




# *Reconnect people to nature*

GROUPE ROCHER BECOMES THE FIRST INTERNATIONAL GROUP TO FORMALLY ADOPT  
THE STATUS OF MISSION-DRIVEN COMPANY UNDER FRENCH LAW.

- La Gacilly, December 9, 2019 -



**Inventor of Cosmetic Plant®, the family group, which is celebrating its 60th anniversary this year, has written a new page of its history by formally and legally adopting the status of « mission-driven company ». An unprecedented event that reflects a committed and ambitious vision: to become the best company for the world.**

The news was announced by Bris Rocher, President and Chief Executive Officer, at La Gacilly, where the roots of the group were founded, and which has become a place of well-being. The signing of the new Groupe Rocher statute took place in the presence of Mr Loïg Chesnais-Girard, President of the Brittany Region and Mr Patrice Faure, Police Commissioner of Brittany Region. They both gave a speech. Mrs Olivia Grégoire, Member of Parliament for Paris, Vice-Chair of the Finance Committee and President of the Special Commission on the PACTE law which created the mission-driven companies, could not attend the event but made a video to welcome the Groupe Rocher new statutes.

#### **« Raison d'être »: a response to social and environmental challenges**


Here is the wording that was chosen to summarize Groupe Rocher's "Raison d'être" and which will now be officially registered in its statutes:

*« Convinced by the personal experience of Mr. Yves Rocher, that nature has a positive impact on people's wellbeing and therefore on their desire to act for the planet, the company's « raison d'être » is to Re-connect people to nature.*






*This « raison d'être » is embodied in experiences, services and products that provide well-being, thanks to the benefits of nature.*

*To this end, the company claims a family business model with the ambition to develop a sustainable ecosystem that combines wealth creation, frugal innovation, and humanist ecologism.*

*With its botanical, agronomic and scientific expertise and the unique model created at La Gacilly in Brittany, the company cultivates a direct link with its communities and territories. »*



By officially and legally adopting the status of « mission-driven company », Groupe Rocher goes one step further and pursues ambitious objectives:

-  Strengthen the relationship between its communities and nature.
-  Act in favor of biodiversity in its territories.
-  Develop frugal innovation and responsible consumption actions.
-  Make La Gacilly the emblem of a virtuous ecosystem.
-  Offer wellbeing experiences through the benefits of nature.

These objectives are not exhaustive and could be modified.

### **A vision for the company and for the world**

This strong commitment marks an important step in the development of Groupe Rocher, for whom the company's mission has become as important today as the company itself. As explained by its Chairman and CEO, *«it's not about being the best company in the world, but the best company for the world»*.

While convinced that responsible development is the key to a better future, Bris Rocher intends to direct the Group's efforts in this direction in the coming years. *«In an increasingly urbanized and digitized world, it is essential to return to fundamentals and give back to nature the place it deserves in our society. And it is essential that brands be part of this commitment. Indeed, nature has a positive impact on the well-being of people and therefore on their desire to act for the planet. Our "raison d'être" and this ambition to reconnect people to nature must therefore be at the heart of all our actions. I am convinced that doing this will help to build a better world.»*

### **About Groupe Rocher:**

Groupe Rocher is an international family group that now has 10 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Pierre Ricaud, Daniel Jouvance, ID Parfums, Sabon and Flormar), more than 18,000 employees, 50 million customers and more than 2.7 billion euros in turnover.

# Press contact.

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GROUPE ROCHER

reconnect people to nature



YVES ROCHER

Æ ARBONNE



STANHOME

KIOTIS  
PARIS



Dr  
PIERRE RICAUD  
PARIS

DANIEL  
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flormar

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