



ANNUAL *RESULTS* 2021

OMAR HAJERI
February 10th 2022

L'ORÉAL
Professional Products

A photograph of three women in business attire standing on a rooftop or high-rise balcony, looking out over a city at sunset. The woman in the foreground has voluminous curly hair and is wearing a pink blazer. The background is a blurred cityscape with warm, golden light from the setting sun.

2021
Exceptional
PERFORMANCE

Full Year 2021

L'ORÉAL
Professional Products

+24.8%*

MARKET

≈ +11%**

*2021 % change, like-for-like.

**L'Oréal estimates, % change at constant currencies.





2021 vs 2019

L'ORÉAL
Professional Products

+16.8%*

Spectacular
GROWTH

*Like-for-like change.



Outperformed

THE MARKET
IN ALL REGIONS

Full Year 2021

North America

+27%

Europe

+18%

North Asia

+40%

Latin America

+32%

SAPMENA-SSA

+19%

WE GAINED MARKET SHARE IN *All* REGIONS*

*Like-for-like growth

L'Oréal Style & Colour Trophy

L'ORÉAL
PROFESSIONNEL
PARIS

L'ORÉAL
PROFESSIONNEL
PARIS

A *Strong* YEAR
IN *China* +54%*

*Like-for-like growth



OUR
Winning
STRATEGY

DISRUPTIVE
INNOVATIONS IN

*Haircare &
Hair color*



Haircare

L'ORÉAL
Professional Products

+31%*

vs 2020

*2021 % change, like-for-like.



Premiumizing OUR PORTFOLIO



Breakthrough

TECHNOLOGIES



KÉRASTASE
PARIS

CURL MANIFESTO

BAIN HYDRATATION DOUCEUR
avec du MANUKA* + CERAMIDE
Masque hydratant doux à l'huile
Cherish touchés, fins, soyeux et respirants
Densité hydratante et soyeuse étonnante
Curl, sans lourdeur et collant

MASQUE
avec du MANUKA* + CERAMIDE
Soins de nuit pour cheveux de tous types
Densité hydratante et soyeuse étonnante
Ne s'écaille, active vos boucles
Curl, sans lourdeur et collant

REFRESH ABSOLU
avec du MANUKA* + CERAMIDE
Soyez au rythme de vos cheveux de tous types
Densité hydratante et soyeuse étonnante
Ne s'écaille, active vos boucles
Curl, sans lourdeur et collant

RECHÈSE ABSOLUE
HYDRATANT

NEW

CURL MANIFESTO
PRECIOUS MANUKA HONEY + CERAMIDE
ULTIMATE PROFESSIONAL CARE FOR ALL CURLS & COILS
63% more hydration*, 87% stronger curls*

*System of Bain, Masque and Refresh vs. non-conditioning shampoo

MANIFEST YOUR GREATNESS

KÉRASTASE
PARIS

Available at the finest salons worldwide.
Find a salon near you:
kerastase.com

L'ORÉAL
PROFESSIONNEL
PARIS



REDKEN

5TH AVENUE NYC

Acidic Bonding Concentrate



Hair color

L'ORÉAL
Professional Products

+21%*

vs 2020

*2021 % change, like-for-like.



STRONG PERFORMANCE OF *Shades EQ* & *Dialight*

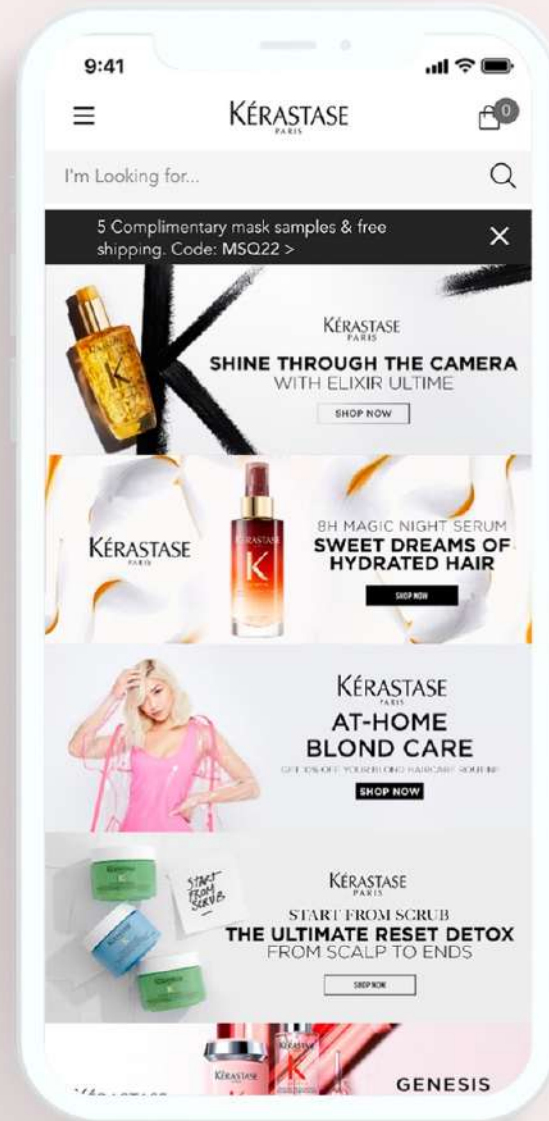


ACCELERATION OF *E-commerce*

23%*
OF OUR TOTAL TURNOVER

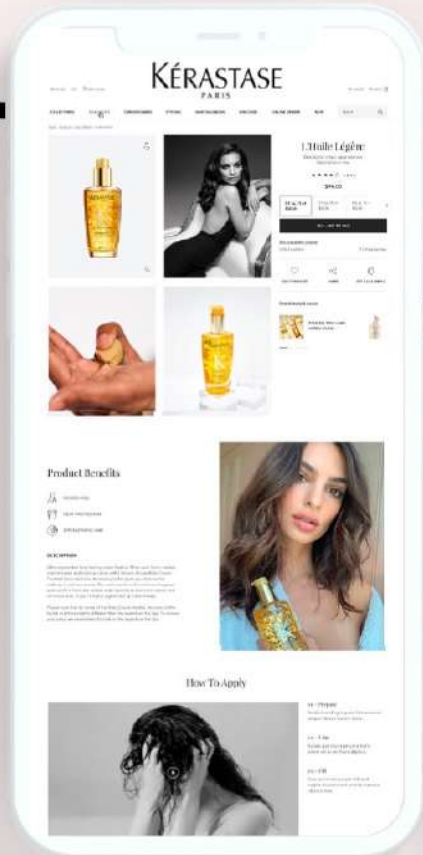
+39%*
DURING THE YEAR

*Sales achieved on our brands' own websites and estimated sales achieved by our brands corresponding to sales through our retailers' ecommerce websites (non-audited data).
FY-2021 like-for-like growth

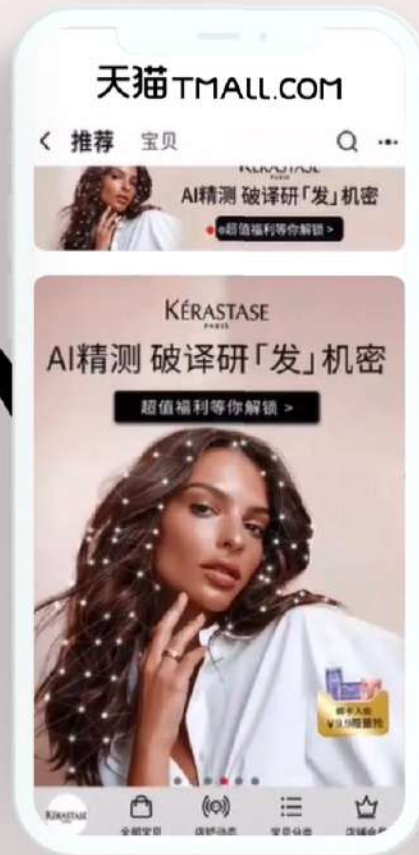


ACCELERATION OF *E-commerce*

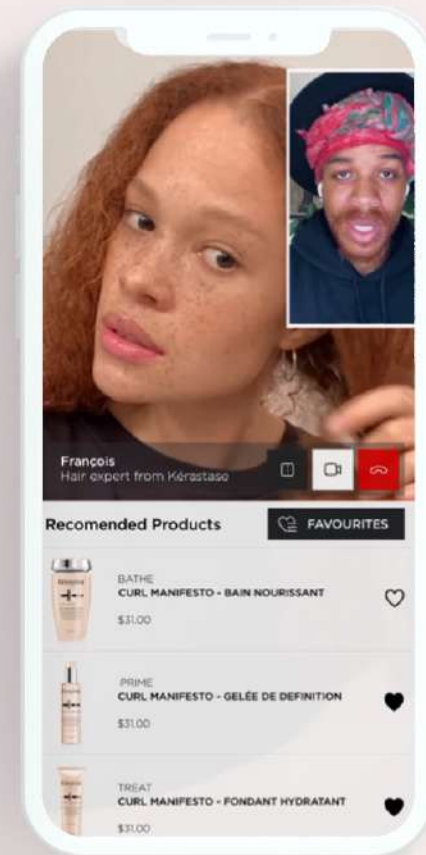
D2C



Pure Beauty Players



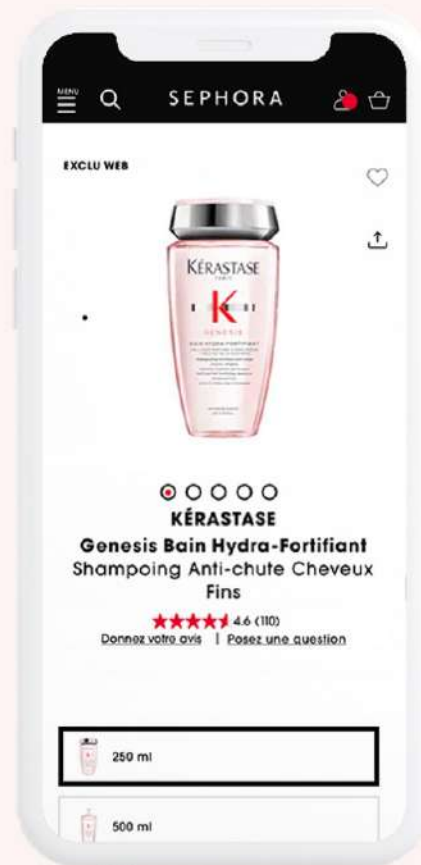
Social Commerce



A TRULY *Omnichannel* DIVISION



Salons



Online



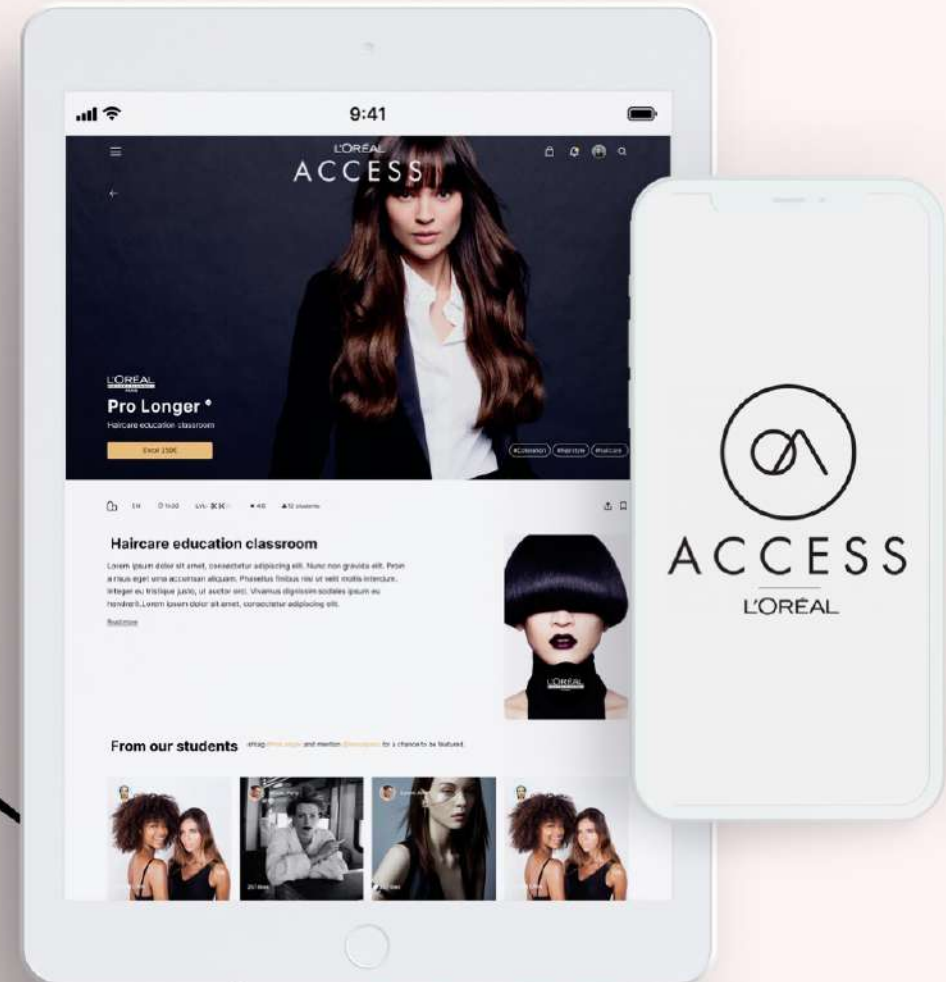
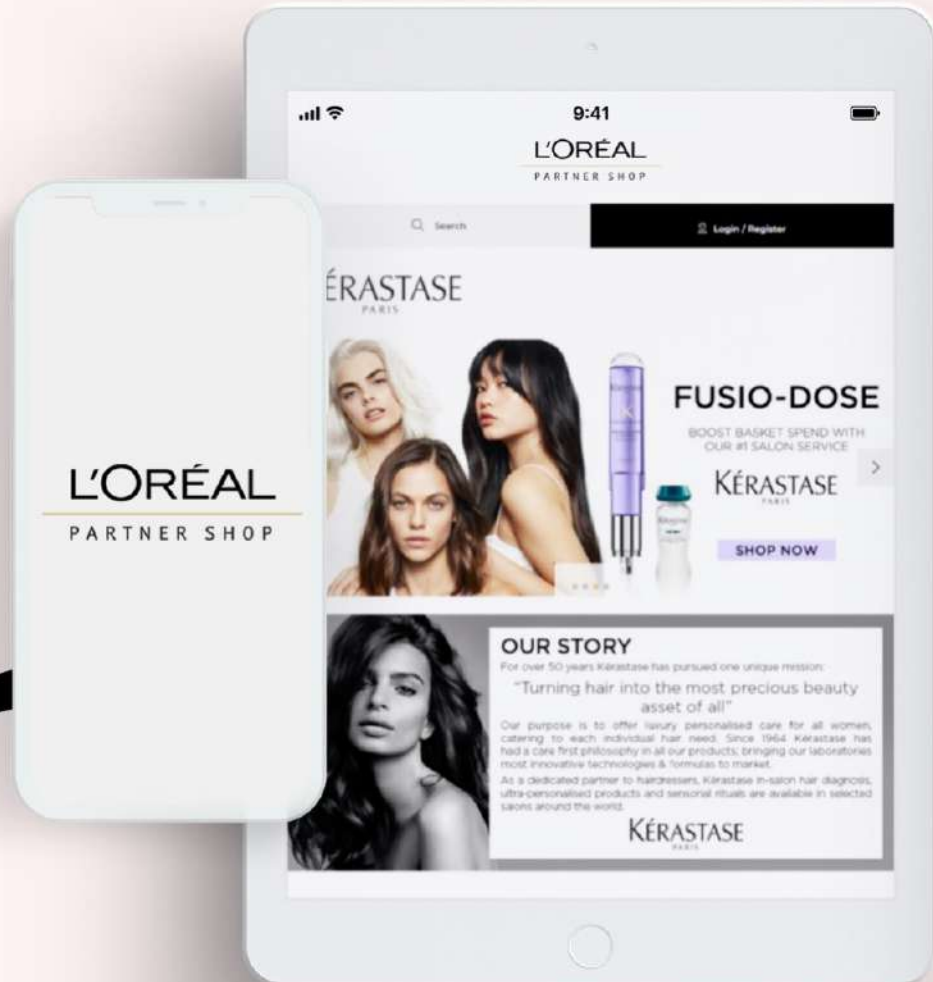
Retailer

Full digitalization

OF OUR B2B ACTIVATION MODEL



DIGITALIZING TWO *Key engines*



SalonCentric

IN THE US



REDKEN
5TH AVENUE NYC

Shop and Learn

10-Min. Gray Coverage
with Redken Ambassador
Jamal Edmonds
@lamajbackwards

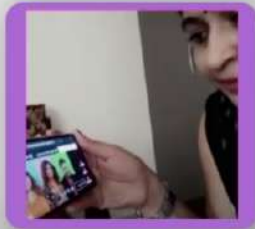
@LAMAJBWARDS

Join us
Wednesday, Jan. 19
1:30PM ET/10:30AM PT
on our Facebook LIVE

SalonCentric

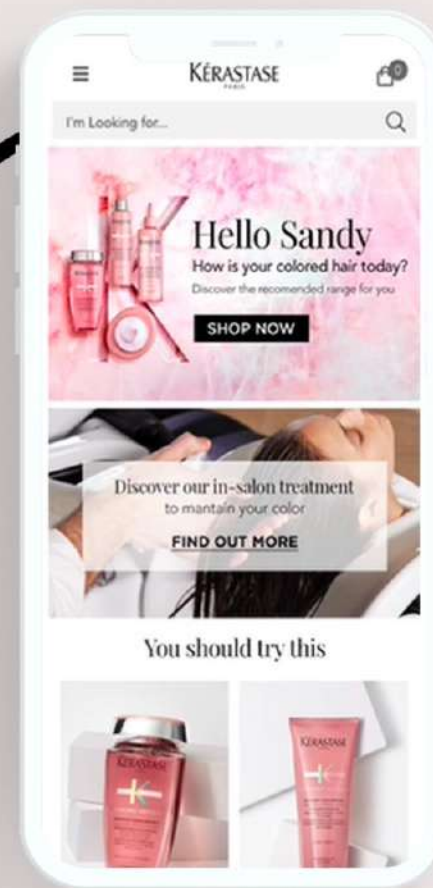
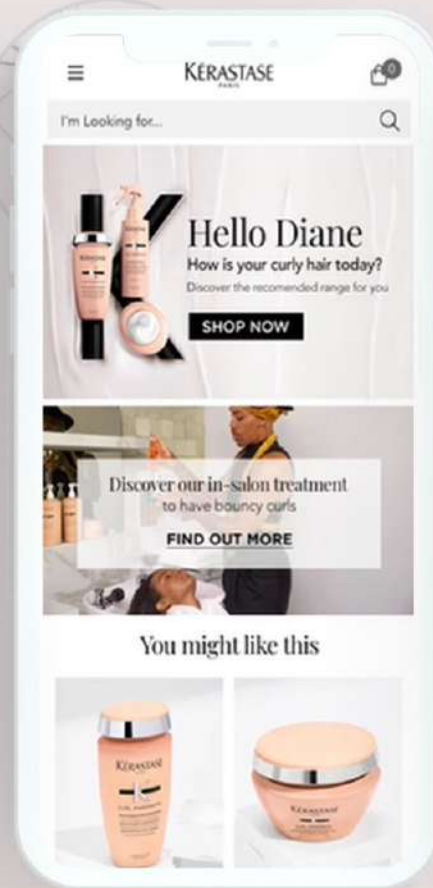
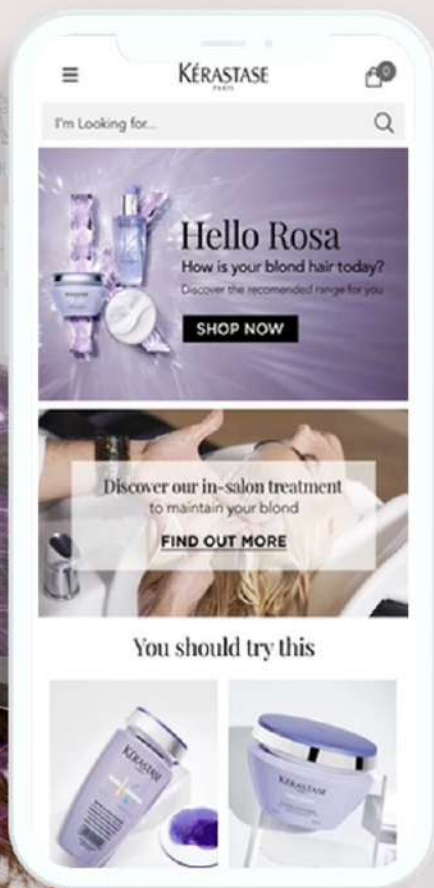
Virtual event in India

200,000 STYLISTS AT THE SAME TIME



*Source of photographs: voluntarily shared by the participants during on ground activation of M-Day

A POWERFUL *Data driven*
OFFLINE + ONLINE ECOSYSTEM



L'ORÉAL
PROFESSIONNEL
PARIS
HAIR SALON

L'ORÉAL
PROFESSIONNEL
PARIS

Godhands



MOING STATION

PRO TOOL

HAIR COLOR WELER

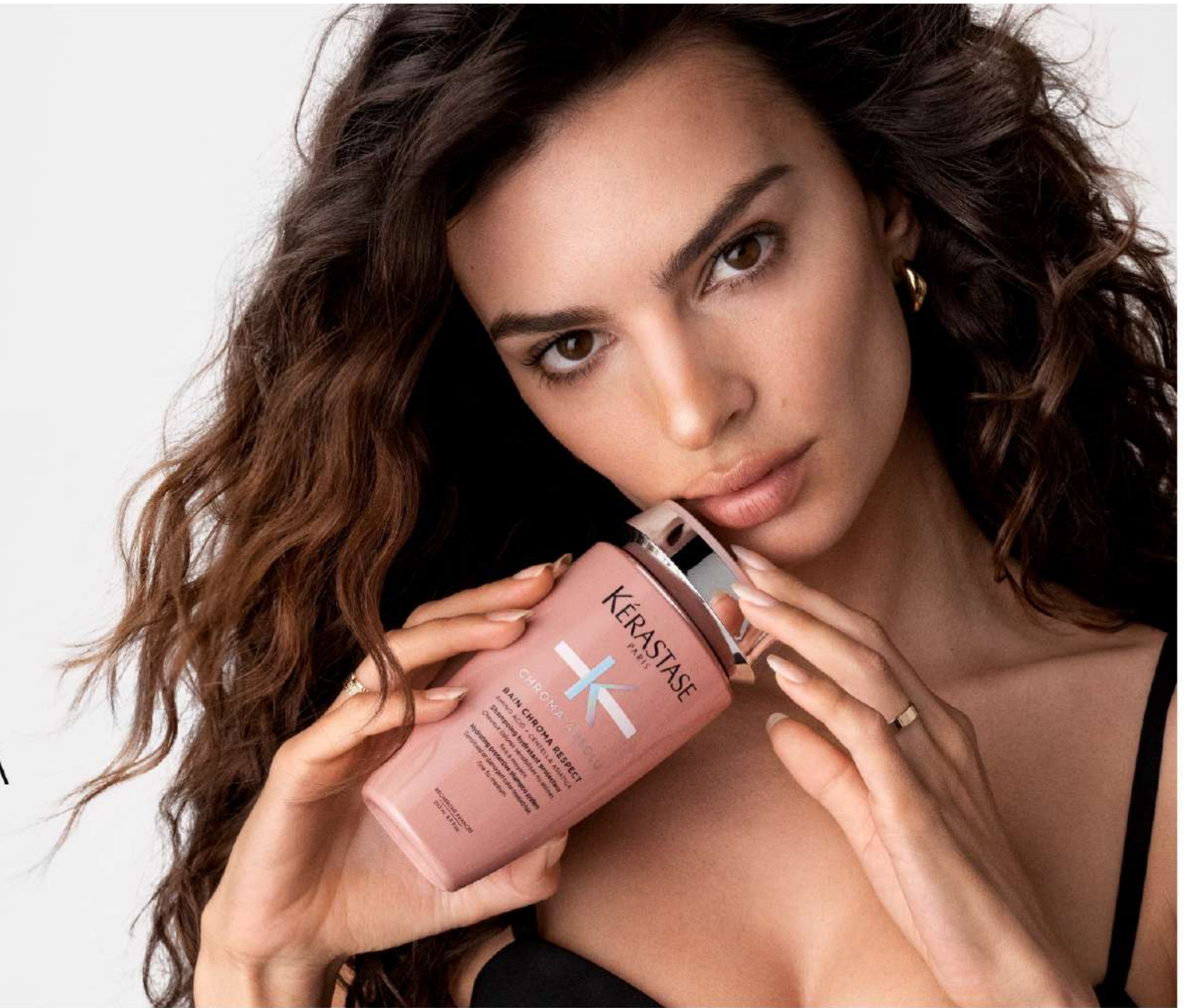


L'ORÉAL
PROFESSIONNEL
PARIS



A GAIN OF
52,000 salons

A WIDE-RANGING
Innovation
AGENDA



INNOVATION IN OUR
Products



YOU DARE, WE CARE

KÉRASTASE
PARIS

NEW

CHROMA ABSOLU

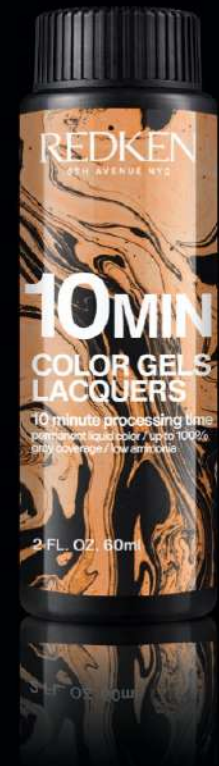
RESTORING ACID CARE FOR ALL COLOR TREATED HAIR



kerastase.com



REDKEN
5TH AVENUE NYC



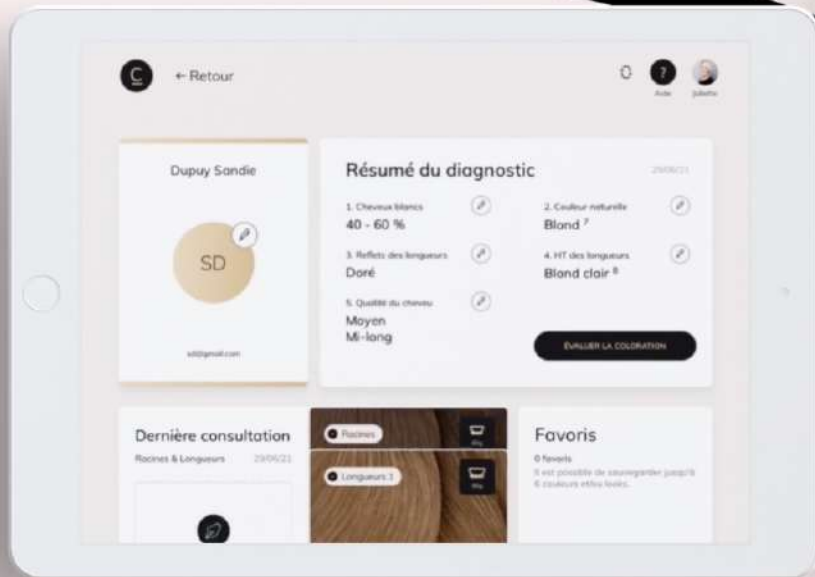
100% GRAY COVERAGE IN 10 MIN
WITH SMART STOP TECHNOLOGY

**NEW COLOR GELS
LACQUERS 10 MINUTE**

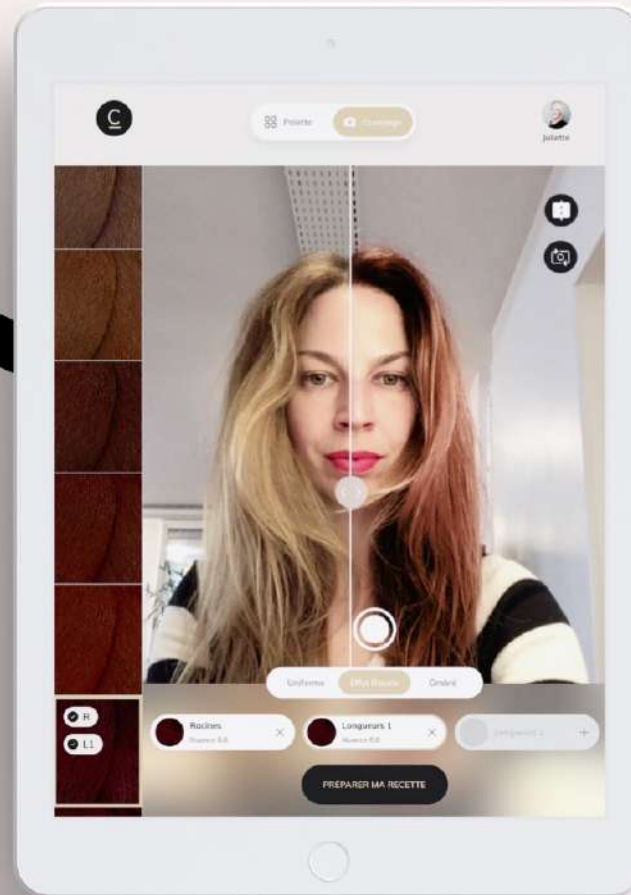
POWERED BY SCIENCE PRESCRIBED BY PROS

INNOVATION IN *Tech*

Coloright



Color diagnosis app



Virtual try on



Color dispenser

TIME
BEST
INVENTIONS
2021

INNOVATION IN
Sustainability





DRIVE THE
Transformation
OF THE INDUSTRY

HAIRSTYLISTS
FOR THE
FUTURE
BY L'ORÉAL

A TOTALLY
Reinvented
DIVISION



READY FOR THE *Future*

READY FOR *Growth*



Avertissement / Disclaimer

« Ce document ne constitue pas une offre de vente ou la sollicitation d'une offre d'achat de titres L'Oréal. Si vous souhaitez obtenir des informations plus complètes concernant L'Oréal, nous vous invitons à vous reporter aux documents publics déposés en France auprès de l'Autorité des Marchés Financiers (également disponibles en version anglaise sur notre site interne www.loreal-finance.com). Ce document peut contenir certaines déclarations de nature prévisionnelle. Bien que la société estime que ces déclarations reposent sur des hypothèses raisonnables à la date de publication du présent communiqué, elles sont par nature soumises à des risques et incertitudes pouvant donner lieu à un écart entre les chiffres réels et ceux indiqués ou induits dans ces déclarations. »

"This document does not constitute an offer to sell, or an offer to buy 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 (which are also available in English on our internet site: www.loreal-finance.com). This document may contain some forward-looking statements. Although the Company considers that these statements are based on reasonable hypotheses at the date of publication of this release, they are by nature subject to risks and uncertainties which could cause actual results to differ materially from those indicated or projected in these statements."

