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The Estée Lauder Companies Inc. United Kingdom and Ireland Affiliate

Lays new foundations in Fitzrovia

UK's leading prestige beauty company takes 1 Fitzroy Place, London W1 as new Headquarters

LONDON, 19 MAY 2014: Estée Lauder Cosmetics Limited, an affiliate of The Estée Lauder Companies Inc. and the number one prestige beauty company in the United Kingdom (UK), has announced 1 Fitzroy Place, Mortimer Street W1 as its new UK and Ireland headquarters. The move marks a significant investment in the continuing success of the Company's UK and Ireland business, which is the second largest market for The Estée Lauder Companies globally.

The London-based UK prestige beauty business currently operates across various different locations. The new 144,000 square foot office will bring together London employees and all education facilities in a single location and will also include branded retail storefronts at street level. Occupancy is anticipated by end of 2015.

Chris Good, the Company's UK and Ireland President commented, "The UK and Ireland market has been a hallmark of strong performance for The Estée Lauder Companies. As the business in the UK continues on its growth trajectory, this prestigious new headquarters will provide the perfect base to take the next step in our evolution. The new office will unite all of our headquarter employees under one roof, improve productivity and provide an inspiring, collaborative and agile space suitable for our high-performance organisation."

William P. Lauder, Executive Chairman, The Estée Lauder Companies Inc. said, "Our Company first launched in the UK in 1960. Our commitment to this important heritage market is only

reaffirmed by this outstanding milestone move to this prestigious location. I am confident that this new space will support our aspirations of continued growth and success in the UK and Ireland.”

The UK and Ireland headquarters is responsible for developing local strategies and driving its growth in the market. It supports The Estée Lauder Companies’ global brands by building local brand equity, managing retailer relationships, and providing consumer insights that help deliver its renowned innovative products and High-Touch services. As the leading company in prestige beauty in the UK, the Company saw its retail sales rise more than 12% in the UK for its fiscal 2014 third quarter (first quarter of 2014).

Ends

The Estée Lauder Companies Inc. is one of the world’s leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The Company’s products are sold in over 150 countries and territories under the following brand names: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, M•A•C, Bobbi Brown, Tommy Hilfiger, Kiton, La Mer, Donna Karan, Aveda, Jo Malone London, Bumble and bumble, Darphin, Michael Kors, American Beauty, Flirt!, GoodSkin Labs, Grassroots Research Labs, Tom Ford, Coach, Ojon, Smashbox, Ermenegildo Zegna, Aerin Beauty, Osiao, Marni and Tory Burch.

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