

L'ORÉAL

“SOCIALLY RESPONSIBLE INVESTMENT” WEEK:

L'OREAL RECEIVES TWO DISTINCTIONS

In recognition of its commitment to social responsibility, the L'Oréal group has this week been chosen from amongst CAC 40 companies to receive two distinctions: one award was made by FIR-Vigeo, and the other by the French magazine Mieux Vivre Votre Argent.

Clichy, October 12th 2012 - L'Oréal has been awarded the **Special Jury Prize** by Vigeo, the independent agency specialising in social and environmental assessment, and by responsible investment forum FIR. The L'Oréal group's distinction has been awarded as it was considered to be the company which has **best integrated the principles of SRI in its supply chain**. This has been achieved by focusing on the social performances of its suppliers and subcontractors.

L'Oréal was also the joint winner (with Michelin) of the **Special “Sustainable Company” Prize** in the “Share Grand Prix” organised by the magazine Mieux Vivre Votre Argent, in partnership with Vigeo. These trophies are awarded to the top companies in terms both of medium-term share price performance, and respect for the environment and for individual shareholders.

Socially Responsible Investment

Socially Responsible Investment (SRI) is based on applying the principles of sustainable development to financial investments. It thus allows for criteria linked to environmental, social and government (ESG) issues, alongside conventional financial criteria.

About L'Oréal

L'Oréal, the world's leading beauty company, has catered to all forms of beauty in the world for over 100 years and has built an unrivalled portfolio of 27 international, diverse and complementary brands. With sales amounting to 20.3 billion euros in 2011, L'Oréal employs 68,900 people worldwide. Regarding sustainable development, Corporate Knights, a Global Responsible Investment Network, has selected L'Oréal for its 2012 ranking of the Global 100 Most Sustainable Corporations in the World. L'Oréal has received this distinction for the 5th consecutive year. www.loreal.com

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