



MarketLine

Information from around the world,
across markets and inside companies

www.marketlineinfo.com/library

Welcome to MarketLine

MarketLine offers a comprehensive and unique collection of company, industry and country information, extending across 200+ countries and every major industry sector. Updated on a daily basis, it is a dynamic access point to the world of market intelligence.

This valuable research resource is designed to enable users to build an understanding of markets and the factors that influence their development. It offers in-depth professional research and analysis in easy-to-digest formats, including interactive reports and databases. This content is supported by an array of advanced search and navigation tools which minimize the level of user effort required.

MarketLine provides...

- High-value and up-to-date information
- Access to highly pertinent and comparable data in easy-to-use formats
- Advanced search and browse tools
- Research methodologies you and your users can trust

MarketLine enables you and your users to...

- Create in-depth analyses of data across companies, industries and countries
- Research and develop new ideas, business and marketing plans, and job opportunities
- Save time and effort in generating customized research solutions
- Benefit from highly developed R&A processes
- Utilize extensive global resources

MarketLine is the perfect tool for students, lecturers, researchers, start-up businesses, job hunters and analysts.

Contact us for more information...

t: +44 207 675 7700 (Europe) t: +1 212 652 2661 (US) e: info@r4l.info

Information from around the world, across markets and inside companies...

The MarketLine homepage gives you access to our vast library of Industry, Company and Country data and reports | [More on pages 4 to 9](#)

All our research is complemented by advanced search and functionality tools in order for you to efficiently find and use the information you require | [More on page 10](#)

MarketLine About MarketLine

Home Find Information Contact us Help Feedback

SEARCH OUR PRODUCTS Go Account details

Welcome to MarketLine

Click here to browse quick links to company, country and industry information

LATEST INDUSTRY PROFILES

- Paints & coatings in the US
15 December 2006
- Paints & coatings in France
15 December 2006
- Paints & coatings in Germany
15 December 2006
- Paints & coatings in the UK
15 December 2006
- Paints & coatings in Europe
15 December 2006

BROWSE ALL INDUSTRIES INFORMATION

LATEST COMPANY PROFILES

- Artnet AG
02 December 2006
- Groupe Ares
02 December 2006
- SOL S.p.A.
02 December 2006
- Republic Bancorp, Inc.
02 December 2006
- Friendly Ice Cream Corporation
02 December 2006

BROWSE ALL COMPANIES INFORMATION

LEADING COUNTRIES

- Brazil
- China
- France
- Germany
- India
- Italy
- Japan
- Spain
- United Kingdom
- United States

BROWSE ALL COUNTRIES INFORMATION

TOOLS AND DATABASE

- Assess M&A activity**
Track M&A activity with our financial deals database.
- Understand country dynamics**
Search economic and demographic indicators for over 200 countries.
- Value consumer markets**
Market data and forecasts on values, volumes, growth, brand & company shares.

LATEST NEWS

- PortAuthority Raises \$18m Funding
Published 27 September 2006
- Igel Adds Form Factors to Thin Client Portfolio
Published 27 September 2006
- 2e2 Acquired by Private Equity Firm in \$245m Deal
Published 27 September 2006
- Wall Street Punishes Red Hat Despite 52% Revenue Rise
Published 27 September 2006
- Sonata Set for TUI Acquisition
Published 27 September 2006

[more news...](#)

SITE STATISTICS

CONTENT TYPE	ACTIVE	UPDATES
Company Profiles	Active 9,981	New this week
Industry Profiles	Active 5,615	New this week
Country Profiles	Active 58	New this week
Industry Lists	Active 41	New this week
News and Comment	Active 6,207	New this week
Stock Exchange Lists	Active 11	New this week

New content is constantly added to the site and aggregated, analyzed and crosschecked to comply with our strict research methodology | [More on page 11](#)

Access our live feed of news, comment and analysis to keep you up-to-date with all the current business issues | [More on page 10](#)

Industry Information

MarketLine's coverage is comprehensive, containing information on every major industry sector. Providing the perfect way to investigate new markets, assess the growth potential of new products and research and compare historical trends, our easy-to-use industry tools will help you and your users to gain an in-depth knowledge of whatever industry or sub-sector you are interested in.



MarketLine provides...

- Standardized data for easy market comparison
- Market size, segmentation, share and distribution data for 150 consumer products in 55 countries
- Coverage of approximately 200 non-consumer industries/markets, across 25 of the world's largest economies
- Industry-standard analysis framework – Porter's Five Forces
- Future industry event calendars
- Industry resource details

MarketLine enables you and your users to...

- Investigate new markets
- Assess product growth potential
- Understand competitive forces
- Research and compare historical trends
- Identify the fastest growing or largest markets for products
- Monitor key industry events

Industry Information covers the following areas...

- | | | |
|---|---|---------------------------|
| • Aerospace and Defense | • Financial Services | • Retail |
| • Agriculture and Forestry | • Food, Beverage and Tobacco | • Technology |
| • Automotive | • General Business | • Textiles |
| • Business and Consumer Services | • Government and Non-Profit Organizations | • Transport and Logistics |
| • Chemicals | • Industrial Goods and Machinery | • Wholesale |
| • Construction and Real Estate | • Leisure / Arts | |
| • Consumer Packaged Goods | • Media | |
| • Consumer Products | • Metals and Mining | |
| • Energy and Utilities | • Paper and Packaging | |
| • Environmental and Waste Management Services | • Pharmaceuticals and Healthcare | |

There are four core products within MarketLine's Industries portfolio...

Industry Profiles

Extending to 2,600+ titles across 25+ geographies and 200+ industries, MarketLine's Industry Profiles are a quick and reliable way to get data on key industrial and consumer sectors across the world's leading economies. The 20-25 page reports draw on extensive primary and secondary research, all aggregated, analyzed, cross-checked and presented in a consistent and accessible style.

Consumer Markets Database NEW

MarketLine's Consumer Markets Database offers market size, segmentation, consumption, share and distribution channel data for over 150 consumer products in 55 countries.

Future Events Database COMING SOON

MarketLine's Future Events Database is a comprehensive searchable database of future event information. It is designed to provide users with up to 24 months of advance coverage of key industry, company and financial market events, including financial announcements, industry conferences, regulatory developments, company milestones, major product launches and major IPOs.

Resource Database COMING SOON

Designed as a research support tool, MarketLine's Business Resource Database offers operation and contact details for 20,000+ trade/business associations, business information websites, trade journals, specialist libraries, government sources and market information providers.

Refine your search using one of our intuitive navigation tools to help you find exactly what you need in our vast industry profiles database

With so many industry profiles available, the sort and filter options will enable you to fine tune your search

The screenshot shows the MarketLine website interface. At the top, there are navigation tabs for 'Home' and 'Find Information', along with 'Contact us', 'Help', and 'Feedback' buttons. A search bar is present with a 'Go' button and an 'Account details' link. Below the search bar, a breadcrumb trail indicates the user's path: 'You browsed by: Geography > Europe > France' and 'Industry > Consumer Products'. The main content area is titled 'Industry Profiles' and shows 'FULL DOCUMENTS 1 - 24 OF 24 RESULTS'. There are filters for 'Sorted by: Publication Date' and 'Filter by status: Active'. A list of industry profiles is displayed, including 'Suncare in France', 'TV & Video in France', 'Games Consoles in France', 'Skincare in France', 'Toys & Games in France', 'Personal Hygiene in France', and 'Kitchen Appliances in France'. Each entry includes a brief description and a date.

Clicking on a profile will launch a 15-20 page report – a quick and reliable way to get data on the area of your choosing

Company Information

MarketLine contains in-depth information on 50,000 public and private companies. Detailed insight into how the world's major companies are organized and function will help you create more informed views on companies. Our detailed information resource offers you a fast and easy way to build your knowledge of the business world.



MarketLine provides...

- Real-time updates with an unparalleled level of accuracy
- In-depth company profiling
- Executive biographies
- Industry-standard analysis framework – SWOT
- Key lists and rankings
- Extensive news feeds
- Extensive financial deal coverage
- Future company event calendars

MarketLine enables you and your users to...

- Perform company benchmarking and analysis projects
- Anticipate competitive moves
- Assess historical, current and proposed M&A and funding deals
- Track company performance and activity
- Monitor key company events, including product launches and result announcements
- Build contact lists
- Recognize good practice

The key components of MarketLine's Companies portfolio are...

Company Profiles

MarketLine's Company Profiles provide insight into how the world's major companies are organized and function. These profiles are supported by a specialist team of 40 researchers, ensuring that content is always up-to-date and accurate. Currently containing **10,000+ profiles**, the database will expand to cover **50,000 companies** by the end of 2007.

Executive Listings

An essential resource for job hunters, MarketLine contains contact information for over 100,000 executives from the world's most important companies.

SWOT Analyses

MarketLine SWOT Analyses provide independent analysis of the strengths, weaknesses, opportunities and threats that exist for the most important companies in each industry sector. Each analysis aims to show how the company is performing, as well as forecasting how performance is likely to change in the future.

Financial Deals Database NEW

MarketLine's Financial Deals Database tracks 3,000+ deals of over \$5 million in value each month on a global basis, ensuring that the most important M&A, funding and joint venture deals are tracked for each of the world's core industries.

Guided Search Navigation delivers highly-targeted search and browse options enabling you to find all related information on the company you are viewing

Every company profile has an overview which provides you with a concise synopsis about the organization as well as a number of key facts

MarketLine About MarketLine

Home Find Information Contact us Help Feedback

SEARCH OUR PRODUCTS Go Account details

You browsed by: Company > L'Oréal S.A. Remove

L'Oréal S.A. Overview

What type of information are you looking for?

COMPANY OVERVIEW

L'Oréal is one of the largest cosmetics companies in the world. It produces and markets a range of make-up, perfume, hair and skin care products in over 130 countries. The company operates primarily in Europe and North America. It is headquartered in Clichy, France.

The company recorded revenues of E14,532.5 million during the fiscal year ended December 2005, an increase of 6.5% over 2004. The net profit was E1,972.3 million in fiscal year 2005, an increase of 37.1% over 2004.

[View the full profile](#)

[Download the full profile](#)

KEY FACTS

41, rue Martre
92117 Clichy
FRA
T: 33 1 47 56 70 00
F: 33 1 47 56 86 42

www.loreal.com

OTC Ticker: LORLY
Euronext Tickers: OR
Employees: 52,403
Turnover (€ Mn): 14,532.5
Financial Year End: December

KEY EXECUTIVES

NAME	JOB TITLE	BOARD	TOTAL ANNUAL COMPENSATION
Jean-Paul Agon	Chief Executive Officer	Executive Board	-
Lindsay Owen-Jones	Chairman	Executive Board	-
Jean-Pierre Meyers	Vice Chairman	Non Executive Board	-

SWOT ANALYSIS

L'Oréal S.A. (L'Oréal) is one of the leading manufacturers of cosmetics, skin care, fragrances and personal care products in the world. L'Oréal has strong brands. A portfolio of strong brands besides resulting in steady revenues and profits, provides a competitive advantage in the market place. However, the global cosmetics business is intensely competitive, with a few big corporations and a large number of small companies vying for market share. Increased competition may result in price reductions, reduced profit margins and loss of market share.

STRENGTHS **WEAKNESSES**

Get an independent analysis of the strengths, weaknesses, opportunities and threats that exist for your chosen company

The key executive section provides you with an at-a-glance summary of the main players within each company

Country Information

Our Country Information resource gives you access to millions of macro-economic, socio-economic and demographic data points across 215 countries world wide via our Base Drivers Database. Whether you need to investigate new countries and markets, assess growth potential or understand a country's dynamics, MarketLine has all the tools available in one place.



MarketLine provides...

- Over five million data points across 215 global countries and 46 political and geographic groupings
- Standardized data with easy country comparison
- Analysis of the socio-economic and political landscapes in 215 countries
- Industry-standard analysis framework – PESTLE
- Geographic risk assessment
- Future economic and political event calendars
- Government and statistical resource details

MarketLine enables you and your users to...

- Investigate new countries
- Assess product growth potential
- Formulate forecasts
- Understand country dynamics
- Anticipate risks to a company
- Research and compare historical trends
- Benchmark countries and geo-political groupings
- Identify the fastest growing or largest markets for products
- Monitor economic and political events

Country Information covers the following areas...

Asia-Pacific

- Afghanistan
- American Samoa
- Armenia
- Australia
- Azerbaijan
- Bangladesh
- Bhutan
- Brunei Darussalam
- Cambodia
- China
- Cook Islands
- Fiji
- French Polynesia
- Georgia
- Guam
- Hong Kong
- India
- Indonesia
- Japan
- Kazakhstan
- Kiribati
- Republic of Kyrgyz
- Lao
- Macau
- Malaysia
- Maldives
- Marshall Islands
- Micronesia
- Mongolia
- Myanmar
- Nauru
- Nepal
- New Caledonia
- New Zealand
- North Korea
- Pakistan

Europe

- Palau
- Papua New Guinea
- Philippines
- Samoa
- Singapore
- Solomon Islands
- South Korea
- Sri Lanka
- Taiwan
- Tajikistan
- Thailand
- Timor-Leste
- Tonga
- Turkmenistan
- Tuvalu
- Uzbekistan
- Vanuatu
- Vietnam
- Albania
- Andorra
- Austria
- Belarus
- Belgium
- Bosnia and Herzegovina
- Bulgaria
- Croatia
- Cyprus
- Czech Republic
- Denmark
- Estonia
- Finland
- France
- Germany
- Greece

Middle East and Africa

- Hungary
- Iceland
- Ireland
- Italy
- Latvia
- Liechtenstein
- Lithuania
- Luxembourg
- Macedonia
- Malta
- Monaco
- Netherlands
- Norway
- Poland
- Portugal
- Republic of Moldova
- Romania
- Russian Federation
- San Marino
- Serbia and Montenegro
- Slovakia
- Slovenia
- Spain
- Sweden
- Switzerland
- Ukraine
- United Kingdom
- Algeria
- Angola
- Bahrain
- Benin
- Botswana
- Burkina Faso
- Burundi

South and Central America

- Cameroon
- Cape Verde
- Central African Republic
- Chad
- Comoros
- Congo, Democratic Republic
- Cote d'Ivoire
- Djibouti
- Egypt
- Equatorial Guinea
- Eritrea
- Ethiopia
- Gabon
- Gambia
- Ghana
- Guinea
- Guinea-Bissau
- Iran
- Iraq
- Israel
- Jordan
- Kenya
- Kuwait
- Lebanon
- Lesotho
- Liberia
- Libya
- Madagascar
- Malawi
- Mali
- Mauritania
- Mauritius
- Morocco
- Mozambique
- Namibia

North America

- Niger
- Nigeria
- Oman
- Qatar
- Republic of the Congo
- Reunion
- Rwanda
- Sao Tome and Principe
- Saudi Arabia
- Senegal
- Seychelles
- Sierra Leone
- Somalia
- South Africa
- Sudan
- Swaziland
- Syria
- Tanzania
- Togo
- Tunisia
- Turkey
- Uganda
- United Arab Emirates
- Yemen
- Zambia
- Zimbabwe
- Anguilla
- Antigua and Barbuda
- Argentina
- Aruba
- Bahamas
- Barbados

Geographic Groupings

- Belize
- Bermuda
- Bolivia
- Brazil
- British Virgin Islands
- Cayman Islands
- Chile
- Colombia
- Costa Rica
- Cuba
- Dominica
- Dominican Republic
- Ecuador
- El Salvador
- French Guiana
- Grenada
- Guadeloupe
- Guatemala
- Guyana
- Haiti
- Honduras
- Jamaica
- Martinique
- Mexico
- Montserrat
- Netherlands Antilles
- Nicaragua
- Panama
- Paraguay
- Peru
- Puerto Rico
- Saint Kitts and Nevis
- Saint Lucia
- Saint Vincent and the Grenadines
- Suriname
- Trinidad and Tobago

Political Groupings

- Africa
- Americas
- Asia
- Caribbean
- Central Africa
- Central America
- Central Asia
- Central Europe
- East Asia
- Eastern Africa
- Eastern Europe
- Europe
- Middle East
- North Africa
- North America
- Pacific Region
- South America
- South Eastern Asia
- Southern Africa
- Southern Asia
- Western Africa
- Western Europe

Economic Groupings

- EFTA
- EUROZONE
- G8
- NAFTA
- OECD
- OPEC
- WTO
- Big Four
- Commonwealth of Independent States
- European Union
- League of Arab States
- Non-Aligned Movement
- Organization of African Unity
- Organization of American States
- NATO
- United Nations
- APEC
- ASEAN
- MERCOSUR
- CARICOM
- COMESA

There are two core components in MarketLine's Countries portfolio...

Country Profiles

Each Country Profile provides comprehensive industry, political and economic analyses plus macroeconomic and demographic data for one of the major countries of the world.

MarketLine's 155 Standard Country Profiles contain:

- Introduction
- Key country facts
- Economic summary
- Political summary
- Economic analysis
- Political analysis
- Macroeconomic, demographic and social indicators

Coming soon...MarketLine's 60 Premium Country Profiles will also contain:

- PESTLE analysis
- Risk scorecards
- Country comparisons

Base Drivers Database NEW

MarketLine's Base Driver Database includes over five million data points across 215 global countries and 46 political and geographic groupings. The database is a one-stop tool that allows you to identify and contextualize key country and market trends – both historically and into the future.

Drill down using our intuitive Guided Search Navigation to find any related information about the country or region you are viewing

Each country or region has a general overview page to provide you with key information and data

The screenshot shows the MarketLine website interface for the France Overview page. At the top, there is a navigation bar with 'Home', 'Find Information', 'Contact us', 'Help', and 'Feedback'. Below this is a search bar and a breadcrumb trail: 'You browsed by: Geography > Europe > France'. The main content area is titled 'France Overview' and is divided into several sections:

- What type of information are you looking for?**: A dropdown menu with options: OVERVIEW, COMPANY PROFILES (330), INDUSTRY PROFILES (161), COUNTRY PROFILES (1), NEWS AND COMMENT (218), and STOCK EXCHANGE LISTS (1).
- REFINE YOUR SEARCH**: A section for searching within results and refining by industry (Technology (231), Consumer Packaged Goods (136), Pharmaceuticals and Healthcare (71), Business and Consumer Services (53), Media (31)).
- FRANCE**: A map of France showing major cities and neighboring countries.
- CORE INDICATORS**: A table of key indicators:

Mid-Year Population, Total	60,656,178.00
Infant Mortality Rate (Per 1000 live births)	4.26
CPI, Annual (eop)	108.60
GDP, Current, USD (Millions)	2,101,996.86
- LATEST NEWS AND COMMENT**: A news item titled 'Getronics Agrees Sale of French Arm' dated 27 September 2006.
- KEY DOMESTIC PLAYERS**: A news item titled 'Groupe Arès' dated 02 December 2006.

At the bottom of the page, there are two call-to-action buttons: 'Launch the BaseDrivers Database' and 'Download the full profile of France'.

Use our quick links to view our most recent news and comment articles from your chosen region as well as profiles about all the key players

Identify key country and market trends – both historically and into the future – with our Base Drivers Database or download a full profile of the country you are browsing

News, Comment and Analysis

MarketLine is supported by a live feed of news, comment and analysis to keep users up-to-date with current business issues. Our analysts provide their opinion to breaking industry news and provide insight into how these issues will impact both companies and consumers. Each article is tagged by company and industry, ensuring that they are linked to all relevant reports and profiles.

MarketLine provides...

- Real-time news feeds
- 5,000+ articles every month
- Industry, company and country comment
- Expert views on the major issues dominating each industry
- Industry and company spotlight
- Value-added background research and analysis of the issues and trends that matter to you
- Coverage of company activity, including product launches, result announcements, financial deals etc.
- Future focus

MarketLine enables you and your users to...

- Keep up-to-date on company, industry and country events
- Monitor trends and issues as they develop
- Add supporting detail to your reports and presentations
- Track competitive movement
- Interrogate expert opinion

Advanced Functionality

MarketLine offers a range of new time-saving desktop tools to enable you to easily find the information you require. Once you have found what you need the site's advanced functionality lets you build your own reports and presentations that can be easily distributed and shared.

MarketLine provides...

- Interactive databases and reports
- Intuitive search and browse engines
- An extensive report library

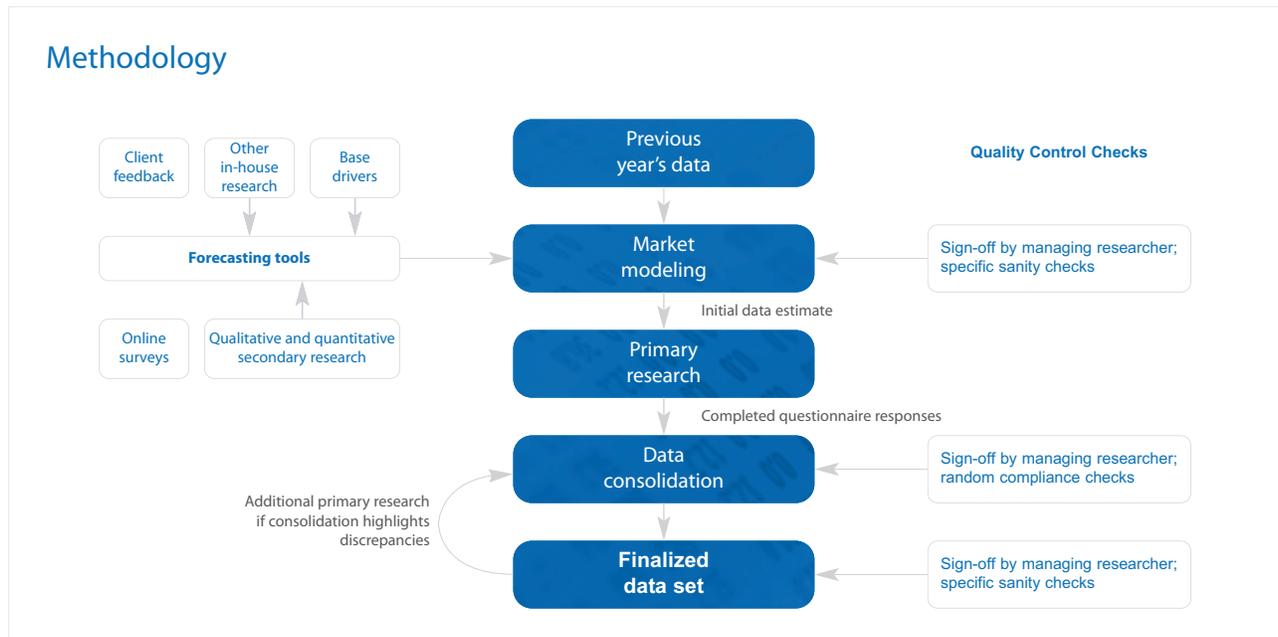
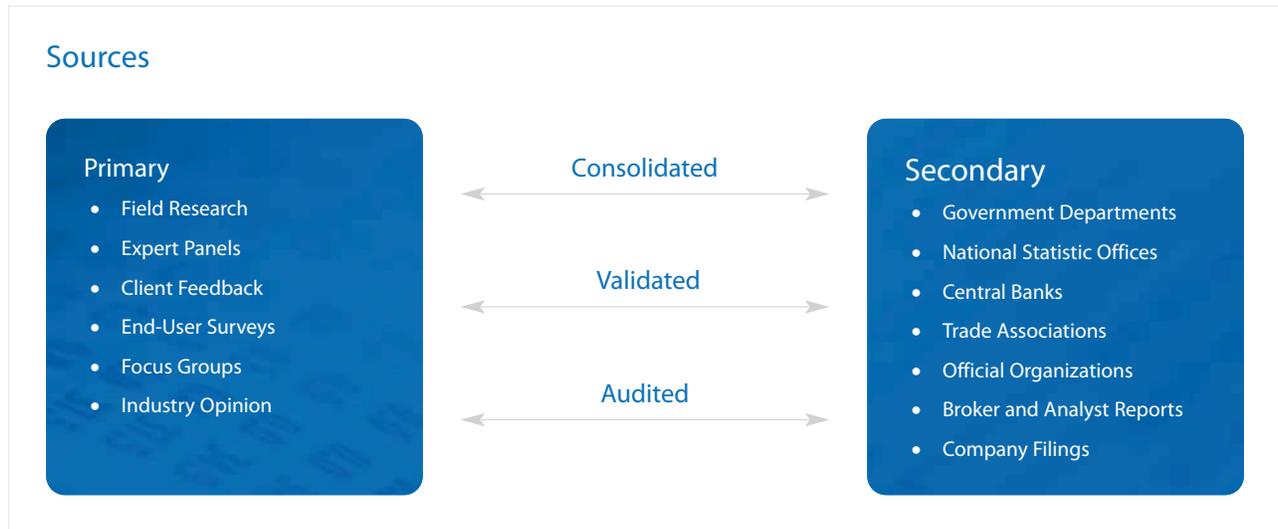
MarketLine enables you and your users to...

- Quickly find all the information you need
- Search and build company and contact lists
- Generate graphical and statistical analysis
- Incorporate historical research and analysis into your work

Sources and Methodology

The information on MarketLine draws on extensive primary and secondary research, all aggregated, analyzed, crosschecked and presented in a consistent and accessible style.

Our research and analysis is collated by a dedicated, full-time team of 500+ employees, including Researchers, Analysts, Economists and Editors. The data is fed into vast databases and forecasting models which in turn drive our analysis and recommendations. Each step of the data gathering process is subject to strict quality control processes that are reviewed and maintained by our senior staff. This means you can be confident that MarketLine information is completely accurate, reliable and up-to-date.



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