



Press release

15 May 2015

Disclosure notice in accordance with the Luxemburg transparency law

Oriflame Cosmetics S.A. has received information from Lazard Asset Management LLC about change in ownership.

On 13 May 2015, Oriflame was informed that Lazard Asset Management LLC has decreased its ownership in Oriflame to 1,526 shares, all held in the form of American Depositary Receipts, in their capacity as Investment Adviser. Lazard Asset Management LLC's previous total shareholding in Oriflame amounted to 7,489,821 shares, corresponding to 13 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 €1.3 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.