

# L'ORÉAL

## First Quarter 2001 Sales Eur 3.4 Billion : + 12.7%

Consolidated sales of L'Oréal at 31st March, 2001 totalled EUR 3,404 billion.

The increase compared with the first quarter 2000 is 12.7%.

Foreign exchange had a positive impact of 1.2%.

On a like-for-like basis, i.e., with identical structure and exchange rates, the increase of consolidated sales of the Group rose 7.7% and excluding currency effects 11.5%.

The increase in Group sales per main branch was as follows:

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<b>Published</b>		
<b>figures</b>	<b>Excluding</b>	
<b>currency</b>	<b>effect</b>	
<b>Cosmetics</b>	<b>+ 12.9%</b>	<b>+ 11.7%</b>
Dermatology	+ 7.2%	+ 4.0%

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other financial intermediary, your usual newspapers, or the Internet site for shareholders and investors <http://www.loreal-finance.com>; alternatively, ring the +33 1 58 13 51 36. The main part of the annual presentation of financial results 2000 will be broadcast live online on the [www.loreal-finance.com](http://www.loreal-finance.com) site on Thursday 5th April 2001 from 9.45 am onwards.

**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](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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