



Press release

21 May 2013

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.

All of the current directors, Magnus Brännström, Anders Dahlvig, Marie Ehrling, Lilian Fossum Biner, Alexander af Jochnick, Jonas af Jochnick, Robert af Jochnick, Helle Kruse Nielsen and Christian Salamon, were re-elected to serve as members of the Board of Directors until the next Annual General Meeting. Robert af Jochnick was re-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 EUR 1.75 per share (or the Swedish Krona equivalent per Swedish Depository Receipt) shall be paid in cash. Last day of trading in the Oriflame share including right to receive dividend is today, 21 May 2013. Payment of the dividend is expected to occur on 29 May 2013.

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.