



Press release

20 April 2016

Oriflame Holding AG – notice of the Annual General Meeting 2016

The shareholders of Oriflame Holding AG, Schaffhausen, are invited to the Annual General Meeting, which will take place on 17 May 2016 at 10 am CET at the Radisson Blu Hotel, Zurich Airport, Switzerland. The doors will open at 9.30 am CET.

For the full agenda, please see the attached document.

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 8:30 CET on 20 April 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.