

L'ORÉAL

L'Oréal partners with Viva Technology Start Up Connect Paris 2016

Clichy, 13 June 2016 - L'Oréal is a partner of the Viva Technology Start Up Connect event, which will be held at the Porte de Versailles in Paris from 30 June to 2 July 2016.

This event, hosted by Les Echos Group and Publicis, will bring together technology transformation players from around the world: close to 5,000 start-ups, over a hundred major public and private companies, investors, and innovation partners will be attending the first edition of the event. The world's biggest co-working space will draw start-ups and major companies from each sector, connecting all of the players from the global digital eco-system, fostering future partnerships between start-ups and major companies, and accelerating the digital revolution.

Located in the Hall of Tech, the L'Oréal dedicated space will showcase connected beauty innovations such as the Makeup Genius app from L'Oréal Paris, the Style My Hair app from L'Oréal Professionnel, as well as My UV Patch from La Roche Posay. L'Oréal will welcome visitors for an immersion in the future of beauty.

Makeup Genius, developed by L'Oréal's Tech Incubator in San Francisco, is a virtual makeup coach that has been downloaded 20 million times worldwide. With Style My Hair by L'Oréal Professionnel, users can virtually test a new cut, colour or style. My UV Patch by La Roche Posay, launched this year, is the first stretchable skin sensor designed to monitor UV exposure.

You can find L'Oréal space at stand G2.

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

Press contact

Polina Huard

polina.huard@loreal.com

tél.: + 33 1 47 56 87 88

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."

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

Financial analysts and institutional investors

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

Journalists

Stéphanie Carson-Parker
Tel : + 33 (0)1 47 56 76 71
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, 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

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

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