



L'ORÉAL

2019
ANNUAL RESULTS

CONSUMER PRODUCTS
DIVISION

Alexis PERAKIS-VALAT

7 February 2020



MARKET

≈ 4%

L'Oréal internal estimates

excluding soap, tooth paste and razors. 2019 provisional estimates. Net manufacturing price (sell-in). Growth at constant exchange rate



L'ORÉAL
Consumer Products

2019
+3.3%

Q4 2019
+4.4%

like-for-like sales growth



ASIA PACIFIC

+19%

L'ORÉAL
Consumer Products

ASIA
PACIFIC

+19%

INDIA

SOUTH
KOREA

INDONESIA

EASTERN EUROPE

+9%

ДЛИННЫЕ ВОЛОСЫ – ТВОЯ МЕЧТА? СОХРАНИ ПОСЛЕДНИЕ 3 СМ.

НОВИНКА **ELSEVE**
Душа Мечты

ФОРМУЛА С РАСТИТЕЛЬНЫМ КЕРАТИНОМ + КАСТОРОВЫМ МАСЛОМ

L'ORÉAL PARIS

ELSEVE Душа Мечты

WESTERN EUROPE

+1%

L'ORÉAL
PARIS

NO HAY BARRERAS ENTRE TU PIEL
Y TU MAQUILLAJE.
PORQUE SON UNAS.

PIEL SIN TETOCAR

NUEVO ACCORD PARFAIT
MAQUILLAJE

48 TONOS. CUIDADO PARA TODAS.
MEJORA LA CALIDAD DE LA PIEL EN 2 SEMANAS.
ENRIQUECIDO CON ÁCIDO HIALURÓNICO

NUEVO
L'ORÉAL
accord
parfait

A dark blue world map with the United States and Brazil highlighted in a bright red color. The text 'L'ORÉAL Consumer Products' is centered at the top, and 'USA & BRAZIL' is written in large white letters on the right side of the map.

L'ORÉAL
Consumer Products

**USA
& BRAZIL**



L'ORÉAL
PARIS

L'ORÉAL
PARIS

BEST YEAR SINCE 2007



 **GARNIER**

**BACK TO
GROWTH**



STYLENANDA

BOOMING



SKINCARE ACCELERATION

+18%



L'ORÉAL PARIS | 天猫双11

美丽殿堂 钜惠疯抢

抢250000份加赠礼! 立即抢购 >

11月11日0-24点



L'ORÉAL PARIS
¥20 店铺优惠券
 满469使用
 立即领取

+

天猫津贴
¥50
 满400使用
 详情页领取

1.【店铺优惠券】为单笔订单实付金额满减，单笔订单限用1张。
 2.【天猫购物津贴】领取时间为11月1日，使用时间为11月11日，全店商品通用，每笔订单实付金额满400减50，多买多减，可与店铺优惠券叠加使用。
 注：单笔订单中，店铺优惠券/会员专享券不可同时使用，只能2选1，合并付款视为单笔订单。

11月11日0:00-00:30

抢30分钟^{△4}限时立减

E-COMMERCE

+55%

L'ORÉAL PARIS

N°1

TMALL 11.11 BEAUTY TOP BRANDS

2019 like-for-like sales growth. Sales achieved on our brands' own websites + pure players & estimated sales achieved by our brands corresponding to sales through our retailers' websites (non-audited data)

2020

4 GROWTH
ENGINES



THE POWER OF OUR BRANDS



L'ORÉAL
PARIS

**GREENER
SCIENCE**

**GREENER
PACKAGING**



GARNIER
COMMITTED TO
GREEN BEAUTY

**GREENER
MANUFACTURING**

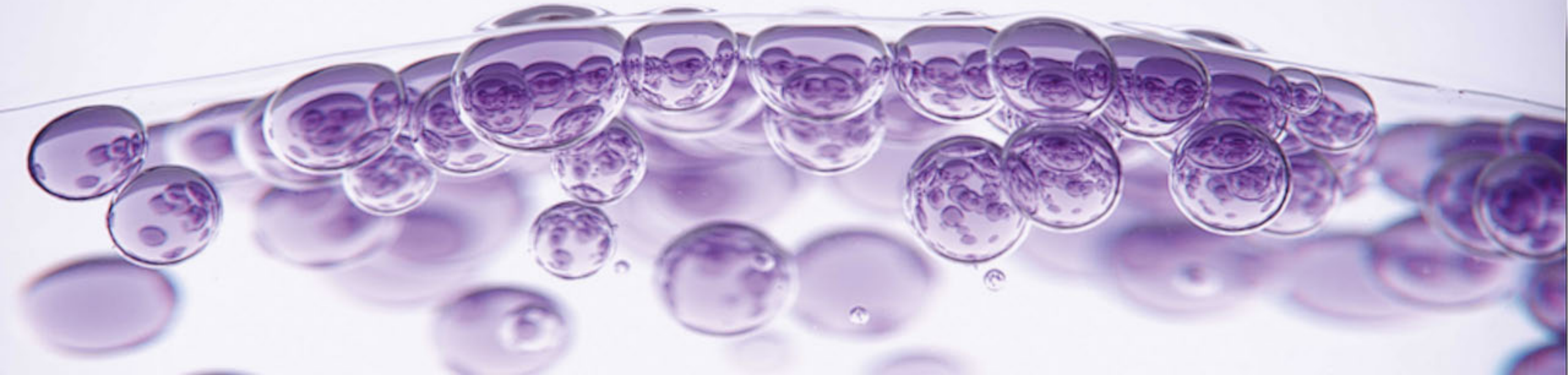
**GREENER
SOURCING**





MAYBELLINE NEW YORK

THE POWER OF INNOVATION





NEW

REVITALIFT®

DERM INTENSIVES

[10% PURE GLYCOLIC ACID SERUM]

**REDUCE DARK SPOTS
STARTING IN 2 WEEKS**

L'ORÉAL
PARIS

FRUCTIS HAIR FOOD MENU



by GARNIER,
Naturally!

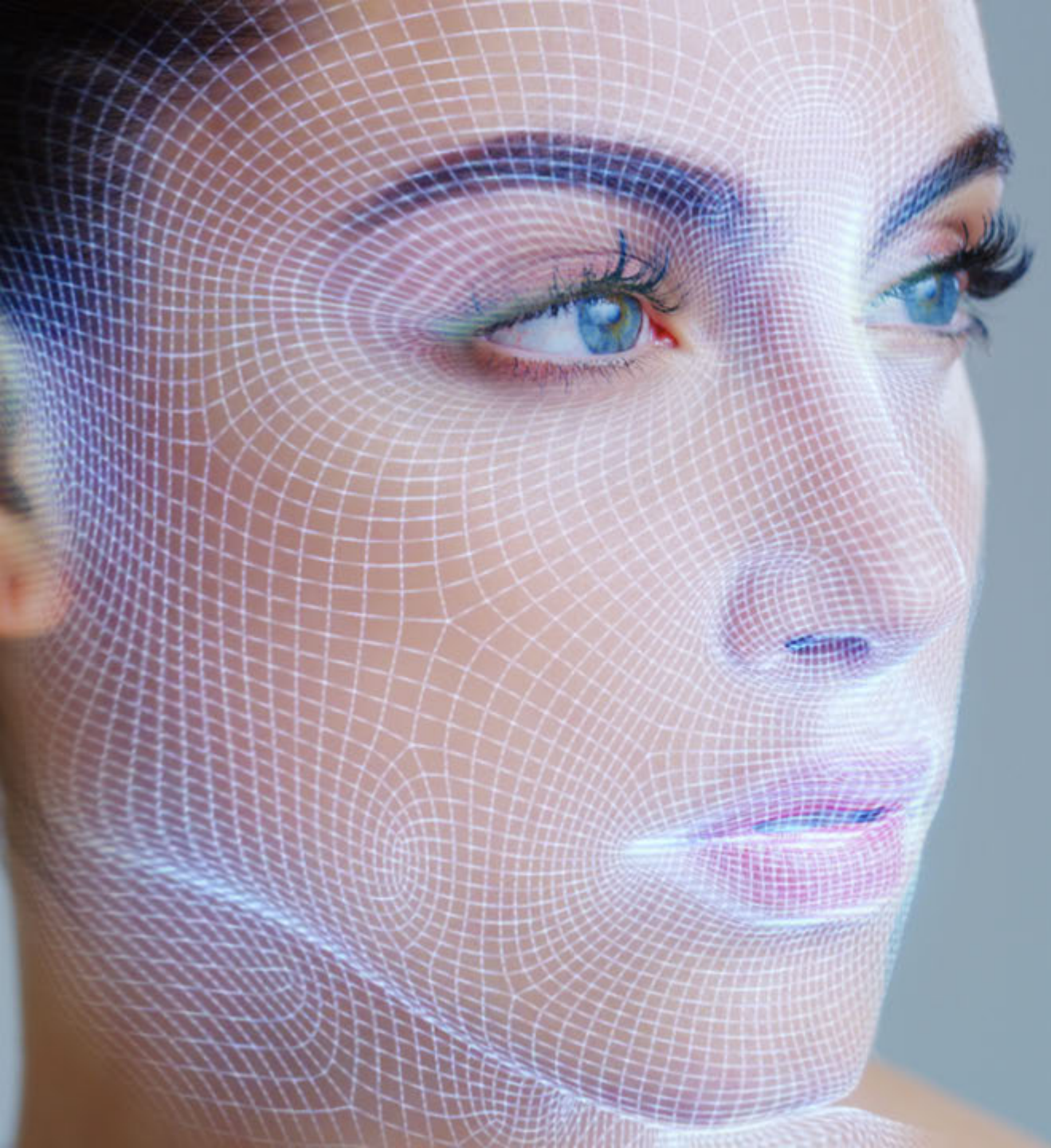


THE BOLD
LOOK OF SALON
LIFTED LASHES.
FROM A TUBE!



MAYBELLINE
NEW YORK

NEW
the FALSIES
LASH LIFT



THE POWER OF DIGITAL

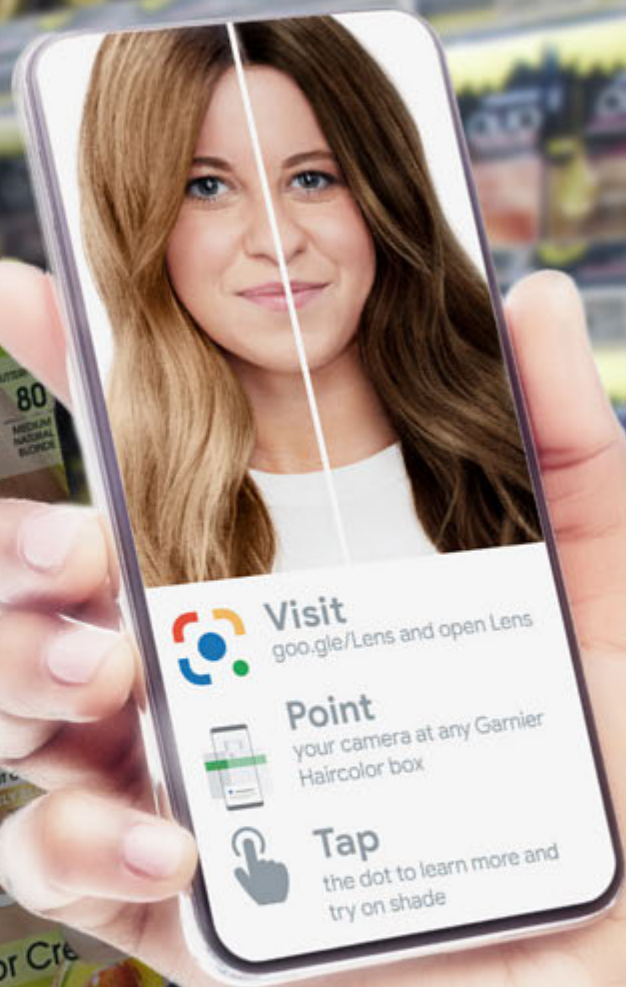
By **GARNIER**,
Naturally!

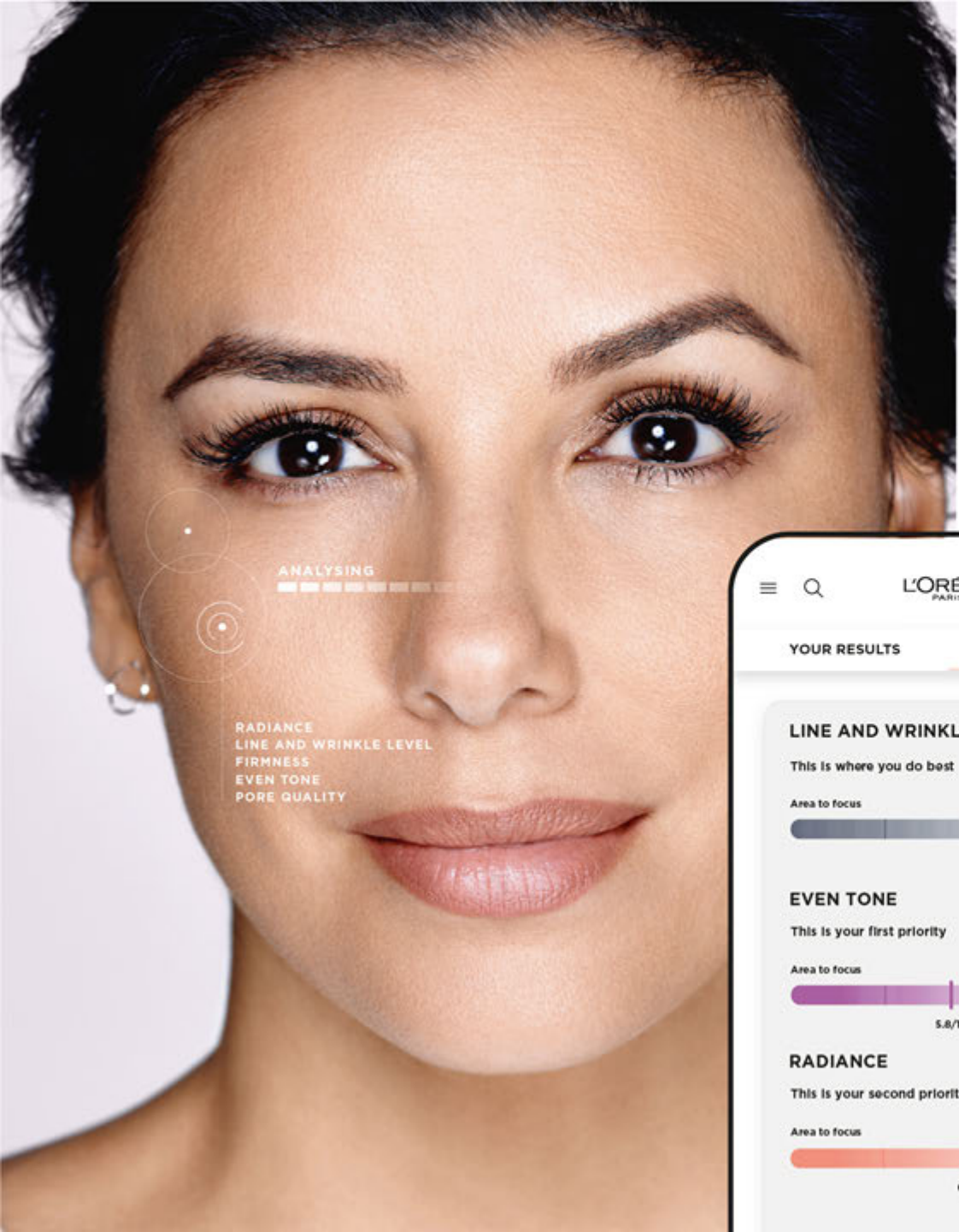


Google Lens



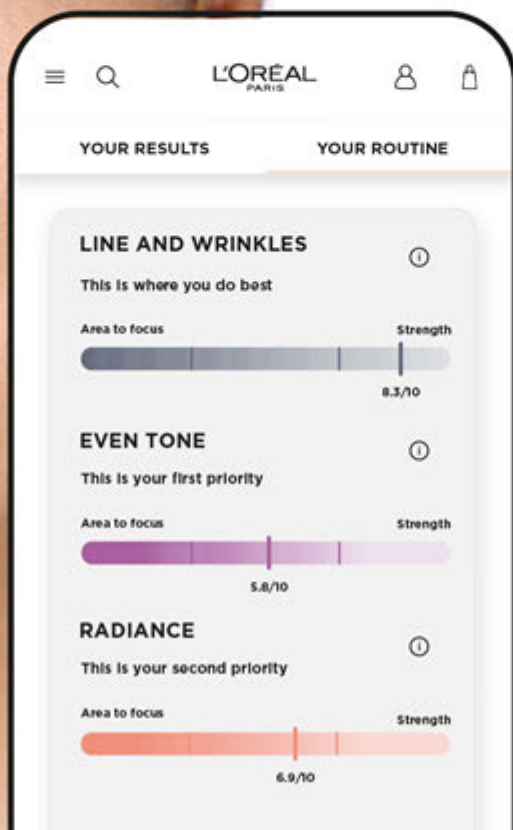
MODIFACE





ANALYZE YOUR SKIN LIKE AN EXPERT

SKIN GENIUS



**POWERED BY ARTIFICIAL
INTELLIGENCE**

L'ORÉAL
PARIS



**CPD
3.0**

**THE POWER
OF OUR
TRANSFORMATION**

CPD
3.0

ROLL-OUT OUR
BIG INNOVATIONS
FASTER



Dream lengths

USA

2020
LONG HAIR GOALS?



L'ORÉAL PARIS

HARRIOTT MARQUIS



Freixenet
CORDON NEGRO
VINO D'EUROPA
2017
CVA

#Freixenet2020

AT PARADISE

ST

TLC

SEPHORA



**BETTER SERVE
EMERGING MARKETS**



MEXICO



MIDDLE EAST



BRAZIL



SOUTH AFRICA



L'ORÉAL
PARIS

SKINCENTER

NOVO
REVITALIFT

PODER PREENCHEDOR
DO ACIDO HIALURONICO



N1

+52%
L'ORÉAL
PARIS

CPD
3.0

IMPROVE
SALES & RETAIL
EXCELLENCE



HYGIÈNE

PARAPHARMACIE

MAQUILLAGE

CAPILLAIRE

Mixa

Mixa

Mixa



**CARREFOUR
CARRÉ SÉNART, FRANCE**



**CPD
3.0**

+ THE POWER OF
OUR BRANDS

+ THE POWER OF
INNOVATION

+ THE POWER OF
DIGITAL

BOOM OF THE MIDDLE CLASS +1.5BILLION PEOPLE





L'ORÉAL
Consumer Products



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-----Disclaimer-----

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