

# L'ORÉAL

## Assessment letter

Moscow 21.12.2010

### ZAO L'ORÉAL

119180 Moscou, 1/8,  
4-ij Goloutvinsky per, bld. 1-2  
Telephone: (+7 495) 258-3191  
Fax: (+7 495) 258-3182

This letter provides an evaluation of the consulting project "Analysis and recommendation for adapting brand strategy of La Roche-Posay to a highly competitive environment in Saint-Petersburg" for ZAO L'ORÉAL made by the group of students from the Graduate School of Management, Saint-Petersburg State University.

In order to implement the project students work in team of 6 fellows:

Kalle Eberhardt  
Marcus Holst  
Morten Brugård  
Roman Vorobyev  
Yulia Bugaeva.

After careful consideration ZAO L'ORÉAL has concluded that the results of the project is fully corresponding to the requirements of the company and the team reached the goal set before – to propose recommendation for adopting brand strategy of La Roche-Posay in Saint-Petersburg.

During the project implementation the team has demonstrated high level of motivation, analytical skills, responsibility, team spirit and entrepreneurial approach in dealing with difficult issues.

Considering this result the grade of the project is 10.

Yours sincerely,

Key Account Director Cosmetic Active Division  
Talent Sourcing Manager



Marina Dmitrieva /  
Elena Paramonova /

### ЗАО Л'ОРЕАЛЬ

119180 Москва, 4-ый Голутвинский пер., д. 1/8, стр. 1-2  
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