

L'ORÉAL

L'Oréal signs new exclusive license agreement with Image Metrics for new makeup services

Clichy, 9 March 2016 – L'Oréal Paris and Image Metrics are very proud to announce they have entered into a new phase of their partnership regarding the augmented reality app Makeup Genius. Launched in 2014, to critical acclaim, Makeup Genius is a mirror that relies on innovative technology – developed by Image Metrics. With the support and strong expertise of L'Oréal Research and Innovation, Makeup Genius was a milestone to make our vision of connected beauty concrete. The app can monitor each user's unique facial features and allow virtual makeup to be applied in real-time on their face flawlessly.

As almost 20 million users worldwide have downloaded Makeup Genius to try on products and amazing looks and to help them make their choice before buying, L'Oréal Paris and Image Metrics have decided to go further by signing a new and exclusive partnership.

This partnership will enable the development of new features and the addition of new products & functionality to keep the instant "WOW" effect alive for women and users worldwide!

"Makeup Genius brings an obvious added value, a true utility to women giving them access to our large portfolio of products, trying them on, sharing them on their social networks and easily buying them. Entering this new era with Image Metrics will allow us to explore new possibilities and connect more than ever with consumers and offer them an easy, personalized and truly useful beauty e-routine." says Cyril Chapuy L'Oreal Paris Global President.

"The combination of Image Metrics world class augmented reality technology and L'Oreal's robust vision have brought a truly groundbreaking experience to consumers worldwide. We share a strategic perspective for what is possible and as we develop even more advanced augmented reality technology it will drive experiences that are increasingly immersive and stunningly real." says Ron Ryder, CEO of Image Metrics.

This license will make available to L'Oréal the unique Image Metrics technology, the best technology on the market crafted in simple and relevant services to help every woman to be and feel more beautiful.

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 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.

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About L'Oréal Paris

As the number one beauty brand in the world, L'Oréal Paris makes the most innovative products accessible to everyone. The brand shares a unique vision of beauty supported by 35 international spokespersons icons such as Jennifer Lopez, Jane Fonda, Eva Longoria, Susan Sarandon, Lara Stone, Liya Kebede or Fan BingBing. The exceptional careers and charismatic personality of L'Oréal Paris ambassadors embody a certain beauty ideal summed up in the legendary signature: 'Because you're worth it'.

About Image Metrics

Image Metrics, a world leading augmented reality company, is at the forefront of facial analysis and detection research. The Company provides the world's most advanced tracking technology, enabling hyper accurate placement of objects within augmented reality scenes.

Image Metrics technology has been used to power many well known films and video games as well as popular social networking applications. The Company's strategy is focused on rapid advancement of augmented reality research. As a result, the Company is continuing to enhance its facial analysis technology in addition to developing powerful capabilities that will support broader segments of the expanding augmented reality and virtual reality markets.

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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.

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

"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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