

# L'ORÉAL

## L'ORÉAL IS NAMED TO ETHISPHERE'S 2013 WORLD'S MOST ETHICAL COMPANIES LIST

*This is the fourth time that L'Oréal is recognized for demonstrated leadership  
in ethical business practices*

**Clichy, March 6 2013 - L'Oréal** announced today that it has been recognized by the Ethisphere Institute, a leading international organization dedicated to the creation, advancement and sharing of best practices in business ethics, governance, anti-corruption and sustainability, as one of its 2013 World's Most Ethical Companies.

Named amongst a record number of applications and nominations, this is the fourth time that L'Oréal has been recognized for promoting the highest of ethical standards.

The Ethisphere Institute's World's Most Ethical Companies' recognition highlights companies that outperform industry peers when it comes to ethical behavior. Through in-depth research and a multi-step analysis, Ethisphere reviewed nominations from companies in more than 100 countries and 36 industries. The methodology for the World's Most Ethical Companies includes reviewing codes of ethics, litigation and regulatory infraction histories; evaluating the investment in innovation and sustainable business practices; looking at activities designed to improve corporate citizenship; and studying nominations from senior executives, industry peers, suppliers and customers.

Jean-Paul Agon, L'Oréal Chairman and CEO, said, *"L'Oréal is honored to be nominated by Ethisphere as one of "The World's Most Ethical Companies" for the fourth time. Striving to achieve ethical excellence is a remarkable source of inspiration, creativity and competitiveness for the group, and a source of pride for our teams. Our commitment to ethical principles helps shape our identity as well as build relationships of trust with our consumers."*

*"A company with effective, strong ethical principles is a strong company,"* said Emmanuel Lulin, Senior Vice-President & Chief Ethics Officer at L'Oréal. *"Our ethical principles are the foundation of our actions for responsible innovation and marketing, environmental stewardship, and social and societal responsibility."*

### **About Ethisphere Institute**

The research-based Ethisphere® Institute is a leading international think-tank dedicated to the creation, advancement and sharing of best practices in business ethics, corporate social responsibility, anti-corruption and sustainability. Ethisphere Magazine, which publishes the globally recognized World's Most Ethical Companies Ranking™, is the quarterly publication of the Institute. Ethisphere provides the only third-party verifications of compliance programs and ethical cultures that include: Ethics Inside® Certification, Compliance Leader Verification™ and Anti-Corruption Program Verification. More

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information on the Ethisphere Institute, including ranking projects and membership, can be found at <http://www.ethisphere.com>. Read about the methodology and view the complete list of the 2013 World's Most Ethical Companies at <http://ethisphere.com/wme>.

### **Ethics at L'Oréal**

L'Oréal's ethics programme is proactive and supports the Group's growth. In 2000, L'Oréal was one of the first companies in France to establish a Code of Business Ethics and to appoint, in 2007, a Chief Ethics Officer. In 2008, L'Oréal Chairman and CEO Jean-Paul Agon received the prestigious Stanley C. Pace Leadership in Ethics Award. L'Oréal is a signatory of the UN Global Compact since 2003. L'Oréal organises an annual Ethics Day where employees around the world can chat online with L'Oréal's Chairman and CEO about ethics. For more information on ethics at L'Oréal: <http://www.loreal.com/en/ww/html/our-company/ethics.aspx>

### **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 22.5 billion euros in 2012, L'Oréal employs 72,600 people worldwide. In 2013, the Ethisphere Institute, a leading international think-tank for business ethics, corporate social responsibility, and sustainability, recognized L'Oréal as one of the World's Most Ethical Companies. This is the fourth time that L'Oréal has received this distinction. [www.loreal.com](http://www.loreal.com)*

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