

L'ORÉAL

L'Oréal partners with Hello Tomorrow Challenge 2017

Clichy, 23 October 2017 – For the second consecutive year, L'Oréal partners with *Hello Tomorrow Challenge*, an international deep-tech competition that empowers and connects the most promising scientific and technological startups devoted to solve the world's major industrial and societal challenges.

"New technologies are transforming science. Some of them will help solve the big challenges the world is facing today. It is essential for companies and deep-tech startups to work together to accelerate the transfer of these game-changing technologies into real world solutions," said **Jacques Leclaire, Scientific Director of L'Oréal**.

This partnership with Hello Tomorrow adds to L'Oréal's open innovation strategy, which also includes L'Oréal's Research and Innovation Technology Incubator in San Francisco as well as partnerships with deep-tech startups, such as:

- **Ananda**, a Canadian startup, for improving new 3D models of biological tissues
- **Poietis**, a French startup based in Bordeaux, for the 3D printing of hair follicles
- or **Nanoentek**, a Korean startup, for the development of biochemical skin diagnostic systems

An international jury will select and announce the winners of the challenge at *Hello Tomorrow's Global Summit* on October 26-27, which brings together over 3000 global deep-tech startups, investors and influential industry leaders. Among the 10 categories of the Challenge*, L'Oréal will support the Wellbeing category. **Lubomira Rochet, L'Oréal Chief Digital Officer** will present the award of 15,000 euros to the category winner.

L'Oréal also partners with the world's largest startup campus Station F in Paris, London based digital accelerator and incubator Founders Factory and Partech Ventures, an international venture capitalist firm focused on tech.

**Data & AI, Energy Transition, Environment, Food & Agriculture, Wellbeing, Healthcare, Industry 4.0, New Materials, Mobility, Aerospace*

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.

Find press information of the Group: <http://mediaroom.loreal.com/en/>

About Hello Tomorrow

Hello Tomorrow is a non-profit organization founded in 2011 with the mission to accelerate the transfer of breakthrough technologies into real world solutions by highlighting, empowering and connecting the most promising deep-tech entrepreneurs across the globe with the right enablers. Today, it is a global, interdisciplinary community partnering with 100 of the top universities and research centers and is present across 40 countries.

The Hello Tomorrow Challenge, a global startup competition, has attracted over 10,000 startups from over 100 countries since its inception in 2014. The 2017 edition will take place during the Hello Tomorrow Global Summit in Le CENTQUATRE-Paris (October 26-27).

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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'ORÉAL (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

Financial analysts and institutional investors

Françoise LAUVIN
Tel : +33 (0)1 47 56 86 82
francoise.lauvin@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, the L'Oréal Finance app or call the toll-free number from France: 0.800.66.66.66.

Journalists

Isabelle WALTER
Tel : +33 (0) 1 58 92 07 55
iwalter@rd.loreal.com

Polina HUARD
Tel : +33 (0)1 47 56 87 88
polina.huard@loreal.com