

CLARINS

WE CARE



2030

BECOMING A POSITIVE IMPACT COMPANY

CLARINS GROUP 2030 CSR STRATEGY

PRESS RELEASE



To make progress, we must leave the impossible behind.

This mindset was the impetus behind the first phase of our Clarins We Care CSR strategy in 2020. Many saw our objectives as unrealistic and yet most were achieved in barely five years. Our organic conversion, decarbonization, traceability, regeneration and well-being in the workplace results have put us at the leading edge of our sector.

In early 2025, these efforts were rewarded with B Corp certification. This is a huge source of pride for Clarins and all of its employees. Their investment and commitment have been the driving force behind these developments. Thank you to all!

Today our CSR results must progress even further. First and foremost, for the planet which

faces an ever-growing climate emergency. Secondly, to ensure the sustainability of groups like Clarins. We are an international company AND a family business guided by long-term vision. If we want to survive the decades to come, we must consider how our activity impacts all stakeholders from employees to customers, suppliers, society and the planet as a whole.

With this in mind, Clarins future depends on us shifting to a new paradigm: leaning and focusing our efforts on a positive-impact business model. Mission impossible? This is the path we have chosen because it pushes us, in the words of my grandfather Jacques, the founder of Clarins, *"to do more, do better and enjoy doing so"*.

Our new Clarins We Care 2030 CSR roadmap looks to make a positive impact over this period. Its expectations are ambitious but realistic. They call on us to overhaul the way in which we design our products and services to make them ever-more sustainable and beneficial. Evidence of this is the progress we have made in circular economy or the acquisition of our new Domaine Clarins which makes us even more "farmers".

However, these seismic changes will be guided by a deep respect for our consumers. They put their trust in us, so we must ensure constant honesty and transparency in our working methods to guarantee products that meet the highest efficacy, safety and sustainability standards.

The commitments underpinning Clarins We Care 2030 are the bedrock of this relationship of trust: commitments backed by clear and measurable objectives for each of the pillars of our CSR approach. For the consumer and our stakeholders, they guarantee veri-

fiable actions and results. For Clarins and our continuous improvement approach, they set out the path and provide measuring tools which encourage us to keep raising the bar higher.

Our ambition to make a positive impact is a productive one, bringing us ever closer to the mission statement we set out for ourselves in our legal statutes in 2021: *"making life more beautiful and passing on a more beautiful planet"*.

VIRGINIE COURTIN,
MANAGING DIRECTOR OF THE CLARINS GROUP



CLARINS

WE CARE



2030

BECOMING A POSITIVE IMPACT COMPANY

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70 YEARS OF COMMITMENTS

FOR PEOPLE AND THE PLANET



1954

Jacques Courtin created Clarins with two key principles in mind: listening to women and loving nature.

1966

Oils made with 100% pure plant extracts



1992

First partnership with Alp'Actions (*now known as Asters*)



1999

No more plastic bags, a first in the cosmetics industry



2011

Start of our school meal funding and distribution programme



1989

Creation of ARP to fight rheumatoid arthritis (*known as Fondation Arthritis since 2006*)



1997

Clarins Award for Children's Rights



2007

Launch of the first fair trade programmes



2014

No more plastic microbeads (sun care and rinse-off products)



2020

Clarins becomes carbon neutral*
* for scopes 1 & 2



2022

Launch of Clarins TRUST, the first blockchain traceability platform



2025

Awarded B Corp label



2016

Creation of the first Domaine Clarins in the heart of the Alps



2021

> Clarins becomes an official member of UEBT
> Clarins mission statement integrated into company statutes:
"Making life more beautiful and passing on a more beautiful planet"



2024

> New production plant in Troyes (France)
> Opening of the second Domaine Clarins in the Gard (France)
> Partnership with Mary's Meals to feed and educate children





“MAKING LIFE MORE BEAUTIFUL AND PASSING ON A MORE BEAUTIFUL PLANET”



In 2021, Clarins Group integrated its mission statement into the company statutes: “Making life more beautiful and passing on a more beautiful planet”. A mission directly inspired by the promise Clarins makes to its customers.

This mission is at the heart of **the Clarins We Care CSR approach.**

Launched in 2020, it has formalized and put into context all of the Group’s actions over the years to ensure a sustainable and responsible approach to business.

Clarins We Care also encompassed ambitious objectives and performance indicators for 2025. They have ensured a continuous improvement approach to our CSR strategy that is quantifiable and measurable. The conclusive results achieved over the last five years have encouraged us to take this one step further.

OBJECTIVES

ACHIEVED IN 2024

Today, most of the objectives set out by our first Clarins We Care roadmap have been achieved. Some of them were even achieved a year ahead of the deadline we set for ourselves. New developments have been added to our programme, especially in 2024, which saw the launch of structuring projects for the sustainable future of Clarins.



OPENING OF A SECOND DOMAINE CLARINS IN FRANCE

with the aim of independently producing more than a third of Clarins plants in line with regenerative agriculture principles.

NEW PRODUCTION PLANT IN FRANCE, NEAR TROYES

confirming our consistent choice of 'Made in France' products and our proximity and local distribution channel approach.



PARTNERSHIP WITH MARYS'S MEALS

to support education in low-HDI countries and continue distributing the 42 million school meals already provided by Clarins since 2011.

CLIMATE

0



Clarins is carbon-neutral
(since 2019, for scopes 1 and 2)

48%

reduction in greenhouse gas emissions
since 2019 (scope 1, 2, 3 excl. services)

70%

supplier purchases evaluated with Ecovadis

WELL-BEING AND QUALITY OF LIFE IN THE WORKPLACE

100%

Employees trained in diversity, equity and inclusion (DEI)

80.2

Clarins NPS score online and offline

86%

company commitment
rate of Clarins employees
(Your Say barometer)



CIRCULAR ECONOMY

95%

Recyclable material in packaging

37%

Recycled material in packaging

100%

Waste recovered



CHARITY

42 M

School meals distributed

23

Fair trade supply chain

134

Charities supported worldwide



PLANTS AND BIODIVERSITY

+1 M

Trees planted since 2012

+80%

Naturalness of Clarins skin care
and products

74%

Organic plants in Clarins skin care

86%

Plants compliant with Clarins
responsible sourcing charter



SAFETY/TRANSPARENCY

240

formulas and more than 140 plants
tracked with Clarins TRUST

100%

Clarins skin care formulated
and manufactured in France



CLARINS

WE CARE

2030



Clarins is as committed as ever to setting an example in its sector with its exemplary approach to the environment.

Achieving most of the objectives set by our Clarins We Care 2020–2025 roadmap has kick-started a new phase: **Clarins We Care 2030**.

This phase outlines a vision intricately linked to the success and sustainability of our Group:

BECOMING A POSITIVE IMPACT COMPANY

This ambition involves a paradigm shift. It is no longer about reducing our negative impacts. We must take positive action for people and the planet. We must evaluate our developments and integrate impact measurement as a key performance indicator.

NEW OBJECTIVES LINKED TO THE CLARINS WE CARE 2030 ROADMAP

We have set ourselves new objectives for 2030 in each of the eight pillars of our Clarins We Care approach.

For Clarins, they identify a goal which will mobilize all actors.

For society and our stakeholders, they are commitments that allow all to follow our progress as we strive to make a positive impact.



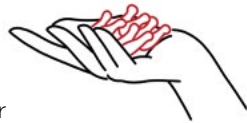
-30%

carbon emissions
(2019-2030 ; scope 1, 2 & 3)



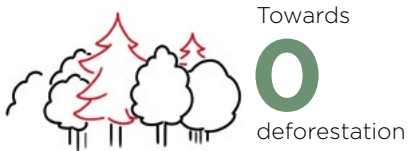
-150

tonnes of plastic/year
thanks to our new sample tubes



1/3

of our plants sourced at Domaines Clarins and grown
in line with regenerative agriculture principles



10

hectares created as part of the
renaturation programme



100%

Clarins remuneration above
the family living wage rate



OUR MAIN OBJECTIVES FOR 2025-2030



1/4

of our sales made with refillable products

**CO-
PR
DUCTS**

Increased use of

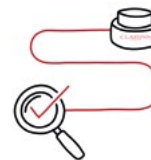
+ 3 M

school meals
distributed every year



100%

of our ingredients and
packaging tracked with Clarins TRUST



ROC

Domaine Clarins de Sainte-Colombe
Regenerative Organic Certified



30%

recycled plastic
in our packaging



100%

industrial water recycled
and reused

CARING FOR PEOPLE

CLARINS

WE CARE

2030



CHAPTER 01

01 OUR EMPLOYEES

02 OUR STAKEHOLDERS

03 SAFETY AND TRANSPARENCY

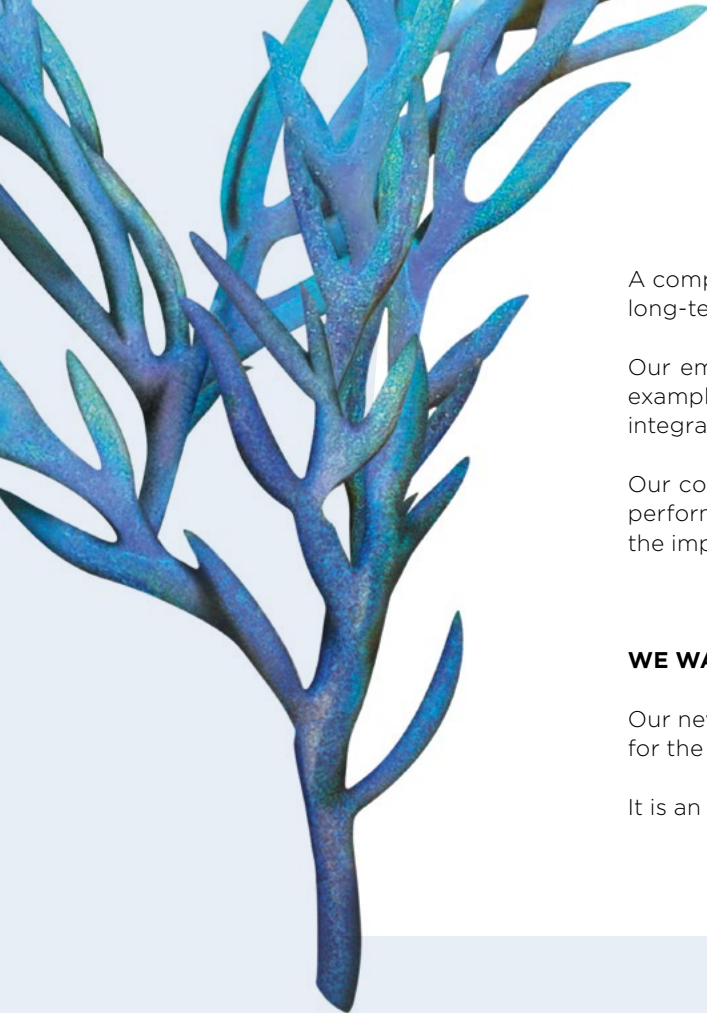
04 OUR CHARITY ACTIONS

CARING FOR PEOPLE

CHAPTER 01

OUR EMPLOYEES





A company is only meaningful and sustainable if its key players believe in its model and long-term vision.

Our employees are both our ambassadors and witnesses to our efforts in setting the example in our sector. For 70 years, Clarins has endeavoured to make employees an integral factor to its growth.

Our company seeks to innovate and always go above and beyond in terms of DEI and performance. Today, our teams' support and loyalty to Clarins and its values underline the impact of our actions.

WE WANT TO DO BETTER & WE MUST DO BETTER

Our new **We Care for our People** programme demonstrates the ambition of Clarins HR for the years to come.

It is an integral part of our overall CSR vision for 2030 and beyond.

2030 OBJECTIVES

100%

of Clarins remuneration above the family living wage rate

100%

of Clarins entities aligned with our global DEI charter

1%

of our payroll allocated to training and development

1

day a year dedicated to charity work

WHERE ARE WE?

GENDER EQUALITY

Clarins included on Forbes “World’s Top Companies For Women 2024” list. Women account for **86%** of the workforce, **a third** of the Executive Board and **62%** of top management. Our Senior Management also ensures equal representation of women: Virginie Courtin, Managing Director; Prisca Courtin, Chair of the Supervisory Board; Jonathan Zrihen, President and CEO; and Olivier Courtin, Managing Director.

94/100 Gender Equality Index 2024 (France)

62% of women in top management

TRAINING AND DEVELOPMENT

Continuing education for all is a cornerstone of Clarins policy, based on individual training plans and a self-learning platform with over 7000 titles of multilingual content. 100% of employees are trained at least once a year.

100% of employees trained at least once a year

ALMOST **70000** training modules completed at the Clarins Academy in 2024

24% of positions filled via in-house career mobility

DIVERSITY, EQUITY AND INCLUSION

Since 2021, our global DEI taskforce has formalized and communicated our commitments to all of our subsidiaries. Led by voluntary representatives in each region, it develops a global strategy with practical and measurable objectives and rolls out daring local initiatives. Clarins is also a member of the Employer Network for Equality & Inclusion. In addition, our Ethics Charter protects diversity in all its forms and establishes a zero-tolerance policy towards any form of discrimination.

100% of Clarins employees trained each year in DEI topics



“Our promise to ‘care for people’ is aimed first and foremost at our employees; they have been our number one asset for 70 years and will remain so for the decades to come. It is our ambition to give them the best opportunity to thrive, excel and open up to new perspectives. It is Clarins responsibility to provide a nurturing environment where performance goes hand in hand with kindness and respect for all.

Our new We Care for our People programme reflects this ambition. It is guided by a strong commitment to equity: with almost 8000 employees in 28 subsidiaries, we must ensure a shared foundation of benefits, regardless of the regulations and practices of each country. We are not seeking to be the best on any one criteria. We are offering a robust and standardized Clarins experience in terms of well-being and recognition in the workplace.”

ANNE ESLING,
CLARINS CHIEF PEOPLE & CULTURE OFFICER

2030 WHERE ARE WE HEADED? >

WE CARE 
for our people

We care for our people is our new employee programme, forming part of the Clarins We Care CSR approach.

Structured around four pillars, this roadmap describes a company that combines inclusivity, performance and generosity by centring the employee in its success. The ambitions of the We Care for our People plan are reflected in almost 30 detailed measures and shared objectives.

CARE & PROTECT

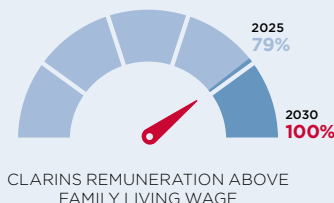
THE GUARANTEE OF A COMPETITIVE INCOME FOR EACH EMPLOYEE

Through a whole series of measures, Clarins strives to guarantee a salary and benefits in line with good, or even best, market practices, worldwide and in all Clarins subsidiaries.

OUR CARE & PROTECT COMMITMENTS INCLUDE:

- 100% OF CLARINS REMUNERATION ABOVE THE FAMILY LIVING WAGE RATE*

* Definition of a living wage on page 21



WELL-BEING

WELL-BEING IN THE WORKPLACE AND WORK-LIFE BALANCE

Well-being in the workplace and the right balance between work and private life are essential drivers of our individual and group performance. Our commitments aim to ensure a diverse, equitable and inclusive workplace which attracts and builds loyalty among those who play a part in Clarins success.

OUR WELL-BEING COMMITMENTS INCLUDE:

- 100% OF CLARINS ENTITIES ALIGNED WITH OUR GLOBAL DEI CHARTER

DEVELOP & GROW

SUPPORTING AND DEVELOPING ALL TALENT

On both a human and skills level, it is the responsibility of a company like Clarins to support each talented employee to allow them to reach their potential.

The learning, training, development and career opportunities offered by our Group help each employee to play a leading role in their own success.

OUR DEVELOP & GROW COMMITMENTS INCLUDE:

- AT LEAST 1% OF PAYROLL ALLOCATED TO TRAINING AND DEVELOPMENT

GIVE MEANING & PURPOSE

SOCIETAL COMMITMENT AND MEANING GIVEN TO WORK

The success of a company also depends on its ability to make a positive impact on society. Clarins takes this one step further and allows its teams to take part in volunteering initiatives and charity work.

OUR GIVE MEANING & PURPOSE COMMITMENTS INCLUDE:

- 1 DAY A YEAR DEDICATED TO CHARITY WORK

CARING FOR PEOPLE

CHAPTER 01

OUR STAKEHOLDERS





Along with our employees, our customers and stakeholders will play a key role in the future of the Clarins Group.

Our positive-impact business model is based on beneficial relationships generating long-term value for all. It implies an understanding of the expectations of each individual, and forming relationships based on a non-hierarchical structure.

Since the beginning, listening has been the foundation of our customer relationships: their requests and perceptions guide our development and help us to improve daily, in terms of both product efficacy and our social and environmental performance.

We are committed to working with our stakeholders over the long term with the aim of advancing together. This is especially true with our suppliers with whom we work closely to ensure greater sustainability.

The commitments made as part of **Clarins We Care 2030** sustain and enhance this attachment to positive action for each of our partners and customers.

2030 OBJECTIVES

100%

of our key suppliers committed to evaluating their employee remuneration to ensure a living wage for all

90

Offline NPS score

80

Online NPS score

WHERE ARE WE?



LISTENING TO OUR CUSTOMERS

When founded in 1954, Clarins began a pioneering listening approach by giving each customer a card on which to write their remarks and expectations. While the format has changed, the principle remains the same in our Group.

Today, Clarins has more than one hundred stores worldwide and more than 30 spas and institutes. They play an essential role in relaying the opinions and perceptions of our customers. Seeking as much feedback as possible, Clarins completes this listening approach with a comprehensive system of marketing studies, tests and verbatim analyses.

20,000
customer interviews/year

720,000
social media posts
analysed/year

**ALMOST
300,000**
verbatim accounts collected
and analysed/year

OUR SUPPLIERS AND PARTNERS ARE CRUCIAL TO OUR SUCCESS

The quality, efficacy, safety and sustainability of our products and services depend on our suppliers. In addition to our respective standards, shared values are essential to long-term relationships.

Alongside our partners, we have followed a responsible procurement policy for many years, symbolized by carbon footprint analysis and ESG ratings. This approach is based on continuous progress. The volume of our supplier expenditure covered increases each year.

80% of the volume of our purchases
covered by Ecovadis (end 2025)

40% of suppliers completing
a carbon footprint analysis



Ecovadis is a world-renowned evaluation platform which measures the sustainability of companies using various criteria, including environmental impact, ethics, working conditions and human rights.



STRIVING FOR A SUSTAINABLE COSMETICS ECOSYSTEM

Alongside other cosmetics players, we advocate a collaborative approach to major topics linked to safety and environmental performance.

Clarins has therefore started – or joined – various group initiatives which set new standards and encourage the cosmetics industry to become more sustainable.

2030 WHERE ARE WE HEADED? >

THE LIVING WAGE RATE IS CONSIDERED THROUGHOUT OUR VALUE CHAIN

A company like Clarins has a duty to help fight poverty and promote a fairer and more inclusive society. Remuneration is one way of achieving this.

With our We Care for our People HR plan, we have committed to guaranteeing a living wage and competitive benefits for all of our employees worldwide.

We also wish to extend this principle to the whole of our value chain.

Clarins We Care 2030 has made it a minimum requirement that **100% OF OUR KEY SUPPLIERS CONSIDER THE ISSUE OF A LIVING WAGE* FOR THEIR EMPLOYEES** to ensure sufficient remuneration in the country in which they operate.

WHAT IS A “LIVING WAGE”?

A central issue of the UN Global Compact, “a living wage is recognized by the International Labour Organization (ILO) as being the remuneration received by a worker for a normal working week which enables him to meet his basic needs (food, water, housing, education, health, transport and provision for unforeseen events) and those of his family”.

A living wage is therefore not a ‘minimum’ wage, but a higher income based on the real, local cost of living, which varies from one country or region to another. A ‘living’ wage will therefore be higher in Europe than in Africa, and higher in a city like Paris than in other French urban areas.

MEASURING CUSTOMER SATISFACTION

Clarins ability to listen and the quality of its relationship with all its customers are the keys to our success and our reputation. Customer satisfaction is not just another marketing tool; it is the very purpose of our business.

We have been measuring this satisfaction for several years through the NPS*. At the end of 2023, our score showed convincing results: 80.2 NPS points overall, 66.7 points online and 89 points offline.

By 2030, our goal is **TO REACH AN NPS OF 90 OFFLINE AND 80 ONLINE.**



NPS ONLINE



NPS OFFLINE

WHAT IS THE “NPS”?

The NPS, or Net Promoter Score, measures the percentage of customers who rate their likelihood of recommending a company, product or service to a friend or colleague.


The NPS is calculated as the difference between opinions considered as “favourable” and those considered as “unfavourable”. The score can therefore be negative or positive. A satisfactory score is between 0 and 30 and a good score above that. The closer it is to 100, the better brand image.

CARING
FOR
PEOPLE

CHAPTER 01

SAFETY AND TRANSPARENCY





Safety, quality and transparency. These three principles go hand in hand with a Clarins skin care product. They are the reasons our clients have trusted us for over 70 years.

Three enduring principles that rely on rigorous production methods:

- Prioritizing natural ingredients from plants.
- Ongoing research and innovation to continually improve effectiveness.
- A very strict control and safety policy.
- A permanent commitment to “Made in France”.

Controlling our value chain is the keystone: from sourcing to the final product, every ingredient, formula and packaging item must be systematically traced.

A perfect illustration of this is the launch of our Clarins TRUST platform in 2022, unique by its scope and blockchain technology: thanks to this tool, accessed by a simple QR Code, every consumer can now consult the different manufacturing steps of a Clarins skin care product, “from field to skin”.

Clarins We Care 2030 places the bar even higher. Our commitments aim to make our Group a benchmark in terms of traceability and transparency.

2030 OBJECTIVES

100%

of our products (pack & formula)
are traced “from field to consumer”
thanks to Clarins TRUST

100%

of our products have
an environmental impact score

WHERE ARE WE?

QUALITY: CHOOSING “MADE IN FRANCE”

As a guarantee of expertise and quality, nearly 100% of Clarins products and skin care are designed and made in France thanks to a head office in Paris, a distribution centre in Amiens and a laboratory and production facility on the same site in Pontoise.

This commitment to our French identity has remained constant since our founding in 1954. In 2024, we strengthened this commitment by opening our second production facility close to Troyes (France).

ISO Certifications

14 001 & 50 001

for our Pontoise site
(and in the future for our Troyes factory).

HQE STANDARD

An “outstanding” High Quality Environmental standard for our Paris head office (and for our factory in Troyes in the construction phase).

R&D: GREEN CHEMISTRY

When choosing our ingredients, we systematically prioritize plants. Today, 81% of Clarins brand key ingredients are of natural origin. The remaining 19% are synthetic ingredients with no natural equivalent, recognized as not toxic or ecotoxic and rigorously selected for their effectiveness, sensoriality and safety.

+80% ingredients of natural origin in Clarins products



FORMULATION: SAFETY AND CONTINUOUS IMPROVEMENT

The strictest tests and controls are carried out for every development of a Clarins skin care product. We also continually work to improve our existing formulas (“open” formulas), reduce the number of ingredients (“minimalist” formulas) and increase their naturalness.

Our choice of ingredients follows the same safety logic. In addition to complying with the most stringent regulations, we have established our own blacklist of ingredients that we prefer not to use due to issues they may raise within society.

100% of skin care formulas revised since 2020 to increase naturalness and safety

SOURCING: ORGANIC AND LOCAL

Like our production sites, we prioritize France, then Europe, to ensure local sourcing of the highest quality plants.

The Clarins Premium Farms (CPF) and our Domaine Clarins in Serraval are the spearheads, and both apply the most rigorous organic and/or regenerative farming models.

51% of the volume of our plants are from France and Europe (30% from France)

74% organic plants to source our plant extracts

SOLUTION TO THE COMPLICATED QUESTION OF VOLATILE SILICONES AND MICROPLASTICS

Innovation in a formula is also environmental. Clarins Research recently succeeded in eliminating problematic microplastics and volatile silicones from its skin products, even though these are essential to their sensoriality and effectiveness. Several alternatives were developed, adapted and/or combined according to the specifics of each product: natural substitutes like silicas, plant oils, butters and waxes and bio-sourced and biodegradable polymers, etc. The new formulas were systematically adjusted and re-tested to guarantee effectiveness, sensoriality and safety that are equivalent or even superior to previous formulas.

2030 WHERE ARE WE HEADED? >



CLARINS TRUST: THE TRACEABILITY OF OUR SKIN CARE

In 2022, we launched Clarins TRUST, a pioneering traceability platform in the cosmetics industry.

Thanks to safe, tamper-proof blockchain technology, Clarins TRUST gives Clarins product users access to the entire production process: origin of ingredients, type of farming, stages and location of production, etc. From field to consumer, 100% of a Clarins product is traced, in full transparency.

Currently over a hundred plants and more than two hundred formulas are available on Clarins TRUST. With Clarins We Care 2030, we are committed to ensuring **ALL OUR INGREDIENTS - AROUND 700 - ARE TRACED.**



AN ENVIRONMENTAL IMPACT SCORE AVAILABLE FOR ALL OUR PRODUCTS

The environmental performance measurement of a product or skin care goes beyond the formula itself. It must encompass its entire lifecycle, from the production of ingredients to packaging processing.

To take traceability and trust a step further, we have set ourselves the new target of providing **100% OF OUR PRODUCTS WITH AN ENVIRONMENTAL IMPACT SCORE** that takes into account the formula and packaging.

Positive impact, or the need for efficiency

"The 'Positive Impact' approach we are embarking on has major implications for R&D. At Clarins, it is guided by the need for efficiency: to design our skin care products, our laboratory optimizes resources by limiting the number of ingredients, giving priority to natural key ingredients and reducing the energy required to produce a formulation. In practical terms, this means seeking to eliminate ingredients derived from non-renewable resources, making greater use of co-products, and developing green technologies such as water reuse."

"This efficiency approach is also a marketing one: every launch is consumer focused. A new formula can only be brought to market if it offers measurable benefits for health, the environment or quality of life."

Traceability, dialogue and transparency: the keys to trust

"Another of our requirements is traceability. We combine this with transparency: with Clarins TRUST, we are making our own control tool available to each customer via a QR Code. Sourcing of ingredients, formulation and manufacturing, distribution... Everything will gradually be accessible for each Clarins product."

"This communication, which we want to be as clear and honest as possible, is a two-way street. We are in constant dialogue with our stakeholders: customers, trade associations, opinion leaders, regulators, etc. Striving for a positive impact requires constant dialogue with all those affected by our business. It is an essential condition for our continuous improvement."

DR OLIVIER COURTIN-CLARINS,
MANAGING DIRECTOR OF THE CLARINS GROUP



CARING FOR PEOPLE

CHAPTER 01

OUR CHARITY INITIATIVES





Clarins is a beauty company. Beauty that is not just aesthetic, but also a source of well-being. Beauty that is only meaningful if it is accompanied by generosity, kindness and humanity.

We have chosen to place our Group in a positive impact perspective. This means sharing the value created by Clarins naturally with our customers and employees, but also with society in general.

Our promise to 'take care of people' extends to those who have been made vulnerable by life. For decades, Clarins has been working to build positive, useful and long-term relationships with local communities, children and health.

This objective is enshrined in our corporate responsibility and, more broadly, in our mission statement. With **Clarins We Care 2030**, we are committed to perpetuating and, above all, strengthening our actions to help the most vulnerable.

2030 OBJECTIVES

+ 3 M€/YEAR

donated to our charity causes
(health, children and biodiversity)

+ 3 M

school meals financed each year
to reach the target of 60 million
meals distributed by 2030

WHERE ARE WE?

FAIR TRADE: A PIONEERING APPROACH

Clarins launched its first fair trade programme in 2007. There are now 23 Clarins fair trade channels in many countries with a low HDI (Human Development Index): Burkina Faso, Madagascar, India, Ivory Coast, etc.

Through these programmes, we strive to support sustainable and fair farming that protects both nature and local populations. They are fully in line with our sourcing charter, as they combine two essential principles for our Group: a sustainable sharing of value and a commitment to organic farming that is good for people.

23 fair trade programmes worldwide

CLIENTS ALSO SUPPORT THE FONDATION ARTHRITIS ALONGSIDE CLARINS AND THE COURTIN FAMILY

Tonic and Relax Oils are two of the leading products in the Clarins Aroma range. We donate a fixed percentage of their sales to the Fondation Arthritis. In 2023, 675,000 euros were raised thanks to our customer purchases. This amount is in addition to Clarins fully covering the Fondation's operating costs, and the one-off funding of €3 million provided in 2024 by the Courtin family for a major project to cure rheumatoid arthritis.



HEALTH: THE FONDATION ARTHRITIS



The Fondation Arthritis is a unique organisation supporting research into rheumatism and musculoskeletal diseases (MSDs). A major public health issue, rheumatism and musculoskeletal disorders affect almost 20% of the world's population and are the leading cause of disability and occupational disease worldwide.

Created in 1989 on the initiative of Clarins founder Jacques Courtin, and now chaired by his son Dr Oliver Courtin-Clarins (also Managing Director of Clarins), the Fondation Arthritis has been recognised as a charitable organisation since 2006. It funds grants and research projects, provides direct support for innovation and science, and raises awareness among healthcare professionals and the general public.

The Fondation Arthritis has been responsible for major advances in areas such as rheumatoid arthritis, diagnostic aids and immunotherapies.

25 million euros financed by Clarins over thirty years

18 projects undertaken by the Fondation in 2024

CHILDREN: AN UNWAVERING COMMITMENT

Today, Clarins and its subsidiaries support almost fifty programmes for children around the world.

These include **Le Mois des Câlines** in Canada - for which Clarins has donated more than \$6 million over 19 years - and **the Prix Clarins pour l'Enfance**, one of our longest running and most iconic programmes. Since 1997, it has supported exceptional women who are committed to the cause of children, with 70,000 children accompanied, supported and protected through the actions rewarded by this award.

14 associations in France supported by the Prix Clarins pour l'Enfance



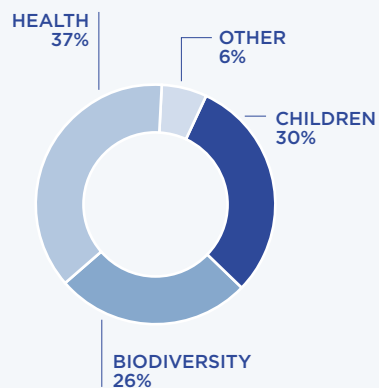
2030 WHERE ARE WE HEADED? >

INCREASED FUNDING FOR OUR CHARITY INITIATIVES

Between now and 2030, we plan to increase funding for the three pillars on which our charity initiatives are based: children, health and biodiversity.

Clarins is committed to dedicating **AT LEAST 3 MILLION EUROS** each year to financing these initiatives.

DISTRIBUTION OF OUR FINANCIAL SUPPORT FOR CHARITY INITIATIVES (2023)



THEIR FUTURE, OUR COMMITMENT!

By choosing to invest in protecting children, we are helping to preserve the planet's future.

Since 2011, Clarins has been involved in an extensive programme to distribute school meals in around forty low-HDI countries. This has resulted in 42 million meals for children financed thanks to our action, since 2011.



In 2024, Clarins breathed new life into this programme by forming a partnership with Mary's Meals, one of the most active associations working to provide the food necessary for the proper schooling of children in the world's poorest regions.

With Mary's Meals, each year we are committed to financing and distributing at least **3 MILLION SCHOOL MEALS** to give children in need every chance to succeed.

FOOD AND EDUCATION

In poor countries, school meals are particularly important for children: they encourage them to come to school, promote their long-term well-being, help them learn and develop, and help prepare them for the future.

Progress has been made in recent years: between 2013 and 2020, the number of children receiving school meals increased by 9% on average, and by 36% in low-income countries*. But much remains to be done: 1 in 2 children in the world do not receive a meal at school, and 73 million of them are said to be in a highly vulnerable situation. In total, it is estimated that 67 million children around the world do not go to school*.

A school meal can change a life. For Clarins, working with Mary's Meals is a vital commitment to those who are the future of our planet: children.



SCHOOL MEALS FUNDED AND DISTRIBUTED

A woman with long brown hair, wearing a white long-sleeved top and white wide-leg trousers, is hugging a large, textured tree trunk. She is smiling and looking down. The background shows a green lawn and some trees with autumn foliage.

Certified



Corporation

CLARINS IS CERTIFIED

B Corp is a community founded in 2006 in the United States that brings together companies wishing to affirm their social mission and demonstrate their positive action through an independent assessment of their global performance.

An international benchmark, this certification is now considered to be one of the most comprehensive way to measure with complete transparency the social, environmental and societal impacts of companies.

RECOGNITION OF OUR RESULTS

Clarins is proud to be awarded
B CORP CERTIFICATION IN 2025.

It recognizes our Group's actions in the five main categories assessed by the certification: **GOVERNANCE, ENVIRONMENT, COMMUNITY, CUSTOMERS AND EMPLOYEES.**

B Corp certification is particularly rigorous, and even more so for large companies*, as it includes all the entities in different countries. Less than 2% of members of the B Corp community fall into this category.

This is the case for Clarins, which has obtained certification for its two brands, Clarins and MyBlend, and for the entire Group: head office, subsidiaries and production sites.

500 B Corp companies
certified in France

9,400 worldwide

Only
2% are large enterprise
businesses*

89 B Corp score achieved
by Clarins in 2025

* Revenue of over \$100M with at least 10 subsidiaries worldwide

A TESTAMENT TO OUR EXTRA-FINANCIAL PERFORMANCE

B Corp certification is never a given. It is awarded for a period of three years, during which the company must continue making progress.

Being certified in 2025 is just a first step for Clarins.

With B Corp, our CSR approach is more than ever part of **A CONSTANT LOGIC OF ON-GOING INNOVATION AND PROGRESS.** This certification testifies to our extra-financial performance and our business model towards positive impact.

230
individuals involved

28
entities audited

25,000
single responses

A PATH OF INCREDIBLE PROGRESS

The B Corp adventure began in 2022 for Clarins. It has involved the hard work and dedication of all our teams and has been a path of incredible progress. Throughout the certification process, all our sites and subsidiaries were able to measure their performance against the various criteria imposed by B Corp, identify their strengths and make improvements where scores could be higher.

Clarins is honoured and delighted to join the **B CORP COMMUNITY OF THE BEST COMPANIES FOR THE WORLD** and to share with them the most demanding CSR practices of today and tomorrow.

CARING FOR THE PLANET

CLARINS

WE CARE

2030



CHAPTER 02

01 OUR PLANTS AND INGREDIENTS

02 THE CIRCULAR ECONOMY

03 OUR ENVIRONMENTAL IMPACT

04 REGENERATION OF NATURE
AND BIODIVERSITY

CARING
FOR THE CHAPTER 02
PLANET

OUR PLANTS AND OUR INGREDIENTS





On average, plant-derived ingredients make up over 80% of a Clarins formula. Nature is the very source of our raw materials.

This close link with nature has led us to understand the importance of protecting the environment and biodiversity ever since we were founded in 1954. Our pioneering organic and fair-trade initiatives bear witness to a development approach that has always sought to combine economic and environmental performance.

With **Clarins We Care 2030**, we're going even further. A new series of commitments has shifted our approach from one of protection to one of positive impact for the planet.

Our Domaines Clarins spearhead this innovative environmental approach. By 2030, Clarins will reinforce its agricultural status by planning to produce more than a third of our plants ourselves using regenerative farming methods. We are placing the principle of positivity at the heart of our production model.

2030 OBJECTIVES

1/3

of our plants from the Domaines Clarins and cultivated according to the principles of regenerative farming

100%

of plants that comply with the Clarins Responsible Sourcing Charter

0

Towards zero deforestation

100%

RSPO-certified palm oil derivatives

20

extracts from co-products among our ingredients

WHERE ARE WE?

A RESOLUTELY ORGANIC APPROACH

Organic is now the norm for over 70% of the plants and key ingredients used in our formulas. This number continues to grow and by 2025, we are committed to reaching 80% of ingredients extracted from organic plants in our herbarium.

80% organic plants in Clarins herbarium (by the end of 2025)



Clarins is a member of the **UEBT**, the international NGO which brings together companies working for the ethical sourcing of their natural-origin ingredients.

THE FIRST DOMAINE CLARINS - 'SERRAVAL'

Both a laboratory and a production area, the Domaine Clarins in Serraval in the heart of the French Alps initiated new practices based on the principles of regenerative agriculture in 2016. For the first time, 100% organic plants, harvested and produced using methods that are positive for nature, were introduced into Clarins products.

43 species studied **3.2** tons of plants harvested (2024)

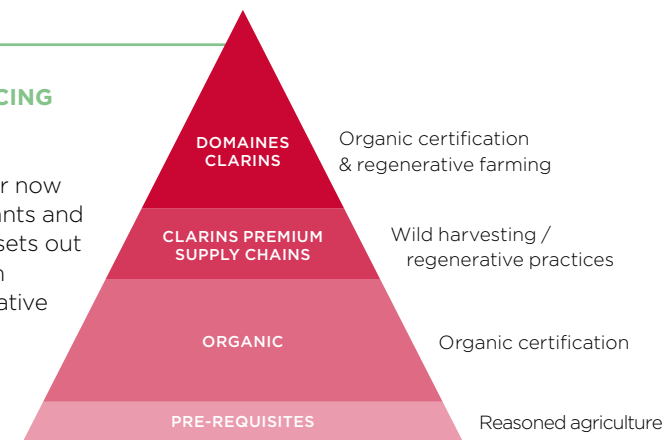
6 Domaine Clarins-certified plants used in our skin products

ROC Organic and regenerative farming certification (2024)



OUR NO-COMPROMISE SOURCING CHARTER FOR NATURE

Our responsible sourcing charter now applies to almost 90% of our plants and natural derivatives. The charter sets out four levels of requirements, from reasoned agriculture to regenerative agriculture and organic farming.



MEASURING OUR ENVIRONMENTAL PERFORMANCE

For several years now, we have been using our own tool to measure the environmental performance of our formulas: the Clarins Green Score. Each formula must achieve a minimum score to be marketed, and each reformulation requires an improvement on the previous score.

Since 2022, we have also added the Green Retail Score. Currently in place in most of our shops worldwide, it assesses our points of sale according to eco-design criteria and end-of-life management of materials and waste.

100% of Clarins formulas have a Green Score

10 criteria objectified by 18 Green Score indicators

2030 WHERE ARE WE HEADED? >

THE NEW DOMAINE CLARINS - "SAINTE-COLOMBE"

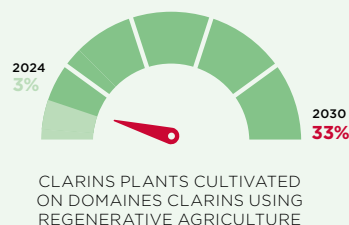
In 2016, Clarins opened its first Domaine in the heart of the French Alps based on the regenerative agriculture model.

In 2024, the acquisition of a new, much larger Domaine in the Gard region of France took Clarins sourcing to a new level: 115 hectares, almost 50 of which are devoted to the production of organic plants grown using the most exemplary agricultural methods.

For Clarins, this shift in scale is a major strategic decision. It confirms the total convergence of our environmental requirements with the sourcing that is most essential to our business: the plants that provide most of the key ingredients in our formulas.

BY 2030

→ **1/3 OF CLARINS PLANTS WILL BE PRODUCED BY DOMAINES CLARINS** using regenerative methods of the highest environmental standards.



CLARINS RESPONSIBLE SOURCING CHARTER

The first Clarins Responsible Sourcing Charter was published in 2020. Clarins We Care 2030 raises standards further and calls for **100% OF NATURAL INGREDIENTS PRESENT IN CLARINS FORMULAS TO MEET THESE REQUIREMENTS.**

ZERO DEFORESTATION POLICY

Clarins uses palm oil derivatives which are essential for our industry. The problems associated with the use of this highly sought-after oil are well known: the environmental impact is well established, particularly in terms of deforestation, and the supply chain is complex and difficult to trace.

Faced with this challenge, in 2019 we participated in the founding of ASD (Action for Sustainable Derivatives). We then went even further by joining the RSPO (Roundtable on Sustainable Palm Oil) to ensure the most exemplary sourcing and traceability possible.

OUR OBJECTIVES FOR 2030:

→ **ZERO DEFORESTATION POLICY** to preserve forests and, more broadly, biodiversity and local ecosystems

→ **MAINTAIN OUR RSPO PURCHASING POLICY** for 100% of our palm oil derivatives



WHAT IS A "CO-PRODUCT"?

Co-products are one of the best practices of the circular economy model. The approach is based on the principle of using everything that can be used from a natural material to optimize its potential and therefore reduce its exploitation. For example, the stem of a plant whose primary use is as a fruit.

USE OF CO-PRODUCTS

By 2030, Clarins is committed to **USING WASTE FROM 20 PLANTS OR FRUITS** initially destined to be thrown away, **AS INGREDIENTS.**

At Clarins, we've been using co-products for a number of years: for example, with saffron we recover the flower petals discarded by the food industry, with quince we collect the leaves in autumn, or with organic apples we recover the immature fruit pruned to optimize tree growth.



DOMAINE CLARINS - “SAINTE- COLOMBE”

“With our two agricultural Domaines, we are becoming even more cultivators and producers.”

VIRGINIE COURTIN,
MANAGING DIRECTOR OF THE CLARINS GROUP

The new Domaine Clarins covers over 115 hectares in a single plot, in a valley overlooking the lagoons of “La Petite Camargue” in the commune of Saint-Gilles near Nîmes.

Here, nearly 50 hectares will be devoted to the study and cultivation of plants.

AN AGRICULTURAL DOMAINE AND A FUTURE SHOWCASE FOR BIODIVERSITY

With the acquisition of a new Domaine in early 2024, we are ushering in a new era in sourcing.

For the first time in the cosmetics industry, the ingredients used in a skin care product will come directly from a farm that we own and manage ourselves: an agricultural estate that we cultivate according to the principles of regenerative agriculture, which strictly respect biodiversity and the rhythm of the seasons.

A new sourcing model is taking shape, for Clarins and all those who will be inspired by it in the future:

- **SUSTAINABLE SOURCING AT THE VERY HEART OF OUR COMPANY'S STRATEGY**
- **A MODEL MORE THAN EVER LINKED TO NATURE, WHICH HAS ALWAYS PROVIDED THE CORE INGREDIENTS POWERING CLARINS PRODUCTS.**

50 - 60

species from Domaines Clarins used in our skin care products by 2030

1/3

of our sourced ingredients cultivated using regenerative agriculture on Domaines Clarins



CONTINUOUS ASSESSMENT TO INCREASE THE DIVERSITY OF FAUNA AND FLORA

On the Domaine Clarins - "Sainte-Colombe", the application of regenerative agriculture criteria goes hand in hand with precise monitoring of environmental performance, especially in terms of biodiversity. Audits have been carried out to establish a baseline figure and measure the benefits on fauna and flora over time. In parallel, geological sampling surveys are carried out at a depth of 1.5 metres to assess the natural fertility of soil and identify which green fertilizers to use.

Particular attention is paid to water supply. While the Domaine has its own underground river, it is subject to a hydrological plan to move streams of water to the lowest points possible, ensuring a positive and virtuous approach for the Domaine and its surrounding areas.



EXTRAORDINARY SOIL DIVERSITY

Bathed in a Mediterranean climate, the Domaine Clarins of "Sainte-Colombe" boasts exceptional soil diversity: deep soils for crops, hillside slopes for trees and shrubs, flat and elevated land, garrigue and a little forestland.

FARMING UNDERWAY IN AUTUMN 2024

The site has not been farmed for more than 30 years, meaning the land is well-rested and unharmed by pesticides and chemical fertilizers.

By autumn 2024, 100% regenerative and organic farming was underway across the Domaine. The first harvest is set to take place in 2026 with a gradual increase based on the natural rhythm of plants. It is expected to reach its full potential within a decade.

In total, around 50 organic plants will be grown on Domaine Clarins - "Sainte-Colombe", including nopal, quince trees, fig trees, almond trees, apricot trees, cornflower, scabious, lemon thyme, Mary's thistle, crocus and many more.



100%
regenerative agriculture

REGENERATIVE AGRICULTURE: OUR NEW PARADIGM

It is no longer enough to save and protect resources or reduce negative impacts. In line with a positive impact strategy, we must also improve and revitalize in areas subject to harm or potential harm by human activity.

With this in mind, the regenerative agriculture model is rooted in sustainability and balance between nature and farming, drawing on concepts similar and often superior to agroecology principles: **crop rotation, agroforestry and ground cover.** Its main focus is soil as well as climate, water and biodiversity. It also takes the overall ecosystem into account by seeking to forge a connection between nature and people: its positive impacts must be maximized by ensuring that farmers receive a fair and sustainable wage.

CARING
FOR THE CHAPTER 02
PLANET

THE CIRCULAR ECONOMY



Deploying the circular economy is a challenge in the cosmetics industry. While this production model is necessary to decarbonize and alleviate the environmental pressure of our activity, it must contend with the central issue of packaging and essential health requirements for skin care products.

At Clarins, we are constantly reinventing the way in which we design, formulate and manufacture our packaging to improve its environmental performance.

Our approach has followed the “3 Rs” of the circular economy – **REDUCE, RECYCLE AND REFILL** – for several years. Our commitments and results are convincing but remain insufficient in light of the challenges we face.

With **Clarins We Care 2030**, we want to do better. The ambitious targets we have set will involve a comprehensive review of our methods and the eco-design of our packaging to make it truly sustainable.

This new approach includes life cycle assessment (LCA) at each stage in the product production process. This sets a performance requirement based on clear commitments which make the circular economy a central component of our product development process.

2030 OBJECTIVES

100%

recyclable packaging
(skin care & make-up)

1/4

of our sales made
with refillable products

30%

recycled plastic
in our packaging

-150

tonnes of plastic/year
(vs 2023) with our new
sample tubes

WHERE
ARE
WE?

R FOR REDUCE

We have worked for several years to minimize plastic in our packaging, without ever compromising on safety or functionality.

In 1999, Clarins was the first cosmetics brand to ban plastic bags. Since 2020, we have discontinued boxes for all of our cleansing range. Over the 2020/2024 period, we managed to save 200 tonnes of virgin plastic thanks to our eco-design strategy. Finally, in 2022, the relaunch of our myBlend brand took an uncompromising approach to plastic with less than 3% in the entire range.

-30%

plastic between
2020 and 2024

200

tonnes of virgin plastic saved
between 2020 and 2024

R FOR REFILL

Refillability is complex due to the health requirements of cosmetics products. That said, we have made progress by taking the first steps: since 2020, we have given customers the option to refill one of our flagship products – Eau Dynamisante – in various French stores. Since 2022, our cleansers and our Tonic Bath & Shower Concentrate have been available as refills. As of 2025, one of our iconic skin care products, Extra-Firming, will be available as a refill.

1.18

tonnes of plastic saved/year thanks to the
Tonic Bath & Shower Concentrate refill

- 84%

environmental impact from the
second Extra-Firming refill



R FOR RECYCLE

In late 2025, we will near our target of 100% of fully recyclable (or refillable) packaging.

In addition, we use more and more recycled materials in our packaging every year to significantly reduce our use of virgin plastic.

100%

cardboard boxes certified and sourced
from sustainably managed forests

45%

recycled paper and cardboard in our
packaging (packets and transport)

37%

recycled glass in our
packaging



ULTIMATE GOAL OF ZERO WASTE

Clarins is harnessing its efforts to reach its zero-waste target. In recent years, we have fitted out all of our stores with a packaging collection and recycling system. Major work has gone into our waste management process to make it 100% recoverable. Across the entire group scope (headquarters, plants, subsidiaries), just 3% is not processed.

100%

of waste recovered on Clarins
industrial sites (2025)

-15%

waste (2023 vs 2022)



2030 WHERE ARE WE HEADED? >

A FOCUS ON REFILLABILITY

Given the hygiene requirements of cosmetics, packaging plays a key role in the health and safety of our products. Our 2025/2030 refillability approach incorporates this dimension, requiring a comprehensive overall of our packaging design process.

FOR 2030, CLARINS IS COMMITTED TO MAKING

→ **1/4 OF ITS SALES (SKIN CARE AND MAKE-UP) REFILLABLE.**



THE REFILLABILITY CHALLENGE

For the cosmetics industry, the refillability issue is complex.

Unlike a fragrance whose formula is stable, a skin care product, such as a cream, must satisfy health and safety standards which require packaging to be completely safe and airtight. A refill must take this into account. Therefore, designing refillable packaging is a more complex task and often entails more materials than disposable packaging. This has the potential to increase its environmental impact. For this reason, it is only after several uses that the refill becomes effective, making the consumer's long-term involvement a determining factor.

Clarins takes all of this data into account. Our policy is clear: opt for refills for all products where environmental impact would be improved without compromising on safety or quality.

REDUCING SAMPLE WEIGHT

Clarins guiding principle is to always offer a customer the option of trying a product before purchase. Trial sizes, also known as product samples, are and will remain essential for our brands.

Therefore, the eco-design of these samples is crucial. In 2023, we took our first step with the launch of a revolutionary "Ecotop" tube which is 47% lighter than the former packaging and made with 45% recycled materials.



In 2024 alone, this new packaging allowed us to save 42.5 tonnes of virgin plastic.

By 2030, we will roll out this format for all of our samples and extend it to two trial sizes. **THIS IS EXPECTED TO SAVE 150 TONNES OF PLASTIC PER YEAR.**

LESS VIRGIN PLASTIC / MORE RECYCLED PLASTIC

Reducing the amount of virgin plastic that we use is our priority. Clarins takes two complementary approaches.

→ Reducing the weight of our packaging and therefore the amount of plastic used. Efforts over recent years have achieved undeniable results. However, expected future progress in this area will be more marginal.

→ Using recycled plastic. In the new few years, we will reduce our use of virgin plastic by increasing the amount of recycled plastic in our packaging..

For 2030, Clarins has set a target of using **30% RECYCLED PLASTIC IN ITS PACKAGING.**



CARING FOR THE PLANET

CHAPTER 02

OUR ENVIRONMENTAL IMPACT





Asserting our ambition to move towards a positive-impact business model places the notion of environmental impact at the very heart of our challenges.

Clarins intends to play its full part in the responsibility of economic players to drastically reduce their carbon emissions, and we continue to support the initial goal of the Paris Accords to limit global warming to +1.5 °C.

To do this, we are taking action to drastically reduce our emissions throughout our value chain, with the aim of making them sustainable for the planet.

In terms of minimizing its environmental impact, the Clarins Group has made significant progress over the period 2020-2024.

We need to do even more tomorrow, and **Clarins We Care 2030** sets new objectives for the activities of the Group and its suppliers.

2030 OBJECTIVES

-30%

net carbon emissions
by 2030 (scope 1, 2 & 3)

100%

of Clarins' key suppliers required to
a complete a carbon footprint analysis

100%

of suppliers assessed
according to our CSR criteria

+20%

lifespan for all
laptop computers

WHERE ARE WE?

CARBON FOOTPRINT ANALYSIS AND EMISSIONS: CLARINS KEEPING PACE WITH ITS TARGETS

The Clarins Group has been completing carbon footprint analyses since 2008. In 2020, we achieved carbon neutrality for scopes 1, 2 and 3 (excluding services). During the 2019–2023 period, we lowered our emissions by 34% in line with our 30% decrease target initially set for 2025.

RESULT

-48% carbon emissions between 2019 and 2024 (scope 1, 2, 3 excl. services)

TRANSPORT: AIR FREIGHT HEAVILY REDUCED

Sea and land transport are the norm, air transport the exception: the latter accounted for just 1.68% of Clarins freight in 2024.

The minimum 2% reduction target will be achieved in 2025.

Less than
2% Proportion of air transport in Clarins freight

ENERGY: A CONSISTENT DOWNWARD TREND DESPITE AN UPTURN IN ACTIVITY

Clarins has steadily decreased its consumption of energy, water and refrigerants in recent years. In 2023, 64% of group activities worldwide used green electricity. In addition, 100% of our subsidiaries have been powered by renewable electricity since 2020 (green contracts and REC certificates), and biogas is used on all of our sites in France, Canada and the United Kingdom.

100% of Clarins subsidiaries powered by renewable energy

"The environmental impact of a company is felt across its activities. The Clarins Group measured this impact early on: we completed our first carbon footprint analysis in 2007, which immediately led to decarbonization initiatives. These have been expanded over time, allowing the company to make the necessary efforts to combat climate change.

Clarins We Care 2030 further amplifies this climate ambition and our environmental initiatives. We are rigorously pursuing a decarbonization trajectory validated by the SBTi and include our key suppliers in the carbon footprint measurement. Environmental impact does not stop at carbon, so we want to assess all of our suppliers using CSR criteria. They must take water, energy, waste and the consumption of non-renewable resources into account and make progress with us.

Interdependence is more relevant than ever. We have chosen to be ambitious with ourselves and invite our entire value chain to transform in order to develop our future shared resilience."

GUILLAUME LASCOURRÈGES,
SUSTAINABLE DEVELOPMENT DIRECTOR



2030 WHERE ARE WE HEADED? >

30% CARBON EMISSIONS BY 2030

In 2023, Clarins signed up to the Science Based Targets initiative (SBTi) Business Ambition for WB2C (well-below 2° C) campaign. This ambitious programme addresses the targets of the Paris Agreement to limit global warming to +1.5 °C.

The Clarins Group has committed to continually **REDUCING ITS EMISSIONS BY NEARLY 5% PER YEAR TO REACH A FURTHER REDUCTION OF MORE THAN 30% BY 2030.**

These targets is **INDEPENDENTLY VALIDATED USING SBTi** standards which are based on the latest developments in climate science.



Science Based Targets is an organization founded in 2015 in partnership with the Carbon Disclosure Project (CDP), the United Nations Global Compact, the World Resources Institute (WRI) and the World Wide Fund for Nature (WWF). Dedicated to corporate climate action, it helps global financial institutions and organizations to better contribute to the fight against the climate crisis by following the best available scientific data.

By signing up to the SBTi Business Ambition for 1.5 °C, Clarins has joined this unique global benchmark initiative. Enlisted companies commit to setting greenhouse gas emissions reduction targets according to scientific recommendations from COP 21. They then embark on a “Net 0 emissions” by 2050 target and align their transition plan with the +1.5 °C limit by 2100.

ALIGNING OUR SUPPLIERS WITH OUR CSR ROADMAP

Our suppliers’ carbon footprint analyses are taken into account when completing our own. By 2030, we will have made further progress in our responsible purchasing with joint CSR performance requirements.

By late 2024, 95% of our direct purchases had been assessed according to Ecovadis and we aim for 80% of our indirect purchases to be assessed by 2025.

IN 2030

- **100% OF OUR SUPPLIERS WILL BE ASSESSED ON CSR EVALUATION CRITERIA**
- **100% OF OUR KEY SUPPLIERS WILL COMPLETE A CARBON FOOTPRINT ANALYSIS** over the 3 scopes of their activity (vs 35% in 2023)



SUPPLIER PURCHASING VOLUME COVERED BY AN ESG SCORE



KEY SUPPLIERS COMPLETING A CARBON FOOTPRINT ANALYSIS

DIGITAL FOOTPRINT

Digital pollution now accounts for 4% of greenhouse gas emissions worldwide. If nothing is done, this figure will double globally within the next few years.

Clarins has committed to action with a policy aiming to optimize the management and lifespan of its computer equipment, through two initiatives:

- The roll-out of a **GLOBAL “GREEN IT” POLICY**
- **A 20% INCREASE IN THE LIFESPAN OF LAPTOP COMPUTERS**

CARING
FOR THE CHAPTER 02
PLANET

REGENERATION OF NATURE AND BIODIVERSITY





With the Domaines Clarins and their regenerative organic agriculture model, we have laid the foundations of a positive-impact activity.

There is a long road ahead. We must intensify our efforts to protect, restore and regenerate nature. This is the responsibility of all companies, especially a Group such as ours whose business is rooted in plant-based raw materials.

For many years, Clarins has taken action in this area with biodiversity initiatives, fauna and flora protection programmes, reforestation schemes, etc. In 2024 alone, 124 societal and environmental projects and charities were supported by our Group.

Our **Clarins We Care 2030** roadmap pursues and strengthens the ambition set out in our mission statement: “making life more beautiful and passing on a more beautiful planet”. The commitments therein underline our ongoing efforts to both protect and improve the state of the planet.

2030 OBJECTIVES

100%

of our industrial water recycled and reused

ROC

certification for
Domaine Clarins -
“Sainte-Colombe”

ORE

Long-term contract
for Domaine Clarins -
“Sainte-Colombe”

10 HA

Roll-out of renaturation
programmes

CONTINUATION

of our reforestation
and agroforestry actions

WHERE ARE WE?

Our nature and biodiversity actions are initiated by the Clarins Group and its 28 subsidiaries worldwide. Well over 100 have taken place with various programmes receiving sustained support.



PLASTIC ODYSSEY TO COMBAT PLASTIC POLLUTION IN THE OCEANS

Clarins was the first sponsor of Plastic Odyssey in 2017 and has since continued to support this unique project to raise awareness of the fight against plastic waste.

In September 2022, the Plastic Odyssey ship set sail from Marseille on a three-year round-the-world trip visiting more than 30 countries. On board, a crew of around 20 collects, analyses and develops ways of processing and reusing plastic. The solutions found are then shared and rolled out on land to support local entrepreneurs. A comprehensive training programme on low-tech solutions is also in place to change perceptions of plastic from waste to resource.

7 micro processing plants built, **1** of which is funded by Clarins

3 year expedition

30 countries visited

5 000 tonnes of waste recycled each year



ASTERS FOR THE PRESERVATION OF THE ALPS

Established by Christian Courtin-Clarins, this founding programme was launched in 1992 to help protect Clarins beloved French Alps. Initially named Alp'Action, it has since been taken over by "Asters Conservatoire d'espaces naturels Haute-Savoie". Its actions seek to protect the Northern French Alps unique ecosystem.

Since its inception, Asters has joined forces with Clarins to lead a wide range of initiatives to protect and reintroduce protected species and, on a broader scale, invigorate and manage the environment. These include the preservation of the marsh gladiolus and the reintroduction of the bearded vulture.

+30 years of action

5 programmes to preserve biodiversity and protect species

REFORESTATION AND AGROFORESTRY ACROSS THE WORLD

Many of our subsidiaries' initiatives target forests: **Replant Love** in California is working to reforest the Santa Monica forests since the terrible Woolsey Fire in 2018; **Tree Canada** and **Greening Australia** carry out reforestation projects; **Thamma Raska** in Thailand is leading a mangrove forest regeneration programme; and **agroforestry in France** rolls out programmes to produce the organic beet alcohol used in our skin care products.



2030 WHERE ARE WE HEADED?

PRESERVATION OF WATER RESOURCES

As a result of global warming, the availability and distribution of water resources have become more and more unbalanced. In the meantime, water needs are rocketing worldwide. The recycling and reuse of wastewater is self-evident and yet rarely considered.

Our 2030 commitment is clear: recycle and reuse **100% OF THE WATER USED IN OUR INDUSTRIAL AND WASHING PROCESSES.**

In addition, initiatives have been in place at our two French industrial sites (Pontoise and Troyes) for several years. Pontoise has been awarded ISO 14001 and ISO 50001 certification while Troyes has HQE certification. Both are committed to **RECOVERING 100% OF THEIR WASTE.**



REFORESTATION

In 2011, Clarins launched an agroforestry programme on an unprecedented scale: **Seeds of Beauty**. Twelve years on from its launch, it has planted a million trees around the world in China, Thailand, Australia, France, Austria, Burkina Faso, Canada, USA, Peru, Brazil and more.

CLARINS WE CARE 2030 SUSTAINS THE SEEDS OF BEAUTY PROGRAMME, renewing its commitment to take action for reforestation, agroforestry and, more broadly, biodiversity.



SUSTAINABLE POSITIVE-IMPACT AGRICULTURE AT DOMAINES CLARINS

Regenerative Organic Certified (ROC)

Today, just one label certifies the regenerative organic quality of a farm and therefore its positive impact: ROC (Regenerative Organic Certified).

This was awarded to our first Domaine Clarins - "Serraval" in 2024. This was a global first in the cosmetics industry.

ONCE PRODUCTION IS UNDER WAY ON OUR SECOND DOMAINE CLARINS - "SAINTE-COLOMBE" IN 2026, WE WILL SEEK THIS CERTIFICATION FOR ALL OF THE FARMED LAND.

99-year preservation contract

Clarins has made a long-term commitment to regenerative organic agriculture. In 2021, we signed an ORE (Real Environmental Obligation) contract for Domaine Clarins - "Serraval". This commits our site to a long-term (99-year) environmental obligation, regardless of owner, with inalienable biodiversity protection requirements.

CLARINS IS ALSO COMMITTED TO ENTERING INTO AN ORE CONTRACT FOR DOMAINE CLARINS - "SAINTE-COLOMBE" BY 2030.

LOCAL RENATURATION PROGRAMMES

With Clarins We Care 2030, we have committed to creating **10 HECTARES OF RENATURATION PROGRAMMES** near our plants to improve environmental quality and community life.

Eight projects are already under way in partnership with Troyes Champagne Métropole: planting trees, developing a landscaped park, creating an orchard and an educational pond, restoring a former landfill site, etc.

CLARINS

WE CARE

2030



A CONTINUOUS AND MEASURABLE IMPROVEMENT APPROACH

CHAPTER 03

01 “FUSING OUR CSR APPROACH
WITH OUR GLOBAL STRATEGY”

02 CSR 2030 PERFORMANCE INDICATORS

03 PARTNERS, CERTIFICATES AND CSR LABELS

04 THE CLARINS GROUP WORLDWIDE

"Clarins We Care 2030 approves the merger of our CSR approach with our global strategy."



Clarins We Care 2030 sets out Clarins CSR commitments and action plan for the years to come. How does this plan fit in with the Group's overall strategy?

The key word is alignment. In our sector, CSR has been a central challenge for many years. And yet its path ran parallel to global strategy with its own challenges and targets.

"The key word is the alignment of our CSR strategy with our corporate strategy."

At Clarins, we have worked hard in recent years to close the gap

between these two paths. By making our CSR vision the mission statement of our group in 2021 - "making life more beautiful and passing on a more beautiful world" - we highlighted our willingness to merge our financial and extra-financial performances. More recently, our Clarins Beyond Boundaries strategy, which sets our growth and major transformation targets for the years to come, has fully integrated CSR challenges. They have also appeared

for several years in the variable bonus criteria for our management teams.

Our new Clarins We Care 2030 roadmap confirms this merging of both paths to make the future

of our Group inseparable from its impact on society and the planet. We want to ensure that this impact is beneficial and in line with our stated ambition to move towards a "positive-impact" business model.

What changes does this shift to a "positive-impact" business model entail?

They are essentially twofold: firstly, industrial and technical, for the whole of our value chain. The positive-impact target entails significant investments and a substantial rethink of our sourcing, formulations, packaging, distribution, etc.

The shift is also human in nature. If we want to bring about profound change, everyone must take part. Our CSR roadmap involves an essential new HR plan: We Care for our People. This includes a whole series of measures which make our

JONATHAN ZRIHEN,
PRESIDENT & CEO, CLARINS GROUP

“Our employees are both the ambassadors and primary beneficiaries of our positive model.”

employees ambassadors as well as the primary players in and beneficiaries of our positive model. Each department makes a contribution from R&D to industrial operations, branding, IT, subsidiaries, etc.

What are the challenges of this new vision for your suppliers and customers?

As we move forward, we must underline that we will never compromise on the respect for Clarins highest quality, efficacy, safety and sensoriality standards for each of our products.

“Respect for Clarins highest quality, efficacy, safety and sensoriality standards is non-negotiable.”

Nevertheless, our suppliers and customers are partners in this change. Our suppliers because, without raw materials meeting the highest environmental and social standards, all our efforts will be in vain. And our customers because they will be the ones to judge the honesty and relevance of our approach and decide whether to put their trust in us. Therefore the way in which we explain and share our developments, success and limits with them will be decisive. With Clarins We Care 2030, our choice to commit to new environmental and social criteria meets this need.

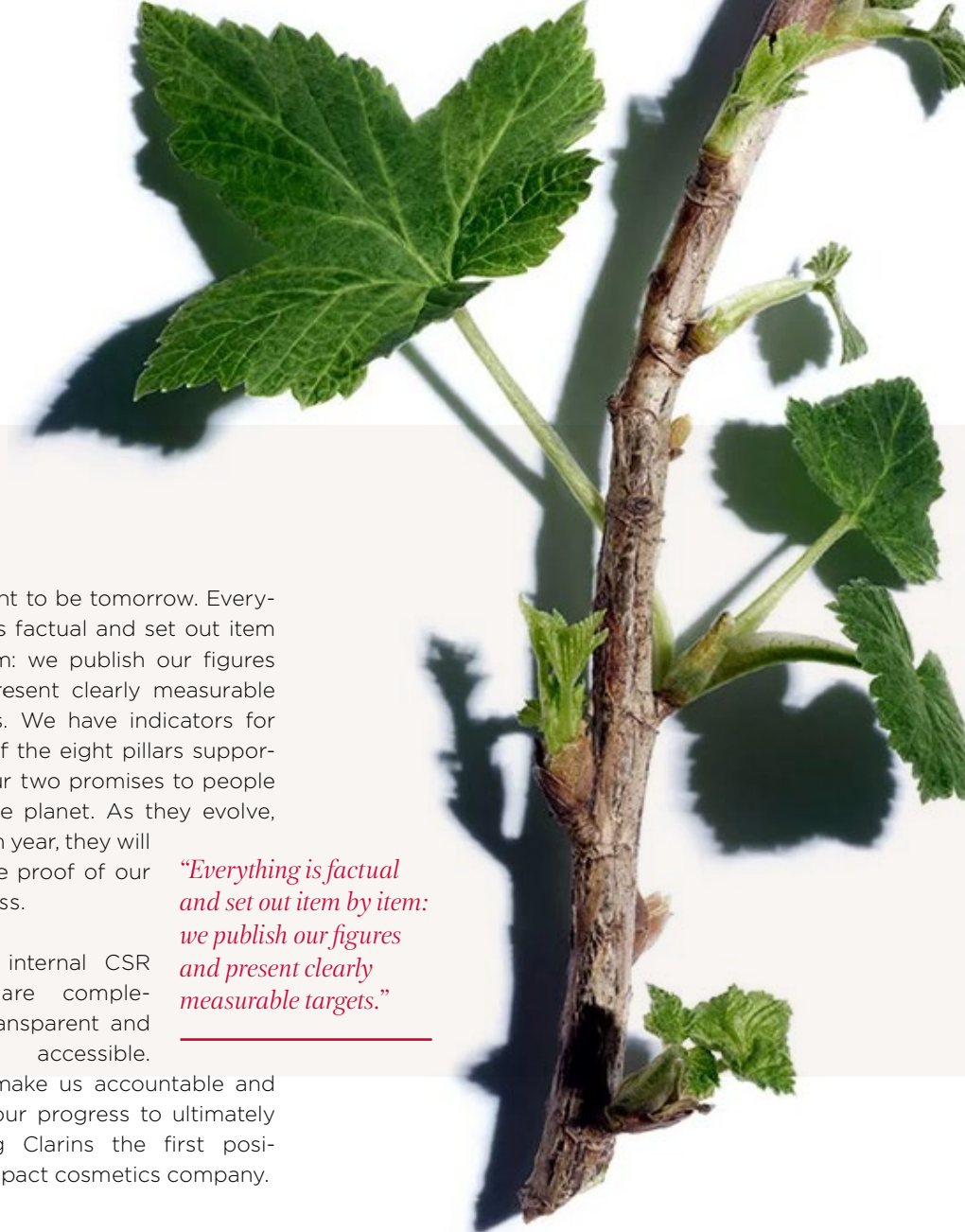
What is the role of the commitments made under Clarins We Care 2030?

The commitments are one of the key components of Clarins We Care 2030. We are not content with stating our ambition and outlining a relatively self-assessed series of actions to take. This 2030 roadmap indicates where we are now and where

we want to be tomorrow. Everything is factual and set out item by item: we publish our figures and present clearly measurable targets. We have indicators for each of the eight pillars supporting our two promises to people and the planet. As they evolve, year on year, they will provide proof of our progress.

These internal CSR KPIs are completely transparent and openly accessible. They make us accountable and track our progress to ultimately making Clarins the first positive-impact cosmetics company.

“Everything is factual and set out item by item: we publish our figures and present clearly measurable targets.”



A CONTINUOUS
AND MEASURABLE
IMPROVEMENT
APPROACH

CHAPTER 03

CSR 2030 PERFORMANCE INDICATORS



CARING FOR PEOPLE

EMPLOYEES



CLARINS REMUNERATION ABOVE FAMILY LIVING WAGE

STAKEHOLDERS



NPS ONLINE



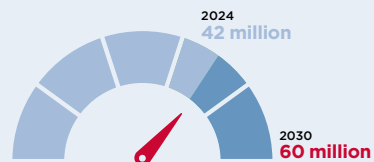
NPS OFFLINE

SAFETY AND TRANSPARENCY



INGREDIENTS TRACED BY CLARINS TRUST

CHARITY ACTIONS



SCHOOL MEALS FUNDED AND DISTRIBUTED

CARING FOR THE PLANET

PLANTS AND INGREDIENTS



CLARINS PLANTS CULTIVATED ON DOMAINES CLARINS USING REGENERATIVE AGRICULTURE

CIRCULAR ECONOMY

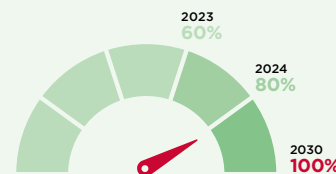


SHARE OF SALES GENERATED BY REFILLABLE PRODUCTS



AMOUNT OF RECYCLED PLASTIC IN OUR PACKAGING

ENVIRONMENTAL IMPACT



SUPPLIER PURCHASING VOLUME COVERED BY AN ESG SCORE



KEY SUPPLIERS COMPLETING A CARBON FOOTPRINT ANALYSIS

REGENERATION OF NATURE AND BIODIVERSITY



RECYCLING OUR INDUSTRIAL WATER

A CONTINUOUS AND MEASURABLE IMPROVEMENT APPROACH

CHAPTER 03

PARTNERS, CERTIFICATES AND CSR LABELS

CERTIFICATION



COMMITMENT



MAIN PARTNERS AND PROGRAMMES SUPPORTED BY CLARINS



CLARINS LABELS





THE CLARINS GROUP WORLDWIDE

INDEPENDENT FRENCH FAMILY GROUP **FOR 70 YEARS**

7 910

employees

77%

permanent

86%

women

Employee numbers 2023

114

experts dedicated to research

1

Parent company in Paris

150

distributor countries

28

subsidiaries

MANUFACTURING

100%

French

LOGISTICS

1

international hub (France)

4

regional hubs
(USA, Switzerland,
United Arab Emirates, Singapore)

SALES

93%

export sales

PRODUCTION

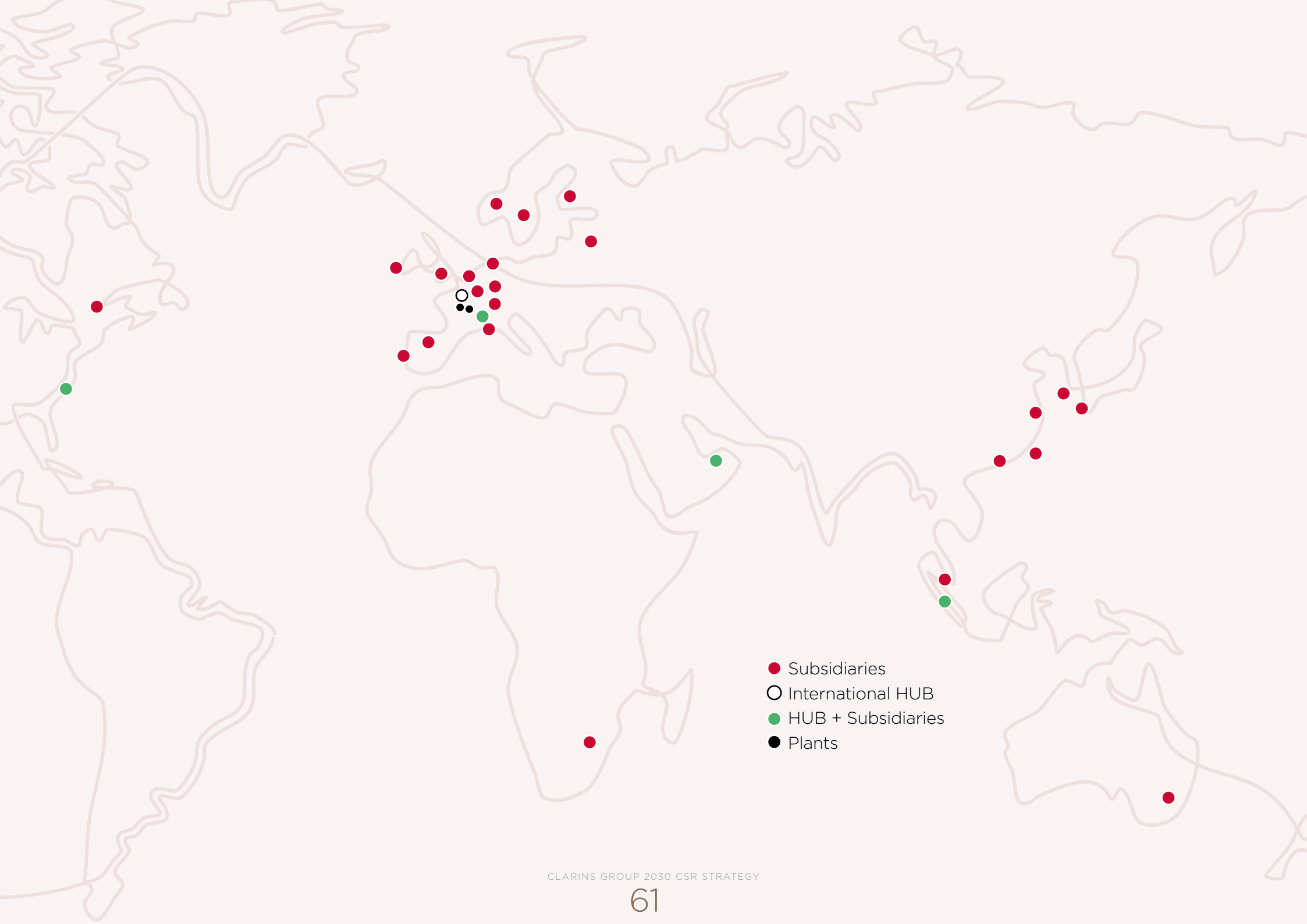
2

plants in France

2

agricultural sites





CLARINS

WE CARE



**MAKING LIFE
MORE BEAUTIFUL
AND PASSING ON
A MORE BEAUTIFUL
PLANET**



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