



Press release

20 April 2016

Restated data reflecting new structure of segment reporting published

As previously announced, Oriflame Holding AG will from the first quarter 2016 change its segment reporting to reflect the new Global Business Area structure, as follows:

1. Asia & Turkey
2. CIS
3. Europe & Africa
4. Latin America
5. Manufacturing
6. Other

Restated financial data (pro forma figures) for the last eight reported quarters (from first quarter 2014 to fourth quarter 2015) in accordance with the new structure is now available as an attached document and at Oriflame's website under the following link:

http://investors.oriflame.com/index.php?p=finstat&afw_lang=en

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 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.