

# L'ORÉAL

## L'Oréal Celebrates 20 Years Adventure in China

**Shanghai, January 19, 2017** — L'Oréal, the world's largest beauty group, celebrated its 20 years anniversary in China at the beginning of the new year. Mr. Stephane Rinderknech, CEO of L'Oréal China, together with the L'Oréal China executive committee and all the guests, reviewed L'Oréal's 20 years beauty adventure which has been tied with China and toasted to championship of China beauty market. Looking ahead, L'Oréal China demonstrated not only the full confidence in Chinese market but also strong commitment to a more beautiful China.

L'Oréal 20 years beautiful adventure in China:

- Twenty years ago, in the context of China's Reform and Opening-up, L'Oréal came to China with a dream of "putting a lipstick in the hands of every Chinese woman", which inspired Chinese people's desires for beauty.

- Afterwards, embracing the vision that "China will become the No.1 in terms of economy and for L'Oréal Group", L'Oréal continued investing in China and growing with China's transformation and economic boom since 2000. Up until 2007, L'Oréal China established a true beauty empire with one headquarter, one R&I Center, two plants, four business divisions with 15 well-known brands and became the No.10 largest market of the Group.

- As China became the world's second largest economy, and the potential and power of the Chinese beauty market became more apparent, L'Oréal China successfully made the beauty empire more flourishing with healthy, strong and sustainable growth, making it as the No.3 largest market of the Group in 2010, achieving sales of RMB 10 billion in 2011 and becoming No.1 in six categories of China beauty market.

- Nowadays, the China Dream has become the main theme of this era, and China's economy enjoys strategic opportunities. L'Oréal China confronts the ever-changing and challenging market environment, chasing for continuous superior innovation under the "New Normal", pursuing for solid and high quality growth, in order to build a "New L'Oréal China" under the vision of "Beauty for All".

A "new L'Oréal China" is more Chinese consumer-centric, more aspirational, more digital and more sustainable.

- To be more Chinese consumer-centric, Ultra DOUX, the European second largest hair care brand, entered China in 2016 and brought natural formula tailor-made for China; La Roche-Posay officially entered the mom & baby market in China, fulfilling consumers' new needs; L'Oréal China also leads new trends in make-up fashion and redefining modern Chinese beauty.

- To be more aspirational, L'Oréal China works with consumer-loved spokespersons and celebrities,

offering star products of the highest quality. The shopping experience is upgrading continuously as well.

- In the era of Internet+, L'Oréal China is at the cutting edge of digitalization and consolidates the leadership in channels through both offline and online.

- Along with its business success, L'Oréal China further fulfills the Group's sustainability commitment "Sharing Beauty with All". From a 2005 baseline, CO2 emission in absolute value has been reduced by 42.3% and the water consumption per finished product has been reduced by 53.8%, which makes beauty more sustainable.

Over the past twenty years, L'Oréal has strived to be a responsible corporate citizen. Growing and sharing the same root with Chinese society, L'Oréal spares no effort in sustainable development and community public welfare, deepening the bonds with the Chinese society. To celebrate its 20 years anniversary in China, L'Oréal, in partnership with the China Women's Development Foundation, announced the launch of "L'Oréal China Women Empowerment Fund", to select and finance 20 projects nationwide dedicated to empowering women mainly in education, environmental protection, sustainability domains and etc., to help build Chinese women's self-esteem and self-confidence, therefore contributing to a "Beautiful China". L'Oréal China CEO Mr. Stephane Rinderknech and the representative of China Women's Development Foundation jointly signed the agreement at the ceremony.

Mr. Stephane Rinderknech, CEO of L'Oréal China, said, "Taking this opportunity, I would like to thank everyone of L'Oréal China for their contributions, our partners for your tremendous supports and our consumers who trust us. L'Oréal has accompanied three generations of Chinese consumers. We believe that beauty can not only make us look stunning but also change our lives by bringing us confidence, happiness and fulfillment. 20 years success is just another starting point, and for next 20, 40 years, even a century, I'll be honored to continue this adventure together with our great China team to achieve new heights!"

## About L'Oréal

L'Oréal has devoted itself to beauty for over 100 years. With its unique international portfolio of 34 diverse and complementary brands, the Group generated sales amounting to 25.8 billion euros in 2016 and employs 89,300 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 3,870 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. [www.loreal.com](http://www.loreal.com)

---

*"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](http://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."*

## **Contacts L'OREAL** (switchboard + 33 1.47.56.70.00)

### **Individual shareholders and market authorities**

Jean Régis CAROF  
Tel : + 33 (0)1.47.56.83.02  
[jean-regis.carof@loreal.com](mailto:jean-regis.carof@loreal.com)

### **Financial analysts and institutional investors**

Françoise LAUVIN  
Tel : +33 (0)1.47.56.86.82  
[francoise.lauvin@loreal.com](mailto:francoise.lauvin@loreal.com)

### **Journalists**

Stéphanie Carson-Parker  
Tel : + 33 (0)1 47 56 76 71  
[stephanie.carsonparker@loreal.com](mailto:stephanie.carsonparker@loreal.com)

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR0000120321), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, [www.loreal-finance.com](http://www.loreal-finance.com), the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Anne-Laure RICHARD  
Tél : +33 (0)1.47.56. 80.68  
[annelaure.richard@loreal.com](mailto:annelaure.richard@loreal.com)

Polina Huard  
Tél : +33 (0)1 47 56 87 88  
[polina.huard@loreal.com](mailto:polina.huard@loreal.com)

Vanessa Wang  
Tel : +33 (0)1 47 56 76 88  
[vanessa.wang@loreal.com](mailto:vanessa.wang@loreal.com)