

QUALITY POLICY

UPDATE 2022

Cultivating natural beauty and well-being and regenerating nature starts with thinking about how to constantly surprise and amaze customers, while anticipating what society expects. It starts with understanding our customers' expectations of our products and services, then meeting and exceeding them. This ambition also guides where, how and what we source; it drives the way we design and manufacture cosmetics.

Our quality management system is based on the highest of international quality standards and regulations, and it follows the principles of our Group Code of Business Conduct.

Our goal is to:

- Improve the quality and efficacy of our products constantly to exceed our customers' expectations, feeling motivated to go further.
- Never compromise on consumer safety.

All our actions are guided by the following principles:

- **Anticipate quality regulations** and promote **best practices**.
- **Listen to our customers** in-store and online, collect and analyse data and act boldly upon opportunities.
- **Prevent and avoid risks to product quality** throughout a product's life cycle through targeted and effective actions.
- **Foster a culture of quality** throughout the organisation by training and engaging our employees and other relevant parties.
- **Improve our quality management continuously** by setting objectives and measuring and communicating results to set out steps that will lead to further progress.

These principles apply at every stage, from tending the field to design, manufacture and distribution, all the way to selling our products and services to our customers.

Management is responsible for providing the means needed to achieve these goals. And we all need to seek improvement and take action continually to look for the best for our customers.

I count on all of you to strive for excellence, and expect the same from our partners, to bring our Group's mission to life.

ANDRE HOFFMANN

L'OCCITANE Group Chief Executive Officer

