



Press release

5 June 2014

Disclosure notice in accordance with the Luxemburg transparency law

Oriflame Cosmetics S.A. has received a disclosure notice from SEB Investment Management. On 2 June 2014, SEB Investment Management decreased its ownership to 2,689,932 shares, corresponding to 4.7 percent of total shares issued. SEB Investment Management previously held more than 5 percent of total shares issued.

For additional information, please contact:

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Founded in 1967, Oriflame is a beauty company selling direct in more than 60 countries. Its wide portfolio of Swedish, nature-inspired, innovative beauty products is marketed through approximately 3 million independent Oriflame Consultants, generating annual sales of around €1.5 billion. Respect for people and nature underlies Oriflame's operating principles and is reflected in its social and environmental policies. Oriflame supports numerous charities worldwide and is a Co-founder of the World Childhood Foundation. Oriflame is a Luxembourg company group with corporate offices in Luxembourg and Switzerland. Oriflame Cosmetics is listed on the Nasdaq OMX Nordic Exchange.