



ESG Strategy

December 2024

Sustainable development is an integral element of the Bielenda Group's development philosophy and business strategy. We pay particular attention to controlled sourcing of active ingredients, creating environmentally friendly formulations, and designing eco-packaging. Investing in renewable energy sources, projects limiting waste and carbon dioxide emissions are also our responsibility.

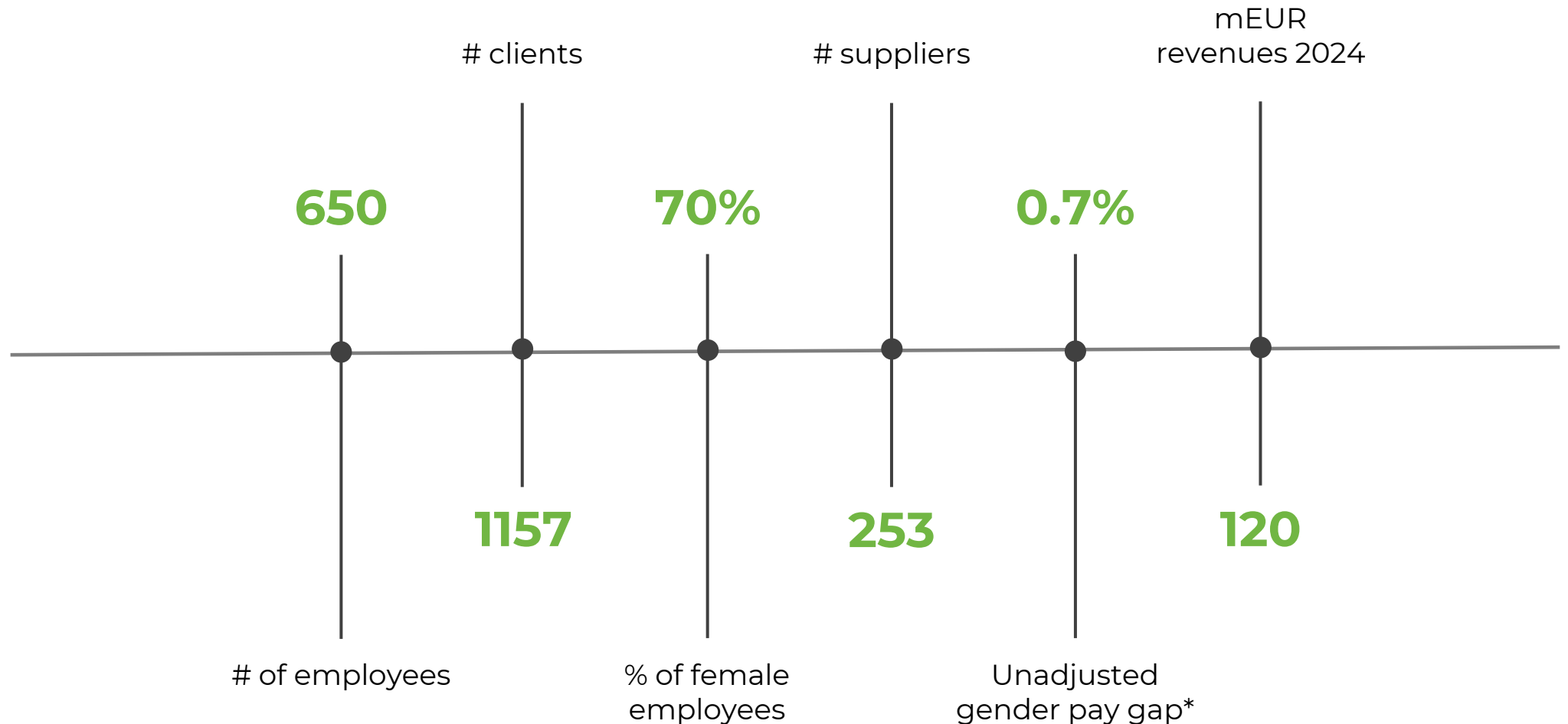
The changes we are making across all company structures reflect our full commitment to creating cosmetics that are both safe and effective in care, as well as environmentally friendly - products that generate the smallest possible footprint - from the formulation and design process, through production and logistics, to the processing and reuse of their selected components.

We believe that the cosmetics industry has a special role to play in striving to protect the environment, strengthen social responsibility and ensure sustainable development of the economy. That is why we declare further active continuation of our activities in that field, examples of which include increasing the use of upcycled raw materials and 'zero waste', limiting packaging elements that use additional resources, gradually increasing the share of recyclates in production processes, as well as initiating projects that raise awareness among our suppliers and business partners and lead to real changes in the entire cosmetic industry, for which - as one of its leaders - the Bielenda Group feels particularly responsible.



Marek Bielenda CEO, Bielenda Group

Bielenda Group Key Highlights



* End of 2023



Results of the double materiality assessment

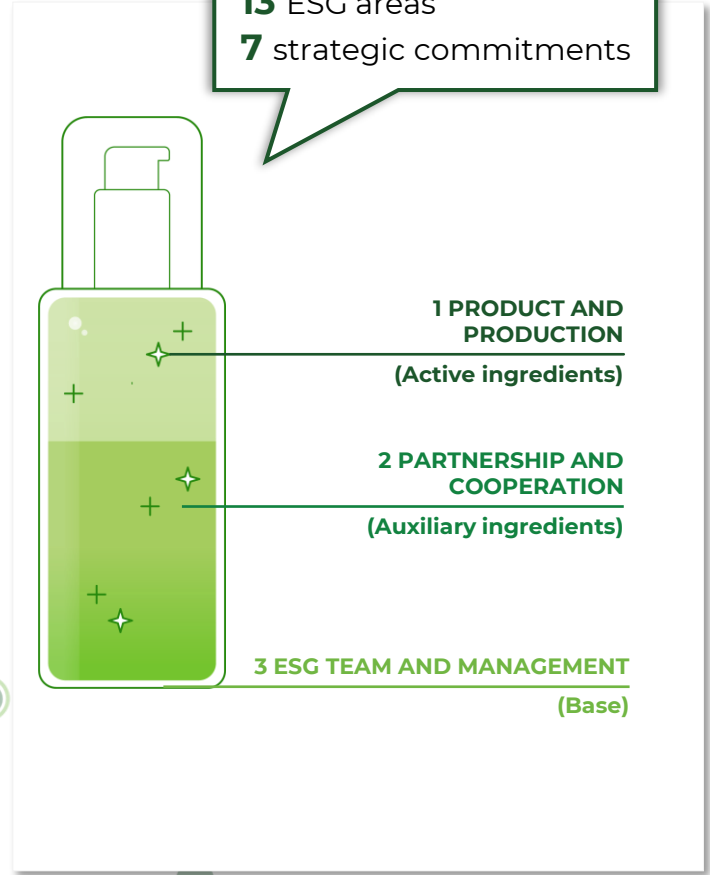


ESG Strategy - Key assumptions

Bielenda Group's ESG Strategy addresses sustainability challenges important to the market and the cosmetics industry

- Covers **the 2025-2050** perspective **in 7 strategic commitments**
- The objectives/commitments presented therein are both short-term and long-term
- It includes recorded actions based on indicators, leading to the achievement of each commitment
- Takes into account trends and the level of good practice of competitors, expectations investors **and prepares for upcoming regulatory requirements**
- Identifies **the governance structure and roles within the development of ESG** in the organisation
- Assumes **responsibility** for the implementation and cyclical monitoring of the results of the ESG Strategy by the **Board of Directors**

3 strategic pillars
13 ESG areas
7 strategic commitments



Bielenda Group ESG Strategy



	Commitment	KPI	Target 2025	Target 2030	Target 2050
1 PRODUCT AND PRODUCTION (Active ingredients)	We will source raw materials in a sustainable way	% of strategic suppliers verified against ESG criteria	50%	100%	100%
		% of certified deforestation-free raw materials*	72%	90%	100%
	Quality and safety of Bielenda products are our priority	% of raw materials in products without microplastics*	98%	99%	100%
		% of raw materials in products without harmful nanomaterials*	100%	100%	100%
		% of raw materials in products without cyclic silicones*	97%	100%	100%
	Decarbonisation and climate neutrality as an integral part of doing business	Carbon footprint in scope 1 and 2	Building a carbon footprint reduction strategy for Scope 1 and Scope 2	Reduction of 55% from 2021	Reduction of 100% from 2021
		Carbon footprint in scope 3	Calculation of the carbon footprint for Scope 3	tbd	tbd
	We will create an Ecodesign Code to evaluate our products and to guide new implementations - Caring for natural resources, minimising pollution and a closed-loop economy	% of products in conformity with ecodesign principles	Creating an eco-design code and assessing the product portfolio	50%	100%
		% (content) of recycled material in packaging*	Developing a packaging management tool and creating a strategy based on the circular economy	>35%	>65%
	2 PARTNERSHIP AND COOPERATION (Auxiliary ingredients)	We want to build socially responsible brands that respond to the new needs of consumers, business partners and local communities	% of employees involved in volunteering/community activities	>20%	>20%
% of strategic suppliers covered by the Supplier Code			40%	100%	100%
% of strategic suppliers covered by ESG audit			30%	100%	100%
3 ESG TEAM AND MANAGEMENT (Base)	We will always put the safety of our employees first. We want to create a friendly workplace for every employee regardless of gender, age, background or beliefs. At the same time, our aim is to grow the business through the development of our employees.	Wage gap (unadjusted)	0,7%	<5% (adjusted gap)	<5% (adjusted gap)
		Number of serious accidents at work	0	0	0
		Staff members included in the appraisal and staff development programme	50% employee performance evaluation and 100% of staff covered by development plans.	100%	100%
		Indicator of baseline employee engagement following engagement survey	50%	>70%	>70%
	We embed sustainability in our management model	Number of ESG meetings held with Supervisory Board and Management Board (2 x year ESG at Supervisory Board meetings, 1 x 3msc ESG at Management Board meetings)	6	6	6
		Ecovadis certification	Silver Medal	Platinum Medal	Platinum Medal

Bielenda Group – Sustainability recognitions



We are happy to share that Bielenda Group has been recently recognized for its ESG efforts during the final gala of BASF Poland's Customer Program "Together for the Planet". The purpose of the "Together for the Planet" initiative was to showcase and appreciate the BASF's clients' efforts to protect the climate and to present projects supporting sustainable development.

Bielenda won two awards:

- Diamond Planet for first place in the Innovator of the Year category
- Distinction from KANTAR to the BIELENDAGroup S.A. company and the hashtag #TOŁPA brand, for its innovative and ever more sustainable attitude and innovative actions.



Patrycja Zamorska ESG Manager, Bielenda Group

"Together for the Planet is a wonderful initiative that engages the value chain. Celebrating achievements alongside many inspiring people drives us to take further action for sustainable development. We are proud, we aim for more, and the word 'together' is key to the future of sustainable development."

