

A.S. Watson and L'Oréal's ModiFace drive retail innovation with the launch of virtual makeup try-on service #ColourMe

Clichy / Hong Kong, 11 March 2019 – L'Oréal's AI and AR company ModiFace and A.S. Watson Group ("ASW") announce the launch of the virtual makeup try-on #ColourMe, making ModiFace's industry-leading AR technology available to consumers across Asia on mobile.

#ColourMe, launching in March, is a virtual try-on service which will be available on Watsons mobile apps providing shoppers with the opportunity to virtually try on 300 makeup products including lipsticks, mascara, eyeshadow, brow colouring and foundation. Users will also be able to try on recommended trend looks, create and save their own look creations, as well as capture photos and videos of their makeup. Products associated with each look can be delivered to the shopper's home or collected from a local Watsons store in as quickly as four hours.

The technology will roll out with L'Oréal Paris and Maybelline brands in the first phase of the launch, and it will be available exclusively in e-commerce mobile apps of Watsons Malaysia, Taiwan, Thailand and Singapore. ASW will consider extending the collaboration to other brands and markets across its portfolio in Asia and Europe in the future.

Alexis Perakis-Valat, President of L'Oréal's Consumer Products Division, says: *"Digital technologies are about to revolutionize retail, making shopping more entertaining, easy and personalized. We want to be a driving force of this transformation and so does A.S. Watson who is a long-standing and trusted retail partner for us. This is why we are thrilled to launch the virtual makeup try-on #ColourMe powered by our own beauty AR and AI company Modiface. This technology offers consumers a unique way to discover and enjoy makeup and will allow us to further reinvent the beauty experience in the future".*

Malina Ngai, A.S. Watson Group Chief Operating Officer is excited about the new digital experience created with the support of L'Oréal: *"Customers are at the heart of all our innovations. We strive to create bespoke online and offline experiences that add value for their lifestyle. We have a shared vision with L'Oréal in driving digital leadership in beauty, and we discussed about creating the exclusive experience since the second half of last year utilizing ModiFace's technology. Together we will transform the way beauty lovers discover and experience makeup and a one-stop shopping experience on our mobile app."*

About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 36 diverse and complementary brands, the Group generated sales amounting to 26.9 billion euros in 2018 and employs 82,600 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,885 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain. For more information: <http://mediaroom.loreal.com/en/>

About A.S. Watson Group

Established in Hong Kong in 1841, A.S. Watson Group is the world's largest international health and beauty retailer operating 15,000 stores under 12 retail brands in 25 markets, with over 140,000 employees worldwide. For the fiscal year 2017, A.S. Watson Group recorded revenue of US\$ 20 billion. Every year, we have 5.2 billion shoppers in stores and online.

A.S. Watson Group is also a member of the world-renowned multinational conglomerate CK Hutchison Holdings Limited, which has five core businesses - ports and related services, retail, infrastructure, energy and telecommunications in over 50 countries. Please visit www.aswatson.com for more in-depth information about A.S. Watson Group and its brands. You may also stay in touch with us via our digital presence (eCommerce, social media, mobile app & more); more details are at <http://www.aswatson.com/our-customers/digitalasw/>.

About Watsons

Watsons is the flagship health and beauty brand of A.S. Watson Group. As the No.1 Asia drugstore/ pharmacy brand for 10 consecutive years, Watsons provides customers with personalised advice on top of its wide product range, making customers "Look good, feel great" every day.

Watsons currently operates over 7,200 stores and more than 1,500 pharmacies in 13 Asian and European markets, including Mainland China, Hong Kong, Taiwan, Macau, Singapore, Thailand, Malaysia, the Philippines, Indonesia, Vietnam, Turkey, Ukraine and Russia.

"This news release does not constitute an offer to sell, or a solicitation of an offer to buy L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers, also available in English on our Internet site www.loreal-finance.com.

This news release may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

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