

FACT SHEET

Founded in 1967 by two brothers and their friend, Oriflame is now an international beauty company selling direct in more than 60 countries worldwide. Its wide portfolio of Swedish, innovative beauty products inspired by nature are marketed through a sales force of approximately 3.5 million independent consultants, who together create annual sales exceeding €1.5 billion.

Oriflame offers a leading business opportunity for people who want to start making money on day one and work towards fulfilling their personal dreams and ambitions through its unique business concept – Make Money Today and Fulfil Your Dreams Tomorrow™.

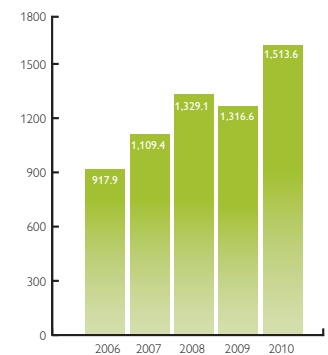
Respect for people and nature underlies the company's operating principles and is reflected in its social and environmental policies. Oriflame supports numerous charities worldwide and is a Co-founder of the World Childhood Foundation. Oriflame Cosmetics is listed on the Nasdaq OMX Nordic Exchange.

FINANCIAL HIGHLIGHTS

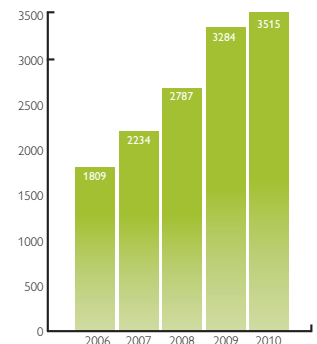
	2006*	2007*	2008*	2009*	2010*
Sales, €m	917.9	1,109.4	1,329.1	1,316.6	1,513.6
Gross profit, €m	634.7	777.8	926.1	874.8	1,002.5
EBITDA	144.6	182.3	216.6	167.0	184.4
Operating profit, €m	127.1	155.4	187.3	146.8	168.1
Net profit, €m	93.5	116.0	133.1	101.7	128.3
Operating cash flow, €m	121.6	102.2	91.3	131.7	90.3
Return on operating capital	43.4%	60.2%	62.4%	45.4%	42.7%
Return on capital employed	53.5%	48.7%	51.8%	35.9%	34.4%
EPS, diluted, €	1.61	2.05	2.36	1.78	2.25

*) Before exceptional items

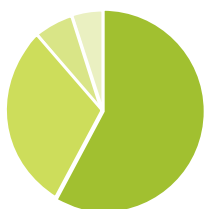
SALES (€m)



SALES FORCE ('000) (AVERAGE)

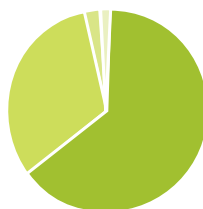


REGIONAL SALES 2010



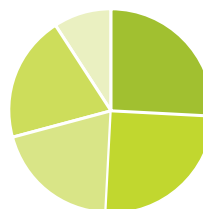
- CIS & Baltics 57%
- EMEA 27%
- Asia 10%
- Latin America 6%

REGIONAL OPERATING PROFIT 2010



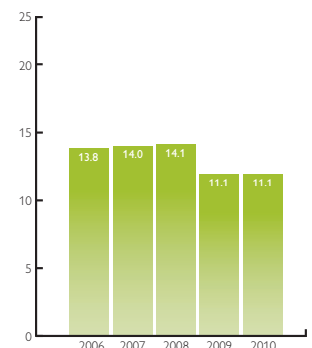
- CIS & Baltics 70%
- EMEA 28%
- Latin America 2%
- Asia 0%

SALES BY PRODUCT CATEGORY 2010



- Colour Cosmetics 24%
- Skin Care 22%
- Personal & Hair Care 20%
- Fragrances 21%
- Accessories & Wellness 13%

OPERATING MARGIN (%)



GROWTH RECORD 2000–2010 CAGR

Sales	14%
EBIT	12%

VISION

To be the # 1 Beauty Company Selling Direct.

OBJECTIVES

Oriflame's primary objective is to increase shareholder value through growth in sales and operating profit and the efficient use of capital.

Oriflame Cosmetics aims to achieve local currency sales growth of approximately 10 per cent in local currency per cent per annum and an operating margin of 15 per cent.

FACTS

- Co-founded in Sweden in 1967 by Jonas and Robert af Jochnick and Bengt Hellsten.
- Present in more than 60 countries in five regions.
- Production facilities in Poland, India, Sweden, China and Russia.
- A product range of approximately 1000 cosmetics products.
- New catalogue every 3–4 week.
- 8300 employees.

GLOBAL RESPONSIBILITY

Oriflame has always been guided by the ethics of its founding fathers, and responsible business practices are at the heart of the Company's success and future growth. In 2010, Oriflame took the decision to deepen its commitment to global corporate sustainability, focusing on the areas of environment, community and people.

The Company has developed a comprehensive new strategy for environmental responsibility, which includes a series of commitments across four key areas: sustainable sourcing, climate change, water and waste. Oriflame has reaffirmed its social mission, covering community investment and philanthropic activities.

It has also enhanced its commitment to the wellbeing of employees and consultants. The overall purpose is to fulfil the expectations of customers, sales consultants, employees, shareholders, and society in general, who all aspire to be part of a responsible business.

ORIFLAME MARKETS

- Oriflame has entered 41 new countries since 1990.
- Between 1990–2010, sales CAGR has been 16%.

Market Entries

Year	Country
1967	Sweden, Denmark
1968	Finland
1969	Norway
1970	UK
1972	Holland
1978	Spain
1985	Portugal
1986	Indonesia
1989	Chile
1990	Czech Republic
1991	Poland, Hungary, Mexico
1992	Russia, Turkey, Latvia
1993	Ukraine, Slovakia, Greece
1994	Bulgaria
1995	Peru, Lithuania, Romania, India
1996	Macedonia, Ecuador, Croatia
1997	Estonia, Morocco, Egypt, Slovenia, Sri Lanka
1998	Azerbaijan, Colombia, Bosnia
2000	Kazakhstan, Thailand, Georgia
2001	Serbia and Montenegro
2002	Mongolia
2003	Moldova, Vietnam, Armenia
2004	Lebanon
2005	Belarus
2006	China
2008	Kyrgyzstan, Pakistan

GROUP SUPPORT OFFICE

Oriflame Cosmetics AB
PO Box 1095
SE-10139 Stockholm
SWEDEN

Our core values

Togetherness

“People who work together and share the same goals achieve greater results. They motivate each other and know that pulling together is more rewarding than going it alone.”

Spirit

“People with can-do spirit have a winning attitude and never give up. They are prepared and committed to do what it takes to succeed.”

Passion

“Passionate people have the power to change the world. They love what they do, they believe in it. They know deep down that they can make a difference.”