

L'ORÉAL

L'Oreal Launches Its Mobile Financial Information Site

L'Oréal presents **loreal-finance.com mobile edition**, a ground-breaking financial information site for mobile Internet users.

Determined to constantly improve the accessibility and availability of the financial information it provides, the group is launching **loreal-finance.com mobile edition**, a special version of its financial site for users of Personal Digital Assistant terminals (PDA).

The new service means that all the group's financial information can be downloaded from the **loreal-finance.com** site on to a PDA terminal free of charge. Most of the information available on the **loreal-finance.com** site – financial news releases, key figures and key data, financial information schedule, past share price performance – is now continuously accessible to users even if they are not connected.

The PDA is synchronised in a few minutes from a computer with an Internet connection, or using a compatible mobile phone.

loreal-finance.com mobile edition is a new step forward as the group keeps on improving the way it provides financial information.

In the words of Mr Michel SOMNOLET, Executive Vice-President CFO, CAO of the group: "Financial information must be permanently accessible everywhere and at all times. This is why L'Oréal has decided to innovate by making this new service available for the convenience of financial professionals and the shareholder community."

L'Oréal has always been an Internet trailblazer, and created its dedicated financial site in 1997. A wide range of services is now available on **loreal-finance.com**: an interactive, updated Annual Report, and many interactive functions for communication, downloading and personalisation. The financial site Gold Award winner in 2002 (Boursoscan), the **loreal-finance.com** site together with its new mobile user version **loreal-finance.com mobile edition** are further improving the way the group provides financial information.

For further information, please contact your bank, broker or financial institution, or consult your usual newspapers or the Internet site for shareholders and investors, www.loreal-finance.com; alternatively, call the free phone number: 0 800 66 66 66 L'OREAL – 41 rue Martre – 92117 CLICHY– France.

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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