

L'Oréal

The world leader in Beauty

With €27.99 billion in net sales and 85,392 employees in 2020, L'Oréal is the world leader in beauty – its sole business, expertise and passion for more than 110 years.

L'Oréal's mission is to offer women and men around the world the best in cosmetics in terms of quality, responsibility, efficacy, honesty and safety, in order to meet all their beauty wishes in their infinite diversity.

L'Oréal's four divisions

The Group is split into four Divisions, each of which has a specific vision of beauty, by consumer universe and distribution channels. This strategy is backed by a portfolio of 35 diverse and complementary brands.

- The **Professional Products division** offers L'Oréal's long-standing expertise of professional beauty and supports for the world of hairdressing.
➔ 3,097.3M in sales / 11.1% of group sales / 18.8 in operating margin
- The **Consumer Products division** democratizes access to the best that the world of beauty has to offer.
➔ 11,703.8M in sales / 41.8% of group sales / 20.4% in operating margin
- The **L'Oréal luxe division** offers the best brand experiences through exceptional services and products to the most demanding consumers in selective distribution.
➔ 10,179.9M in sales / 36.4% of group sales / 22.4% in operating margin
- The **Active Cosmetics division** helps everyone for their quest of healthy and beautiful skin.
➔ 3,011.1M in sales / 10.7% of group sales / 25.4% in operating margin

L'Oréal's resilience during the pandemic driven by its shift to e-commerce

Despite the worldwide crisis due to the pandemic and the decline of the cosmetics market, L'Oréal has accelerated its growth in the fourth quarter of 2020 and reinforced its market share.

- L'Oréal's strength in digital and e-commerce, which has increased considerably during the crisis, enabled the Group to maintain a close relationship with all its consumers and compensate to a large extent for the closure of points of sale. As a result, sales achieved in e-commerce rose sharply by +62% across all Divisions and all geographic Zones, reaching the record level of 26.6% of the Group's total sales for 2020.
- Thanks to its balanced business model, the Group strengthened its position as the beauty market leader and maintained its profitability at 18.6%.

L'Oréal's resilience is also based on its singular business model which sets a dual goal: economic and corporate excellence to create lasting value for all.

A science and innovation-based company

For over a century, innovation has been the foundation of L'Oréal's pioneering spirit and of its success with consumers.

Excellence in green sciences and research

- With 3,995 researchers and a budget of approximately 3.4% of sales, L'Oréal has the top Research and Innovation (R&I) force in the cosmetics industry.
- The Group holds a total of 21 research centres and 13 assessment centres.
- In 2020, L'Oréal filed 500 patents in 2020.

Priority to digital and Beauty tech

- L'Oréal is a digital-first company and decided to become the pioneer and champion of Beauty Tech.
- Leveraging Artificial Intelligence, distributed cloud services and an integrated network of connected devices (IOTs), Beauty Tech sources data, extracts information and generates insights to have a personal relationship with customers.

By combining Green Sciences and Beauty Tech, L'Oréal is constantly developing innovations that push the boundaries of science and reinvent beauty rituals.

L'Oréal for the Future, the company's sustainability commitments for 2030

L'Oréal is accelerating its transformation towards a model respecting planetary boundaries.

- By 2025, all of L'Oréal's sites will have achieved carbon neutrality and using 100% renewable energy.
- By 2030, 100% of the plastics used in L'Oréal's products' packaging will be either from recycled or bio-based sources.

- By 2030, L'Oréal will reduce by 50% per finished product, compared to 2016, its entire greenhouse gas emissions.