

# L'ORÉAL

## Acquisition Of Respons In Scandinavia

Paris, 13 november 2000 - The L'Oréal group, the world's leading cosmetics company, announces the acquisition of Respons, the Scandinavian shampoo brand, from Colgate Palmolive Company.

Launched in Northern Europe in 1985, Respons is recognized as one of the top three brands of haircare in Scandinavia, where it makes three quarters of its sales.

Annual net sales for the brand in 1999 were about 11 millions Euros. The product range includes shampoos and conditioners, of which the most well known are Volume Care, Daily Care, Repair Care or Extra Care.

L'Oréal already has a strong foothold in the Scandinavian haircare market, via Elsève by L'Oréal Paris and Fructis by Laboratoires Garnier.

*"The group's position has been reinforced through this acquisition which perfectly rounds off Laboratoire Garnier's product catalogue,"* declared Franklin Berrebi, General Manager of L'Oréal's Europe Region.

*"L'Oréal is already a leader on the Danish market ; it has now therefore obtained a choice position on the Swedish haircare market, opening up rapid growth prospects in Norway and Finland."*

The financial terms of the agreement were not disclosed. The transaction is expected to become effective on November 30 2000 at the latest. The finalising of this operation will be subject to the usual approval procedures, both from government authorities and each company's Board of Directors.

Given the synergies which should arise from this acquisition, the operation should be highly accretive as from the first year.

## 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](http://www.loreal.com)

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*"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](http://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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