

L'ORÉAL

L'Oreal Recognizes The Marketing Trend Setters Of The Future

Paris, June 10, 2004 – Four international teams proved their creative attitude yesterday when they dazzled the L'Oréal Marketing Award jury chaired by L'Oréal's CEO, Lindsay Owen-Jones. The executive panel of judges included François Vachey, Executive Vice-President Human Resources, Gilles Weil, President-Luxury Products Division, Hervé Navellou, General Manager, Biotherm International-L'Oréal and Maurice Levy, Chairman of Publicis. After a day of marketing acrobatics and creative gymnastics, the winners were announced last night at Paris's avant-garde Palais de Tokyo museum.

The aim of L'Oréal's foremost marketing game was for students to present a complete international marketing strategy, new products range, packaging and communication campaign for **Biotherm Homme**. Competing teams in yesterday's international finals came from top universities in 26 countries in Asia, Europe and the Americas.

The winning team from Canada's York University's Schulich School of Business enchanted the jury with its new line of nighttime skin care products called "Biotherm Homme Rejuvenate." The second place prize was awarded to the team from Singapore's Nanyang Technological University. The third place went to Holland's Erasmus University Rotterdam and Japan's Waseda University. The Canadian and Brazilian teams were awarded the Publicis Special Prize for Best Communication, presented by Maurice Levy, CEO of Publicis and also a member of the Executive Jury. The Canadian team's winning campaign was entitled "Tonight begins Tomorrow's Confidence"

L'Oréal's CEO and President of the jury of honour, Mr. Lindsay Owen-Jones said: "The L'Oréal Marketing Award is a huge adventure and it is wonderful to see you sharing our passion. The competition is an incredible opportunity to have a bird's eye view into our company and see what it really does and it is a great pleasure for us to share with you what we do."

The L'Oréal Marketing Award is an innovative recruitment tool which allows marketing students to put their creative skills to the test in a real business setting. Since its launch in 1993, more than 14,300 young male and female marketing students have participated in the marketing game. .

The 2004 edition of the L'Oréal Marketing Award was the biggest ever, with **3, 300 selected students from 130 schools in 26 countries.**

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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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