



Press release

18 November 2011

## **Jonas af Jochnick has acquired shares in Oriflame**

Jonas af Jochnick (Co-founder and board member of Oriflame) has acquired 50,000 shares in Oriflame Cosmetics S.A. The holding of Jonas af Jochnick thereafter amounts to 3,133,200 shares, corresponding to approximately 5.5 percent 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.*