

**FIRST  
HALF 2005  
RESULTS**

**Objective for 2005: another year  
of double-digit earnings per share growth**  
**1st Half Results: In line with annual projections**

# L'ORÉAL

- **2nd quarter sales growth: +5.4%**
- **Operating profit: € 1,115 m, or 15.6% of sales**
- **Gradual improvement in exchange rate impact**
- **Diluted earnings per share: +4.5%**

*“ The faster sales growth recorded in the second quarter should continue in the second half, in view of the more intensive programme of product launches and promotional activities. Although a single half-year's performance has limited significance, the results of the first six months are in line with our projections. In 2005, L'Oréal should once again achieve double-digit earnings per share growth. ”*

**Sir Lindsay Owen-Jones,  
Chairman and Chief Executive Officer**

## Main indicators

€ Millions	At June 30th 2005 IFRS	At June 30th 2004 IFRS Pro forma*	At June 30th 2004 IFRS
<b>Sales</b>	<b>7,164</b>	<b>6,922</b>	<b>6,922</b>
Operating profit before exchange gains and losses	1,123	1,087	1,087
Operating profit	1,115	1,115	1,115
Pre-tax profit	1,257	1,242	1,330
<b>Net profit after minority interests</b>	<b>892</b>	<b>878</b>	<b>947</b>
<b>Net profit excluding non-recurrent items <sup>(1)</sup></b>	<b>892</b>	<b>875</b>	
<b>Earnings per share <sup>(2)</sup> (€)</b>	<b>1.40</b>	<b>1.34</b>	

\* For purposes of comparison, the pro forma profit and loss account presented has been restated to allow for the deconsolidation of Sanofi-Synthelabo on January 1st 2004:

- by replacing the share in the net profit of Sanofi-Synthelabo by the dividends received;
- and by neutralising the dilution capital gain, net of tax, relating to these shares.

(1) Net profit excluding non-recurrent items after minority interests does not include capital gains and losses on disposals of long-term assets, impairment of assets, restructuring costs, associated tax effects or minority interests.

(2) Earnings per share: diluted net earnings per share based on the net profit excluding non-recurrent items after minority interests.

➔ The full text of this news release is available on L'Oréal's financial Internet site: [www.loreal-finance.com](http://www.loreal-finance.com) and on its mobile edition for PDA



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