

THE SUBSCRIPTION PROCESS

1

VISIT THE WWW.INVEST.LOREAL.COM
WEBSITE

2

CLICK THE "SUBSCRIBE"
BUTTON

3

LOGIN USING YOUR ID
AND PASSWORD

4

CHOOSE THE APPROPRIATE OPTIONS
BY FILLING IN THE ONLINE
SUBSCRIPTION FORM

5

DO NOT FORGET TO CONFIRM
YOUR SUBSCRIPTION



MINIMUM
SUBSCRIPTION

1 L'ORÉAL SHARE



MAXIMUM
SUBSCRIPTION

50 L'ORÉAL SHARE³

AMOUNTING TO UP TO
25% OF YOUR 2020 GROSS
ANNUAL SALARY

³ This number may be reduced if the shares are oversubscribed.

L'ORÉAL

WWW.INVEST.LOREAL.COM

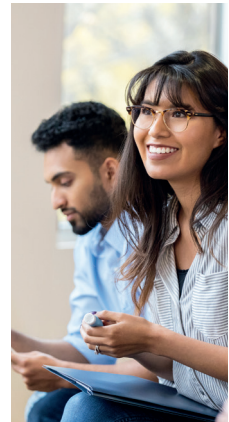
THE OFFER IN BRIEF

EMPLOYEE SHARE PLAN 2020



FROM
SEPTEMBER
17
TO
OCTOBER
2,
2020

**COUNT
ME
IN!**



OEB_AD_HZE_HRV_EN20 - Photos Credits: Shutterstock - Gettyimages

L'ORÉAL

WWW.INVEST.LOREAL.COM

UNDERSTANDING THE EMPLOYEE SHARE PLAN

L'Oréal is again offering you the opportunity to become involved in the Group's growth – by becoming a shareholder.

By participating in this new Employee Share Plan, you can buy L'Oréal shares on preferential terms.

A **20% discount** off the share's reference price*

L'Oréal gives you up to **4 free shares**, depending on your investment

BEFORE YOU INVEST

By participating in the Plan, you will be a L'Oréal shareholder

As a result, you will receive any annual dividends paid. These dividends will be increased by 10% after you have held your shares for two full calendar years – in other words, in 2023.

Like any shareholder, your investment will follow the L'Oréal share price up and down. This means that you may make a capital loss.

The value of your investment will vary depending upon exchange rate fluctuations

As the L'Oréal shares are listed in euros on the Paris Stock Exchange, the value of your investment will vary as the exchange rate between the euro and your currency fluctuates over the term of your investment.

Your investment will be locked in for 5 years

Your investment will be locked in until November 3, 2025 except in the specified early release situations.

* The reference price is the average opening listed price of the L'Oréal shares between August 17 and September 11, 2020 and will be fixed on September 14, 2020.

FREE SHARE RULE

In the Employee Share Plan, free shares will be distributed as shown in the following table:

If you purchase this number of shares in 2020	L'Oréal will give you the following number of free shares in 2025	Total amount of your investment in 2025
1	1	2 shares
2	1	3 shares
3	2	5 shares
4	2	6 shares
5	2	7 shares
6	2	8 shares
7	3	10 shares
8	3	11 shares
9	3	12 shares
10 or more ¹	4	14 shares or more

If you purchase more than 10 shares, you will receive the maximum of 4 free shares.

EXAMPLE

Let us assume that the reference price of the L'Oréal shares is €250. For you, the purchase price of a share would be €200 (i.e., €250 minus the 20% discount).

You wish to purchase 3 shares

In 2020, you pay for 3 shares at the discounted price, i.e., **€600** (€200 x 3)

+

In 2025, L'Oréal gives you **2 free shares**

Let us assume that value of the L'Oréal shares is **€250** in 2025.



The value of your investment in 2025 is **€1,250** (€250 x 5)

In this example, you would make a capital gain

€650²

¹ You can buy a maximum of 50 shares (unless the shares are oversubscribed).

² Excluding taxes and any dividends.

WHO CAN SUBSCRIBE?

Anyone who has worked for a L'Oréal Group company for 24 months and is still a Group employee on October 2, 2020.

WHAT HAPPENS AFTER YOU SUBSCRIBE?

Your shares are locked in for five years, meaning that you cannot sell them before the end of the lock-in period except in the early release situations mentioned in the "Local Supplement" document.

You will receive the free shares at the end of the lock-in period, around November 3, 2025, if you are still a L'Oréal Group employee on that date (except in the special cases mentioned in the "Free Share Plan (PAGA) rules" document).

L'Oréal pays the account management fees.



VISIT
WWW.INVEST.LOREAL.COM

- To learn more about the offer
- To perform investment simulations
- To subscribe from September 17 to October 2, 2020