L'ORÉAL

2018 ANNUAL RESULTS

DIVISIONS

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8 February 2019
L'ORÉAL

+7.1%

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Beauty market

~ +5.5%

* 2018 like-for-like sales growth.
<table>
<thead>
<tr>
<th>Brand</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>L'ORÉAL LUXE</td>
<td>+14.4%</td>
</tr>
<tr>
<td>L'ORÉAL Active Cosmetics</td>
<td>+11.9%</td>
</tr>
<tr>
<td>L'ORÉAL Consumer Products</td>
<td>+2.5%</td>
</tr>
<tr>
<td>L'ORÉAL Professional Products</td>
<td>+2.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Market Growth</th>
<th>~ +11%</th>
</tr>
</thead>
<tbody>
<tr>
<td>~ +6%</td>
<td>~ +4%</td>
</tr>
<tr>
<td>~ +2%</td>
<td></td>
</tr>
</tbody>
</table>

*2018 like-for-like sales growth.
1. BIG BRANDS got bigger

TOP 8 BRANDS

+8.4%

*Average 2018 sales growth.
POWER PRODUCTS
ADAPT TO THE NEW WORLD
2 CUTTING-EDGE innovations
3 CHINESE consumers
ADAPTING to the channel shifts
E-COMMERCE GROWTH IN 2018

+41% + 11% OF SALES

*Sales achieved on our brands' own websites + estimated sales achieved by our brands corresponding to sales through our retailers' websites (non-audited data).
TRAVEL
RETAIL
REINVENTING OUR GO-TO-MARKET
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