Mass Market Growth
≈ +6%
L’ORÉAL
Consumer Products
14 Bn€
+8.3%

2022 year-on-year sales growth
Best Result in 20 Years
Value Growth
+5.7%

Volume Growth
+2.6%
L’ORÉAL Consumer Products

OPERATING PROFIT

2022

19.8%
Market Share Gains in all categories
Europe +8.1%

United States +9.3%
40% of growth from emerging markets
Mexico
+31%
4 Strategic Growth Drivers
Focus on the Upper Half of the Middle Class
Upper Half of the Middle Class
±2Bn PEOPLE
Upper Half of the Middle Class

38% IN EMERGING MARKETS

Source: World Data Lab
<table>
<thead>
<tr>
<th>Socio-Economic Classes</th>
<th>Market</th>
<th>L’Oreal Consumer Products</th>
</tr>
</thead>
<tbody>
<tr>
<td>A+B</td>
<td>50%</td>
<td>70%</td>
</tr>
<tr>
<td>C+D</td>
<td>50%</td>
<td>30%</td>
</tr>
</tbody>
</table>
US HOUSEHOLDS BUYING SERUMS +80%*
3 Desirable Brands and Game-Changing Innovations
IT’S NOT MAGIC, IT’S SCIENCE!
72H HYDRATION / 2X REPLUMPED
L'Oréal Paris Elvive

New Bond Repair Rescue Pre-Shampoo

Recreates inner broken hair bonds

Works on all types of damaged hair

Bond Repair Complex

Citric Acid
IT'S CLINICALLY PROVEN: REDUCES 43% OF DARK SPOTS INCLUDING ACNE MARKS AFTER 8 WEEKS
MAYBELLINE NEW YORK

World’s #1 MAKEUP BRAND
NO-BUDGE VINYL NUDES. UP TO 24H WEAR.
Pioneers of Beauty Tech & Data
SKIN GENIUS

YOUR TAILOR-MADE SKINCARE ROUTINE

MORNING

TREATMENTS

Step 1
SERUM

REVITALIFT FILLER
1.5% HYALURONIC ACID SERUM

Hydrates and replenishes lips in one week

Step 2
CREAM

REVITALIFT LASER
LIFT CREAM

Reduces wrinkles, firms, brightens

Learn more

L’ORÉAL PARIS
A NEW ERA OF Strong, Profitable, and Balanced Growth