

Take part in the
L'Oréal
Adventure

L'ORÉAL
FINANCE



Why should you take part in the L'Oréal adventure?

Being a L'Oréal shareholder means believing in the strength of the Group's balanced, value-creating development model, underpinned by decisive assets.

L'ORÉAL, N°1 IN BEAUTY WORLDWIDE

OUR PURPOSE Create the beauty that moves the world

The purpose (*raison d'être*) is a core principle for L'Oréal, to see ourselves as a high-performing, committed, responsible, inclusive company showing solidarity in decades to come.

OUR VOCATION Beauty for All

L'Oréal is present worldwide in all market segments and product categories: from luxury to dermocosmetics, by way of consumer products and hair products.

The Group is underpinned by a balanced business model that drives long-term, profitable growth.

OUR VISION Beauty: a long-term perspective

Our acquisition policy, brand strategies, corporate social and environmental responsibility, shareholder policy, and corporate governance guidelines all adopt a long-term perspective. Given the uncertain and volatile context of the global economy, this is a major asset for the Group's sustainable growth.

OUR PASSION Innovation

L'Oréal's passionate teams have an insatiable appetite for innovation. The Group relies on 20 research centres in 11 countries, a team of more than 4,000 researchers dedicated to Research & Innovation and 3,000 Technology professionals to invent the future of beauty and become the champion of Beauty Tech.

Beauty is a value for the future

N°1
in beauty worldwide⁽¹⁾

32.28

billion euros of sales at 31 December 2021

28.9%

of consolidated sales in e-commerce⁽²⁾

6.16

billion euros in operating profit in 2021

85,400

employees

35

global brands

Operating in

150+

countries

517

patents registered in 2021

Sustainable development programme for

2030

"L'Oréal for the Future"

⁽¹⁾ Source: Beauty's top 100, WWD, May 2021.

⁽²⁾ Sales achieved on our brands' own websites and with e-commerce pure players + estimated sales achieved by our brands corresponding to sales through our retailers' websites (non-audited data). Like-for-like.

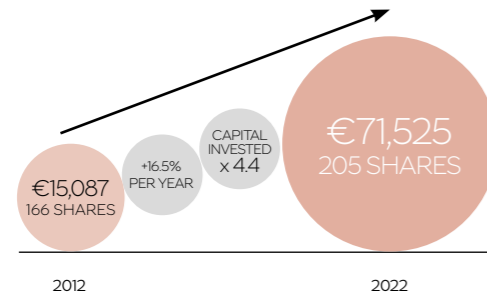
BEAUTY, CREATING VALUE

SHARE PRICE from 28 April 2017 to 29 April 2022⁽¹⁾



HYPOTHESIS

Total Shareholder Return over ten years, for €15,000 invested in L'Oréal shares, including reinvestment of dividends, excluding bank charges and tax.



TOTAL SHAREHOLDER RETURN⁽²⁾

Amongst the various economic and financial measures of value creation, L'Oréal prefers Total Shareholder Return (TSR). This indicator is based on a range of criteria, including the share price and revenue received in the form of dividends (excluding taxes on capital gains and dividends, based on the closing share price on 29 April 2022).

A LOYALTY BONUS FOR REGISTERED SHARES

Before the end of 2022

Register your shares in your name.

2023/2024

Hold your registered shares continuously for two full calendar years.

From 2025

Receive for the first time the **+10% loyalty bonus** for your shares continuously held in registered form in 2023 and 2024. You will be entitled to receive the +10% loyalty bonus in subsequent years if you hold your shares continuously for two full calendar years.

2022

2023

2024

2025

2026

⁽¹⁾ CAC40 index rebased on the L'Oréal share price since 28/04/2017 // Source: Refinitiv, share price on 29/04/2022.
⁽²⁾ Total Shareholder Return of the investment, assuming that the shares are sold at the closing price on 29/04/2022.



+10%

Become a registered shareholder and receive:

- a **LOYALTY BONUS** of +10%

A preferential dividend: €5.28⁽¹⁾ instead of €4.80⁽²⁾

- **FINANCIAL INFORMATION** from L'Oréal directly

⁽¹⁾ For shareholders who continuously hold their shares in registered form for a minimum of two full calendar years at 31 December 2021.
⁽²⁾ Dividend approved at the Annual General Meeting of 21 April 2022.

Our global brands

CONSUMER PRODUCTS



PROFESSIONAL PRODUCTS



L'ORÉAL LUXE



ACTIVE COSMETICS



Your questions, our answers

HOW ARE REGISTERED SHARES TAXED?

Registering your shares has no fiscal impact. The tax regime for registered shares is the same as for bearer shares. If you hold L'Oréal shares in a PEA (share savings plan) and wish to benefit from the advantages of registered shares, then managed registered shares are for you.

IF I REGISTER MY SHARES, CAN I SELL THEM AS EASILY?

Yes, your registered shares can be disposed of at any time, just like bearer shares. You retain complete freedom to manage your shares.

HOW LONG WILL IT TAKE TO REGISTER OR TRANSFER MY SHARES TO REGISTERED FORM?

The time required varies by financial institution. As a reminder, to benefit from the loyalty bonus from 2025, your shares must be converted to managed registered or directly registered by 31 December 2022. To ensure you meet the deadline, we suggest you send your registration order by 15 December 2022 at the latest.

WILL TRANSFERRING MY L'ORÉAL SHARES TO REGISTERED FORM COST ME ANYTHING AND HOW CAN I BE REIMBURSED?

Some financial institutions may charge you for transferring shares to directly registered form and we recommend that you ask your bank for information.

We remind you that L'Oréal will reimburse you any transfer costs for directly registered shares up to a maximum of €50. You simply have to send your request for reimbursement, together with proof of your transfer costs, and full bank details, to the following address:

**BNP Paribas Securities Services
C.T.S. Émetteurs
Service Mouvements Titres
Grands Moulins de Pantin
9 rue du Débarcadère
93761 Pantin Cedex – France**

HOW WILL I HEAR ABOUT EXCLUSIVE L'ORÉAL EVENTS?

When you register your shares or transfer them to registered form, please remember to provide your e-mail address, so we can send you invitations to our exclusive shareholder events.

HOW MUCH HAS L'ORÉAL NEGOTIATED BROKERAGE COSTS AT FOR DIRECTLY REGISTERED SHARES?

L'Oréal has negotiated very competitive brokerage costs for you:

- ▶ Brokerage rate: 0.10% excl. VAT for all orders, no minimum.
- ▶ Bank commission: €18.10 excl. VAT for paper confirmation forms; €8.10 excl. VAT for all other orders (internet);
- ▶ Payment costs: free of charge for bank transfers (France or international), an additional €30 excluding VAT for all payments by cheque.

WHERE CAN I LEARN MORE ABOUT REGISTERED SHARES?

You can learn more at www.loreal-finance.com, Shareholders section / Loyalty Bonus and Registered Shares. You will find all of the information you need, as well as the enrolment, transfer and purchase forms.

You can also call **0 800 66 66 66** (toll free from a landline in France) or **+33 1 40 14 80 50** (outside France).

WE ARE HERE TO ADVISE YOU IN YOUR CHOICES →

How to choose The method of holding your shares?

REGISTERED SHARES AND A SHARE SAVINGS PLAN

If you hold your L'Oréal shares in a share savings plan (PEA⁽¹⁾) and you would like to benefit from the advantages of holding registered shares, in particular the loyalty bonus, while keeping the tax advantages offered by the PEA, you should choose to hold managed registered shares.

ADVANTAGES OF DIRECTLY REGISTERED SHARES

If you would also like to benefit from free management and custody fees, as well as preferential brokerage and bank fees, you should choose to hold directly registered shares. However this is only possible outside a share savings plan (PEA).

	DIRECTLY REGISTERED	MANAGED REGISTERED	BEARER
CUSTODY OF YOUR SHARES	BNP Paribas Securities Services Grands Moulins de Pantin Relations Actionnaires L'Oréal 9 rue du Débarcadère 93761 PANTIN		Managed by your financial institution
MANAGEMENT OF YOUR SHARES	Use the BNP Paribas Securities Services secure website www.planetshares.bnpparibas.com or call 0 800 66 66 66 from outside France		Managed by your financial institution
MANAGEMENT AND CUSTODY FEES TRADE ORDER	Free		Depending on your financial institution's fees
TRADE ORDER	Placed online on the secure website www.planetshares.bnpparibas.com or to be sent to BNP Paribas Securities Services		To be sent to your financial institution
BROKERAGE AND BANK FEES	Discounted rates ▶ Brokerage rate: 0.10% excl. VAT for all orders, no minimum ▶ Bank commission: €18.10 excl. VAT for paper confirmation forms, €8.10 excl. VAT for all other orders (internet) ▶ Payment costs: free of charge for bank transfers (France or international), an additional €30 excl. VAT for all payments by cheque		Depending on you financial institution's fees
ANNUAL TAX DECLARATION	A single tax declaration form (IFU in French) concerning trading in L'Oréal shares only is sent to you by BNP Paribas Securities Services		A single tax declaration form (IFU in French) showing all the transactions on your share account is sent to you by your financial institution
ENTITLEMENT TO LOYALTY BONUS OF +10%	Yes, for shares that have been held in registered form continuously for two full calendar years at 31 December and until the date of payment of the dividend		No
NOTICE TO ATTEND THE ANNUAL GENERAL MEETING	Automatic sending of the convening notice in paper form or in electronic form if you choose the e-convocation		Sending of the convening notice by your financial institution on request
L'ORÉAL AND YOU	Automatic sending of the Letter to Shareholders, invitations to shareholder meetings in your region, participation in events arranged specifically for registered shareholders ⁽²⁾		Sending of invitations and information on request by email

HOW CAN YOU FOLLOW YOUR REGISTERED SHARES?

The introduction of the preferential dividend has made it necessary to create specific ISIN codes. These codes make it possible to determine each year whether the shares concerned will give the right to an ordinary dividend or a preferential dividend.

Trading code **FR0000120321**

The L'Oréal share is listed and traded under ISIN code FR0000120321. L'Oréal shares which have been registered during the current year are identified by this code and will be recognised by a bonus code when they benefit from the loyalty bonus after two full calendar years.

Bonus code **FR0011149590**

Shares which already benefit from the preferential dividend.

FR0014000RC4

L'Oréal shares which were registered in 2020 and which will benefit from the loyalty bonus in 2023 are identified by this code.

FR00140071O3

L'Oréal shares which were registered in 2021 and which will benefit from the loyalty bonus in 2024 are identified by this code.

(1) In French, *Plan d'épargne en actions*.

(2) Upon registration and within the limit of available places.

Only the **FR0000120321** is a trading code. If you want to sell shares with the bonus codes **FR0011149590**, **FR0014000RC4** and **FR00140071O3**, your financial institution will deal with modifying this code in order to execute your order.

How to register or transfer your shares to registered form?

Regardless of your current situation, the registration of shares or conversion to registered shares takes place in 2 steps.

	STEP 1	STEP 2
YOU CURRENTLY HOLD BEARER SHARES OF L'ORÉAL AND YOU WISH TO CONVERT THEM TO MANAGED REGISTERED SHARES...	Send your financial institution a request form ⁽¹⁾ to register your shares as managed registered shares ⁽²⁾ .	Your financial institution sends your registration form to BNP Paribas Securities Services and continues to manage your account. NB: The custodial fees for your registered shares may increase.
YOU CURRENTLY HOLD BEARER SHARES OR MANAGED REGISTERED SHARES OF L'ORÉAL AND YOU WISH TO TRANSFER THEM TO DIRECTLY REGISTERED SHARES...	Send your financial institution a request form ⁽¹⁾ to transfer your shares to directly registered shares ⁽²⁾ .	Your financial institution transfers your shares to BNP Paribas Securities Services which becomes your unique point of contact. NB: Any fees for transferring your shares to registered form are reimbursed by L'Oréal, for a maximum of €50, upon presentation of an invoice for fees.
YOU ARE NOT YET A L'ORÉAL SHAREHOLDER AND YOU WISH TO PURCHASE DIRECTLY REGISTERED SHARES...	Send BNP Paribas Securities Services an agreement for account opening and stock market services ⁽¹⁾ (COCPB in French). To be sent to: BNP Paribas Securities Services - C.T.S. Émetteurs Service Mouvements Titres Grands Moulins de Pantin 9 rue du Débarcadère 93761 PANTIN CEDEX - FRANCE or request it on the following number 0 800 66 66 66 from outside France or via the contact form at: https://planetshares.bnpparibas.com/login	BNP Paribas Securities Services is your unique point of contact.

⁽¹⁾ Form available on www.loreal-finance.com, Shareholders section/Loyalty Bonus and Registered Shares.

⁽²⁾ You must complete this process again for any newly purchased shares.





Our individual shareholder relations team is dedicated to answer your questions

Contact us from France:
0 800 66 66 66

Contact us from outside France:
+33 1 40 14 80 50

Contact us by email:
[relations_actionnaires_individuels@
loreal-finance.com](mailto:relations_actionnaires_individuels@loreal-finance.com)

Useful information

Find out more on the L'Oréal Finance
website:
www.loreal-finance.com

For more information about
the L'Oréal group, please consult
our Annual Report:
www.lorealannualreport2021.com



Download the mobile app