

L'ORÉAL

L'ORÉAL TO BECOME FIRST BEAUTY PLAYER TO MEASURE ENVIRONMENTAL FOOTPRINT OF RETAIL ELEMENTS USING ECODESIGNCLOUD

Clichy, 13 May 2024 – [L'Oréal](#) today announced that it has adopted EcoDesignCloud by Eviden, a solution that measures the environmental footprint of point-of-sale and promotional materials, in support of its L'Oréal for the Future sustainability ambitions. EcoDesignCloud calculates the environmental impact of point-of-sale and promotional materials throughout their lifecycle, using the internationally recognized Product Environmental Footprint (PEF) methodology which looks at 16 criteria including CO₂ emissions.

L'Oréal's Luxe division is the first to equip its 24 brands with the cutting-edge digital and data-based tool to reduce the environmental impact of retail elements. L'Oréal will roll out the solution to further divisions globally in the coming months.

EcoDesignCloud helps improve the environmental footprint of retail elements by providing in-depth scoring and simulations for L'Oréal and its suppliers, allowing users to identify and select retail and promotional items with the lowest environmental impact. Early assessments have already helped conceive more ecologically designed luxury displays as well as gifts-with-purchase.

"As the leader in luxury beauty, re-inventing the most memorable retail experiences with the lowest environmental impact is our responsibility and we must embrace this change collectively with our suppliers and retailers worldwide," **said Cyril Chapuy, President, L'Oréal Luxe.** *"We envision this innovation will be widely adopted by the ecosystem as the new norm for the future of luxury retail."*

"Assessing the environmental performance of our suppliers will enable us to support our partners as well as lead the retail industry towards a more sustainable economy," **said Antoine Vanlaeys, Chief Operations Officer, L'Oréal Groupe.** *"This level of transparency and cooperation can also open up new avenues for innovation by exploring how different configurations, designs, materials and processes can completely re-invent sustainable beauty experiences in-store. With our sourcing team, we are proud to onboard our ecosystem of suppliers and accelerate our transformation journey with a new, sustainable retail experience. "*

"The EcoDesignCloud tool is a step towards more efficient and accurate environmental impact data-sharing between clients and suppliers in the point-of-sale and retail sector, with an underlying robust lifecycle assessment (LCA) methodology," **said Mathieu Parfait, CSR Director at Diam,** a key supplier of shopfitting and merchandising solutions for beauty and luxury retail.

About L'Oréal

For 115 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as essential, inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 37 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality. With more than 90,000 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2023 the Group generated sales amounting to 41.18 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 6,400 Digital talents, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse. More information on <https://www.loreal.com/en/mediaroom>

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.

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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