

# L'ORÉAL

## L'Oréal China Wins Alibaba's Top Award for Digital Transformation: Alibaba Grand ONE Business Award

**Clichy, 23 December 2019** – L'Oréal China was awarded the Grand ONE Business Award at Alibaba Group's ONE Business Conference, the highest recognition for digital transformation across all industries of Alibaba Group. The award recognizes L'Oréal's digital pioneering underpinned by consumer-centricity in new marketing, new retail, data and AI as well as digital talent, culture and organization. Daniel Zhang, Alibaba Group Chairman and CEO, conferred the award to Fabrice Megarbane, President of L'Oréal China, at the ceremony held in Hangzhou on December 18 and attended by over 4 000 guests.

**Fabrice Megarbane, President of L'Oréal China, said:** *"We believe that beauty and digital are a perfect match that strengthens our relationships with consumers and helps us providing them with new, personalized services online and offline. We work closely with valuable partners like Alibaba to champion the world of beauty teach and co-create the future of beauty in China and all over the world."*

L'Oréal China was awarded for its data-driven product innovation, omni-channel marketing, and new personalized consumer experiences, marked by several initiatives with Alibaba:

- L'Oréal was the number one beauty group on Tmall during Chinese major shopping event *Double 11* or *Singles Day* in 2019, with L'Oréal Paris being the number one beauty brand and Lancôme the number two beauty brand;
- The partnership between L'Oréal and Alibaba led to the co-creation of the first AI-based acne diagnosis mobile application and the 1st 3D makeup try-on service on Tmall's mini app;
- L'Oréal and Alibaba also co-created the 1st consumer-to-business reverse innovation product in the beauty industry, the L'Oréal Paris "Midnight Cream". Consumers were involved in the process of product development and commercialization.
- In line with L'Oréal's sustainability programme *Sharing Beauty With All*, L'Oréal and Alibaba have created the *Green Parcel Project* for ecommerce delivery, using sustainable materials for around 10 million parcels delivered to Chinese consumers.

### **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 4,000 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 press release does not constitute an offer of sale or solicitation of an offer to purchase 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 website [www.loreal-finance.com](http://www.loreal-finance.com).*

*This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."*

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