



Press release

21 May 2008

## Oriflame Cosmetics Capital Market Day

Oriflame is today hosting a Capital Market Day in Stockholm. During this day CEO Magnus Brännström will give an overview of the Group's strategy and corner stones going forward together with a regional review and presentation of market opportunities.

Oriflame will also announce that it is entering the nutritional wellness segment with a test launch in Western Europe during the fourth quarter 2008 and with a roll out in 2009-2010. Expected sales from this new category are incorporated in current outlook and forecasts.

Furthermore, the Capital Market Day will encompass presentations on Oriflame's direct selling model and the direct sales industry, the Group's financials, the new operational platform, the Group's marketing and product development as well as Oriflame's catalogue development.

Management is reiterating the outlook for 2008, as well as the Group's long term targets.

- Sales growth for 2008 is expected to be well above 10% in local currency and operating margin is expected to improve despite the prevailing exchange rate environment.
- As has been shown historically, results for individual quarters are affected by a number of factors and vary significantly. Catalogue launch dates and the Easter holiday had a beneficial timing effect on sales during the first quarter. Also, as stated earlier, Oriflame is facing tougher comparable figures for the remaining quarters of 2008.
- Oriflame's long term targets remain. The company aims to achieve annual sales growth of around 10% in local currency and to reach 15% operating margin in 2009.

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*Oriflame is an international cosmetics company selling direct, with sales in 61 countries. Oriflame offers a complete range of high quality skincare, fragrances, colour cosmetics, toiletries and accessories, marketed through a sales force of independent sales consultants. Although the company has grown rapidly it has never lost sight of its original business concept - natural Swedish cosmetics, sold from friend to friend. Oriflame is a co-founder of World Childhood Foundation. Oriflame Cosmetics is listed on the Nordic Exchange.*