

L'ORÉAL

Information note issued in connection with the proposal to the Annual General Meeting of Shareholders of April 29th 2004 concerning the authorisation to buy back treasury shares



In application of article L. 621-8 of the French Monetary and Financial Code, the *Autorité des Marchés Financiers* granted this information note the visa no. 04-210 dated March 25, 2004, in accordance with the stipulations of regulation no. 98-02 as amended by regulations no. 2000-06, 2003-02 and 2003-06 of the *Commission des Opérations de Bourse*. This document has been drawn up by the issuer, and responsibility for the document is assumed by its signatories. The visa does not imply approval of the share buyback programme or the authentication of the accounting and financial information presented.

SUMMARY OF THE MAIN CHARACTERISTICS OF THE OPERATION

- **AMF visa number:** 04-210 dated March 25, 2004
- **Issuer:** L'Oréal – Incorporated in France as a *Société Anonyme* with registered capital of €135,212,432
Registered office: 14 rue Royale – 75008 Paris – France
632 012 100 RCS PARIS
Company's shares are listed on the *Premier Marché* of Euronext Paris
- **Securities concerned:** L'Oréal shares
- **Maximum percentage of capital buyback authorised by the Annual General Meeting of April 29th 2004:** 10% of capital, that is 67,606,216 shares
- **Maximum percentage of capital buyback that may be carried out as of March 12th 2004 taking the present treasury shares into account:** 6.13% of capital, that is 41,436,516 shares
- **Maximum purchase price per share:** €95
- **Minimum selling price per share:** €45
- **Objectives** (in decreasing order of strategic importance, with no effect on the actual order in which the buyback authorisation is used, which will depend on needs and opportunities):
 - Purchases and sales depending on market situations;
 - Purchases and holding with a view to potential subsequent share swaps;
 - Coverage of stock option plans;
 - Stabilisation of the share price by systematic intervention to correct market trends.In all cases, it will be possible to cancel the shares bought back.

Authorisation period: up to but no later than October 29th 2005.