

RESPONSIBLE GROUP MARKETING AND COMMUNICATION POLICY

March 2026

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Introduction

At the L'OCCITANE Group, our shared values and [Code of Business Conduct](#) guide our everyday conduct in the way we do business. As a B Corp™ certified company, we recognise that effective and responsible corporate communication and marketing are vital to building trust with our stakeholders. This policy sets out the standards for responsible corporate marketing and communication activities, ensuring they are truthful, transparent, ethical, aligned with our values and regulatory expectations, and aligned with our impact on the global business community.

Purpose and scope

This policy establishes the standards for responsible corporate marketing, public relations and communications developed, published or overseen by Group Corporate Communications, including media relations materials, reports, leadership messaging, announcements, paid media and digital content. This policy does not apply to brand-level marketing and communications activities. For those, refer to each Brand's responsible marketing policy. However, when Group Corporate Communications is involved in message development or approves publication, this policy must be followed.

Policy principles

We understand the importance of providing clear, accurate and transparent information to avoid being misleading. We recognise that claims, particularly environmental or social claims, should be specific, substantiated by data and proportionate to actual performance. Communications should be based on a fair representation of both achievements and challenges. We strive for communications to be clear, accessible and adapted to relevant stakeholder groups. Ethical communication practices are expected to be applied in all contexts, especially when addressing sensitive issues or vulnerable audiences. See 'Ethical communications' below.

Environmental and social claims

Environmental and social claims are expected to be precise, clearly defined and in compliance with applicable laws. Claims should be substantiated with reliable methodologies and up-to-date evidence. Vague or generic claims should be avoided unless supported by recognised and verifiable evidence. Climate-related statements should distinguish between emissions reductions and carbon removals and should not imply neutrality unless fully substantiated. Sustainability labels used in any communication are expected to rely on credible, transparent and independently verified third-party certification schemes, to avoid misleading or misinforming our stakeholders.

Ethical communications

All communications are expected to be truthful, clear and appropriate to the relevant stakeholder group. They should be designed to avoid being misleading, particularly in relation to vulnerable consumers as defined under EU consumer protection law. Environmental, climate-related, social or ethical claims – especially on sensitive issues – should be clearly defined, appropriately scoped and adequately substantiated to avoid being misleading or creating exaggerated portrayals of people, communities or impacts.

Diversity, equity and inclusion (DEI) in communications

The Group emphasises the importance of inclusive representation in all communications materials, promoting positive and respectful portrayals of physical appearance and holistic self-care, while encouraging social and

environmental responsibility. Communications are expected to be conducted in a constructive, transparent and inclusive manner, using inclusive language and avoiding discriminatory or misleading representations.

Concerns, complaints and remedy

A formal channel is available for stakeholders to raise concerns regarding misleading or harmful communications. Concerns may be submitted at any time through the [Group’s Speak Up channel](#), accessible via the corporate website. All submissions are reviewed and appropriate corrective action may be taken, including content amendment, clarification or withdrawal, where necessary.

Policy governance

This Responsible Group Marketing and Communication Policy is approved by the L’OCCITANE Group’s General Manager and made accessible to all employees who communicate on behalf of the Group.

Dedicated internal corporate communications standards set out the key principles to be applied across the Group. Relevant internal subject-matter experts, as appropriate, support the verification of environmental and social data used in claims to ensure that communications align with these principles at the corporate level. If employees are uncertain about a claim or practice, they must seek guidance from the Legal team before proceeding or publishing. External agencies are expected to comply with this policy and retain appropriate supporting documentation. High-risk or strategic communications require executive approval.

The policy is reviewed annually, or earlier if regulatory or operational changes require. Feedback from audits, stakeholders and B Corp is used to strengthen and continuously improve it.

Non-compliance and sanctions

Non-compliance may result in disciplinary or contractual action. Non-compliant content is to be corrected as soon as possible.

Revision history

Date	Release	Author	Tracking notes
March 2026	1.0	Group Corporate Communications department	Initial release