



Fondation L'Oréal Appointments:

- **Ezgi Barcenas is appointed as Chief Executive Officer**
- **Pauline Avenel-Lam is appointed as Executive Director**

Clichy, 20 November 2024 – The Fondation L'Oréal announced today the appointment of **Ezgi Barcenas** as Chief Executive Officer, effective as of January 1, 2025. She will hold this position in addition to her current responsibilities as Chief Corporate Responsibility Officer of L'Oréal Groupe. She succeeds Alexandra Palt, who, after seven years at the helm, will leave the Fondation L'Oréal at the end of this year.

Ezgi Barcenas joined L'Oréal Groupe last April as Chief Corporate Responsibility Officer as a member of the Executive Committee. She is responsible for the Groupe's global sustainability strategy, stewarding the *L'Oréal for the Future* program. Her arrival at the Fondation L'Oréal will ensure optimal coherence and consistency between the Fondation L'Oréal's philanthropic efforts and L'Oréal Groupe's sustainable development initiatives.

Pauline Avenel-Lam becomes Executive Director of the Fondation L'Oréal, in addition to her current role as Director of the Inclusive Beauty program of the Fondation L'Oréal and Director of the L'Oréal Fund for Women. The Fondation L'Oréal will benefit from her deep understanding of the non-profit sector, as well as her 15 years of experience within L'Oréal Groupe, including seven years with the foundation's team. She was recently recognized in France among 50 leaders under 40 committed to ecological and social transformation on the 2024 Giverny-Le Point list.

"I would like to warmly thank Alexandra Palt for her exceptional contribution to the success of the Fondation L'Oréal," says Jean-Paul Agon, President of the Fondation L'Oréal. "Thanks to her clear and inspiring vision, she has championed the fight for equality and the rightful place of women in society. I am convinced that Ezgi Barcenas' inspiring leadership, combined with Pauline Avenel-Lam's deep knowledge of the Fondation, will be major assets in accelerating and intensifying the efforts undertaken by the Fondation L'Oréal and its partners to build - with and for women - a fairer, more inclusive, and sustainable future."

About the Fondation L'Oréal

The Fondation L'Oréal supports and empowers women to shape their future and make a difference in society, focusing on three major areas: scientific research, inclusive beauty and climate action.

Since 1998, the L'Oréal-UNESCO For Women in Science program has worked to empower more female scientists to overcome barriers to progression and participate in solving the great challenges of our time, for the benefit of all. For 26 years, it has supported more than 4400 women researchers from over 140 countries, rewarding scientific excellence and inspiring younger generations of women to pursue science as a career.

Convinced that beauty contributes to the process of rebuilding lives, the Fondation L'Oréal notably helps very vulnerable women to improve their self-esteem through free beauty and wellness treatments. It also enables underprivileged women to gain access to employment with dedicated vocational beauty training. In 2023, more than 23,000 women benefited from these free treatments every and more than 45,000 people have taken part in professional beauty training, since the beginning of the program.

Finally, women are affected by persistent gender-based discrimination and inequalities, exacerbated by climate change. While they are on the frontline of the crisis, they remain under-represented in climate decision-making. The Women and Climate program of the Fondation L'Oréal supports, in particular, women who are developing climate action projects addressing the urgent climate crisis and raises awareness of the importance of gender-sensitive climate solutions.

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