



Press release

31 July 2015

New number of shares and votes for Oriflame Holding AG

During the month of July 2015 Oriflame Holding AG has issued new shares related to the share-for-share exchange offer through which the Company has changed domicile from Luxembourg to Switzerland. The total number of shares issued during the month of July is 4,516,596 and the Company's share capital now amounts to 79,512,064.50 CHF represented by 53,008,043 shares. Each share represents one voting right.

For additional information, please contact:

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This information is such that Oriflame Holding AG is required to disclose in accordance with the Swedish Financial Instruments Trading Act and/or the Swedish Securities Market Act. The information was submitted for publication at 7:15 CET on 31 July 2015.

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 Swiss company group listed on the Nasdaq Stockholm Exchange.