

PRESS RELEASE

The Groupe Rocher announces its new corporate governance from July 1st, 2023
June 16th, 2023

**The Groupe Rocher announces its new corporate governance as of July 1st,
to better adapt the group to market changes and to maximize its development**

- Bris Rocher, CEO and Chairman of the Groupe Rocher, focuses on strategy and the chairing of the Board;
- Jean-David Schwartz, Chief Executive Officer of Yves Rocher, is appointed as Chief Executive Officer of the Groupe Rocher;
- The Groupe Rocher's Executive Committee is overhauled to ensure a greater operational agility and pursue the company's transformation.

Issy-les Moulineaux, June 16th, 2023

Bris Rocher, Chairman and Chief Executive Officer of the Groupe Rocher since 2009, decided, in accordance with governance best practices in international groups, to delegate his executive functions to a new Chief Executive Officer.

Starting July 1st, 2023, Bris Rocher will be focusing on the group strategy as Chairman of the Board, and Jean-David Schwartz will hold the position of CEO of the group.

While the group has become heavily internationalized over the past ten years and is facing significant challenges, Bris Rocher is initiating this new governance structure to adapt the group to market changes and maximize its future development. The delegation of his executive duties will provide the agility and pragmatism crucial for navigating complex environments.

A clearly established dual leadership

In this context, Bris Rocher's role will notably be to define and lead the group's long-term strategic vision, and its unique position as a mission-driven company. It will be the responsibility of the Executive Management to ensure the operational management of the business and the implementation of short and medium-term strategies.

A reshaped Executive Committee to implement an ambitious strategy

Within the framework of the Green Conquest 2030 strategy, which is already yielding initial results, the Executive Management will focus on operational execution, starting with prioritizing efforts based on three identified priorities: improving the group's profitability, meeting its financial commitments, and preparing for the future particularly by addressing the environmental and social challenges that lie at the heart of its mission.

The Executive Committee's organization, serving the deployment of the Groupe Rocher's strategy and promoting the success of its collective project, is evolving to meet the company's challenges better. Composed of new members, mainly issued from the Groupe Rocher, this new Excom will be more operational, swift and agile.

Led by Jean-David Schwartz, it will be constituted starting from July 1st, 2023, as follows:

- Two Core divisions: People and Mission group, directed by Jeanne Renard, and Finance and Legal group, to be led by Laurent Delaurière starting July 1st;
- Operational divisions: Information Systems group directed by Stanislas Duthier, New Product Development group with a forthcoming appointment, and Operations group led by Vincent Taglioni;
- Brands divisions: Regarding Yves Rocher and Petit Bateau, two new appointments will take effect on September 1st: Guillaume Darrousez as Chief Executive Officer of Yves Rocher, also in charge of Dr. Pierre Ricaud and Global Strategic Insights and Alexandre Rubin as of CEO of Petit Bateau. Jean-David Schwartz will oversee the transition for Yves Rocher until September 1st.

Bris Rocher, Chairman of the Groupe Rocher's board as of July 1st, 2023, has declared: « *Dissociating the executive functions of Chairman of the Board and CEO is an essential practice in modern business governance. By delegating the executive duties to a new Chief Executive Officer, we seek to reinforce transparency, independency, and responsibility within our organization. Jean-David Schwartz has my full confidence. His many interpersonal and managerial qualities, his outstanding knowledge of the Group as well as his international experience and his track record in leading the Group's brands make him the natural candidate. I firmly believe that this strengthened governance will enable us to tackle future challenges collectively, maximizing our development potential and financial performance. This is the best way we will secure to pass on our family heritage to next generations.* »

Jean-David Schwartz, Chief Executive Officer of Groupe Rocher as of July 1st, 2023, added: « *I would like, first and foremost, to thank Bris Rocher for the confidence he is placing in me by giving me this responsibility. I will be mobilized every day, along with the Executive Committee I have the honor of chairing, and alongside all of the Group's collaborators to keep implementing our transformation plan, Green Conquest 2030. This plan is already starting to yield results, and this new team will allow us to increase them.* »

About Groupe Rocher

The Groupe Rocher is a family business from Brittany, founded in 1959 by Mr. Yves Rocher. Convinced, thanks to Mr. Yves Rocher's personal experience, that nature has a positive impact on people's well-being and therefore on their desire to act for the planet, the Groupe Rocher was the first international group to adopt the mission-driven company status, under French law, which purpose is to "reconnect people to nature".

It includes 9 brands (Yves Rocher, Arbonne, Petit Bateau, Stanhome, Kiotis, Dr Pierre Ricaud, Sabon and Flormar), more than 16.000 employees, 50 million customers and reached a sales turnover of €2,4 billions in the beauty, nutrition, apparel and homecare sectors.

Located in more than 110 countries, the Groupe Rocher is developing internationally, driven by Bris Rocher, grandson of the founder Mr. Yves Rocher.

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