

L'ORÉAL

L'Oréal holds its fourth edition of "Citizen Day"

Clichy, 5 June 2013 – In France, Citizen Day will be held on Tuesday, June 25th. On this day, L'Oréal collaborators based in France will take part in a day of voluntary activities aimed at helping neighbouring communities and organisations.

More than 200 activities have been planned to meet the very specific requirements of the day's 138 partner organisations, including well-being workshops, garden development projects, renovation work in community centres and shelters, and food and clothing drives. Teams from all the group's entities, including its head office, research centres and industrial sites, will have the chance to respond to a wide variety of needs.

"Citizen Day is a day where every L'Oréal collaborator can become an active player and put the group's community-spirited commitment into action. It is a day of sharing and one where, collectively, we can positively impact the world around us," said Jean-Paul Agon, Chairman and Chief Executive Officer of L'Oréal. "A company's goal should not only be to create financial value, but also to create social value."

A long-term commitment, the event will this year involve more than 20,000 employees in 60 countries over the coming weeks, including China on 7 June, the United States on 14 June, Brazil on 3 July and South Africa on 19 July.

Citizen Day was launched in 2010 with the aim of embodying L'Oréal's commitment to social responsibility in one day of collective voluntary action by its employees. The project was inspired by L'Oréal's Centenary celebration in 2009, when a symbolic 100 community projects were launched worldwide, with employees invited to take part on a voluntary basis. Since then, L'Oréal has committed to mobilising its employees across the world one day a year, every year.

About L'Oréal

L'Oréal, the world's leading beauty company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 27 international, diverse and complementary brands. With sales amounting to 22.5 billion euros in 2012, L'Oréal employs 72,600 people worldwide. In 2013, the Ethisphere Institute, a leading international think-tank for business ethics,

corporate social responsibility, and sustainability, recognized L'Oréal as one of the World's Most Ethical Companies. This is the fourth time that L'Oréal has received this distinction. www.loreal.com

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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

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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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