

# L'ORÉAL

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## PIONEERING

THE BEAUTY EXPERIENCE

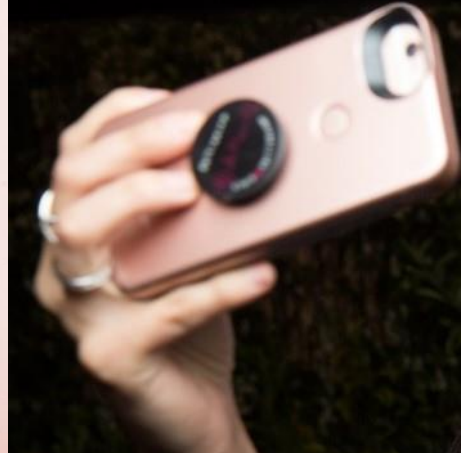
## OF TOMORROW

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Lubomira ROCHET  
Global Chief Digital Officer

Deutsche Bank - June 2018

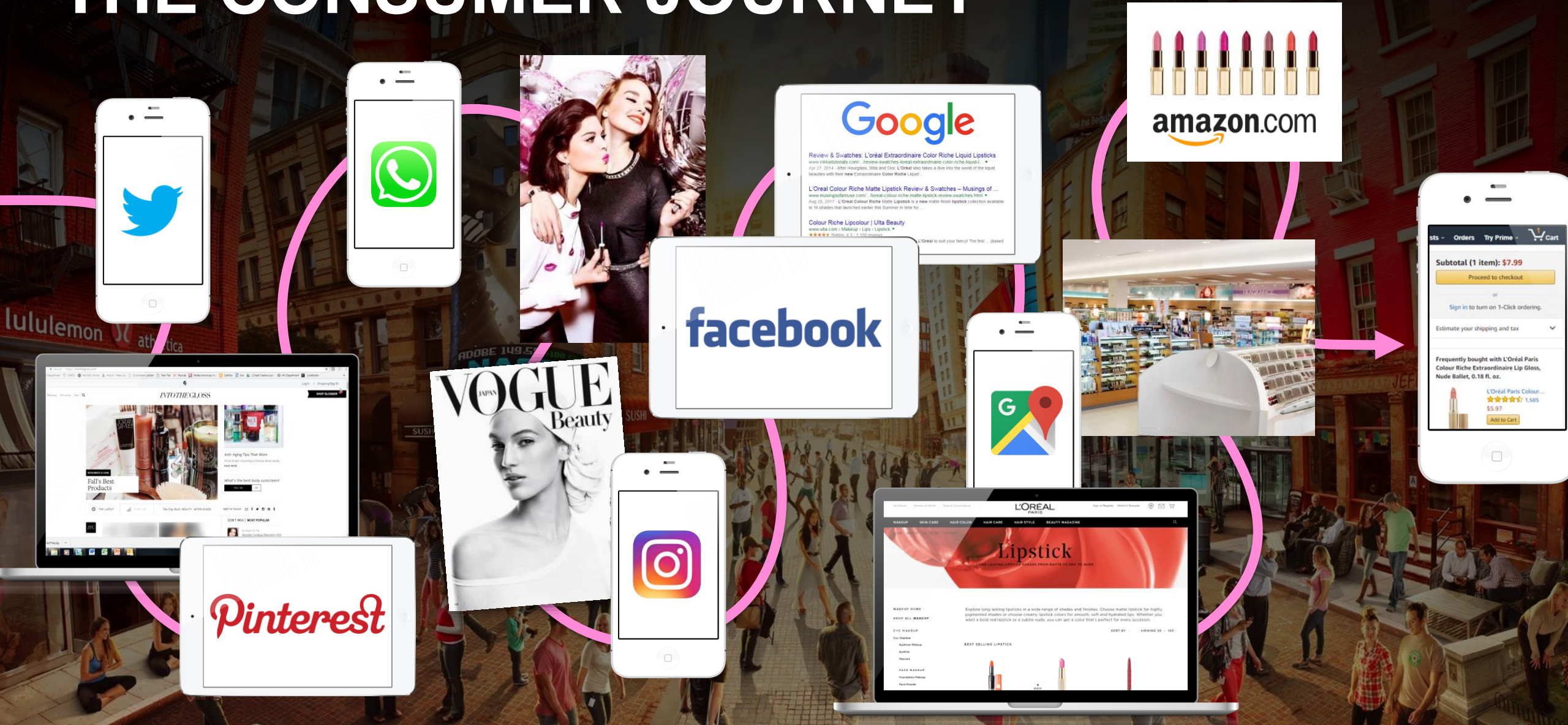




# DIGITAL & BEAUTY A PERFECT MATCH



# DIGITAL IS TRANSFORMING THE CONSUMER JOURNEY



A close-up photograph of several hands holding various smartphones, illustrating direct consumer relationships.

**DIRECT RELATIONSHIPS  
TO EVOLVE WITH OUR  
CONSUMERS**

A stylized white icon of a person in a suit, with several white arrows pointing outwards from their feet, symbolizing data being used for personalization.

**DATA  
TO PERSONALISE**

# **DIGITAL: A GAME CHANGING OPPORTUNITY**

A large wall covered in a grid of small, colorful images, with silhouettes of people interacting with it, representing multiple touchpoints.

**MORE TOUCH POINTS  
TO INTERACT**

A network diagram with a central glowing node and various icons (envelope, shopping cart, laptop, smartphone, document) connected to it, representing new digital channels.

**NEW CHANNELS  
TO GROW**

**1 BN VISITS**  
**300 MM**  
SOCIAL FOLLOWERS

**4 BRANDS**  
IN THE TOP 10 EMV

**38%**  
MEDIA IN DIGITAL  

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ROI OBSESSION

**DIGITAL IS AT THE  
CORE OF OUR BUSINESS**

**1.1 BN**  
CONSUMER DATA RECORDS

**+34%\***  
E-COMMERCE  
SALES GROWTH

**8%\*\***  
GROUP SALES

**TALENT**  
**20,000**  
EMPLOYEES UPSKILLED

**2,000**  
DIGITAL EXPERTS

*\* 2017 like-for-like sales growth. Sales achieved on our brands' own websites and estimated sales achieved by our brands corresponding to sales through retailers' websites (non-audited data)*

*\*\* 2017 group sales*

# L'ORÉAL

## **1 TRANSFORMATION & ACCELERATION**

**DIGITALISATION  
AT THE CORE  
OF OUR BUSINESS**

**ENSURE STRICT ROI**

## **2 INNOVATION**

**REINVENTING  
THE BEAUTY EXPERIENCE  
AT THE DIGITAL AGE**

**PILOT, LEARN & SCALE**



# SOURCES OF INSPIRATION

**CONSUMER  
OBSESSION**

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**NEW BEAUTY-TECH  
[AR, AI...]**

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# KEY FOCUS

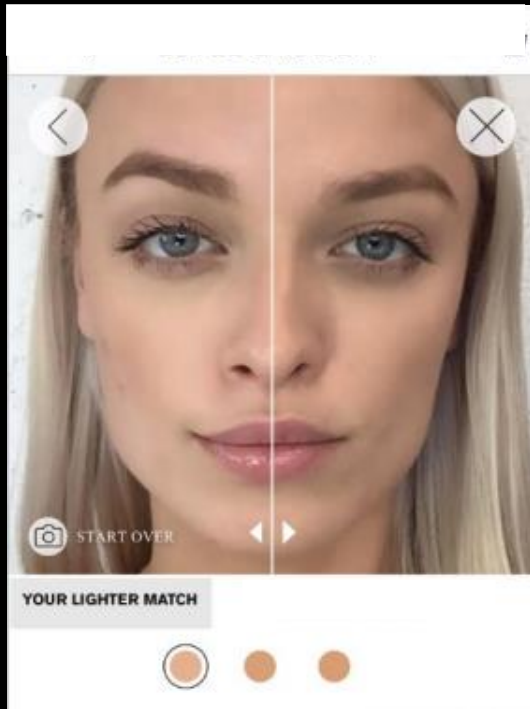
SERVICES &  
PERSONALISATION

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# SERVICES

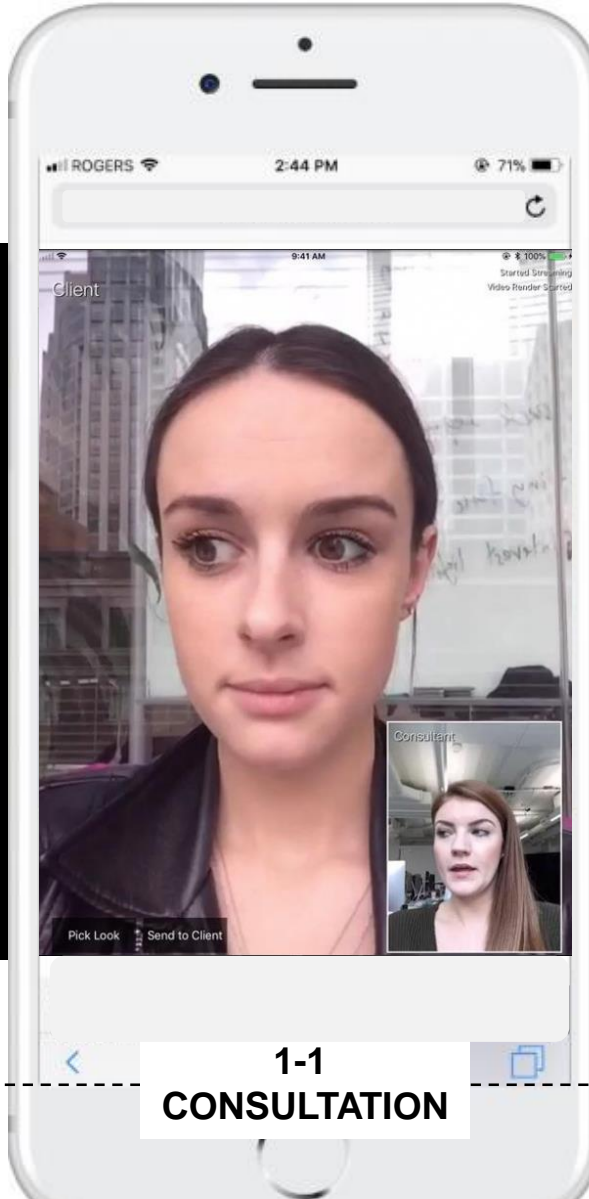
BY MODIFACE  
A L'ORÉAL GROUP COMPANY



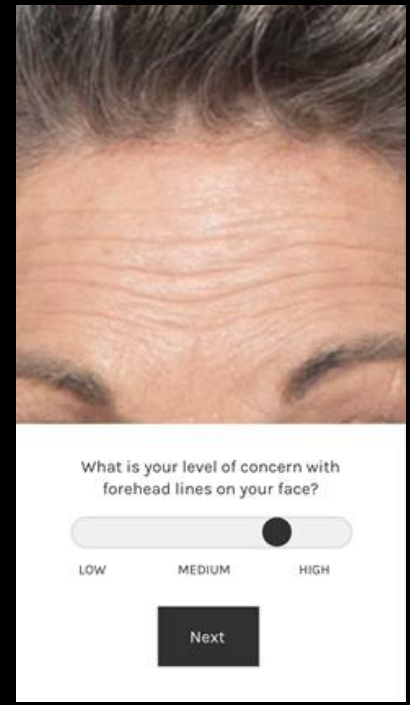
TRY-ONS



LIVE  
STREAMING



1-1  
CONSULTATION



DIAGNOSIS



SMART  
SAMPLING

# VOICE



# PERSONALISATION

custom d.o.s.e



le teint particulier



**PARTNERING AT SCALE  
WITH THE BEST**



**STATION F**

# L'ORÉAL

# THANK YOU

----- Disclaimer -----

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