



Press release

30 June 2016

Change in the number of shares and votes for Oriflame Holding AG

As a consequence of the delivery of achievement shares related to the 2013 investments under the Company's Share Incentive and Retention Plan, which were due in connection with the 2016 AGM, the Company has issued 45,402 new shares.

Following the issue of new shares as set out above, the total number of shares amounts per today's date to 55,753,965 and the Company's share capital amounts to 83,630,947.50 CHF. Each share carries one vote.

For additional information, please contact:

Pontus Andreasson, Senior Director Advisory Counsel
Nathalie Redmo, Investor Relations Manager

+41 798 745 121
+41 799 220 173

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 30 June 2016.

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 €1.2 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. For more information about Oriflame, please visit www.oriflame.com.