



BECOME A SHAREHOLDER IN THE WORLDWIDE BEAUTY LEADER



5 reasons to take part in the L'Oréal adventure

L'ORÉAL



Beauty, a value for the future

L'ORÉAL
PROFESSIONNEL

REDKEN
37TH AVENUE NYC

KÉRASTASE
PARIS

MATRIX
IMAGINE ALL YOU CAN BE

L'ORÉAL
PARIS

Take care.
GARNIER

MAYBELLINE
NEW YORK

SOFTSHEEN-CARSON®

LANCÔME
PARIS

GIORGIO ARMANI
PARFUMS

YVES SAINT LAURENT

BIOTherm

Kiehl's
SINCE 1851

RALPH LAUREN

shu uemura

cacharel

HR
HELENA RUBINSTEIN

DIESEL

VICHY
LABORATOIRES

LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

innēov



essie

clarisonic
The power to be beautiful.

VIKTOR & ROLF





For more than a century L'Oréal has been pushing back the boundaries of science to invent beauty and meet the aspirations of millions of women and men.

To offer everyone, all over the world, the best of cosmetics innovation in terms of quality, efficacy and safety; to give everyone access to beauty by offering products in harmony with their needs, culture and expectations. This is our true purpose, and the focus of our activity.

We have an outstanding opportunity, that of operating in a virtually unlimited market as the world will always need beauty.

And as globalisation accelerates, L'Oréal's mission is broadening. Markets everywhere are opening up and redrawing the boundaries of the world of the future.

Although our flag is already flying on 5 continents, we make the bulk of our sales with less than 15% of the world's population.

In ten years' time, we should have as many customers in the Asia, Pacific zone as in Europe and the United States combined. This is the basis for our objective of winning a billion new consumers: an ambitious project for which all L'Oréal teams are motivated; a business adventure, but also a human one. Since the major challenges of this world are group challenges where we all have a role to play: by providing access to products that enhance the quality of life, by preserving the natural environment of our planet, and by supporting local communities, we are creating value to benefit everyone.

Being a L'Oréal shareholder means sharing and supporting this great project. It is also investing in a share which achieves solid growth and is well equipped to allow us to seize every opportunity in a business which is full of promise.

Finally, it means engaging with us in a close relationship based on confidence and mutual exchange.

Beauty is a value for the future. Together, let us inaugurate a new page in L'Oréal's adventure, that of universalisation and beauty for all.

JEAN-PAUL AGON
Chairman and CEO of L'Oréal



Reason No.1

One vocation

For more than a century, L'Oréal has invented beauty

L'Oréal has set itself the mission of offering all women and men worldwide the best of cosmetics innovation in terms of quality, efficacy and safety. It pursues this goal by meeting the infinite diversity of beauty needs and desires all over the world.

It is a business rich in meaning, as it enables all individuals to express their personalities and open up to others.

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L'ORÉAL

1st cosmetics group worldwide*
27 international brands

*WWD ranking, August 2011.



Reason No. 2

One vision **Beauty for all**

Since its creation by a researcher, L'Oréal has been pushing back the frontiers of knowledge and science. Its unique Research arm enables it to continually explore new territories and invent cosmetic products adapted to beauty rituals and to the world's diversity.

Beauty for all means beauty
for each individual.



L'ORÉAL

19 research centres

16 evaluation centres worldwide

Ranked in 2011 as one of the world's 100 most
innovative companies*

* Thomson Reuters.



Reason No. 3

One ambition
Attracting a billion
new consumers

In a modern cosmetics market with more than 4 billion consumers, L'Oréal today has 1 billion customers.

Our goal is to double this number within the next decade.



L'ORÉAL

Present in 130 countries
Heading towards 2 billion consumers.



Reason No. 4

One strategy **Based on a** **solid business model**

Supported by loyal shareholders, vigilant governance and stable management, L'Oréal has always targeted profitable and sustainable growth.

Powerful innovation, the vitality of our brand portfolio and a vast potential for internationalisation represent its major assets.

With a robust balance sheet and a solid financial situation, the group can look forward to the future with confidence.

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L'ORÉAL

Sales: +49%

EPS*: +89% since 2004

* Diluted net earnings per share, excluding non-recurring items.
Pro forma 2004 figures restated according to IFRS.



Reason No. 5

One commitment
Towards sustainable,
responsible and inclusive
growth

Making beauty universal is the project of a company which strives to be exemplary, exacting in limiting its footprint on the planet, and increasingly creative in inventing new models of sustainable consumption.

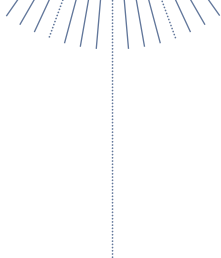
Contributing to a more beautiful world is the commitment of all L'Oréal employees.



L'ORÉAL

For the 5th consecutive year, ranked as one of the
100 most sustainable companies in the world*

**Annual survey, Corporate Knights, 2012.*



Some
200,000
individual shareholders
are already taking part in the
L'Oréal adventure

Return on an investment
in L'Oréal shares:

Initial capital multiplied by 10.15 in twenty years*

Dividend multiplied by 3 in 10 years

A preferential dividend of +10%
for all shareholders having held
registered shares for at least two years

*Purchase of 131 shares on December 31st, 1991: €14,998.19
Valuation at December 30th, 2011, including reinvestment of dividends
(1,887 shares at €80.70): €152,208.90.



For more information visit:

www.loreal-finance.com/eng/become-shareholder

From France: toll-free number for shareholders

0 800 666 666

From outside France:

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