

# L'ORÉAL

## L'ORÉAL LAUNCHES "MYT: MAKE YOUR TECHNOLOGY", ITS FIRST 4.0 TECHNOLOGY INCUBATOR DEDICATED TO INDUSTRY AND SUPPLY CHAIN OF THE FUTURE

**Clichy, 3 June 2019** – This morning, L'Oréal inaugurated the **first 4.0 technology incubator** created for its employees and dedicated to industry and supply chain of the future: "**MYT - Make Your Technology**".

For many years, L'Oréal has been developing partnerships with external start-ups incubators to encourage technological innovation. The purpose of the MYT is to create the same incubation process internally. The MYT will help to identify, develop and implement ideas thanks to the new 4.0 technologies, while training the teams in agile methods (ideation - incubation - acceleration).

Based in Aulnay-sous-Bois, the historical heart of L'Oréal's industry and research, this new incubator was set up for industry and supply chain teams in the EMEA (Europe – Middle East – Africa). It is a 800m2 collaborative space equipped with the latest advanced technologies (robots, 3D printers, digital technology, virtual and augmented reality ...). The MYT team works in close cooperation with experts, start-ups and universities. The MYT thus gives teams all the means to create, prototyping and transforming their projects into concrete achievements, for an international deployment.

**Barbara Lavernos, L'Oréal Chief Technology and Operations Officer**, said: *"In an open ecosystem, we are very excited to bring new opportunities to our teams to shape the beauty of tomorrow, with advanced technologies and more agile project acceleration methods. The MYT is a fabulous human adventure, which aims to develop intrapreneurship, collaboration and to transform faster winning ideas for our industry and our supply chain. It is an essential lever in our digital and technological transformation into the beauty tech champion we want to be".*

A call for projects, launched in January 2019, to employees of L'Oréal's industry and supply chain in the EMEA region, gathered more than 160 ideas. Following the votes of the community, 14 teams, from 5 different nationalities and from 12 European L'Oréal sites, joined the MYT in April to develop their projects in two phases (incubation, then acceleration).

By creating this new innovative dynamic within the Group, L'Oréal intends to create high-tech workspaces and unique conditions for its teams that will contribute to its transformation into a beauty tech company. The ambition is to make the MYT a sustainable and evolving model of transformation and training: the second season will start in September 2019 while a deployment in Asia and America is already under consideration for 2020.

### **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 86,000 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 3,993 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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