

# L'ORÉAL

## New appointment to the Executive Committee of L'Oréal

**Clichy, 18 March 2014 – Lubomira ROCHET** has joined L'Oréal as **Chief Digital Officer** and member of the Group's Executive Committee reporting to Jean-Paul Agon, Chairman and CEO of L'Oréal.

New digital practices have inherently transformed the relationship that consumers enjoy with their brands. This new position within the Executive Committee highlights the Group's ambition to integrate the digital dimension at the center of its business model, its brands and its zones.

Jean-Paul Agon commented: *“Digital expertise will shape the iconic brands and companies of the 21<sup>st</sup> century. The mission of this new organisation, which will be directed by Lubomira Rochet, in relation with the Group's digital teams, is to accelerate L'Oréal's digital transformation regarding consumer experience, service-based innovation, customer service and technology platforms.”*

Lubomira Rochet, 36 years-old, is a French-Bulgarian national. An economist by training, she is a graduate of the Ecole Normale Supérieure, Sciences Po Paris and Collège d'Europe in Bruges. She began her career at Capgemini as Director of Strategy and Development for the Sogeti entity. She joined Microsoft in 2008 to manage its relationships with start-ups and the innovation ecosystem. Before joining L'Oréal, she was Managing Director of Valtech France.

### **About L'Oréal**

*L'Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, travel retail and branded retail.*

*Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 “Sharing beauty with all” sets out ambitious sustainable development objectives across the Group's value chain. [www.loreal.com](http://www.loreal.com)*

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