



Sales



Operating profit



Registered actives

1. Mexico

Sales 2017 (€m): 88.5

Share of business area sales: 56%

Share of Group sales: 6%

2. Colombia

3. Peru

Latin America

Chile, Colombia, Ecuador, Mexico, Peru

2017 development in brief

- Local currency sales rose by 8% and Euro sales increased by 6%
- Registered actives decreased by 3% to 0.3 million Oriflame Consultants
- The operating margin was 13.2% (14.6%)

Healthy development in Mexico during the year, although affected by lower consumer confidence. Ecuador recorded strong growth while the performance in Colombia was weak. The solid productivity level in the region was a result of price increases and higher sales of Skin Care and Wellness sets and routines.

Operations

Offices

Regional Office in Mexico City (Mexico).

Catalogue creation and printing

Created in the regional office in Mexico City. Printed in Mexico, Chile and Ecuador for all Latin American markets.