



ANNUAL RESULTS

2020

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FEBRUARY 12TH 2021

L'ORÉAL
Professional Products

2020 Remarkable Performance

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Professional Products



Full Year 2020

L'ORÉAL

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-6,4%*

MARKET

-16%**



* 2020 % change, like-for-like.

** L'Oréal estimates, % change at constant currencies.



2nd half 2020

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+8,7%*

**the best growth in
16 years**

* H2-2020 like for like growth.

**Stronger
than ever**



3 Trends acceleration

**Digitalization
E-commerce
Independent stylists**



**Outperformed
the market
in all geographies**



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2nd half 2020

**North
America**

+9%

**Western
Europe**

+4%

**Eastern
Europe**

+14%

**Latin
America**

+4%

**Africa
Middle East**

+9%

**Asia
Pacific**

+14%

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like-for-like growth

2nd half 2020

China +78%

Winning Strategy

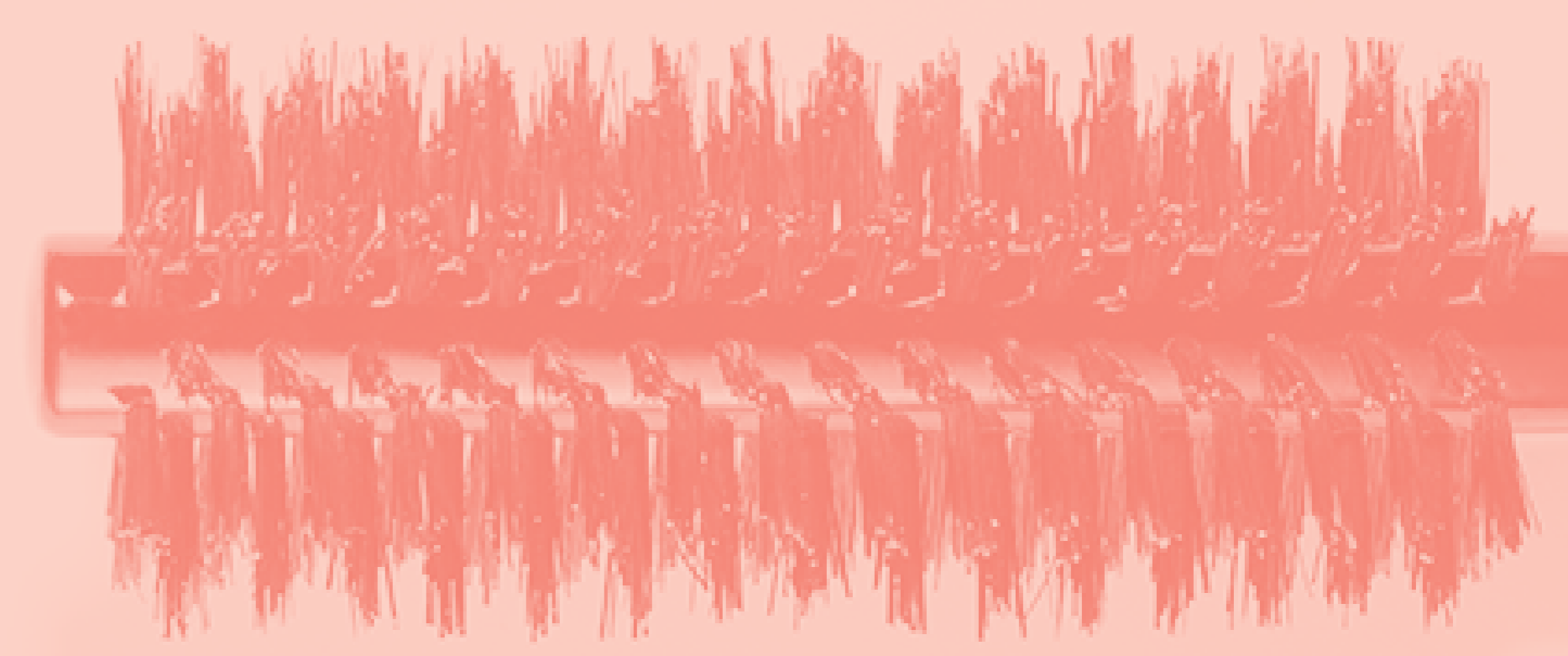
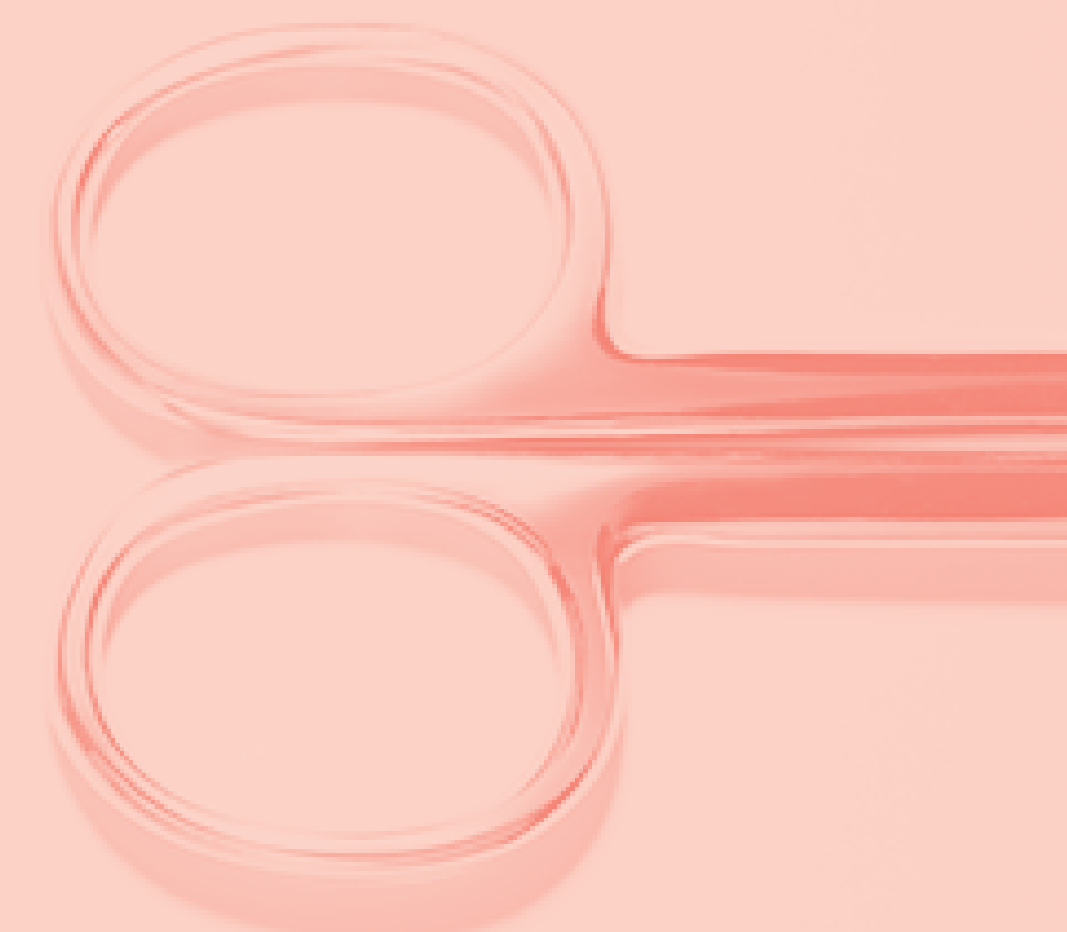


**WE STAND
FOR PROS.**



Solidarity Plan for Hairstylists

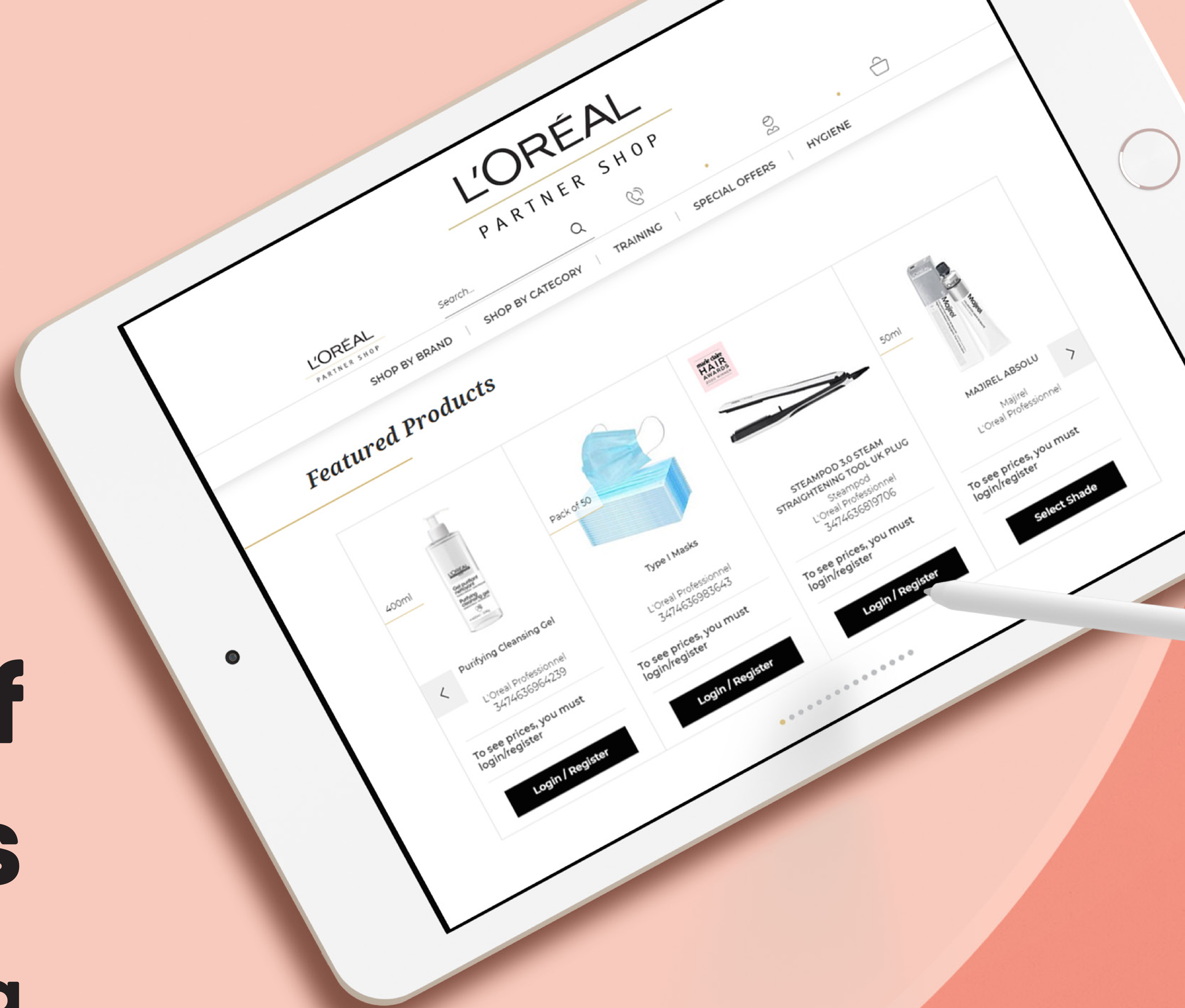
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A powerful transformation strategy

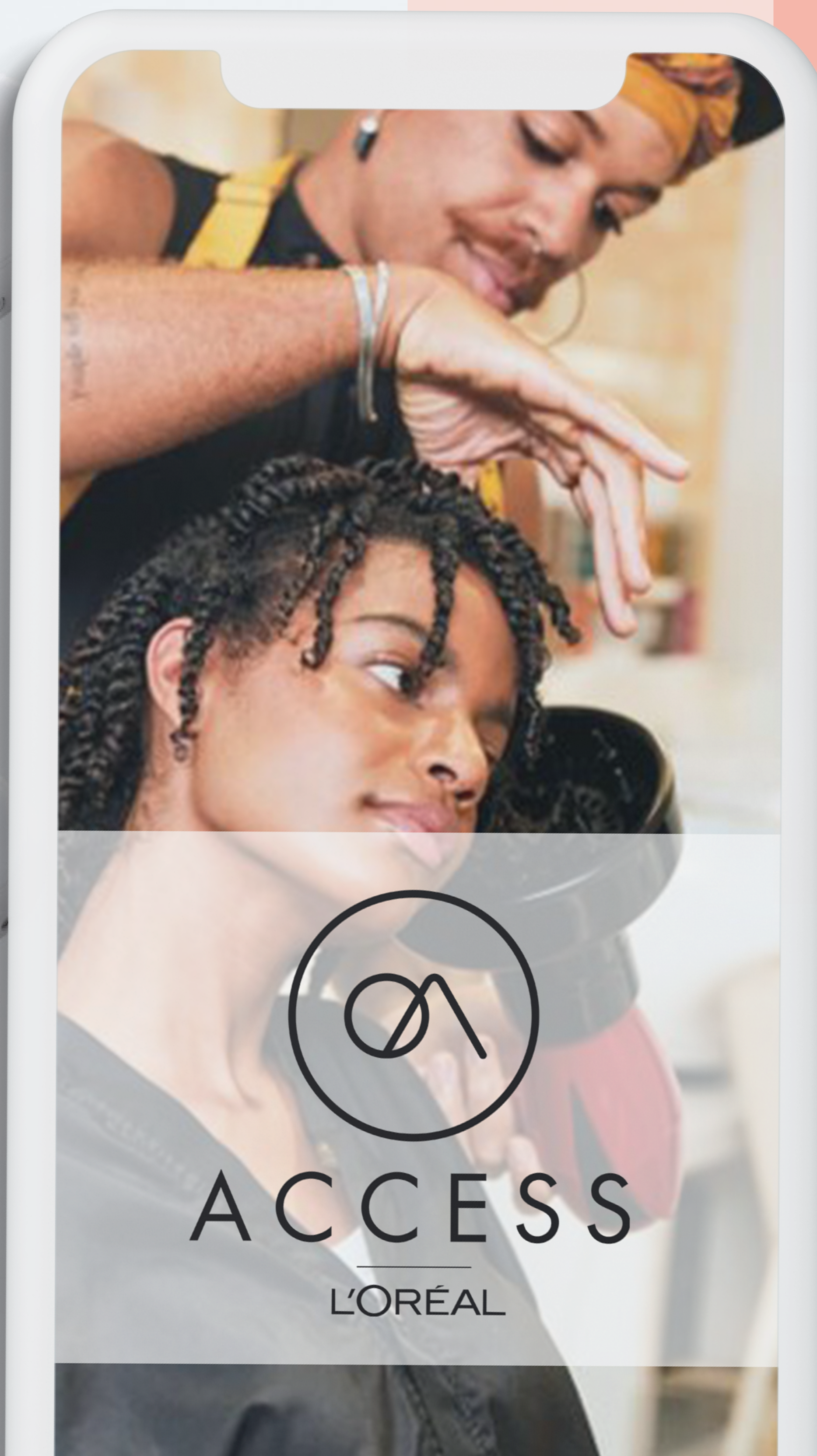
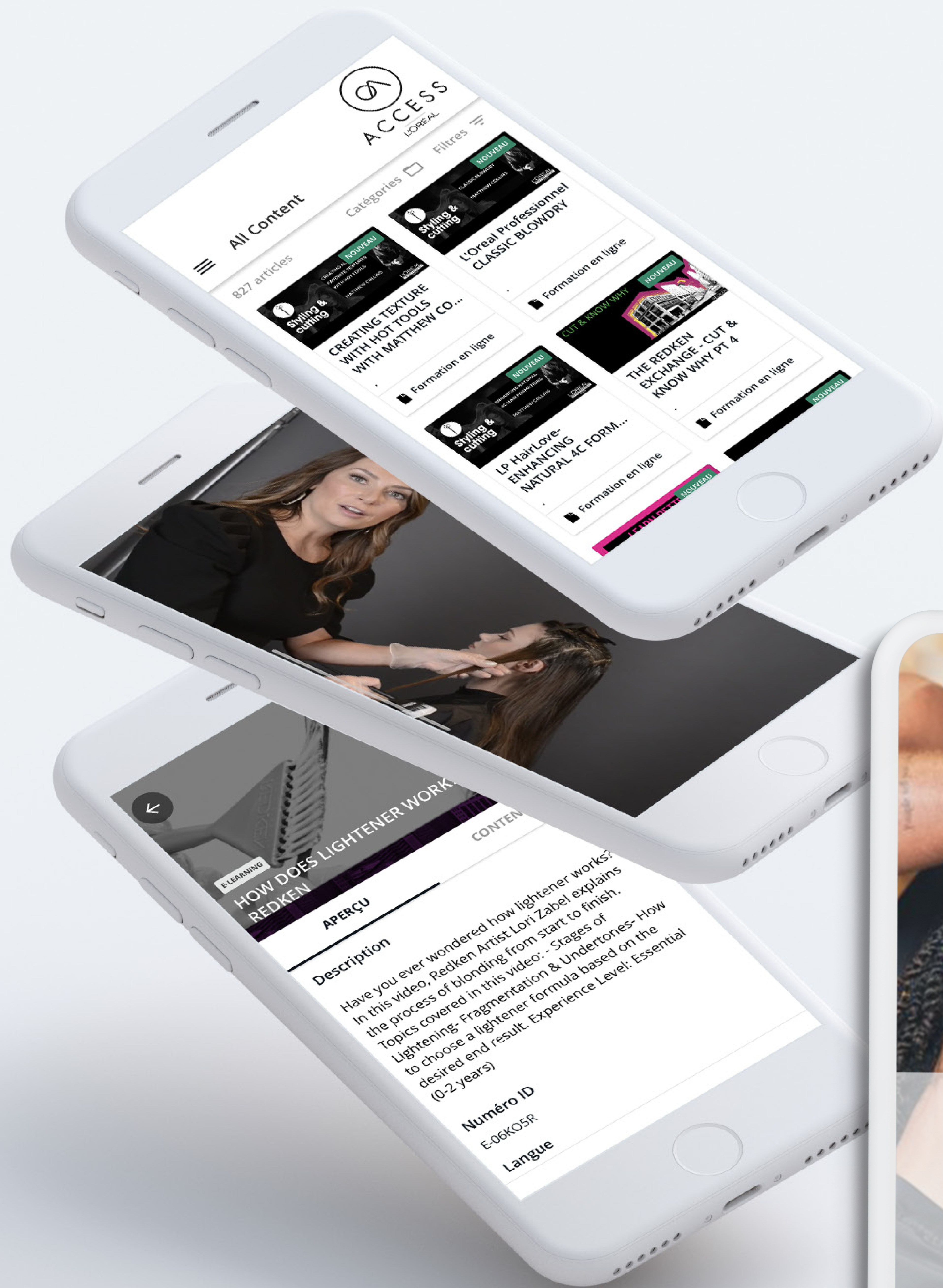
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Digitalization of 2 key engines

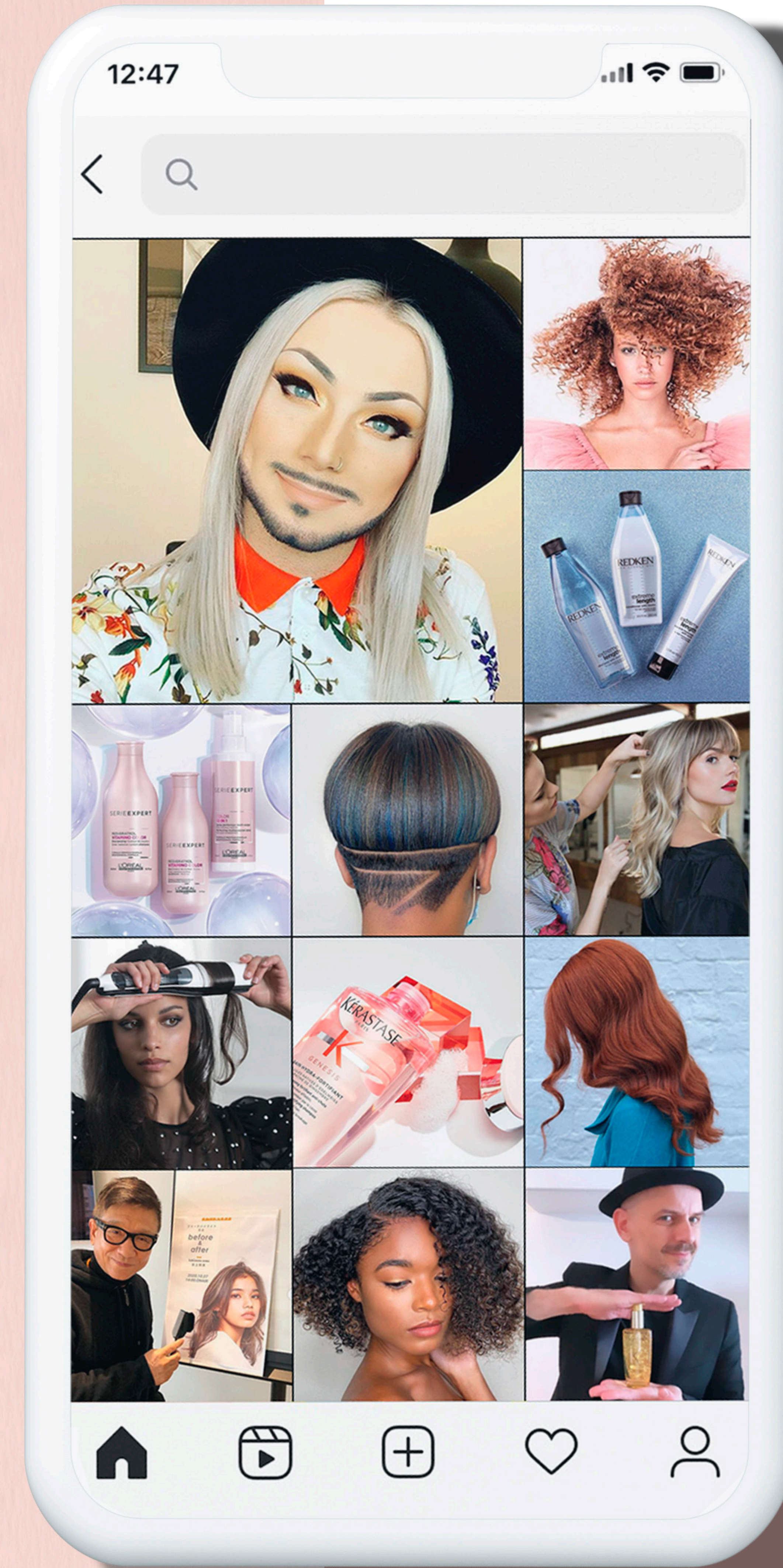
Order-taking
Education



e-learning platform

85 countries

2.5 million hairdressers



**Massive
acceleration
in e-commerce**

**B2B & B2C
Social commerce**



E-commerce*
x2

20%
of our total turnover

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*sales achieved on our brands' own websites and estimated sales achieved by our brands corresponding to sales through our retailers' e-commerce websites (non-audited data). FY-2020 like for like growth.

Brands' unique attractiveness



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Full Year 2020

KÉRASTASE
PARIS

+14%*



*like-for-like growth



2021 Outperform the market

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Innovation in formulas 9 patents



**Innovation
in packaging**



**Dissolvable
Pods**





Innovation
in inclusion
and diversity



Committed

to sustainability

**65% water savings
with Gjosa technology**

REALcampus
by L'ORÉAL®



Committed

**to elevating
the profession**



Committed

to all stakeholders



**Accelerate
into
the future**

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