



Press release

19 May 2014

Annual General Meeting and Extraordinary General Meeting of Oriflame Cosmetics S.A.

Oriflame Cosmetics S.A. today held its Annual General Meeting (AGM) and its Extraordinary General Meeting (EGM) in Luxembourg.

The proposed current directors, Magnus Brännström, Anders Dahlvig, Lilian Fossum Biner, Alexander af Jochnick, Jonas af Jochnick, Robert af Jochnick, Helle Kruse Nielsen and Christian Salamon, were re-elected, and the new director Anna Malmhake was elected, to serve as members of the Board of Directors until the next Annual General Meeting. Alexander af Jochnick was elected to serve as Chairman of the Board until the next Annual General Meeting. KPMG Luxembourg S.à. r.l. was re-elected auditor.

The AGM approved the Board of Director's resolution that a dividend of up to EUR 1.00 per share (or the Swedish Krona equivalent per Swedish Depository Receipt) shall be paid in cash in quarterly instalments. The first instalment of EUR 0.25 per share will be paid following the AGM, with last day of trading including dividend right on 19 May 2014 and expected payment date on 27 May 2014. Further, the Board was given a mandate to decide the timing and size of the subsequent quarterly payments which will be announced in connection with the quarterly results announcements. The Board does not intend to make any dividend payment during Q3.

The EGM decided to authorize the Board to proceed with a move of the domicile of the parent company from Luxembourg to Switzerland, thereby enabling further efficiencies.

The EGM decisions included an approval to transfer the assets and liabilities from the top holding company Oriflame Cosmetics S.A. to Oriflame Cosmetics Global S.A. - a newly established Luxembourg company directly held by Oriflame Cosmetics S.A.

It is expected that the next step of the change of domicile would be launched during the autumn of 2014.

All other resolutions that were proposed at the AGM and EGM as set out in the convening notice were approved by the General Meetings.

For additional information, please contact:

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Oriflame Cosmetics is an international beauty company selling direct. The company began operations in 1967 in Sweden and has today a presence in over 60 countries worldwide. Oriflame offers a wide portfolio of Swedish, natural, innovative, quality beauty products at affordable prices. To-date Oriflame has approximately 3.7 million Oriflame Consultants worldwide with annual sales of c. €1.5 billion. Oriflame offers the leading business opportunity for people who want to start making money the same day they join and then grow into a leadership role and fulfil their personal dreams and ambitions. Oriflame is listed on NASDAQ OMX Stockholm since 2004.