

MALMÖ, Sweden--([BUSINESS WIRE](#))--Regulatory News:

3 months ended 30 September 2013

- Local currency sales increased by 3% and Euro sales decreased by 5% to €294.6m (€309.4m).
- Number of active consultants increased by 2%.
- Adjusted* operating margin was 7.8% (9.1%) resulting in an adjusted* operating profit of €23.1m (€28.0m). Currency movements had a negative effect of approx. 230 bps on the operating margin.
- Adjusted* net profit amounted to €9.4m (€18.4m) and adjusted* EPS amounted to €0.17 (€0.32).
- Cash flow from operating activities amounted to €-9.3m (€18.4m).
- At the end of August Oriflame announced measures to drive sales in EMEA and enhance efficiency in the Group.
- Fourth quarter update: The underlying sales in the fourth quarter 2013 to date is in line with prior year in local currency.

9 months ended 30 September 2013

- Local currency sales remained stable compared to prior year and Euro sales decreased by 4% to €1,035.5m (€1,078.7m).
- Adjusted* operating margin was 9.2% (11.0%) resulting in an adjusted* operating profit of €95.6m (€118.9m).
- Adjusted* net profit amounted to €57.2m (€84.2m) and adjusted* EPS amounted to €1.03 (€1.48).
- Cash flow from operating activities amounted to €48.4m (€105.8m).

* Adjusted for restructuring costs of €3.6m CEO Magnus Brännström comments “Our key growth markets in Asia, Latin America, Africa and the Middle East continue to perform very well, representing more than 30% of sales in the quarter. However, sales growth for the Group of 3% in the third quarter shows that the sales development in our main markets in CIS and Europe continues to be volatile, as the initiatives to increase sales and efficiency are yet to translate into benefits. Fourth quarter sales in local currency have started in line with prior year and the positive sales force momentum from the third quarter has continued.” Conference call for the financial community The company will host a

conference call on Tuesday, 12 November at 9.30 CET.

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The conference call will also be audio web cast in “listen-only” mode through Oriflame’s
website: www.oriflame.com or through <http://storm.zoomvisionmamato.com/player/oriflame/objects/9c18zfwg/>
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