



Reconnect people to nature

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

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I. PREAMBLE

Inventor of botanical Beauty®, the family group, which is celebrating its 60th anniversary this year, has written a new page of its history by formally 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. This important step is the logical consequence of many years of commitment for the Rocher family as Mr Yves Rocher explained it very clearly in 1978:

“ First comes my love of nature, then my entrepreneurial spirit
and then possibly my Breton tenacity. ”

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.

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 focus the Group's efforts forward 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 build a better world.”

II. THE PACTE LAW: WHAT IS THE DIFFERENCE BETWEEN A « RAISON D'ÊTRE » AND A MISSION-DRIVEN COMPANY?

The PACTE Law (Action Plan for Business Growth and Transformation), promulgated on May 22, 2019, introduced many measures to reflect on the place of business in society.

The extension of the notion of social interest

The law first modified the definition of the company's object in Article 1832 of the Civil Code. Until now, it specified that the purpose of a company is to make a profit which would benefit the stakeholders involved. From now on, Article 1833 Paragraph 2 provides the integration of corporate social responsibility and takes into account the social and environmental issues associated with the company's activity. All companies are now subject to this new formulation.

'Raison d'être'

In the article 1835 of the Civil Code: the possibility for a company to modify its statutes and introduce a "raison d'être", which entails the principles that the company aims to follow and to which the company plans to allocate means whilst carrying out its activity. Unlike the expanding of the social interest, having a "Raison d'être" requires a voluntary decision. This allows the company to display and define the specificities of its social and environmental commitment. The "raison d'être" is specific to the company, it is what drives the company to excel. It gives meaning to the company's existence and shows the public its social utility. By establishing a "raison d'être", the company declares its ambition and the principles that will guide its decisions.

Mission-driven company under French Law

The mission-driven company status allows commercial companies, should they wish to do so, to formally pursue «one or more social and environmental objectives» as part of their activity. This concerns any mission of collective or general interest, for example, the protection of the environment, or the context of a local establishment.

According to the new Article L. 210-10 of the French Commercial Code, this status, which must be declared in the Registry of the Commercial Court is much more binding as compared to companies which have adopted only a "raison d'être". In fact, the company's statutes must not only specify its purpose but also formulate its mission, its social or environmental impact, its quantified objectives and the monitoring procedures. Another condition is that the stakes of the mission must be integrated into the governance of the company, either within the main supervisory body, or through the creation of a separate mission committee. Finally, an independent third-party body must monitor the performance of the objectives.

III. GROUPE ROCHER AS A MISSION-DRIVEN COMPANY

The companies have at their disposal measures that allow them to commit to the height of their ambition. By deciding to become a mission-driven company, Groupe Rocher has chosen **the most demanding level**.

Here is the wording that was chosen for Groupe Rocher and which will now be officially registered in its statutes:

The company's "raison d'être", according to article 1835 of the Civil Code, is the following:

Convinced by the personal experience of Mr. Yves Rocher, that nature has a positive impact on people's well-being and therefore on their desire to act for the planet, the company's "raison d'être" is to reconnect 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 expertises and the unique model created at La Gacilly in Brittany, the company cultivates a direct link with its communities and territories.

The company becomes a mission-driven company, according to article L 210-10 of the French Commercial Code.

To this end, in the context of its activity, it has the mission to pursue the following social and environmental 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 well-being experiences through the benefits of nature.

These objectives are not exhaustive and could be modified.



IV. THE COMMITMENTS MADE BY GROUPE ROCHER

By becoming the first international group to adopt the status of mission-driven company under French law, Groupe Rocher is taking a decisive turn.

ONE MISSION: RECONNECT PEOPLE TO NATURE^{*}

We believe in the positive impact of nature on our well-being. When connected to nature, we contribute to building a world that is more committed to others and the environment. Since its creation, our Group is committed to reconnecting women and men to nature. The Group is committed to carrying out the following actions that are consistent with its achievements:

- In line with our CSR We R Change program, the Group plans to create a **Nature Academy** to train 100% of its employees to face the challenges of responsible development.
- Building on the success of the sustainable ecosystem created in La Gacilly over the past 60 years, the Group is committed to creating an Observatory “**Reconnect people to nature**”.
- Since its creation, the Group has combined environmental and societal economic performances. To go even further, **100% of our brands will be B Corp by 2030** (or other equivalent label).
- By removing plastic bags from Yves Rocher stores in 2006, 10 years before the law was passed, the Group has committed itself with many others in the fight against plastic. The approach has been pursued with a reduction in the weight of its plastic packaging by almost 20% since 2010 with a worldwide innovation: the eco-shower, which requires 50% less plastic and allows to divide by 2 CO2 emissions (of the life cycle of its packaging ...). Following that course of action, the Group is committed by 2030 **to reduce by 30% its consumption of plastic** and for the residual plastic to use 100% of recyclable plastics and to integrate 100% of recycled plastic.

Since 2010, the Group has committed to reducing its greenhouse gas emissions. It decided to align with the most ambitious GIEC (IPCC) scenario of limiting global warming to 1.5 ° C and to **reduce its greenhouse gas emissions by 50% vs. 2010**. It committed, furthermore, to make La Gacilly and its Breton factories a zero carbon territory.

The Group is committed to protect biodiversity. Since 2010, several actions have been implemented to support this. For example, **100% of our Breton sites are biodiversity refuges** (in partnership with the League for the Protection of Birds): we will pursue this action by implementing a biodiversity management plan for 100% of the Group's sites or other equivalent structure. We also stopped animal testing in 1989, 15 years before the law.

Our founder, Mr. Yves Rocher, as Mayor of La Gacilly, has always opposed land consolidation, preserving the bocage and biodiversity of the village. In 1997, the Group chose to certify as organic farming its fields where flowers are cultivated for cosmetic purposes. In this course of action, the Group's botanical and agronomic experts are **working every day on nature according to the principles of agro-ecology**. They observe, study and take inspiration from nature in order to develop the best synergies, creating a virtuous ecosystem where fauna, flora and human live in harmony.

We will celebrate **in 2020 the 100 millionth tree planted thanks to the action of the Yves Rocher Foundation**, recognized for its public utility. We will accelerate the momentum to reach in 2030, 200 million trees planted."



V. 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 turnover.

Present in more than 115 countries, Groupe Rocher is expanding more and more internationally under the leadership of Bris Rocher, CEO since 2010, and grandson of founder Yves Rocher.



Commitment, respect, commitment and passion guide each of the Group's actions and are at the heart of its relationships with its employees, partners and customers.

At the origin of this entrepreneurial project, the desire to make beauty accessible to the greatest number through authentic brands of well-being, respectful of nature and at the service of women and men. Groupe Rocher has thus deployed in the cosmetics, textile, home improvement and wellness sectors with products that are now acclaimed throughout the world.

The Rocher family roots in La Gacilly :

It is in La Gacilly, in the heart of his native Brittany, that Yves Rocher's passion for the plant world is born. As a precursor botanist, he makes his herbal beauty products in the attic of his family home, which becomes his laboratory. He invents a new beauty, in the pure respect of women and nature. It is in this village that he chooses to found his business.

At the time, his ambition was not only to create a business, but to allow the development of the entire ecosystem around it. He kept his promise: La Gacilly is today a real place of well-being, illustrated by its Botanical Garden which has become a world reference.

Aiming at favouring discovery and innovation, this emblem of the Yves Rocher brand sheds light in a vivid way on its specificities: its Cosmetic Plant® expertise, its commitments for the beauty of women and for nature, its human values, its territorial anchorage ...



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GROUPE ROCHER

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