

L'ORÉAL

**Annual General Meeting Net Profit: +24.2%,
Dividend: +29.4% Payable On 8th June, 2001**

The Annual General Meeting of L'OREAL was held at the headquarters of UNESCO in Paris on Tuesday 29th May, 2001 under the chairmanship of Mr Lindsay OWEN-JONES, Chairman and Chief Executive Officer. During his speech, he said: *"2000 was a historical year for L'Oréal, our growth rate set an all-time record level...Our confidence is further strengthened for 2001"*.

The AGM approved the financial statements for 2000. Consolidated sales amounted to Eur 12.67 billion (FF 83.12 billion). Net profit on ordinary activities before capital gains and losses, after minority interests, was over Eur 1 billion (FF 6.74 billion), giving Earnings per Share of Eur 1.52 (FF 9.96), representing an increase of 24.2%, and double-digit growth for the sixteenth year in succession.

The AGM decided on a net dividend of Eur 0.44 per share (approximately FF 2.89), which, by decision of the Board of Directors, will be paid on 8th June, 2001 by any financial intermediary. The dividend growth rate compared with 1999 is 29.4%, and the payment date is much earlier than usual.

The AGM renewed the tenure of four directors: Madame Françoise BETTENCOURT MEYERS, Mr Peter BRABECK-LETMATHE, Mr François DALLE and Mr Jean-Pierre MEYERS. Mr Guy LANDON, after a long career for which he received the congratulations of the Board of Directors, did not wish to have his tenure renewed. The AGM also appointed Mr Jean-Pierre PICARD as Substitute Auditor to replace Mr Etienne JACQUEMIN. The latter was appointed Statutory Auditor to replace Mr Patrice de MAISTRE, who resigned for personal reasons. Furthermore, the AGM renewed the authorisation usually granted to the Board of Directors for a period of 18 months enabling it to buy back the company's own shares up to a limit of 6% of the share capital.

Contacts at L'OREAL

Shareholders and Regulatory Authorities

Mr François ARCHAMBAULT

Tel.: 00.33.01.47.56.83.45 <http://www.loreal-finance.com>

Analysts and Institutional Investors

Ms Caroline MILLOT

Tel.: 00.33.1.47.56.86.82

Fax : 00.33.1.47.56.80.02 Journalists

Mr Lorrain KRESSMANN

Tel : 00.33.1.47.56.40.24

lkressmann@loreal.com

For further information, please consult the Internet financial site,
<http://www.loreal-finance.com> (e-mail : info@loreal-finance.com) or call the **local-rate**
number: 00.33.1.58.13.51.36

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."

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