

L'ORÉAL

L'Oréal Executive Committee announcement

Clichy, 29 March 2016 – Alexandre Popoff, General Manager of the Eastern Europe zone, will also head the Africa-Middle East zone as of June 1st. He will take over from **Geoff Skingsley**, General Manager of Africa-Middle East zone, who will be returning to his home country to be appointed Non-Executive Chairman of L'Oréal UK & Ireland.

Under the leadership of Alexandre Popoff, the two geographical zones will retain their specificities in terms of structure and operating account while benefiting from a critical size in relation to the Divisions and central services.

Alexandre Popoff joined L'Oréal in 1989 as Product Manager for LaSCAD. In 1993, he was named Marketing Coordinator for Garnier and Gemey covering Europe's four key countries. In 1995, he became Managing Director for L'Oréal Paris in Portugal, and then Managing Director of the Consumer Products Division in Russia. He became Managing Director of LaSCAD in 1999, and then of the Consumer Products Division for France in 2004. He was subsequently appointed Managing Director for the Africa Orient Pacific Zone, initially for the Consumer Products Division and later for L'Oréal's four divisions. In 2010, he joined L'Oréal's Executive Committee as Managing Director for Latin America, Africa and the Middle East, before focusing on the management of the Latin America Zone in January 2012. In July 2013, he became Executive Vice-President Eastern Europe Zone.

Geoff Skingsley joined L'Oréal Paris marketing in the UK in 1986 before being named General Manager of the Consumer Products Division in The Netherlands. Subsequently, he enjoyed two different experiences as Country Manager, first for India and then for the United Kingdom. He was appointed Executive Vice President of Human Resources based in Paris and held the helm for 7 years. In September 2011, he became General Manager of the Africa-Middle East zone. Geoff Skingsley is a powerful developer who has strongly contributed to L'Oréal's growth in terms of business and building highly qualified multicultural teams.

About L'Oréal

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to 25.26 billion euros in 2015 and employs 82,900 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail and branded retail.

Research and innovation, and a dedicated research team of 3,870 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

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