

L'ORÉAL

Through its Brandstorm innovation competition, L'Oréal offers students a chance to develop their project at Station F

Clichy, 14 February 2019 - For the new edition of its Brandstorm innovation competition, which has attracted over 200,000 students worldwide since its creation, L'Oréal is launching the *Intrapreneurship Award* which gives the winning team the chance to bring their idea to life by joining a three-month immersion programme at **Station F**, the world's biggest startup campus and a partner of L'Oréal.

At **Station F**, the winning students will be mentored by L'Oréal experts. They will also be able to demonstrate the feasibility of their concept to the Group's decision-makers and will be given the opportunity to receive an ultimate reward: the creation of a prototype of their project by a L'Oréal entity. Through this immersion, the Group is continuing to develop the next generations of beauty entrepreneurs.

The aim of Brandstorm is to put the students in real-life situations and thus reveal skills the Group is looking for, such as entrepreneurship and innovation, tenacity and audacity, or the ability to take risks and to create a team to get the most out of collective intelligence. Brandstorm offers students the opportunity to discover L'Oréal's culture and its areas of expertise and is a different way to hire new talents for the Group.

"Every year, between 150 and 200 people are hired by the Group thanks to Brandstorm. The competition has considerably evolved to better meet the expectations of the young participants, as well as the Group's current recruitment needs and its position as a Beauty Tech Company, which requires an increasingly wide range of skills and diversified profiles" explains **Jean-Claude Le Grand, L'Oréal Executive Vice-President Human Relations**.

For the 2019 edition, Brandstorm has joined forces with Active Cosmetics, L'Oréal's dermocosmetics division. Driven by a vision - health is the future of beauty - and drawing on a portfolio of 6 very complementary brands and close relationships with healthcare professionals - dermatologists, pediatricians, pharmacists, aesthetic physicians and plastic surgeons - the Active Cosmetics division is the world leader for dermocosmetic products. The students have been challenged to take full advantage of digital technology to invent the future of consumer experience for health-conscious consumers.

About Brandstorm

Created 27 years ago, L'Oréal's Brandstorm has grown to become the world's biggest innovation competition for students, with participants from 65 countries. The competition is now open to students in every country and every field. The competition currently attracts over 34,000 participants every year, in groups of three undergraduate students from the same or different schools. They have 6 months to imagine a concept and work on its feasibility. A final round will bring the finalists from each country together in Paris, at an event in late May 2019, to determine which team will win an immersion at Station F. For more information: <https://brandstorm.loreal.com>

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>

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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."

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