GUERLAIN
PARIS

IN THE NAME OF BEAUTY

SUSTAINABILITY REPORT
2022 - 2023

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2022 - 2023

Interview with

GABRIELLE SAINT-GENIS RODRIGUEZ

President of the Maison Guerlain

For nearly 200 years, our Maison has been creating exceptional products while protecting Nature, which provides the necessary ingredients. That would not be possible without a solid sustainable development policy built on four pillars: biodiversity, climate, innovation, and societal impact.

We are already fully committed to our approach to protecting biodiversity: the foundations are established, we have reliable partnerships to support us, and our sourcing channels are progressively being evaluated and improved. However, the task ahead of us remains immense, and we are constantly working to develop our formulations in order to produce the most sustainable natural products possible.

In terms of our impact on the climate, our carbon emissions trajectory was approved by the SBTi* in 2021. That now implies a process of continuous improvement. One important area for improvement is transport: releasing as little CO_2 as possible while striving to best meet the requirements of our clients throughout the entire world.

Our Maison is implementing innovations to address all these challenges, which will allow us to scale up in the context of increasingly strong restrictions, whether regulatory or industrial.

In societal terms, we have decided to support women's emancipation by providing beekeeping courses to women in partnership with UNESCO. Moreover, our social efforts include supporting our employees in case of illness and providing access to continuing education in each of our métiers.

Our primary responsibility is still to offer a sustainable, dynamic and caring work environment to all those who make Guerlain such a marvellous Maison, a team effort that is particularly important to me.

All these projects are jointly developed with our Group, LVMH, which is an immense source of support. We are moving forward together in the framework of the Life 360° programme.

Of course, we have a long way to go and a number of obstacles to overcome. But we have been on this sustainable transition trajectory for many years, and the Guerlain teams continue to demonstrate their spirit of initiative and steadfast resolve in facing the challenges of climate change, with equal parts humility and enthusiasm.

In this report, we will share with you our recent actions in full transparency.

I hope that it will be a source of inspiration, or reflection.

* Science-Based Targets initiative

CONTENTS

Foreword
07

Preserving biodiversity
and protecting Bees
20

Innovating sustainably
in full transparency
40

Taking action for the climate
and reducing our footprint
64

Creating a positive social impact
and actively passing down
Nature's wonders
76

Art and Sustainable
Development: a perfect match
96

Sustainable Development
Indicators and materiality matrix
102

Our Sustainable Development commitment, in the Name of Beauty

Nature has been inspiring us since 1828, and for 16 years now, we have been putting conservation at the heart of our actions. Protecting this priceless heritage is very important to the Maison Guerlain, which is committed to passing on these wonders to future generations, with the Bee as a sentinel.

In 2007, Guerlain formally asserted this pioneering commitment, In the Name of Beauty. Guided by its historical symbol, the Bee, the Maison has been leading concrete actions throughout the world to preserve biodiversity, innovate sustainably, take action for the climate, and create a positive societal impact.

For the 16th year of its commitment In the Name of Beauty, the resolutely future-oriented Guerlain reasserts its determination to strive for ever-higher achievements in the virtuous alliance between luxury and Sustainable Development.

Our Mission

The Maison Guerlain has been creating exceptional Perfume and Beauty products since 1828, and it is devoted to protecting, developing, and passing on this unique heritage.

In the Name of Beauty,
we are committed to actively
elevating Nature to an Art form
and passing its wonders down to future generations
with the Bee as a sentinel.

Hand-in-hand with our clients and partners,
who share the same vision,
we strive to develop and shape a more beautiful,
more responsible world.

Cécile LOCHARD
Guerlain Chief Sustainability Officer

Guerlain, a pioneer of sustainable luxury

In the mid-2000s, when the notion of sustainable luxury was just starting to emerge, the Maison Guerlain became aware of its importance and decided to embrace it wholeheartedly. The Maison, a "Beauty Alchemist" since 1828, became a pioneer in the field from that moment forward. It blazed the trail for a modern vision of luxury, proudly supported by its history yet aware of its responsibility in forging a more virtuous path ahead to provide positive inspiration for all.

The Maison Guerlain considers itself a legitimate guide on the road to Sustainable Development. It fulfils this role through its concrete actions both in terms of products and in projecting positive visions of the future.

On the strength of these convictions, we have had the opportunity in the last three years to ramp up this approach and to roll out a holistic vision of CSR for our Maison, allowing us to stay true to our mission: Passing on the wonders of Nature.

The four areas of this mission

This holistic vision has led us to organise our actions into four strategic areas.

1. Biodiversity

Biodiversity is at the heart of our products and on the front line of the fight against the threats to our planet. We consider protecting it a priority, beginning with our perfume plant sourcing channels. They are subject to UEBT verification, a rigorous endorsement of the fact that our practices are oriented towards the conservation of biodiversity.

The Bee – an unsurpassed pollinator and the emblem of our Maison for more than a century – today stands as the best ambassador for biodiversity. In exchange for the many benefits that it offers us, we are developing specific programmes for its protection.

2. Innovation

A number of restrictions are imposed on the manufacture of our products, their effectiveness, and their preservation, and we must continually innovate to lessen their ecological footprint. The Maison Guerlain follows a continual improvement approach, continuously developing more natural formulas without compromising on quality, sensory appeal, and effectiveness. The Maison is also ramping up its packaging transformation in order to lessen its carbon footprint. But we also take into account stores, communication, and the entire ecosystem surrounding our clients, to offer a Luxury experience while reducing our impact on the environment.

3. Climate

The Maison is conscious of the challenges facing the planet, and is committed to contributing to world carbon neutrality in accordance with the Paris Agreement. In fact, its reduction objectives have been approved by the Science-Based Targets initiative (SBTi) to limit global warming to 1.5°C. Measurement is essential, but it is also the best way to determine the areas for improvement that we are implementing both on our own sites and also throughout our value chain.

4. Societal

The protection of any ecosystem necessarily involves the men and women who live in it and are nourished by it. The future must be built together with them, based around the natural resources that they cultivate. Likewise, the men and women who work to manufacture our products – from artisans with their precious savoir-faire to the dedicated employees at our production sites and stores – are the key contributors to our mission. That is why we do everything we can to provide the best possible guidance to each and every one of them in their respective fields.

Moreover, the Maison Guerlain is convinced that knowledge is the key to protection, and it aims to share its understanding of biodiversity and to develop the skills of all those who contribute to preserving biodiversity, alongside UNESCO and a number of other associations. And of course, in keeping with its artistic history, the Maison assumes its cultural responsibility through its commitment to artistic and cultural partnerships with projects and works which are the culmination of the fusion of Art and Sustainable Development.

And so, through these four areas, the Maison Guerlain comprehensively assumes its responsibilities and contributes as much as possible to building a desirable future.

Four strategic areas

This holistic vision has led us to organise
our actions into four strategic areas

1

BIODIVERSITY

Preserving biodiversity and protecting the Bee

Giving back to Nature for all that it offers us through the sustainable sourcing channels of our iconic ingredients and the "Guerlain for Bees Conservation Programme".

2

INNOVATION

Innovating sustainably in full transparency

Creating more natural and sustainable formulas in increasingly eco-designed packaging without compromising on the quality, sensory appeal, or effectiveness of our formulas. Sharing the background and life cycle details of our creations via "Bee Respect", our traceability and transparency platform.

3

CLIMATE

Taking action for the climate and reducing our footprint

Helping to protect all the forms of life that depend on it by striving for carbon neutrality across all three scopes by 2030

4

SOCIETAL

Creating a positive social impact and passing on Nature's wonders

Supporting women's initiatives in our sourcing channels and the Maison Guerlain as a whole.
Raising awareness of biodiversity among the younger generations and training them in our métiers.
Sharing our unique corporate culture based on respect for and equality between all employees.
Passing on Nature's wonders through Art.

Guerlain, a Maison recognised for sustainable development

THE LUXURY MAISON PIONEERING SUSTAINABILITY

Gold is the colour of Guerlain, and 1 its lucky number. Innovation and avant-gardism have been present throughout the history of the Maison's products; today, virtuous commitments continue to carry this history forward through a series of firsts.

Guerlain was the first Beauty Maison:

1. To possess a digital platform devoted to the transparency and traceability of its creations, Bee Respect (2019).
2. To establish a "Sustainable Board" constituted of 13 authorities (July 2021).
3. Among LVMH companies to become a member of the UEBT (2021).
4. To make a regular annual donation of €1M for the protection of the Bee (since 2021).
5. To collaborate with National Geographic and get more than three billion views for a sustainable campaign featuring Angelina Jolie (May 2021).
6. To have launched natural versions of its makeup icons (2021).
7. Among LVMH Beauty companies to have converted to biomethane use at all its production sites (July 2021).
8. Among LVMH companies to have had its climate objectives approved by the SBTi (September 2021).
9. To make use of alcohol produced through organic agriculture for its fragrance collection, with Aqua Allegoria (March 2022).
10. To create an advertising film with Yann Arthus-Bertrand (March 2022).
11. Among LVMH companies to have its executive committee initiate the Climate Fresk for its employees (March 2022).
12. To announce the development of an experimental garden for regenerative agriculture in the Vallée de la Millière (April 2022).
13. To become a member of the UDM's FAIRe programme for sustainable communication (June 2022).

IN THE NAME OF BEAUTY, A RECOGNISED AND ACCLAIMED APPROACH

The year 2022 marked the 15th anniversary of the Maison's commitment to a more sustainable world. Moreover, the actions and projects carried out as part of our "In the Name of Beauty" approach have been widely acclaimed, winning no fewer than ten awards that same year and five more since 2023! These prizes reflect a team initiative and the CSR conviction that guides each of the Maison's endeavours. Guerlain is particularly proud and honoured to be recognised in this way.

GRAND PRIZE STRATEGIES FOR SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE COMMUNICATION 2022

Bronze Prize for "Bee School" in the category: Internal Communication Programmes

Bronze Prize for the "Women for Bees" programme by Guerlain x UNESCO in the category: Corporate Communication

SUCCEEDING WITH SUSTAINABLE MARKETING - ADEME 2022

Prize awarded for the Aqua Allegoria range (eco-formulation, eco-design of the bottle, and advertising campaign with low environmental impact) in the category: Eco-Design Range

DEAUVILLE GREEN AWARDS 2022

Prize for the Aqua Allegoria 2022 Film Hero project in the category: Conservation of Biodiversity

WOMEN'S WEAR DAILY BEAUTY INC AWARDS 2022

Prize for Guerlain's Corporate Social Responsibility commitments OR All the commitments on the whole, in the category: Sustainability

LUXURY GRAND PRIZE STRATEGIES 2022

Gold Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: WEB 3.0 – Creation of NFTs

Gold Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: Innovative use of technology – Artificial Intelligence

Gold Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: Socially and Environmentally Responsible Communication, CSR

Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: Grand Prize

"MARIE CLAIRE" BEAUTY EXCELLENCE PRIZE 2022

Awarded for the following projects: Terracotta Bronzing Powder, Abeille Royale Eye R Repair Serum, KissKiss Shine Bloom, and Abeille Royale Advanced Youth Watery Oil; and, more globally, Guerlain's commitments to sustainable development, in the category: Special Jury Prize

GRAND PRIZE STRATEGIES FOR SOCIALLY AND ENVIRONMENTALLY RESPONSIBLE COMMUNICATION 2023

Bronze Prize for the 2022 impact report in the category: Corporate Communication

Silver Prize for the Aqua Allegoria project in the category: Product Packaging Design

GRAND ECONOMY PRIZE FROM THE AGENCY THE GOOD 2023

Gold Prize for the "Women for Bees" project in the category: Contributing to Social, Humanitarian and Local Impact – Corporate

Gold Prize for the Aqua Allegoria project in the category: Responsible Communication – Products and Services

COSMÉTIQUEMAG AWARDS 2022

Prize awarded to Cécile Lochard for Guerlain's Corporate Social Responsibility in the category: Beauty Sector Personalities of the Year

MARKETING TROPHIES 2022

Gold Prize for the Guerlain x MNSTR project in the category: CRYPTOBEES Positive Environmental Impact

BRAND CONTENT GRAND PRIZE STRATEGIES 2022

Gold Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: Brand Experience – Virtual Reality, Augmented Reality

Gold Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: CSR

Prize for the "Guerlain Reaverse" (Cryptobees) project in the category: Grand Prize

EKOPO AWARDS 2022

Gold Prize for the 2022 Aqua Allegoria communication campaign in the category: Responsible Communication

Silver Prize for "Bee School" in the category: Collaborative Commitment

GRAND PRIZE STRATEGIES FOR CORPORATE AND LOCAL AUTHORITY COMMUNICATION 2023

Silver Prize for the "Guerlain Crafted from Nature" Les Journées Particulières event days in the category: Responsible Communication – Corporate

FRAGRANCE FOUNDATION FRANCE AWARDS 2023

Gold Prize for the Aqua Allegoria Nerolia Vetiver project in the category: Responsible Innovation Prize

Prize for the Aqua Allegoria Mandarine Basilic Forte project in the category: Best New Version of a Unisex Fragrance – Professional Prize

Prize for the Aqua Allegoria Forte Rosa Rossa project in the category: Best New Version of a Unisex Fragrance – Public Prize

Prize for the Aqua Allegoria Nerolia Vetiver project in the category: Best Launch for a Unisex Fragrance – Public Prize

Prize for the La Petite Robe Noire Rose Rose Rose project in the category: Best New Women's Version of an Existing Fragrance – Public Prize

DEAUVILLE GREEN AWARDS 2023

Gold Prize for the VIBRANT project in the category: Documentary – Conservation of Biodiversity

Silver Prize for the "Women for Bees" film by Lonsdale in the category: INFO – Conservation of Biodiversity

Interview with

HÉLÈNE VALADE

Environmental Development
Director of the LVMH Group

GUERLAIN, A PIONEERING MAISON FOR ITS COMMITMENT

LIFE 360 is the framework shared by all the Maisons of the LVMH Group. In 2021, the programme was established as the environmental compass for the Maisons: creating products that form a new bond between LVMH and Nature.

The Maison Guerlain, already a pioneer in Sustainable Development, seized the opportunity to reinforce the trajectory across the whole Group, exploring innovative territories such as responsible advertising and the implications of the AGEC law.

Today, LVMH can clearly see the virtuous effects of having established LIFE 360.

Hélène Valade reviews the commitments of the Group and Guerlain.

You mentioned "Regenerative Luxury". What is your vision of this concept, and what ambitions does it represent?

Regenerative luxury takes into account the planet's limits: not only does it borrow less from nature, but it also gives more back. It is framed by a new, much more harmonious relationship between nature and creativity. We no longer dominate – but rather form alliances with – ecosystems.

This ambitious path to regenerative luxury requires a twofold revolution: first representation, then innovation. Regeneration implies an in-depth transformation of our cultural and mental representations. The creative process is changing: it is now the raw material – and therefore the natural world – that gives rise to the creative idea, not the opposite. Innovation is also key, both for finding new raw materials and for inventing new client experiences.

Our objective, through this vision, is to roll out the four action plans (Creative Circularity, Traceability, Biodiversity, and Climate) of the LIFE 360 programme, launched in 2021, across all the Maisons. We must focus in particular on circularity and biodiversity, which are two priority issues for the Group.

Biodiversity is indeed a priority issue for the Maison Guerlain. What initiatives do you consider particularly impactful?

Guerlain has two types of clients: its conventional clients and Nature. All Guerlain products borrow from Nature. It is therefore necessary to give back to Nature for what it has given us – that is the Maison's mission. Guerlain focuses on this priority through efforts implemented with its sourcing channels, such as the work conducted with the UEBT beginning in 2021, which has already made it possible to evaluate 44 ingredient sourcing channels (of the 50 used by the Maison Guerlain).

Training programmes implemented both internally and externally enable Guerlain to maximise the impact of its commitments by raising awareness among as many people as possible about conserving biodiversity and the ways to take action.

I would also like to highlight the aptitude that Guerlain has demonstrated in adopting a holistic approach to implementing its projects. To cite but two examples, its guidance of female beekeepers addresses both environmental and female leadership causes; and the UEBT certification processes make it possible to spark positive actions in soil protection – thereby on soil's ability to stock carbon – while caring for local communities.

How is the responsibility of Regenerative Luxury – along with the other priority which is circularity – expressed at Guerlain?

Part of our heritage is the notion of protecting terroirs. And the Maison Guerlain has clearly understood the importance of this protection.

The Maison implements it in a rather remarkable way, through its focus on the bee, with training programmes as well as preservation.

But it goes much further. This relationship with Nature extends to the conservation of all natural resources. For example, I greatly admire the "Orchidée Impériale" cream and the partnership established with Bernardaud to ensure that the refillable container is absolutely everlasting. That is another way to conserve nature and protect its resources.

And this is just one example of the many actions of the Maison on a wider scale, as Guerlain proudly asserts its environmental values.

For this reason, the good environmental practices of Guerlain must extend to the rest of the group. Guerlain demonstrates that, thanks to eco-design, the luxury sector can express itself with its own visual codes, appealing to the imagination while forging the way in responsible communication. The Maison has recently ramped up its actions, particularly through a comprehensive auditing process, concrete achievements in responsible advertising, and its participation in the Union des Marques "FAIRe" programme. That progress should now inspire the other brands of the Group.

AN INSPIRING MODEL MADE IN LVMH

LIFE 360 provides a framework for the Group's ambitions that each Maison may integrate into its own approach, across three areas and with four ambitious strategic plans. Each presents quantifiable objectives with clear time frames that may be consulted on the LVMH site.

CREATING PRODUCTS IN HARMONY WITH NATURE

Strategic plan 1 • creative circularity, particularly through banning the use of primary plastic by 2026, and integrating circular practices such as upcycling, reuse, repair, and so on.

Strategic plan 2 • traceability, for example imposing a traceability system 100% dedicated to our strategic sourcing channels by 2030.

CARING FOR ECOSYSTEMS

Strategic plan 3 • biodiversity, both in conserving and regenerating Nature through certifications for 100% of our strategic raw materials or, for example, regenerative agricultural projects.

Strategic plan 4 • the climate, with ambitious objectives such as reducing 50% of the greenhouse gas emissions arising from energy consumption at our sites and boutiques by 2026 (compared to 2019), a 100% renewable energy policy, and so on.

GETTING STAKEHOLDERS INVOLVED

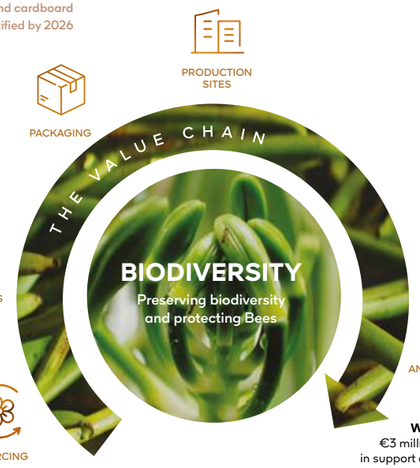
This is a key to success in reaching our objectives: raising awareness, educating, and involving our employees, our clients, and our suppliers, with whom we take a mutually beneficial approach.

16 YEARS IN THE NAME OF BEAUTY

an active commitment by Guerlain

ACHIEVEMENTS ACROSS OUR ENTIRE VALUE CHAIN

Our objectives



Oasis Nature
label awarded to our 2 production sites

Guerlain recognised as a **"Company Committed to Nature" (Entreprise engagée pour la nature)** by the French Biodiversity Agency (OFB)

PRODUCTION SITES

FSC-certified packaging, gift and shipping boxes

100% of paper and cardboard to be FSC-certified by 2026

PACKAGING

Organic alcohol: 46% organic alcohol of total volume used

100% organic alcohol across our fragrance portfolio by 2025

FORMULAS

Member of the UEBT since 2021: 3 years of auditing, 50 sourcing channels verified

100% of our 50 flagship sourcing channels to be certified by 2026

SOURCING

POINT OF SALE AND PROMOTIONAL CAMPAIGNS

World Bee Day : €3 million raised since 2021 in support of the "Guerlain for Bees Conservation Programme"

Climate strategy: 72% reduction in our GHG emissions across scopes 1 and 2 in 2022 (vs 2019)

La Ruche production site: 100% biomethane since 2021, 1,000 tons of CO_2 equivalent avoided per year

ISO 14001 certification: 80% of our sites certified worldwide, including 100% of our production sites

By 2030: -47% across scopes 1 and 2 (vs 2019)

PRODUCTION SITES

LOGISTICS AND DISTRIBUTION

Transport 54% reduction in total impact, including 99% for air transport:
- Shift to maritime
- Systematised method for choosing the least environmentally harmful carriers
- Rail tests (Europe/Asia)

By 2030: -57% across scope 3 (vs 2019)

Eco-designed packaging allowing for a reduced weight-to-volume ratio

By 2030: -57% across scope 3 (vs 2019)

PACKAGING

Environmental certifications (HQE, BREEAM and LEED) for our Rivoli and Pont Neuf buildings

Le Bourdon, Paris-based 100% electric delivery lorry (since 2013)

Supplying 8 Paris boutiques and company headquarters

100% electric with low CO_2 emissions

LVMH objective: 50% reduction in GHG emissions resulting from energy consumption at all LVMH sites and boutiques by 2026

POINT OF SALE AND PROMOTIONAL CAMPAIGNS

By 2025: 45% of purchases of goods and services to be made with suppliers committed to an SBTi trajectory

SOURCING

In 2022: **40% of clients chose "minimal impact" packaging** to ship their order

Eco-responsible communications campaign for Aqua Allegoria: 20x less environmental impact (vs 2019)

LOGISTICS AND DISTRIBUTION

USE AND END OF LIFE

Relaunch of our star products with a refill option
- All our refillable fragrances: Aqua Allegoria, L'Art & La Matière and all other fragrances available in the Bee Bottle
- Skincare: full Orchidée Impériale Black range, Orchidée Impériale creams and Abeille Royale creams
- Makeup: Rouge G, Parure Gold compact and cushion

POINT OF SALE AND PROMOTIONAL CAMPAIGNS

Transparency and traceability: Bee Respect: 71% of creations, i.e. 152 products, traced as of year end 2022***

100% of creations to be traced on Bee Respect by year end 2023***

Bee-concept, eco-designed retail: 98% of pop-up POS advertising media made from recycled plastic

To reach 100% in 2023

100% of plastic merchandising elements will include a portion of recycled or biosourced plastic, and will be recyclable or reusable by 2030

100% of end-of-life materials from our French boutiques are sent to our partner, Cèdre, for recycling and reuse

100% of our launches receiving an environmental assessment using the EPI index**

100% of product innovations to present an improved environmental profile compared to their previous version by year end 2025

100% of new glass jars or bottles to include a portion of recycled glass by year end 2023

Zero fossil plastics by 2026 (aim of LVMH LIFE 360)

PACKAGING

By 2024: 100% of paper and cardboard to be certified by the FSC (Forest Stewardship Council®)

FORMULAS

Minimum of 90% natural-origin ingredients in our Aqua Allegoria collection, new skincare formulas and iconic makeup

90% of new formulas free of microplastics* in 2023, to be increased to 100% in 2024

100% of product innovations to be free of volatile silicones

*Based on the ECHA definition from January 2019, currently under discussion prior to final approval

**Multi-criterion indicator developed by LVMH

***Excluding limited editions, candles and fragrance spin-off products

CONTRIBUTIONS BEYOND OUR VALUE CHAIN

BIODIVERSITY

- **"Guerlain for Bees Conservation Programme"** 15 partnerships and initiatives in 2023
- **Sponsorship of the Jardin des Partages (Sharing Garden) in the Vallée de la Millière:** 30 hectares of biodiversity and 1.5 hectares of regenerative agriculture

SOCIETAL

TRAINING AND SUSTAINABLE DEVELOPMENT

- **"Women for Bees" programme:** 100 female beekeepers trained since 2021 and 50 more trained in 2023
- **"Bee School" programme:** implemented in over 10 countries, awareness raised among 20,000 children since the programme's creation

By 2025: 100% of staff to have led a session, raising awareness among 100,000 children worldwide

- **Targeted collective and individual training sessions**
  - 6,152 hours of training in 2022
  - 50% of employees trained worldwide
- **Guerlain Sustainability Academy:** launch in 2023

WORKPLACE WELL-BEING

- Over 430 staff members worldwide enrolled in **The Wellness, our well-being and sports programme**
- Launch of the **LVMH Heart Fund**: 4,300 staff members benefiting from the Heart Fund

INNOVATION

- **1st brand to sign the Union des Marques FAIRe Programme** for responsible communications

CLIMATE

- **The Climate Fresk:** 100% of staff to be trained worldwide by 2026
- **Staff carpooling application:** 10% of employees already using it, 800 kg of CO_2 equivalent avoided in the first two months
- **OpenClimat platform:** 1st luxury brand to be involved in the launch of the platform

DIVERSITY AND INCLUSIVITY

- **"HUMAN" programme:** 4 autistic staff members hired at the La Ruche site
- **60%** of positions on the Executive Committee occupied by women
- **79%** of senior roles occupied by women
- **30%** of our interns/work-study staff hired on temporary/permanent contracts within the Maison or the LVMH Group
- 13 years of ongoing support for the **Montfermeil Fashion Show**
- **Over 6,000** donations made to partner charities for women's aid

ART AND SUSTAINABLE DEVELOPMENT

- **Guerlain listed as a member of the Palais de Tokyo "Art and Ecology" circle** for committed art since 2022
- Sponsorship with the **Eco-design Art Prize** since 2023
- **FIAC GREEN:** acquisition of 4 original, certified NFT digital works (proceeds donated to GoodPlanet)
- **Lee Ufan Arles x Guerlain** since 2023
- **VIBRANT, a film directed by Yann Arthus-Bertrand in association with Guerlain** (launch in 2023)
- **Open Days:** 1,200 participants and over 100 staff members involved in 2022

The Guerlain "Sustainable Board": 13 experts share their vision

Established in 2021, the "Sustainable Board" brings together 13 relevant experts specialising in the various challenges that the Maison Guerlain faces in Sustainable Development.

The Board considers the future of how these challenges will evolve, what new challenges might appear, and also what innovative solutions might become available.

Concretely, the purpose of the "Sustainable Board" is to:

- **share** the priorities of each member's respective sector;
- **identify** emerging subjects;
- **approve** the transparency, fairness and proportionality of our methods;
- **co-construct** alongside us on various environmental and social themes;
- **provide** opinions, advice and recommendations about the current or upcoming actions at Guerlain in an impartial, independent way.

This year, the "Sustainable Board" welcomed a new member, Clément Turnier, Vice-President of UBEES. The objective of UBEES is to innovate in order to find new solutions for bee protection, and more globally all nature-based solutions for Sustainable Development.

In particular, the "Sustainable Board" has based its work on the observations and directives of the United Nations Climate Change Conference, analysing them in detail to examine how they may guide the development of biodiversity conservation at the Maison Guerlain.

13 EXPERTS

Yann ARTHUS-BERTRAND
Photographer, reporter, film-maker & President
of the GoodPlanet Foundation

Marie-Sarah ADENIS
Co-Founder of the Pili biotechnology company

Alice AUDOUIN
President of the association Art of Change 21

Sandrine BÉLIER
General Director of the association Humanité et Biodiversité,
and Vice-President of the French Office for Biodiversity

Candice COLIN
CEO & Co-Founder of Beautylitic & Clean Beauty

Clément TURNIER
Vice-President of UBEES

Jacques-André FINES-SCHLUMBERGER
PhD, Professor of "mobile technologies" and "blockchain" on the Usages numériques,
Innovation & Communication (UNIC, or Digital Usage, Innovation & Communication)
Master's Programme at Panthéon-Assas University Paris II
and Director of the association "Blockchain for Good"

Rik Kutsch LOJENGA
Executive Director of the UEBT (Union for Ethical BioTrade)

Sébastien MONCORPS
Ecologist and Director of the French Committee of the IUCN
(International Union for Conservation of Nature)

Fanny PICARD
Founder of Alter Equity (Impactful Investment)
and Vice-President of the Orientation Committee of the Mozaïk RH Foundation

Mohamed RAGOUBI
Research Professor in Material Sciences, Physics and Processes,
Research Improvement Manager, UniLaSalle-Mont Saint Aignan university

Virginie RAISSON-VICTOR
Geopolitical Analyst - President LEPAC (Foresight Studies and Cartographic Analysis Laboratory),
Co-Founder of Convention21, President of the Intergovernmental Panel
on Climate Change in the Pays de la Loire region.

Nirmala SÉON-MASSIN
Expertise Director at the Muséum National d'Histoire Naturelle

Partners of the Maison Guerlain

BIODIVERSITY

INNOVATION

CLIMATE

SOCIETAL

BIO DIVER SITY

Reinventing a sustainable, living world where biodiversity and humanity coexist in harmony: this is a necessary condition for the well-being of all living species, including the human species.

When a species becomes extinct, the entire network of life is thrown off-balance. And yet, in the last two hundred years, species have been going extinct 10 to 1000 times faster than the natural pace. At this rate, the planet could lose 75% of all its species in just 500 years. (Source: IPBES*)

We are all responsible for curbing this dizzying drop in biodiversity.

Each nation at the COP 15 (2022 United Nations Biodiversity Conference in Montreal) agreed to rise to this immense challenge. The agreement aims to protect 30% of the planet and to restore 30% of ecosystems.

These commitments are reflected in the economic world through the evolution of our raw material sourcing and of our production methods. Such a transformation is essential to saving our precious natural world and sustaining the existence of man and other living species. Our survival depends on it. For example, 70% of all medicines are sourced from biodiversity, and 80% of all cultivated plants are pollinated by bees.

Reducing our impact and repairing, restoring and regenerating ecosystems are effective solutions that companies are implementing, giving us a reason to be optimistic about the possibility of passing along a healthy planet to future generations.

* IPBES, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services

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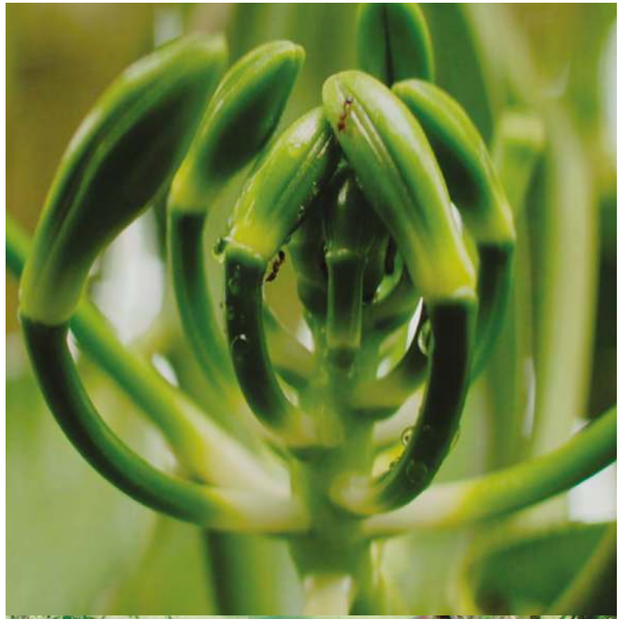


BIODIVERSITY

Preserving Biodiversity and Protecting Bees

Guerlain, a Maison of High Perfumery and High Cosmetics, places biodiversity at the centre of its sustainable commitment. The Maison makes it a priority to protect the Bee, a true sentinel of the environment. Guerlain has been fulfilling this mission for more than ten years through the "Guerlain for Bees Conservation Programme", which includes partnerships with dedicated organisations, initiatives to raise awareness, and concrete women's emancipation projects through Guerlain's "Women for Bees" apicultural entrepreneurship programme.

The Maison extends this commitment to all the wonders of Nature that inspire its creations by establishing ethical sourcing channels for its essential natural raw materials. The first luxury Maison to become a member of the UEBT (Union for Ethical BioTrade), Guerlain is working towards the certification of each of its 50 most emblematic sourcing channels to guarantee practices that respect biodiversity and protect workers' rights and community welfare. Guerlain aims to certify all its 50 sourcing channels by 2026. These ambitions are guided by an urgent need for action to protect biodiversity and are shared with force and conviction by all the Maison's teams.

IN 2022

46%

OF THE ALCOHOL DELIVERED

TO OUR PERFUME MANUFACTURING SITE WAS ORGANIC

1

MILLION EUROS

WERE CONSECRATED TO THE "GUERLAIN FOR BEES CONSERVATION PROGRAMME"

AND

15

PARTNERSHIPS AND INITIATIVES DEDICATED

TO THE BEE

50 sourcing channels certified by 2026

Raw materials have always been a source of inspiration and innovation for our Maison. Committing to the protection of biodiversity has become essential to ensure the quality and longevity of our creations and savoir-faire, as well as to contribute to preserving the beauty of our world on our own scale. That is why our strategy for preserving biodiversity, on a local level, is to create sustainable partnership-based sourcing channels, following the examples of our sourcing channels for honey, orchid, bergamot and vanilla. Protecting and passing along these unique raw materials, which we consider Nature's wonders, is written into our Raison d'Être.

A PHILOSOPHY OF PARTNERSHIP ABOVE ALL

In France, in Europe, and at the farthest reaches of the globe, we join forces with organisations and local establishments to implement programmes and ethical sourcing channels to source our essential ingredients.

In Brittany or further afield, such as in Asia, **we support cultural approaches with multiple ecological and socio-economical virtues which focus on the natural materials that go into the composition of our products.** It is important for us to maintain such partnerships in the long term.

Concretely, that might take the form of financial backing or technical and scientific assistance. The means required to achieve ethical fair trade are determined through discussions among people and encounters made "in the field".

THE 7 PRINCIPLES OF AN EXACTING STANDARD

The UEBT has established an ethical BioCommerce frame of reference based on the principals of the United Nations Conference on Trade and Development (UNCTAD) BioCommerce initiative. This meticulous, regularly-revised reference document is aligned with the objectives of the Convention on Biological Diversity (CBD) and the United Nations' Sustainable Development Goals. Obtaining UEBT certification requires the respect of seven essential principles:

UEBT MEMBER SOURCING® WITH RESPECT

01 Conservation of biodiversity

02 Sustainable use of biodiversity

03 Fair, equitable sharing of advantages arising from the use of biodiversity

04 Socio-economic sustainability (production, financial and market management)

05 Compliance with national and international laws

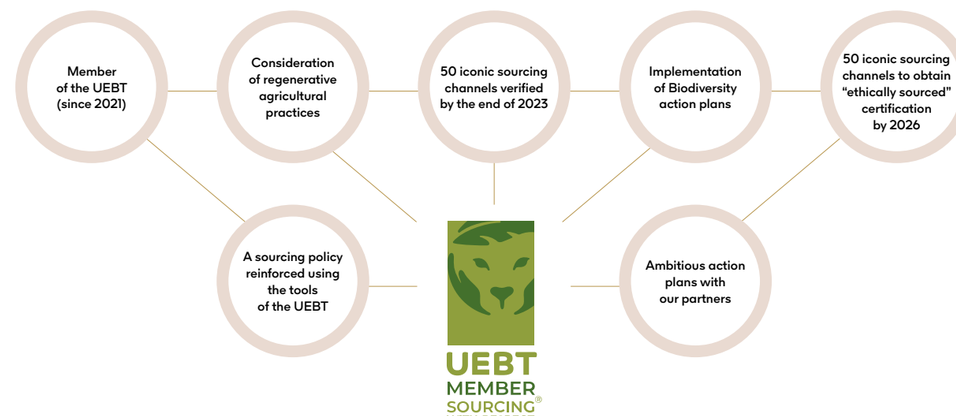
06 Respect of the rights of participants in BioCommerce activities

07 Clarity on land tenure systems and the right to exploit and access natural resources

THE UEBT PRESENTS ITS AMBITIOUS ACTIONS AT THE COPENHAGEN SUMMIT

In 2020, the UEBT shared its publication, "The Big Shift", summarising the ten lessons learned over ten years by companies promoting a positive impact on biodiversity and on people. In June 2021, the same 60 companies working with the UEBT got involved, publicising their shared commitments as part of the **"Biodiversity action plan"**. At an executive round table held for the Copenhagen Summit – COP15 – the UEBT and its members presented the ambitious actions that participating brands have undertaken in favour of biodiversity. They demonstrated how, thanks to intelligent solutions based on the natural ecosystem, these commitments have proven effective in combating the decline of biodiversity and in fostering its restoration. The event aimed to inspire people, get businesses involved, and rally whole industries in the worldwide perspective of biodiversity beyond 2020.

Guerlain and UEBT



BIODIVERSITY ACTION PLANS

Each "Biodiversity Action Plan" (BAP) addresses a single ingredient and the geographic area in which it is cultivated. It covers all the specific requirements of principles 1 & 2 of the UEBT frame of reference.

These are also aligned with the objectives of the United Nations Convention on biological diversity and the post-2020 biodiversity context.

The BAP is a tool that makes it possible to guide the identification of the pertinent aspects of biodiversity upon which we can take action, and to determine specific actions that take into account the reality of needs, opportunities, and available resources. It also makes it possible to highlight the biodiversity measures already being taken, to set objectives, and to follow up on a range of improvement indicators.

We use the BAP tool on our iconic raw material sourcing channels as on our apicultural sourcing channels, focusing on wild pollinators and melliferous resources present within a 1-kilometre radius around our beekeepers' beehives. This makes it possible to ensure that the required resources are available, and that there is no risk of competition between domestic honey bees and wild pollinators.

We also decided in 2022 to apply this method to our two production sites.

THE ICONIC GUERLAIN SOURCING CHANNELS

GUERLAIN AGREES TO A NEW EXCLUSIVE PARTNERSHIP WITH THE LE MAS DES SOURCES ESTATE IN GRASSE, FRANCE, SPECIALISING IN AROMATIC PLANTS

For Maison Guerlain, the Gastaldi family – who own the Le Mas des Sources estate in Grasse – was an easy choice, an instant match, considering the love they share for Nature and aromatic flowers.

In 2021, Emmanuelle Gastaldi took over the family farm, which had been inactive for several years. Her brother recently joined her to assist in the adventure and uphold this unparalleled savoir-faire, unique to Grasse, which dates back to the 19th century.

The plantation spans four hectares and is cultivated exclusively using organic methods. Rose, verbena and tuberose are grown with respect for the soils and the flowering cycle. The surface area offers the opportunity to cultivate new aromatic plants for Guerlain creations in the upcoming years.

As a member of the UEBT (Union for Ethical BioTrade) since 2021, Guerlain aims to certify its 50 most emblematic sourcing channels and to continue to improve its social and environmental footprint. In that perspective, an independent assessment of the estate is scheduled in the early second half of the year, when the tuberose is harvested.

Five beehives were set up on the estate in March 2023. There, bees gather nectar from the farm's fragrant flowers and surrounding wildflowers. Oriane Martin, a beekeeper from the first graduating class of the Guerlain "Women for Bees" programme in 2021, is in charge of the beehives, which are already producing honey. The ambition for the future is to install approximately ten beehives on the estate, echoing the spirit of transmission that is so important to the Maison Guerlain. Oriane will train the farmers in beekeeping so that they may one day become autonomous.

Interview with

KAROL VILLENA

A trained biologist, Karol Villena Bendezú co-directs a family business with her husband Milton, an industrial engineer. Their company, Orquideas Amazonicas, produces, markets and sells species of Peruvian orchids and other ornamental plants such as bromeliaceae, ferns, heliconias and anthuriums. The nursery is located in the region of San Martín, in northeastern Peru, and today is home to over 200,000 specimens of more than 1,000 species.

What is your history with Guerlain, and what support has the Maison provided for you?

We have been collaborating with Guerlain since 2018 to supply them with orchids, particularly for their iconic cream Orchidée Impériale. Orchids are recognised for their rejuvenating properties, but their cultivation still remains vulnerable. Indeed, one out of six wild orchid species is endangered by illegal trade and the deforestation of their habitat. The Maison decided to work with us because we do not grow any wild plants. Most of the orchids that we grow are endemic species that are endangered in Peru. By caring for the plants at the nursery – and in-vitro for the most requested species – we help protect them at our own level.

To ensure that orchids continue to be cultivated, Guerlain supports us by funding our greenhouses.

How do you perceive the sustainable development commitments of Guerlain, and how do you contribute to them at your level?

Guerlain actively works to protect biodiversity, and we are proud to work for such a deeply committed Maison. We are aligned with those commitments. By growing plants at the nursery, we are actively protecting certain species of orchids. Moreover, in order to reduce our energy consumption, spending and environmental impact, we have equipped our laboratory with solar panels. We use newspaper to wrap our samples and flowers. Furthermore, Guerlain is encouraging us to obtain organic certification, and we are actively working towards that.

In fact, our efforts have been acclaimed. In 2013, our company received the "prize for excellence awarded to a micro-company of the region of San Martín dedicated to the cultivation, production and sales of ornamental plants in the respect of the region's environment".

What are the risks that you believe you may have to face in the upcoming years, particularly because of climate change?

The lack of water poses a threat to our crops. To deal with continually rising temperatures, we need ever-increasing quantities of water.

Guerlain, sustaining patron of the millière valley

Protecting the beauties of Nature and passing them along to future generations is fundamental to the Raison d'Être of Guerlain. That is why the Maison has naturally joined forces with Yann Arthus-Bertrand – a filmmaker, photographer, environmental activist, and long-term ally of Guerlain – for the Millière Valley. Since 2021, Maison Guerlain has been supporting this initiative which combines ecology with education to protect biodiversity and to share the beauties of Nature.

RESTORING ECOSYSTEMS AND REWILDING THE ENVIRONMENT OF THE MILLIÈRE VALLEY

In 2020, the photographer Yann Arthus-Bertrand purchased an extraordinary property spanning 30 hectares: the Millière Valley, located in the Yvelines department (78), at the edge of the forest of Rambouillet, which was home to several generations of the Guerlain family. Ever since, this haven of biodiversity – a listed "Zone naturelle d'intérêt écologique, faunistique et floristique" (Natural Zone of Interest for Ecology, Flora and Fauna) – has been pursuing its transformation. More than 350 animal and plant species have been recorded there.

Entirely conceived for a wildlife naturalisation and protection project, the Millière Valley provides an opportunity for research, observation and experimentation to scientists seeking to study the human impact on natural ecosystems, particularly thanks to partnerships with Paris-Saclay University and the Haute Vallée de la Chevreuse Natural Park.

The site is divided into three areas:

- **The reserve:** a zone dedicated to rewilding, allowing nature to develop freely across 28 hectares of wet grasslands;
- **The Jardin des Partages:** an educational communal garden demonstrating regenerative agriculture across 1.4 hectares;
- **The buildings on site:** the Association's offices and future public spaces.

"REWILDING", THE FOUNDING PRINCIPLE OF THE MILLIÈRE VALLEY

"Rewilding" consists of restoring natural ecosystems by excluding any human intervention on a damaged or destroyed ecosystem in order to allow for the spontaneous recolonisation of living plant and animal species. Encouraging the resurgence of resilient, autonomous ecosystems, rewilding consists of giving back to nature the space that should never have been taken from it.

AND, FURTHER STILL, A PLACE FOR SHARING AND TRANSMISSION

This space is also intended as a place of inspiration for future generations. That is why one purpose of the estate is to be open to the general public and to as many people as possible. In 2024, the association will welcome different types of audiences (companies, students, schools, etc.) to teach them about the challenges of protecting biodiversity and other environmental issues relating to the agricultural world, in the form of awareness-raising programmes, workshops and lectures.

This flagship project is a place where humans may encounter biodiversity, and it carries with it great hope, inspiring, encouraging and helping establish other rewilding projects across France.

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2022, A YEAR FOR STRUCTURING
2023, A YEAR FOR IMPLEMENTATION

Since June 2022, the Millière Valley Association has been participating in the **UN Decade on Ecosystem Restoration**, a direct appeal from the United Nations to all the world's countries, inciting them to unite in protecting and restoring ecosystems for the benefit of nature and human beings.

After this important step, the team was expanded in order to begin the large-scale change planned for 2023:

- The Reserve: a full mapping of the reserve has begun. It will continue over several months, and will make it possible to establish the various plant and animal species present in each zone.
- Management of invasive species: the two zones of Japanese knotweed growing in the reserve have been precisely delineated in order to observe the plant's development. Research has been conducted into the best management strategy for the American crayfish living in one of the reserve's ponds.
- Additional camera traps and reptile shelters have been installed for a better observation of the animal population.
- Scientific studies have been put in place and carried out with the students of Saclay University and the Institut Supérieur de l'Environnement.

The old buildings have been renovated in order to offer the best possible facilities for the public and scientists alike. The first building, "La Maison des Abeilles" – or "Bee House" – is complete. It houses the association's offices and can now accommodate seminars.

The other buildings are designed as a training space, including a meeting room and a conference room, as well as a spacious professional teaching kitchen.

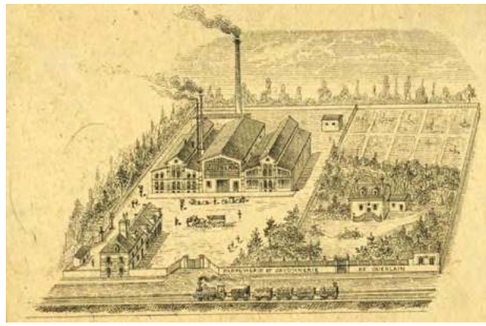
Moreover, other buildings will provide lodging for training session participants, and a special room will be equipped for scientists.

The Millière Valley represents one of my most cherished dreams. By purchasing this extraordinary site of 30 hectares, which I've visited since my childhood, and rewilding it as nature intended, we'll have an incredible chance to observe what happens when Mother Nature takes back control, without any human intervention. Insects, foxes, badgers – all manner of animals and plants will reclaim their rightful place in this unique habitat. I would love, one day, to be able to walk in the forest without the animals being afraid of me. My dream is for them to recover the inherent trust and love they have for mankind.

Yann Arthus-Bertrand

Guerlain, sponsor of the Jardin des Partages

The "Garden" concept is nothing new to the Maison, and indeed it is at the heart of our creative universe, inspiring each of our creations, such as the Aqua Allegoria collection. In the mid-nineteenth century, Pierre-François-Pascal Guerlain began taking a particular interest in the gardens that surrounded the Maison's first two factories, located at the Barrière de l'Étoile (near the Arc de Triomphe) and in the commune of Colombes. Under lush fruit trees and decorative shrubs, the garden blooms with an astonishing variety of flowers, and particularly the more than 85 species of rose which the founder of Guerlain had planted. A true lover of the natural world and a botanical enthusiast, he went so far as to print a descriptive catalogue identifying each of the Guerlain garden's 500 unique species, a tradition that Aimé and Gabriel Guerlain would carry on in 1890.



SPECIAL SUPPORT FOR THE SHARING GARDEN

Located on a 1.4-hectare plot adjacent to the nature reserve, "Le Jardin des Partages" will become an educational communal garden built on the principles of agroforestry and living soil growing methods.

Actively supported by Guerlain, the Jardin des Partages aims to reconcile a diverse, abundant harvest with lush, omnipresent biodiversity, and thus to experiment with techniques of regenerative agriculture which respect life with the assistance of Thierry Wasser, Guerlain Master Perfumer. It will be possible to share these regenerative agricultural practices with the farmers of the Maison's raw materials to consider their implementation on the largest possible scale and thus contribute to the LVMH group's LIFE 360 objectives.

Thanks to the Maison's support as principal sponsor, the Jardin des Partages – which was just an ordinary field in the beginning of 2022 – has developed spectacularly and has already produced its first harvests.

Moreover, periodic soil analyses are being performed using Genesis (a measuring and scoring tool for the health status of cultivated soils) in order to evaluate and highlight the environmental performance of the various regenerative practices established in the Jardin des Partages. A precise sampling plan has been determined in order to follow up on the indicators of biodiversity, climate, water, and soil fertility directly on the Genesis platform. These will also be correlated with other external factors (above-ground biodiversity, climate stress, yield, etc.).

Through this guidance, Guerlain is writing a new page of its commitment and strengthening its long-term ties with Yann Arthus-Bertrand.

Our support for the Millière Valley Association specifically resonates with Guerlain's actions in favour of sustainable development, particularly preserving biodiversity through regenerating agriculture. This project, designed to protect biodiversity, is resolutely future-oriented to pass knowledge along to future generations, expressing the values that inspire us and conveying a powerful message of hope. As sponsor, we are extremely proud to spread the message as widely as possible.

Cécile Lochard
Guerlain Chief Sustainability Officer

GUERLAIN AND YANN ARTHUS-BERTRAND: A SHARED COMMITMENT TO BIODIVERSITY

Lasting relationships are built on common values. Similar ideals. A shared view of the world, the same dreams. So goes the partnership between Yann Arthus-Bertrand and Guerlain, putting the conservation of Nature at the heart of its actions for the last 16 years. A virtuous partnership that points to a happy coincidence: in the town of Mesnuls, in the same area as the Millière Valley, the Guerlain family and the family of Yann Arthus-Bertrand were once neighbours...

Since 2020, Guerlain has been a partner of the **GoodPlanet Foundation**, founded by Yann Arthus-Bertrand. This partnership is intended to raise awareness among the younger generations about the challenges of bee protection through an artistic and educational space dedicated to the discovery of the beekeeping world.

Since Guerlain's **Sustainable Board** was established in 2021, Yann Arthus-Bertrand has been its Honorary President, guiding the Maison in rolling out its measures and actively contributing to the implementation of its pioneering approach, combining luxury with sustainable development.

In 2022, Guerlain revealed a new Aqua Allegoria campaign which Yann Arthus-Bertrand directed. This trip around the world on the wings of a bee combines a grandiose aesthetic with a reduced carbon footprint. The clip stands as a manifesto of Guerlain's commitment In the Name of Beauty: to elevate Nature to a form of Art and to pass along its wonders to future generations, with the Bee as sentinel.

In 2023, Yann Arthus-Bertrand directed **VIBRANT**, an exceptional documentary film that showcases the incredibly varied biodiversity of France, appealing to a sense of wonder and reconnection with nature. By partnering with the film's production, Guerlain again asserts the determination to protect biodiversity. This was a historical first for the Maison, which had never before become involved in a feature-length film in this way.

The "Guerlain For Bees Conservation Programme"

Protecting the Bee has been at the heart of the Maison's sustainable development commitment for more than 10 years. An urgent call to action that reflects the reality of this guardian of biodiversity. Nearly 75% of cultivated plants and 90% of wild flowering plants depend on pollinators and specifically bees[1]. By protecting them from extinction – an ever-increasing threat in the last few years – we will succeed in maintaining the natural balance that is essential to the prosperity of the earth's flora.

There are two types of bees, and both are pollinators: the wild bee and the domestic bee, with the latter more commonly known as the honey bee. The best-known is Apis mellifera, the honey bee native to Europe. An Apis mellifera bee is just 1.5 cm long, but each one can visit 15 flowers per minute and is able to pollinate nearly 170,000 different species. Some other honey bees, such as Apis melipona, are endemic to Central and South America. Most of the others are native to Asia.

The Maison Guerlain has placed the conservation of the Bee at the heart of its Raison d'Être and has dedicated several meaningful partnerships and initiatives to their protection.

In Cambodia, two native honey bee species – the giant honey bee (Apis dorsata) and the dwarf honey bee (Apis florea) – are essential to the survival of the swamp forest on the bank of Tonlé Sap Lake, the largest freshwater lake in Southeast Asia. Guerlain is working to conserve this fabulous ecosystem through its "Women for Bees" programme, which namely aims to protect the endemic species through an apicultural entrepreneurship training programme for women.

More than 20,000 species of bees are known throughout the world, of which 90% are wild. They are extremely diverse, varying in size and colour, and most are solitary and do not produce honey. They are still largely unresearched. Guerlain has established various partnerships, including that established for a duration of three years with the French committee of the IUCN, the International Union for Conservation of Nature, an organisation in charge of reporting on the health status of global biodiversity. Through these partnerships, Guerlain hopes to contribute to identifying endangered wild bee species in France in order to alert the public authorities, inform the general public, and propose concrete actions to protect them.

A NETWORK OF ALLIES RALLIED TO THE CAUSE OF BEES

To demonstrate our commitment and extend it across the world, we created the "Guerlain for Bees Conservation Programme", a network of allies rallied to the cause of bees, encompassing 15 partnerships and initiatives dedicated to the Bee

PRESERVE & POLLINATE

Since 2011: Sustainable Development sponsorship through the Ouessant Island Brittany Black Bee Conservatory Association (ACANB) based on two pillars: financial support and assistance in research and communication operations.

In 2021: A partnership with the Shan Shui Conservation Center. This Chinese NGO works to protect species and ecosystems to foster the harmony between mankind and Nature. Its attention focuses on the endangered animals of China, including honey bees. Meanwhile, Guerlain is sharing its "Bee School" programme with Shan Shui in collaboration with the Chinese national educational department. This partnership has already been underway locally for two years with the Maison's Chinese branch.

Since 2022: A partnership with the Réseau Biodiversité pour les Abeilles (bee biodiversity network) association, which is assisting Guerlain in taking stock of the wild pollinators and melliferous resources around our supplier beekeepers' beehives and in choosing the seeds that we use and distribute. Guerlain also supports the association in the development of its actions to raise awareness among the general public and the agricultural sector, as well as for research and technical expertise on the theme of biodiversity.

EDUCATE

In 2018: Founding of the "Bee School", a programme to raise awareness among primary school children. Maison Guerlain employees conduct these educational sessions so that young children may discover the role of the Bee and be encouraged to protect it. After a two-year test period in France, "Bee School" went international in 2021.

In 2020: Sponsorship of the GoodPlanet Foundation, founded by the world-renowned photographer, director and ecologist Yann Arthus-Bertrand. This partnership is intended to raise awareness among the younger generations about the challenges of bee protection by building and coordinating an artistic and educational space dedicated to the discovery of the beekeeping world.

EMPOWER

In 2020: The launch of "Women for Bees" in partnership with UNESCO. This all-women apicultural entrepreneurship programme was created to train new female beekeepers, establish new apiary installations throughout the world's UNESCO biosphere reserves, and quantify the benefits of pollination. In 2025, it will have enabled the training of 50 beekeepers.

In 2022, new partnerships were established:

- With the CONAPI in Italy, one of the largest Italian beekeeping cooperatives.
- With Fundación Selva Maya (FSM) in Mexico, a not-for-profit organisation committed to the protection of the Melipona bee.
- With the not-for-profit UMEDA associations in Japan: Umeda Mitsubachi in Osaka and Ginza Mitsubachi in Tokyo.
- With the NGO El Rincón de la Abeja in Spain.

INNOVATE

In 2021: A three-year sponsorship of the French committee of the International Union for Conservation of Nature (IUCN) aiming to establish the Red List of endangered wild bee species in France. Determining the threats to these species and quantifying their rate of decline makes it possible to inform the general public and alert the public authorities to prompt concrete actions for their protection. Founded in 1948, the IUCN strives to contribute to the conservation of biodiversity and the fair, sustainable use of natural resources.

In 2021: A three-year sponsorship of the French Muséum National d'Histoire Naturelle (natural history museum) in support of the "SPIPOLL" programme. This participative programme invites all nature observers to take photos of pollinating insects and to post them on an application that uses artificial intelligence. These contributions constitute a precious database for the scientific community and raise awareness about biodiversity among the general public. Through its financial support, Guerlain is making it possible to ramp up the performance and scope of the application.

In 2023: Guerlain supports the Bees For Life association, which aims to promote the protection of bees by providing ways to combat the Asian hornet.

(1) IPBES Assessment Report on Pollinators, Pollination and Food Production

"WORLD BEE DAY"

We keep our commitment to protecting bees buzzing on a daily basis through various initiatives and partnerships.

But one special day, in the month of May, gives us the opportunity to highlight and raise awareness of the dangers that bees face in an extensive, impactful way: "World Bee Day". Since we are currently ramping up all our commitments, we brought special focus to this event in 2021. The day has now become an essential way to raise awareness among the general public on the precious role that bees play in maintaining biodiversity. For the third consecutive year, Guerlain again encouraged everyone to get involved for a one-million-euro fundraiser, with the proceeds going to the "Guerlain for Bees Conservation Programme". For the occasion, the Maison gave carte blanche to the sculptor Céline Cléron to reimagine the bottle and packaging of its star product, Abeille Royale Youth Watery Oil. 20% of the sales*, including sales from the Abeille Royale Youth Watery Oil limited edition, went to the "Guerlain for Bees Conservation Programme". The artist also created watercolours representing simple steps anyone can take at home to contribute to saving the bees. Lastly, Guerlain invited Friends of the Maison (Angelina Jolie, Gina Alice, Karen Wazen, Mirei Kiritani, Lena Simonne and Camille Charrière) to hold "Bee School" sessions to raise awareness about protecting bees among the younger generations, since both children and bees are vital for the future.

* At our Boutiques, with a selection of partners, and on Guerlain.com, including all ranges.

New allies in the "Guerlain for Bees Conservation Programme"

TWO NEW PARTNERSHIPS WITH JAPANESE NGOS

Through the "Guerlain for Bees Conservation Programme", a partnership has begun with Ginza Mitsubachi Project in Tokyo, one of the organisations pioneering urban beekeeping in Japan, with the installation of a number of beehives on the rooftops of the Ginza district since 2006. A number of "Bee School" sessions have already been held in various regions of Japan as part of this partnership, and the "Women for Bees" programme was officially launched in April 2023. A second partnership has been established with the organisation Umeda Mitsubachi, based in Osaka, and six women have already been trained in beekeeping since 2022.

A NEW PARTNERSHIP DEDICATED TO THE PROTECTION OF APIS MELLIFERA IBERIENSIS

Guerlain has joined the Smart Green Bees project, an initiative that is part of the Smart Green Movement project led by LG Electronics aiming to increase the population of the Spanish bee throughout the Iberian Peninsula. The Spanish bee is the only indigenous species capable of pollinating most of the trees and plants in the peninsula's ecosystem, meaning it has an extraordinary ecological power to propagate flora and thereby increase the absorption of CO_2 into the atmosphere, helping to combat the principal cause of climate change. The programme is completed by a partnership with the Spanish NGO El Rincón de la Abeja in order to support the demographic development of Apis mellifera iberiensis to enrich biodiversity in various parts of the Iberian Peninsula. The objective is twofold: to raise awareness about the importance of bees as pollinators and to build a solid community of some dozen beekeepers, training them and assisting them in developing their activity.

A RENEWED COMMITMENT TO CONAPI IN ITALY

Since 2021, Guerlain has been making the most of its partnership with Conapi Italy – one of the largest Italian apiculture cooperatives and the country's foremost producer of organic honey – to establish a new local project with a twofold objective: to raise awareness not only of threats to bees, but more generally of climate change. Through the "Bee School" and thanks to the knowledge of the Conapi , more than 1,000 children have been taught in Milan, Rome, and Bologna. Moreover, the second edition of the Guerlain X Conapi "Women for Bees" programme began in November 2022 with the recruitment of eleven new women (another eleven having been trained the previous year) from all over Italy who were motivated to follow these theoretical and practical courses to become beekeepers. The session concluded with a practical training day at the beehive of a member of the cooperative, located in the foothills of Bologna, which offered the women an opportunity to experiment with managing a beehive and putting their new theoretical knowledge into practice.

For World Bee Day, these eleven women received certification for their participation in the programme, commemorating their commitment to the protection of biodiversity and the sentinel of the environment: the Bee.

The conservation of the *Melipona* bee, a critical factor in biodiversity

A species endemic to Central America and more particularly Mexico, these stingless bees are one of the smallest and oldest bee species in the world, and they are also one of the most endangered. As the principal pollinators of the Maya Forest ecosystem, the indigenous *Melipona beecheii* bee is also crucial in balancing the region's biodiversity.

Beyond its role in the natural world, this rare bee is a pillar of the Mayan ecological and cultural heritage. Its honey, which is gathered with a syringe to protect the delicate hives, is still used throughout the region to treat cutaneous, ocular, digestive, immunological, and respiratory problems. The practice of keeping the *Melipona beecheii* bee, which has played a historical part in Mayan communities, is a unique, traditional savoir-faire that Mayan women have passed down from generation to generation.

Today, these indigenous bees are seriously endangered. Several factors are responsible for their disappearance. One is the practice of keeping the European honey bee *Apis mellifera*, a more productive species that was introduced to Latin America during colonisation by the Spanish and has progressively replaced *Melipona* in beekeeping. Another is the destruction of their natural habitat, the tropical forests of the Yucatán Peninsula, further intensified by the pressure of human activities. Moreover, climate change is altering the seasons, temperatures, and precipitation patterns, impacting the flowering cycle and contributing to the deterioration of endemic tropical biodiversity.

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GUERLAIN, PARTNER OF THE FUNDACIÓN SELVA MAYA TO PROTECT THE *MELIPONA* BEE

The Fundación Selva Maya (FSM) is a Mexican not-for-profit association which aims to "generate and implement a new paradigm for the conservation, protection, preservation, improvement, balance, and harmony of natural and cultural landscapes". With that aim, it launched the "Melipona" project in 2013 to protect the *Melipona* bee.

In keeping with its commitments, Guerlain decided to support the project and offer Mayan women the means to become active agents of change to protect this bee and the traditions linked to it.

This programme has various objectives:

- To uphold the unique traditional ecological knowledge that enables Mayan communities to protect and pass along these traditions to future generations.
- To restore this tradition to the regional culture by reintroducing it into authentic Mayan households, principally those that have kept *Melipona* bees for generations.
- To reintroduce *Melipona* bees in Mayan villages, propagate their population by fostering their return to the jungle, and create a functional programme to re-establish beehives among the marginalised communities that had sold them out of necessity.
- To assist them in generating resources and becoming self-sufficient, in order to support them in building a sustainable commercial production process.
- To raise awareness on the importance of this species and its major role in the local ecosystems and the biodiversity of its habitat.
- To contribute to the discovery of *Melipona* beekeeping practices among the Mexican community.

This partnership, which will last until 2025, will principally intervene in four locations:

- In the Fundación Selva Maya reserve, located in the jungle of the Akumal region (in Quintana Roo).
- In a small traditional Mayan community in Santa Clara in the Yucatán.
- In another rural Mayan community near Bacalar Lagoon.
- At an urban meliponario[1] near Bacalar Lagoon.

(1) A *meliponario* is a facility designed for keeping *Melipona* bees.

Biodiversity at our production sites

Since 2015, the Maison Guerlain production sites have been working to protect and enrich local biodiversity by combining industrial activity with actions that foster biodiversity, with bees at the centre of their approach.

In particular, the sites feature beehives, wild bee hotels[1] designed by the OPIE[2] and the ONF[3], and honey-producing wildflower patches on their own property and nearby thanks to CPSEs[4] that provide food for pollinators and foster plant cover beneficial to biodiversity. A pond was also created by the employees of the Chartres site, contributing to the blue corridor; as for the Orphin site, birdhouses for tits and bat shelters have been installed. Moreover, the pastures are grazed by Ouessant sheep, an eco-pasture practice that makes it possible to avoid the use of any thermal machines or chemical pesticides.

To take that commitment one step further and emphasise the measures taken over nearly ten years, the two Guerlain production sites have been recognised as "Oasis nature" by the French association "Humanité et Biodiversité" ("humanity and biodiversity"). This is an acknowledgement that they actively participate in maintaining and accommodating the surrounding biodiversity. Guerlain is a member of the "Entreprise engagée pour la Nature" ("Companies committed to Nature") programme, which aims to foster biodiversity by generating, recognising, and showcasing their action plans.

To always go one step further and honour this commitment, a biodiversity roadmap has been determined for each of the sites. It is based on the UEBT Biodiversity Action Plan tool which makes it possible to establish a biodiversity diagnosis, determine the actions to implement, and follow up on the related biodiversity indicators.

(1) Outdoor equipment condensing the micro-habitats necessary for the life of a large number of wild bees (essentially to provide shelter for egg-laying and hibernation). Each one is divided into eight compartments for a series of micro-habitats. This equipment is useful for almost all of the 864 species of wild bees present on the territory of metropolitan France
(2) Office for Insects and their Environment
(3) National Forest Office
(4) Environmental Service Provision Contract

Interview with

SANDRINE BÉLIER

You joined the Guerlain Sustainable Board in 2021.

What view do you take of this committee, and what is your role in it?

The Board is a true accelerator of change! Thanks to the light that its 13 recognised expert members shed on various subjects, Guerlain enriches its thinking and broadens its commitment strategy. I have seen the progress that has been made since I arrived.

I advise the Maison on subjects relating to biodiversity. How to draw on resources without draining the ecosystem. My role as part of the Sustainable Board is to take a critical view and to freely express my convictions: that is the whole point of my involvement. I am very proud to be part of the committee.

You are also the director of the Humanité & Biodiversité association. What is its mission, and what resources are available to companies in order for them to take action?

We have a motto: putting biodiversity at the heart of business. Every company can, and should, protect and accommodate biodiversity in order to be able to benefit from the goods and services that it provides. We establish awareness-raising measures, petitions and discussions, aiming to get as many people involved as possible. Then comes a voluntary dynamic based on trust and the motivation of individual people and legal entities (companies, schools, town councils, etc.) to designate an area of land, large or small, in order to foster the establishment, management and protection of biodiversity. When these spaces correspond with the criteria of our charter, they can be recognised with the "Oasis Nature" label, and their owners are able to join a community of ambassadors of the natural world. It creates a true dynamic.

Maison Guerlain earned the label for both its production sites in France. Can you tell us about that?

Yes. At the Orphin and Chartres sites, we observed that various measures had been taken to conserve biodiversity (beehives, eco-pastures, a pond, honey-producing wildflower areas, alfalfa patches, and so on), so we invited them to add those spaces to the "Oasis Nature" network. Since then, we have joined forces to consider solutions that go one step further. For example, arranging piles of dead wood, ensuring that the pond banks slope gently, planting aquatic plants in addition to oxygenating plants underwater, and so on. It is truly encouraging to see the investment of the Guerlain teams in bringing these shared green spaces to life. The approach is very inclusive, and that is a very positive thing.

What initiatives have you established with Guerlain?

As the First Vice-President of the executive board of the Office Français de la Biodiversité (OFB, or French Biodiversity Agency), I encouraged Guerlain to join the "Entreprise engagée pour la Nature" ("Company committed to Nature") programme, aiming to bring out, acknowledge, and showcase corporate action plans in favour of biodiversity. The firms in the programme have a major impact on biodiversity, whether directly or indirectly, and they are also dependent on various services provided by nature. The programme represents a continued improvement approach, a recognition that a company has upheld its commitments over several years. Guerlain corresponds perfectly with the profile of companies that can aspire to that recognition.

INNO VATION

Today's climate challenges require, more than ever, collective action. Corporate innovation plays a crucial role in that pursuit. As drivers of the worldwide economy, companies are responsible for adopting sustainable practices and for innovating to reduce their carbon footprint and their impact on biodiversity.

That requires research and sustainable development. But the good news is that progress is being made at an average of 8% annually on issues as diverse as finding new sources of renewable energies, improving energy efficiency, adopting cleaner production practices, and managing waste and resources more intelligently.

Reducing, reusing, recycling, reintegrating, reinventing: there are a number of ways to transform the way that products and services are produced and offered. The objective is to move towards a more circular economy, from ingredients to communication tools. Today, companies must be transparent in reporting on their efforts. This forms a virtuous circle where companies are encouraged to take concrete measures to reduce their negative impact on the planet.

GUERLAIN
PARIS

TheGood.fr

Innovating sustainably in full transparency

CREATING MORE NATURAL, SUSTAINABLE FORMULAS FREE OF CONTROVERSIAL INGREDIENTS WITHOUT COMPROMISING ON THEIR SENSORY APPEAL OR EFFECTIVENESS.

DESIGNING ATTRACTIVE, INCREASINGLY ECO-DESIGNED, MORE ECO-FRIENDLY PACKAGING TO PROTECT OUR PLANET.

TO SHARE THE BACKGROUND AND LIFE CYCLE DETAILS OF OUR CREATIONS VIA "BEE RESPECT", OUR TRACEABILITY AND TRANSPARENCY PLATFORM.

For many years, Guerlain has been committed to an eco-design approach to sustainable innovation. This process takes the product into consideration from production to marketing, including its sourcing and transport. Since 2018, an in-house governance led by our Eco-Formulation and Eco-Design committees has been determining the strategic roadmap for the years to come and following precise indicators to quantify our progress.

Our ambition is to become the reference for sustainable beauty within luxury cosmetics. To achieve that means taking risks and reinventing the market's traditional codes. Our eco-design approach began in 2017, when the Maison made the radical decision to reduce its packaging, as demonstrated by the lighter Orchidée Impériale jar (60% less material than the previous version)[1]. This determination to trim the excess off the packaging of our products has remained at the heart of our eco-design strategy, and it is now coupled with a very strong resolve to drastically reduce our consumption of virgin fossil-based plastic and to ensure that each new project is part of a continuing improvement and circular economy dynamic.

Our resolution to innovate sustainably is not limited to packaging eco-design. Formulas are, of course, central to our commitments. In particular, we have made the decision to always use the highest percentage of natural ingredients possible in developing our new products. In this pursuit for ever more virtuous cosmetics, in order to exclude certain ingredients that we consider damaging to the environment, we have begun to reformulate all our existing products without compromise on their level of quality, performance or desirability.

Choosing natural ingredients requires a considerable commitment to the protection of biodiversity. Seeking out the benefits of nature can cause damage that we are responsible for preventing. To do so, generally, we scrupulously analyse our products' environmental profile throughout their whole life cycle with the use of two in-house rating systems – one on the formula, one on the packaging – to allow us to guide each development in the best way possible.

(1) Comparison between the Orchidée Impériale cream launched in 2013 and the version relaunched in 2017.

100%

of the innovations brought to our products will show an improved environmental profile compared to their previous versions by the end of 2025

100%

of new glass jars or bottles will be made partly from recycled glass by the end of 2023

100%

of our creations[1] will be traceable on "Bee Respect" by the end of 2023

100%

of our new skincare formulas[2] have contained at least 90% ingredients of natural origin since 2021

(1) Not including limited editions, candles, and derivative fragrance products

(2) Not including products containing SPF and not including Hair Care

Aqua Allegoria, spearhead of our commitment to sustainable innovation

In 2022, Aqua Allegoria was reinvented to better resonate with the Maison's Raison d'Être. Guerlain has made this collection emblematic of its commitments through three decisions:

The first decision: **to ensure perfumes contain between 90% and 95% ingredients of natural origin[1]**. The Maison's perfumers have managed to rise to the challenge of reformulating each concentrate using the greatest possible proportion of natural-origin raw materials, without undermining the quality or trail of the fragrance.

The second decision: **to use exclusively alcohol extracted from beetroot organically grown in France.** This commitment is intended to progressively extend to all the Maison's other fragrances by 2025.

The third decision: **to introduce a new bottle entirely developed through an eco-design process.** Refillable and made using 15% recycled glass, it was designed with a view to impact reduction and the circular economy. The eco-design of the refill makes it extremely simple – a transparent glass bottle with a paper label and a white plastic cap – to facilitate recyclability. Its CO_2 kg equivalent carbon footprint represents just 17%[2] that of the 125 ml retail bottle.

The use of the refill makes it possible to reduce carbon emissions

60%[3]

the use of glass by

24%[3]

and the use of plastic by

44%[3]

(1) *90% to 95% ingredients of natural origin, in keeping with the ISO 16128 standard, including water
(2) Comparison of CO_2 equivalents arising from the packaging and worldwide transportation of the product, calculated according to the life cycle analysis method, in compliance with the ISO 14040/44 standard, based on a multi-indicator analysis. The evaluation takes into account the nature of the materials, the origin and manufacturing process of the components, their transport, the transport of the finished product, and the end of its life cycle.
(3) The use of one 125 ml Aqua Allegoria bottle + one 200 ml refill, compared to two 125 ml bottles + one 75ml bottle.
Comparison of CO_2 equivalents arising from the packaging and worldwide transportation of the product, calculated according to the life cycle analysis method, in compliance with the ISO 14040/44 standard, based on a multi-indicator analysis. The evaluation takes into account the nature of the materials, the origin and manufacturing process of the components, their transport, the transport of the finished product, and the end of its life cycle.

NEW EDITIONS

In keeping with the very specific commitments of this franchise, the 2022 and 2023 editions of Aqua Allegoria are exploring eco-formulation and eco-design in their own way.

In 2022, Aqua Allegoria Forte fragrances rose to the challenge of being more intense while still containing at least 90% ingredients of natural origin.(1)

In 2023, Aqua Allegoria Harvest fragrances contain between 91 and 95% ingredients of natural origin[1] and are presented in a 100% recyclable cellulose case made of virgin natural wood fibres from sustainably managed forests[2]. The case closely fits the bottle's shape, limiting packaging to a strict minimum.

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AN INNOVATIVE, ECO-DESIGNED SAMPLE

For the press sample campaign of the Aqua Allegoria collection launch, in order to enable as many people as possible to try the fragrances while endeavouring to limit the launch's impact as much as possible, Guerlain chose an innovative, eco-designed sample format. Made in France, exclusively from FSC paper with no plastic nor aluminium, the package is as recyclable as the magazine in which it is presented. Protected within a cardboard case, the perfume may be directly applied to the skin. The sample may be kept like a perfume miniature to be reused and enjoyed several times. This practice has since become the standard for all the Maison's franchises.

(1) Calculations based on ISO 16128 including water
(2) FSC-certified

Responsible communication with a quantified impact

In the field of Sustainable Development, responsible communication is a major pillar; and yet such an approach is still little-acknowledged and rarely quantified. It addresses an **important challenge, accentuated by increasing digitalisation: to consider not only the messages conveyed but also the social and environmental impact of how those messages are expressed and disseminated.** Intervening further upstream in the process, this approach considers the **influence of brands in terms of sustainable lifestyles**, since the luxury sector occupies a determining position due to its influential role. In France, the Union des Marques (UDM) FAIRe programme for 2022-2024 proves an increase in society's expectations concerning diversity, health, the environment, and ethics. The increased exactingness of law-makers has already changed the landscape in automobile advertising (referring to the French 28 December 2021 decree, brought into force on the 1st of March 2022).

Attentive to diversity and the environmental impact of its creations, careful not to put "pressure to purchase" on its clients while showing respect for their private lives, the LVMH Group has designated Guerlain as "pilot Maison" for its responsible communication.

The specific communication posted on LinkedIn and Instagram – the Maison's two preferred media outlets for its Sustainable Development messages – is continually being ramped up to cover the establishment as much as the products themselves. Throughout the year, **Guerlain develops and disseminates meaningful, committed "image advertising" content** which addresses the environment, heritage and savoir-faire. Concurrently, for the launches of new products or innovations, the Maison highlights the sustainable characteristics of the product (recycling, refillable bottle, and percentage of natural ingredients).

AQUA ALLEGORIA, A MAJOR CAMPAIGN WITH REDUCED IMPACT

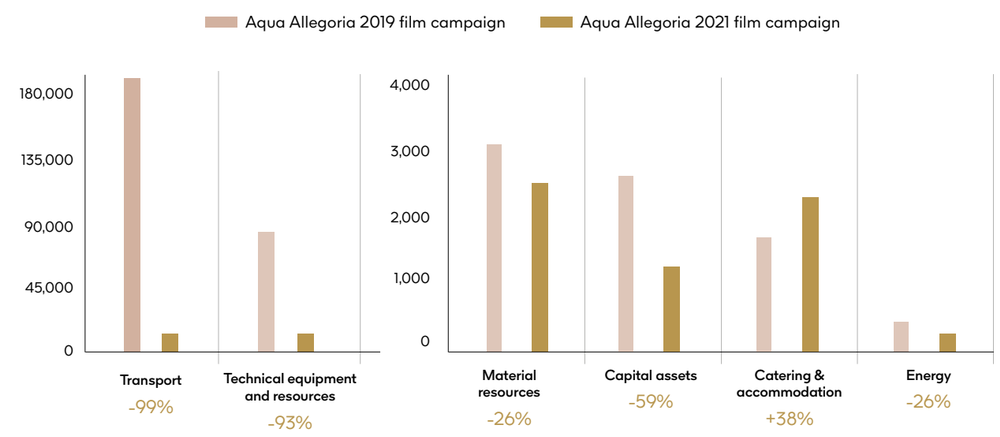
Controlling the carbon footprint of advertising productions means the former must be quantified.

To prepare for the launch of new products and the evolution of the Aqua Allegoria collection in March 2022, Guerlain performed in 2021 a 360° study of its **communication plan that integrated environmental performance at every step for the first time.**

Committing to responsible communication has led Guerlain to perform comparative estimations of the greenhouse gas emissions for the 2021 Aqua Allegoria advertising clips (shot in 2019) and 2022 (shot in 2021) using an application developed by Ecoprod in a partnership with ADEME, the French Environment and Energy Management Agency. This online calculator, "Carbon'Clap", makes it possible to estimate the greenhouse gas emissions of a production, particularly through the data provided on the mileage covered by the cast and crew, the logistics utilised, and the time spent on editing. The assessment makes it easy to determine the categories that release the most CO_2 in order to draw conclusions on the improvements most pertinent to make to effectively lower the impact of future campaigns.

This exercise has made it possible to objectively conclude that more than 77% of the impact of the production of the 2021 Aqua Allegoria clip was due to the air transport of the cast and crew. Therefore, the new eco-committed 2022 Aqua Allegoria campaign – shot in France, making use of rail transport and reusing existing footage shot previously by Yann Arthus-Bertrand – appears to have 20 times less impact on the environment than the previous campaign. The assessment process has convinced us of the importance of taking action in the right ways to control our impact.

Comparison of greenhouse gas emissions in each category (in CO_2 kg equivalent) between the Aqua Allegoria campaigns of 2019 & 2021



ADVERTISING SHOOT:
The eco-designed "Le monde est notre jardin" ("The world is our garden") was shot in France by the eco-committed director Yann Arthus-Bertrand, and the production made use of the director's archive footage; rail transport whenever possible; local, seasonal flowers; a reused backdrop; a Carbon'Clap assessment by Ecoprod; and more.

MEDIA PLAN:
Samples disseminated through press publications within France, on recyclable paper; advertising posters on recycled paper (particularly bus shelter posters); and more.

POS ADVERTISING:
Use of natural materials (raffia, etc.).

Based on the strength of this experience, Guerlain is currently developing an internal "eco-production" application that will make it possible to simulate and quickly compare the impacts of various choices, especially upstream of their implementation: the options of shoot locations, the dimension of the campaign, the size of the crew to send on location, etc. Thus it will be able to make enlightened, quantified choices for all its future campaigns.

GUERLAIN: PILOT MAISON IN RESPONSIBLE COMMUNICATION FOR THE LVMH GROUP

Because it cares about the environmental footprint of its communication, the Group is coordinating an inter-Maison project intended to regulate and control its impacts. This initiative is in accordance with the Bousquet-Leroy law, a climate law that provides for the establishment of a code of good conduct in favour of more eco-friendly advertisement. The Maison's lively interest – and the actions that it has already undertaken – in these matters have led us to be chosen to lead this project for the entire Group, rallying all the Maisons to align their approaches with more responsible communication. Among the five fields of action stipulated by this law, Guerlain will actively work on **determining measurement criteria, choosing dissemination mediums, and deciding on the means of production and content creation from development to release.** This approach involves all service providers through a quantified continuous improvement process.

GUERLAIN BECOMES THE FIRST LUXURY MAISON TO JOIN THE UNION DES MARQUES FAIRe PROGRAMME

Ten years after its first initiative in 2007 to foster the emergence of more responsible communication, the Union des Marques launched the FAIRe programme in early 2018. Structured around 15 ambitious commitments that are reviewed every two years, today it rallies more than 50 companies of every size and from every sector. Each one is committed to making headway and publishing a progress report at each end of cycle.

At the end of 2021, to join the FAIRe programme and pursue responsible communication objectives alongside the UDM, Maison Guerlain began a comprehensive audit of its practices by the expert Alice Audouin, a pioneer on the subject, co-author of La Communication Responsable, and member of Guerlain's "Sustainable Board".

The audit was then submitted to the Union des Marques for critical review, which confirmed the Maison's excellent performance on a level with organisations that have already signed the charter and are recognised as exemplary.

In March 2022, Guerlain became the first Maison of the LVMH Group to be accredited by the FAIRe programme.

> It is particularly significant that the luxury sector has become involved in the FAIRe programme, and we are delighted that a Maison as emblematic as Guerlain – which is already so committed to responsible communication and so pioneering in Sustainable Development – should join us

Sophie Roosen
UDM Brand & Impact Director

THE FAIRe PROGRAMME, 15 AMBITIOUS COMMITMENTS

RESPONSIBLE DEVELOPMENT OF COMMUNICATIONS CONTENT

1
Developing socially inclusive representation

2
Communicating on the environment and demonstrating eco-responsible behaviour

COMMUNICATION OF BRAND COMMITMENTS

3
Remaining aligned with the brand's CSR commitments

4
Communicating commitments and demonstrating transparency

5
Raising awareness around responsible usage

ECO-SOCIO-DESIGNED COMMUNICATION TOOLS

6
Fulfilling environmental and social criteria

7
Producing sustainable audiovisual content

8
Reducing the environmental and social impacts of digital communications

CONTROLLED DISSEMINATION OF COMMUNICATIONS CONTENT

9
Considering the broader universe of advertising dissemination

10
Reflecting on different advertising dissemination methods

11
Relying upon influencers

12
Taking into account all target audiences

COLLABORATIONS WITH PARTNERS AND TEAMS

13
Responsible communications governance

14
Respecting partners' environmental and social commitments

15
Maintaining balanced and constructive commercial relationships

Our eco-design challenges: excessive packaging, plastic, and the circular approach

Our Eco-Design committees gather every six months to launch and follow up on projects that enable us to invent tomorrow's luxury packaging. Their purpose is to address three major challenges that we have clearly identified, that are also increasingly being expressed by our clients, and that are the subject of regulations throughout the world.

- **Combatting "excess packaging"** has been central to our eco-design strategy for many years. Demonstrating this concept are our lighter jars and bottles, the progressive lessening of outer packaging, and the reduction of the number of packaging layers towards which we strive with each new development and relaunch.
- **Reducing our consumption of virgin fossil-based plastic.** Besides purely eliminating this plastic whenever possible, we seek to substitute it with renewable materials such as paper or cardboard. Where the use of a polymer remains necessary for technical reasons, we systematically research alternatives such as mechanically- or chemically-recycled plastic or bio-sourced plastic. Replacing plastic with glass or metal is also an option, but we prefer to reserve those materials for refillable products in order to render profitable the additional impact or pollution transfer that can be generated by the use of these materials.
- **Transitioning to a circular economy**, which requires us to redefine our production model and our product range: using minimal resources and reducing waste by reusing all the materials generated throughout the product life cycle. Expanding our range of refillable products is, of course, very much on the table.

A STRUCTURED, QUANTIFIED, CHALLENGED APPROACH

Our eco-design strategy is rigorously integrated into our decision-making and product development processes. Reaching our objectives is made possible through the training and involvement of all the teams and through the measurement of the environmental impact of our packaging.

That is enabled by a powerful tool developed by the group: EDIBOX. In order to better address the eco-design ambitions of LVMH's LIFE 360 programme, and to ensure that we continue to become ever stronger, more exacting and exhaustive, the EDIBOX tool evolved in 2022.

This tool makes it possible to determine the Environmental Performance Index (EPI). This rating is a measurement of how well eco-design rules are applied: optimising the weight/volume ratio regarding the product quantity of each unit, limiting layers of wrapping, increasing packaging separability at end-of-life cycle, ensuring the recyclability of materials, reducing the use of virgin materials, enabling refillability, and optimally designing refills.

It is thus possible to quantify our progress with each product relaunch. We strive not only for a 12/20 rating for each of our launches, but also for each one to reach a better rating than the previous version.

The CO_2 – or climate change – indicator takes into consideration the weight of packaging, the impact of the materials of which it is made, their origins, and also the transport of the components and finished product to our subsidiaries. For each new development, we aim for a CO_2 level lower than the product that it replaces.

76% of the glass components we purchased in 2022 include a portion of recycled glass, compared with **47%** in 2021 and **6%** in 2019

ZERO
virgin fossil-based plastic by 2026 (LVMH LIFE 360 ambition)

Terracotta foundation
EPI rating: 17/20
CO_2: 0.9 CO_2 kg eq
recyclable

Aqua Allegoria
EPI rating: 17/20
CO_2: 1.8 CO_2 kg eq
refillable bottle

Abeille Royale Intense Repair Youth Oil-in-Balm
EPI rating: 15/20
CO_2: 3.2 CO_2 kg eq
reduced weight of glass,
recycled glass (10% PCR),
recyclable

PERFORMING LIFE CYCLE ANALYSES

In order to orient future choices in terms of eco-design and packaging, Guerlain makes use of scientifically proven results, and performs an increasing number of end-of-life-cycle analyses. Between 2020 and 2023, twelve comparative LCAs were carried out to provide precise, factual insight on the differences in the impact of the materials, the advantages and impacts of new chemically-recycled plastic technologies, and the improved impact of switching to a refillable business model.

OBJECTIVES THAT REQUIRE CHOICES

In addition to these eco-design processes, eco-design choices must be made at each step of development. Their implications are discussed each week at creative packaging meetings assembling top management with the marketing, packaging development, purchasing, quality, regulation, and Sustainable Development teams. These assemblies are an opportunity to compare the benefits from various points of view and to make the most suitable decisions according to the situation. Refillability versus the lightening of jars and bottles; the reduction and limitation of box size versus visibility on the shelf; the use of recycled materials versus impacts on pricing; development turnover times versus compliance with our quality standards… All these choices are discussed at every step of development.

40% recycled glass and **88%** recycled plastic in the manufacture of a jar of Orchidée Impériale cream, **-8%** weight, and **-20%** volume for the box[1]

(1) Compared to the previous 2017 version

Destination: circular economy

To deal with increasing environmental challenges, circularity has made headway at Guerlain, becoming an absolute priority today. Beyond taking responsibility for the end of our products' life cycles, the idea is to determine a profoundly different business model that maximises reuse at every step of the product life cycle. It is a ground-up process which includes, for example, generalising refillability, integrating recycled or bio-sourced material from a waste management system at the development stage, or at least facilitating recycling or a second life at the end of the life cycle.

THE ENDLESS PURSUIT OF MATERIAL REUSE

The scope of possibility is endless, but each concept requires a number of tests, particularly to address all our quality and safety criteria.

- **Recycled glass.** The integration of recycled glass into our Abeille Royale cream jars was a ground-breaking innovation on the luxury market in 2019. Today, it has become a standard for Guerlain. We always integrate between 10 and 40% recycled glass into each new glass mould, and the objective with our suppliers is to significantly increase the proportion in years to come.
- **Recycled plastic.** Substituting fossil-based plastic with recycled plastic is a priority, but it remains a major challenge for the Maison. Aesthetically substandard in terms of luxury expectations, mechanically recycled plastic also – and most importantly – raises the subject of consumer safety for the entire cosmetics sector. To avoid any risk of impurities seeping into the formulas, food-grade quality is necessary for any plastic that will be in direct contact with the formula. This requirement places us in competition with agrifood sourcing channels, making the material more difficult for Guerlain to secure. To compensate for this lack of availability, chemically-recycled plastic could be an alternative that would enable us to ramp up the substitution of virgin plastic in any part of resin packaging that comes into contact with the formulas. For other components or articles that do not come into contact with the formulas (merchandising components, promotional articles, etc.), having recourse to mechanically-recycled plastic is a foregone conclusion whenever possible.
- **New eco-materials.** These are alternatives that interest us, both for their innovative character and because we intend on supporting the start-ups that are developing them. For example, using residues from our formula or packaging production plants to create new materials with both aesthetic and ecological appeal.

REFILLABILITY, TESTED ON THE ULTRA-PREMIUM RANGE, NOW EXTENDED TO OTHER RANGES

SKINCARE

Abeille Royale
Day Cream

Abeille Royale
Night Cream

Orchidée Impériale
The Day Cream

Orchidée Impériale
The Light Cream

Orchidée Impériale
The Eye Cream

Orchidée Impériale Black

Orchidée Impériale Black
The Eye Contour Cream

Orchidée Impériale Black
The Symbioserum

FRAGRANCES

Aqua Allegoria

Bee Bottle

L'Art du Geste
Body Milk

L'Art du Geste
Soap

L'Art & La Matière
Candle

MAKEUP

Rouge G

Parure Gold
Compact Powder Foundation

Parure Gold
Cushion Foundation

For four years, the Maison Guerlain has been testing its refillability concept on the three areas of its premium offer in order to extend the model in the medium-term. The ultra-premium Orchidée Impériale Black line – of which the face and eye and lip contour jars crafted in Limoges porcelain by the Maison Bernardaud have been refillable since 2018 – now includes a new reference serum that is also refillable. It is now time for the new generation of cream from the premium Orchidée Impériale line to feature a **refill that is both ingenious and exquisitely simple, cutting the carbon footprint in half compared to the full product[1].**

In make-up, the personalisation and refillability of the Maison's premium lipsticks remain strong characteristics that continue to be reinvented from one collection to the next.

Since 2018, all our fragrances have been refillable at our "Guerlain Perfumer"[2] points of sale, making use of our historical Bee Bottle and perfume fountains. In 2021, we extended the concept to the new L'Art & La Matière bottle, which is now made with recycled glass[3] and may be endlessly refilled at Guerlain boutiques[2]. The bottle is refreshed with each new refill for a like-new appearance. In 2022, the Aqua Allegoria range was relaunched in a bottle that may be refilled at home, also made using 15% recycled glass.

(1) Comparison between the Orchidée Impériale Cream jar and its refill. Comparison of CO_2 equivalents arising from the packaging and worldwide transportation of the product, calculated according to the life cycle analysis method. The evaluation takes into account the nature of the materials, the origin and manufacturing process for the components, their transport, and the transport of the finished product.
(2) Service available in countries where regulations allow.
(3) 10% of recycled glass, including 1% post-consumer recycled glass and 9% internal post-industrial recycled glass.

ECO-DESIGNED SHIPMENT PACKING

Since 2021, Guerlain has been reconsidering its gift and shipment packaging.

For clients preferring to receive their order in a gift box, we have redesigned that packaging in keeping with our eco-design approach. Manufactured exclusively using FSC paper and cardboard, its structure features a mechanical fastening system that reduces the need for glue and requires no magnet. This luxurious box, with a size as close as possible to that of the order, has been designed to be reused as a storage box. Inside, the 100% made-in-France tissue paper is held in place with a sticker coated with water-based glue containing no solvents, all completely recyclable.

In 2022, Guerlain launched its eco-design e-commerce packaging. The subject is turning out to be even more strategic considering that, at the beginning of the pandemic, e-commerce sales increased throughout the world, reaching the equivalent of 10 years' worth in just 8 weeks; and that this trend has since become durably established. Now, clients may opt for a shipping method with a lower impact, receiving the product directly in a box that is as close as possible to the size of the product and made exclusively with recycled cardboard and paper in order to facilitate recycling at the end of the life cycle. This innovative new eco-design concept was developed in cooperation with our supplier DS Smith. Its innovation revolves around an ingenious system featuring a "self-sealing" paper brace which protects and holds the products in place during transport, minimises the amount of packaging, and makes use of recycled and recyclable materials wherever possible.

REINVENTING GIFTING

Since we are convinced that we need to work on every area of our production, and also that we must raise awareness among our clients by every means possible, we began an approach to rationalising and reinventing the gifts that we give away to reduce and control their impacts in 2022. For example, it has already led us to prohibit the use of magnets, and to reduce the use of metal zip fasteners by 40%. By 2024, this ambitious approach will lead us to:

- Use only cotton that is GOTS-certified*
- Use only textiles that are bio-sourced or recycled (including linings)
- No longer use any virgin polyester, polyurethane, or viscose
- Use only FSC-certified** paper or cardboard for our gift wrapping

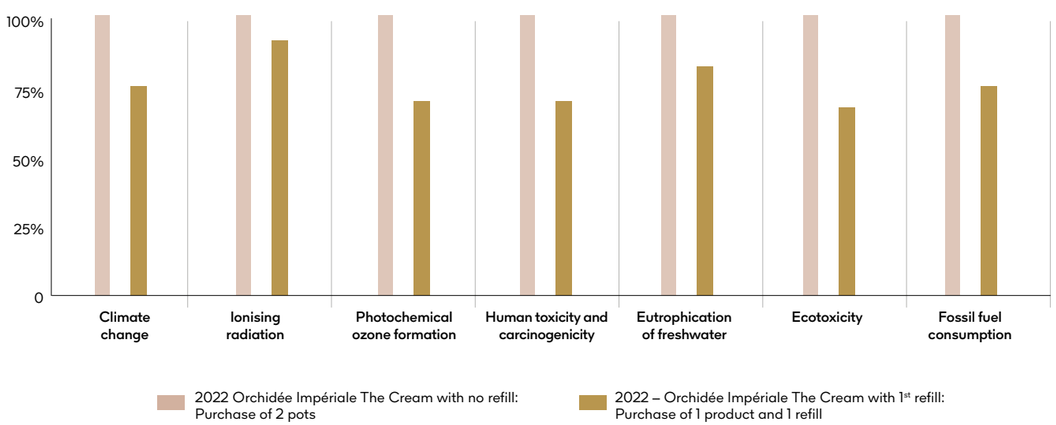
* The Global Organic Textile Standard is a label that not only certifies decent labour conditions and ensures respect for the environment, but also confirms that a product is not hazardous for the health of the person wearing it.
** Forest Stewardship Council® is an international label which guarantees that the wood used (either unprocessed or processed into paper or cardboard) is compliant with sustainable forest management procedures.

THE LATEST GENERATION OF ORCHIDÉE IMPÉRIALE: BEYOND THE FORMULA, ECO-DESIGNED PACKAGING

In keeping with its commitment to sustainable innovation, Guerlain relaunches its iconic Orchidée Impériale cream, continually seeking to improve its eco-design not only in terms of packaging, but also in terms of formula. The redefinition of luxury: streamlined and responsible.

Between generation 3, launched in 2013, and generation 4, launched in 2017, the jar of the Orchidée Impériale Cream was already lighter by 60%[1] and the volume of its box by 40%[1] to cut the carbon footprint of its packaging in half[1]. As of 2022, Guerlain now incorporates 40% recycled glass and 88% recycled plastic into its jar, while the slender silhouette remains unchanged; and it has succeeded in further reducing the box, which loses another 8%[1] in weight and 20%[1] in volume without losing any of its perceived value. The major development in terms of eco-design is in the proposition of an ingenious yet simple new refillability concept. At the end of the initial use, the client keeps the lid and only repurchases the glass jar, thus making it possible to save 25%[2] in CO_2.

Life cycle analysis (LCA) of the 2022 Orchidée Impériale Cream – Comparison of two usage scenarios

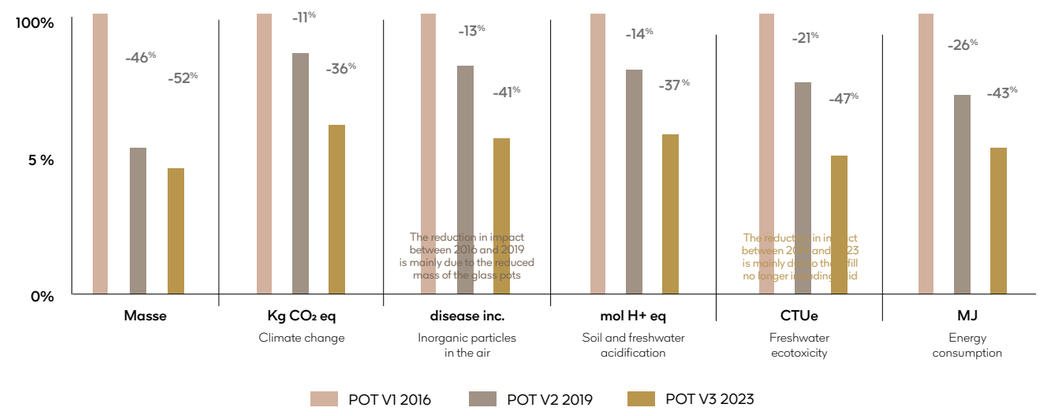


(1) Comparison of Orchidée Impériale Cream launched in 2013 and the version relaunched in 2017.
(2) Use of one 50ml jar of Orchidée Impériale Cream + one 50ml refill, compared with two 50 ml jars of Orchidée Impériale Cream. Results obtained through an LCA performed by the Coopérative MU, an eco-design agency.
Comparison of CO_2 equivalents arising from the packaging and worldwide transportation of the product, calculated according to the life cycle analysis method. The evaluation takes into account the nature of the materials, the origin and manufacturing process for the components, their transport, and the transport of the finished product.

THE LATEST GENERATION OF ABEILLE ROYALE CREAMS: NOW REFILLABLE

Since 2016, the jars of Abeille Royale cream have been designed to be precious. In its intention to take an ever more virtuous approach, Guerlain continues to push the limits of sophistication and its eco-design process in 2023 for the packaging of its Honey Treatment creams, carefully designed from the point of view of sustainability and eco-responsibility.

For the first time, each Haute Réparation container is refillable. Crafted in glass, the jars contain between 20% and 40% recycled glass. This environmental approach has also led to the reduction of the amount of glass used by 50% compared with the 2016 generation of creams. Ensuring that the glass is sturdy despite its reduced weight and more slender width is a true technological achievement. The box size is also optimally close-fitting, limiting packaging to the strictly necessary. These eco-design actions make it possible to reduce the carbon footprint of the creams by 36% compared to their first generation[1].



The potential environmental impact of the use of the **V3+refill option (40% PCR)** throughout its life cycle is reduced from 36% to 47% compared to the use of the **V1 option** across the five impact indicators studied.

(1) Comparison of the CO_2 equivalents of the new 2023 packaging and its refill, compared with two first-generation 2016 packages, calculated according to the life cycle analysis method. The evaluation takes into account the nature of the materials, the origin and manufacturing process of the components, their transport, the transport of the finished product, and the end of its life cycle.

Retail: towards an eco-designed bee-concept

Our eco-design approach is not limited to our formulas and packaging, but also applies to our distribution points. We are progressively rolling out our new boutique concepts, or "Bee-Concepts", by integrating strict criteria as soon as they are set up to reduce their footprints, down to the tiniest details: **100% LED lighting equipment; PEFC- or FSC-certified wood; and, whenever possible, calling on local suppliers to duplicate models on-site to avoid transport, particularly of the heaviest materials**, such as solid stone in China, and from paper decorations hand-fashioned by craftsmen to wood veneers sent in rolls to limit transport-related CO_2 emissions.

In order to take the eco-design of our "Bee-Concept" one step further without reducing the appeal of the luxury values that constitute it, we performed an LCA of three furniture units at the Bon Marché boutique, one of the first points of sale to feature the installation of the new concept. This has made it possible to determine the principal contributors to the environmental footprint that can assist us in eco-designing the points of sale that, in the future, could benefit from the installation of the concept. The "raw materials" and "usage" steps represent more than 85% of the impacts of the three units. We know that we must direct our efforts towards the reduction of energy consumption (particularly in terms of lighting) and substituting the materials with the greatest impact. An advanced analysis of the raw materials confirms our decision to have established **relatively virtuous, sustainable natural materials** such as wood and marble (as long as they are locally sourced and will be used for a duration of at least 5 years) as the major codes of the concept. Indeed, while these represent more than 80%[1] in weight for our "wall" presentation units, such as those dedicated to the Abeille Royale range, they contribute to less than 20%[1] of the impacts. Inversely, the materials used for certain gold-tone architectural elements are heavy contributors despite a relatively minimal presence. Such is the case for brass, for which we are seeking lower-impact substitutions based on steel with a coating that appears similar to gold-tone brass.

The eco-design of our boutiques throughout the world clearly remains one of the areas in which we must concentrate our efforts in the years to come.

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(1) Life cycle analysis performed by the DIAM Group on three merchandising units of the Guerlain boutique at the Bon Marché in Paris. Abeille Royale Wall, Light Column, Bar. Hypothesis of life cycle duration based on 10 hours per day, 360 days per year, for 5 years.

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RECYCLING BAR

Beginning in 2009, Guerlain began inviting its clients in France to bring their empty packaging back to the boutique to recycle it using Cedre, the sorting and recycling platform created in a partnership with the LVMH Group. An increased communication on this commitment in 2021 demonstrates our clients' increased interest in this initiative.

In 2022, Guerlain decided to put the "recycling bar" in place at the point of sale to broaden its communication and **incite clients to bring their empty packaging back to the store.** A first pilot will be launched in 2023 at the Parisian BHV boutique in order to test the concept and gain insight before rolling the concept out more widely in France and in the rest of the world in years to come.

GETTING POS COMMUNICATION INVOLVED

To improve permanent POS communication elements, the purchasing teams have taken various actions over several years: **reducing the thickness** of skincare and make-up modules, **mono-material injection**, and **using recycled plastic** are reflexes that were adopted over five years ago.

In addition to permanent merchandising, Guerlain has also recently created an eco-design taskforce dedicated to temporary POS advertising related to launch periods. Designed to last a short duration, it is especially important that this type of advertising comply with criteria of lighter weight, improved end-of-life-cycle recyclability, minimal glue, and a lower number of different materials, in order to reduce its environmental impact.

The main challenge for the upcoming years will be to coordinate collection, sorting and recycling for POS advertising along with the other companies in the industry in as many countries as possible. As a member of a work group dedicated to this subject established by the Institut du Commerce – a French think-tank – Guerlain is actively contributing to seeking solutions and testing them in the field in a bid to make collective progress in resolving this complex and strategic issue.

98%

of temporary POS communication elements were made of recycled PMMA – poly(methyl methacrylate) – in 2022.
The objective is to reach **100%** in 2023.

100% of plastic merchandising element packing materials will be recycled or bio-sourced and recyclable or reusable by 2030 (LIFE 360).

COMMITTED ART

OASHE is a project created by five students of the IPAG business school. In 2019, it won the "Sustainable Beauty Challenge" held by Cosmetic 360 and sponsored by LVMH, on the theme of "responsible beauty". Their idea: **to create fragrances using perfumes that would otherwise be destroyed.** Guerlain was delighted with the project, and provided guidance for the students through a mentoring programme to bring their concept to life and demonstrate its feasibility. The special, unique perfume – obtained through the exceptional savoir-faire of the Guerlain perfumers and the involvement of operational teams and our partner Cedre – led to a bold, 100% "upcycled" fragrance. With a harmonious blend of different scents, this exclusive perfume interweaves notes of rhubarb, jasmine and sandalwood in a luminous accord.

In 2023, it was combined with an Exceptional Piece specifically developed for Bee Garden in collaboration with the artist Céline Cléron based on the Bee Bottle. A multi-disciplinary sculptor, Céline Cléron takes inspiration from the living world to create pieces that are both delicate and sculptural, metamorphosing an object into a work of art through her poetic gaze. For this craftsmanship edition, she hand-fashioned an enchanting, airy garden filled with flowers and pollinators in biscuit porcelain. The design is adorned with gold and mounted on graceful 24K gold stems, each soaring up like a romantic celebration of nature.

FLOWERS, THE BEE GARDEN & UPCYCLING

Since 2020, the "Bee Garden", inspired by the Bee, has brought beautiful stabilised wildflower compositions to our boutiques. Designed to be dreamlike and enchanting, the desire to reuse these magnificent creations was irresistible. **The flowers were brought back to the Parisian boutiques as decoration or were given to various associations and organisations,** while the honeycomb which made up its structure was reused for the 2022 edition and for other events such as Christmas.

Another event, another floral composition: the opulent decorations that Stéphane Chapelle created to promote Orchidée Impériale for our Parisian boutiques were composed of fresh orchids that were replaced every two weeks. Since they were still in good condition, the orchids that were removed were then donated to École Du Breuil for use in the students' practical work at the start of the year.

Eco-formulation at the heart of our priorities

The fruit of long research and development work, the formulas of our creations are one of our foremost priorities. Our Maison strives to develop ever more virtuous eco-formulated products, taking into account scientific, societal and regulatory developments without making compromises on safety, effectiveness or sensory appeal.

A stronghold of our commitment like the Eco-Design Committee, the Eco-Formulation Committee assembles the Maison's key transversal functions every six months: R&D, Marketing, Regulatory Affairs, Sustainable Development, and others. Its purpose: To decide upon the major formulation principles, to take stock of progress already made or that needs to be made, and to call on the scientific precision and the continual pursuit of innovation – particularly in terms of biotechnology and green chemistry – of the R&D team. The Committee's task is an ambitious one: to offer rare, precious, natural, sustainable beauty while maintaining the Maison's historical signatures.

OUR ECO-FORMULATION APPROACH IS BASED ON THREE MAJOR AREAS:

An exacting formulation charter

Our Maison is strongly committed to developing products with the most virtuous ingredients possible while ensuring optimal safety, unparalleled effectiveness, and extraordinary sensory qualities. While our R&D teams have always been rigorous about scrupulously selecting the raw materials that go into our creations, we have chosen to increasingly and continually reinforce the exactingness of our charter since establishing our eco-formulation committees, going far beyond regulatory expectations and making it one of the strictest charters in the luxury industry. We have decided to exclude more than 100 controversial ingredients from all our new skincare and make-up creations since 2021. Our entire product portfolio is also currently being reformulated in a progressive way to address our new requirements

Natural ingredients and sustainable sourcing channels

Our Maison has been inspired by Nature for nearly 200 years. In keeping with our DNA, whenever possible, we seek to substitute synthetic ingredients with natural raw materials. Choosing natural options in the development of our products requires us to manage our raw materials in a very rigorous, sustainable way. We cannot draw on nature's resources inconsiderately, since otherwise we might end up destroying what we most wish to protect. And so we surround ourselves with the best specialists to determine a sustainable sourcing strategy that makes it possible to reconcile our ambitions for product development with the protection of biodiversity.

Transparency and traceability

In 2019, we began to take an approach that is pioneering in the luxury world in matters of transparency, with the launch of the Bee Respect platform, which enables our clients to completely trace our products and all their components. After skincare, we added make-up in 2020, and have been progressively integrating perfume since 2021. The full catalogue has been available on the platform since the end of 2022.

IFE INDEX: QUANTIFYING TO TRANSFORM AND DEVELOP

Our eco-formulation approach is based on the measurement called the Index of Eco-Formulation (IFE), **composed of six criteria:** natural ingredients, traceability, environmental impact through biodegradability and eco-toxicity, sustainability, the substitution of controversial ingredients, and the quantification of the number of ingredients required. Supported by recognised international standards (such as ISO 16128, the Social Hot Spot database and the Product Environmental Footprint frame of reference), it enables our formulation teams to score each of our products to quantify their performances and develop them when necessary.

90% of new formulas will be free of microplastics[1] from 2023 〉 We aim to reach **100%** by 2024.

100% of our new skincare formulas[2] have contained at least 〉 **90%** ingredients of natural origin since 2021.

(1) Based on the definition proposed by the ECHA in January 2019, currently being discussed before definitive adoption.
(2) Not including products containing SPF and not including Hair Care.

90% natural formulas: a quantified objective rather than a frantic race

While all our skincare formula innovations since 2021[1] have featured at least 90% ingredients of natural origin, the challenge proves more difficult when the principle is applied to make-up formulas, which must, above all, offer vibrant colours and effects that are traditionally associated with synthetic ingredients. We are therefore setting the same objective for our make-up innovations – 90% ingredients of natural origin – whenever possible, but we know that achieving that level in some product types, such as eye shadow, will take longer. For the foundation and lip categories, our R&D teams have managed to rise to the challenge since 2019, with some of the greatest proportions of ingredients of natural origin on the market. Reinventing the legendary Terracotta bronzer – then its "light" version – with more natural ingredients, while maintaining the same natural effect, turned out to be particularly difficult. The new version of these products, formulated with 96% ingredients of natural origin, required **years of research** and screening to find the right natural powders that create just the right veil effect.

We do not consider it pertinent, however, to strive for 90% ingredients of natural origin in all our ranges. That percentage requires special care in order to limit the risk of allergies and to avoid undermining the durability of the formula. Using maximal natural ingredients and minimal synthetic ingredients in a perfume concentrate also limits the creative fragrance palette of our perfumers. These alchemists from generation to generation have also been using synthetic elements since 1889, such as in the creation of Jicky, the world's first synthetic unisex perfume. Essential in reproducing the notes of certain "mute" flowers, synthetic ingredients can also be a great boon, allowing natural ingredients to intensify their notes or to create new accords that delight the senses.

In order to keep our strongly nature-inspired position coherent, we reformulated the Aqua Allegoria range and our Allegories of Nature by integrating the greatest possible portion of raw materials of natural origin (between 90 and 95%) into them without compromising on their fragrance quality or trail.

Abeille Royale Double R Renew & Repair Advanced Serum
95 % ingredients of natural origin[2]

Abeille Royale Day Cream
94 % ingredients of natural origin[2]

Abeille Royale Youth Oil-in-Serum Hair and Scalp
97 % ingredients of natural origin[2]

Orchidée Impériale Lift Serum
95 % ingredients of natural origin[2]

Orchidée Impériale Sérum Lift
93 % ingredients of natural origin[2]

Orchidée Impériale Black Symbioserum
96 % d'ingrédients d'origine naturelle[2]

KissKiss Shine Bloom Shine Lipstick
95 % ingredients of natural origin[2]

KissKiss Bee Glow Tinted Lip Balm infused with honey
98 % ingredients of natural origin[2]

Parure Gold 24K Radiance Booster Perfection Primer
98 % ingredients of natural origin[2]

Terracotta Natural Perfection Foundation
95 % ingredients of natural origin[2]

Terracotta Highlighter Powder
96 % ingredients of natural origin[2]

Terracotta Light Glow Powder Natural Glow
96 % d'ingrédients d'origine naturelle[2]

2022 Aqua Allegoria Collection
de 90 à 95 % ingredients of natural origin[2]

Aqua Allegoria Forte
98 % ingredients of natural origin[2]

Aqua Allegoria Harvest
de 91 à 95 % ingredients of natural origin[2]

(1) Not including products containing SPF and not including Hair Care.
(2) Calculations based on ISO 16128 including water.

"Bee Respect": fully transparent eco-innovation

For more than four years, the Maison Guerlain has been going through a long, rigorous process to map our products' life cycles. In 2019, we launched "Bee Respect", our platform for transparency and traceability developed in partnership with the Product DNA company (architects of traceability). Anyone may consult it on our website, guerlain.com; and for our in-house teams it is a precious tool for continuous improvement (particularly of our environmental impact) from the flower fields to our clients.

This digital platform for transparency and traceability makes it possible to collect **information about ingredients and their origins, packaging components, production locations, and providers.**

It is one of the most comprehensive tools on the Beauty market, offering **full visibility over the entire product life cycle** and addressing a considerable demand on the part of our clients, particularly after the health crisis the world went through. The traffic on "Bee Respect" increases more and more each month.

OUR AMBITIONS TO COME

To share the behind-the-scenes of our products ever more broadly and easily.

- To progressively integrate all our references (skincare ranges in 2019, make-up in 2020, perfume in 2021-2022).

> **Objective: 100% of our creations[1]** traced by end 2023.

- An international launch (Europe in 2021, Asia and the United States in 2023), in the language of each country.

100%

of our creations traced by the end of 2023[1]

compared with

71% today (152 products)

670

ingredients traced (2023)

250

employees & partners working to keep it operational

40

providers & partners recognised

(1) Excluding limited editions, candles and derivative fragrance products.

Trusted third-party partners synonymous with excellence

Guerlain follows very strict rules in matters of eco-design and eco-formulation. These standards may be acclaimed, challenged or criticized in order for trusted third parties to further demonstrate their value for the general public. We are very attentive to them, and we continually monitor the current societal debates to better address the increasing aspirations of our clients, particularly in terms of natural ingredients, or in withdrawing certain controversial ingredients.

THE GREEN SHOWCASE OF DISTRIBUTOR PROGRAMMES

An increasing number of responsible beauty programmes are emerging in the distribution world (department stores and specialised brands in particular). We have counted approximately fifteen throughout the world, all ambitious and increasingly exacting, which make it possible to put in place sections labelled "Good", "Clean", "Green" or "Responsible" in-store or on e-commerce sites. These new retail expectations – displayed as a showcase and greatly acclaimed by our clients since they inspire trust – are becoming the new standard.

While each initiative establishes its own specifications, it is not rare for some criteria to be held in common. And so, to respect the frames of reference, products must be "formulated free of" a list of ingredients that the brand determines, often following controversy; but also, in Europe, formulated to be increasingly "natural" (90 to 95% minimum percentage of ingredients of natural origin required). **The traceability of ingredients, the ethics of sourcing, and the attribution of labels** are also expected. Increasingly often, eco-design criteria complete this frame of reference: **refillability, recyclability, the absence of plastic, and the portion of recycled content in packaging** are the most widely sought-after criteria. These requirements are an integral part of our sustainable innovation strategy, and our latest innovations are therefore eligible for the programmes. Thus a number of skincare innovations, the latest KissKiss and Terracotta launches, and more recently the Aqua Allegoria collection have joined one or several of these initiatives, like the "Good For Sephora" programme, which highlights natural formulas, refillable packaging and responsible sourcing channels, among other features. With a notable success on the other side of the Atlantic, **Guerlain is the first luxury skincare brand to join Sephora's most high-profile American programme, "Clean At".** This programme showcases formulas which comply with a long "No List" of non-authorised ingredients to earn a green dot.

CLEAN AT SEPHORA

GO FOR GOOD
POUR UNE MODE PLUS RESPONSABLE

UEBT MEMBER SOURCING WITH RESPECT®

ISO

be RESPECT

LABEL REQUIREMENTS: NOT JUST ANY LABEL

There are a number of labels regarding organic, natural, safe, and clean ingredients, each of which call for different criteria. Very few of them are regulatory.

We emphasise demonstrable claims and those that interest our consumers:

- the ISO 16128 standard for natural origin content
- the UEBT to qualify the social and environmental improvements of our sourcing channels
- the "Bee Respect" platform for traceability
- the responsible Perfumes & Cosmetics purchasing charter of the LVMH Group for societal commitment
- the analysis of the life cycle of our creations for environmental commitment

CLI-
MATE

The industrial era is marked by alarmingly rapid global warming and a considerable increase in greenhouse gases. We could reach the threshold of 2°C as early as 2030 and gain even greater momentum by 2100. The consequences of this would be countless and often tragic: extreme heat waves, rising sea levels, droughts, floods, and more. Some 3.3 to 3.6 billion inhabitants could find themselves in a very precarious situation, with limited access to water and food.

However, in the face of this grave observation, hope can still find a way. Scientists say that the objective of limiting global warming to 2°C is not unrealistic.

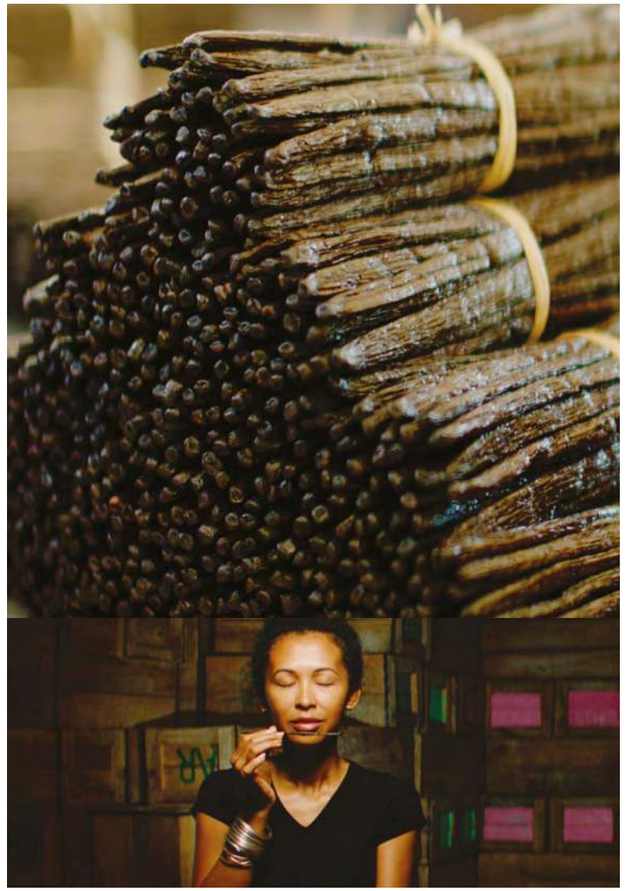
Nations are seeking to reach a consensus by signing international agreements. On the corporate level, companies are freer to make their own decisions. Based on existing systems or their voluntary commitments, they are adopting concrete solutions and showing a willingness to mutualise their efforts in order to significantly reduce the impact of their activities. Throughout the value chain, economic actors are transforming their practices for the better. The objective: to reduce greenhouse gas emissions and to respect biodiversity, since the two are closely related. A number of biodiversity protection solutions are suitably oriented towards natural species that absorb CO_2.

In 2022, among the 147 European companies closely examined by the CDP*, 24 French companies made the top of the list, and three large groups earned a triple-A rating, attesting to their leadership in protecting the climate, forests and water. The LVMH Group was one of them. Such a recognition acknowledges the efforts made by these actors and paves the way for others by demonstrating that a more sustainable trajectory is possible.

* CDP or Carbon Disclosure Project (an NGO that quantifies and evaluates companies' environmental commitments)

GUERLAIN
PARIS

TheGood.fr



Taking action for the climate and reducing our footprint

The Maison Guerlain and its partners are absolutely determined to face today's climate challenges, and that also involves available local and international infrastructures. For its part, Guerlain assesses its greenhouse gas emissions each year (according to the Bilan Carbone© and GHG Protocol methodology). This has made it possible to establish reduction objectives in compliance with the Paris Agreement, and to determine that transport is the category that most contributes to the Maison's greenhouse gas emissions. We are reorganising our operations accordingly to reduce this impact.

We have set ourselves the goal of contributing to global (worldwide) carbon neutrality across all of our scopes (1, 2, and 3), and are tackling this goal in two ways. Firstly, we have had our emission reduction objectives for 2030 approved by the SBTi. Secondly, we are contributing to projects for greenhouse gas neutralisation and compensation (increasing carbon sinks) in amounts that compensate for our residual emissions, with priority given to our value chain.

100%

RENEWABLE ENERGY IN FRANCE

(green electricity & biomethane)
since
JULY 1, 2021

80%

OF OUR SITES WORLDWIDE

ISO 14001 CERTIFIED IN 2022

72%

REDUCTION OF GREENHOUSE GAS EMISSIONS

ACROSS SCOPES 1 & 2 IN 2022
(VS 2019)

OUR CLIMATE STRATEGY IN TEN KEY POINTS

01

Guerlain has had its greenhouse gas emission reduction objectives approved by the SBTi across all its scopes (1, 2, and 3) in its extended supply chain

02

2030 objective:
-47% of emissions across scopes 1 and 2 compared to 2019

03

2030 objective:
57% of emissions linked to the purchase of goods and services, transport, and distribution (scope 3) compared to 2019

04

2025 objective:
45% of total purchases of goods and services will be made with suppliers committed to an SBTi approach

05

-60% of emissions across scopes 1 and 2 thanks to improved energy efficiency and the transition to renewable sources of energy

06

100% renewable energy in France

04

80% of all Guerlain sites throughout the world are ISO 14001 certified

08

100% of employees will be alerted to and trained in climate challenges by 2025 (Climate Fresk workshops)

09

Three ambitious certifications for our buildings (Rivoli and Pont Neuf): HQE, BREEAM and LEED

10

The first in France, beginning in 2013, to use a 100% electric 16-tonne lorry to supply its Parisian headquarters and boutiques

A quantified, supervised, controlled approach according to the principles of the SBTi Science Based Targets Initiative)

In September 2021, the Science Based Targets initiative (SBTi) approved the Maison's commitment to reducing its greenhouse gas emissions. These science-based objectives constitute one of the areas of our commitment: In the Name of Beauty. Indeed, Guerlain hopes to contribute to global carbon neutrality. The Maison's objectives are now in line with the Paris Agreement, which aims to limit global warming to 1.5°C above pre-industrial levels.

- By 2030, Guerlain is committed to reducing its greenhouse gas emissions across scopes 1 and 2 by **47%** compared to 2019.
- By 2030, Guerlain is also committed to reducing emissions relating to the purchase of goods and services, transport and distribution by **57%** (per tonne of finished products) compared to 2019.
- By 2025, Guerlain is committed to ensuring that **45%** of expenditures for the purchase of goods and services are paid to suppliers who are also committed to an approach validated by the SBTi.

The SBTi is a joint initiative of the Carbon Disclosure Project (CDP), the United Nations Global Compact, the World Resources Institute (WRI), and the World Wildlife Fund (WWF). It determines and showcases best practices for setting science-based objectives, and independently evaluates corporate objectives.

SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

THE TRANSPARENCY OF OUR COMMITMENTS THROUGH THE OPENCLIMAT PLATFORM

Maison Guerlain has always considered transparency to be both a demonstration of its sincerity and solid, verifiable proof of its commitments and claims. Thus, in 2015, we were pioneers in publishing our Sustainable Development Report, and in 2019 with the online release of "Bee Respect" (the first platform to list the principal suppliers of any brand in the luxury sector). In 2021, we had our greenhouse gas emission reduction objectives approved by an independent third party, the Science Based Targets initiative (SBTi).

Continuing in the same direction, at the end of 2022, the Maison Guerlain took part in the launch of the OpenClimat platform, thus becoming the first luxury Maison to list its climate actions in a complete, consistent way, thereby furthering our culture of transparency and sharing with the public.

Today, OpenClimat has become the platform of reference for corporate climate actions.

Contributing to global carbon neutrality across our 3 scopes

This contribution to global carbon neutrality is based on three pillars. The first is to significantly reduce our greenhouse gas (GHG) emissions according to the objectives approved by the SBTi in compliance with the Paris Agreement. The second is to contribute to emissions compensation projects throughout our value chain. The third is to support projects which make it possible to increase carbon sinks.

SCOPES 1 & 2: REACHING OUR REDUCTION OBJECTIVE FOR 2022

The total of our greenhouse gas emissions across scopes 1 and 2 was 1,559 $MTCO_2e$ in 2019. To reach our reduction objective and contribute to global carbon neutrality, Guerlain uses three drivers in this order of priority.

- Since July 2021, **our La Ruche site has ceased to use natural gas and now uses 100% biomethane.** Obtained through the purification of biogas – itself produced through the fermentation of organic waste – biomethane is a source of entirely renewable, non-fossil energy. This transition to a "green gas" – and moreover one that is produced in France – will enable Guerlain to reduce its carbon footprint by 1,000 tonnes of CO_2 equivalent annually. The remaining 559 $MTCO_2e$ of the total 1,559 will be managed using two other drivers.
- **Periodic energy audits and efforts to reduce energy consumption** at our highest-consuming sites.
- **CO_2 neutralisation and compensation projects for the remaining emissions.** Our priority is to reduce our emissions, but some cannot be reduced for technical reasons. In 2022, we decided to support agricultural GHG emission reduction projects with the France CARBON AGRI Association (FCAA). Two projects located in the same department as our "La Ruche" production site have been singled out for a reduction of 1,243 $MTCO_2e$ (result of pre-audits conducted on-site). These projects are being assessed by the French Bas Carbone (low carbon) label to verify the implementation of action plans over a five-year period. Meanwhile, we are also working with the company Epiterre in order to develop melliferous wildflower areas and alfalfa fields in the same geographical area to provide more sustenance for pollinators and foster plant coverage favourable to biodiversity.

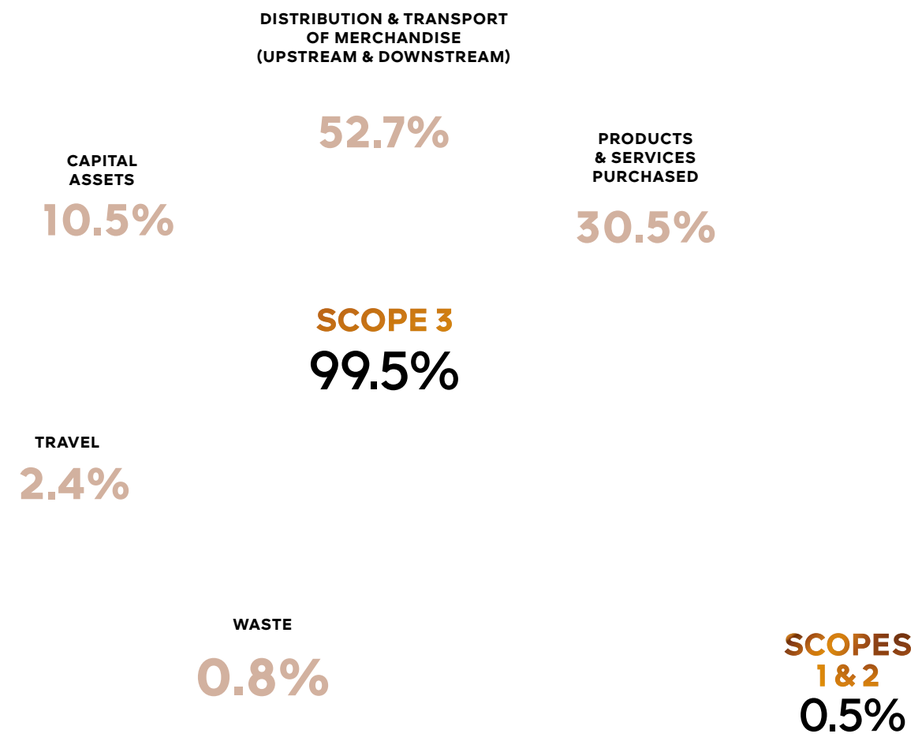
SCOPE 3: BY 2030

Scope 3 represents the greatest portion of Guerlain's GHG emissions. Among these, transports represent a very substantial driver for progress, and we are working to roll out a number of initiatives and measures in this area. More than half of our emissions are produced by air transport. Across all our scopes, upstream logistics represent 54% of emissions, and 99% of these are due to air transport. That is why we share with our subsidiaries the intention to **prioritise maritime transport** in order to satisfy our most distant clients, whenever possible. Packaging **eco-design** – reducing the weight-to-volume ratio – is also a major part of our carbon footprint reduction policy (see p.54-55), as is the **prospective management of our product launches**, which all include a waiting period that allows for maritime shipping. Moreover, we provide guidance to our teams with **CO_2 indicators and quantification tools**. We are also conducting **rail transport tests** between Europe and Asia, an intermediary solution in terms of delivery times and CO_2 emissions compared to air transport.

The bumblebee

Guerlain was the first company in France to use a 100% electric 16-tonne lorry. The Bumblebee drives silently, at night, releasing only low CO_2 emissions and no particulate emissions from its exhaust. Since 2013, it has been making deliveries to our headquarters and our eight Parisian boutiques. This experimentation has made it possible to collect and share precious feedback with Renault Truck and to develop a production vehicle, the ZE, which we have been using since February 2022.

Since the beginning of its use, more than 60 tonnes of CO_2 have been saved, compared to the use of an equivalent diesel vehicle.



Between 2019 and 2022, we reduced **72%** of the absolute value of our greenhouse gas emissions across scopes 1 & 2. Over the same period, our scope 3 emissions increased by 13% in absolute value.

In that same scope, we reduced the emissions associated with upstream and downstream transport, as well as with purchasing, by **7%** in intensity (per tonne of manufactured products).

SOFT MOBILITY

As part of reducing the emissions of scope 3, Guerlain is also working on its soft mobility measures. Relocating our headquarters to La Samaritaine in the heart of Paris in 2021 has made it possible for employees to reduce the use of cars for their commutes. The two buildings are easily accessible by various forms of public transport, and they feature secure, sheltered locales for up to 100 bikes and some 20 scooters.

Moreover, sustainable means of transport and electric charging stations are available at our production sites. A carpooling application, launched in January 2023, is already used by more than 10% of our employees, and prevented more than 800 kg of CO_2 emissions in its first two months of use.

Employees in France are also offered a maximum €50 monthly bonus for commuting by bike.

ISO 14001 certification: a continuous improvement process

TODAY

80% INCLUDING **100%**

OF OUR SITES WORLDWIDE (headquarters, production sites, Parisian boutiques and subsidiaries) ARE CERTIFIED

OF OUR PRODUCTION SITES.

In addition to allowing for certification according to the ISO 14001 standard, which determines the framework for an environmental management system, this enables us to implement our continuous improvement approach.

A METICULOUS, CASE-BY-CASE IMPLEMENTATION

We audit each of our subsidiaries according to a checklist of around a hundred items, adapted to the different kinds of sites and sectors of activity, to then determine the action plan to follow depending on the context. It is a joint project including points of control, discussion and reorientation. Certain subsidiaries require more significant updates than others, particularly for reasons of differing national regulations.

IN ANY CASE, IT IS A CONTINUOUS IMPROVEMENT PROCESS

The checklist results enable us to determine the actions to establish in priority. The criteria can evolve according to newly available technologies and updates in regulations. For example, 20 years ago, it would have been acceptable to not include LED. Today, it is a standard.

A VIRTUOUS, CONTAGIOUS MOVEMENT

Once shared, the checklist becomes a precious guide that the subsidiaries may use and attentively follow up on, for example during relocations or renovations. Moreover, in many cases we share our offices with other Maisons of the Group, so all our initiatives in striving to reach ISO 14001 certification go beyond the scope of Guerlain to have broader positive impacts.

AN ANNUAL AUDIT BY AN ACCREDITED CERTIFICATION BODY

Third-party audits make it possible to ensure our compliance with the demands of the ISO 14001 standards, to highlight our strong points, and to share them with all our sites. This year, the following points were highlighted:

- Our commitments to reducing greenhouse gas emissions;
- The level of all employees' understanding of the Maison's commitments;
- The quantification and follow-up of energy reductions at our production sites;
- The many sustainable development prizes received in 2022;
- The environmental impact measurements made during the development process of each new product;
- The involvement of in-house sustainable development ambassadors.

Ramping up our teams' involvement on the subject

Our teams' involvement in challenges relating to sustainable development, which is essential, has recently been ramped up thanks to **awareness-raising tools** that offer each participant a better grasp of the subject: training in global issues, an e-learning course on the climate, another on biodiversity, and a third on the bee (the "Bee School" programme, p.94/95) are just a few examples.

In 2022, the members of the Guerlain Executive Committee launched the first **Climate Fresk** session for the employees of our headquarters at La Samaritaine, Paris, led by students from the UniLaSalle university in France. In 2023, the teams of the production sites and boutiques in France will also participate in this workshop, followed by our international subsidiaries. In fact, **Guerlain aims to train 100% of its employees by 2025.**

© Marie Rouge

The Climate Fresk is a not-for-profit association founded in December 2018 which aims to raise awareness of climate change through a collaborative serious game. It has become the tool of reference in enabling individuals and organisations to get to grips with the challenge of climate change. By sharing an understanding of the mechanisms involved, it makes it possible to hold a serene, positive group discussion about the drivers for action.

Sustainably designed buildings

OUR PRODUCTION SITE, **LA RUCHE**

We designed our production site La Ruche as a laboratory and an example of sustainable innovation. Inaugurated in 2015 in Chartres, the HEQ-certified (Excellent level) **La Ruche site has moreover managed to reduce its CO_2 emissions by 93% over three years.** The provision of renewable energies (green electricity and biomethane) was combined with consumption reduction measures to achieve this result.

THE LVMH GROUP UNVEILS ITS COMMITMENT TO PROCURING BIOMETHANE ENERGY WITH ITS PARTNER SAVE ÉNERGIES

The countries participating in the 2021 United Nations Climate Change Conference gathered in Glasgow from 31 October to 12 November 2021 to discuss solutions to keep global warming below +1.5°C. In this context, and because it is aware of the urgency, LVMH has been continuing its efforts to reduce its greenhouse gas emissions, in keeping with its LIFE 360 environmental strategy (LVMH Initiatives for the Environment).

Among the Group's prominent climate commitments are namely decarbonisation, with the aim to reduce 50% of GHG emissions linked to energy consumption throughout all its sites and boutiques by 2026 (compared with 2019), particularly through a 100% renewable energy policy. It is in this perspective that LVMH chose SAVE Énergies (Société d'Approvisionnement et de Vente d'Énergies, or energy supply and purchase provider) to provide all its France-based factories and sites with green gas, to replace its conventional gas consumption, beginning in 2023 for a three-year period. This renewable gas, also known as biomethane, is emerging as the best driver for greener heating and fuel usage, reducing CO_2 emissions in gas consumption by 81%. The second-largest purchaser of biomethane in France, SAVE Énergies produces the fuel in anaerobic digester units located within Metropolitan France (agricultural and household waste from the agri-food industry, scraps from collective catering, and sludge from treatment plants).

Some of the Group's Maisons already use biomethane. Such is the case for Guerlain, which has been committed to SAVE Énergies since July 2021 to reduce the emissions arising from its manufacturing processes.

NEW HEADQUARTERS AT **SAMARITAINE**

The Headquarters' relocation (at the end of September 2021) and the opening of the new Guerlain boutique (January 2022) at La Samaritaine have made it possible to roll out a number of initiatives to support our greenhouse gas emission reduction objectives for 2030.

This complex worksite, involving both renovation and new construction, followed **ambitious specifications** dictated by the respective responsible approaches of both Guerlain and La Samaritaine, to which both are **mutually committed**. Our installations are part of the continuing committed approach of La Samaritaine, which paid special attention to its compliance with our many environmental requirements.

What does that mean in concrete terms? **Establishing a strategy to reduce GHG emissions** (prioritising renewable energy sources such as geothermal, thermal rehabilitation, etc.); **waste management** (reusing or collecting for recycling) during and after the construction and renovation work; **choosing virtuous, healthy materials and equipment** (eco-label paint with low VOC emissions, LED lighting with automatic switch-off at the end of the day, high-quality materials sourced as locally as possible, etc.); and **installations** which optimise both comfort at the workplace and limited energy consumption (optimised natural light, bike shelters, etc.). We limit the flow of water in the sanitary facilities and have equipped them with solenoid valves in case of a leak. These same facilities feature a rainwater recuperation system. As for isolation and thermal comfort, these are provided by a three-layer coating of the outside walls.

Of course, waste sorting is very strongly encouraged, and each work area includes a voluntary collection zone in order for us to recycle as much of our unavoidable waste as possible.

FOR OUR RIVOLI BUILDING:

- BREEAM 2009 Europe Commercial 2009: Excellent Level Offices
- HEQ Exceptional Level "Tertiary Buildings" with an Effinergie + label for the new office buildings (Rivoli) and an Effinergie Rénovation label for the renovated buildings (Jourdain).

Meanwhile, Guerlain aims to have its Rivoli installations certified by the BREEAM International Non-Domestic Refurbishment 2015 Part 4 – Interior Design.

FOR OUR PONT NEUF BUILDING (STORE 3):

- LEED "Core & Shell" Gold Level pending

SOCIETAL

Human resources are the keystone of a company's effectiveness. Managing them on a daily basis takes into account the complexity of humans, including their talents, potentials and relationships, since every employee includes all that at once. Together, employees form the living, breathing force of the corporate world. The challenges they face are immense, but they continue to advance towards more equality, appreciation and well-being.

As for executives, 86% of them consider that their organisation must become more agile to succeed in a complex environment. Indeed, companies must take on board diversity and inclusion while offering a setting that fosters their employees' career development. Not to mention the key importance, in today's world, of getting employees involved in the company's environmental and social commitments.

To succeed in all these challenges, it is essential to develop the strength of the collective. This solidarity must be rooted in a solid, well-intentioned, motivational corporate culture. And that is built and consolidated by fulfilling talents, promoting inclusivity where differences are valued and respected, and providing a wholesome workplace for both mental and physical health. Because behind the word "resources" is the richness of the human experience.

GUERLAIN
PARIS

TheGood.fr

Creating a positive social impact while passing on the wonders of nature

Guerlain has always endeavoured to share and pass on Nature's wonders to create a more beautiful and bountiful world. That is the guiding principle for all the measures we take towards a society that lives in harmony with biodiversity.

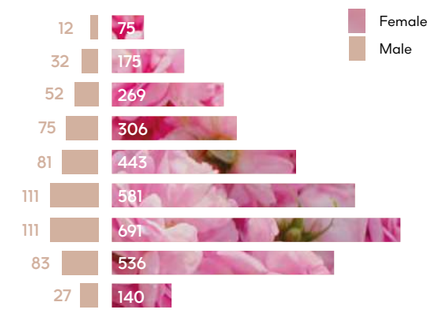
We take action in the real world, where it is necessary to support the emancipation of the women who protect bees, since this incredible pollinator gives us the wonders that we share through our creations.

Passing on Nature's wonders through such exceptional products as those of our Maison depends on women and men throughout the world who work on a daily basis in a variety of professions. Some of their professions are age-old, many are artisanal, and all are at the very height of excellence.

We are dedicated to offering our 3,700 employees a considerate, equitable, sustainable workplace.

We are also dedicated to caring for women suffering from illnesses, as well as young people, to whom we strive to offer opportunities for growth within our professions.

SPLIT OF THE HEADCOUNT BY AGE RANGE WORLDWIDE



79%

WOMEN AMONG WORLDWIDE EXECUTIVES

50%

OF EMPLOYEES TRAINED
throughout the world in 2022

27%

OF POSITIONS FILLED
through in-house mobility in 2022

125

"BEE SCHOOL"
sessions conducted worldwide in 2022

More than 20,000

CHILDREN HAVE PARTICIPATED
in a "Bee School" session since its creation

Changing the position and perception of disabilities

Firmly committed to equal opportunities and equitable access to work for people with disabilities, the Maison Guerlain leads an active, voluntaristic policy on the subject. A member of LVMH's Mission Handicap, Guerlain also set the objective of reaching **5% employees with disabilities among its staff worldwide by 2025** when, in 2021, it signed the International Labour Organisation (ILO) Global Business and Disability Network charter. For the last four years, special attention has been paid to individuals on the autism spectrum with the launch of the "**HUMAN" programme**, a test initiative that is pioneering within the group and that has had very inspiring results, encouraging its rollout to other Maisons.

THE "HUMAN" PROGRAMME AND AUTISM

This programme came about through a partnership with **Vivre et Travailler Autrement (VETA, "Living and Working Differently")** which has been striving for more than ten years to challenge popular misconceptions about autism by helping young adults to integrate in the workplace. Thanks to a specially adapted, structured organisation system, the teams of La Ruche in Chartres welcomed Mavryck in March 2021. His successful integration consolidated our project, and three other recruits have joined the team since: Émile in September 2021, Kylian at the end of February 2022, and Antoine in October. The teams are impressed by their daily progress, which has changed their view of disability. The Maison is proud to pursue the development of the programme with the integration of two additional young people in 2025, and is studying the possibility of extending it to the Orphin site.

An autism awareness week was organised throughout the world to contribute even further to a more accurate understanding and view of autism.

For World Autism Awareness day on April 2nd, the colour blue takes pride of place. All our employees came together to support the "Tous en bleu" ("All in Blue") operation by wearing a ribbon, hairnet or garment in that colour.

Lectures were held to increase overall understanding and challenge popular misconceptions about disabilities. The most notable guest was Lali Dugelay, speaker and author of the book L'autisme est mon super-pouvoir ("Autism is my Superpower").

Why blue?

The operation known as "Light It Up Blue" was first launched by the American organisation Autism Speaks. There are several reasons for that. The first is that autism spectrum disorders occur almost five times more frequently in males (1 in 54) than in females (1 in 252). Blue is the classic "boy" colour. The second reason is that the colour blue symbolises dreaming and life. It is also soft and soothing, and it appears that autistic people appreciate it and feel that it calms their anxiety.

Since it began, the initiative has become widespread, inciting the entire world to "light it up blue" in the night from April 1st to 2nd: symbolic monuments, hotels, sports complexes, concert halls, museums, bridges, shops, houses, and more.

To conclude the week, the young adults from the HUMAN programme wrote and performed a short theatrical skit for the Chartres teams. Following this role-play, the screening of a surprise short film – which the young people also created – touched the employees in attendance. Representatives of the Vivre et Travailler Autrement organisation – our foremost partner for the project – were also present to answer the employees' questions and to explain to all the participants the best way to take action and get involved in favour of inclusion.

REVEALING OUR PROFESSIONS WITH ARPEJEH

On Friday, 17 March 2023, as part of the LVMH Semaine des Métiers ("Professions Week"), the Maison Guerlain welcomed 20 young people from the ARPEJEH organisation to its headquarters in Paris. The organisation works to foster employment of individuals with disabilities, further equal opportunities, and promote diversity. Throughout the morning, the participants attended a presentation of our professions, followed by two talks about professions within Retail and Sustainable Development, giving our employees the opportunity to explain their career paths and everyday responsibilities.

EUROPEAN WEEK FOR THE EMPLOYMENT OF PEOPLE WITH DISABILITIES

From 14 to 18 November 2022, the Maison got involved in the European Week for the Employment of People with Disabilities by inviting employees to participate in a number of awareness-raising activities. A quiz offered the opportunity to test the level of commitment to the subject of disabilities in the workplace. Massage workshops led by blind and visually impaired practitioners were held in a partnership with the organisation Assamma. Lectures made it possible to delve deeper into the subject, as in our "HUMAN" programme. Salim Ejnaïni – who became the first blind high-level horseback rider after losing his sight due to cancer at the age of 16 – shared his experience through the talk "L'impossible est un bon début" ("Impossible Is a Good Start").

Supporting women at important times in their lives

The Maison Guerlain is committed to a number of organisations that assist women at the times when they most need it – illness, poverty, and unemployment – but also in their entrepreneurial projects. Each year, we demonstrate our unfailing support of women's empowerment.

WOMEN'S MONTH: PROMOTING OUR FEMALE TALENTS

With 50% of our key positions entrusted to women and an executive committee made up of 60% women, Guerlain firmly believes in the importance of continuing to raise awareness about gender equality. The Maison is committed in favour of equal opportunities, and it celebrated women's liberation throughout the month of March 2023: **Women's History Month**. A series of lectures particularly marked the month, presented by four exceptional speakers: **Oriane Martin** and **Lorène Mouchet** from the "Women for Bees" class of 2021; **Virginie Delalande**, the first lifelong deaf woman in France to have become lawyer, who described her struggle against stereotypes and the obstacles that she encountered; and **Fanny Auger**, founder and director of "The School of Life", who spoke about increasing self-confidence.

Throughout this month, the Maison also organised workshops dedicated to the spirit of entrepreneurship based on the latest module of **SHERO Academy**, a coaching programme created by the LVMH Group that is available for all employees to enable female talents to reach their full potential.

BREAST CANCER AWARENESS MONTH: PINK OCTOBER

For several years, Guerlain has participated in the **"Pink October"** campaign (the French equivalent of Breast Cancer Awareness Month), raising people's understanding of breast cancer screening. There is increasing involvement in favour of this cause, which affects 1 in 12 women. At the Orphin site, the employee showcase featured products for sale with the proceeds going to organisations that combat breast cancer. At La Ruche Rivoli, some twenty employees participated in workshops to compose flower bouquets for the patients of the **Institut Gustave Roussy**, specialising in breast cancer research.

BOOSTING PROFESSIONAL AND PERSONAL LIVES

At the end of April 2022, seven massage tables were donated to "J'entreprends au féminin" ("Female entrepreneurship"), an organisation that highlights women creating their own businesses and that fosters a network of mutual aid and solidarity among women. They were so grateful for these donations that the Maison made the same gift to three other organisations in October, including the Association Miladi Bien-être Beauté (AMBB, or Miladi Beauty and Well-being Association), which facilitates access to beauty and well-being treatments for individuals facing difficulties (poverty, illness, isolation, unemployment, old age, etc.). We know that self-care is a precious ally in regaining confidence and dealing with life's difficulties, and that is why Guerlain regularly donates products to organisations that need them. For example, 300 bottles of Essentiel foundation were donated to J'entreprends au féminin, 1,750 Terracotta powder compacts to the AMBB, and 3,000 Terracotta powder compacts to the Belle & Bien ("Look Good Feel Better") organisation.

Bringing out (young) talents

Because we are convinced that talents and callings abound, whatever the age, origin, status or career path, the Maison Guerlain is redoubling its efforts to open its professional sphere to all.

We care about being a desirable Maison for young people, and we care about supporting them in their careers.

In the beginning of the year, the Maison unveiled its first Graduate Program, **REVEAL**, which uncovers and develops the talents of tomorrow through our expertise in the Maison's key areas. This programme spearheads the development of young talents, reinforcing the Maison Guerlain's ambitions to appear as an attractive employer for a new generation of applicants seeking to join a committed company that shares their values. Moreover, Guerlain actively participates in the selection and integration of talents chosen as part of the Group's Graduate Programs: Spring (LVMH) and Beauty Bloom (LVMH Beauty).

As an extension of this policy, Guerlain rolled out its **"Rising Talents"** programme for the Maison's community of trainees and apprentices. Our Maison's ambitions correspond with our intention to develop our attractiveness to applicants and potential future talents. More than 40 school operations will be conducted by the end of 2023 in the aim of increasing the visibility and desirability of Guerlain.

RISING TALENTS: A COURSE FOR OUR TRAINEES AND INTERNS

Following a day of integration that immersed them in the heart of our DNA and our values, our community of young talents had the opportunity to discover our CSR commitments through a lecture presented by the Sustainable Development team. On 18 April 2023, the Maison was also delighted to invite Karim Hechmi – the CEO of FindYourWay who is a lecturer and consultant in HR and employer branding – to hold a workshop on the theme "Tools, Tips and Hacks for Your Job Search". This event was followed by a discussion and advice for the Human Resources team. The course continued in May with a presentation of Operations led by Stéphanie Rott, Operations Director for the Maison. This first series concluded in June 2023 with a LinkedIn coaching session as part of the partnership with Karim Hechmi.

"VIENS VOIR MON TAF" ("COME SEE MY JOB"): WORK PLACEMENTS TO REVEAL TRUE CALLINGS

After two years of stimulating experiences, both for our teams and for students, Guerlain renewed its partnership with "Viens Voir Mon Taf", an organisation that aims to promote equal opportunities through the workplace integration of Year 9 students from priority education zones. 20 students joined our teams for a week.

That period, which was designed around the discovery of the world of Beauty, focused on passing along the Maison's values and DNA through presentations of our professions, a discovery tour of our savoir-faire at our production sites, and lastly a visit of the iconic boutique on 68 Avenue des Champs-Elysées. The young people got the opportunity to personalise a perfume bottle and to share a final convivial moment with their tutors at a cocktail party.

INSTITUT DES MÉTIERS D'EXCELLENCE (ME INSTITUTE)

A not-to-be-missed annual event dedicated to the orientation of – and recruitment into – the LVMH Métiers d'Excellence, the annual "You and ME" fair goes to meet with future talents (secondary school and sixth form students, university students, and career transitioners) through a tour of five cities in France, sponsored by Tony Parker and in collaboration with the TPAA (Tony Parker Adéquat Academy).

The event makes it possible to share the training and career opportunities at the LVMH Maisons – including Creation, Craftsmanship, and Client Experience professions – with as many people as possible. It gives participants an opportunity to encounter apprentices and experts that work in these professions on a daily basis, to gain guidance on preparing their job applications, and to discuss the available positions with HR recruiters. Thanks to Guerlain's participation in the 2022 event, interns were recruited into the "Client Advisor" and "Fashion Design and Creative Industries Masters'" programmes.

2022 CULTURE AND CREATION FASHION SHOW: REVEALING TALENTS

For 13 years, Guerlain has been honoured to support the **"Cultures et Création"** fashion show in a partnership between the LVMH group and the cities of Montfermeil and Clichy Sous-Bois. Since 2005, this fashion show has assembled 300 amateur designers and models to bring out the creativity and diversity of their talents. This is an opportunity for enthusiastic young people who are not connected with the fashion world to meet some of the greatest professionals in the field. The 2022 edition took place on May 14th, before an attentive expert panel: Olivier Théophile, Social Responsibility Director of LVMH; Isabelle Faggianelli, Social Responsibility Director of the Maison Christian Dior Couture; Maurizio Liotti, Industrial Ready-to-Wear Director of the Maison Christian Dior Couture; and Cécile Lochard, Guerlain Chief Sustainability Officer. They awarded the "Mise en beauté" ("Glow up") prize for make-up talent to Celina Khamadj, a student at the Alfred Nobel vocational college in Clichy-sous-Bois. The young Celina continued her adventure at our historic Champs-Elysées boutique for one year.

Worldwide:

30% of our trainees and interns were hired for permanent or temporary contracts within the Maison or LVMH Group

41% of external hires are employees under 30 years of age

188 work-study programmes/internships in France in 2022

50% of all Retail interns hired come through the IME, the **Institut des Métiers d'Excellence**

Fostering the fulfilment of our talents

At Guerlain, we believe that everyone can become exceptional. Our teams don't just come to work – they imagine, invent, create, craft, and learn. Through its skill-development policy, the Maison Guerlain is positioned as a talent accelerator with the ambition to reveal tomorrow's leaders.

MOBILITY: THE STRENGTH OF A GROUP

Thanks to their thorough understanding of talents, the local Human Resources teams are able to offer career paths tailored to each individual. All the positions opening within the LVMH Group are posted on the LVMH Intranet, "Voices". Within this system, the Maison rolled out its "RISE" philosophy in 2022, which led to a complete revision of the approach to management and performance within the LVMH Group.

There are four modules available to refine and prepare one's career path: *"My Objectives"* follows up on individual and collective objectives in real time; *"My Impact"* targets the annual interview; *"My Development"* identifies the measures to implement for professional success; and *"My Journey"* gives the opportunity to formally assert one's career development hopes and aspirations.

TRAINING: A TAILORED APPROACH

More than 6,152 hours of training on our Maison's subjects of expertise were provided in 2022. In addition to group training sessions, we also propose individual training sessions on more targeted themes: Professions (technical savoir-faire), Health and Safety, Management, and Personal Development. For example, the "Start Tech" programme made it possible for 30 employees from the technical teams to reinforce their skills and to become more polyvalent.

Moreover, to enrich our employees' professional experience and open their horizons to subjects which resonate with the Maison's values, we organise inspiring series' of lectures, including talks by Meriem Bouamrane from UNESCO, Philippe Gabilliet ("Eloge de l'inattendu", or "In Praise of the Unexpected"), and Virginie Guyot (Excellence & Performance).

The Maison's leaders are guided by programmes provided through the LVMH House, ensuring the quality and pertinence of training courses for our leaders of tomorrow.

34.4 % of our employees in France have been trained

50% of our employees throughout the world

THE FUTURE & BLOCKCHAIN TECHNOLOGY

Since we are aware of the enormous potential of new technologies and their adoption by brands, Guerlain is increasingly investing in the Blockchain field and virtual worlds. It is in this context that the Maison decided to train its Marketing and Digital teams. On 23 September 2022, as part of our upskilling programme #DigitalAddict, these teams visited the world's largest start-up campus, Station F, to attend inspiring lectures about blockchain technology, NFTs, the Metaverse, and the Web 3.0.

The objective is to enable employees to understand the Web 3.0, how it may be of use in our industry, and what interesting initiatives are already underway at Guerlain and at the other Maisons of the LVMH Group. The participants also had the opportunity to learn more about the Metaverse, the initiatives of the "LVMH Open Innovation" programme, and NFTs, before participating in an immersive experience!

DIGITAL ASIA UPSKILLING

After launching Digital Addict, a Digital training and acculturation platform available to all our employees, we developed a programme specific to the experts from the Maison's various professions last May. Our partner, "With", provided support as the Marketing and Digital teams from headquarters and our markets (110 people in Marketing, regional leaders, and digital teams) began a series of webinars centred around digital subjects in Asia.

GUERLAIN SUSTAINABILITY ACADEMY

By founding the **Guerlain Sustainability Academy**, Guerlain aims to enrich employees' knowledge about the major challenges of sustainable development (climate, biodiversity, and the circular economy) to deepen their understanding and get them involved in Guerlain's sustainable development challenges and trajectory. The programme was co-constructed by the Human Resources, Sustainable Development, and Retail teams.

This programme has two principal purposes:

- **To raise awareness among all the Guerlain teams** by sharing information about Sustainable Development, thereby sounding an alarm about the subject
- **To develop a continuous training course** tailored to the diversity of professions at our Maison, with customised programmes that enable all our employees to develop new skills, improve their practices, and upgrade their professional conduct.

Concretely, the programme includes webinars, lectures and films by our partners in order to offer a full range of training and awareness-boosting modules and formats, making each team member an ambassador of – and a contributor to – our commitments.

Diversity & Inclusion: making these values a reality

Beyond our ethical convictions, we know that diversity and inclusion are vectors for the well-being, open-mindedness, creativity, and performance of each team. We are therefore committed to building a culture of inclusion that respects the uniqueness of each employee and that recruits without discriminating on the basis of age, gender, opinion, or any other personal characteristic. We consider talent above all, since talent is what makes a difference.

DIVERSITY: CAREERS, PROFILES, TALENTS

Our Diversity and Inclusion policy applies to all fields, holding us to the standard of various initiatives and charters: the Group's roadmap, the LVMH Code of Conduct, the Supplier Code of Conduct, and the Recruitment Code of Conduct determine our commitments to these matters, and we attentively comply with them. In particular, they are reminders of the importance of combatting all types of discrimination, such as those based on ethnic origin, gender expression and identity, religion, sexual orientation, and all other dimensions of diversity.

To establish this culture of diversity, a training session called "Recruter et Manager sans discriminer" ("Recruiting and Managing Without Discriminating") – to be held every three years – will join the modules in 2023 so that trainees' and interns' supervisors may learn about these subjects.

To verify that these principles are correctly applied, independent organisations are assigned the task of conducting anti-discrimination tests with the Human Resources teams (and have been since 2008), while the organisation ISM Corum performs audits. These tests, which were rolled out worldwide in 2014, make it possible to check the effectiveness of this guidance.

In early December 2022, the President of the Maison Guerlain signed the LGBT+ Commitment Charter by "L'Autre Cercle" (a French national federation) along with Chantal Gaemperle, Human Resources and Synergies of the LVMH Group; and Vanessa Moungar, Chief Diversity & Inclusion Officer of the LVMH Group.

By signing this charter, the Maison Guerlain is proud to reassert its commitment to an inclusive workplace, the promotion of diversity, and the combat against discrimination, supported by the 2019 signature of the UN Standards of Conduct for Business in tackling discrimination against LGBT+ people.

Guerlain also relayed the launch of the ALL LVMH Pride ERG (Employee Resource Group). This group, which was formed in June 2022, is made up of LGBTQI+ and ally employees from various Maisons of the Group. By assembling individuals from various Maisons, professions, genders, and orientations, this programme aims to create a well-informed, inclusive work setting where individuals have the right to be themselves.

85 %

of Guerlain employees worldwide are women

More than **60** nationalities are represented throughout the world.

"BIAIS INCONSCIENTS" ("UNCONSCIOUS BIASES") TRAINING

Unconscious biases, or implicit stereotypes, are beliefs and thought mechanisms that influence our perception, judgement and opinions. To raise awareness of the subject among our teams and support ever-more-inclusive communication, all the teams of 68 Champs Elysées (boutique & institute) followed this training session.

Guaranteeing well-being, health and safety

Passionate about building the fairest, most pleasant, most fulfilling workplace possible, the Maison Guerlain has always maintained an open social dialogue in close collaboration with all its employees.

WORKING BETTER TOGETHER

To offer our employees a more pleasant work setting, each year we add benefits to our Human Resources policy that address their needs and expectations. For example, the remote work agreement that was signed in 2022 is now becoming more flexible. An additional day of leave was granted; a yoga room was inaugurated on the site of La Ruche Rivoli; and an agreement was signed regarding part-time work for employees reaching the end of their careers. We are extremely attentive to the comfort of each employee, and we know that this care helps to foster a more serene work setting and a solid pride in belonging to our Maison.

"THE WELLNESS": A SPECIAL PROGRAMME FOR WELL-BEING AND SPORTS

In March 2022, we launched our new well-being and sports programme, "THE WELLNESS", especially for all the employees of the Maison Guerlain, through the application United Heroes. The programme now includes new features, such as video content for energy replenishment and rewards to get motivated. Since 2023, the application has been available in all our countries. 25 committed, inspiring Champions have been designated in the various Regions. They form our very first international community of ambassadors for the programme. As of midway through the year, more than 430 Guerlain employees throughout the world had already created their account.

HELPING OUR TEAMS TAKE CARE OF THEMSELVES

As part of our 2022 lecture series, we were delighted to offer our headquarters teams a talk co-presented by the teams of teale, a holistic mental health solution. The speakers were Larissa Kalisch, a clinical psychologist specialising in Cognitive Behavioural Therapy (CBT) and positive psychology, and Morgane Suignard, a member of the teale team. The theme of the lecture was "Nos forces: Apprenons à les identifier pour mieux s'en servir." ("Our strengths: learning to identify them to better use them."). The participants had the opportunity to recognise the importance of understanding one's strengths and to pursue discussions about the subject.

HEALTH AND SAFETY: EXACTING EXCELLENCE

As an employer, the Maison Guerlain considers itself responsible for offering a safe, fulfilling work setting to all its teams, combining well-being at work with the pursuit of performance. That is why we are committed to aiming for – and reaching – the highest standards in matters of health, safety, and well-being at the workplace, including high levels of responsibility and respect with regard to people. This conviction requires the establishment of a global approach to all operations in order to develop a "zero accident" culture. Moreover, we are investing in more modern means of production to improve labour conditions. This guideline is aligned with the LVMH Health and Safety charter, to which we have agreed.

LVMH HEART FUND: A WORLDWIDE EMERGENCY AND SOLIDARITY FUND

Our Group places solidarity and inclusion at the heart of its Human Resources policy and its Social Responsibility approach. This method extends to all employees of the Group. Its purpose is to assist them in dealing both with critical situations in their personal lives and with more everyday problems.

In particular, this assistance can take the form of emergency financial support and/or specially targeted social and psychological guidance, in cases such as: return to work after maternity/paternity leave, natural disasters, domestic violence, etc.

To date, more than 4,300 employees of the Group have benefitted from this system, free of charge, anonymously, and confidentially.

“Women for Bees”, an ambitious programme

Women are truly at the heart of all Guerlain's initiatives. The Maison strives to continually raise overall awareness of women's emancipation and the protection of bees – in addition to that of the environment in general – since these are all fundamental parts of building a more sustainable world. Such is the cornerstone of the **“Women for Bees” programme**, a cutting-edge initiative in female beekeeping entrepreneurship launched by Guerlain in 2021, implemented within UNESCO's biosphere reserves throughout the world and, more recently, with local NGOs.

AN INITIAL ROLL-OUT ACROSS BIOSPHERE RESERVES

The “Women for Bees” programme was officially launched in the beginning of 2021. It is coordinated in partnership with UNESCO-MAB (Man and the Biosphere), an intergovernmental scientific programme of which the LVMH Group is a partner.

The objectives of the “Women for Bees” programme are to maintain biodiversity and to promote sustainable practices by combining their **ecological, social and economic dimensions.** To do so, we support the development of reference beekeeping establishments within UNESCO biosphere reserves, some of which are home to the House's sustainable sourcing channels.

We have decided to concentrate on bees. Not only are they emblematic of our Maison, but as pollinators, they are essential to global food security.

The programme aims to foster women's autonomy by enabling them to develop a sustainable professional activity based on their expertise. It also aims to raise awareness about the importance of all bee species as pollinators, considering that these insects play a major role in the pollination of 90% of wildflowers across the planet and contribute to 30% of global food security.

What is a biosphere reserve?

A biosphere reserve is a site designated by national governments and recognised by UNESCO. Its mission is to:

- Reconcile the conservation of natural and cultural diversity with economic and social development.
- Test and develop innovative Sustainable Development approaches on local and international levels.

EVOLUTION OF THE PROGRAMME TO FURTHER WOMEN'S EMANCIPATION

Recently, Guerlain has been going beyond its partnership with UNESCO to coordinate a series of “Women for Bees” initiatives with local NGOs of reference, namely: the cooperative ConApi in Bologna and Calabria in Italy; the NGO El Rincón de la Abeja in Barcelona, Spain; the NGOs Umeda Mitsubachi and Ginza Mitsubachi in Japan; and, as of recently, the NGO Fundación Maya Selva (FSM), in the Yucatán region of southeastern Mexico.

By focusing on local, indigenous bees – their well-being, maintenance and repopulation – and on training, Guerlain supports local populations in conserving their natural resources, developing their communities, promoting diversity, and protecting biodiversity while inspiring new generations.

200 WOMEN TRAINED BY 2025
100 WOMEN TRAINED BY END 2023

IN CAMBODIA (Battambang)
with the Maddox Jolie-Pitt (MJP) Foundation
in 2022

IN JAPAN
with the not-for-profit organisations Umeda Mitsubachi in Osaka and Ginza Mitsubachi in Tokyo,
in 2022 and 2023

IN FRANCE
in the south of France
in 2021

IN ITALIY
with the NGO Conapi, in Emilia-Romagna and Calabria,
in 2022 and 2023

IN SPAIN
with the NGO El Rincón de la Abeja, in Barcelona,
in 2022 and 2023

IN MEXICO
with the NGO Fundación Selva Maya (FSM), in the Yucatán, southeastern Mexico,
in 2023

A new multiannual "Women for Bees" training programme in Mexico

Angelina Jolie – a Guerlain muse since 2017 and an ambassador for the "Women for Bees" programme – travelled to the Yucatán Peninsula to launch a new pluriannual training and conservation initiative in collaboration with Fundación Selva Maya (FSM), a not-for-profit organisation for the protection of Melipona beecheii, a species of bees considered sacred in the ancient Mayan civilisation.

Over the next three years, the programme aims to reintroduce Melipona beecheii bees into Mayan villages and the wider ecosystem, as well as to assist Mayan women in generating resources and becoming independent by developing a sustainable professional activity based on their expertise. The programme strives to raise awareness among the general public on the importance of this species and its major role in various ecosystems and in biodiversity, just as it endeavours to protect the natural and cultural heritage of the Mayan society.

This large-scale project reasserts Guerlain's commitment to protect endemic bees. The Maison has already launched programmes to protect – among others – Apis dorsata (the giant honey bee), Apis cerana (the Asiatic honey bee, native to Southeast Asia), Apis mellifera (the European honey bee), and Apis mellifera mellifera (the European dark bee, native to northern Europe, which proliferates on Ushant Island). This commitment in favour of women's autonomy through the "Women for Bees" programme will continue in 2023 and in the years to come with other beekeeping training sessions for women in Rwanda, China, and beyond.

« Women for Bees », Mexico 2023, Santa Clara Community Images: © German Larkin, Courtesy of Guerlain

« Women for Bees », Mexico 2023, Santa Clara Community Images: © German Larkin, Courtesy of Guerlain

© Eric Tourneret

“Bee School”: raising awareness among the new generation

As part of our commitment to the Bee, its extremely alarming endangerment leads us to consider new ways to inform, raise awareness, and empower people to enact change. We are convinced that addressing the new generations makes it possible to inspire profound, sustainable change. It is in this spirit that, in 2018, “Bee School” was developed. This broad awareness-raising programme for primary school children has been so successful that we have increased its scope and ambition over the last three years. By 2025, we aim for 100,000 children to participate in a “Bee School”.

A SYSTEM THAT GETS EMPLOYEES INVOLVED

The “Bee School” invites each of the 3,700 Guerlain employees to become a spokesperson for Sustainable Development, and more precisely for our commitment in favour of bees, by speaking at the establishments of their choice: primary schools, recreational centres, hospitals, and more. The participants are first trained in educational content, challenges and techniques, and are provided with a full instructive kit containing everything they need for a two-hour session with children aged 8 to 10. After discussions, question-and-answer sessions, fun workshops and games to test their knowledge, the children receive a “Bee School” certificate. Of course, this awareness-raising programme is anonymous and makes no mention of the Guerlain brand during classes.

CONTENT EXTENDED TO GLOBAL ENVIRONMENTAL CHALLENGES

After three years of success, and thanks to the feedback of our employees, we have fine-tuned the educational kit, particularly by developing five different versions adapted to age ranges between 5 and 12 years.

Its content is based on the work of UNESCO with the scientific support of the International Union for Conservation of Nature (IUCN). The objective is to go beyond the subject of Bees (domestic and wild), and to begin addressing the challenges of biodiversity, pollination, climate change, and more.

A FRENCH SUCCESS, AN INTERNATIONAL ROLL-OUT

“Bee School” is also going international, and the kit has been translated into some ten languages to enable Guerlain employees to hold sessions throughout the world. A digital platform was also created to facilitate their organisation, record their classes, train them online, store the resources that make up the kit, and offer an opportunity to share feedback.

These efforts have allowed more than 20,000 children in more than ten countries to learn about the challenges related to bees and the global protection of biodiversity since the programme's creation.

A POWERFUL TOOL FOR COHESION AND FOR RAISING AWARENESS INTERNALLY

The programme, which began as a test, has quickly convinced not only young students, but also employees. It is a fun, fulfilling opportunity for everyone to not only feel useful by passing along an engaging message to the younger generations, but also to raise awareness and even themselves learn more about our historical commitment to protecting Bees. To reinforce mutual encouragement and a team spirit, sessions are now held by pairs of volunteers.

OBJECTIVE

By 2025, 100% of Guerlain's worldwide employees
will have led at least one “Bee School” session, and 100,000 children will have attended a “Bee School” workshop, whether at a primary school, recreational centre, or hospital.

“BEE SCHOOL” TAIWAN

At the end of October 2022, Guerlain Taiwan got the opportunity to hold its first “Bee School” for a group of 25 preschool children. The children learned about protecting the Bee and the environment as they listened to stories and enjoyed fun activities. Throughout the day, they were able to discover various types of bees, how a beehive works, what role of each member of a “family of bees” has to play, and how bees consume nectar and pollen to transform them into honey. Each child took home a potted flower, encouraging them to take care of these precious pollinators themselves.

It’s hard to describe the joy and excitement that you feel when you talk to a group of five-year-olds about bees. To our great surprise, they already knew a fair amount about the subject! Using games and other tools, we explained to them how everyone can take action to protect such a precious species. It was such an enriching experience!

Joséphine Tsai
Training Manager at Guerlain Taiwan

“BEE SCHOOL” CANADA

Guerlain employees based in Montreal shared a special experience with thirty children from a primary school. The Maison’s employees had the opportunity to hold a “Bee School” at the Insectarium, one of the largest educational, cultural and scientific natural history museums in North America. In addition to touring the museum, the children were able to attend two educational sessions: “De fleur en fleur” (“Flower to flower”), a quiz aiming to raise awareness on the importance of pollinators and how to provide them with a bountiful habitat; and “Les insectes m’inspirent” (“Insects inspire me”), a creative workshop where children make a work of art based on a real or imaginary insect using entirely natural materials, such as twigs, leaves, dry stems, nuts, and so on.

ANGELINA JOLIE VISITS CLICHY-SOUS-BOIS FOR AN EXCEPTIONAL “BEE SCHOOL”

On 30 January 2023, the Maison Guerlain had the honour of welcoming Angelina Jolie to Paris for a “Bee School”, a further extension of her long-standing collaboration with the Maison. This awareness-raising workshop was also coordinated by Lorène Mouchet – a beekeeper from the first graduating class of “Women for Bees” of 2021, in collaboration with UNESCO – and Cécile Lochard, Guerlain Chief Sustainability Officer. This special “Bee School” took place at the Henri Barbusse primary school in Clichy-sous-Bois, a partner city of LVMH, as part of a much larger educational programme. The objective was to teach children the fundamental role of bee pollination in agrifood production and biodiversity protection. Moreover, Guerlain and the school will be organising new “Bee School” sessions in 2023.

© Ian Gavan, Courtesy of Guerlain

ART AND SUSTAINABLE DEVELOPMENT: A PERFECT MATCH

Faced with the ecological upheaval that we are undergoing and the anxiety that it provokes, it is necessary to make a shift in the way we conceive of the world to transform the way we live in it.

Because it has an incredible power to appeal to emotions, art plays a unique, essential role in alerting people, raising their awareness, and getting them involved. It is able to create positive fictional worlds, project desirable visions of the future, stimulate the imagination, and encourage us to consider how to build a better world together.

That is key at this juncture in our history where we must restore our connection with nature. The stories and narratives expressed in works of art are dynamic ways to create emotional, personal connections that are also powerful and universal.

A number of artists use their creativity to serve the cause of planetary ecology by producing works that help us to reinvent our relationship with nature.

To support them and spread their influence, the luxury sector is getting involved to make this environmentally committed art more accessible and more visible. Because while this sector is aware that the target audience for luxury products is narrow, it also understands its responsibility for inspiring the largest audience possible.

TheGood.fr

Chère Eugénie, "the Bee Bottle" as seen by 11 international female photographers

Since it was founded, the Maison Guerlain has been establishing close relationships with the arts. This determination – which has been pursued for more than 200 years – has led the Maison to develop relationships with hundreds of artists, artistic craftsmen, and designers, forming a family tree of unique creators. Under the name "Bee Art by Guerlain", which encompasses and dynamises all our actions in art, we have opened a new chapter in the story, combining our commitment to art and our dedication to defending the planet in the symbol of the Bee, which has been emblematic of the Maison since its origins. Because we are convinced that artists have a role to play in the ecological transition, we are leading artistic awareness-raising actions in various ways: through partnerships, sponsorships, and an extensive, diverse programme of exhibitions.

Sharing the same appreciation for artistic support and transmission, as well as the same commitment to art and the environment, the Maison Guerlain joins Lee Ufan Arles this year to present the "Lee Ufan Arles x Guerlain Art & Environment Prize". The award aims to encourage resolutely sensitive, responsible artistic productions which pave the way for new interactions with nature.

More specifically, highlighting a recognised or up-and-coming female artistic scene is part of the inclusive vision that we have always upheld. The "Chère Eugénie" exhibition expresses this celebration of women and their creativity.

Today more than ever, the Maison Guerlain is pursuing its commitments to supporting women, art, and the environment.

To celebrate the 170th anniversary of L'Eau de Cologne Impériale and the iconic "Bee bottle" – both created for Empress Eugénie in 1853 – Guerlain gave carte blanche to eleven female artists, who reinterpreted the Maison's crowning jewel using photography as a medium. Eleven international artists – Jane Evelyn Atwood, Valérie Belin, Delfina Carmona, Delphine Diallo, Su Kui, Orlan, Charlotte Rampling, Myriam Roehri, Almudena Romero, Christine Spengler and Audrey Tautou – paid a collective tribute to the evocative power of the Maison's great classic, the empress who inspired it, and the commitment of the Maison Guerlain to the Arts, women, and nature.

Assembling them for an exhibition at the Maison Guerlain, "Chère Eugénie" is an opportunity for Guerlain to reassert its love of photography and its loyalty to artists such as Valérie Belin and Charlotte Rampling, whose works are already part of the Maison's collection. It is also an opportunity to establish new relationships and highlight the work of up-and-coming photographers. Every generation is represented, and the plural voices in this chorus of women rise together in an ode to creativity, sisterhood, and liberty.

The golden bee that was designed for this now iconic bottle, which has continued to inspire Guerlain's creations, has today become much more than the Maison's symbol of identity and longevity: it is a guide for its sustainable commitment In the Name of Beauty.

Guerlain and Lee Ufan Arles launch a new contemporary art programme: the "Lee Ufan Arles x Guerlain Art & Environment Prize".

In 2023, Lee Ufan Arles joins forces with the Maison Guerlain to create the "Lee Ufan Arles x Guerlain Art & Environment Prize", which will be awarded each year to a project focusing on the many productive connections between artistic creation and the environment.

The "Lee Ufan Arles x Guerlain Art & Environment Prize" is rooted in the complementary philosophies that motivate the work of Lee Ufan and the commitments of the Maison Guerlain, and it offers a space for reflection based on discussion, creativity, and open-mindedness. The prize will develop in the long-term and will give rise, each year, to a residency in Arles, followed by a personal exhibition at Lee Ufan Arles beginning in the summer of 2024, providing the winning artist with a unique space and time for their creative process. The artist will be guided and supported in their work and will also enjoy international exposure and influence.

© Photo : Thomas Jarsalès 2022

Guerlain in the "Art & Écologie" Circle of the Palais de Tokyo

With the unprecedented "Palais Durable" ("Sustainable Palace") sponsorship programme, the Palais de Tokyo creates a true laboratory of solutions for sustainable culture that will stretch over a two-year period. The partners of the Art & Écologie circle, which Guerlain has joined, bring financial support to the exhibition season "Réclamer la Terre", which presented the work of artists invited to consider our connections with nature, life and the environment in the spring of 2022. Moreover, they provide their expertise to guide the ecological transition of the Palais de Tokyo through skill-based support. The major progress that the Maison Guerlain has made in Sustainable Development was put to use through concrete efforts: a number of environmental measures were put in place on the site, and more holistic concepts were implemented, such as workshops and immersive experiences related to the senses and the cycle of the seasons and of nature.

By joining forces to promote art and sustainable development at the largest contemporary creation centre in Europe, Guerlain is contributing to the promotion of art that is more committed to the great challenges of its time and to the development of a more feminine, more inclusive art scene.

This is a chance to collaborate with an establishment which is a pioneer and leader in terms of the relationship between art and the environment, an absolutely essential connection. There can be no ecological transition without a cultural transition. Artists have a major role to play. They are drivers of change who carry a vision of tomorrow's world, a way of taking action that challenges the established order... Essential ways forward towards a more sustainable future.

Ann-Caroline Prazan
Art, Culture and Heritage Director of the Maison Guerlain

Guerlain, patron of the "Prix Art Éco-Conception" ("Eco-Design Art Prize")

On January 10th 2023, the Prix Art Éco-Conception awards ceremony was organised by Art of Change 21, aiming to acknowledge artists who truly strive to improve their environmental impact. It is based on the multi-criteria method of eco-design, which begins at conception and continues through the production of the works as an integral part of their life cycle to their eventual end of life. The idea is to bring a true scientific and technical dimension to the art world and to go beyond the "good practices" stage with the conviction that artists are central to the ecological transition of the cultural sector. Art supplies and mediums, as well as production techniques, transportation and display and storage systems are explored to seek out innovative alternatives with lower ecological impacts. The winner receives eco-design guidance by recognised professionals and experts who are invested in the art world. Two artists among the twelve finalists enjoyed a life cycle analysis (LCA). The monetary value of the prize is equivalent to 40,000 euros.

The objective – beyond the award – is to get a much more global movement started. Various follow-ups to this initiative are being explored: discussion days, the publication of a guide, and awareness-raising modules for art schools, as well as a calculation tool. Guerlain is proud to support this initiative, the first step in a dynamic that aims to bestow French artists with environmental excellence.

Journées Particulières, a unique opportunity for Guerlain to unveil its excellence in craftsmanship and its artistic heritage

A Maison with a rich heritage and a listed Entreprise du Patrimoine Vivant (Living Heritage Company), Guerlain has always manufactured its products within its own workshops in France. Les Journées Particulières, which LVMH created in 2011, aim to highlight the exceptional savoir-faire and unique craftsmanship which have made the Maison a crowning jewel of French luxury since 1828.

For this 5th edition – called "Guerlain Crafted from Nature" and fully responsibly conceived – visitors were welcomed to our emblematic boutique on 68 Champs-Elysées where they had the opportunity to discover the Maison. Through an immersive, enchanting circuit, Guerlain raised the curtain on the behind-the-scenes, revealing its manufacturing processes and the inimitable expertise of its craftsmen. Visitors got the opportunity to discover the skills and techniques of our craftsmen and Dames de Table – the same ones who work at the production sites – in this historical location that has welcomed the greatest artists. The Dames de Table carry forward centuries-old savoir-faire in adorning exceptional perfume bottles. There are only six women who master these rare, delicate techniques. With dexterity and meticulous care, they elevate the most precious bottles to an art form, bringing them a little bit of extra soul.

We were also delighted to welcome Pochet du Courval, manufacturer of the Bee bottle since 1853. This endlessly refillable bottle celebrates the meeting between Luxury and Sustainable Development. The Master Perfumer Thierry Wasser and the Guerlain Perfumer Delphine Jelk were also invited to unveil the secrets of the creation of our perfumes and the processes of selecting raw materials through our exceptional sourcing channels. This was an opportunity to highlight the sustainable innovation approach of the Maison, which became a member of the Union for Ethical BioTrade (UEBT) in 2021, and our ambition to certify 50 of our most emblematic sourcing channels in accordance with the UEBT reference by 2026.

Guerlain has always been distinctive for its creative boldness. Ann-Caroline Prazan – Art, Culture and Heritage Director – and her team were on hand to present the legendary creations and exceptional pieces crafted in exclusive collaboration with artists from all over the world who embody our penchant for art and our continuous desire to update it.

The exhibition "Piquées" ("Stung") by the photographer Charlotte Abramow, dedicated to the "Women for Bees" beekeeping entrepreneurship programme, concluded the tour. This programme, in partnership with UNESCO, combines women's empowerment with the protection of bees, perfectly illustrating the Maison's commitment to Nature and women. Cécile Lochard – Guerlain Chief Sustainability Officer – and her team were there to share the pillars of Guerlain's commitment to a more beautiful and responsible world with visitors, with the Bee as a sentinel.

Nearly 1,200 people participated in the event, which lasted three days and involved 104 employees. The success of the event confirms the overall interest in the history of our brand and the excellence of our savoir-faire.

Paulo Dinis, Guerlain Virtuose 2022

An assembly craftsman for the Maison for the last 30 years, Paulo Dinis received the 2022 Virtuose prize during the SHOW ME event, joining the ranks of fellow award-winner Sylvie Romet, Dame de Table from Orphin, the 2021 Virtuose. With the SHOW ME event, LVMH looks back on a year of concrete action to rally every generation in the name of passing along, showcasing, and perpetuating its Métiers d'Excellence.

VIBRANT, a film by Yann Arthus-Bertrand, produced in association with Guerlain

For the first time in its history, the Maison Guerlain got involved in supporting a feature-length film, VIBRANT, a loving inventory of French biodiversity.

By endorsing this spirited plea for nature conservation, Guerlain pursues the pioneering commitment to protecting biodiversity that is central to its Raison d'Être. Through sublime images, VIBRANT celebrates the incredible beauty and variety of biodiversity in Metropolitan France, the most extensive in Europe. The film is based on the work of a group of 200 wildlife filmmakers recording nature throughout France to sweep the viewer to the heart of the extraordinary adventure of the country's wildlife.

From the infinitely small to the super-predator, from the bee to the whale, from the blade of grass to the giant tree, VIBRANT sweepingly reveals French biodiversity in its incredible variety. By revealing the spectacular pyramid of the life forms in France, the film invites viewers to reconnect with nature and to marvel at these extraordinary habitats filled with imperceptibly interconnected wonders.

VIBRANT is also an invitation to reflect. The film encourages us to humbly reconsider the role of humanity in this vast, delicately balanced natural framework of interdependencies, and to become aware of our impact.

To demonstrate the scope of achievements of living creatures across the country, a traditional technical team would not suffice. To compile images of such great diversity, VIBRANT required the cooperation of a collective of 200 amateur and professional naturalists. The result is a film that no ordinary technical team could ever have made, since the spectacle of life is not organised for our consumption. Capturing these precious moments requires savoir-faire and extraordinary patience. Thanks to this unique collaboration, VIBRANT is an incredibly rich, unique film that raises viewers' awareness of the extraordinary wildlife in France to inspire us to continue protecting the species that live here.

Yann Arthus-Bertrand and his co-director Jeremy Frey sought out five of the video-makers who shared their images that made it possible to bring forth VIBRANT. They based a second film on them, RENOUER AVEC LE VIVANT ("Reconnecting with the living"). It explores the behind-the-scenes of VIBRANT and also pays a brilliant tribute to all those enthusiastic film-makers who are fascinated by nature.

At Guerlain, we are persuaded that enduring friendships are based on shared values, common ideals, and similar ways of viewing and imagining the world. Today, it is our commitment to the conservation of nature that brings us back to a collaboration with Yann Arthus-Bertrand. After the worldwide success of the Aqua Allegoria campaign, Guerlain had the opportunity to support this exceptional film, a first in the history of the Maison.

Gabrielle Saint-Genis Rodriguez
President of the Maison Guerlain

VIBRANT and RENOUER AVEC LE VIVANT were broadcast on France 2 on Tuesday, 23 May 2023, and are also available for replay on the France TV platform.

SUSTAINABLE DEVELOPMENT INDICATORS AND MATERIALITY MATRIX

SUSTAINABLE DEVELOPMENT
INDICATORS AND MATERIALITY MATRIX

KEY INDICATORS

Sustainable Development objective	Area	Indicator[1]	2019	2020	2021	2022
Social indicators						
	Workplace health and safety	Total rate of occupational illnesses		0%	0%	0%
		Funds (in units of €1,000) spent on improving staff health and safety			913	1,359
		Percentage of staff members who completed safety training in the reference period			68%	28.5%
	Access to good-quality essential healthcare services	Percentage of staff members with access to healthcare services provided or covered by the company			100%	100%
	Working conditions	Funds (in units of €1,000) spent on improving working conditions, including quality of ventilation, temperature, lighting, workspace layout etc. (and excluding workplace health and safety expenses)		152	646	989
	Staff training and education	Percentage of staff members who completed safety training in the reference period		40%	52%	34%
		Average number of training hours completed by staff members in the reference period (across the whole workforce)			8h	14.5h
	Diversity	Percentage of women in the workforce		74%	74%	74%
		Percentage of women in the workforce holding senior positions		78%	79%	79.6%
		Workforce by age bracket (in France)				
		25 and under		4%	4%	6%
		25 to 34		33%	33%	35%
		35 to 44		29%	28%	25%
		45 to 54		22%	23%	22%
		55 and over		12%	12%	12%
	Disability	Number of individuals with disabilities in the workforce			37	39
Environmental indicators						
	Energy consumption	Total energy consumption from non-renewable energy sources (MWh)	5,928	5,214	3,518	40
		Total fuel consumption from non-renewable energy sources (MWh)	19	18	97	40
		Total electricity consumption from non-renewable energy sources (MWh)	0	0	0	0
		Total natural gas consumption (MWh)	5,909	5,196	3,421	0
		Total energy consumption from renewable energy sources (MWh)	10,183	8,475	11,919	13,855
		Total fuel consumption from renewable energy sources (MWh)	0	0	0	0
		Total electricity consumption from renewable energy sources (MWh)	10,183	8,475	9,494	8,707
		Total biogas consumption (MWh)			2,424	5,148
		Total percentage of energy from renewable sources	63.21%	61.91%	77.21%	99.71%
	Expenses and investments (in units of €1,000)	Funds spent on environmental protection, specifically to prevent, reduce or eliminate pollution or any other form of harm to the environment	892	843	1,712	2,385
	Water withdrawal (in m3)	Total water withdrawal	44,279	42,126	42,928	44,004
	Water output (in m3)	Total water output	42,647	39,753	41,357	41,973
	Water consumption in m3)	Total water consumption (total water withdrawal minus total water output)	1,632	2,373	1,571	2,031
	Waste management (in tonnes)	Total weight of hazardous waste	430	260	250	327
		Total weight of non-hazardous waste	1,550	1,508	1,524	1,948
		Weight of waste by elimination method:				
		Reuse	0	0	0	0
		Recycling	1,230	1,215	1,282	1,487
		Composting	0	0	0	0
		Recovery, including energy recovery	730	532	439	461
		Incineration (mass burning)	0	0	0	0
		Landfill	3	0	3	0
		Other	0	0	0	0
	Greenhouse gas (GHG) emissions (in tonnes of CO_2e)	Gross direct GHG emissions (scope 1) in CO_2e	1,441	1,331	1,066	365
		Gross direct GHG emissions (scope 2) in CO_2e	118	74	75	78
		Gross direct GHG emissions (scope 3) in CO_2e	86,916	66,742	75,444	97,922
	SBTi objectives reached from reference year 2019 onwards (in % of success)	47% reduction in GHG emissions across scopes 1 and 2 by 2030 (compared to 2019)	N/A	-10%	-27%	-72%
		57% reduction in GHG emissions resulting from the purchase of goods and services, downstream transport and distribution, per tonne of products manufactured, by 2030	N/A	-9%	- 19%	- 7%
	Protection and restoration of habitats (in ha)	Total area of habitat zones protected or restored	24	27	30	58

(1) Geographical scope of social and environmental indicators: France (headquarters, production sites and Paris boutiques)

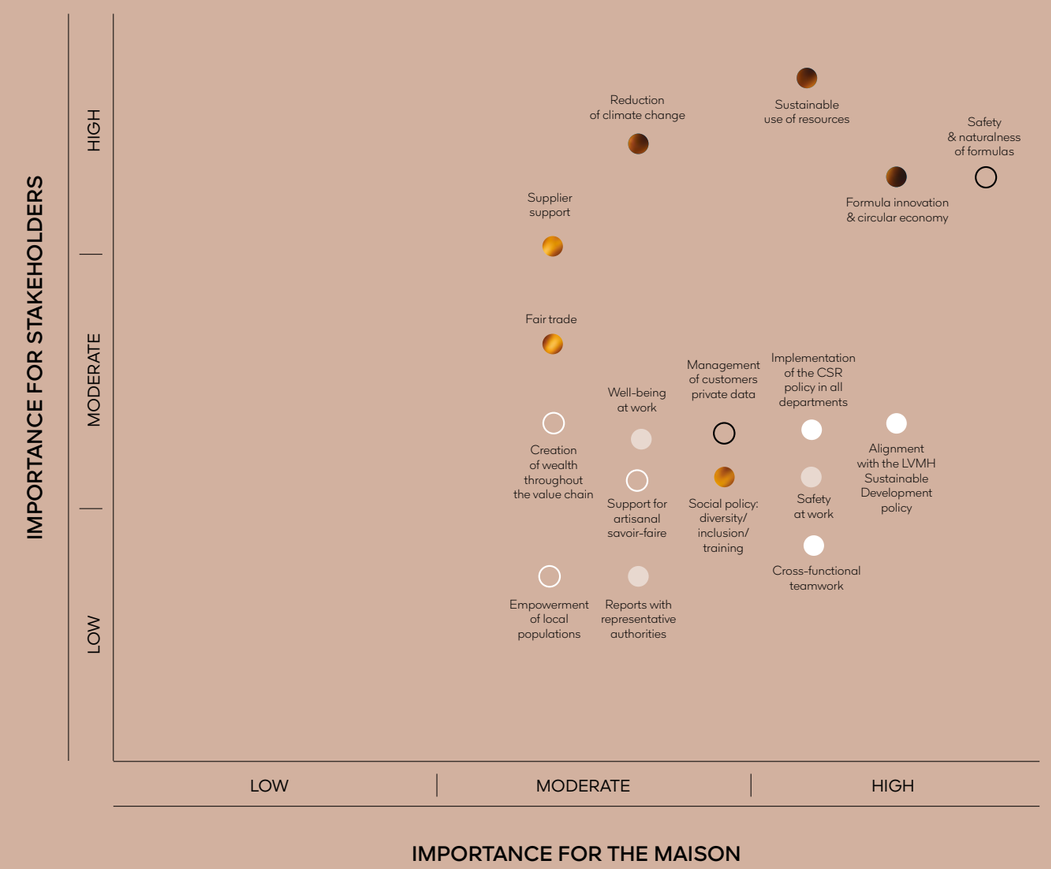
MATERIALITY MATRIX

During the 2020 financial year, the Maison Guerlain updated its materiality analysis with a view to re-evaluating the issues facing the Maison and its internal and external stakeholders.

This re-evaluation enabled Guerlain to adjust its CSR policy for the 2020-2021 and 2021-2022 financial years.

The following were identified as high-priority issues:

- CORPORATE GOVERNANCE
- HUMAN RIGHTS
- EMPLOYEE RELATIONS AND WORKING CONDITIONS
- ENVIRONMENT
- CONSUMER ISSUES
- SOCIAL COMMITMENT



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In an effort to reduce our environmental impact, this document was designed first and foremost for digital use. It was only printed in 100 copies total.

The cover paper for this edition, by Curious Matter, features a texture produced using an innovative technique for the repurposing of starch. The inside pages, in matte Cocoon Silk paper, are 100% recycled.

Moreover, both of these papers are FSC-certified to guarantee the responsible management of the forests that produced them.

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