

L'ORÉAL

Team India crowned champions of 21st edition of L'Oréal Brandstorm

Clichy, 21 June 2013 – 37 student teams from around the world gathered in Paris to compete for the top prize at yesterday's L'Oréal Brandstorm International Finals held at the Grand Palais. Team "Les Avant Gardes" from the S.P. Jain Institute of Management and Research in India were crowned the Brandstorm 2013 champions, bringing home the coveted prize of a trip to a city of their choice worth €10,000. They also won the Best Communication Campaign Prize. 2nd place went to the Greek team, "A for Athens", from the Athens University of Economics and Business who also won the People Choice Award with 19,000 "Likes" on Facebook. "Innova'Team" from France's engineering school, Agro Paris Tech, landed the 3rd prize. The Best Digital Campaign Prize went to team "Fashion Geek" from China's University of International Business and Economics.

The distinguished jury of this year's Brandstorm consisted of top L'Oréal executives, including Jérôme Tixier, Executive Vice-President, Human Relations; Marc Menesguen, Executive Vice-President, Strategic Marketing; Jean-Jacques Lebel, President, Consumer Products Division; Cyril Chapuy, Brand Global President, L'Oréal Paris; Marie Gulin, Vice-President, Global Integrated Communications, L'Oréal Paris; as well as Nannette Dufour, President McCann Beauty Team, McCann World group.

New Wildcard Cycle

This year's Brandstorm saw the participation of 10,000 students from 320 partner universities in 45 countries. To broaden its scope, L'Oréal introduced the Wildcard Cycle, giving students from non-partner campuses the opportunity to participate in the Brandstorm. 2,000 students from various universities and specializations competed in teams of three, submitting a video presentation of their project via Youtube. The projects were evaluated by L'Oréal's international human resources department and influential bloggers specializing in human resources, communication and marketing. Team Neat Plus from the University of Minho in Portugal won the first ever Wildcard Cycle, receiving an all-expense paid trip to Paris to compete with the national teams during the International Brandstorm Finals.

"L'Oréal Brandstorm is at the forefront of business games and innovative recruitment, remaining relevant for more than two decades through constant renewal", said L'Oréal's Employer Branding Director Alexandra Edleston-Leroy. "The introduction of the Wildcard Cycle is driven by the desire to enlarge our candidate pool, underlined by the importance of talent diversity to the continued success of global companies like L'Oréal."

A Real-Life Marketing Experience

Responding to students' desire to gain hands-on professional experience, L'Oréal pioneered this innovative marketing competition 21 years ago which allows young talents from around the world to transform classroom lessons into concrete projects. Every year, Brandstorm challenges teams of three undergraduates to unleash their creativity in order to propose a product or service launch for one of L'Oréal's 27 international brands in line with the latest market developments and trends.

For this edition, teams were invited to put themselves in the shoes of the head of the L'Oréal Paris ASEAN (Association of Southeast Asian Nations) hub to promote innovation for the haircare and styling category. With the thriving ASEAN cosmetics market, this year's case gives students the opportunity to experience the real-life challenges of a marketing professional working at the world's leading cosmetics group today.

In addition, students also have the opportunity to discover careers within the Group and get talent-spotted. Every year, between 150 and 200 students are recruited via Brandstorm, many of whom have gone on to have thriving careers.

For more information: http://multimediacapsule.thomsonone.com/brandstorm2013_en

About L'Oréal Brandstorm:

L'Oréal remains a pioneer in innovative recruitment with Brandstorm which was launched in 1993 and encourages young people to realize their potential, develop their professional skills and discover career opportunities. The aim is to offer students from around the world a pedagogical and professional experience and the opportunity to take on the role of an International brand manager within the beauty products industry. This project is part of the L'Oréal Human Resources communication strategy and aims to enhance students' creativity and perception of the L'Oréal business.

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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