

PRESS RELEASE

February 14, 2023

Groupe Rocher commits to its employees and the Ukrainian people.

Paris, March 16, 2022 – Groupe Rocher, a French family-owned international company present in 115 countries, including Russia and Ukraine, for more than 30 years, is committed to all its employees and is doing everything possible to support the Ukrainian people.

Since February 24, 2022, several million people in Ukraine are affected by a war that we thought we would never see again in Europe.

We are terribly shocked by this tragedy and it is with the utmost with the greatest firmness that we condemn this situation that affects us all.

Every day we receive heartbreaking testimonies from our teams in the field; our thoughts are with the Ukrainian people and our thoughts are with the Ukrainian people and our employees.


Beyond our thoughts, the Groupe Rocher and Yves Rocher brand teams have joined forces and have set up support initiatives on several levels:

- The Yves Rocher brand teams in the field and in our offices in Ukraine are our priority. So, we actively help them:
 - Personalized financial support through guaranteed employment, payment of their full salary, and psychological support through dedicated accompaniment during this period;
 - Assistance in moving in the country or crossing borders and temporarily leaving the country (with the help of our partner SOS International);
 - Connection with the teams of our subsidiaries located in other European countries (Romania, Poland, France, Germany) which provide them with accommodation, means of transportation, language courses, administrative support and basic needs;
 - Employment assistance: 100% of job applications from Ukrainian employees are approved by the host country;
- Providing an emergency allowance to our Ukrainian employees around the world to enable them to help their families and loved ones.
- -Donation of first aid supplies via Yves Rocher products from the Ukrainian warehouse and neighboring countries (over 60,000 products for the moment);
- Donations of up to €250,000 to UNHCR and other NGOs in the short and medium term for assistance to Ukrainian refugees.

We maintain daily contact with each of our employees in Ukraine to assure their health status, to inform their geographical location and to follow up on any new urgent needs. We continue to maintain activity there as much as we can to support them in this terrible ordeal.

As regards our activity in Russia, which represents 4% of Yves Rocher brand's sales, this situation is particularly saddening for us as we have a rich history with this country where we have been operating for over 30 years.

For the time being, we have decided to maintain our activity in Russia while reconsidering and freezing our investments. Indeed, it is our duty to take care of our 630 employees as well as the more than 2500 employees of our franchisees who work in Russia and who are not responsible for the current situation.



Given this responsibility to our teams in Russia, we will try to maintain our so-called basic operations in the country. However, we are immediately suspending all investments and media presence. Furthermore, we are monitoring the situation very closely and we will take the necessary measures if the conditions that allow us to continue our activity today are no longer met.

Finally, as a mission-driven company in French law and present in 115 countries, we must be there for our employees and our customers. Working for the common good, even in complex and unstable situations, is at the heart of our values. We must stay the course and take care for all human beings in a spirit of brotherhood.

We sincerely believe in diplomatic efforts to bring this situation to an end as soon as possible. This is our heartfelt wish.