

L'ORÉAL

**2019**  
ANNUAL  
RESULTS

PROFESSIONAL PRODUCTS

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7 February 2020





L'ORÉAL  
Professional Products

2019  
ABOVE MARKET  
GROWTH





L'ORÉAL  
Professional Products

+3.2%

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MARKET  
+2.5%



2019 Like-for-like growth



2<sup>ND</sup> HALF 2019  
**ACCELERATION**

**+3.9%**

**L'ORÉAL**  
Professional Products



2019 Like-for-like growth





TRANSFORMATION  
WITH CONTINUED  
**PROGRESS**

**L'ORÉAL**  
Professional Products





USA

+5%

L'ORÉAL

Professional Products

2019 Like-for-like growth





ASIA  
PACIFIC

+11%

L'ORÉAL  
Professional Products

2019 Like-for-like growth





ASIA  
PACIFIC

**+11%**

L'ORÉAL  
Professional Products

INDIA

**+17%**



A stylized map of the Asia Pacific region, including China, India, and Southeast Asia, rendered in a light purple color against a dark purple background. The map is centered and occupies most of the frame.

# ASIA PACIFIC

**+11%**

**L'ORÉAL**  
Professional Products

CHINA

**+46%**

INDIA

**+17%**



# EASTERN EUROPE

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**+4%**

**L'ORÉAL**  
Professional Products





# WESTERN EUROPE

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L'ORÉAL

Professional Products



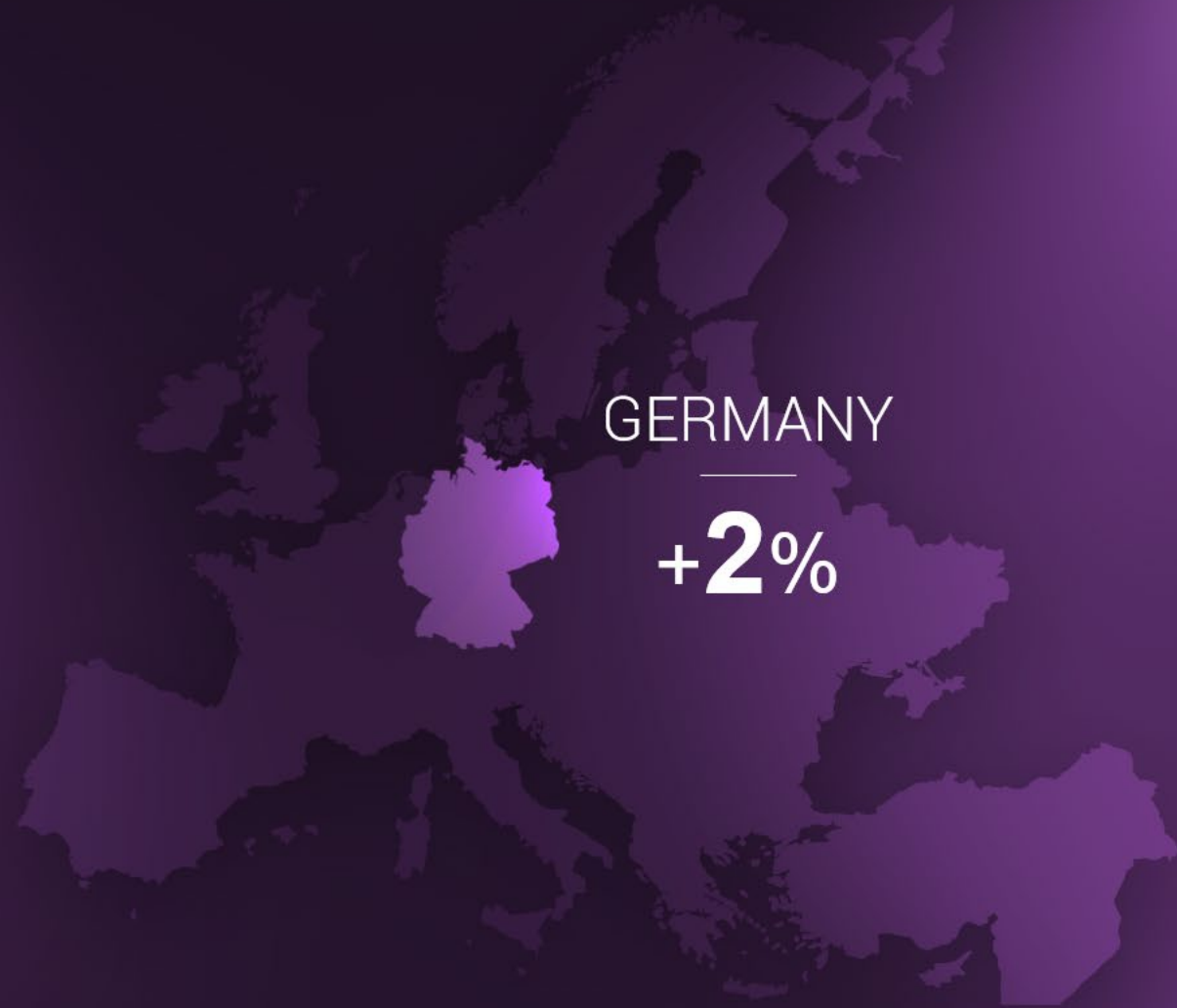
# WESTERN EUROPE

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**2<sup>ND</sup> HALF 2019**

**L'ORÉAL**

Professional Products



GERMANY

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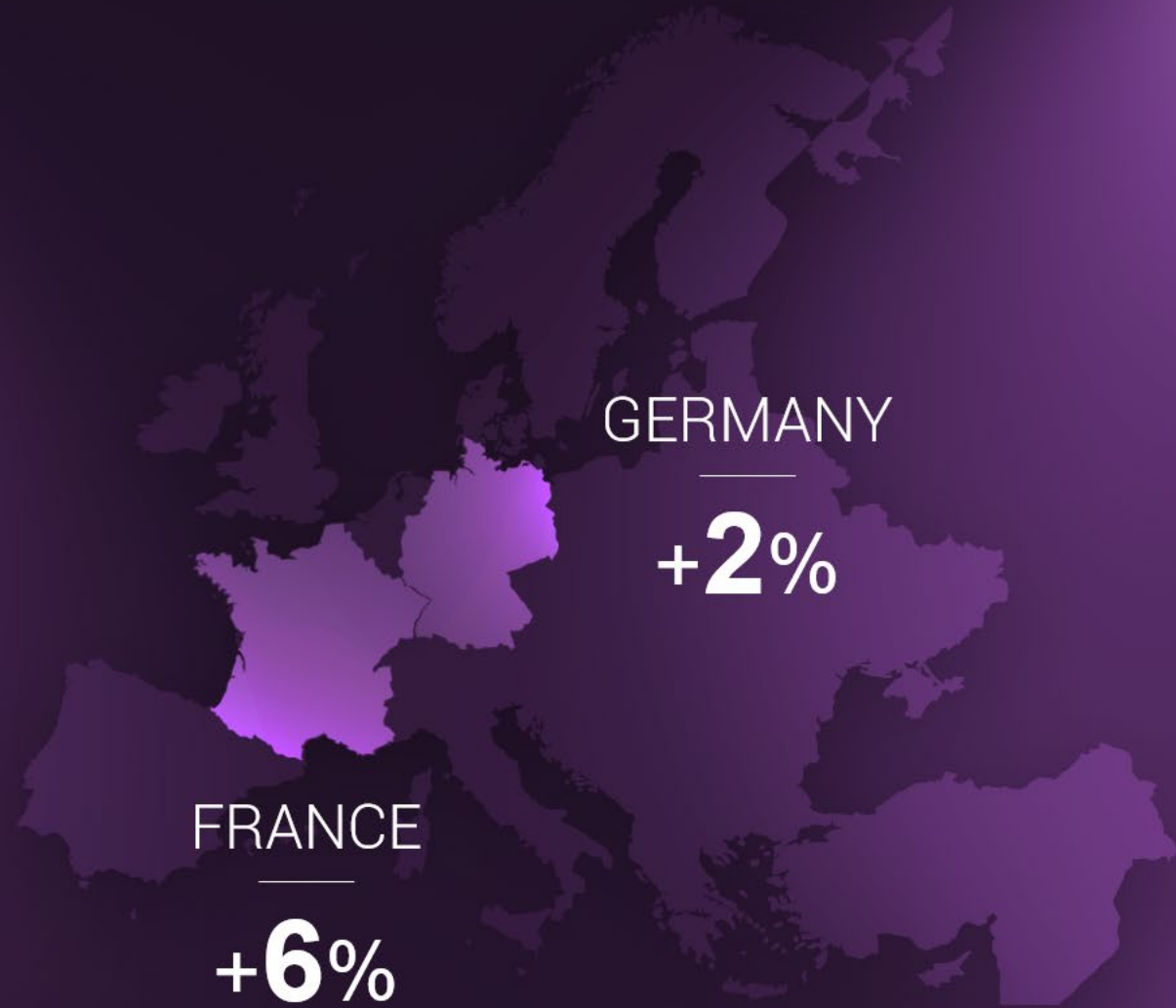
**+2%**

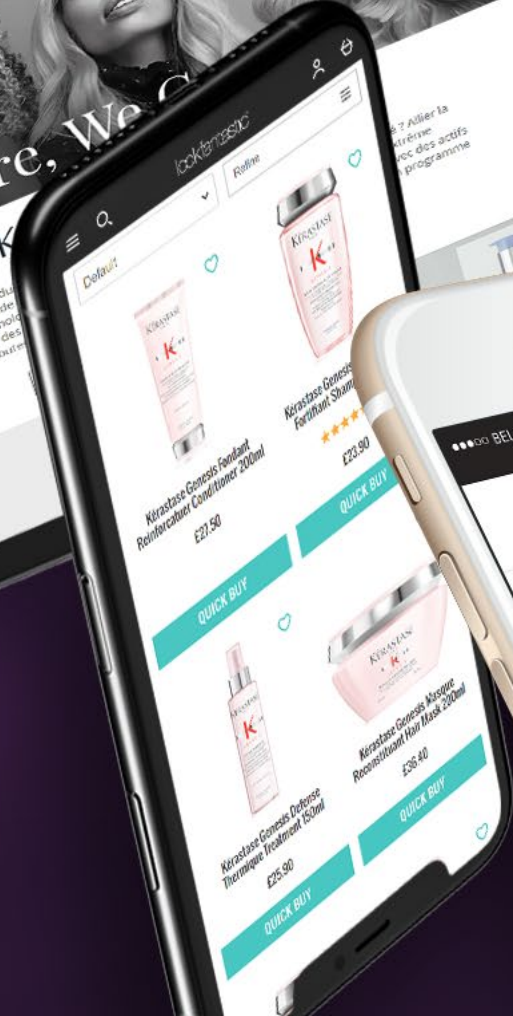
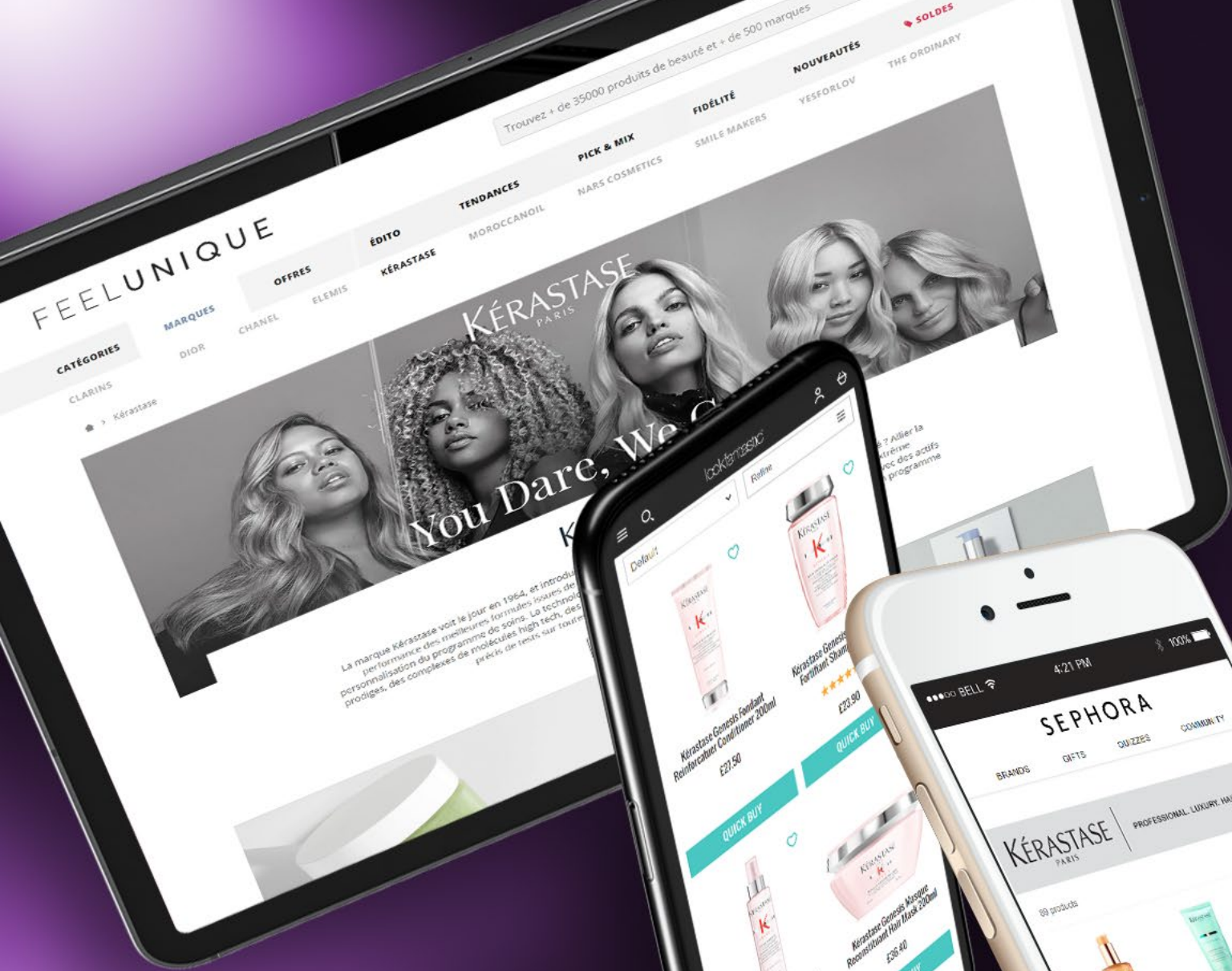


# WESTERN EUROPE

2<sup>ND</sup> HALF 2019

L'ORÉAL  
Professional Products





E-COMMERCE  
+38%

2019 Like-for-like growth





KÉRASTASE  
PARIS

+15%

2019 Like-for-like growth





YOU DARE, WE CARE

KÉRASTASE  
PARIS

NEW  
BLOND ABSOLU





KÉRASTASE  
PARIS

**PERSONALISED**  
SERVICES  
FUSIO-DOSE™







KÉRASTASE  
PARIS

ASK FOR YOUR COMPLIMENTARY  
KÉRASTASE HAIR DIAGNOSIS

TRANSFORM  
YOUR HAIR

1  
CLEANSE

2  
TREAT

3  
PRIME

NOURISH  
HAIR

NUTRITIVE | Hydrating nutrition for normal to dry hair

KÉRASTASE  
PARIS  
WORLD'S LEADING LUXURY PROFESSIONAL HAIRCARE  
Trusted by the finest hairstylists

CONTROL  
FRIZZ

SELECTIVE  
PERFUMERIES

STRENGTHEN  
HAIR

RESISTANCE | Strengthening for damaged hair

STAR  
PRODUCT

SUBLIME  
SHINE

ELIXIR ULTIME

STAR  
PRODUCT

SMOOTH  
VOLUME

OLEO-RELAX | Heavy conditioning for curly, wavy and thick hair

MAXIMIZE  
LENGTH

RESISTANCE EXTENTIONISTE | Length-strengthening for damaged hair

STAR  
PRODUCT

SCALP  
CARE

SPECIFIQUE

Specialized care for all scalp needs

STAR  
PRODUCT

PROLONG  
COLOR

REFLECTION | Heavy protection for color-treated hair





KÉRASTASE  
PARIS

PROFESSIONAL  
**LUXURY**  
HAIRCARE



DYNAMIC  
HAIR COLOR







REDKEN  
5TH AVENUE NYC

# SHADES EQ







L'ORÉAL  
PROFESSIONNEL  
PARIS

iNOA  
EXCLUSIVELY IN YOUR SALON  
2019 · 春 解禁







L'ORÉAL  
PROFESSIONNEL  
PARIS

DIALIGHT



# PULPRIOT

YOU ARE THE ARTIST. PULP RIOT IS THE PAINT.

+52%

SEMI-PERMANENT COLOR  
COLORATION SEMI-PERMANENTE

PULPRIOT

4 FL OZ / 118 mL

CAUTION: READ STATEMENT ON BOTTOM FLAP

SEMI-PERMANENT COLOR  
COLORATION SEMI-PERMANENTE

PULPRIOT

4 FL OZ / 118 mL

CAUTION: READ STATEMENT ON BOTTOM FLAP  
ATTENTION: LIRE LA DÉCLARATION SUR LA PARTIE INFÉRIEURE

2019 Like-for-like growth



**2020**  
FURTHER  
**OUTPERFORM**  
THE MARKET







NEW  
**Majirel**  
HAIRCOLOR

Only by **L'ORÉAL**  
**PROFESSIONNEL**  
PARIS







NEW

**GENESIS**

EDELWEISS NATIVE CELLS + GINGER ROOT



NEVER BE AFRAID OF FALLING

**KÉRASTASE**  
PARIS





# OUR MARKET'S NEW REALITY





KÉRASTASE  
PARIS

DIAGNOSE YOUR HAIR PRODUCTS SALONS CARE FOR YOUR HAIR INGREDIENTS

FIND A SALON

FIND YOUR NEAREST SALON

Discover best in-class salons near you

📍 GEOLOCATE ME

OR

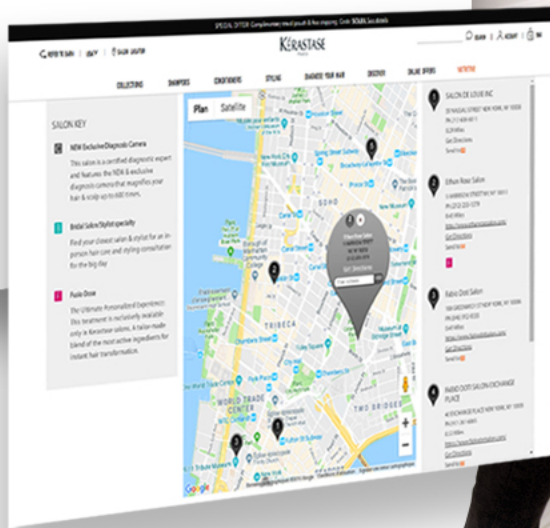
FRANCE

PARIS

🔍

SALONS NEAR YOU

KÉRASTASE  
PARIS



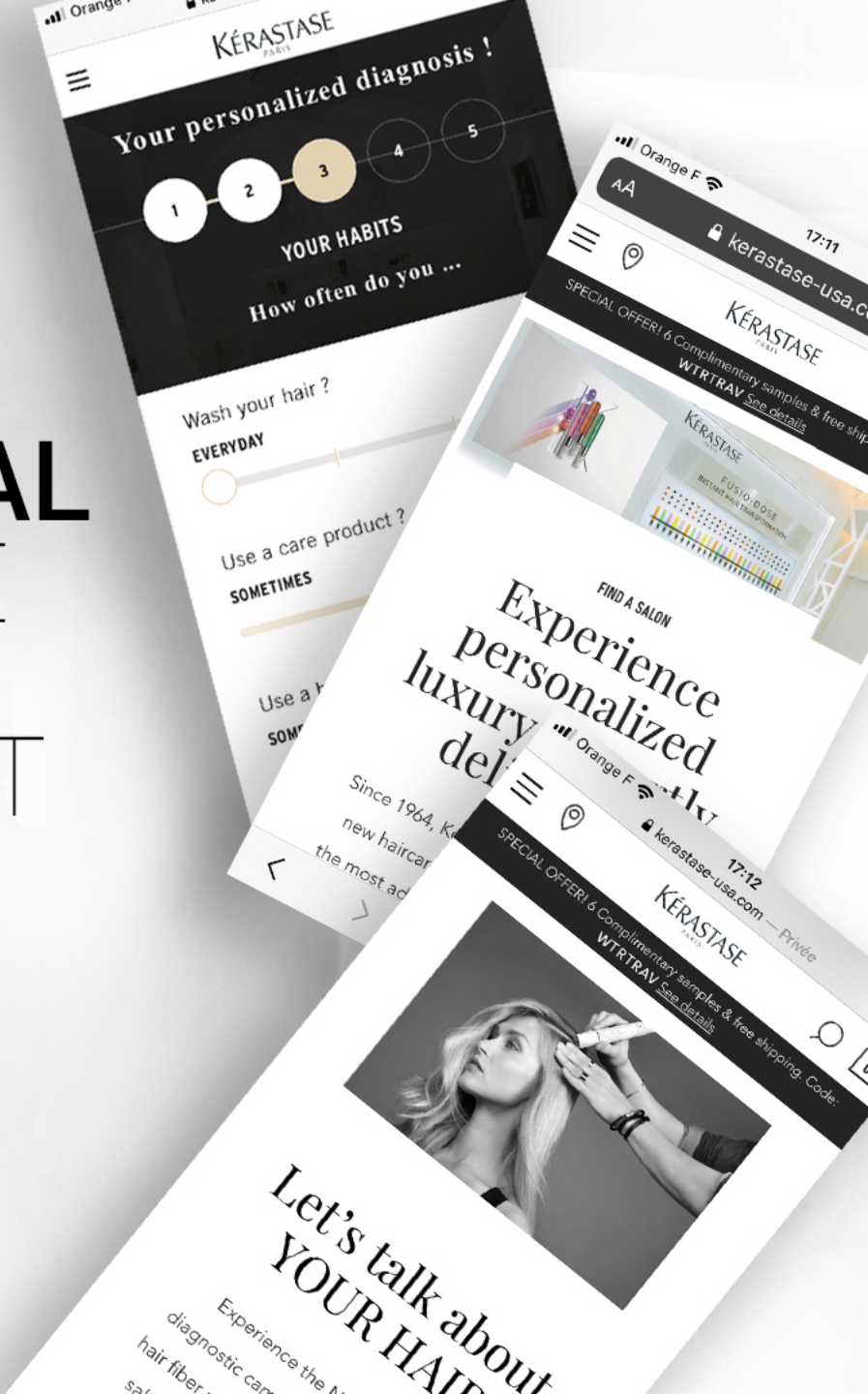
# DIGITAL CONSUMER JOURNEY







# PROFESSIONAL EXPERIENCE AT EVERY TOUCH POINT

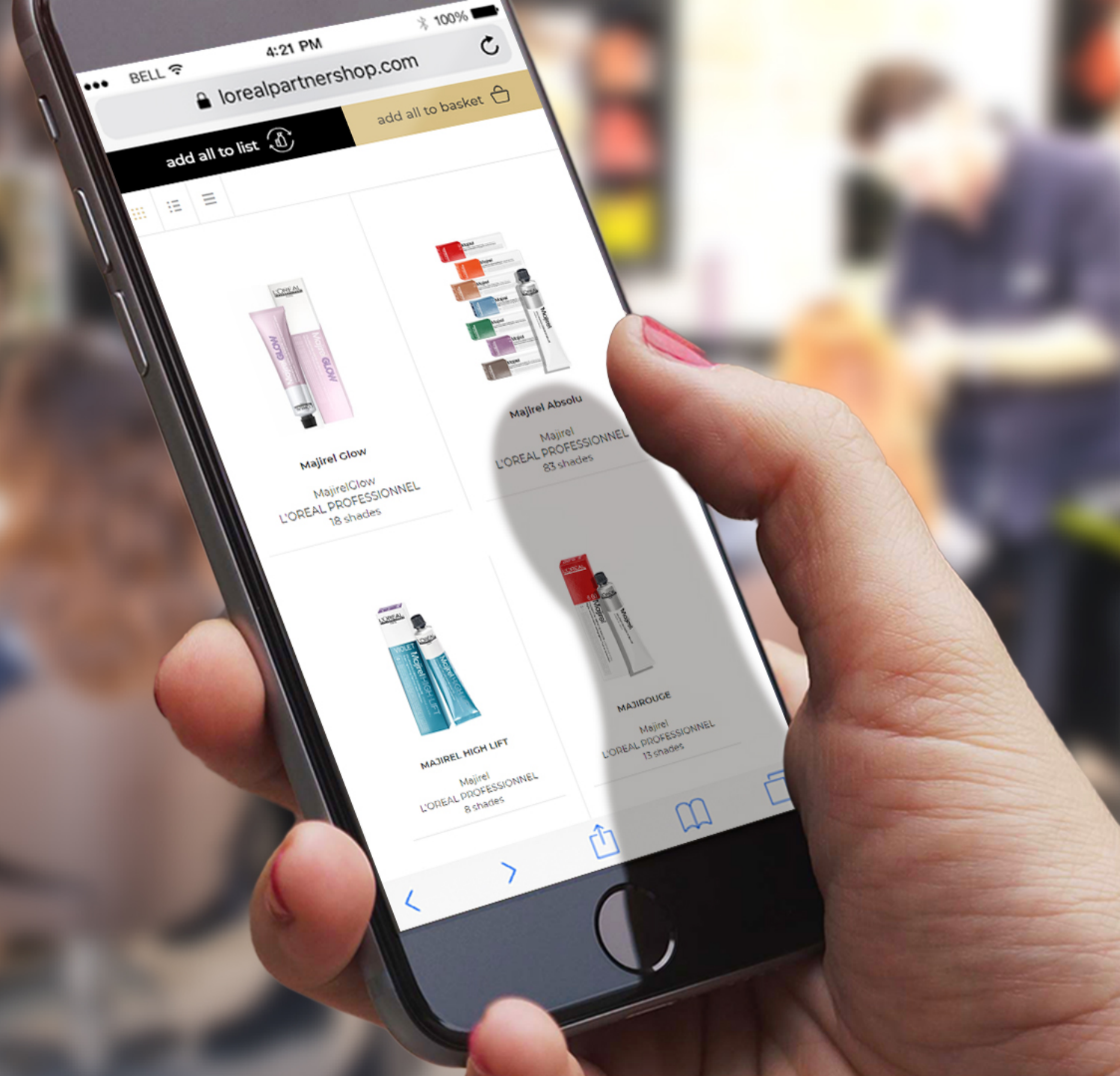




L'ORÉAL

PARTNER SHOP

B2B  
E-COMMERCE







# GLOBAL E-LEARNING PLATFORM

The screenshot shows the L'Oréal Access website interface. At the top, there is a search bar with the text "Search courses, content and more...". Below the search bar is a navigation menu with the following items: "Home", "LEARNING PLANS", "WEBINARS", "LETS LEARN ONLINE", "GROW MY BUSINESS", "BOOK A COURSE", "WHAT'S NEW?", "PRODUCT ESSENTIALS", and "INSPIRE ME!". The main content area features a large banner for "TUTORIALS ONLINE LIVE" with a close-up image of a woman with light-colored hair. To the right, there are two smaller images: one showing a hair artist working on a client's hair, labeled "LEARN WITH ARTISTS", and another showing a hair artist working on a client's hair, labeled "SKILLS AND SERVICES". At the bottom, there is a footer with the L'Oréal logo and the following brand names: "REDKEN", "MATRIX", "L'ORÉAL PARIS", "KÉRASTASE", "PUREOLOGY serious colour care", "MIZANI", "SHU UEMURA ART OF HAIR", and "PULPRIOT". There are also links for "CONTACT US" and "Privacy Policy".





**REAL**  
campus  
by L'ORÉAL®



NEXT  
GENERATION  
OF **ENTREPRENEUR**  
STYLISTS

A hair salon scene. A woman with dark hair, wearing a dark long-sleeved shirt and a red watch, is styling a mannequin head with long brown hair. She is using a comb and a hairbrush. In the background, a television screen displays the text "COIR CHEVEUX DETOXIFIE".

COIR CHEVEUX  
DETOXIFIE



# 2020 AMPLIFIED PERFORMANCE

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## DISCLAIMER

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This document does not constitute an offer to sell, or a solicitation of an offer to buy, L'Oréal shares. If you wish to obtain more comprehensive information about L'Oréal, please refer to the public documents registered in France with the Autorité des Marchés Financiers (which are also available in English on our Internet site: [www.loreal-finance.com](http://www.loreal-finance.com)).

This document may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by their nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements.

