



EXANE BNP PARIBAS

CEO CONFERENCE

2024

L'ORÉAL
GROUPE

Nicolas HIERONIMUS
Chief Executive Officer
5 June 2024

L'ORÉAL WORLD LEADER IN BEAUTY

€41.2Bn

2023 SALES

~€6.1Bn

2023 NET PROFIT¹

>7Bn

UNITS SOLD

>150

COUNTRIES

>90,000

EMPLOYEES

~€240Bn

MARKET CAPITALIZATION²



¹ Net Profit excluding non recurring items after non controlling interests.

² As of 31 May 2024.

REINFORCING OUR ECONOMIC MODEL

EMERGING EVER STRONGER FROM THE CRISIS

COMPARISON 2023 VS. 2019

>€41Bn
SALES

+38%
REPORTED

+8.2%
4Y-CAGR ¹

€30.4Bn
GROSS PROFIT

73.9%
GROSS MARGIN

+90bp
MARGIN EXPANSION

>€13Bn
A&P SPEND

32.4%
OF SALES

+160bps
AS A % OF SALES

€8.1Bn
OPERATING
PROFIT

+19.8%
OPERATING MARGIN

+120bp
MARGIN EXPANSION

¹ CAGR 2019-2023 on a like-for-like basis.



Q1 2024
**CONTINUING
THE STRONG
PERFORMANCE**

L'ORÉAL

9.4%¹

8.1%¹
ADJUSTED

—

MARKET

+6%²

¹ Q1 2024 like-for-like sales growth.

² L'Oréal beauty market growth estimates based on manufacturer's net prices, excluding soap, toothpastes, razors and blades. At constant exchange rate.

PREMIUMIZATION & VOLUME GROWTH

~1/3
UNITS



~2/3
VALUE

SALES BY CATEGORY

Q1 2024¹

SKINCARE

+8.1%

MAKE-UP

+11.6%

HAIR

+12%

FRAGRANCES

+11.8%

¹ Q1 2024 like-for-like sales growth.

SALES BY DIVISION

Q1 2024¹

+11.1%

L'ORÉAL
Consumer Products

+1.8%²

L'ORÉAL
LUXE

+21.9%

L'ORÉAL
Dermatological Beauty

+10.7%

L'ORÉAL
PROFESSIONAL PRODUCTS

¹ Q1 2024 like-for-like sales growth.

² Like-for-like Luxe excluding TRAP +6.4% in Q1 2024

SALES GROWTH BY REGION

Q1 2024¹

NORTH AMERICA
+12.3%

EUROPE
+12.6%

NORTH ASIA
-1.1%

SAPMENA-SSA²
+16.4%

LATIN AMERICA
+16.2%

¹ Like-for-like sales growth.

² South Asia - Pacific - Middle East - North Africa/Sub-Saharan Africa.



FIRESIDE CHAT

Q&A

L'ORÉAL
GROUPE



L'ORÉAL GROUPE

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