

GROUPE GM
EXCLUSIVE AMENITIES

CSR Report

2025

CARE
ABOUT
eARTH



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Editorial

“ *This CSR report is for me an opportunity to measure the ground we have covered and to see how much the Care About Earth program, launched in 2018, has progressively become embedded in all of Groupe GM’s decisions.*

Since then, we have launched multiple sustainable initiatives that reflect our commitment to being as mindful and respectful of our impact as possible, while guaranteeing product quality. We are in constant dialogue with our stakeholders to best respond to current challenges and the expectations of the hospitality industry.

In this spirit, Groupe GM continues to build its CSR approach, and this year validated the social audits of all its production facilities.”

Laurent Marchand
CEO, Groupe GM





Who
we are

Founded over fifty years ago as a family-owned business, Groupe GM designs, produces and distributes hotel amenities for the hospitality industry.

Present in more than **80 countries**, the company today serves **over 20,000 establishments** through exclusive partnerships and license agreements with recognised brands in cosmetics, fashion, design and wellness.

Groupe GM masters the entire value chain, from design to distribution. The company relies on **two production sites located in France and Portugal**, as well as a network of industrial partners in Europe and Asia.

All of these sites comply with stringent standards in **quality, environmental and social responsibility**, ensuring sustainable practices, rigorous controls and excellence at every stage.



26
EXCLUSIVE
DISTRIBUTORS
& AFFILIATES



+80
COUNTRIES



03
MAIN SITES
OF PRODUCTION



+50 YEARS
OF SAVOIR-FAIRE

Our *values*

Groupe GM's values form the foundation of our commitment and guide our actions every day.

Creativity, quality, sustainability, innovation and service excellence are the standards against which we measure our performance.

They guide us in developing bespoke, environmentally responsible solutions **tailored to the needs of the hospitality industry** and to growing expectations around sustainability.

in 2025



+20K
ESTABLISHMENTS
DELIVERED



+8M
OF LARGE FORMAT
DISPENSERS
PRODUCED



+27M
OF SOAPS
PRODUCED IN EUROPE

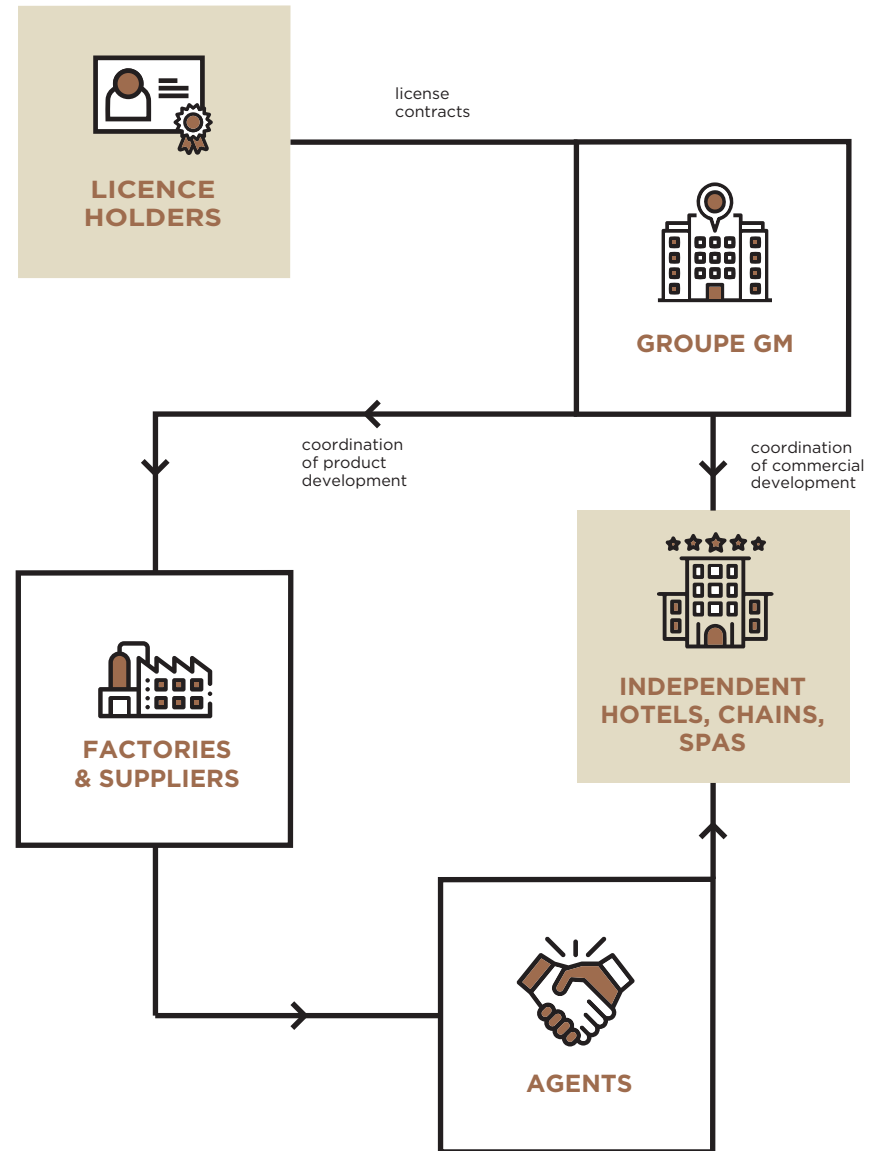
Our *vision*

For over fifty years, our expertise has been grounded in a simple conviction: every product must be designed with intention, care and responsibility.

Through our hotel amenities, we support establishments in creating a quality guest experience, while integrating the principles of sustainable development.

Our vision rests on three key principles: **Create with purpose**, favouring sobriety, durability and transparency. **Produce with mastery**, respecting the most demanding standards and ensuring rigorous traceability. **Collaborate with respect**, building lasting relationships with our teams, partners and customers.

OUR BUSINESS MODEL



Our key *CSR issues*

Our CSR approach is structured around three strategic commitments, defined from: our environmental and social impacts, the expectations of our stakeholders, and the challenges of our value chain. These priorities structure our actions, guide our objectives and support our sustainable development trajectory.



DESIGN SUSTAINABLY

- Accelerate eco-conception of our products and packaging
- Develop low environmental impact solutions
- Reduce our CO₂ emissions by 30% by 2030



CARE FOR PEOPLE

- Preserve health, safety and wellbeing at work
- Develop the skills and employability of our employees
- Foster a responsible working environment
- Guarantee safe and high-quality products



ACT RESPONSIBLY

- Strengthen responsible purchasing and traceability
- Guarantee ethical compliance and transparency
- Build a sustainable value chain with our partners

Our contribution to *Sustainable Development Goals*

Our commitments are framed within the United Nations' SDGs, which connect our concrete actions to global environmental, social and societal challenges.

DESIGN SUSTAINABLY



SDG 12 - Responsible Consumption and Production

Development of eco-designed packaging (recycled, bio-based or refillable), reduction in single-use plastics and incorporation of sustainability criteria into product design.



SDG 9 - Industry, Innovation and Infrastructure

Deployment of innovative formats (refillable dispensers, solid products) and development of solutions limiting plastic use.



SDG 13 - Climate Action

Reduction of carbon footprint through optimisation of materials, packaging and supply chains.



SDG 15 - Life on Land

Use of raw materials from responsible supply chains (FSC, RSPO, recycled) and waste reduction.

CARE FOR PEOPLE



SDG 3 - Good Health and Well-being

Guarantee of product safety and quality for consumers, risk prevention and support for solidarity actions in favour of vulnerable populations.



SDG 8 - Decent Work and Economic Growth

Employee health and safety, improved working conditions, training and integration of new arrivals, and risk management at production sites.

ACT RESPONSIBLY



SDG 8 - Decent Work and Economic Growth

Deployment of responsible purchasing, social audits of suppliers and application of ethical standards across the supply chain.



SDG 17 - Partnerships for the Goals

Partnerships with internationally committed brands, collaboration with hotels and hotel chains to reduce their environmental footprint.



Our program

Care About Earth

Launched in 2018, the Care About Earth program structures all our sustainable development commitments. It guides the Group's strategic choices and embeds its activities in a dynamic of continuous improvement.

The program rests on an approach of **innovation and eco-conception** aimed at reducing the environmental footprint of products at every stage of their lifecycle, from the sourcing of raw materials to recycling. Groupe GM favours the use of more sustainable resources, promotes reusability and works towards reducing plastics from fossil fuels, to limit waste and preserve scarce resources.

Care About Earth relies on close collaboration with the Group's stakeholders, particularly customers and suppliers, to develop more responsible solutions tailored to the challenges facing the hospitality sector. The initiative is also supported by all staff members: every employee is made aware of the program from the moment they join, to foster a greater sense of ownership of environmental issues and the integration of responsible practices into their daily work.

Through Care About Earth, Groupe GM is reaffirming its commitment to sustainable practices and its leading role in promoting a more responsible hospitality industry on an international scale.

1972

Ô DE LANCÔME

Georges Marchand, the founder, invents the concept of hotel amenities, starting with Ô DE LANCÔME by L'ORÉAL.



1975

AFI

Establishment of the first affiliate in France's network.



1988

NINA RICCI

Exclusive worldwide license agreement with NINA RICCI.

1994

GRUPE GM COSMÉTIQUES FRANCE

Creation of GGCMF near Lyon, France, specializing in cosmetic production and bottle filling for hospitality amenities.

2003

GRUPE GM PENINSULA IBERICA & GRUPE GM COSMETICA PORTUGAL

Establishment of the first affiliate in the Iberian Peninsula, and creation of an industrial complex in Portugal for the development and production of solid cosmetics.



2006

CLARINS GROUP

Exclusive worldwide license agreement with CLARINS Group.

2008



ECOLABEL

Development of the company's first Ecolabel certified products, marking a milestone in sustainable innovation.



2009

GUERLAIN

Exclusive worldwide license agreement with LVMH for the GUERLAIN Eau Impériale luxury hotel collection.



2013

NUXE

Exclusive worldwide license agreement with NUXE.

2015

ATELIER COLOGNE

Exclusive worldwide license agreement with L'ORÉAL Group for ATELIER COLOGNE.



GRUPE GM CHINA

Establishment of the first affiliate in China.

2017

LES ÉDITIONS DE PARFUM FRÉDÉRIC MALLE

Exclusive worldwide license agreement with ESTÉE LAUDER Group for Éditions de Parfums Frédéric Malle.



2018

CARE ABOUT EARTH

Launch of the 'Care About Earth' program, affirming our commitment to sustainable product development and environmental impact reduction.

2019

COSMOS ORGANIC

Launch of our first certified hotel line COSMOS Organic and labeled COSMEBIO, Damana Organic Bath Line.

2020



SOLIDS

Launch of first solid amenity shampoos & shower gels.

2021

GRUPE GM USA

Establishment of the first affiliate in the United States.



ECOFILL

Development of a new innovative, refillable and traceable eco-friendly dispenser.

2023

ECOVADIS

Our commitment to sustainable and ethical practices in the hospitality industry is awarded with a Silver medal.





Governance
& management
of our *approach*



Our Care About Earth program forms the foundation of our CSR approach, guiding our actions and mobilising all teams around environmental challenges.

Structured and tailored to the company's size, our corporate governance framework enables effective decision-making that is closely aligned with operational realities.

The General Management defines strategic orientations and ensures the integration of societal responsibility issues into the company's overall strategy.

The CSR approach is piloted by a CSR manager, supported by a CSR project manager, who are responsible for defining, monitoring and coordinating actions.

On the ground, factory directors play a key role as CSR referents, implementing initiatives at their sites and relaying operational information. The approach is jointly driven by headquarters and the two European factories: Groupe GM Cosmétiques France and Groupe GM Cosmética Portugal.

At the heart of this organisation, dialogue with internal and external stakeholders fosters trust and lasting collaboration. In this dynamic, an internal CSR newsletter, launched in 2025, communicates with all employees.

Finally, this first CSR report marks a major step in the formalisation and communication of our commitments, as well as in the continuous improvement of our responsible practices.



CSR is more than an acronym, it's our way of contributing to a more sustainable and fair world. It means :

- Reducing our environmental impact
- Promoting well-being at work
- Acting ethically
- Making responsible business choices

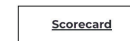
It's a shared conviction: Doing things right, together!

Be proud!

A wonderful collective recognition!

Groupe GM, Groupe GM Cosmétiques France and Groupe GM Cosmética Portugal obtained an **EcoVadis** score of **75/100**. We are among the top 10% out of 150,000 assessed companies worldwide.

This result reflects **4 years of progress (+22 points)** thanks to everyone's dedication.



Small action, big impact!

Smarter, cleaner digital use.

Digital accounts for 4% of global greenhouse gas emissions, as much as aviation and this could double by 2030 if we don't act.

- Delete unnecessary emails, attachments & cloud files.
- Limit video usage – turn off your camera & lower video quality when possible.
- Use AI responsibly – AI search is 10 times more emissive than google search
- Share heavy files with **filevert** - less emissive solution.

Our stakeholders

Convinced that sustainable performance rests on listening and cooperation, Groupe GM maintains a continuous dialogue with its stakeholders to take their expectations into account and integrate them into its economic, social and environmental challenges, in a logic of shared progress.



Customer *satisfaction*

RELATIONSHIPS AND LISTENING

Groupe GM maintains lasting relationships with its commercial partners, brands and hotel clients. This loyalty is a key element of the relationship of trust and contributes to the Group's sustainability.

ACTIONS IMPLEMENTED

Each year, a satisfaction survey is conducted among our factories' clients. In 2025, the satisfaction rate was 90%. Results are analysed and may give rise to improvement actions or adapted responses in a logic of continuous improvement.

Key number

CUSTOMER SATISFACTION RATE 2025 : **90%**



Interview

“ We are always delighted to welcome our clients to our factory. These visits are privileged moments to showcase our activity, share our expertise and discuss their expectations. I am also proud to see our site fully committed to the Group's CSR approach. This year, we successfully validated our social audit, a recognition of the daily work carried out by our teams. ”

Aurélie Dietlin

Sales Administration and CSE Member at GGMCF

Responsible communication & awareness

AS PART OF ITS CSR APPROACH, GROUPE GM ENSURES CLEAR AND TRANSPARENT COMMUNICATION IN SERVICE OF ITS STAKEHOLDERS.

OUR COMMITMENTS

- Share sincere and verifiable information
- Offer simple, educational and accessible content
- Adopt an approach that is consistent with the principles of ISO 26000

Actions *implemented*

- Raising awareness among end clients through social media publications, particularly on LinkedIn
- Promoting CSR commitments to stakeholders
- Graphic charter and logo library for all media, products and packaging
- Recycling charter accessible via QR code on our boxes
- Integration of best practices across all communication materials

Impacts

- Improved customer satisfaction
- Better understanding of CSR issues

GROUPE GM x **UNISOAP**
EXCLUSIVE AMENITIES

Optez pour le savon solide : un allié éco-responsable

GROUPE GM, leader des produits d'accueil, s'associe à UNISOAP pour le recyclage des savons solides à des fins humanitaires, renforçant ainsi les nombreux avantages écologiques de ce produit traditionnel.

CARE ABOUT EARTH | Ce partenariat s'inscrit dans le cadre du programme de développement durable de GROUPE GM.

- FORMULATION SAINE**
Jusqu'à 99% d'ingrédients d'origine naturelle
- ÉCONOMIE D'EAU**
Contient seulement 10% d'eau
- ÉCONOMIE D'ÉNERGIE**
Production et conditionnement peu énergivore
- ZÉRO DÉCHET PLASTIQUE**
Recyclage des emballages en papier ou carton

ZÉRO GASPILLAGE
Recyclage des savons usagés par UNISOAP

Collecte des savons usagés dans les hôtels → Recyclage des savons dans un ESAT → Distribution des savons à des personnes dans le bassin

GROUPE GM LE LEADER FRANÇAIS DU PRODUIT D'ACCUEIL DEPUIS 1972
www.groupegm.eu

UNISOAP info@unisoap.org 06 09 23 63 99

GROUPE GM
Produits d'accueil exclusifs
Exclusive amenities

CARE ABOUT EARTH | Nos engagements *éco-responsables* pour vos produits d'accueil

L'éco-conception est notre priorité. L'intégration systématique des aspects environnementaux à la conception de nos produits nous permet de réduire notre impact sur la planète et de préserver ses ressources.

- PLANT-BASED BOTTLE
- aluminum tube & bottle
- CARDBOARD TUBE
- RECYCLED CARDBOARD
- 0% PLASTIC
- PLANT-BASED TUBE
- TRACEABLE COSMETIC
- VEGAN
- RECYCLED PLASTIC BOTTLE
- COSME CERT
- BIO COSMOS ORGANIC
- MIXED
- ecobuild

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Compliance & *Integrity*

DATA SECURITY GDPR

The protection of data and compliance with GDPR are at the heart of our commitments to responsibility and trust. We pay particular attention to securing the personal information entrusted to us by our clients, partners and employees throughout its lifecycle.

Appropriate security measures, combined with rigorous access rights management and continuous regulatory compliance monitoring, ensure the confidentiality, integrity and appropriate use of processed data.

This approach is part of a sustainable framework based on transparency, accountability and respect for individual rights.

INTEGRITY AND ANTI-CORRUPTION

Groupe GM is committed to conducting its activities with integrity, transparency and loyalty. Compliance with regulations on anti-corruption, money laundering and conflicts of interest is formalised in several internal documents, charters and policies that govern our practices.

Actions *implemented*

- Outsourcing of our IT infrastructure to SOC 2-certified service providers
- Compliance of our IT provider's procedures and controls with ISO 27001 and PCI-DSS standards
- Ongoing strengthening of cybersecurity measures to prevent risks and protect systems, software, networks and sensitive data
- Implementation of measures to prevent unauthorised access and ensure business continuity

- Signature of the Groupe GM Code of Good Conduct by relevant stakeholders
- Annual commitment of stakeholders through the signing of their ethical code
- Drafting of the Groupe GM Code of Ethics in progress (scheduled for September 2026)

We have established the principles and policies underpinning our commitments to ethics, social and societal responsibility, the environment and compliance

- Environmental policy
- Supplier and subcontractor code of conduct
- Working conditions and safety
- Code of good conduct and harassment prevention
- Data protection and GDPR
- Respect for Human Rights

Labels & certifications

Groupe GM's CSR governance is supported by recognised frameworks, labels and assessments, guaranteeing a structured management approach and continuous improvement of responsible practices.

All three entities are assessed by **EcoVadis** and achieve an overall score of **73/100**, reflecting their maturity on environmental, social, ethical and responsible purchasing issues.

In a logic of harmonisation, the company progressively aligns the certifications of its sites to strengthen the consistency of its CSR standards. Factories in Europe and Asia are certified **ISO 22716**, guaranteeing compliance with good manufacturing practices and a consistent level of quality.

In France and Portugal, the sites are **COSMOS ORGANIC** certified by Cosmecert according to the Cosmos framework and authorised to produce references bearing labels such as the European Ecolabel and the Nordic Swan.

Groupe GM Cosmética Portugal also relies on **ISO 9001** (quality) and **ISO 14001** (environment) standards.

Groupe GM Cosmétiques France obtained the AFNOR **Engagé RSE label (ISO 26000)**, at 'Confirmed' level in 2025, attesting to the structuring of its commitments in ethics, environment and societal responsibility.

In 2025, the three main factories were subject to **Intertek audits** (quality and social), confirming the maintenance of the Group's standards.



> OUR PRODUCTION SITES



FRANCE

Located near Lyon, our 5,600 m² factory produces emulsions and foaming agents (with a production capacity of nearly 35.8 million units per year) for more than 80 countries.

Certified to ISO 22716 and COSMOS by Cosmecert, it guarantees high-quality, safe and sustainable manufacturing. Holder of the AFNOR ISO 26000 'Committed to CSR' label (Confirmed level), it reflects the strong commitment of Groupe GM to ethics, the environment and social responsibility.



PORTUGAL

Opened in 2018 in Viana do Castelo, near Porto, the Portuguese site specialises in solid cosmetics. It is equipped with a dedicated laboratory and complies with ISO 22716, ISO 9001 and ISO 14001. It is also COSMOS-certified by Cosmecert, demonstrating our expertise in natural and sustainable production. The site generates its own solar energy, with the surplus shared with the local community.



PARTNER FACTORY IN CHINA

Located in Yangzhou, in the province of Jiangsu, our 30,000 m² factory produces liquids, soaps, ECOFILL bottles and accessories. Fully compliant with ISO 22716 standards and certified to ISO 9001 and ISO 14001, it combines advanced technologies with strict quality control to supply innovative and sustainable amenity products to hotels worldwide.



Intertek



Intertek



RSPO



N° AFFPUV 08/PUV/2021



CARBON CALCULATED 2025





> ECOVADIS MEDAL

GROUPE GM STRUCTURES ITS CSR APPROACH AND REPORTS ANNUALLY ON ITS PROGRESS.

In 2025, the company received the EcoVadis silver medal.

EcoVadis, one of the world’s leading sustainability assessment organisations, has recognised the management of our CSR commitments, ranking Groupe GM among the top 15% of companies assessed globally.

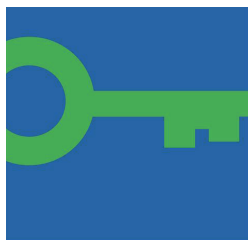
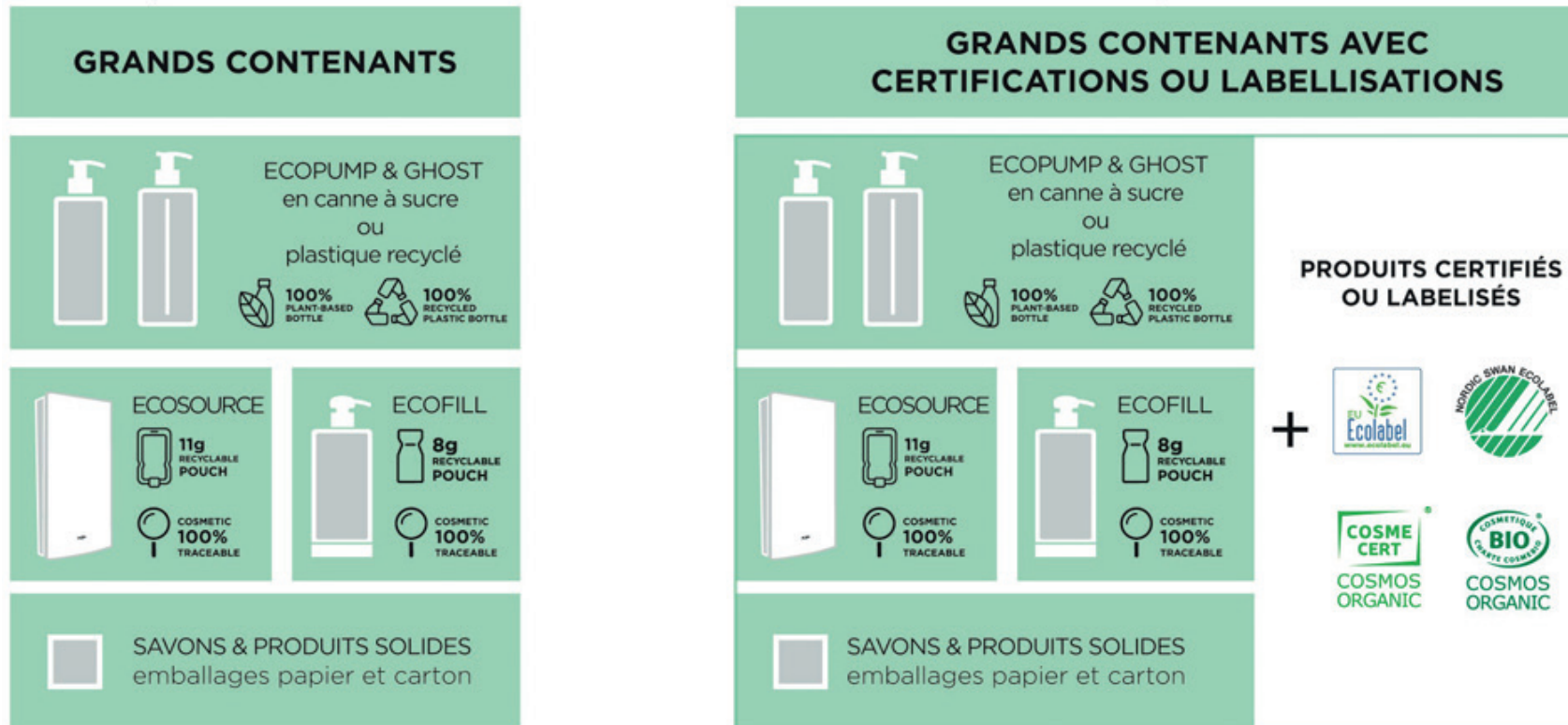
The renewal of our EcoVadis silver medal demonstrates the continuity of our commitment to sustainable development.

2022	2023	2024	2025
51/100 ↗	62/100 ↗	69/100 ↗	73/100 ↗



> GREEN KEY REFERENCE

190 Groupe GM products meet the Green Key criteria



Green Key

STANDARD OF EXCELLENCE

Green Key (known as Clef Verte in France) is the leading international eco-label dedicated to sustainable tourism, operating in 65 countries. It recognises establishments that are committed to reducing waste, conserving resources and promoting responsible purchasing and practices.

CARE
ABOUT
EARTH



Acting to reduce our *environmental* impact in a sustainable way

Our environmental approach is based on reducing our impact and progressively transforming our models towards greater sustainability and circularity.

A different *approach* to design...

materials

OUR COMMITMENT TO A PLASTIC-FREE FUTURE

In order to eliminate the use of virgin plastic from fossil fuels, we use plant-based and recycled materials, guaranteeing impeccable quality.

OUR RESPONSIBLE MATERIALS

Plant-based materials: Tubes, bottles and large-format dispensers made from sugarcane residue known as bagasse.

Recycled materials: Recycled plastic, paper and cardboard.

Aluminium: Lightweight, versatile and infinitely recyclable without quality loss.



RECYCLED PLASTIC BOTTLE



PLANT-BASED BOTTLE



PLANT-BASED TUBE



RECYCLED PLASTIC CAP



BIO-RESIN PUMP



CARDBOARD TUBE



Actions *implemented*

- Replacing fossil-based plastic with plant-based or recycled materials.
- The launch of the “0% Plastic” line of accessories, unique in the hospitality industry and certified by SGS.
- The creation of aluminum or cardboard tubes

Key figures

-538t CO²eq. saved through the replacement of plastic from fossil fuels by plant-based materials from sugar cane residues or recycled plastic across all our bottles and tubes (2023 vs 2022).

Focus

Eco-conception of our packaging

We rethink our existing packaging and develop innovative solutions, integrating recycled and plant-based materials and progressively reducing the use of plastic from fossil fuels in our developments.



DISPENSERS

OUR DISPENSERS ARE MADE FROM DURABLE MATERIALS SUCH AS BIO-SOURCED SUGAR CANE OR RECYCLED PLASTIC.

- **Sugar cane** comes exclusively from residues rejected by the sugar industry (bagasse), from responsible suppliers.
- **Recycled PCR** plastic comes from post-consumer circuits.



CARDBOARD OR ALUMINIUM TUBES

OUR TUBES OFFER PLASTIC-FREE ALTERNATIVES OR OPTIONS WITH PLASTIC REDUCED BY OVER 95%.

- **Aluminium** is infinitely recyclable.
- **Cardboard tube** reduces plastic use by 99% vs a conventional tube and has been available since 2024.



0% PLASTIC ACCESSORY LINE

THIS RANGE IS THE ONLY ONE IN THE HOSPITALITY INDUSTRY VERIFIED BY SGS AS BEING ENTIRELY PLASTIC-FREE.

It includes bamboo combs and toothbrushes, shaving soaps, toothpaste pills, cotton buds, make-up removal pads, a shower cap, a sewing kit with a mother-of-pearl button, and slippers in cotton canvas and straw cardboard.

All items are wrapped in **FSC® certified** paper, unbleached and printed with soy ink.

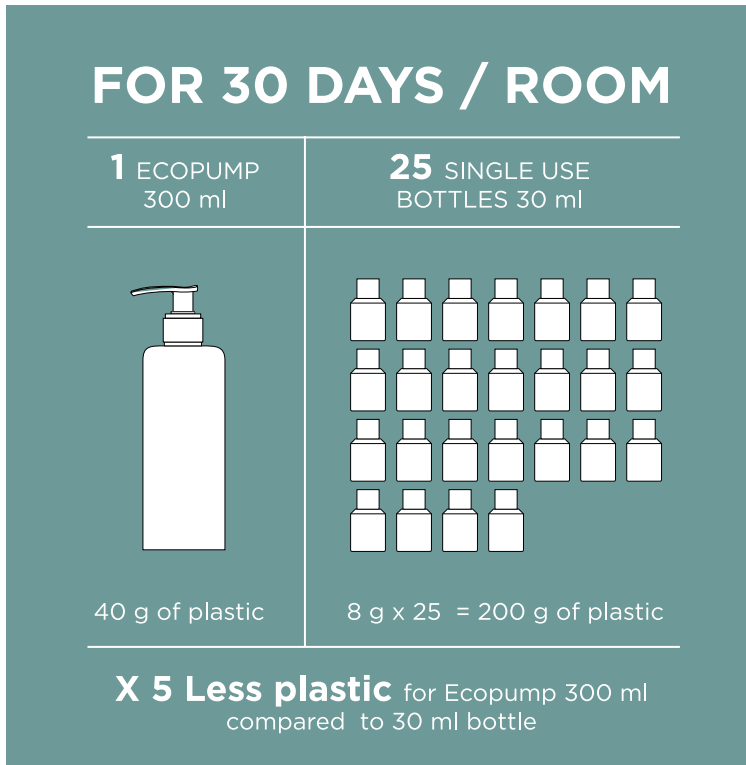


Use

DISPENSERS

Our large-capacity dispensers (250 to 500 ml) are available in a wide variety of shapes and materials (sugar cane, aluminium, recycled plastic...) and are progressively replacing single-use tubes and bottles.

One dispenser represents five times less plastic than using single-dose products.



Actions *implemented*

Deployment of large-format dispensers, such as Ecofill, to limit single-use products, reduce plastic consumption and offer a more hygienic and sustainable solution.

Key figures

x2 Dispenser solutions deployed — volume doubled between 2021 and 2025

3/4 of usage is in dispensers (rather than single-use), increasing each year

-600T CO2eq. Annual saving through replacement of single-use products by dispensers

-1776T CO2eq. Cumulative saving to end 2025 vs 2022 baseline

-80% CO2 impact of an Ecofill vs a single-use product

Clean & safe
**REFILL
SYSTEM**



Focus

ECOFILL

OUR PIONEERING REFILLABLE DISPENSER

> **Less plastic, smarter use**

Our patented Ecofill system perfectly embodies our vision: a simple, effective and responsible innovation, adopted by hoteliers worldwide.

> **Safety and traceability**

A sealed pouch, **only 8 grams of plastic**, impeccable hygiene and simplified installation: a clean, safe, fast and refillable solution designed to minimise environmental impact.

> **Reduced environmental impact**

This system **divides by 2 the quantity of plastic waste** compared to a 5L bulk container.

12 ECOFILL POUCHES
400 ml x 12 = 5 L

x2,9
Less CO₂

compared to a 5L can

Formulation

Trust is built ingredient by ingredient. Our formulas comply with the strictest regulations.

Product safety is guaranteed by systematic testing and documentation:

- External safety assessments
- Physico-chemical and organoleptic stability tests
- Microbiological tests
- Container and contents compatibility tests
- Dermatological tests

Some of our references are certified according to recognised frameworks such as COSMOS Organic, the European Ecolabel and Nordic Swan, via independent certification bodies.

Our formulas contain **up to 99% ingredients** of natural origin.

Conversely, we exclude from our formulas: parabens, microplastics, phthalates, silicones.



4-0806-16-100-00

Actions *implemented*

- Certification of our products by third-party organisations.
- An increase in the number of our products carrying eco-labels: EU Ecolabel, Nordic Swan, Cosmos.
- The development of a range of soaps and solid cosmetics.

Key figures

100% Of our products tested under dermatological control

76% Of our formulas contain more than 92% natural-origin ingredients

x2 Number of Ecolabel, Nordic Swan or Cosmos Organic certified formulas doubled in 2025 vs 2024

+85% of product lines certified gluten-free

+100% of product lines certified GMO-free and Vegan in 2025 vs 2023

Focus

OUR SOLID COSMETICS

Solid cosmetics are one of the solutions developed by Groupe GM to reduce the environmental impact of hotel amenities while maintaining the quality standards expected by the hospitality industry.

Available in shampoo, shower gel, conditioner and body balm formats, these products limit packaging and optimise transport and storage thanks to their concentrated form.

They are:

- Tested under dermatological control
- Vegan
- Suitable for use while travelling

Developed in an eco-conception logic, solid cosmetics contribute to reducing the resources needed for their manufacture and distribution compared to conventional liquid formats.



Interview

“ We do not use water in our production process. This approach reflects our commitment to preserving natural resources and reducing our environmental impact. Solid cosmetics are a sustainable alternative, directly contributing to water conservation and the reduction of consumption associated with daily use. Water is used solely for auxiliary operations, such as cleaning and sanitation, ensuring compliance with our quality and safety standards while minimizing our environmental impact. Every liter saved thus represents a concrete contribution to more responsible management of this essential resource. ”

Maria Lobo Maia
General Manager
Sustainability & Business Development

Reducing our *environmental* impact

We continue our efforts to optimise the use of water, energy and raw materials.

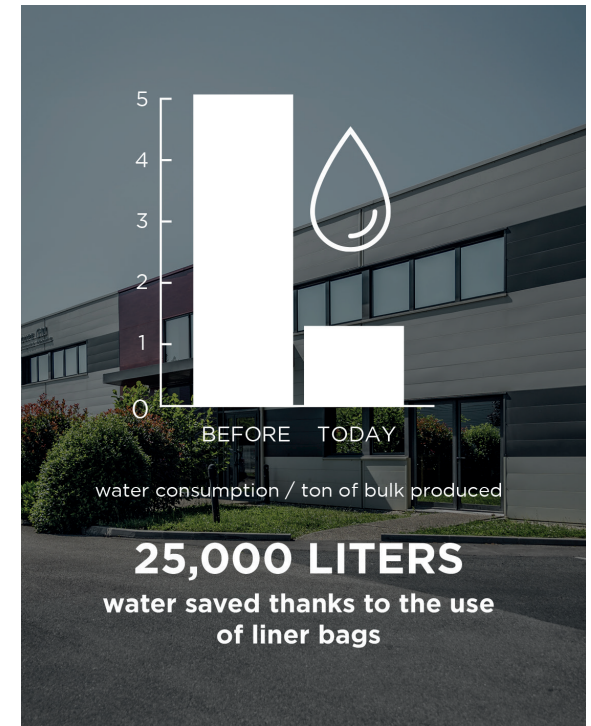
Acting on water

In 2024, we focused our efforts on reducing water consumption at our most water-intensive site. Thanks to the optimisation of our cleaning processes, we saved **25,000 litres of water**.

Actions implemented

In 2025, we have taken a new step in our approach by strengthening our attention to the quality of discharges.

- We work with la métropole du Grand Lyon to monitor and improve our effluents, with particular vigilance regarding polluting substances such as PFAS, hydrocarbons and SEH.
- Our French site is subject to strict regulatory oversight under ICPE regulations and regular checks under a discharge agreement. Wastewater is collected and transported by tanker to specialist treatment centres, a solution guaranteeing that no polluting flow enters the collective sewage system without appropriate treatment.



Reducing our energy consumption

We have set objectives for reducing our carbon footprint linked to energy:

-20% BY 2027

This reduction complements our transition towards renewable or low-carbon electricity across all our sites. Energy is a major lever in our environmental strategy.

Actions *implemented*

We carried out an energy audit at the GGMCF site at the end of 2024 and established priority actions in 2025 to reduce energy consumption.

At our Portuguese site, the installation of solar panels has enabled us to cover 100% of energy needs and generate a surplus, redistributed to local communities within a 4 km radius via the Greenvolt Comunidades partnership.

Key figures

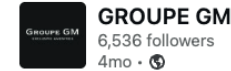
-13% reduction in electrical consumption in 2025 vs 2024

-25% reduction in electrical consumption since 2022 (baseline year)

466 solar panels installed, generating 360 MWh of green energy annually



62 tCO₂eq SAVED EACH YEAR SINCE 2023.



On International Clean Energy Day, **GROUPE GM** highlights its ongoing commitment to a more sustainable future 🌍

Our Portuguese production site is equipped with 466 solar panels, generating renewable energy for self-consumption and sharing the surplus with the surrounding community. This long-standing installation produces around 360 MWh of green energy each year and contributes to a reduction of 62 tCO₂ eq., supporting a more responsible energy model.

Clean energy is one pillar of our broader sustainability approach, alongside eco-designed packaging, refillable systems, certified materials, and optimized production processes. Because lasting progress comes from consistent, concrete actions over time.

At Groupe GM, clean energy and responsible design remain essential drivers of positive change for the hospitality industry and beyond.

[#GroupeGM](#) [#JournéeInternationaleDeL'ÉnergiePropre](#) [#ÉnergiePropre](#) [#DéveloppementDurable](#)



Circularity & waste management

Groupe GM relies on reuse and recycling channels to optimise the recovery of its packaging and waste. This approach follows the 3R logic: Reduce, Reuse and Recycle – to limit waste, extend the lifespan of materials and promote their end-of-life recovery.

We are aware that each piece of waste produced represents not only an environmental challenge but also an opportunity for innovation, reuse and resource recovery.

70%
OF OUR WASTE
WAS RECOVERED
IN 2025 ACROSS
OUR FACTORIES.

Impacts

Reduction in the amount of raw materials used.

- Extension of the lifespan of materials.
- Contribution to the circular economy.
- Optimisation of waste management

Actions *implemented*

PALLETS

- Reuse and repair: 2,271 pallets
- Extended lifecycle
- Reduction in virgin wood consumption

PACKAGING & SUPPORTS

- Recycled cardboard > 56 tonnes
- Recycled interleaving papers > 8.5 tonnes
- Plastic drums and containers reused or recycled > 5,382

WASTE – RECOVERY

- Paper and biowaste collected and recycled
- Recovery in appropriate channels
- Reduction of non-recovered waste



By recovering our paper and biowaste in France in 2025 we saved:

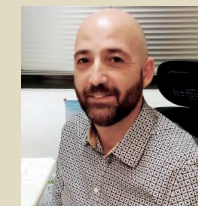
7600 LITRES OF WATER

Overall, waste recovery in France prevented the emission of:

1522T
CO₂eq.



761
Paris > NY
return flights



Interview

“ We are constantly seeking practical solutions to improve the sorting, recycling, recovery, and circularity of our waste. The goal is to reduce our environmental impact while engaging our teams in a simple, responsible, and sustainable approach in their daily work. ”

Cédric Dussud
Warehouse Manager at GGMCF



Interview

“ At Groupe GM Cosmética Portugal, more than 92% of the waste generated by our operations is sent for recycling, thereby transforming materials that could have a negative impact on the environment into new raw materials or new products. For waste posing specific risks, such as contaminated packaging, we follow strict protocols for treatment and recovery. This waste is entrusted to certified companies, where it undergoes processes that allow for its recovery, reuse, or safe disposal, thereby preventing any environmental impact and ensuring the safety of employees and communities. Our efforts in this area are ongoing and reflect our commitment to the proper management of hazardous waste. All employees are made aware of the importance of reducing, sorting, and properly disposing of waste, thereby fostering sustainable habits that extend beyond the workplace. In fact, in 2025, we are very proud to have been able to add new packaging types to recycling streams, such as soiled containers, which has helped increase our recycling rate. Every action we take represents a concrete step toward a more sustainable future. ”

Daniela COUTINHO

Quality, Environment & Safety Manager
at Groupe GM Cosmética Portugal



Acting for the *climate*

Carbon footprint

In 2023, using 2022 as the baseline year, we carried out **our first carbon footprint** assessment as part of the **Diagnostic Décarbon' Action** scheme, led by Bpifrance. This carbon footprint assessment was carried out by an external consultancy, in accordance with the **GHG Protocol**, using data from **ADEME's Base Carbone®**.

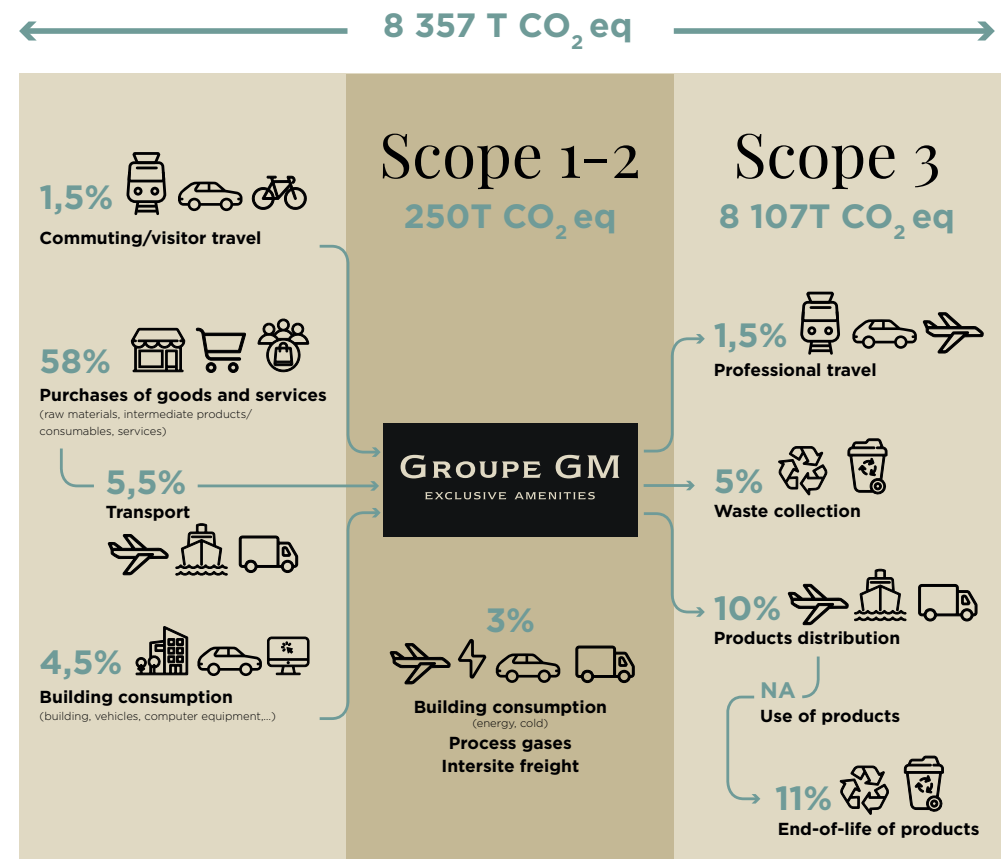
The emissions identified stem mainly from the sourcing of raw materials and packaging, end-of-life product disposal and freight operations.

In agreement with our stakeholders, we have excluded the use of our products in hotels which is already included in their carbon footprint assessment.

This phase includes water consumption and heating, which can account for up to 97% of the carbon footprint of a rinse-off cosmetic product.

In 2025, a new carbon footprint assessment was carried out internally by our factory in Portugal, in accordance with the GHG Protocol.

In 2026, based on the 2022 baseline year, a second carbon footprint assessment will be carried out to measure progress made and confirm the emissions reduction pathway undertaken by the company.



Our carbon reduction Plan

CARBON FOOTPRINT → JOINT DEVELOPMENT OF THE STRATEGY → TRAJECTORY TRACKING

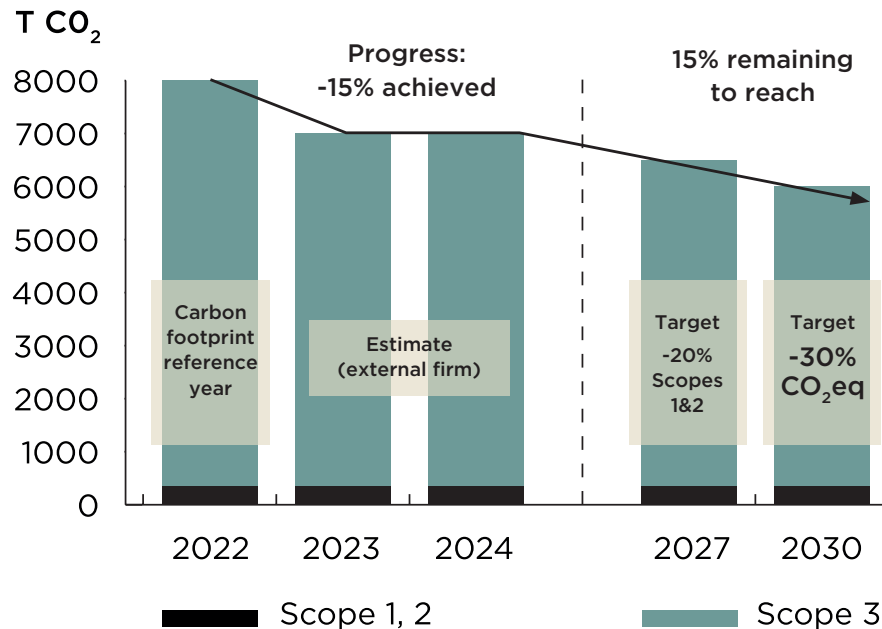
We have defined ambitious objectives, formalised in our environmental policy signed in December 2023:

-20% by 2027 on our direct emissions (scopes 1 and 2)

-30% overall across by 2030, excluding usage

These objectives were set against the 2022 baseline year.

To achieve our objectives, we have defined and initiated priority actions: energy audit, eco-conception and promotion of large-format products, waste reduction and electricity consumption reduction.



GROUPE GM
EXCLUSIVE AMENITIES

Towards a low-carbon future:
our progress is measurable,
our commitment is growing stronger.



CARE ABOUT EARTH

Reflecting its commitments to transparency, sustainability and responsible environmental action.

We responded to **the CDP climate change questionnaire**, which assesses the company's efforts to reduce its carbon footprint.

The questionnaire covers approximately fifteen topics including governance, risks and opportunities, GHG accounting methodologies, energy and biodiversity.

We achieved a score of B in 2025 on our 2024 data.

Innovating through the *circular economy*

The circular economy is an essential lever for reducing our environmental footprint, securing our resources, fostering innovation and developing new sources of value. In this context, **our Lyon factory joined the 2025 cohort of the Parcours Pivot Circulaire program.**

This program combines :

- Individual support tailored to Groupe GM's specific challenges
- Collective sessions promoting experience sharing and peer inspiration
- Expert input to structure projects on technical, economic, regulatory and organisational levels

Actions *implemented*

Following this support, we have launched several concrete actions, notably the **reduction in the size of our cartons for Ecofill pouches and the implementation of a transport pallet recovery scheme.**

3 actions have already been deployed:

- Identifying our waste streams
- Testing collection methods
- Exploring recovery options



✓ Promotion 2025





Caring for people

Placing health, safety and well-being
at the heart of our social commitments.

Our *employees*

Guided by its family values, Groupe GM places **its employees at the heart of its development and is committed to promoting a fulfilling working environment**, conducive to the well-being and engagement of each individual.

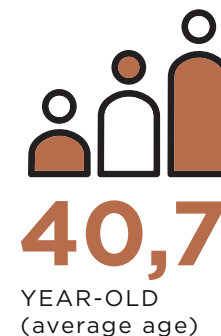
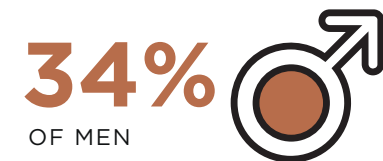
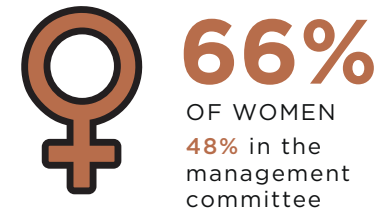
Respect for human rights forms a fundamental cornerstone of this commitment. Aligned with international standards, the company ensures the dignity of all, prevents all forms of discrimination and guarantees respectful, fair and inclusive working conditions.

Diversity, equity and inclusion occupy a central place in this approach. In 2025, the company brought together employees from approximately fifteen nationalities, illustrating the richness of different backgrounds, experiences and perspectives.

Particular attention is paid to quality of working life and social dialogue — **true drivers of employee well-being and engagement.**

Employee health and safety is also a priority, supported by prevention actions and regular training programs.

Furthermore, employees benefit from support encouraging **their personal and professional development.**



Health, safety & *prevention*

Aware that health and safety constitute a major issue for the well-being of our employees, we are committed to continuously improving their working environment.

01

DEVELOPING A SAFETY CULTURE

Safety is integrated into all training programs and the onboarding of new employees. Daily safety briefings and regular measurements (noise, exposure) enable continuous improvement of working conditions.

02

PROFESSIONAL RISK PREVENTION

Annual assessment of professional risks (physical, chemical and psychosocial), updating of the DUERP (risk assessment document) and adapted prevention measures. Monitored quarterly with the works council (CSE), via internal and external audits, in liaison with Occupational Health services.

03

PSYCHOSOCIAL RISK SURVEY

Regular surveys on psychosocial risks are conducted with the CSE to identify risk situations and adapt HR actions.

04

MONITORING WORKPLACE ACCIDENTS

Each accident is analysed with the CSE to identify causes and implement corrective actions. Safety indicators are monitored over 3 years.

05

SAFETY MONITORING WITH STAKEHOLDERS (at our factory in France)

- Safety symposium with CARSAT (pension and health insurance fund) – January 2023
- Company profile established with Promeom (formerly Agemetra) – October 2023
- Implementation of the Quarks Safety chemical risk management tool with Bureau Veritas

PROMEOM
Préserve la santé au travail



**BUREAU
VERITAS**

Key figure

Severity rate (workplace accidents)

0.5

Quality of working life & social dialogue

WORKING CONDITIONS

Groupe GM headquarters moved in February 2026 to modern, ergonomic and convivial offices in Malakoff. This site offers a secure and accessible working environment, fostering synergy between teams and employee well-being. The offices are equipped with ergonomic furniture, break rooms and showers, reflecting attention to health, comfort and quality of working life.

WORK-LIFE BALANCE

Groupe GM promotes the right to disconnect and favours adapted daytime working hours. Remote working days have been introduced to foster a better balance between professional and personal life, taking into account the specificities of each role and operational requirements.

SOCIAL DIALOGUE AND COLLECTIVE LIFE

In France, Groupe GM relies on the Works Council (CSE) to structure social dialogue and maintain a continuous link between employees and management. The CSE contributes to improving working conditions, relays field feedback and organises company events. Elected representatives meet monthly with management and have a dedicated budget for social and cultural activities.

They also participate in organising key internal events (events, solidarity runs, end-of-year celebrations) and communicating field needs.

In Portugal, dialogue with teams is based on direct and regular exchanges with local management.



Our teams participated in the “Les 10 km des étoiles” race, which is dedicated to professionals in the hospitality and tourism industries. This race has become a true gathering place, bringing together hundreds of runners who come to share much more than just a sporting challenge in the heart of Paris.



Interview

“ My experience as a member of the Works Council has been very rewarding. As I’m naturally quite reserved, it has taught me a great deal about interpersonal relationships and enabled me to develop new skills.

It’s a role that allows me to propose practical measures to promote everyone’s well-being and team cohesion.

One of the things I am most proud of is the introduction of remote working at head office, which allows for a better work-life balance, as well as the organisation of small cultural activities to create social occasions and encourage interaction between teams.”

Elodie Panajotides

CSE Elected Member 2021–2025 (with Cassandre Geraldo)

Ethics & *social assessments*

Groupe GM is a member of Sedex, the international organisation that helps companies structure more responsible and sustainable supply chains.

In 2025, the three factories — GGMCF, GGMCP and our main production site in China — were subject to audits conducted by Intertek covering quality and social issues. These audits aimed to assess the quality of our practices and the working conditions of teams, with the goal of improving our transparency and the robustness of our processes.

Actions *implemented*

Groupe GM Cosmética Portugal has achieved SMETA 4-pillar certification (Sedex Members Ethical Trade Audit), an internationally recognised assessment framework covering:

- working conditions
- health and safety
- the environment
- business ethics which confirms its commitment to responsible and transparent business practices.



Key figures

100 % of our sites covered by Sedex

1 SMETA audit completed (Portugal)

Progressive deployment planned for other sites.

Training and skills *development*

PASSING ON EXPERTISE

We attach great importance to training the next generation in our trades and passing on our expertise. This is why, each year, we are pleased to welcome several students on work-study placements.

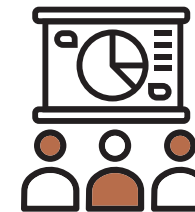
BUILDING SKILLS

Every new employee benefits from a comprehensive induction program including training on our company culture, social and environmental responsibility, and our products. In the factories, internal training on quality, safety and our CSR approach is also provided.

Each employee with more than one year's seniority benefits from an annual appraisal conducted by their manager and a career development interview covering the skills and qualifications used in the current role, as well as their possible evolution in light of company changes.

Groupe GM Cosmétique Portugal also fosters international openness and skills development through:

- Placements in technical schools in France (industrial biology and international trade)
- Collaborations with local institutions in Viana do Castelo (in mechanics and electronics)

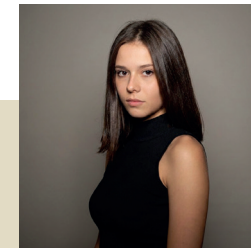


1821
TRAINING HOURS



100%
OF NEW EMPLOYEES
TRAINED ON QUALITY,
SAFETY AND SUSTAINABLE
DEVELOPMENT

15
EMPLOYEES
ON INTERNSHIP
OR WORK-STUDY



Interview

“ My work-study placement at Groupe GM Cosmétique France has enabled me to become much more independent, particularly through managing supplier contracts and negotiating discounts. I have also set up tracking spreadsheets that have improved the department's organisation. Thanks to the good balance between support and trust, I have learnt a great deal and have really flourished professionally. ”

Julie BOUTIN
Work-study student at GGMCF

Societal commitments & partnerships

We actively support initiatives aimed at promoting well-being, inclusion and sustainable development.

Our main programs include:



AGENCE DU DON EN NATURE

Redistribution of unused hotel amenities to charitable associations across France.



UNISOAP FRANCE

Recycling hotel soaps into new hygiene products for communities in need.



FONDATION ANTOINE DE SAINT EXUPÉRY

Support for educational, cultural and humanitarian programs for youth worldwide.



Focus

UNISOAP PARTNERSHIP

The company supports the UNISOAP association, which works to collect and recycle hotel soaps for redistribution to people in precarious situations. This partnership is part of a circular economy and solidarity approach, giving a second life to essential hygiene products.



Fundação Infantil Ronald McDonald Portugal

Aproximamos famílias



Focus

ANTOINE DE SAINT-EXUPÉRY FOUNDATION

We are proud to have been supporting the Antoine de Saint-Exupéry Foundation since 2018. The foundation works daily to offer new generations the means to believe in their future, accompanying young people towards greater autonomy, confidence and commitment.

FONDATION ANTOINE DE SAINT EXUPÉRY



Supporting the local *business ecosystem*

Since 2001, Groupe GM Cosmétiques France has attached great importance to its involvement in local life, notably by fostering local partnerships and developing the business ecosystem to which it belongs.

Since 2013, Philip Husson, former Director of GGMCF, has been a member of the Emergences Foundation, a community of Lyon businesses engaged in supporting entrepreneurial projects that create social ties and employment.

In 2023, our quality manager joined the AFNOR Auvergne-Rhône-Alpes CSR Issues Club, a collective of CSR-labelled or committed organisations that share their CSR practices.

For 8 years now, GGMCF has supported the 'Changez d'Air' music festival organised by the town of St Genis les Ollières.

Groupe GM Cosmétiques France joined the 2025 cohort of the Parcours Pivot Circulaire, benefiting from financial support from ADEME Auvergne-Rhône-Alpes and the Greater Lyon Metropolitan Authority, with the expertise of the Vertical consultancy firm.

Groupe GM Cosmética Portugal actively engages with the educational community to promote scientific and technical careers and contribute to developing tomorrow's talent, including participation in open days and careers events at Portuguese universities.





Responsible
purchasing

Structuring *responsible* purchasing

Mindful of our impact and the consequences of our procurement choices, we are continuing to structure our responsible procurement policy in order to gradually develop our practices, monitoring tools and supplier management, whilst further integrating social, environmental and ethical considerations into the selection process. As part of this process, we are currently working on formalising a responsible procurement charter.

Our procurement is based on a rigorous selection of suppliers and a particular focus on risk management throughout the supply chain. We also maintain long-standing relationships with our long-standing partners, some of whom have been with us for over 10 years.

Key figures

83 % of suppliers located within 30 km

9 years average length of supplier relationship

01

SELECTION CRITERIA

- Compliance
- Certifications
- Environment
- Social / Ethics
- Quality
- Traceability

03

MANAGEMENT TOOLS

- Supplier code of conduct
- Supplier risk monitoring
- Responsible purchasing charter — in progress

02

EXISTING COMMITMENTS

- Lasting supplier relationships
- Responsible sourcing (FSC, RSPO, etc.)
- Reduction of environmental impacts

04

SUPPLIER REQUIREMENTS

- Signing of the code of conduct
- Communication of certifications / CSR approaches (EcoVadis, ISO 9001, ISO 14001...)
- Participation in assessments and audits

Focus

PALM OIL

As part of our responsible purchasing approach, particular attention is paid to sensitive raw materials, including palm oil.

Palm oil derivatives — primarily soap pastes used mainly in our Portuguese factory — represent the bulk of our raw materials and are a major lever in its scope 3 emissions.

Within our responsible purchasing approach, we are committed to the RSPO (Roundtable on Sustainable Palm Oil) framework, aimed at promoting more responsible production internationally.

Today, approximately 97% of our sourcing is certified under the 'Mass Balance' model, enabling us to support the production of sustainable palm oil while ensuring the continuity of our activities. A more limited share is progressively moving towards models offering greater traceability ('Segregated' or 'Identity Preserved').

The development of these more demanding models remains limited by volume availability in Europe, economic constraints and certain technical specificities linked to our formulations.

In this context, we continue our efforts to progressively strengthen the share of more traceable sourcing, in line with market and sector developments.

Key figures

~97 % of our palm oil-derived raw materials are RSPO Mass Balance certified

3,5 % sourced under the 'Segregated' model in 2024

Groupe GM Cosmética Portugal
2,951 followers
2mo • 🌐

Palm oil has become one of the most debated ingredients in cosmetics – but the real question is not whether we use it, it's how we source it.

Responsibility in today's cosmetics industry is no longer defined by claims. It's defined by traceability, certification, and structured standards. **Roundtable on Sustainable Palm Oil (RSPO)** has become a global benchmark for responsible sourcing, ensuring environmental protection, social safeguards, and transparent supply chains.

In our latest blog article, we explore why RSPO-certified palm oil is more than a compliance requirement. It is a strategic tool that strengthens credibility, reinforces supply chain resilience, and supports long-term value creation in beauty. From ethical sourcing and purpose-led R&D to tailored brand strategies, certified responsibility is reshaping how cosmetics are developed and positioned.

🔍 Explore how RSPO-certified sourcing is shaping the future of beauty • <https://lnkd.in/eQ4tvz8d>



Key results & *areas for improvement*

KEY RESULTS 2025

AUDITS AND CERTIFICATIONS / SOCIAL

- The 3 main production sites audited on quality and social matters by Intertek
- Lyon factory became ISO 26000 'Committed to CSR' — Confirmed level
- Portuguese factory audited SMETA 4-pillar

CARBON

- -20% target for 2027 on scope 1&2 achieved
- First autonomous carbon footprint at GGMCP
- New ERP for improved GHG emissions tracking at GGMCF
- CO₂ impact of our Ecofill calculated at -80% vs single use

CIRCULARITY

Participation in Parcours Pivot Circulaire program

2026 PROGRESS PLAN

GOVERNANCE

Definition of a 2027-2030 action plan

CARBON

New carbon footprint calculation (target: -30% by 2030)

QUALITY

Construction works at the GGMCF factory

RESPONSIBLE PURCHASING

- Responsible purchasing charter
- Improve monitoring of the 10 main suppliers
- Increase the share of RSPO Segregated palm oil

SOCIAL RESPONSIBILITY AND AWARENESS

- Formalisation of our whistleblowing procedure for reporting corruption or harassment
- Drafting of an ethical charter
- Roll-out of the Climate Fresk (La Fresque du Climat) to raise employee awareness