

**GROUPE ROCHER, FIRST  
COSMETICS PLAYER  
TO SIGN THE *AI PACT*,  
REINFORCES ITS COMMITMENT  
TO ETHICAL AND RESPONSIBLE  
ARTIFICIAL INTELLIGENCE**

PRESS RELEASE

**FEBRUARY 11, 2025**

# GROUPE ROCHER, FIRST COSMETICS PLAYER TO SIGN THE AI PACT, REINFORCES ITS COMMITMENT TO ETHICAL AND RESPONSIBLE ARTIFICIAL INTELLIGENCE

## PRESS RELEASE

ISSY-LES-MOULINEAUX, FEBRUARY 11, 2025

Groupe Rocher is proud to announce **its adherence to the *AI Pact***, a European Union initiative to promote **the ethical and responsible use of artificial intelligence**. This commitment marks a new stage in the group's AI strategy and reflects its desire to actively contribute to building a European technological future based on shared values.

By signing this pact, **the group formalizes an approach that has already been initiated and reaffirms its determination to intensify its efforts** in the areas of risk management, employee training and responsible innovation, with respect for fundamental rights at the heart of its approach.

### AN AI GOVERNANCE CONSISTENT WITH GROUPE ROCHER'S APPROACH TO RESPONSIBILITY

First international group to become a Driven Mission Company, the Groupe Rocher now becomes **one of the first French retail companies, and the first cosmetics group, to join** the European Union's *AI Pact*. By signing the *AI Pact*, Groupe Rocher thus reaffirms its trajectory in terms of compliance and responsible innovation.

In concrete terms, this means putting in place a rigorous artificial intelligence governance strategy, a mapping of AI systems subject to specific obligations, and an employee awareness policy. This approach also paves the way for exchanges with other European players on best practices, while helping to define strategic priorities for the future.

**Laurent Delaurière, Groupe Rocher Finance & Legal Director, Sponsor of the Privacy & AI Protection department, and Co-Sponsor of the AI Oversight Board** explains, *"Because compliance is an essential pillar of our development, we are convinced that ethics and respect for fundamental freedoms must guide and advance in concert with technological innovation. By joining the AI Pact, we affirm our desire to position Groupe Rocher as a responsible and committed player in the European artificial intelligence ecosystem. These issues are among the challenges of the century, making collective reflection, at the heart of the AI Pact, essential."*

### SET GUIDELINES, TRAIN AND INNOVATE: AI AT THE SERVICE OF GROUPE ROCHER EMPLOYEES AND CUSTOMERS.

As a pioneer in the construction of artificial intelligence compliance governance, Groupe Rocher **was singled out at the 2024 Corporate Law Summit in the "Data & AI" category** for its determination to place ethics and compliance at the heart of its initiatives, and rewarding the many steps already initiated.

In 2022, the group has in fact launched an **audit system to identify all AI systems in use**, whatever their level of risk, and if necessary, carry out more in-depth analyses for a strict assessment of their compliance.

To go even further, an **"Oversight Board IA" committee bringing together 11 professions was created** in 2023 to adopt an even more inclusive and reasoned approach to artificial intelligence. This committee works closely with the Information Systems Department, through a partnership aimed at ensuring a technological transformation that is at once frugal, ethical and compliant, placing employees and customers at the heart of innovation.

At the same time, the group has set up a **Consumer Privacy & AI Observatory**, surveying 1,000 French people in particular on the democratization of AI by companies. The survey revealed strong consumer expectations in terms of responsibility and governance around AI. It confirmed the need for responsible AI, with rigorous governance, among customers and group employees. With this in mind, the Observatory is not limited to a one-off analysis but is now an annual survey aimed at tracking the evolution of consumer expectations in terms of transparency and responsibility around AI.

Since 2023, the group has also established a **partnership with start-up Mendo** to train its **employees** in the issues, functionalities and risks associated with generative AI, as part of a proactive approach to prevention and awareness-raising.

Groupe Rocher thus favors **AI initiatives that come directly from the field to serve its employees and customers** and ensures that artificial intelligence develops in a **responsible manner, aligned with its values and regulatory expectations**.



### **The AI Pact**

The *AI Pact*, created by the European Commission, aims to anticipate the implementation of the AI Act in 2026, which promotes the ethical and responsible use of artificial intelligence-based applications. Companies signing up to the pact are committed to taking concrete steps, including adopting a governance strategy for the use of artificial intelligence within their organization, and training their employees in the responsible use of this technology.

The *AI Pact* is part of a collective approach involving, for the time being, almost 130 European companies from a wide range of sectors, encouraging the sharing of experience and the co-construction of best practices around AI. Resulting of in-depth consultations with civil society, the business and scientific worlds, and member states, the AI Pact is an important step in moving forward together towards a more ethical, responsible and transparent use of AI.

<https://digital-strategy.ec.europa.eu/fr/node/12158>

### **ABOUT GROUPE ROCHER**

Groupe Rocher is a family-owned group founded in 1959 by Mr. Yves Rocher in La Gacilly, in the heart of Brittany. Following the firm belief, based on the founder's personal experience, that nature has a positive effect on people's well-being and thereby on their desire to act for the planet, Groupe Rocher was the first international group to adopt Mission-Driven Company status, in 2019. Its mission is to "reconnect people to nature."

In 2024\*, the Group generated close to €2.2 billion in revenue, a 2.4% increase year on year.

*\* Based on figures available at the time of writing, which may differ from final annual results following official closing of financial statements.*

Groupe Rocher has some 50 million customers, employs 13,500 people and works with 16,000 suppliers. It is active in 118 countries and sells through 2,500 stores as well as online, through direct selling and through mail ordering. Its production and logistics bases in Brittany employ more than 2,000 people directly. The group pioneered Botanical Beauty®, and farms 60 hectares of fields in La Gacilly following organic and agroecology principles. It makes 85% of its products at its own production plants in Brittany. The Yves Rocher brand ranks number-one by volume (with a 6.3% market share) and number-one by value (with an 8.9% market share) in the French health and beauty market.

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