

L'ORÉAL

L'Oreal'S Corporate Internet Portal A Winner At The Top Com 2002

Clichy, France, February 11, 2002.

One year after launch, the L'Oreal Group's Corporate Internet Portal, www.loreal.com, won two prizes at the 2002 Corporate Business Top Com Awards: the Multimedia Grand Prize and the Gold Top Com for web design. The two awards honor the group's strategy in editorial portal positioning, international development in over 20 countries, innovative interface and graphic design, and a unique platform enabling centralized administration of its worldwide corporate sites.

In February 2001, L'Oréal revamped its corporate site and adopted an editorial portal structure. Now, www.loreal.com is continually updated and relies on strong informative dynamics. The challenge was to combine rich content appealing to audiences in a diverse range of territories with a single, user-friendly navigation interface.

Strong Growth Indicators

L'Oréal's online communications strategy has been rewarded by a significant increase in audience, and the number of pages viewed doubled in one year. In 2001, www.loreal.com received more than 70,000 job applications – up 120% from 2000—and the number of on-line hires progressed by nearly 40%.

"These results support our international corporate Internet strategy", said Giorgio Galli, the L'Oréal Group's Vice-President in charge of Corporate Communications and External Affairs. They reinforce our conviction that the company will become a media in its own right and encourage us to develop new services that will meet the expectations of Internet users".

A Site in Sync with the Evolution of the Group's Image

Since 1997 Loreal.com has contributed to strengthening the group's international notoriety with regard to three main target audiences: job applicants, the financial community and journalists.

The number of thematic and local corporate sites has grown continuously over the last four years. Currently, L'Oréal has designed sites especially adapted to local language and culture in 15 countries (Germany, Argentina, Canada, China, Korea, Spain, Finland, France, Hungary, Italy, Japan, Singapore, Taiwan, Thailand, USA), and in the second half of this year 20 territory-specific sites will be online. .

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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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