



Press release

18 February 2015

Oriflame Cosmetics inaugurated its production facility in Noginsk, Russia

After completing an investment of €150 m, Oriflame's new production site in Noginsk, Russia, was officially inaugurated today. The site comprises production facilities, warehousing and a distribution center. The plan is to produce shampoos, deodorants, liquid soaps, lipsticks and other cosmetic products to serve consultants and consumers in a more efficient way.

In order to consolidate production and logistics in one place, the company's former site in Krasnogorsk was sold to X5 Retail group in October 2014, and the production of lipsticks was moved to Noginsk.

Oriflame's facilities in Noginsk are built on a 26 ha land plot, owned by the company, and with significant focus on sustainability. The environmental-friendly distribution center (42,000 sqm) is LEED certified (silver level), being the largest industrial facility with such a certification level in Russia.

Magnus Brännström, Oriflame CEO and President comments:

"The launch of our new factory in Noginsk is an important milestone for Oriflame, as the Russian market is, and will continue to be, essential for the company. The opening of a large production site will further support Oriflame's sales and development in Russia and CIS. In addition, we are of course happy to contribute to the creation of hundreds of jobs in the area. We work hard to increase efficiency of our production and distribution in order to offer our consultants and consumers innovative quality products at affordable prices."

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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 €1.3 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 Stockholm Exchange.