



Stockholm, March 24, 2004

Press release

Oriflame Cosmetics S.A. listed on Stockholmsbörsen

As of today, international cosmetics company Oriflame Cosmetics S.A. is listed on Stockholmsbörsen.

Oriflame has direct sales in 54 countries and reported revenues of SEK 5.9 billion in 2003. The Group's product range is marketed under the Oriflame brand and the company holds leading positions in several markets in Europe and in Russia.

Oriflame's Swedish Depository Receipts (SDRs) are traded on the O List under the "Other shares" heading, positioned immediately after Optimail AB.

"We warmly welcome Oriflame to Stockholmsbörsen," says Kerstin Hessius, Stockholmsbörsen's President and Chief Executive Officer. "I also hope that today's listing will mark the start of a favorable trend of IPOs," Hessius continues.

Sven Mattsson, Chief Executive Officer of Oriflame, comments: "Ever since the delisting from the London Stock Exchange in 1999, our intention has been to eventually take Oriflame public again. Given our Swedish roots and background, it is especially pleasing to launch Oriflame on Stockholmsbörsen."

Photos from the welcoming ceremony and a webcast interview with Oriflame's Chief Executive Officer, Sven Mattsson, are available on www.stockholmsborsen.se under Changes and News/Listings.

Information about the industry classification and similar details is also available on www.stockholmsborsen.se under Changes and News/ Press Releases and Exchange Notices/Search/Equity related information.

For further information

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