

GROUP QUALITY POLICY

July 2024

GROUP QUALITY POLICY

July 2024

Cultivating natural beauty and well-being while regenerating nature starts with thinking about ways to surprise and amaze our customers and anticipating what society expects. It starts with understanding our customers' product and service expectations before 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 IT 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, through 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.

We all need to seek improvement and take action continually to do our best for our customers.

Reinold Geiger
Chairman
L'OCCITANE Group