



Press release

3 October 2011

Stichting af Jochnick Foundation has acquired shares in Oriflame

Stichting af Jochnick Foundation has acquired 211,000 shares in Oriflame Cosmetics S.A. The holding of Stichting af Jochnick Foundation thereafter amounts to 6,327,001 shares, corresponding to approximately 11.1 per cent of the votes and capital in Oriflame Cosmetics S.A.

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 over 3.5 million consultants worldwide with annual sales of €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.