

FACT SHEET

Founded in 1967 by two brothers and their friend, Oriflame is now an international beauty company selling direct in 61 countries worldwide. Its wide portfolio of Swedish, natural, innovative beauty products are marketed through a sales force of approximately 2.9 million independent consultants, who together create annual sales exceeding €1.3 billion.

Oriflame offers the 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™.

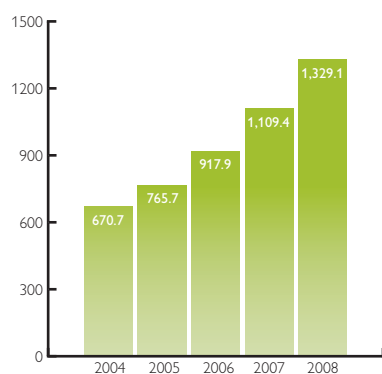
Respect for people and nature underlies the company's operating principles and is reflected in its social and environmental policies. Oriflame supports numerous charities worldwide and is a Co-founder of the World Childhood Foundation. Oriflame Cosmetics is listed on the Nasdaq OMX Nordic Exchange.

FINANCIAL HIGHLIGHTS

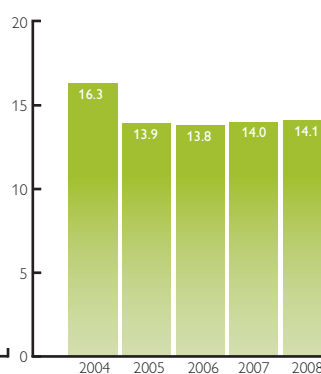
| | 2004* | 2005* | 2006* | 2007* | 2008* |
|-----------------------------|-------|-------|-------|---------|---------|
| Sales, €m | 670.7 | 765.7 | 917.9 | 1,109.4 | 1,329.1 |
| Gross profit, €m | 463.6 | 522.7 | 634.7 | 777.8 | 926.1 |
| EBITDA | 120.4 | 120.3 | 144.6 | 182.3 | 216.6 |
| Operating profit, €m | 109.5 | 106.7 | 127.1 | 155.4 | 187.3 |
| Net profit, €m | 87.8 | 90.5 | 93.5 | 116.0 | 133.1 |
| Operating cash flow, €m | 90.5 | 63.4 | 121.6 | 102.2 | 91.3 |
| Return on operating capital | 67.8% | 53.2% | 43.4% | 60.2% | 62.4% |
| Return on capital employed | 54.7% | 44.7% | 53.5% | 48.7% | 51.8% |
| EPS, diluted, € | 1.50 | 1.52 | 1.61 | 2.05 | 2.36 |
| Average number of employees | 4,527 | 4,961 | 5,610 | 6,438 | 7,522 |

*) Before exceptional items

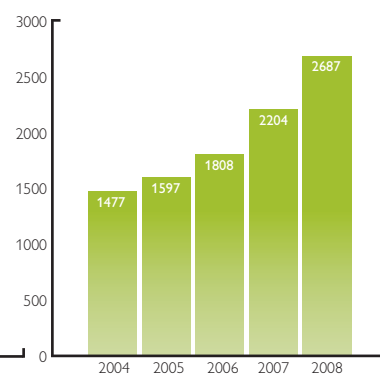
SALES (€m)



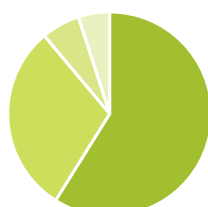
OPERATING MARGIN (%)



SALES FORCE ('000) (AVERAGE)

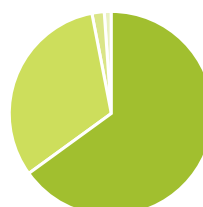


REGIONAL SALES 2008



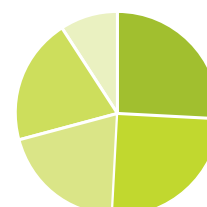
- CIS & Baltics 59%
- EMEA 30%
- Asia 6%
- Latin America 5%

REGIONAL OPERATING PROFIT 2008



- CIS & Baltics 65%
- EMEA 32%
- Latin America 2%
- Asia 1%

SALES BY PRODUCT CATEGORY 2008



- Colour Cosmetics 26%
- Skin Care 25%
- Personal & Hair Care 20%
- Fragrances 20%
- Accessories 9%

oriflame

natural swedish cosmetics

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.”

GROWTH RECORD

2000–2008 CAGR

| | |
|-------|-------|
| Sales | 16.0% |
| EBIT | 17.0% |

VISION

To be the # 1 Beauty Company Selling Direct.

OBJECTIVES

Oriflame's primary objective is to increase shareholder value through growth in revenue 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 61 countries in five regions.
- Production facilities in Poland, India, Sweden, China and Russia.
- A product range of approximately 900 cosmetics products.
- New catalogue every 3–4 week
- 7500 employees.

GLOBAL RESPONSIBILITY

Oriflame has a strong ethical ethos evident through all facets of operations. Oriflame products are formulated and manufactured in line with high industry standards and ethical guidelines.

When formulating products, Oriflame strives to use natural ingredients that are in line with company's strong environmental policies, and are not harmful to the environment. In addition, Oriflame's product packaging is recyclable and minimised to reduce waste volumes. Scientific reports on safety and environmental issues are continuously monitored to ensure that action can be taken to replace any ingredients that may have negative impact on consumer health and the environment.

All Oriflame manufacturing facilities and sub contractors comply with relevant local and national laws. Such laws include those relating to labour standards, environmental manufacturing, and health and safety practices. Water conservation is a key priority in Oriflame's environmental management plan, and in line with our proactive approach towards responsible environmental management,

we apply design techniques at all of our manufacturing facilities, aimed at reducing water consumption and minimising pollution.

Oriflame takes a strong stance on important social and ethical issues such as child labour, ethnic beliefs and culture. We are also committed to helping children at risk and to provide education for young women through our social cause programs.

ORIFLAME MARKETS

- Oriflame has entered 39 new countries since 1990.
- Between 1990–2008, sales CAGR has been 17%.

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 |
| 2007 | Iran |

GROUP SUPPORT OFFICE

Oriflame Cosmetics AB
PO Box 1095
SE-10139 Stockholm
SWEDEN

Investor Relations:

Patrik Linzenbold
Phone: +46 765 422 709
Mail: patrik.linzenbold@oriflame.com

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