or facing the technological, ecological and societal challenges of tomorrow are some of the motivations of the younger generation to embark on entrepreneurship.

To provide them with the opportunity to reveal their talents, L'Oréal Brandstorm has decided to inaugurate its "Innovation Fair", the first innovation fair where students become exhibitors. Inspired by the models of "Tech" fairs, young innovators will be able to "pitch" their projects to traveling juries composed of experts, L'Oréal executives and key partners of the Group.

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In this first edition, the mission of the participants is to present innovations that "revolutionize the care for men" for the brand L'Oréal Paris Men Expert.

"Contrary to the usual selection formats where students present their ideas in an academic way, we decided to create a show where they could" pitch "their projects with itinerant jurors, a little like start-ups that pitch with Business angels "to obtain financial support. These young entrepreneurs will exchange and convince a large panel composed of experts, L'Oréal executives and partners of the Group. This new format offers exciting prospects for everyone!" explains Carole Pasco-Domergue, Director of the Employer Brand of the L'Oréal Group.

DEVELOPING EMPLOYABILITY....

After making Brandstorm one of the world's leading student competitions, with more than 100,000 participants from 58 countries in 25 years, L'Oréal is renewing the genre by transforming its competition into an incubator of talent and projects. Objective: to give life to the experience of a L'Oréal employee, but also to allow students to implement their innovative ideas.

L'Oréal is committed to providing participants with educational support and resources, with a view of contributing to the employability of young people. A "permanent" learning philosophy is key at L'Oréal, and being constantly practiced in-house solidifies L'Oréal as a school for its young talents.

The objective is to offer these self-assessment and learning tools more and more externally. After the creation of a dedicated e-learning space in 2016, candidates will be able to test their digital level this year with the DM1 (Digital Marketing Level 1) exam and identify precisely their priority development areas. Co-created by L'Oréal and General Assembly, the leader in digital training, the DM1 is the GMAT for digital, and is recognized as a "standard". 371 students have passed the DM1. *"The level of digital competence has become an essential prerequisite for most corporate professions. In a world where everything is going very fast, the company has a role to play. L'Oréal continuously seeks new ways of learning and has deeply developed its expertise in digital. This free self-assessment tool will allow participants to situate themselves, to enhance their skills on their CVs and LinkedIn profile"* explains Jean-Claude Le Grand, Director of International Human Resources Development and Corporate Director of Diversity.

.... AND PROMOTING INNOVATION

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And in the long term, the Group also wants to "incubate" the projects presented. The ideas proposed in the competition have always proven to inspire. Increasingly, the objective will be to promote the concrete implementation of projects considered to be the most disruptive.

A RECOGNIZED 2017 PARTICIPATION: MORE 70% OF CANDIDATES IN ONE YEAR!

10,000 more participants were registered compared to 2016, the previous year. This is an unprecedented acceleration, due in part to a change in the rules of the game: all students are now invited to participate, even if they are not from a university partner.

Another innovation is the opening of the competition to a more diversified audience: until now it has been limited to students in marketing and business, but Brandstorm is enriched in 2017 by a Tech Award, rewarding the projects of students in engineering and technology.

Finally, the competition now also includes a CSR dimension (social and environmental responsibility): among the projects that will succeed in reaching the international final, a CSR Trophy will be awarded to the team presenting the most innovative and committed idea from a sustainable development perspective.

Final Program :

12h30 : Doors opening. Welcome and launch of the show

13h30-15h10 : First session of pitch – 21 teams

15h10-15h30 : Break

15h30-17h10 : Second session pitch – 21 teams

17h10-18h30 : Meeting

18h30-19h00 : Final ceremony and award ceremony

22h00 : End of the event

Key Figures :

- Number of participants in 2017 : 25 000

- Number of participants in 2016: 15 000

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- Nearly 200 young Brandstormers are hired each year (employment or internship).
- In 2016, the Group became the 9th most attractive employer in the world for business school students in the Universum ranking.

About Brandstorm: *A competition in the students' world, Brandstorm has been distinguished in the human resources field. The competition attracted over 100,000 participants from 58 countries in 25 years. It contributes to L'Oréal's image as an employer by enabling young talent to discover the company, its challenges and its culture "from the inside" while developing the employability of the participants by providing educational resources. Brandstorm can recruit 150 to 200 profiles each year. In 2017, Brandstorm repositioned itself and became an innovation incubator for talent and their projects.*

About L'Oréal

For more than 100 years, L'Oréal has been dedicated to the beauty industry. With an international portfolio of 34 different and complementary brands, the Group achieved a consolidated turnover of 25.8 billion euros in 2016 and has 89,300 employees worldwide. As the world leader in beauty, L'Oréal is present in all distribution channels: the consumer market, department stores, pharmacies and drugstores, hairdressing salons, travel retail, branded boutiques, e-commerce.

L'Oréal relies on the excellence of its Research and Innovation and its 3,870 researchers to meet all the aspirations of beauty in the world. Through its "Sharing beauty with all" program L'Oréal has made ambitious commitments to sustainable development throughout its value chain, by 2020. www.loreal.com

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HASHTAGS: #Brandstorm2017 #InnovatorsOnly #StayAheadOfTheGame



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