



Press release

14 April 2014

Notice of the 2014 Annual General Meeting and Extraordinary General Meeting of Oriflame Cosmetics

The Annual General Meeting ("AGM") of Oriflame Cosmetics S.A. (the "Company") will be held at the offices of the Company at 24 Avenue Emile Reuter, L-2420 Luxembourg on 19 May 2014 at 11 a.m. An Extraordinary General Meeting ("EGM") of the Company will be held at the same place immediately after the closing of the AGM.

Selection of proposals for the AGM and EGM

Proposal for the Board of Directors

The Nomination Committee's proposal for Board members entails the re-election of all members except for Marie Ehrling who has declined re-election. In addition, Anna Malmhake is proposed as a new Board member. The Board's current Chairman, Robert af Jochnick, has declined re-election as Chairman and it is proposed that Alexander af Jochnick take over the role as Chairman of the Board.

Continued alignment of the legal structure – relocation of the Group's domicile

As announced in April 2013, Oriflame is reviewing its legal structure. Today, the Board proposes that shareholders, at an Extraordinary General Meeting on 19 May 2014, take decisions to enable taking the next step in the previously communicated alignment of the legal structure to Group operations in order to enable further efficiencies, which includes a forthcoming relocation of the Group's domicile from Luxembourg to Switzerland. Further information about the proposal will be published in a separate press release.

Proposal for dividend – adjustment

The Board has adjusted its proposal for dividend and proposes that a cash dividend of up to a total of EUR 1.00 per share be paid, and that payment will be made on a quarterly basis with the first payment of EUR 0.25 per share after the Annual General Meeting, and that the Board be given a mandate to decide the timing and size of the subsequent quarterly payments.

The amended proposal supports the Company's planned alignment of its legal structure and change of domicile, and will enable one or more payments from a legal entity other than Oriflame Cosmetics S.A. In addition, the proposal will ensure the realisation of full utilisation of the benefits of quarterly payments, aimed at optimising cash flow and the balance sheet.

The complete list of business: see the enclosed PDF document.

For additional information, please contact:

Johanna Palm, IR Director +46 765 422 672

Oriflame grundades i Sverige 1967. I dag är Oriflame ett internationellt, direktförsäljande kosmetikföretag med försäljning i över 60 länder. Oriflame har ett brett produktutbud av svenska, innovativa skönhetsprodukter inspirerade av naturen. Dessa produkter marknadsförs av omkring 3 miljoner oberoende Oriflame-konsulenter som tillsammans svarar för en årsomsättning på cirka 1,5 miljarder euro. Respekt för medmänniskor och natur är en viktig del av företagskulturen och återspeglas i bolagets riktlinjer för socialt arbete och miljöarbetet. Oriflame stödjer ett flertal välgörenhetsorganisationer världen över och är medgrundare av World Childhood Foundation. Oriflame är en koncern med säte i Luxemburg, och med globala kontor i Luxemburg och Schweiz. Oriflame är noterat på Nasdaq OMX, Stockholm.