

L'ORÉAL

L'Oréal Invests In The On-Line Marketplace Cpgmarket.Com

Paris, the 5th December 2000 - L'Oréal invests in purchasing and supply logistics on the internet through an association with the CPG market.com european on-line market place. This investment in CPG market.com capital will amount to 8 millions Swiss francs.

CPGmarket.com, founded by several large european consumer goods companies, aims to provide its shareholders and its customers with a total supply chain service, namely, logistics, procurment and customer service.

This agreement will allow L'Oréal, the world leader in cosmetics, to realise significant savings in its industrial and administrative purchases.

"Through this commitment in e-procurement, L'Oréal confirms its intention to continually improve its purchasing performance, stock management and logistics chain management", announced Marcel Lafforgue, Vice President in charge of Production & Technology. "Our equity participation in CPGmarket.com also indicates our desire to be involved in the development of this company and to help define its strategy."

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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