

L'ORÉAL

L'ORÉAL GROUPE SIGNS AN EXCLUSIVE AGREEMENT WITH JACQUEMUS

Clichy, 7 February 2025 – L'Oréal Groupe is delighted to announce a long-term, exclusive beauty partnership with JACQUEMUS, further solidified by a minority investment supporting their independent development.

Since 2009, JACQUEMUS has enlivened the codes of high fashion with ingenuity and imagination. Founded by Simon Porte Jacquemus, the independent, Paris-based brand is an ongoing exploration of storytelling, from the designer's upbringing in the South of France to a multitude of artistic influences that inspire the creative vision. Over the years, JACQUEMUS has dreamed up fashion shows that become viral sensations, with runways passing through picturesque fields of lavender or wheat; and more recently, staged in unprecedented locations including along the canal of the Chateau de Versailles « Le Chouchou », at the Fondation Maeght « Les Sculptures » and Casa Malaparte, « La Casa ».

While the growth of the brand has been fueled by a strong and innovative digital-first approach, the expansion into retail has established a physical universe that people can experience, a new chapter for the Maison, a natural evolution of Simon Porte Jacquemus' vision.

Building on this successful brand expansion, JACQUEMUS will now write its beauty chapter together with L'Oréal Luxe.

Cyril Chapuy, President of L'Oréal Luxe comments: *"We are thrilled to welcome JACQUEMUS and unleash together its outstanding luxury beauty potential. With its singular brand positioning, fueled by sensational creativity and social first playfulness, JACQUEMUS will perfectly complement L'Oréal Luxe's portfolio of iconic brands and reinforce our worldwide leadership."*

Simon Porte Jacquemus, President, Founder and Creative Director of JACQUEMUS comments: *"Fifteen years ago, I began dreaming of and creating Jacquemus, with perfume and beauty always part of my vision for the brand. Today, I am proud to continue shaping this dream with the leading beauty group, L'Oréal. I'm excited to see what the future holds for us."*

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 (ecommerce, mass market, department stores, pharmacies, perfumeries, hair salons, branded and travel retail), in 2024 the Group generated sales amounting to 43.48 billion euros. With 21 research centers across 13 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 8,000 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>

About JACQUEMUS

JACQUEMUS was founded by Simon Porte Jacquemus in 2009 in Paris, France.

Dedicated to the memory of the designer's late mother, the brand draws inspiration from a passion for culture. The JACQUEMUS ready-to-wear and accessories collections for men and women reference the French way of life and universal gestures of beauty, encompassing influences from fine art photography to decorative arts, cinema, painting, and sculpture.

Throughout the years, JACQUEMUS has staged runway productions in such unexpected locations as a Parisian swimming pool or inside the Musée Picasso, winding through a lavender field in Provence or a wheat field outside of Paris, a salt marsh in the Camargue, a beach in Hawaii, and at the Château de Versailles.

Today, based in the 8th arrondissement of Paris, JACQUEMUS is an independent fashion house with over 300 employees. Well known for its fast growing digital presence and its worldwide business spread, JACQUEMUS has hosted novel retail experiences around the world, before opening the first permanent flagship store of the brand at 58, Avenue Montaigne in Paris in 2022.

Following this milestone, international stores have opened in Dubai, Seoul, New York (Soho), London (New Bond Street).

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CONTACTS

L'ORÉAL

Switchboard
+33 (0)1 47 56 70 00

Individual shareholders

Pascale GUERIN
+33 (0)1 49 64 18 89
Pascale.querin@loreal.com

Financial analysts and institutional investors

Eva QUIROGA
+33 (0)7 88 14 22 65
Eva.quiroga@loreal.com

Media

Brune DIRICQ
+33 (0)6 63 85 29 87
Brune.diricq@loreal.com

Christine BURKE
+33 (0)6 75 54 38 15
Christine.burke@loreal.com

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR000012031) and consult your usual newspapers or magazines or the Internet site for shareholders and investors, www.loreal-finance.com, the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66

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