

AGENDA DAY 1

THURSDAY 16 NOVEMBER

Location: L'Oréal Research and Innovation - CAPI ①
13 rue Dora Maar, 93400 Saint-Ouen

12:30 Welcome and lunch

14:00 Beginning of the presentations — Auditorium

Opening

- Nicolas HIERONIMUS
- Barbara LAVERNOS

Welcome to the new consumers era

- Myralda DERKS

Chapter 1 — To know consumers intimately

- Barbara LAVERNOS
- Stéphane LANNUZEL
- Anne COLONNA
- Laurence LEBARBANCHON

Chapter 2 — To astonish consumers with trailblazing innovations

- Vania LACASCADE
- Anne COLONNA
- Caroline GOGET
- Guive BALOOCH

Wrap-up Day 1

- Barbara LAVERNOS

16:25 Q&A Session

16:45 Coffee break

17:05 Lab visits

18:30 Transfers to the hotels Westin ② & Madame Rêve ③

20:00 Transfer from Madame Rêve hotel to l'Hôtel d'Evreux ④
Walking distance from Westin

20:15 Dinner at l'Hôtel d'Evreux — 19 place Vendôme, 75001 Paris

22:15 End of the dinner
Transfer to Madame Rêve hotel

A few words on l'Hôtel d'Evreux

L'Hôtel d'Evreux was built between 1706 and 1718 by Pierre Bullet.

Initially, this building also housed the Hôtel Crozat (now the Ritz).

The Hôtel d'Evreux has been a registered historic monument since 1957.

Designed by Jules Mansart, the facades are representative of the Louis XIV style.

Its lounges have very different styles. From the rocaille style of the Diamant salon to the Japonisme of the Salle des Billards, each salon belongs to a very specific era and style.

It is this refinement and its location that make the Hôtel d'Evreux a unique venue for your receptions.

AGENDA DAY 2

FRIDAY 17 NOVEMBER

Location: Le Visionnaire ⑤
14 rue Royale, 75008 Paris

7:40 Transfer from Madame Rêve Hotel to Le Visionnaire

From 8:00 Welcome and visit of La Route et Les Marques

9:00 Beginning of the presentations — in the Galerie

Opening

- Amista DUBEY
- Daniel CHAN

Chapter 3 — To empower consumers with elevated beauty experiences

- Asmita DUBEY
- Béatrice DAUTZENBERG, Guive BALOOCH
- Manon CARDIEL

10:15 Coffee break and Tech demos – First floor

10:50 Presentations — in the Galerie

Chapter 4 — To augment beauty consumers' journeys

- Asmita DUBEY
- Mathias CHAILLOU
- Alexandra BOLTEN
- Serge CHRIST
- Guillaume PERRIN
- Laetitia TOUPET, Sanaa BOUGAZZOUL

Wrap-up Day 2

- Asmita DUBEY

12:20 Q&A session

12:40 Conclusion

- Barbara LAVERNOS

13:00 Lunch and Tech demos

-14:30

PRACTICAL INFORMATION

① L'Oreal Research & Innovation - CAPI

11 Rue Dora Maar, 93400 Saint-Ouen

By metro: Line 14 – Station Saint-Ouen

② The Westin Paris Vendôme Hotel

3 Rue de Castiglione, 75001 Paris

By metro: Line 1 – Station Tuileries

③ Madame Rêve Hotel

43 Rue du Louvre, 75001 Paris

By metro: Line 4 – Station Etienne Marcel

Or Line 3 – Station Sentier

④ Hôtel d'Evreux

19 Place Vendôme, 75001 Paris

By metro: Line 1 – Station Tuileries

Or Line 3, 7 & 8 – Station Opéra

Or Line 12 & 14 – Station Madeleine

⑤ Le Visionnaire

14, rue Royale, 75008 Paris

By metro: Lines 8 or 12 – Station Madeleine

Or Line 1 – Station Concorde

Capital Markets *Day*

November, 16 & 17 2023
Paris

SPEAKERS DAY 1



Guive BALOOCH

Global Head of Augmented Beauty
& Open Innovation



Vania LACASCADE

Chief Innovation Officer



Anne COLONNA

Global Head of Advanced Research



Stéphane LANNUZEL

Global Head of Beauty Tech Program



Myralda DERKS

Chief Customer
& Business Intelligence Officer



Barbara LAVERNOS

Deputy Chief Executive Officer, in charge
of Research, Innovation and Technology



Asmita DUBEY

Chief Digital and Marketing Officer -
L'Oréal Groupe



**Laurence
LEBARBANCHON**

Global Head of
Evaluation Intelligence



Caroline GOGET

Global Head of Hair Color Metier

SPEAKERS DAY 2



Guive BALOOCH

Global Head of Augmented Beauty
& Open Innovation



Serge CHRIST

Luxe and Augmented Beauty
Senior Vice President Global Operations



Alexandra BOLTEN

Global Head of Social
and Content Marketing



Béatrice DAUTZENBERG

Global Director of
Beauty Tech Services



Sanaa BOUGAZZOUL

Global Chief Digital & Marketing Officer -
L'Oréal Dermatological Beauty



Asmita DUBEY

Chief Digital and Marketing Officer -
L'Oréal Groupe



Manon CARDIEL

Global Head of Strategic Planning
and Partnerships



Barbara LAVERNOS

Deputy Chief Executive Officer, in charge
of Research, Innovation and Technology



Mathias CHAILLOU

Global Chief Media Officer
L'Oréal Groupe



Guillaume PERRIN

Chief Digital & Marketing Officer Europe



Daniel CHAN

Global Chief Digital & Marketing Officer -
L'Oréal luxe



Laëtitia TOUPET

Global Brands General Manager
L'Oréal Dermatological Beauty;
LRP Global Brand President