



Press release

28 April 2014

**Oriflame Cosmetics first quarter 2014 results conference call
Wednesday, 7 May 2014 at 15.30 CET**

Announcement

Oriflame Cosmetics will publish its report for the first quarter 2014 at 15.00 CET on Wednesday, 7 May.

Conference call for the financial community

The company will host a conference call on Wednesday, 7 May at 15.30 CET.

Participant access numbers:

Luxembourg: +352 2 786 0202

Sweden: +46 8 506 443 86

Switzerland: +41 44 580 65 22

UK: +44 20 7153 9154

US: +1 877 423 0830

Confirmation code: 865360#

The conference call will also be audio web cast in "listen-only" mode through Oriflame's website www.oriflame.com or by <http://www.media-server.com/m/p/oe7aw57i>

Hosts: Magnus Brännström, CEO, and Gabriel Bennet, CFO.

For additional information, please contact:

Johanna Palm, Director Investor Relations, +46 765 422 672

Maria Mattsson, NASDAQ OMX, +46 73 449 74 16

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 €1.5 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 Luxembourg company group with corporate offices in Luxembourg and Switzerland. Oriflame Cosmetics is listed on the Nasdaq OMX Nordic Exchange.