

Boticario Group



grupo boticário
beleza é o que a gente faz

oBoticário



eudora



THE
beauty
BOX

We are benchmark in beauty, sustainability and
nature conservation in Brazil and Worldwide

MULTIBUSINESS





Our essence

- Over **7,000** direct employees
- **4,000** stores in Brazil in **1750** cities
- Established in **9 countries**
- **Largest** franchise chain in the **world** in the sector
- **Leader** in perfumery in Brazil
- **Vice leader** in make up
- 2 industrial plants and 2 distribution centers



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The global scenario

Around **4 billion hectares** or approximately **31% of the planet's land** are covered by forests

(World Bank)

The crucial role of forests in the efforts to **mitigate climate change** is widespread and in the last few years became a central issue in the discussions concerning political processes related to world forests. (World Bank)

46% of gross emissions in Brazil are related to land use change – and 94% of those are related to deforestation or degradation

(SEEG, 2016)

And how can a cosmetics company contribute?





Retail Stores

49% of the materials in our POS are wood based and represent over **500 furniture items**

100% of wood based items in Grupo Boticário is FSC certified

Over 1.000 stores are 100% FSC which corresponds to **17,000 square meters** – equivalent to 5 soccer fields

We will increase that number by 3 times until 2024, surpassing **50,000 square meters** in retail

Upcycling materials:

87% reused

4% donated

9% recycled

100%

paper bags are FSC labelled.

From 4 of our largest printing partners we acquired in 2015 alone

5,000

of certified cardboard and produced

96MM

of Carbon Neutral* for our products

* Plantation of trees - carbon footprint neutralization of 330 ton CO2 by our partner Boxprint.



Retail

170 MM

Paper bags



4,5 MM

Boxes per year



Freepacking project

reuse supplier
boxes for finished
products



560.000

Boxes per year

157 ton cardboard
representing total savings
BRL 400,000 per year





Traceability to ensure that materials are not originated in deforestation areas

Raw materials



100% ethanol suppliers are certified



83% of Palm Oil suppliers' processes are verified by certification processes



Suppliers Program

Sustainability for Suppliers Guide

Available to 100% of our Suppliers

Sustainability represents **20%** of all items evaluated in auditioning and can restrict supply.

7 strategic suppliers are participating since 2014 in the **Eco Efficiency Partnership Program**

Sustainability Awards for more than 10 suppliers in the last 3 years

EVALUATION REQUIREMENTS:

Biodiveristy

Human Relations
Ecoefficiency
Shared Responsibility
Management and
conduct

Sustainable Packaging

“Cuide-se Bem”



Sales Volume

- **2nd** most representative brand in sales volume

Green Plastic

- Sourced from **sugar cane**
- **40 SKUs**
- Partnership with Braskem
- Consumer communication “made from green plastic”

Results

- New Design
- **10% less plastic**
- 90t of avoided residue/year
- 230,000 litres of oil avoided
- 3,000t reduction in CO2 eq/year
- **17.500 trees**



**OUR STRATEGY: RESPONSIBLE USE
OF NATURAL RESOURCES**

WITH CONSERVATION



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BOTICÁRIO GROUP FOUNDATION FOR NATURE PROTECTION

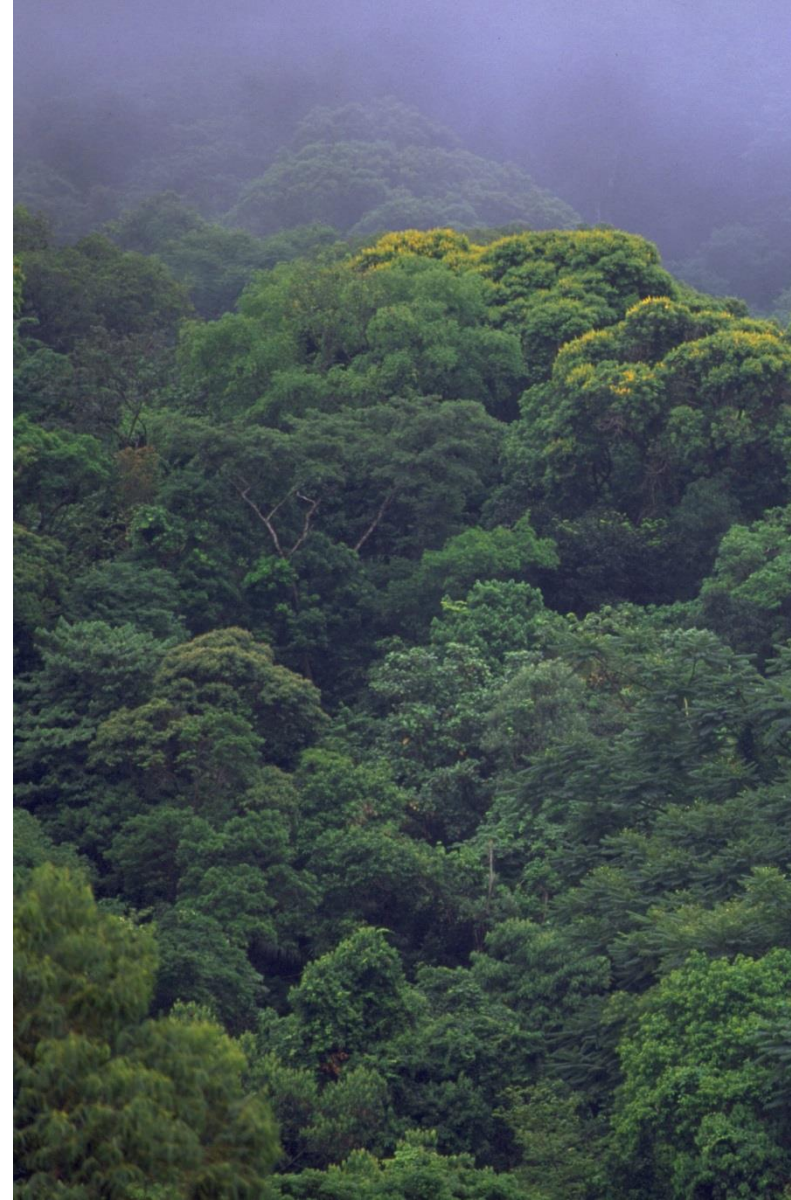
For **26 years** we have been investing in scientific research and nature protection

Nearly **1.500** initiatives have been supported to date with **144 new species** of fauna and flora discovered

Private sector's **TOP** environmental grant maker in Brazil

Protected Areas

- **2 Private Natural Heritage Reserves** – most threatened biomes in Brazil
- Over **11.000 hectares** of Atlantic Forest and Cerrado protected
 - **110** Scientific researches carried out in the Reserves to date
 - **493 protected areas** benefitted and **246 endangered species** studied
- The outcomes of projects are compiled - public policies proposals



Economic Incentive Mechanisms



WHY?

Protecting forest with Araucária's remaining natural areas

HOW?

- Creating value in the production chain;
- Engaging different actors; Stimulating the development of a new market and new technologies;

WHAT?

Repositioning Araucária pine nut and yerba mate in the market

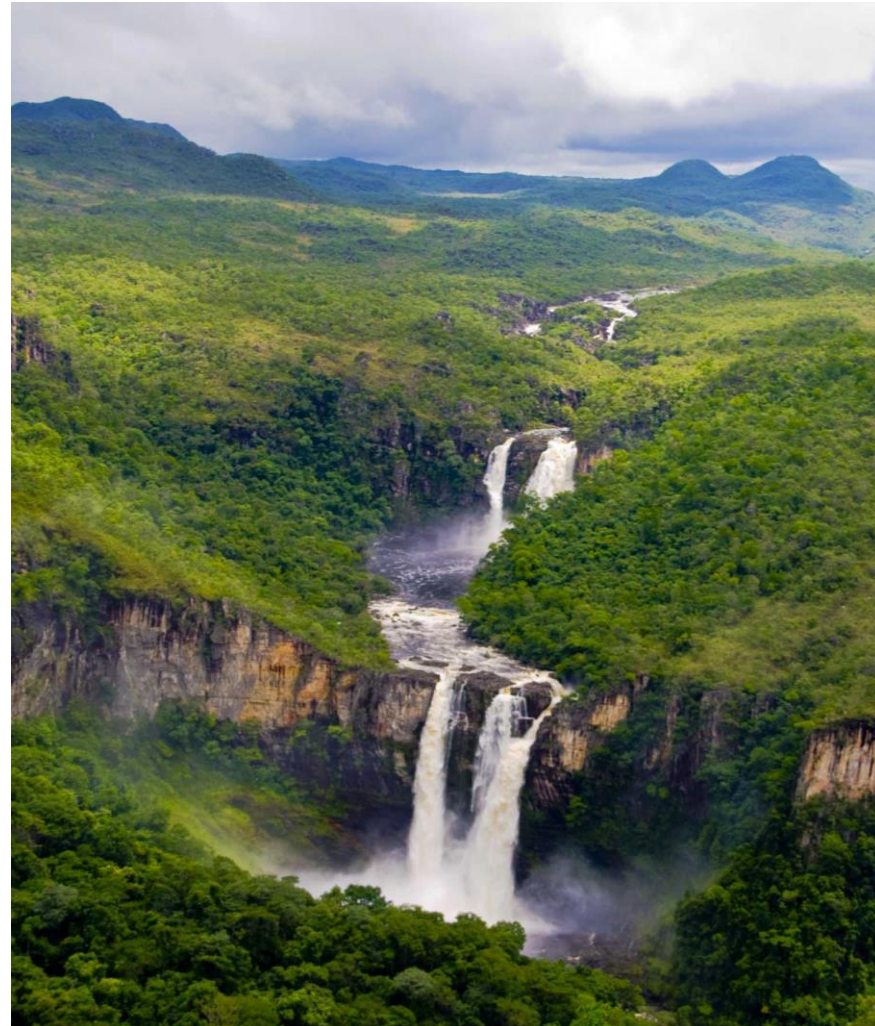
Economic Incentive Mechanisms

OASIS: Pioneering PES projects in Brazil

- Established in 6 States in Brazil;
- 434 properties signed;
- 3,550 hectares of natural areas protected
- Guaranteeing water supply for 7 million people

VALUATION OF SOCIAL AND ECONOMIC BENEFITS ARISING FROM NATURAL AREAS:

- Methodology applied to 7 different areas;
- EX: BRL 1 X BRL 12,5
- Potential to influence public policies for both the creation and the expansion of protected areas in Brazil





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THANK YOU!

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