

L'ORÉAL

L'Oréal is the Number 2 Most Attractive Employer in Europe According to Universum Survey

Clichy, May 21, 2014 – Europe's business students have ranked L'Oréal as their number two ideal employer in Universum's "Europe's Most Attractive Employers Ranking".

The annual talent attraction index compiles the results of the Universum Student Survey in 12 European countries: France, Germany, UK, Russia, Italy, Spain, Netherlands, Switzerland, Sweden, Norway, Poland and Belgium. The index represents the preferences of more than 130,000 career seekers across Europe, surveyed between October 2013 and March 2014.

L'Oréal, who receives one million job applications per year, is recognized by its candidates for assigning high job responsibilities early on in one's career, for offering a diversified career path and international opportunities, and for giving meaningful work including innovation and conquest of new markets.

To view testimonies of some of L'Oréal's 77,500 employees completing an exciting mission, visit: <http://www.loreal.com/careers/who-you-can-be/human-resources.aspx>

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, travel retail and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain.

www.loreal.com

About Universum

Universum is an international company that specializes in the field of employer branding¹. Founded in 1988, its goal was to improve communication between students and the employers who want to recruit them. Today, Universum's mission is to help employers excel in recruitment and retention by ensuring improvements to their employer brand. Universum delivers a full range of services in research, strategic consulting and communication solutions that enable employers to better

understand, attract and retain current and future ideal employees. Universum is a trusted partner to 1,200 clients, including many Fortune 500 companies, and co-operates with 1,500 universities worldwide to conduct research on the career and employer preferences of top talent. Universum surveys on an annual basis 400,000 students and professionals worldwide.

To see the full ranking:

<http://universumglobal.com/ideal-employer-rankings/regional-results/europes-most-attractive-employers-2014/>

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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

"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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