

L'ORÉAL

L'ORÉAL PAYS TRIBUTE TO SIGNOR GIORGIO ARMANI: ICON OF GLOBAL ELEGANCE

Clichy, France – September 4, 2025 – L'Oréal today expresses its profound sorrow at the passing of Mr. Giorgio Armani at the age of 91.

An unparalleled figure in fashion and culture, Mr. Armani will be deeply missed. Across his stellar career, the "maestro of elegance" forged a legacy synonymous with timeless sophistication.

Having built one of the last great independent luxury empires, Mr. Armani relentlessly pursued purity and excellence. He shaped not only how people dress, but how they live and carry themselves.

"Giorgio Armani was, without question, one of the greatest creators of the last hundred years," said **Jean-Paul Agon, Chairman**, and **Nicolas Hieronimus, CEO of L'Oréal Group**. "He didn't just conceive unique, original, and timeless fashion; he was also a formidable entrepreneur who built one of the most important couture and luxury houses known today. Beyond his brilliant, visionary mind, marked by flashes of creative genius and worldly intelligence, he was also a truly charming, and humorous individual. Together, we have built one of the most desirable beauty brands in the world. We are committed to upholding its legacy in line with the heritage of Mr. Armani."

L'Oréal would like to express our sincerest condolences to Signor Armani's family, friends, and all those fortunate enough to have worked alongside him. His passing leaves an immense void in the world of fashion and beauty.

About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (ecommerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2024 the Group generated sales amounting to 43.48 billion euros. With 21 research centers across 13 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 8,000 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

In 2025, L'Oréal Groupe has been named the most innovative company in Europe by Fortune magazine, out of 300 companies, in a ranking spanning 21 countries and 16 industries in Europe.

More information on <https://www.loreal.com/en/mediaroom>

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This news release may contain some forward-looking statements. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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