

NEWS RELEASE

L'ORÉAL

L'ORÉAL, HOTEL SHILLA, ANCHOR EQUITY PARTNERS SIGN AN AGREEMENT TO CO-INVEST IN THE LAUNCH OF A NEW LUXURY BEAUTY BRAND IN KOREA

Seoul, Korea, June 21, 2022 - L'Oréal, the world leader in beauty, joins forces with Hotel Shilla, a leading Korean Travel Retailer and prestigious 5-Star hotel chain, and Anchor Equity Partners, a private equity firm focusing on investment opportunities in the North Asia Pacific Region to announce the signing of an agreement to co-invest in the launch of a newly created luxury beauty brand.

This novel 3 party partnership will bring together a unique combination of L'Oréal's beauty expertise, supported by Shilla's luxury retail channel and underpinned by Anchor's robust financial and business model. L'Oréal, Shilla and Anchor will each own close to an equal share of the investment.

The new brand, to be revealed in the coming months, will leverage the Korean innovation eco-system, fuse together cosmetic naturality and functional efficacy to reinterpret Asian wisdom with a modern professional touch.

About L'Oréal

For over 110 years, L'Oréal, the world's leading beauty player, has devoted itself to one thing only: fulfilling the beauty aspirations of consumers around the world. Our purpose, to create the beauty that moves the world, defines our approach to beauty as inclusive, ethical, generous and committed to social and environmental sustainability. With our broad portfolio of 35 international brands and ambitious sustainability commitments in our L'Oréal for the Future programme, we offer each and every person around the world the best in terms of quality, efficacy, safety, sincerity and responsibility, while celebrating beauty in its infinite plurality.

With 85,400 committed employees, a balanced geographical footprint and sales across all distribution networks (e-commerce, mass market, department stores, pharmacies, hair salons, branded and travel retail), in 2021 the Group generated sales amounting to 32.28 billion euros. With 20 research centers across 11 countries around the world and a dedicated Research and Innovation team of over 4,000 scientists and 3,000 tech professionals, L'Oréal is focused on inventing the future of beauty and becoming a Beauty Tech powerhouse.

More information on <https://www.loreal.com/en/mediaroom>

"This press release does not constitute an offer of sale or solicitation of an offer to purchase 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, also available in English on our website www.loreal-finance.com.

This press release may contain forecast information. While the Company believes that these statements are based on reasonable assumptions as of the date of publication of this press release, they are by nature subject to risks and uncertainties which may lead to a discrepancy between the actual figures and those indicated or suggested in these statements."

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