



Press release
25 September 2015

Bulletin from the extraordinary general shareholders' meetings in Oriflame Holding AG and Oriflame Cosmetics S.A.

The extraordinary general shareholders' meetings of Oriflame Cosmetics S.A., Luxembourg ("OCSA") and Oriflame Holding AG, Schaffhausen, Switzerland ("OHAG") held today on 25 September 2015 resolved to approve the merger agreement dated 18 August 2015 regarding the cross-border merger between OHAG (as acquiring company), and OCSA.

The cross-border merger between OHAG and OCSA will be effectuated with a consideration to all shareholders of OCSA, except of OHAG and OCSA, consisting of one (1) share in OHAG per share in OCSA.

The merger is expected to be completed on or about 30 September 2015. For further information regarding the merger, see www.oriflame.com.

Further information

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Brief description of Oriflame

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 with corporate offices in Luxembourg and Switzerland. Oriflame Holding AG is listed on the Nasdaq Stockholm Exchange.