



Press release

28 February 2018

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

As a consequence of the delivery of achievement shares related to the 2014 and 2015 investments under the Company's Share Incentive and Retention Plans, the Company has issued 688,401 new shares during the month of February.

Following the issue of new shares as set out above, the total number of shares amounts per today's date to 56,442,366 and the Company's share capital amounts to 84,663,549 CHF. Each share carries one vote.

For additional information, please contact:

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This is information that Oriflame Holding AG is obliged to make public pursuant to the Financial Instruments Trading Act. The information was submitted for publication by the above contact person on 28 February 2018 at 08.30 CET.

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 €1.4 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.