

Make-Up Tips, Offers on-the-go for Maybelline Customers with a New Mobile Solution from Infosys

L’Oreal’s Mobile Website Now Live in Singapore and Nine Countries Across Asia

Paris, June 25, 2014: Maybelline, a global leader in the make-up market, has partnered with Infosys, a global leader in consulting, technology services and outsourcing, to create, test and deploy a new optimized website for a wide range of mobile devices. The website will deliver the latest promotions for new products, tutorial videos and make up tips to Maybelline users. It will also allow easy browsing of products from the company.

Highlights

- The mobile web development program will enable Maybelline to take advantage of the rapid growth of mobile internet in Asia by reaching out to its end consumers effectively. Recent data shows the percentage of internet traffic in this region has risen from 23 percent to 37 percent on mobile devices in the last year, well above the global average of 25 percent¹
- Infosys digital team used the latest HTML5 / CSS3 frameworks to build the new website, incorporating a responsive web design approach
- Graphic design, development, implementation, testing, and deployment of the initial Singapore mobile web site were completed within a short period of two months. This was followed by rapid expansion of the website across Hong Kong, India, Indonesia, Malaysia, Philippines, South Korea, Taiwan, Thailand and Vietnam in another two months
- Infosys brought together the combined capabilities of its digital teams located at its global delivery centers in India, and in Paris, France, where Maybelline is headquartered
- The teams worked in an agile mode improving the speed to market of the solution, lowering the cost of delivery and ensuring superior quality. This generated a high impact consumer launch across Asia

Quotes

Visna Lim, Digital Head for South Asia for Maybelline & L’Oreal Paris (Consumer Product Goods Division)

“We chose Infosys to capitalize on their recognized expertise in mobile and digital technologies as well as their deep understanding of the consumer products industry. We were impressed by the strength of their proposal and quality of work, knowing that the specifications included complex and demanding criteria. Infosys provided first class support and delivered within an ambitious timeframe.”

Karmesh Vaswani, Vice President and Head of Europe – Retail, Consumer Goods and Logistics at Infosys

“As consumer experience becomes increasingly dominated by digital interactions, one of the biggest challenges brands face is responding quickly to a rapidly changing market without compromising quality. That is especially true for a prestigious company like L’Oréal and a premium brand such as Maybelline. Our team analysed user behaviour and preferences to structure, design and produce the website so that Maybelline could rapidly improve their engagement with millions of people across Asia.”

About The L’Oréal Group

L’Oréal has devoted itself to beauty for over 105 years. With its unique portfolio of 28 international, diverse and complementary brands, the Group generated sales amounting to 23 billion euros in 2013 and employs 77,500 people worldwide. As the world’s leading beauty

company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, travel retail and branded retail.

Research and innovation, and a dedicated research team of 4,000 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world and attract one billion new consumers in the years to come. L'Oréal's new sustainability commitment for 2020 "Sharing beauty with all" sets out ambitious sustainable development objectives across the Group's value chain. www.loreal.com

About Infosys

Infosys is a global leader in consulting, technology and outsourcing solutions. We enable clients, in more than 30 countries, to stay a step ahead of emerging business trends and outperform the competition. We help them transform and thrive in a changing world by co-creating breakthrough solutions that combine strategic insights and execution excellence.

Visit www.infosys.com to see how Infosys (NYSE: INFY), with US\$ 8.25 billion in annual revenues and 160,000+ employees, is Building Tomorrow's Enterprise® today.

¹: Source [StatCounter 5/14](#)

Safe Harbor

Certain statements in this release concerning our future growth prospects are forward-looking statements regarding our future business expectations intended to qualify for the 'safe harbor' under the Private Securities Litigation Reform Act of 1995, which involve a number of risks and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, risks and uncertainties regarding fluctuations in earnings, fluctuations in foreign exchange rates, our ability to manage growth, intense competition in IT services including those factors which may affect our cost advantage, wage increases in India, our ability to attract and retain highly skilled professionals, time and cost overruns on fixed-price, fixed-time frame contracts, client concentration, restrictions on immigration, industry segment concentration, our ability to manage our international operations, reduced demand for technology in our key focus areas, disruptions in telecommunication networks or system failures, our ability to successfully complete and integrate potential acquisitions, liability for damages on our service contracts, the success of the companies in which Infosys has made strategic investments, withdrawal or expiration of governmental fiscal incentives, political instability and regional conflicts, legal restrictions on raising capital or acquiring companies outside India, and unauthorized use of our intellectual property and general economic conditions affecting our industry. Additional risks that could affect our future operating results are more fully described in our United States Securities and Exchange Commission filings including our Annual Report on Form 20-F for the fiscal year ended March 31, 2014 and on Form 6-K for the quarter ended December 31, 2013. These filings are available at www.sec.gov. Infosys may, from time to time, make additional written and oral forward-looking statements, including statements contained in the company's filings with the Securities and Exchange Commission and our reports to shareholders. In addition, please note that the date of this press release is mentioned at the beginning of the release, and any forward-looking statements contained herein are based on assumptions that we believe to be reasonable as of this date. The company does not undertake to update any forward-looking statements that may be made from time to time by or on behalf of the company unless it is required by law.

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