



BECOME A SHAREHOLDER IN THE WORLDWIDE BEAUTY LEADER



5 reasons to take part in the L'Oréal adventure

L'ORÉAL



Beauty, a value for the future

L'ORÉAL
PROFESSIONNEL

REDKEN
5TH AVENUE NYC

KÉRASTASE
PARIS

MATRIX
IMAGINE ALL YOU CAN BE

L'ORÉAL
PARIS

Take care.
GARNIER

MAYBELLINE
NEW YORK

SOFTSHEEN·CARSON®

LANCÔME
PARIS

GIORGIO ARMANI
PARFUMS

YVES SAINT LAURENT

BIOThERM 

Kiehl's
SINCE 1851

RALPH LAUREN

shu uemura

cacharel

HR
HELENA RUBINSTEIN

DIESEL

VICHY
LABORATOIRES


LA ROCHE-POSAY
LABORATOIRE DERMATOLOGIQUE

 SKINCEUTICALS
ADVANCED PROFESSIONAL SKINCARE

innēov


THE
BODY
SHOP®



For more than a century L'Oréal has been pushing back the boundaries of science to invent beauty and meet the aspirations of millions of women and men.

To offer everyone, all over the world, the best of cosmetics in terms of quality, efficacy and safety; to give everyone access to beauty by offering products in harmony with their needs, culture and expectations. This is our true purpose, and the focus of our activity.

We have an outstanding opportunity, that of operating in a virtually unlimited market as the world will always need beauty.

And as globalisation accelerates, L'Oréal's mission is broadening. Markets everywhere are opening up and redrawing the boundaries of the world of the future.

Although our flag is already flying on 5 continents,
we make the bulk of our sales with less than 15%
of the world's population.

In ten years' time, we should have as many customers
in the Asia, Pacific zone as in Europe and the United States
combined. This is the basis for our objective of winning
a billion new consumers: an ambitious project
for which all L'Oréal's teams are motivated;
a business adventure, but also a human one.

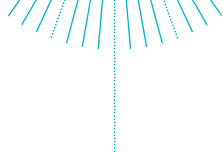
Being a L'Oréal shareholder means sharing and supporting this
great project. It is also investing in a share which achieves solid
growth and is well equipped to allow us to seize every
opportunity in a business which is full of promise.

Finally, it means engaging with us in a close relationship
based on confidence and mutual exchange.

Beauty is a value for the future. Together, let us inaugurate
a new page in L'Oréal's adventure, that of universalisation
and beauty for everyone.

JEAN-PAUL AGON

Chairman and CEO of L'Oréal



Reason No.1

One vocation

For more than a century, L'Oréal has invented beauty

At the heart of all our activities,
there is a profound desire to give
meaning to our profession.

To offer men and women everywhere the best
cosmetics in terms of quality, efficacy and
safety, to meet their needs and aspirations
for beauty in all its diversity.

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L'ORÉAL

1st cosmetics group worldwide*
23 international brands

* WWD ranking, August 2011.



Reason No. 2

One vision **Beauty for everyone**

L'Oréal is entering in an era of universalisation
and beauty for everyone.

With its in-depth knowledge of skin and hair
under all its latitudes, L'Oréal Research creates
cosmetics adapted to the world's diversity.

Beauty for everyone means beauty
for each person.

BECOME A SHAREHOLDER IN THE WORLDWIDE BEAUTY LEADER



L'ORÉAL

18 research centres
12 evaluation centres worldwide



Reason No. 3

One ambition
Attracting a billion
new consumers

In a modern cosmetics market with more than 4 billion consumers, L'Oréal today has 1 billion customers.

Our goal is to double this number within the next decade.

BECOME A SHAREHOLDER IN THE WORLDWIDE BEAUTY LEADER



L'ORÉAL

Present in 130 countries
Heading towards 2 billion consumers



Reason No. 4

One strategy **Based on a** **solid business model**

Supported by loyal shareholders, vigilant governance and stable management, L'Oréal has always targeted sustainable and constant growth.

Powerful innovation, the vitality of our brand portfolio and a vast potential for internationalisation represent its major assets.

With a robust balance sheet and a solid financial situation, the group can look forward to the future with confidence.

BECOME A SHAREHOLDER IN THE WORLDWIDE BEAUTY LEADER



L'ORÉAL

Sales: +43%
EPS*: +75% since 2004

* Net earnings per share, excluding non-recurring items. *Pro forma* figures restated according to IFRS.



Reason No. 5

One commitment
Towards responsible,
sustainable and shared
growth

Making beauty universal is the project of a company which strives to be exemplary, exacting in limiting its footprint on the planet, and increasingly creative in inventing new models of sustainable consumption.

Contributing to a more beautiful world is the commitment of all L'Oréal employees.

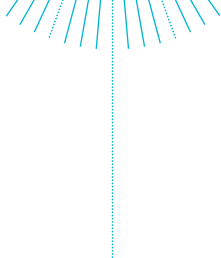
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L'ORÉAL

For the 4th consecutive year, ranked as one of the
100 most sustainable companies in the world*

*Annual survey, Corporate Knights, 2011.



Some
200,000
individual shareholders
are already taking part in the
L'Oréal adventure

Return on an investment
in L'Oréal shares:

Initial capital multiplied by 16.28 in twenty years*

Dividend multiplied by 4 in 10 years

A preferential dividend of +10%
for all shareholders having held
registered shares for at least two years

*Purchase of 209 shares at €71.80 (non-adjusted share price) on December 31st, 1990: €15,006.20.
Valuation at December 31st, 2010, including reinvestment of dividends
(2,941 shares at €83.08): €244,338.28.



For more information visit:

www.loreal-finance.com/eng/become-shareholder

From France: toll-free number for shareholders

0 800 666 666

From outside France:

+33 1 40 14 80 50

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