



Press release

29 August 2014

## **Disclosure in accordance with Article 14 of the Luxembourg Transparency law**

As a consequence of the Luxembourg implementation of EU's transparency directive, Oriflame Cosmetics S.A. shall disclose any change in the share capital within the month such change took place.

During the month of August 2014 the Company has, in accordance with the mandate given by the 2011 Annual General Meeting, issued new shares related to the Company's Share Incentive Plan. The total number of shares issued during the month of August is 7,910 and the Company's share capital now amounts to 71,527,465 euro represented by 57,221,972 shares with equal voting rights.

**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.*