2018 SALES
€9.4Bn
+14.4%
LIKE-FOR-LIKE
SECOND HALF

+15.1%
LIKE-FOR-LIKE

L’ORÉAL LUXE
OUTPERFORMED THE MARKET FOR THE 8th CONSECUTIVE YEAR
WE ARE WINNING IN NARMLY EVERY REGION
CHINA

+52%
TRAVEL RETAIL
+
28%
TWO DYNAMIC MARKETS

LATIN AMERICA +10%

EASTERN EUROPE +14%

*L'Oréal Luxe*
WESTERN
EUROPE

+2%

* 2018 like-for-like sales growth.
NORTH AMERICA

+2%
A STRONG & BALANCED PORTFOLIO
OUR 4 BILLIONAIRE BRANDS
GROWING DOUBLE-DIGIT

LANÇÔME
PARIS

KÉSÁINTLAURENT

ARMANI
OUR 4 BILLIONAIRE BRANDS
GROWING DOUBLE-DIGIT

€3Bn

* 2018 sales.
OUR 4 BILLIONAIRE BRANDS
GROWING DOUBLE-DIGIT

LANÇÔME
PARIS

YVES SAINT LAURENT

ARMANI

GINGER LEAF & HIBISCUS
FIRMING MASK

Kiehl's since 1851
Kiehl's
SINCE 1851

BROKE NEW RECORDS
SUCCESSFUL REPOSITIONNING ON ULTRA PREMIUM
INCREDOBLE SUCCESS OF Yes I Am
INTERNATIONAL ROLL-OUT
DYNAMIC
ASIAN BRAND PORTFOLIO

shu uemura

YUESAI
THE MAGIC RECIPE
LONG-STANDING POWER-FRANCHISES...
...AND BREAKTHROUGH INNOVATIONS
SKINCARE GROWTH

+24%*

* 2018 like-for-like sales growth.
EUROPEAN TOP 6

Source: NPD FY 2018.
WINNING IN THE NEW LUXURY WORLD
GLOBAL E-COMMERCE

+42% 2018 GROWTH

16% OF L’ORÉAL LUXE SALES

*Sales achieved on our brands’ own websites + estimated sales achieved by our brands corresponding to sales through our retailers’ websites (non-audited data).
NEW ACCELERATION OF D2C
STORE
IS THE NEW MEDIA
LOYALTY PROGRAMS
DATA DRIVEN MARKETING
CRM
SUSTAINABILITY
OF OUR PRODUCTS
CHINESE UPPER MIDDLE CLASS GROWTH

CONTINUED SKINCARE ACCELERATION

DYNAMIC LUXURY MARKET

L’ORÉAL LUXE
A STRONG LAUNCH PLAN
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