

KENZO

FOR A MORE BEAUTIFUL WORLD



IMPACT REPORT 2022

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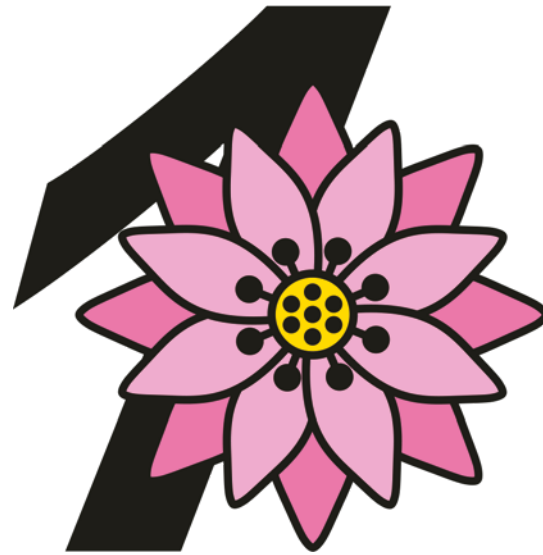
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MANIFESTO

At KENZO Parfums, we strive for a more beautiful world and are guided by nature which is our constant source of inspiration.

Poppies, lotus, roses, peonies... Since the start, flowers have always filled the heart of KENZO and its founder with their beauty and scents. They symbolize our values: a love of nature, openness, youthfulness, joy, and optimism. They are the essence of our perfumes and cosmetic products: superb creations with divine fragrances.

Flowers are an expression of our humanity. We give flowers to our loved ones, living or deceased. They are also a reflection of our ecosystem's health. So, let's commit to protect them and plant them! Let's make our cities more beautiful and encourage sustainable horticulture. Let's act to change the world in accordance with the Sustainable Development Goals (SDGs) defined by the United Nations.

Today, KENZO is committed to achieving these goals through greener formulas, more ethical supply chains, more environmentally friendly packaging that uses less petrochemical plastic and more recycled or bio-sourced materials. In each step of the product life cycle, from development to production, we strive to reduce our environmental footprint. Every single one of our decisions is determined by two objectives: aesthetics and respect for the environment, as we know that when they are upheld, we protect our lives and the future of our children.

We are on the right track. There is still a long way to go, but working for a more beautiful world makes us happy.



KENZO PARFUMS, ONE OF THE GROUP'S MOST COMMITTED BRANDS

KENZO PARFUMS IS COMMITTED TO A MORE BEAUTIFUL WORLD. AMONG THE VARIOUS INITIATIVES IMPLEMENTED BY THE MAISON, CAN YOU TELL US WHICH ONE DO YOU CONSIDER PARTICULARLY EXEMPLARY WITHIN THE LVMH GROUP?

Since 2021, KENZO Parfums has taken an inspiring decision which is to choose brand ambassadors who are not professional actors or singers. This approach is truly original in the cosmetics industry and helps change the perception of luxury. Choosing the flower grower Charlotte Masami Lavault as the face of the famous fragrance FLOWER BY KENZO and stating it on the advertising campaigns is a powerful statement. I had the opportunity to meet her and was moved by the vision of this young woman who wants to make ecology attractive and irresistible. LVMH's LIFE 360 strategy was conceived in the same spirit: transforming and evolving to design products that are all the more desirable because they are in harmony with nature.

KENZO PARFUMS IS EVOLVING TO REINVENT ITSELF AND TO MAKE THE WORLD A MORE BEAUTIFUL PLACE. HOW DOES THIS TRANSFORMATION FIT IN WITH LIFE 360'S ENVIRONMENTAL STRATEGY?

LIFE 360 structures the Group's ambitions and provides a framework for the different

◆ TESTIMONY

An exchange with Helene Valade, Environmental Development Director for the LVMH Group

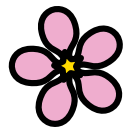


brands within which each of them is free to act. KENZO Parfums' commitments are perfectly in line with those of LIFE 360. In less than three years, KENZO Parfums has succeeded in anchoring its commitment in the design of its products and operating processes, and the first results are already visible. This shows that it is possible to be economically efficient while reducing our impact on the environment. Thanks to the mobilization of its teams and its unique universe, KENZO Parfums has been able to offer an inspiring, poetic and creative world. This is truly remarkable in such a short time.

WHAT ADVICE WOULD YOU GIVE TO KENZO TEAMS?

I can only encourage them to keep their humility, their ability to challenge their way of doing things and their determination to constantly improve to go another step further. KENZO Parfums is a small company within the LVMH Group and this size is an asset because it allows us to test things, to get off the beaten track and to have more freedom to act and reinvent ourselves. I pay close attention to the actions and initiatives launched by the Maison because KENZO Parfums is for me an example of successful reinvention.

“I pay close attention to the actions and initiatives launched by the Maison because KENZO Parfums is for me an example of successful reinvention.”



OUR RESOLUTIONS FOR A BEAUTIFUL WORLD


90%

MINIMUM OF NATURAL INGREDIENTS in our skincare products¹ since 2021 and in new fragrances launched from 2024.

-30%

FOSSIL-BASED VIRGIN PLASTIC on average in KENZO products by 2026.

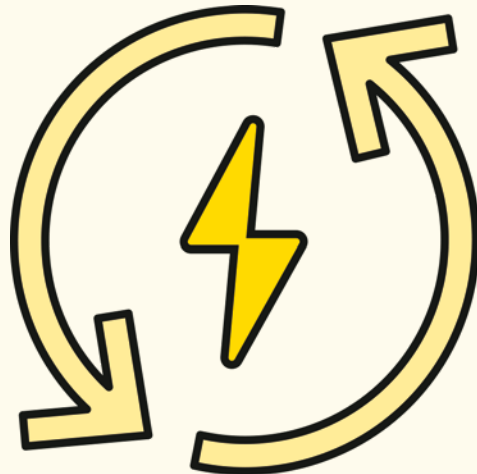
100%



of our glass bottles and jars will include **RECYCLED MATERIALS** by 2026.


100%

ICONIC INGREDIENTS ARE SUCCESSFULLY EVALUATED BY THE UEBT*: rose, orange blossom, sandalwood, lotus, and patchouli by 2023.

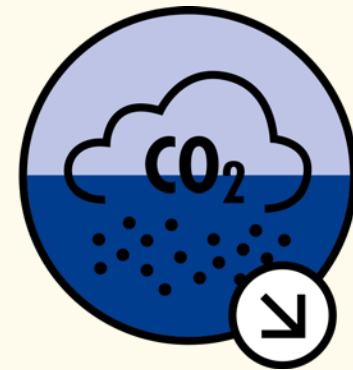


100% OF ENERGY FROM RENEWABLE SOURCES in KENZO Parfums' own sites (factories, offices) by 2023.

100%



REUSABLE or recyclable gifts by 2023.



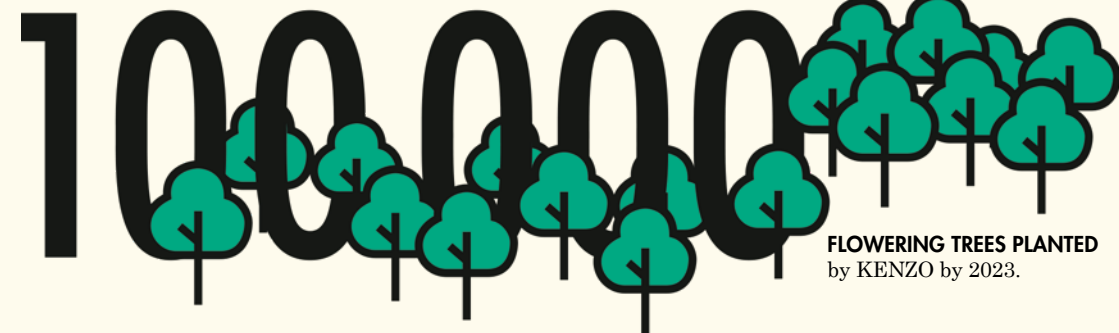
-50%

REDUCTION IN CO₂ EMISSIONS by 2026. (GHG Protocol scope 1 & 2 - vs 2019) Scope 3 target currently being defined.



YOUNG PEOPLE EDUCATED ON THE IMPORTANCE OF BIODIVERSITY and the beauty of local and seasonal flowers through the scholarship program of the Bamboo U Project led by Orin Hardy in Bali and the Flower School of Masami Charlotte Lavault, located in Rambouillet, by 2026.

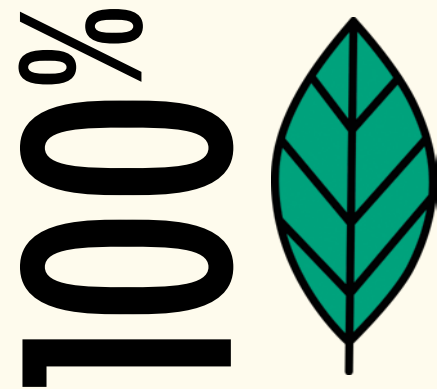
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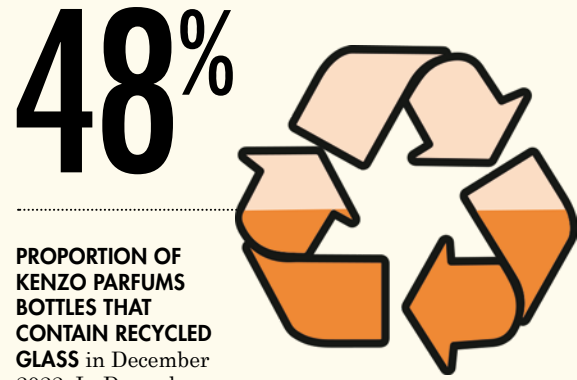
FLOWERING TREES PLANTED by KENZO by 2023.

OUR PRODUCT COMMITMENTS IN FIGURES

PACKAGING



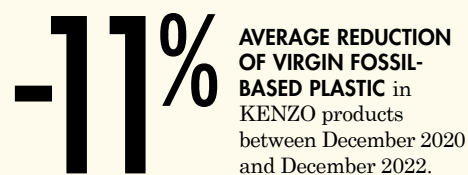
KENZO Parfums packs are sourced from **FSC™ CERTIFIED SUSTAINABLY MANAGED FORESTS** or controlled sources.



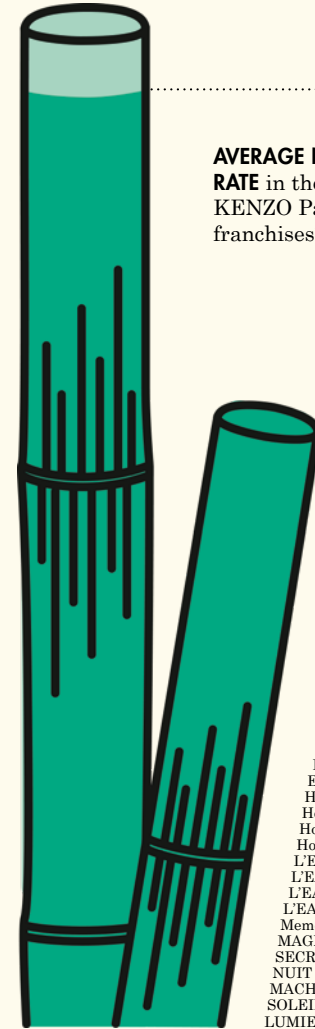
PROPORTION OF KENZO PARFUMS BOTTLES THAT CONTAIN RECYCLED GLASS in December 2022. In December 2021, this percentage was 11%.



PROPORTION OF RECYCLED OR BIOSOURCED PLASTIC integrated into KENZO Parfums products put on the market in 2022. This represents 6% of the volume of plastic marketed by KENZO Parfums in 2022.



FORMULAS



AVERAGE NATURALNESS RATE in the 4 iconic KENZO Parfums franchises*.

* Flower by KENZO: Flower by KENZO EDP, Flower by KENZO L'ABSOLUE, Flower by KENZO EDT, Flower by KENZO POPPY BOUQUET EDP, Flower by KENZO EDT - KENZO HOMME: KENZO Homme EDP, KENZO Homme EDT, KENZO Homme EDTI - L'EAU: L'EAU POUR FEMME, L'EAU POUR HOMME, L'EAU FLORALE, L'EAU BOISE - KENZO Memori Collection: CIEL MAGNOLIA, CEDRE SECRET, REVE LOTUS, NUIT TATAMI, POUVRE MACHA, CŒUR AZUKI, SOLEIL THE, ENCENS LUMIERE

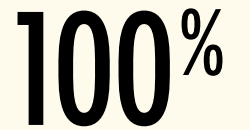
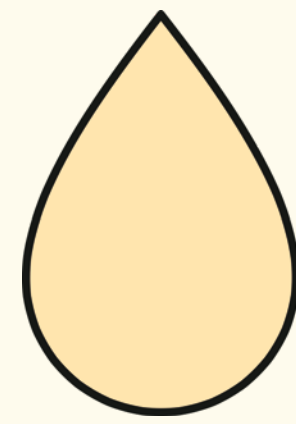


1er

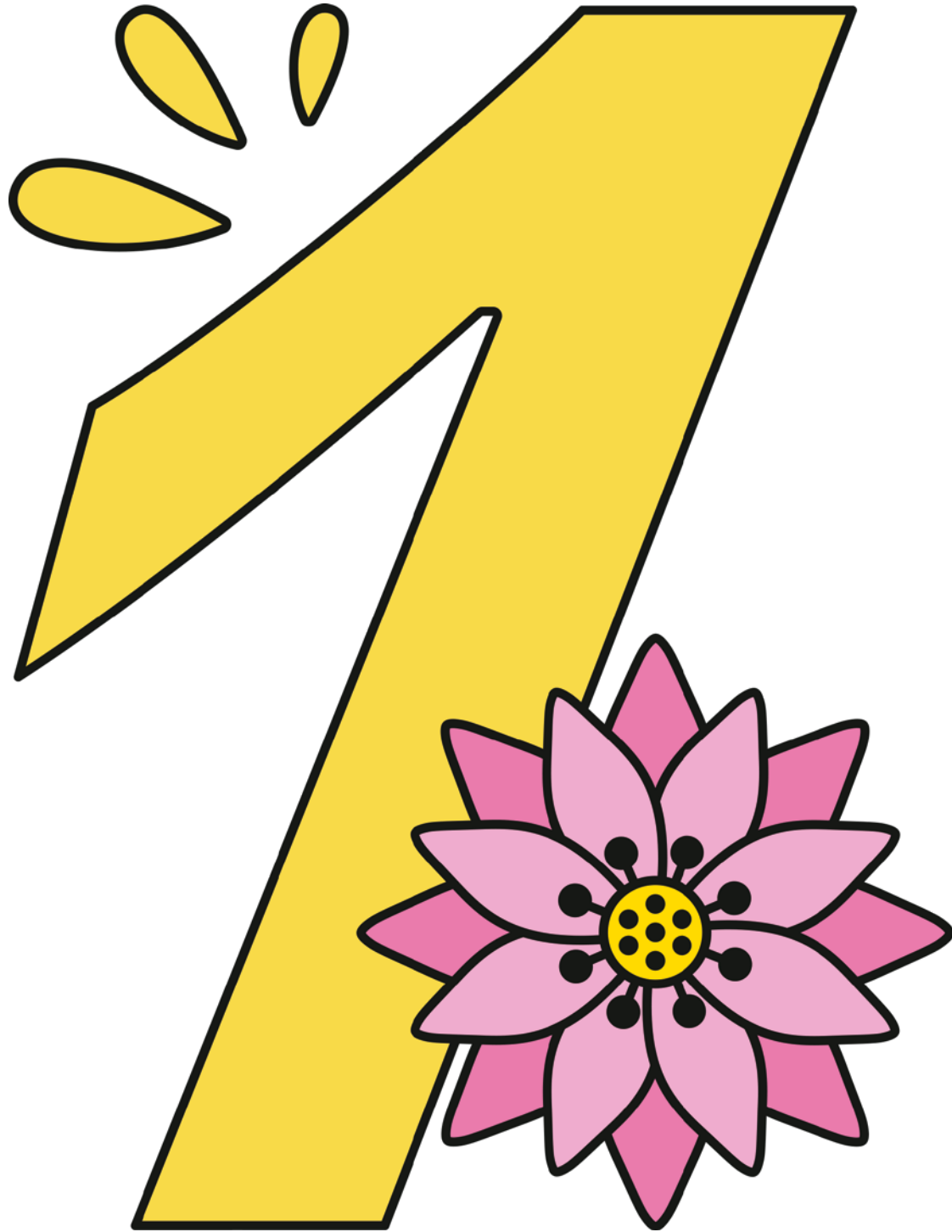
KENZO is the first LVMH GROUP COMPANY TO HAVE AN ICONIC INGREDIENT SUPPLY CHAIN CERTIFIED to the UEBT standard. It concerns the sacred lotus used in KENZOKI.



100% of the KENZOKI skincare line **SOLD AT SEPHORA EUROPE IS PART OF THE GOOD FOR YOU PROGRAM.**



OF THE ALCOHOL USED in KENZO products is made from beets grown **LESS THAN 500 KM FROM KENZO PARFUMS' FRENCH FACTORY.**



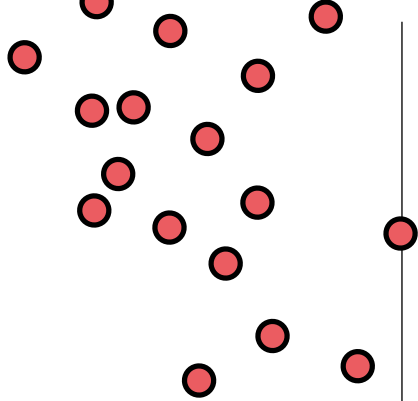
PRODUCTS

PART 1

IN GREATER HARMONY WITH NATURE

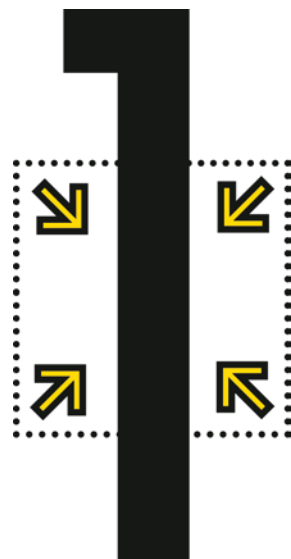
Constantly questioning and improving... Seeking to combine aesthetics and commitment, without compromising on quality, KENZO Parfums wants to push back the boundaries. Taking a step sideways to demonstrate that luxury and responsibility, eco-design and creativity are the four cardinal points of a virtuous, effective and committed beauty.

THE MAIN ECO-DESIGN PRINCIPLES FOR WHICH WE STAND



LESS = MORE (AND BETTER)

This means **resizing packagings** to reduce their weight and size.



Designing products that are refillable and/or recyclable at the end of their life cycles.



Adopting alternatives to virgin fossil-based plastic, using paper and cardboard from sustainably managed forests, and using recycled or bio-sourced glass and plastic.

Formulating and reformulating our products without controversial ingredients*.

Engaging in a traceability process for our natural ingredients and committing to environmentally friendly supply chains for our iconic ingredients: sacred lotus, rose, orange blossom, patchouli, sandalwood.

*According to a restrictive in-house ingredient charter.

REDUCING, REUSING AND RECYCLING ARE THE KEY PRINCIPLES OF OUR COMMITMENT.

To achieve the goals we have set ourselves, KENZO Parfums evaluates the integration of eco-design principles in the development of all its new products, and on all products offered for sale. They are therefore subject to an environmental assessment out of 20 using a tool created in 2014 by the LVMH Group: the Environmental Performance Index (EPI).

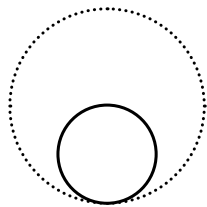
All packaging is rated based on weight, volume, number of layers and separability of materials for recycling. As of December 2022, the average EPI for skincare and fragrance products has increased by 60% and 89% respectively compared to February 2020. The average EPI for a KENZO perfume was 10.4 and 15.6 for a KENZOKI product in December 2022.

ALWAYS GOING A STEP FURTHER

Beyond these two objectives, KENZO has chosen not to use magnets in its products and to no longer launch new products with ballasts.

★ PROOF BY EXAMPLE

The KENZO Memori collection has a 15 gram cap. The cap of the KENZO Memori line only weighs 15 grams, making it the lightest cap within KENZO Parfums. Its design has been thought without ballast and the raw material used is a recyclable material composed of 30% post-consumer recycled materials.

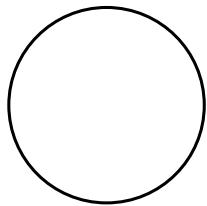


-11%

in 2022 against 2020

OBJECTIVE

- 30% virgin fossil-based plastic on average in KENZO products by 2026*.



100%

of our glass bottles and jars will include a **proportion of recycled material** by 2026.

SITUATION TO DATE

48% in 2022



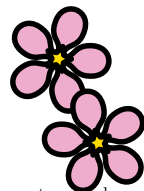
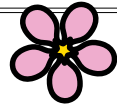
FORMULAS AND NATURAL INGREDIENTS

Reassuring our consumers is essential for us. To do so, KENZO Parfums prioritizes safety by respecting the strictest international regulations and standards. KENZO Parfums applies the precautionary principle beyond the regulatory requirements and has therefore established a list of ingredients that are prohibited from being used in new formulas.

While KENZO aims to achieve a natural ingredient rate of over 90% in its skincare line¹ and in its new fragrances, it does not seek to oppose naturalness and synthetic ingredients. KENZO Parfums has made the precautionary principle a strict rule: our formulas go beyond the most restrictive cosmetic regulations in the world. For example, we refrain from using a number of controversial ingredients: no parabens, no BHA (butylated hydroxyanisole), no D4 silicone (cyclotetrasiloxane), no phthalates.

ALWAYS GOING A STEP FURTHER

Aware that alcohol is the number one raw material consumed each year by KENZO Parfums, the company is currently in discussions with Cristal Union, the main supplier of alcohol to its factory, with a view to supporting a project that will enable the agro-ecological transition of the French beet industry. The project should be completed by 2023.



¹ Except UV shield products because to date our laboratories have not managed to use natural filters that provide the protection and sensoriality expected by the range.

* Flower by KENZO: Flower by KENZO EDP, Flower by KENZO L'ABSOLUE, Flower by KENZO EDT, Flower by KENZO POPPY BOUQUET EDP, Flower by KENZO EDT - KENZOHOMME: KENZO Homme EDP, KENZO Homme EDT, KENZO Homme EDTI - L'EAU: L'EAU POUR FEMME, L'EAU POUR HOMME, L'EAU FLORALE, L'EAU BOISE - KENZO Memori Collection: CIEL MAGNOLIA, CEDRE SECRET, REVE LOTUS, NUIT TATAMI, POUFRE MACHA, CŒUR AZUKI, SOLEIL THE, ENCENS LUMIERE

** Since 2021, KENZO Parfums is a member of the UEBT, Union for Ethical BioTrade, a non-profit organization that promotes respectful sourcing in order to contribute to a world in which people and biodiversity prosper.



of our iconic natural ingredients are successfully evaluated by the UEBT^{**}: rose, orange blossom, sandalwood, lotus and patchouli by 2023.

SITUATION TO DATE

60% of ingredients have been evaluated by the UEBT in 2022 (Orange Blossom, Patchouli and Sacred Lotus meet the UEBT "Responsibly Sourced" level).

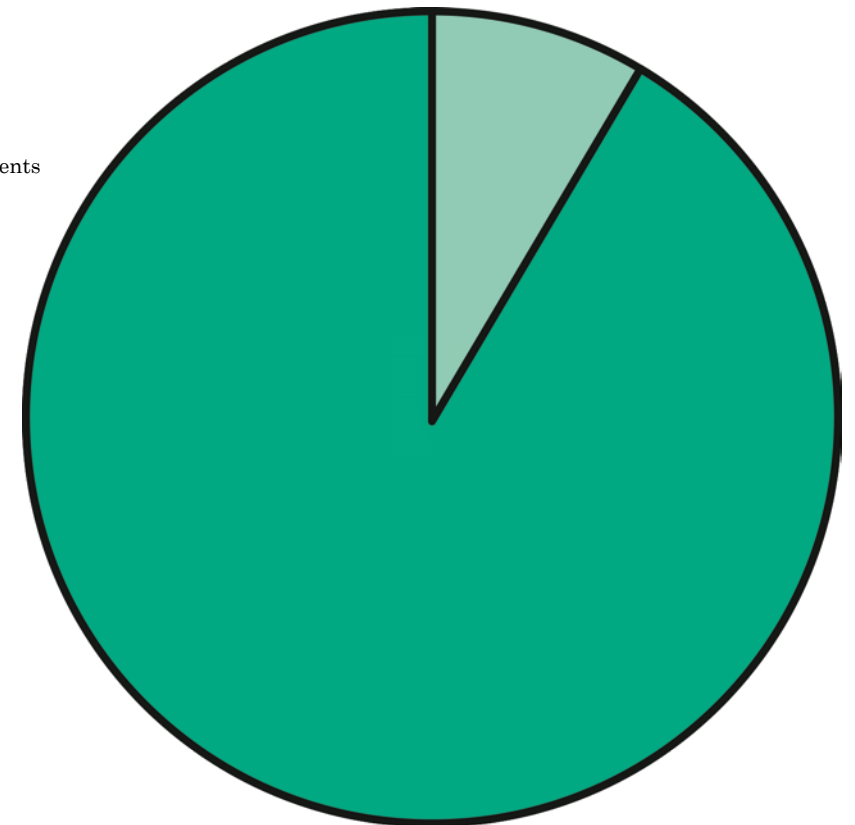
90%

of natural ingredients in the KENZOKI¹ range.

SITUATION TO DATE

89.4% of natural ingredients on average in the 4 iconic franchises* of KENZO Parfums.

100% of the new fragrances launched in 2023 will have a naturality rate of over 90%.



◆ TESTIMONY

An exchange with Alberto Morillas, Master Perfumer of the FLOWER BY KENZO franchise.



KENZO PARFUMS IS COMMITTED TO FORMULATING ALL ITS NEW FRAGRANCES WITH A MINIMUM NATURALNESS RATE OF 90%. HOW DO YOU ADDRESS THIS REQUIREMENT?

With Flower by KENZO, we are on a creative journey, and have been for over twenty years. We have always used precious natural raw ingredients such as Damascena rose, Flower's iconic bloom, or orange blossom lovingly grown in Morocco. KENZO's requirement prompts me to work differently because aiming for higher levels of naturalness means working with a smaller olfactory palette. However, each perfume must have a soul, a story and convey an emotion, before being natural. I therefore welcome KENZO Parfums' reasoned approach of not opposing natural and synthetic ingredients.

WHY IS IT IMPORTANT TO ALSO HAVE SYNTHETIC INGREDIENTS IN THE PERFUMER'S PALETTE?

There is no sense in opposing synthetic and natural ingredients, as both are necessary for the composition of a fragrance. The unique signature of Flower By KENZO, its holding power and its diffusion, is due in particular by the presence of Musk. It is a mistake to believe that a synthetic ingredient is necessarily cheaper and more dangerous for health and the environment. The future of perfume is an olfactory palette that combines natural ingredients sourced with respect for people and nature with synthetics derived from green chemistry.

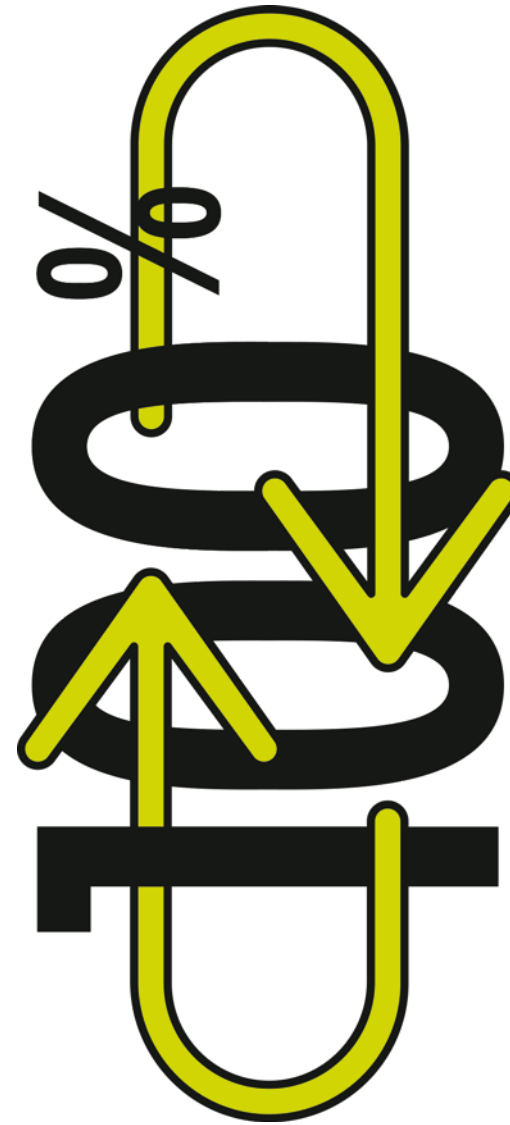
HOW DOES THE KENZO PARFUMS SIGNATURE "FOR A MORE BEAUTIFUL WORLD" INSPIRE YOU IN YOUR NEW CREATIONS?

I have been creating for KENZO Parfums for 20 years, and I have always had a deep respect for the place given by this Maison to creation, colors and arts. This unique signature gives me a lot of freedom to explore new horizons, to always go further, and ultimately to create the emotion that all creations should offer.

"I have been creating for
KENZO Parfums
for 20 years, and I have
always had a deep
respect for the place given
by this Maison to
creation, colors and arts."

GWP* AND POINT OF SALES MATERIAL

To help raise awareness among our consumers, we want to give them useful and purposeful gifts. We also set an example at the point of sale through our choice of materials.



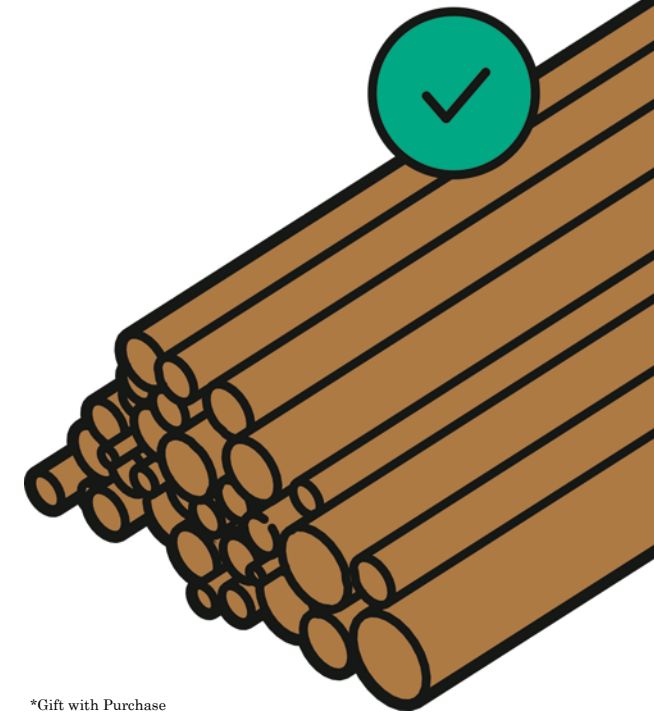
GWP* reusable or recyclable as of 2023.

SITUATION TO DATE
100 % of GWP are reusable products. The house is increasing the use of linen, Lyocell and recycled PET as alternatives to conventional cotton that we can use to date.

100%

wood from certified or controlled forests in KENZO Parfums' merchandising and POS* from 2023.

SITUATION TO DATE
100% of POS and merchandising briefs require wood or wood fiber from sustainably managed forests.



*Gift with Purchase

FACTORY AND TRANSPORT

In 2022, KENZO Parfums updated its Carbon Footprint, which reaffirmed that our company's priority for reducing CO₂ emissions should be focused on the transportation of its products, the eco-design of its packaging and the energy performance of its sites.

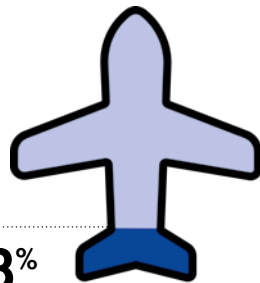


-50%

CO₂ emissions by 2026 (scope 1 & 2) vs. 2019

SITUATION TO DATE

285 tons of CO₂ emitted by the KENZO Parfums factory and headquarters in 2022, down 16% from 2019. Between 2019 and 2022, the factory that manufactures KENZO Parfums products has reduced its energy consumption by 10,2% thanks to the investments made.



13%

of KENZO Parfums products were transported by air from the KENZO Parfums warehouse based in France to the Maison's distributors around the world in 2022 (in tons transported).

OBJECTIVE

10% of KENZO Parfums products transported by air by 2023.



100%

of energy from renewable sources at KENZO Parfums' own sites (factories and offices) by 2023.

SITUATION TO DATE

54% renewable energy by 2022 (including 100% renewable electricity).

ALWAYS GOING A STEP FURTHER

KENZO Parfums is committed to sourcing its packaging components from suppliers based in Europe, close to our production facilities, in order to limit our carbon footprint. In 2022, 83%* of KENZO Parfums' packaging components were manufactured in France and 95%* in Western Europe (France, Germany, Italy, Netherlands).

* in purchasing volume (€)



IN WHAT WAY IS THE KENZO FACTORY ENGAGED IN CREATING A MORE BEAUTIFUL WORLD?

First of all, I think it is important to specify that all KENZO Parfums are manufactured in France in our Vervins site, a site that has had ISO 14001 environmental certification since 2015. This provides a rigorous framework for our environmental approach.

In line with the company's commitments, the site is engaged on a daily basis to reduce its gas consumption (-24% between 2021 and 2022) and associated CO₂ (-16% between 2021 and 2022) and to achieve a high rate of waste recovery (96% by 2022). The actions and results obtained are fundamental criteria of our industrial performance.

WHICH INITIATIVES DO YOU CONSIDER PARTICULARLY IMPACTFUL?

After making ongoing investments in recent years to improve the insulation of buildings and install an LED-based lighting system, the site installed a new biomass boiler in the fall of 2022, which is estimated to reduce energy consumption by 10% each year. At the same time, since 2023, the site has been using biomethane, a "green gas" produced in France. Thanks to this action, our site now consumes 100% energy from renewable sources.

YOU HAVE BEEN THE NEW DIRECTOR OF THE KENZO PARFUMS FACTORY SINCE 2022. HOW DO YOU VIEW THE MAISON'S COMMITMENTS?

Committing to a more beautiful world is a mission that resonates with our teams and with me. I believe that everyone must do their part to engage in a more respectful approach to our ecosystem. We all know that the transformation of KENZO Parfums will involve the transformation of its production workshop.

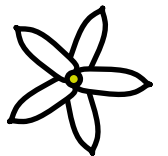
This commitment pushes us to constantly improve and imagine solutions to go beyond where we are today. It is a great source of inspiration and motivation!

★ TESTIMONY

An interview with Cyril Caron, Director of the KENZO Parfums plant, who explains the investments made in 2022 to improve the site's environmental performance.



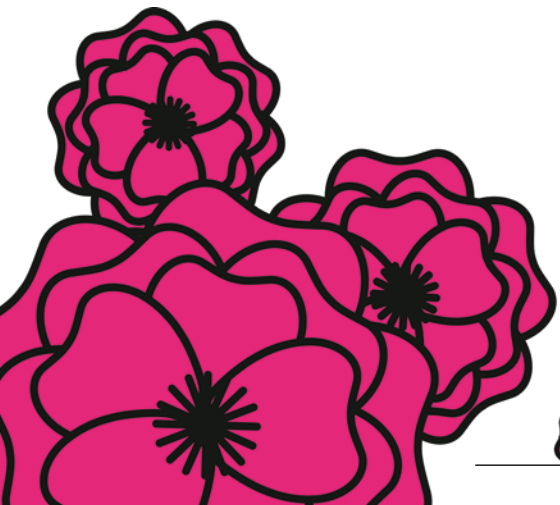
“Committing to a more beautiful world is a mission that resonates with our teams and with me.”





PART 2

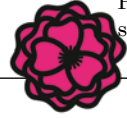
AN ACTIVE
COMMIT-
MENT
TO FLOWERS
AND SUSTAI
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A POWERFUL CAUSE

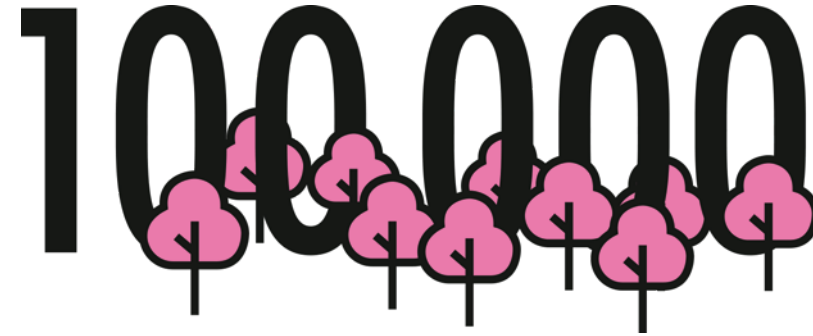
LOCAL AND SEASONAL FLOWERS

The love of flowers is in KENZO Parfums' DNA. Part of our active commitment is to help them blossom unhindered and not force their natural cycles.



100% of the fresh flowers used by KENZO in France (events, in-house, stores, etc.) were sourced from partners committed to sustainable floriculture.

SITUATION TO DATE
The KENZO Parfums teams have a partnership with a network of committed florists that enables them to use local and seasonal flowers for the Maison's events.



flowering trees planted by KENZO Parfums by 2023 in a partnership with Reforest'Action.

SITUATION TO DATE
88,200 trees were planted by KENZO Parfums by the end of 2022 in France, China, Germany and Indonesia. These trees will make it possible to store 13230 tons of CO₂ over 30 years.



young people to be more aware of biodiversity and the beauty of local and seasonal flowers through the Bamboo U Project scholarship program run by Orin Hardy in Bali and Masami Charlotte Lavault's Flower School, located in Rambouillet, by 2026.

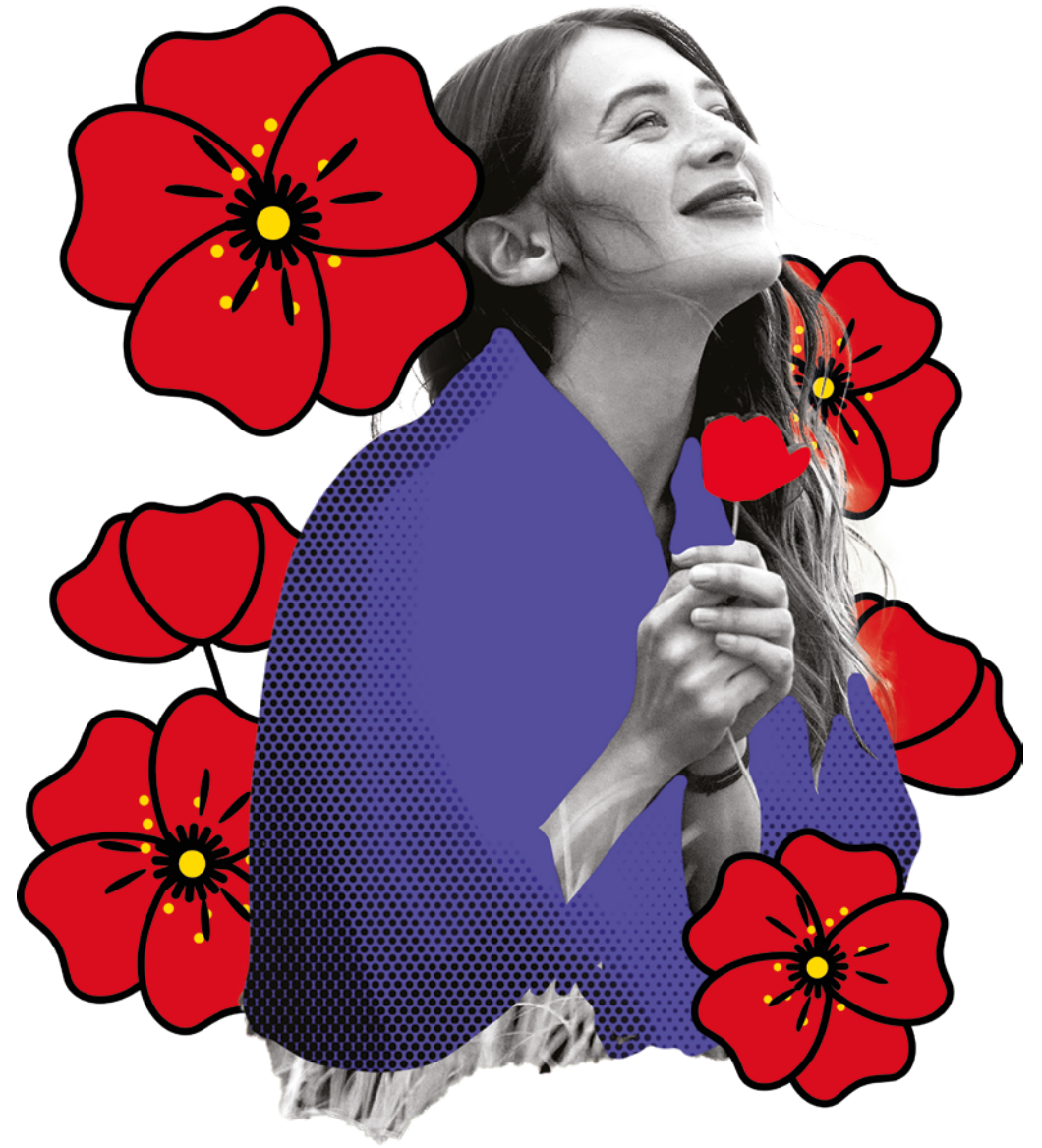
SITUATION TO DATE
KENZO Parfums will launch this action in 2023. However, in 2022, the Maison organized floral workshops for its employees in order to raise awareness of this worthy cause.

A COMMUNITY

To achieve our goals, we are supported by personalities who are committed to the environment. We have chosen to join forces with inspiring and inspired ambassadors. Committed to a beautiful world, they have initiated long-term projects that combine education with concrete actions. Our partnership with Orin Hardy, who promotes sustainable living by utilizing bamboo, is one such example.



Orin Hardy is the face of KENZO Homme since 2021: founder of Bamboo U, in Bali, Indonesia, his initiative and educational program strives to foster sustainable habitation with bamboo, which grows incredibly fast and is capable of restoring degraded land. By sharing his knowledge of construction and design, Orin wishes to explore alternative building approaches so that more people can live in better harmony with nature. KENZO Parfums funded ten scholarships for students from around the world to have the opportunity to attend Bamboo U.



Masami Charlotte has been the new face of FLOWER BY KENZO since 2022: nicknamed the “Flower Activist”, Masami is the inspiring, activistic embodiment of the woman FLOWER. This Franco-Japanese flower-grower founded Plein Air Paris, the first flower farm in Paris and the first urban flower farm in France. KENZO supports Masami’s personal commitment to local flori-

culture that respects the seasons and the natural cycle. In March 2023, KENZO Parfums will launch an exclusive series of podcasts called FLOWERS, in which Masami meets other actors of the flower world, in France and abroad, to share their vision and their work for a more responsible floriculture.

◆ TESTIMONY

Let's meet Mateo D. Sáenz, who received one of the 10 scholarships sponsored by KENZO Parfums in Orin Hardy's *Bamboo U School*.



WHEN AND WHY HAVE YOU DECIDED TO JOIN THE BAMBOO U PROJECT? WAS THE SCHOLARSHIP A TRIGGER?

We joined the Bamboo U 11 day in-person Immersion Program in March, 2022. It was an amazing opportunity for my team and I to join the instructors and the carpentry team on the ground in Bali. I initially joined Bamboo U for the first time when their inaugural online course was launched. The course consisted of several modules, with the final one being constructing a small-scale prototype of my final project: an emergency housing yurt made entirely of bamboo. We decided to build the life sized prototype of the bamboo yurt in the summer of 2022. This made us even more interested in the possibility of joining the team in Bali to learn even more. When the scholarship came out, we saw that as our shot at going to Indonesia. We split the cost of the trip, having the scholarship alleviate one of three tuition fees, making it possible for the three of us to join. This scholarship was the catalyst for the start of our venture.

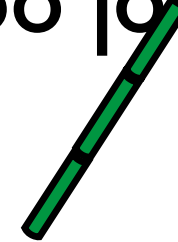
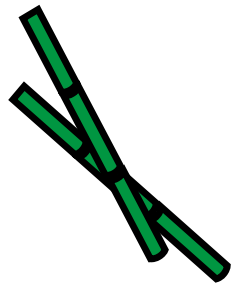
WHAT DO YOU TAKE AWAY FROM THIS EXPERIENCE?

Bamboo U has an international network of experts passionate about bamboo architecture and design. This meeting was a unique way for me to interact with a community of talented and caring people. What I take away from the program is the experience, knowledge, and confidence to successfully carry out my bamboo journey.

FOLLOWING ORIN'S QUOTE: WHAT WOULD YOU DO TO MAKE THIS WORLD A BETTER PLACE?

To make this world a better place I would empower others to dream, create and interact with their environment using ecological materials. I want others to find inspiration and intelligence via the projects and the workshops, centering around bamboo as a construction material, that we are establishing.

“What I take away from the program is the experience, knowledge, and confidence to successfully carry out my bamboo journey.”





PART 3

CONCRETE ACTIONS FOR OUR

To do better, to go further, and to always take a collective approach: that's part of our DNA. The actions of KENZO Parfums reflect a daily commitment. The path before us is long and we know there is much to do, but our determination to improve remains unwavering.

ICONIC FRANCHISES

FLOWER BY KENZO

OUR CONCRETE ACTIONS
FOR A MORE
BEAUTIFUL WORLD



Launch of the first refill system for the 100ml format of the FLOWER BY KENZO EDP franchise in 2022.

Reduction in the size of the cap to save 5 tons of plastic per year.

Ongoing search for alternatives to the plastic material currently used on the cap.

100% of the cases made of FSC-certified paper.

In 2023, integration of a glass cap on the new FLOWER IKEBANA BY KENZO allowing the use of less than 4% virgin fossil plastic on this new bottle.

Inclusion of 15-20% recycled glass since 2021.



88.4% of ingredients of natural origin* on average for the franchise, with a rate of over 90% for the 2022 launches (FBK Absolue and FBK Poppy Bouquet EDT).

Evaluation according to the UEBT standard for the orange blossom supply chain in 2021 and scheduled in 2023 for the violet and rose.



Bottle, pump, cap and box made in France.

Fragrance made in France in a factory with ISO 14001 environmental certification.

* According to the ISO 16128 standard.
In the Franchise, the minimum rate is 84.8%.





KENZO HOMME

OUR CONCRETE ACTIONS
FOR A MORE
BEAUTIFUL WORLD



Reduction in the weight of glass in the new version of the bottle (-23% on the 100 ml).

A hollow cap to save 24% of material vs. the cap initially imagined.

100% packs made of paper from responsible sources with FSC® certification.

Ongoing search for alternatives to fossil-based plastic and progressive integration of recycled plastic in the cap: first tests with 30% recycled material in KENZO HOMME Eau de Toilette.

Inclusion of 10% recycled glass in 2021, rising to 15% in 2022 with the arrival of the Eau de Parfum.



93% minimum of natural* ingredients in all variations of the franchise.

"Responsibly Sourced" evaluation in 2022 of the patchouli chain according to UEBT* standards.



Association/Collaboration with an activist ambassador since 2021: Orin Hardy.

Bottle, pump, cap and boxes **made in France.**

Fragrance made in France in a **factory with ISO 14001 environmental certification.**

* According to the ISO 16128 standard.

KENZOKI

OUR CONCRETE ACTIONS
FOR A MORE
BEAUTIFUL WORLD



20% on average of recycled plastic in the relaunch of the range.

61% of KENZOKI references contained recycled materials in 2022.

100% of the packaging is made of **FSC-certified paper**.

Ongoing search for **alternatives to virgin fossil-based plastic**



At least **90% of ingredients of natural origin***.

Recognition of the formulation principles by Sephora in 2021 with the **award of the Good for YOU label for the entire range**.

Obtaining UEBT certification in 2022. Sacred Lotus is the first LVMH Group product line to be certified.



Bottle, pump, cap and packaging **made in France**.

Fragrance made in France in a **factory with ISO 14001 environmental certification**.



* Except UV Shield. According to the ISO 16128 standard.





THE KENZO MEMORI COLLECTION

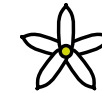
OUR CONCRETE ACTIONS
FOR A MORE
BEAUTIFUL WORLD



Very light mono-material cap (only 15 grams) including 30% recycled plastic.

Inclusion of 15% recycled glass since 2021.

100% of the boxes are **made of FSC-certified paper**.



88.2% of ingredients of natural origin* on average for the franchise, with a rate of over 91% for the collection's signature fragrance: CIEL MAGNOLIA.



Bottle, pump, cap and boxes **made in France**.

Fragrance made in France in a **factory with ISO 14001 environmental certification**.

* According to the ISO 16128 standard.

ANIMATIONS IN POINTS OF SALE

OUR CONCRETE ACTIONS
FOR A MORE
BEAUTIFUL WORLD

-22 TN

Since 2021, the Christmas, Mother's Day and Father's Day coffrets are made without plastic or from cardboard from sustainably managed forests, resulting in a saving of 22 tons of plastic per year.

Progressive integration of wood from sustainably managed forests in merchandising furniture, with the objective of reaching 100% by 2023.

Giving useful and reusable gifts by giving a second life to KENZO Parfums objects.

100%

100% of KENZO Parfums POS* are made of cardboard from sustainably managed forests, FSC certified or from other controlled sources.



TO GO ONE STEP FURTHER...

AND UNDERSTAND THE CSR OBJECTIVES OF KENZO PARFUMS

Transparency and honesty are the key words of our commitment. Each day, our desire to go one step further, to do more, and to do better gets stronger. But we sometimes need to remain humble and acknowledge that, even with the best intentions, not everything is immediately possible...

WHAT IS THE PERCENTAGE OF PCR RECYCLED GLASS REQUIRED BY KENZO PARFUMS?

To date, manufacturers of glass perfume bottles are only able to integrate a maximum of 10 to 20% recycled glass in their products without affecting the transparency and the brightness of the bottles. We wanted to set a target of 30% but for the moment we need to be patient to do even better.

WHY SET A TARGET OF 30% RECYCLED OR BIOBASED MATERIALS BY 2026 AND NOT 100% BY 2026. WHY SET A LIMITED TARGET?

We wanted to reach 100% by 2026, but that won't be possible. 2026 may seem like a long time, but it's a much more ambitious challenge than you might think. Our company favors the use of a specific recycled plastic (mechanically recycled PCR), in the so-called "foodgrade" quality - plastic compatible with food products. However, this plastic is still limited on the market and represents a technical challenge to be injected. The use of this type of plastic is already systematized as soon as possible in the highest achievable proportions. Aware that this type of plastic will not be sufficient to achieve the objectives set, KENZO Parfums is giving itself the possibility of using chemically recycled plastic as well as bioplastics, while refraining from using natural resources intended for food to manufacture bioplastics, such as plastic from sugar cane.

WHY AREN'T ALL THE NEW KENZO PRODUCTS REFILLABLE?

While refills are not yet available, all new perfumes are now designed to be refillable in the future. It is important to keep in mind that refills are only relevant in terms of environmental impact when the product is well established, with a very high loyalty rate. This is the case with FLOWER BY KENZO, which is available in a refillable version since 2022. When KENZO studies the possibility of developing refills, we call on the expertise of an eco-design office which performs product life cycle analyses. These analyses determine when it is relevant to reduce the environmental impact of bringing a refill to the market. Remember that developing a refill that will not sell successfully means using natural resources and generating waste for nothing.

90% NATURAL INGREDIENTS IN SKINCARE PRODUCTS... WHY NOT 100%?

KENZO has set a goal of using a minimum of 90% natural ingredients in its skincare formulas and since 2022 in its new fragrances as well. The Maison does not aim for 100% because we do not want to oppose synthetic ingredients with natural ingredients. The Maison believes in the concept of "sustai-

nable natural ingredients" and is committed to using strategic natural ingredients from ethical supply chains (in accordance with the international standard of the UEBT, or Union for Ethical Bio Trade). That's because we are well aware that just because a product is natural, it doesn't mean that it is eco-friendly. Consider, for example, the deforestation caused by the cultivation of soya, despite it being a natural product.

WHAT ARE THE STRATEGIC NATURAL INGREDIENTS FOR KENZO? HOW ARE THEY SELECTED?

There are seven strategic natural ingredients for KENZO: alcohol and glycerin represent more than 70% of the volume of all the natural ingredients purchased by the Maison – as well as Lotus, Rose, Orange blossom, Sandalwood and Patchouli, which are all used in our iconic formulas.

WHY NOT PROHIBIT THE USE OF AIR FREIGHT ALTOGETHER?

That is a good question. To be totally transparent, that was the initial goal wanted to set for KENZO. However, we have come to the realization that it is impossible for the time being, as deliveries to airport shops can only be made by air freight. Moreover, certain products – such as skincare products – are sensitive to the summer heat and would not withstand maritime shipment.

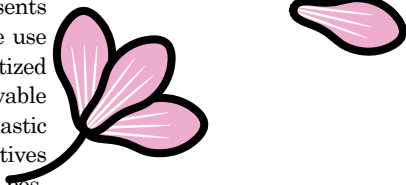
HOW DO YOU PLAN ON PLANTING 100,000 TREES WITHIN TWO YEARS?

We have entered a multi-year partnership with Reforest'Action, an organization that helps us determine which reforestation projects KENZO Parfums will fund. Reforest'Action acts as an intermediary with the land operators who plant the trees and provide long-term care for them.

Since 2021, 88,200 trees have been planted by KENZO Parfums in France, China, Germany and Indonesia. These trees will make it possible to store 13,230 tons of CO₂ over 30 years.

WHY DOES KENZO NOT USE 100% NATURAL SUNSCREENS?

We would like to, but it is not yet possible for us to use 100% natural sunscreens and to maintain the expected sensory qualities of our sunscreens. We are actively working on this, and in the meantime, KENZO uses a mixture of mineral filters (taken from rocks that reflect UV rays) and synthetic filters. Furthermore, KENZO has chosen to exclude all use of products that have been called into question by the scientific community, such as octocrylene or nanoparticles of synthetic filters. All the sunscreens that used by KENZO are subject to the most restrictive regulations in the world.



GLOSSARY

PCR PCR stands for *Post-Consumer Recycled*. It is plastic made from packaging (such as plastic bottles) that consumers have used and placed in a recycling bin, and that has been collected and processed by recycling centers.

GWP Gift with purchase.

POSM Point of Sale Material = Material designed to be used in the point of sale.

PLV Publicity in the Point of Sale.

UEBT The Union for Ethical BioTrade is a not-for-profit international organization that promotes the “ethical sourcing” of ingredients grown using a biodiversity-friendly approach..

GHG PROTOCOL Greenhouse Gas Protocol is used to quantify, manage, and mitigate greenhouse gases from private and public sector activities.

NORME ISO 14001 An environmental management standard. This guideline ensures that a company is in control of its environmental impacts. These include the overall impacts of the company, including waste, noise, greenhouse gas emissions, energy, subsoil, etc.



