BEAUTY IS AN ESSENTIAL HUMAN NEED
SOCIAL NEED

IS A

BEAUTY

IS A

SOCIAL NEED
SOCIETAL CHANGES REFLECTS BEAUTY

BEAUTY REFLECTS SOCIETAL CHANGES
BEAUTY HAS A DOPAMINE EFFECT
BEAUTY HAS THE POWER TO MOVE THE WORLD
BEAUTY IS A UNIQUE EXPERTISE
ALL BEAUTY
OUR MARKET SHARE OPPORTUNITIES ARE ALL OVER THE WORLD

Source: L’Oréal BMS.
#1 BEAUTY MARKET DRIVER

THE RISE OF THE MIDDLE CLASS

~+800M \(^1\)

BY 2030

\(^1\) World Data Lab.
ADDITIONAL MIDDLE-CLASS BY 2030

SAPMENA
- INDIA 190M¹
- INDONESIA 50M¹

NORTH ASIA
- CHINA 275M¹

¹ World Data Lab.
#2
BEAUTY MARKET DRIVER

THIRST FOR QUALITY

&

CONSTANT PREMIUMIZATION
UNRIVALLED PORTFOLIO OF BRANDS

L'ORÉAL PROFESSIONAL PRODUCTS

L'ORÉAL PARIS

L'ORÉAL Consumer Products

GARNIER

MAYBELLINE NEW YORK

Kérastase

REDKEN

matrix

PUREOLOGY

L'ORÉAL LUXE

LANCÔME

YvesSaintLaurent

Kiehl's

ARMANI

BIOTHERM

HR

shu uemura

VALENTINO

Aēsop.

AZZARO

MUGLER

PRADA

UrbAn Decay

RALPH LAUREN

Takami

CARITA

Maison Margiela

VIKTOR & ROLF

DIESEL

L'ORÉAL Dermatological Beauty

LA ROCHE-POSAY

CeraVe

VICHY

SkinCeuticals

SkinBetter Science
BILLIONAIRE BRAND CLUB

L’Oreal Paris

Lancôme

Carnier

Maybelline New York

Yves Saint Laurent

La Roche-Posay

Armani

Kiehl’s Since 1851

Kérastase

L’Oréal Professionnel

CeraVe
L’Oreal Paris

#1 Beauty Brand in the World
MOST COVETED LUXURY BRANDS

Yves Saint Laurent
LANÇÔME
Armani
Valentino
Prada
MOST PRESCRIBED BRANDS
BY SKIN PROFESSIONALS OR HAIR EXPERTS

La Roche-Posay
CeraVe
SkinCeuticals
L'Oréal Professionnel
Kérastase
Redken
The Body Shop was sold in 2017.

ACQUISITIONS SUPPORT ORGANIC TOP-LINE GROWTH

1 The Body Shop was sold in 2017. 2 License renewal.
SUPERCHARGING ACQUISITIONS

EXAMPLE: CERAVE SUCCESS STORY

2017 - 2022

>€1Bn

x10

IN ~5 YEARS

2017  2022
What keeps us unique?
UNICORNUS REX

114 YEARS
37 GLOBAL BRANDS
OVER 84 COUNTRIES
87,400-STRONG TEAM
R&I €1Bn

LEADERSHIP SCALE
38 FACTORIES

SEIZE WHAT IS STARTING
GREEN SCIENCES
BEAUTY TECH
DIGITAL-FIRST
AI + DATA
METAVERSE
HYBRID WORK
L'ORÉAL FOR THE FUTURE
B TO B PLATFORM
BOLD VC
GARTNER GENIUS

€12Bn A&P
INNOVATION AT THE CORE OF THE L'ORÉAL ADVENTURE
BEAUTY TECH
AT THE HEART OF
SCIENCE & CREATIVITY
BEAUTY TECH
AT THE HEART OF
SCIENCE & CREATIVITY
RESEARCH & INNOVATION

- €1Bn INVESTED PER YEAR
- 3% OF TOTAL SALES

4,000 RESEARCHERS
561 PATENTS

1 Based on 2022 sales.
TECH INVESTMENT

>€1Bn INVESTED

5,900 TECH & DATA TALENTS
TRANSFORMING WITH GREEN SCIENCES

61% BIO-BASED INGREDIENTS

Or derived from abundant minerals ingredients.
PUSHING THE BOUNDARIES OF BEAUTY

Healthy skin is a journey
Hair care is different for everyone
WE EXPLORE
THE METAVERSE & GEN AI
BEAUTY FOR EACH
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