HAIRSTYLISTS
FOR THE
FUTURE

BY L'ORÉAL

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WELCOME

Welcome to this year's VivaTech!

At L'Oréal we believe that technology can push the boundaries of what's possible, while still enhancing the lives of our consumers and building a more personal connection with our brands. This is something that we call *'tech for humans, by humans'.*

We want to leverage the power of data, AI, AR, machine learning and tech to cater for the infinite diversity of beauty needs and aspirations, or *'beauty for each',* and also tackle the sustainability and inclusivity challenges facing the world today, or *'beauty for all'.*

For over a decade we've been pioneers in the area of beauty tech, recognizing its potential for individual, environmental and social benefits. Our first-generation beauty tech innovations helped match consumers with the beauty products and services that were best suited for their skin tone and skin type, and found ways to use natural resources, like water, more efficiently in the salon.

Fast-forward to 2023 – using the full arsenal of augmented beauty, data-powered diagnostics, smart devices and the new codes of beauty, we are catering for the widest audience possible in increasingly personalized and bespoke ways.

At this year's event, we're showcasing a range of innovations to deliver beauty for each and beauty for all, through:

Virtual Beauty – bringing digital makeup to your next Microsoft Teams meeting and into the metaverse.

Personalized Beauty – harnessing the power of AI-powered diagnostic tools for skin and hair to provide the perfect beauty routine and track your progress over time.

Inclusive Beauty – providing access to dermatologists worldwide and enabling those with mobility issues to access the self-expressive power of beauty.

Sustainable Beauty – ensuring that our innovations can also care for the beauty of the planet, saving the Earth's precious resources and reduce our carbon footprint.

I hope you enjoy VivaTech and thank you for your continued interest in L'Oréal Beauty Tech.

Blanca Juti
Chief Corporate Affairs
& Engagement Officer,
L'Oréal Groupe

gjosa

WATER SAVER
L'ORÉAL PROFESSIONNEL

Sustainable haircare technology that reduces water usage by 69% in salons

Water is a precious resource; a fact hair stylists and salons know well. The L'Oréal Professionnel WATER SAVER showerhead, designed by Gjosa, creates a luxurious and efficient haircare experience in salon, while saving water, waste and energy. It is the first showerhead leveraging patented water fragmented technology to save up to 69% water at the backbar.

The showerhead is now linked to a live dashboard to accurately measure the cumulative amount of water saved by using the technology.

To date, it has saved salons more than 42 million liters of water – equivalent to 16 Olympic-sized pools.

Availability: currently in 3,100 salons worldwide, including France, Italy, Spain, Portugal, Poland, Greece, Romania, and more.

L'ORÉAL BEAUTY TECH-POWERED INNOVATIONS FOR ENVIRONMENTAL & SOCIAL GOOD TAKE CENTER STAGE AT VIVA TECHNOLOGY

"This year at VivaTech, we have assembled an exceptional line-up of Beauty Tech innovations that deliver positive impact," said Nicolas Hieronimus, CEO, L'Oréal Groupe. "By putting our resources behind emerging technologies that democratize access to smarter and more sustainable beauty, we enable everyone to enjoy beauty more equitably and on their terms."

"This level of innovation would not be possible without the growing complementary expertise of Beauty Tech teams, as well as our open innovation program via partnerships with some of the world's most exciting startups and tech leaders. We are proud to share our presence at VivaTech with them," said Barbara Lavernos, Deputy Chief Executive Officer in charge of Research, Innovation, and Technology, L'Oréal Groupe. "Technology and science enable us today not only to offer unmet services to our consumers, but also to transform ourselves from research to human resources to manufacturing or retail to invent the future of beauty."

"Through Beauty Tech, we connect with billions of consumers around the world. This allows us to understand their unique and evolving needs and augment people's infinite diversity with an unrivaled degree of precision and personalization, in the real and the virtual world," said Asmita Dubey, Chief Digital & Marketing Officer, L'Oréal Groupe.

Paris, 12 June – L'Oréal today unveils a host of Beauty Tech innovations at Viva Technology Paris designed to enable 'beauty for all and beauty for each'. Highlighting beauty as a force for individual and collective good, the innovations span smart and sustainable beauty innovations and digital services, as well as data-powered diagnostic devices for inclusive, personalized, and virtual beauty.

The solutions under the spotlight at L'Oréal's highly immersive VivaTech booth demonstrate its expertise at harnessing the power of data, tech and AI to help consumers become better- informed and gain access to beauty products and services personalized for their specific needs.

In addition to its product portfolio, L'Oréal's Beauty Tech presence has grown to more than 5,900 dedicated employees, more than 800 online services with 40 million service sessions in 2022, and milestones such as new augmented beauty devices, cutting-edge diagnosis tools for skin and hair, one billion packaging units with a QR code to augment the consumer experience and winning 6 CES Innovation Awards in 2023.

Now in its seventh year at VivaTech, L'Oréal will showcase its latest tech-enabled offerings and partnerships, including inclusive beauty tech solutions such as HAPTA from Lancôme, designed to enable people with physical limitations to apply makeup; diagnostic and coaching tools such as La Roche-Posay SPOTSCAN, META PROFILER™ by Giorgio Armani and Kérastase K-Scan; personalized beauty tech solutions such as 3D shu:brow by shu uemura for a professional eyebrow look at home, L'Oréal Paris COLORSONIC for a mess-free even at-home hair colour and the Maybelline Beauty App virtual makeover; and sustainable beauty tech solutions with WATER SAVER from L'Oréal Professionnel, which to date has saved over 42 million liters of water, L'Oréal's partnership with

IMPACT+ to measure the impact of our digital media activities, and L'Oréal's three-year partnership with Alibaba to launch the first-ever Digital Circular Economy in China to reduce the impact of our e-commerce activities.

Further details of all the initiatives featured at this year's VivaTech can be found in the accompanying background document.

In addition, as Korea takes the stage as the Country of the Year at this year's VivaTech, L'Oréal is proud to announce its Memorandum of Understanding with the Korean Ministry of SMEs and Start-Ups. This collaboration aims to strengthen cooperation and accelerate L'Oréal's open innovation in Korea, starting from 16 June 2023.

L'ORÉAL BRANDSTORM

With the theme of 'Crack the New Codes of Beauty,' L'Oréal will host the Groupe's 31st Brandstorm competition at this year's VivaTech event. This year, a record-breaking 92,000 registrants from 72 countries took part in this unique, immersive and digital learning experience. In this year's final, teams from Brazil, Chile, Mainland China, France, India, Kenya, Malaysia, the Middle East, Spain & Portugal and

Taiwan will pitch their AR, VR, AI and Metaverse-inspired innovations to the Brandstorm executive jury. Today, Brandstorm is integrated in the curriculum of almost 100 universities across the globe and is accredited by EOCCS as an online learning course. The winning Brandstorm 2023 team will be announced on 16 June at VivaTech.

L'ORÉAL x IMPACT+

Optimizing digital beauty campaigns to reduce our media carbon footprint

The digital sector is estimated to be responsible for four per cent of global CO2 emissions and is expected to grow to eight per cent by 2025 – equivalent to global air traffic and car traffic respectively.

As the world's fourth largest advertiser, L'Oréal is committed to measuring and reducing the CO2 emissions generated by our digital media campaigns and minimize their environmental impact.

Since 2020, we have partnered with IMPACT+, a French start-up operating in 47 countries, to track and measure our CO2 emissions across our digital media campaigns.

electricity consumption and country specific carbon intensity, across social, instream video, programmatic buying and direct buying. Armed with this knowledge, we are able to calculate emissions, monitor our progress. absolute reduction over time and

In 2022, we began with a representative sample of 46 campaigns and identified key levers – such as creative asset resolution and length, target devices, platforms and transmission types – that we can activate to minimize CO2 impact and help with creative and media planning activities. At VivaTech, visitors to our booth can access an interactive tool to see these different levers at work to make digital media campaigns more sustainable.

Emissions are calculated taking into account networks, servers and devices needed to serve ads, media channel

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