

L'ORÉAL

L'ORÉAL FINALIZES THE ACQUISITION OF NIELY COSMETICOS GROUP IN BRAZIL

Clichy, March 31st, 2015 - L'Oréal announced today that it has finalized the acquisition of **Niely Cosmetics** in Brazil. Niely Cosmetics is the largest independent hair coloration and hair care company in Brazil, one of the world's largest hair color and hair care markets.

With a net revenue of 406 million Brazilian Reals in 2014 (130 million euros based on the average rate of the Brazilian Real in 2014), the Niely Cosmetics group has two main brands: **Cor & Ton** for hair coloration and **Niely Gold** for shampoos and care. Sold at accessible prices and enjoying a large penetration among the country's middle class, Niely Cosmetics products are widely distributed throughout retailers and wholesalers, supermarkets, pharmacies and perfumery chains.

A strategic move for L'Oréal in Brazil and Spanish-speaking Latin America Zone, the acquisition of Niely Cosmetics will complement the products offered by L'Oréal's Consumer Products Division in Brazil.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 22.5 billion euros in 2014 and employs 78,600 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 and branded retail.

Research and innovation, and a dedicated research team of 3,700 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

"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."

Contacts at L'ORÉAL (switchboard: +33 1 47 56 70 00)

Individual shareholders and market authorities

Mr Jean Régis CAROF
Tel: +33 1 47 56 83 02
jean-regis.carof@loreal.com

Financial analysts and Institutional investors

Mrs Françoise LAUVIN
Tel: +33 1 47 56 86 82
francoise.lauvin@loreal.com

Journalists

Mrs Stephanie CARSON-PARKER
Tel: +33 1 47 56 76 71
stephanie.carsonparker@loreal.com

For more information, please contact your bank, broker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers, and the Internet site for shareholders and investors, <http://www.loreal-finance.com>, alternatively, call +33 1 40 14 80 50.