

# L'ORÉAL

## L'ORÉAL'S VENTURE CAPITAL FUND BOLD ACQUIRES A MINORITY STAKE IN SPARTY, A JAPANESE STARTUP DEDICATED TO PERSONALIZED BEAUTY

**Clichy, 20 May 2022** – L'Oréal's corporate venture capital fund BOLD (*Business Opportunities for L'Oréal Development*) announces a minority investment in Japanese beauty startup SPARTY, Inc. This investment in SPARTY marks the first venture capital investment by L'Oréal in Japan.

Based in Tokyo, SPARTY has successfully created a D2C business model grounded in personalized beauty, with brands such as Medulla in haircare and Hotaru in skincare. This unique business model enables consumers in Japan to enjoy both a personalized product and a personalized consumer experience.

"Japan is one of the most sophisticated and influential beauty markets. In Japan, personalized consumer experience is highly valued, and we are seeing new trends and innovations when it comes to personalization, especially in beauty. We are thrilled to be partnering with SPARTY, a pioneer in personalized beauty as well as a game changer within Japan's growing D2C market," said **Jean-Pierre CHARRITON, Chief Executive Officer of L'Oréal Japan**.

"With SPARTY's proven track record in personalization and L'Oréal's leadership in the worldwide beauty market, we are confident that we will be able to embark on the next chapter of our growth journey and scale our business even further, both in Japan and overseas, to the fullest potential," said **Yosuke MIYAMA, Founder and CEO of SPARTY Inc.**

For more information about BOLD (*Business Opportunities for L'Oréal Development*): [www.lorealboldventures.com](http://www.lorealboldventures.com)

### About L'Oréal

For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 35 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With 85,400 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, hair salons, branded and travel retail), in 2021 the Group generated sales amounting to 32.28 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 3,000 tech professionals, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

More information on <https://www.loreal.com/en/mediaroom>

"This press release does not constitute an offer of sale or solicitation of an offer to purchase 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, also available in English on our website [www.loreal-finance.com](http://www.loreal-finance.com).

This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

### CONTACTS L'ORÉAL

Switchboard  
+33 (0)1 47 56 70 00

### Individual shareholders and market regulators

Christian MUNICH  
+33 (0)1 47 56 72 06  
[Christian.munich2@loreal.com](mailto:Christian.munich2@loreal.com)

### Financial analysts and institutional investors

Françoise LAUVIN  
+33 (0)1 47 56 86 82  
[Francoise.lauvin@loreal.com](mailto:Francoise.lauvin@loreal.com)

### Media

Noëlle CAMILLERI  
+33 (0)6 79 92 99 39  
[Noelle.camilleri@loreal.com](mailto:Noelle.camilleri@loreal.com)

Christine BURKE  
+33 (0)6 75 54 38 15  
[Christine.burke@loreal.com](mailto:Christine.burke@loreal.com)

For further information, please contact your bank, stockbroker or financial institution (I.S.I.N. code: FR000012031), and consult your usual newspapers or magazines or the Internet site for shareholders and investors, [www.loreal-finance.com](http://www.loreal-finance.com), the L'Oréal Finance app or call the toll-free number from France: 0 800 66 66 66. 0 800 66 66 66