

L'ORÉAL

L'ORÉAL SIGNS AN AGREEMENT TO ACQUIRE ATELIER COLOGNE

Clichy, 30 June 2016 - Today, L'Oréal announced the signature of an agreement to acquire Atelier Cologne.

Launched in 2009 by Sylvie Ganter and Christophe Cervasel, Atelier Cologne specialised in niche perfumery sold in selected retailers, will join L'Oréal's prestigious brand portfolio.

"Alternative perfumery is currently a high-growth segment. We are delighted to welcome the perfume House Atelier Cologne within L'Oréal Luxe. Thanks to its expertise in niche perfumery, this brand will perfectly complement the L'Oréal Luxe's brand portfolio which includes exclusive perfume collections from its biggest brands: Armani Privé, Le Vestiaire des parfums by Yves Saint Laurent, Maison Lancôme, Replica by Maison Margiela as well as the Ralph Lauren Collection," explained Nicolas Hieronimus, President L'Oréal Selective Divisions.

Atelier Cologne creates and manufactures in France "Colognes Absolues", genuine pure perfumes blending citrus notes with the finest natural raw materials. These uniquely balanced creations targeting women and men are also available in perfumed soaps, shower gels and body lotions as well as candles for the home.

Building on its success, Atelier Cologne is now present in over 800 points of sale, in the most prestigious stores and perfumeries in 40 countries and on e-commerce sites. The brand has 6 stand-alone stores, with 3 in France, 2 in the United States and 1 in Hong-Kong.

"Our encounter and love story led to the creation of Atelier Cologne. Today, another dream comes true as we join the L'Oréal Group with a shared ambition to reach new heights keeping the entrepreneurial spirit of our Maison. We are delighted to benefit from the Group's retail and digital expertise and L'Oréal Luxe's olfactory expertise to make the brand even more successful," said Sylvie Ganter and Christophe Cervasel, founders of Atelier Cologne.

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 25.26 billion euros in 2015 and employs 82,900 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 new sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.
www.loreal.com

About L'Oréal Luxe

L'Oréal Luxe offers women and men throughout the world an array of 18 prestigious and modern international brands with a unique heritage of exceptional brands, originating from fashion (Giorgio Armani, Yves Saint Laurent, Diesel, Cacharel, Viktor&Rolf, Ralph Lauren...), historic beauty players (Lancôme, Biotherm, Helena Rubinstein...) and brands that represent today's new luxury. Traditional luxury, associated with heritage and craftsmanship, is melded with the more digital and alternative New Luxury brands like Urban Decay, Clarisonic, Shu Uemura and Kiehl's.

L'Oréal Luxe's brand portfolio strives to promote the different specialties of luxury beauty: skincare, make-up and fragrances, while offering high-quality products through a selective distribution channel, as well as excellent service to cater to its diverse consumer base.

L'Oréal Luxe generated sales amounting to 7.2 billion euros in 2015 and grew by 6.1% with outstanding breakthroughs in make-up and women's fragrances, thanks to the success of "La vie est belle" by Lancôme, Si by Giorgio Armani and Black Opium by Yves Saint Laurent.

About Atelier Cologne

Established in 2009, Atelier Cologne is the first Maison de Parfum creating Pure Perfumes inspired by the legendary Eau de Cologne. The founders, Sylvie Ganter and Christophe Cervasel, gave birth to a new olfactive family, Cologne Absolue. For the first time, citrus are blended with the most precious natural raw materials for perfectly balanced creations and exceptional lasting power. Each Cologne Absolue tells the story of treasured emotions and powerful memories. www.ateliercologne.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

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 Anne-Laure RICHARD
Tel: +33 1 47 56 80 68
annelaure.richard@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.