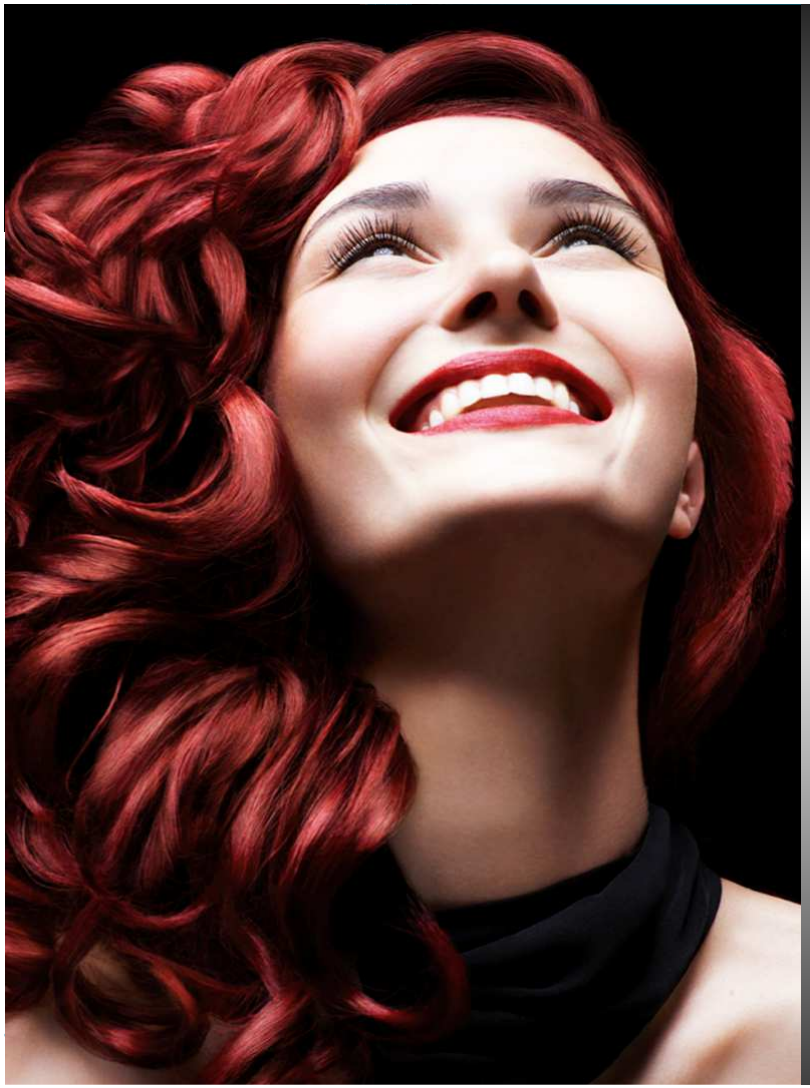


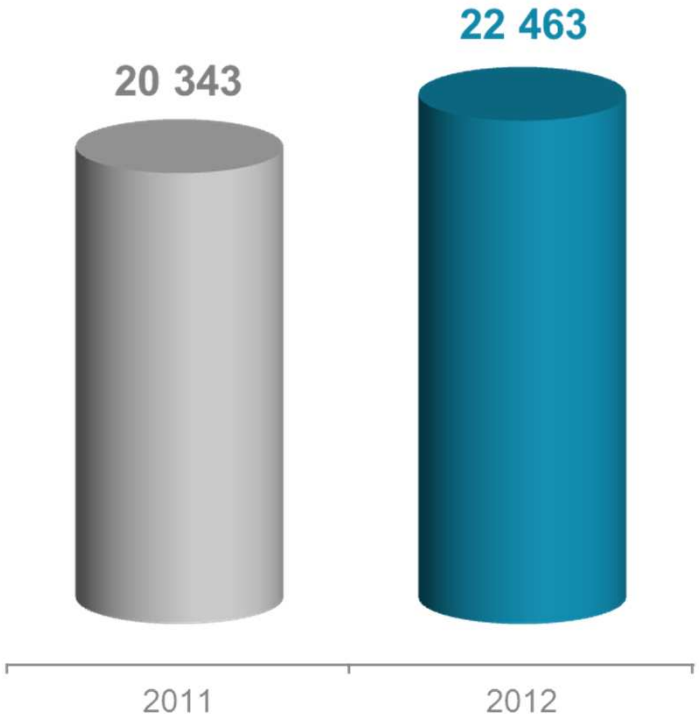
ANNUAL
GENERAL MEETING

Friday April 26th, 2013

Mr Christian Mulliez
Executive Vice-Président
Administration and Finance

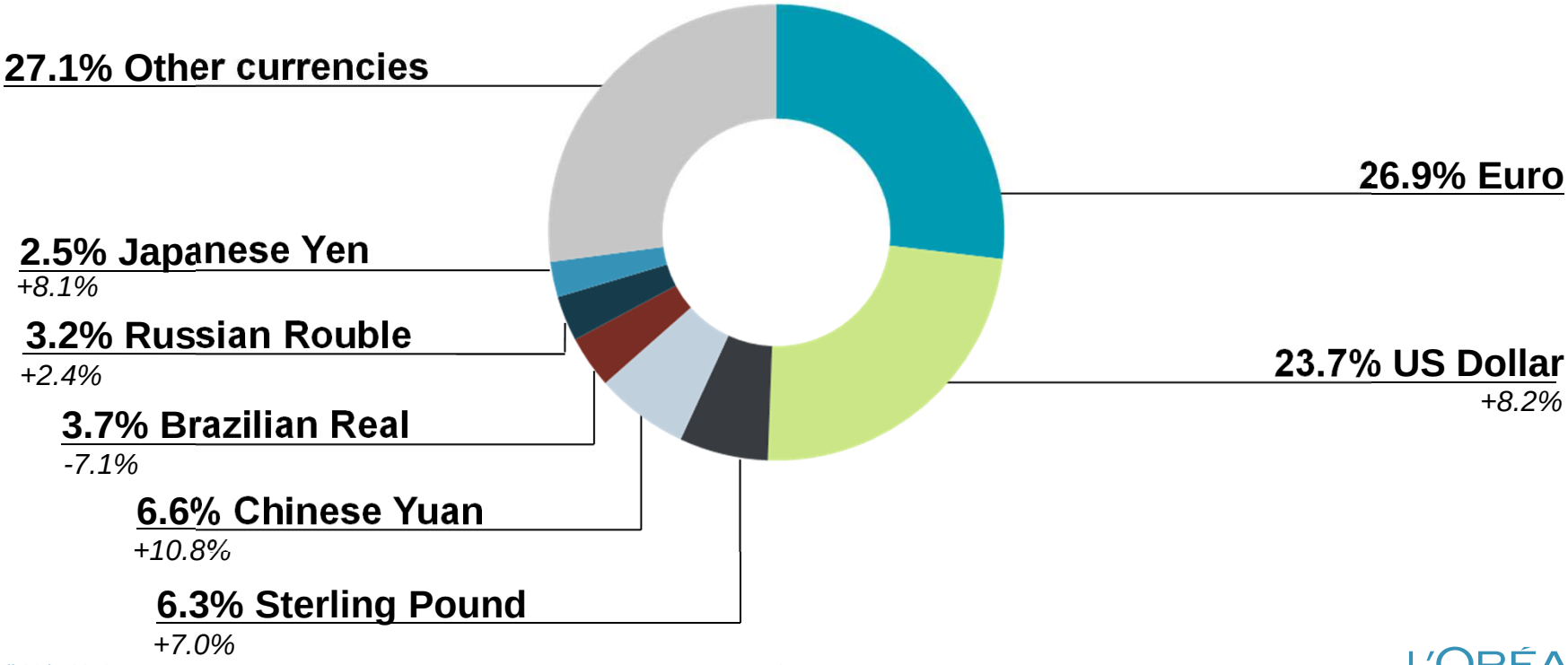
L'ORÉAL

2012 Consolidated group sales
(in million euros)



Growth at constant exchange rates	**+6.2%**
Of which:	
− Like-for-like growth	+5.5%
− External growth impact	+0.7%
Exchange rate impact	**+4.2%**
Reported growth	**+10.4%**

Breakdown of 2012 consolidated sales by currency and changes in currencies against the euro



2012 consolidated sales
(in million euros)

			Growth	
	2011	**2012**	**Like-for-like**	**Reported**
Professional Products	2 814	3 003	+2.1%	+6.7%
Consumer Products	9 835	10 713	+5.0%	+8.9%
L'Oréal Luxe	4 800	5 568	+8.3%	+16.0%
Active Cosmetics	1 422	1 528	+5.8%	+7.5%
Cosmetics Total	**18 871**	**20 812**	**+5.5%**	**+10.3%**
The Body Shop	768	855	+4.9%	+11.4%
Dermatology*/Galderma	705	795	+5.9%	+12.9%
Consolidated Total	**20 343**	**22 463**	**+5.5%**	**+10.4%**

** Group share, i.e. 50%*

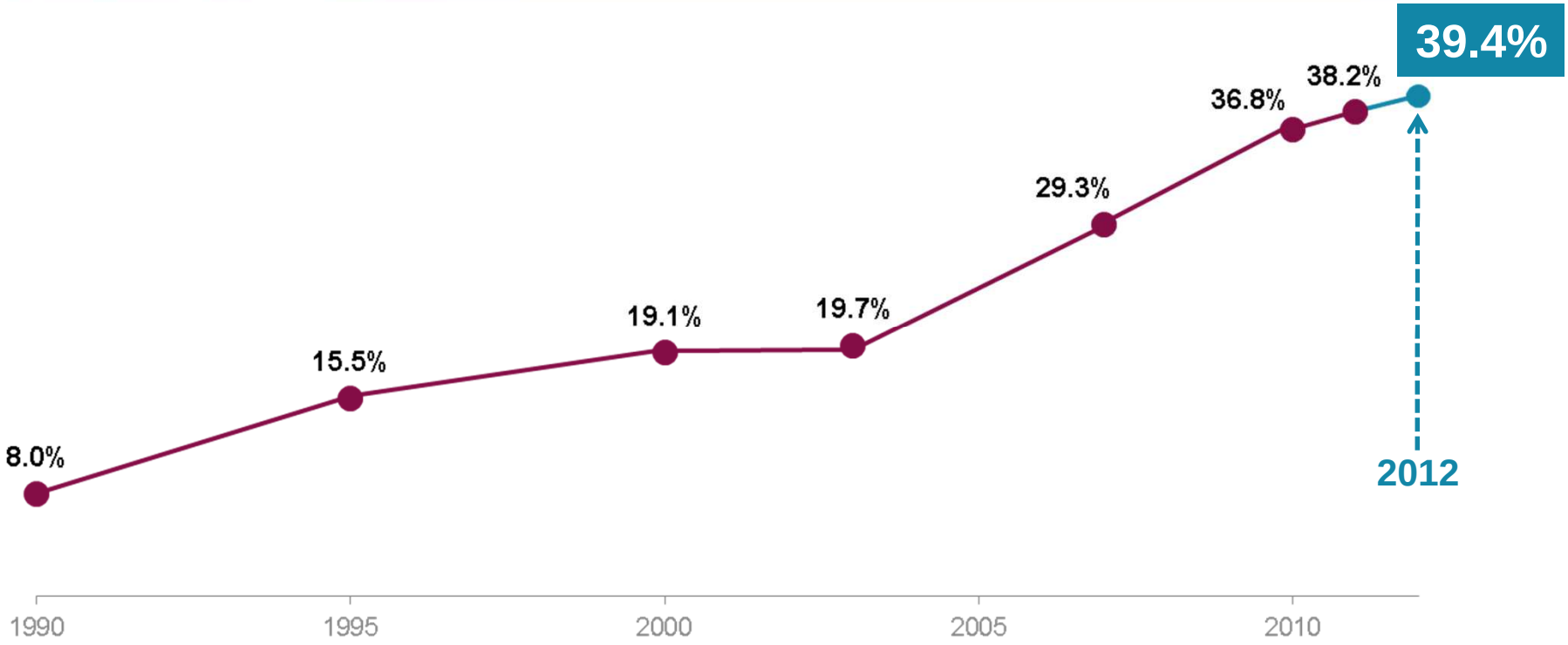
2012 cosmetics sales by region
(in million euro)

			Growth	
	2011	**2012**	**Like-for-like**	**Reported**
Western Europe	7 247	7 400	+0.6%	+2.1%
North America	4 406	5 211	+7.2%	+18.3%
New Markets	7 218	8 202	+9.2%	+13.6%
Cosmetics Total	**18 871**	**20 812**	**+5.5%**	**+10.3%**

Cosmetics sales: New Markets
(in million euros)

	2012	Growth	
		Like-for-like	Reported
Asia, Pacific	4 287	+9.6%	+18.4%
- of which Asia, Pacific excluding Japan	*3 733*	*+10.3%*	*+19.2%*
Latin America	1 827	+10.4%	+8.7%
Eastern Europe	1 405	+3.9%	+5.1%
Africa, Middle-East	683	+14.7%	+17.6%
New Markets Total	**8 202**	**+9.2%**	**+13.6%**

Weight of New Markets in cosmetics sales

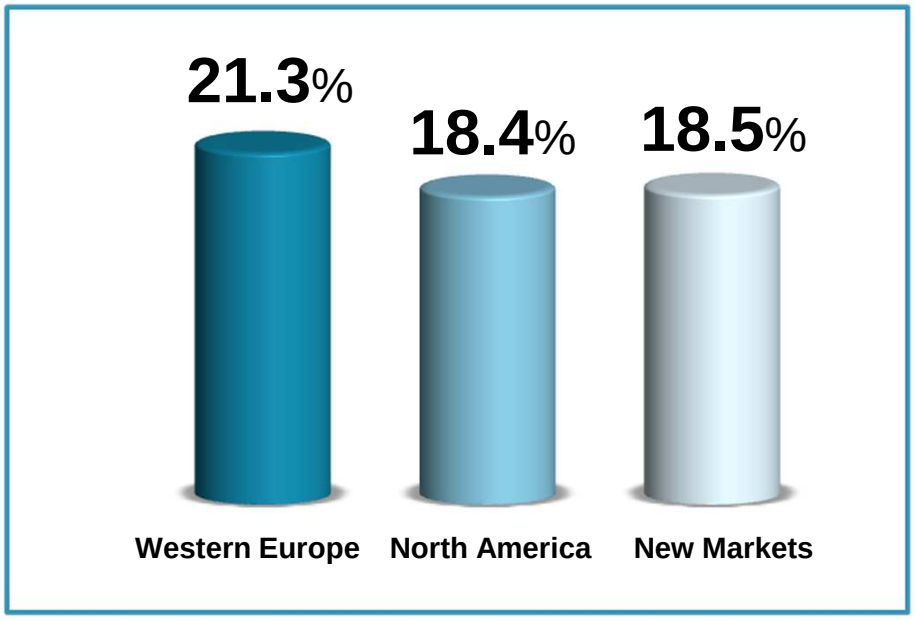


Consolidated Profit & Loss account: From sales to operating profit (in million euros)

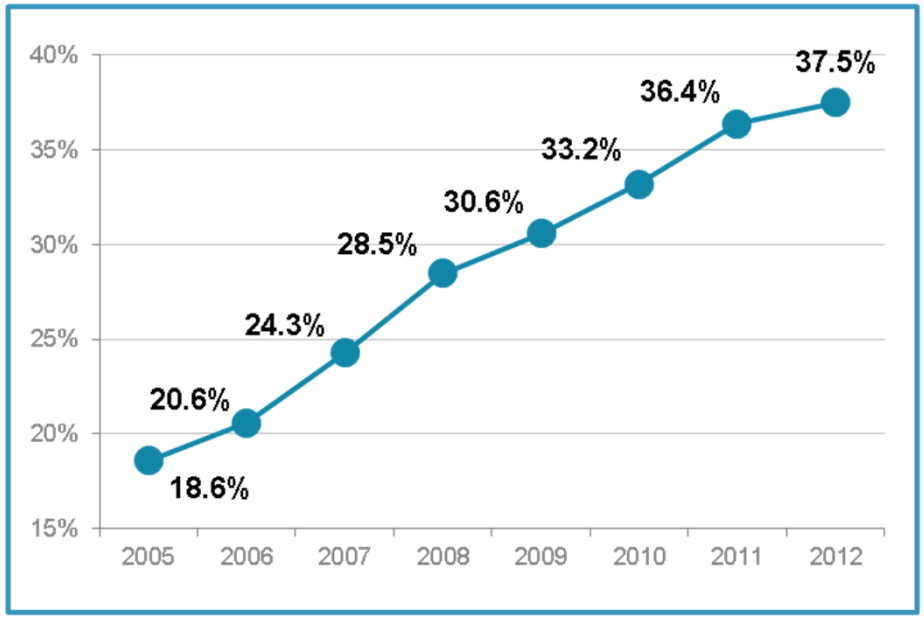
	2011	As a % of sales	2012	As a % of sales	% change
Sales	**20 343.1**	**100.0%**	**22 462.7**	**100.0%**	**+10.4%**
Cost of sales	*-5 851.5*	*28.8%*	*-6 587.7*	*29.3%*	
Gross profit	**14 491.6**	**71.2%**	**15 875.0**	**70.7%**	**+9.5%**
Research & development expenses	*-720.5*	*3.5%*	*-790.5*	*3.5%*	
Advertising and promotion expenses	*-6 291.6*	*30.9%*	*-6 776.3*	*30.2%*	
Selling, general and administrative expenses	*-4 186.9*	*20.6%*	*-4 610.9*	*20.5%*	
Operating profit	**3 292.6**	**16.2%**	**3 697.3**	**16.5%**	**+12.3%**

Operating profit by region
(as a % of sales)

Cosmetics operating profit by region* (as a % of sales)



Weight of the New Markets in the cosmetics operating profit*



* *Before central group expenses, fundamental research expenses, stock option and free grant of shares expenses and miscellaneous items – as a % of total cosmetcis sales*

Consolidated Profit & Loss account: From operating profit to net profit excluding non-recurring items (in million euros)

	2011	2012	% change
Operating profit	**3 292.6**	**3 697.3**	**+12.3%**
Financial expenses/revenue before dividends received	-25.2	-11.0	
Sanofi dividends	295.6	313.4	
Profit before tax and non-recurring items	**3 563.1**	**3 999.7**	**+12.3%**
Income tax excluding non-recurring items	-977.6	-1 025.3	
Non-controlling interests	-2.5	-2.7	
Net profit excluding non-recurring items attributable to owners of the company	**2 582.9**	**2 971.7**	
Earnings per share* (in euros)	**4.32**	**4.91**	**+13.6%**
Diluted average number of shres	597 633 103	605 305 458	

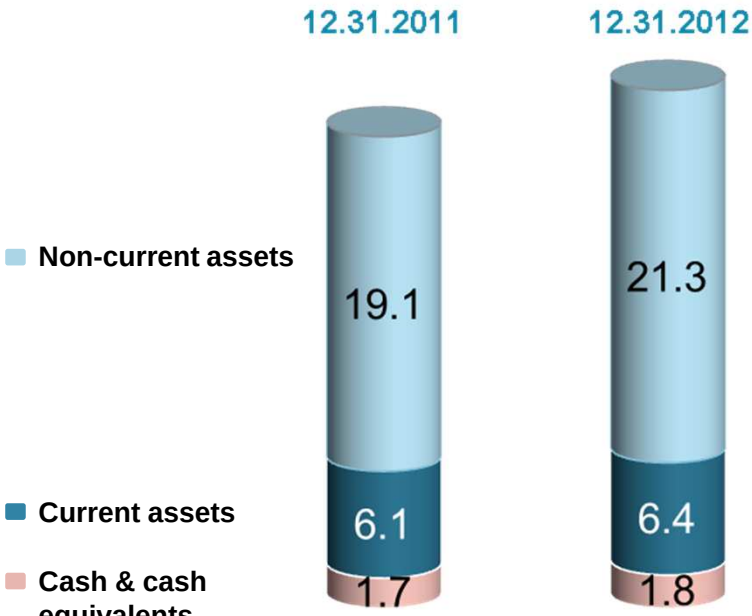
Consolidated Profit and Loss account: From net profit excluding non-recurring items to net profit (in million euros)

	2011	2012	% change
Net profit excluding non-recurring items*	**2 582.9**	**2 971.7**	**+15.1%**
Non-recurring items	**-144.5**	**-104.0**	
of which:			
− *other income and expenses*	*-96.3*	*-123.8*	
− *taxes on non-recurring items*	*-48.2*	*+19.8*	
Net profit*	**2 438.4**	**2 867.7**	**+17.6%**

** Attributable to owners of the company*

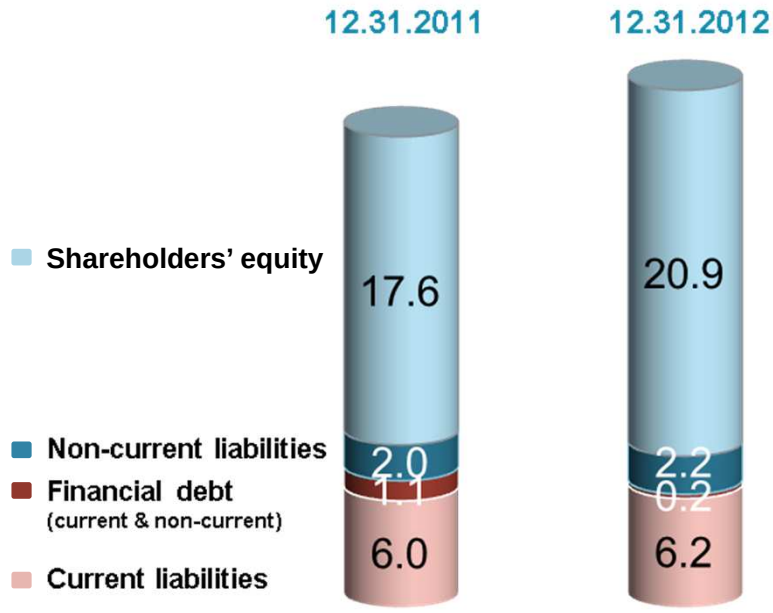
Balance sheet
(in billion euros)

Assets



Total assets	26.9	29.5

Liabilities



Total liabilities	26.9	29.5

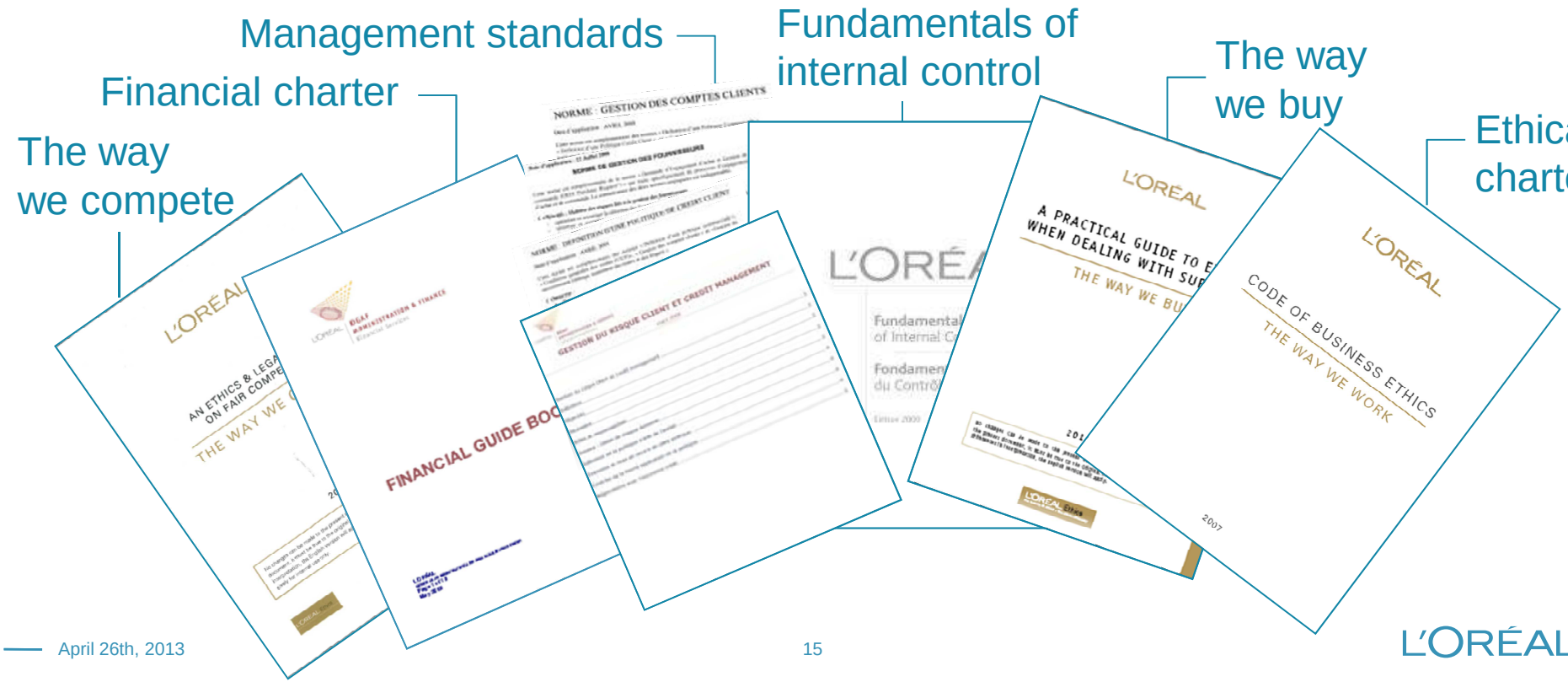
Financial situation
(in million euros)

	12.31.2011	12.31.2012
Cash flow	3 226.2	3 661.4
Net cash	+504	+1 575

Short term rating by rating agencies

Ratings in 2012:		
Standard & Poor's	A 1 +	(June 2012)
Moody's	Prime 1	(June 2012)
Fitch	F1 +	(June 2012)

Internal control:
A range of tools and procedures



L'ORÉAL

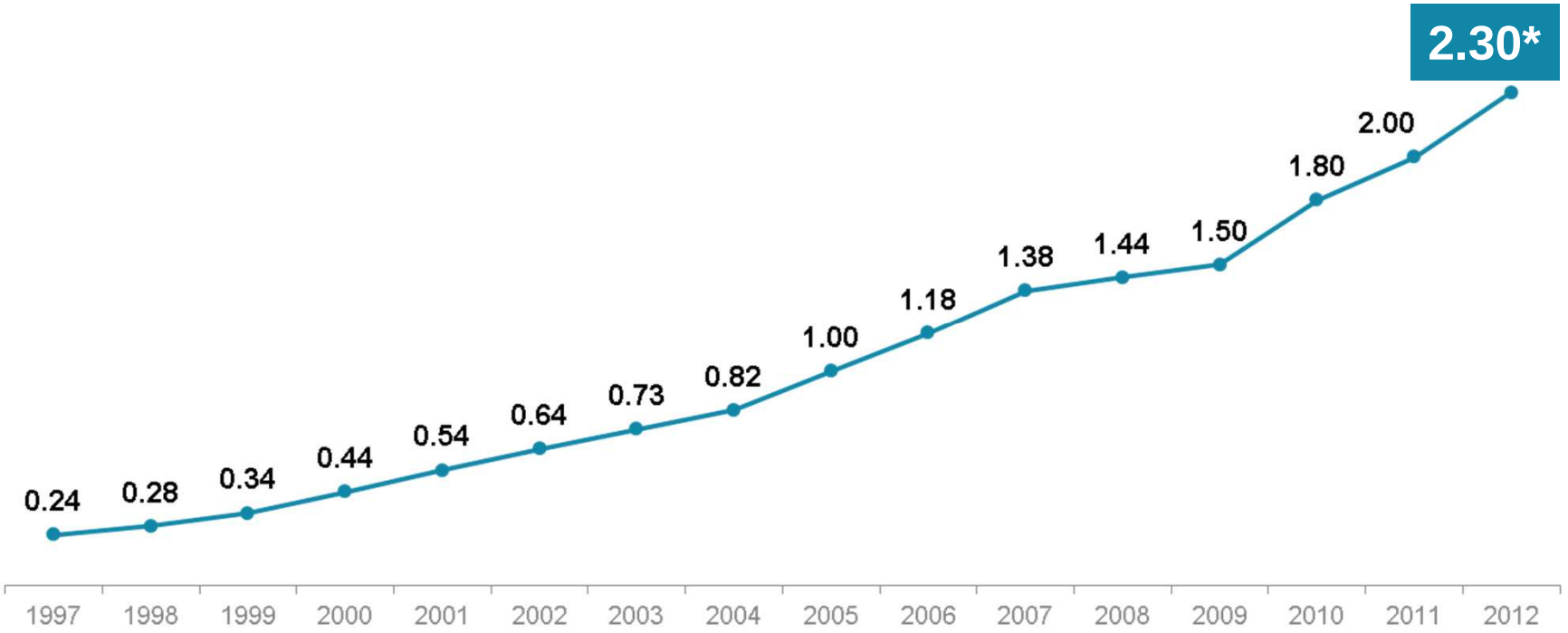
2012 Dividend

→ **2.30€** per share*

→ **+15.0% growth over the previous year**

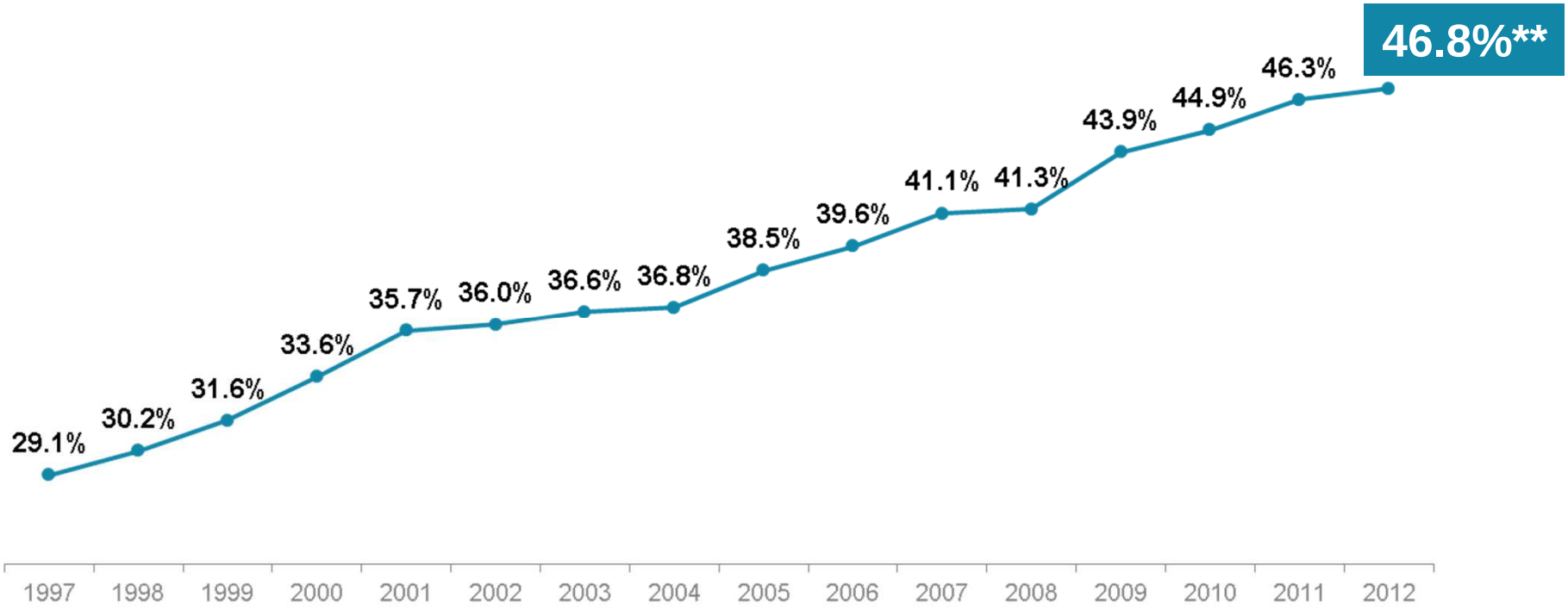
** Proposed at the Annual General Meeting to be held on April 26th, 2013*

Dividend from 1997 to 2012
(in euros)



** Proposed at the Annual General Meeting to be held on April 26th, 2013*
2012: payout of the 10% loyalty bonus (preferential dividend of 10%), for shares held continuously in registered form since end-2010

Payout ratio 1997 - 2012
(as a % of net profit*)



* *Taking into account the Sanofi history with regard to the dividends*

** *Based on the dividend proposed at the Annual General Meeting to be held on April 26th, 2013*

A very solid first quarter

First quarter 2013 consolidated sales

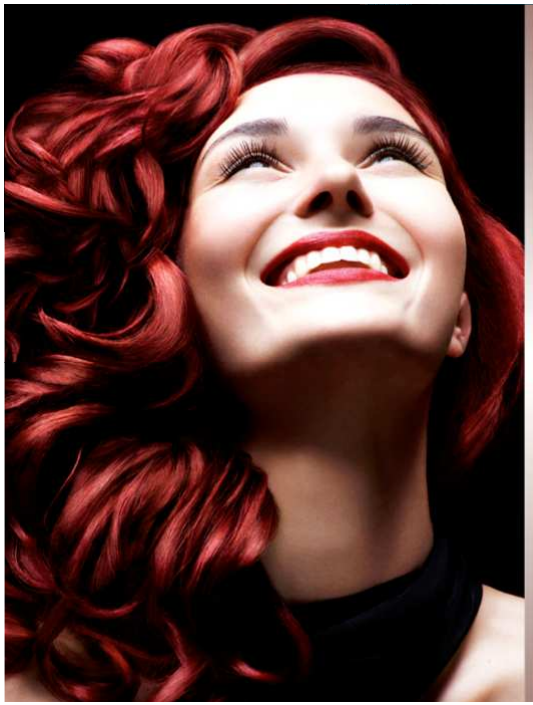
	1st quarter 2013 (in million euros)	Growth	
		Like-for-like	Reported
Professional Products	752.6	0.0%	-0.4%
Consumer Products	2 920.8	+6.5%	+5.5%
L'Oréal Luxe	1 422.0	+7.2%	+8.1%
Active cosmetics	497.6	+7.2%	+6.2%
Cosmetics Total	**5 593.0**	**+5.8%**	**+5.3%**
The Body Shop	181.9	+1.8%	+0.8%
Dermatology*/Galderma	156.7	-0.4%	+2.1%
Consolidated Total	**5 931.6**	**+5.5%**	**+5.1%**

** Group share, i.e. 50%*

A very solid first quarter

1st quarter 2013 cosmetics sales by region

	1st quarter 2013 (in million euros)	Growth	
		Like-for-like	Reported
Western Europe	1 990.4	+1.7%	+1.9%
North America	1 371.4	+6.3%	+8.5%
New Markets	2 231.1	+9.4%	+6.7%
of which:			
- Asia, Pacific	*1 188.4*	*+7.7%*	*+5.7%*
- Latin America	*458.7*	*+11.8%*	*+5.8%*
- Eastern Europe	*389.7*	*+9.2%*	*+8.2%*
- Africa, Middle-East	*194.3*	*+15.0%*	*+11.8%*
Cosmetics Total	**5 593.0**	**+5.8%**	**+5.3%**



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