

CAUDALIE

Committed by nature

Committed by nature.

For 30 years!

In 2025, we are celebrating 30 years of Caudalie.

Three decades of passion, boldness and loyalty to a vision born in the vineyards of Bordeaux: to create an independent, family-owned French brand that draws its strength from the benefits of the vine and the grape.

Since 1995, our approach has remained the same: to imagine the most effective treatments, using natural-origin ingredients, in line with our deepest convictions. We dreamed from the outset of innovative cosmetics that are more responsible and rooted in the living world. Today, we continue to nurture this dream with the same energy as in the early days, enriched by thirty years of learning and commitment.



Our environmental approach has never been a strategy: it is a deep, demanding and complex commitment that we strive to improve year after year.

Pioneers of clean cosmetics, we have always wanted to innovate as a way to reduce our impact through our formulas, our packaging and our practices. Since 2012, we have been a member of the 1% for the Planet collective to take concrete action: every year, we donate 1% of our global revenue to help preserve and restore forests and all the biodiversity they host.

For the past five years, we have also been developing the 100% Ocean Plastic Collect initiative. Following the launch in Thailand, the initiative is being expanded to Indonesia this year, strengthening our fight against plastic pollution in the oceans.

In 2025, this commitment remains our compass. It guides our choices, inspires our innovations and mobilizes our teams. For 30 years, we have been moving forward with the same conviction: to create beauty rooted in effectiveness, naturalness and continuous improvement.

Mathilde et Bertrand Thomas
Founders of Caudalie.

Caudalie at a glance

Company

100%

family-owned

Manufacturing

100%

made in France⁽¹⁾

1,400

employees, including
500 in France

52

face
products

27

body products
and fresh fragrance

7

refillable
products

25,000

points of sale

35

SPA
Boutiques

25

websites
in 18 languages

3

company-owned
warehouses

23

subsidiaries

+40

countries of distribution



(1) Excluding Sunscreens, Vinoperfect Serum for the North American market manufactured directly in the United States, and Italian-made food supplements.

30 years of committed engagement

1995



Creation of Caudalie, harnessing the power of grapevine and grape-derived by-products

2005



Clean beauty pioneer, launching the NO-List: ingredients excluded from our formulas

2012



Joined the 1% for the Planet collective

2018



New logistics site in Gidy:
- New formulation laboratory
- Use of geothermal energy
- Dedicated packaging engineering team

Certified Clean by Sephora

2019



Launch of the TerraCycle program in SPA Boutiques

2020



Creation of the 100% Ocean Plastic Collect initiative

2022



Introduction of the first Premier Cru refills

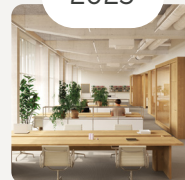
First carbon footprint assessment

2024



Certified Planet Aware by Sephora

2025



New Paris headquarters in the Marais district:
- Use of geothermal energy
- Prioritization of high-quality natural materials

2025: Our impact in a few figures

Products

Formulas

95 to 100%

natural-origin ingredients in all our skincare products (excluding Suncare and Fresh Fragrances)

94%

of our vine-derived raw materials come from organic farming (by volume)

+70

substances or groups of substances that have been banned from our formulations

Packaging

90%

of our packaging is made from recycled materials, and/or are recyclable and/or refillable

27%

recycled plastic in 2025 (based on the total volume of plastic used in 2025)

7

refills

Environmental Footprint

Climate & Resources

33.2 k TCO₂e

carbon footprint in 2025 across scopes 1, 2 and 3.

100%

of our heating needs covered by geothermal energy at our logistics site, our formulation laboratory and our Paris headquarters

Planet

Forests & Biodiversity

1.7 M

trees planted or regenerated in 2025 through our commitment to 1% for the Planet

12

organizations supported in 11 different countries in 2025

+50 ha

of temperate primary rainforest preserved from any activity in Canada

768 t

of plastic waste collected and recycled in Thailand and Indonesia

Culture & Talents

1,400

employees, including 500 in France

97/100

gender equality index in France

2/3

of the operational committee are women

13 YEARS

average seniority within the operational committee

84

internal promotions

2025: A few new developments



2 new refills added to the Vinoperfect range: our moisturizer and night cream.

- - 85% packaging per refill, compared to the jar originally sold.
- - 84% CO₂e emissions per refill, compared to the jar originally sold.
- 25% recycled glass incorporated into the glass jars of both creams.

A fully recyclable pack for our Vinofresh deodorant

Originally non-recyclable, the pack was redesigned to be mono-material and is now 100% recyclable.

- - 29% weight
- - 46% CO₂e emissions
- 98% naturally derived ingredients, alcohol-free, aluminium salt-free, bicarbonate-free, silicone-free and synthetic fragrance-free.

A new co-product in our Premier Cru range

It is obtained from rosewood residues, a material that remains largely underutilized. Native to Peru, this wood is traditionally used for the extraction of essential oil. After extraction, chips rich in active ingredients remain unused. Our partner recovers them and performs a gentle extraction, free from chemical solvents, to obtain the active ingredient used in our formulas.

A word from Angélique Vacher,
Sustainability Manager
at Caudalie



What were the major successes of 2025?

In 2025, we strengthened the reliability of our data and tools to better manage and demonstrate our impact. Our products maintained a high level of naturally derived ingredients (95 to 100%, excluding Suncare and Fresh Fragrances) and progressed on organic viticulture (94%, i.e. +14% vs 2024), with 19 co-products integrated into our formulas.

On the packaging side, 90% of our references are made with recycled materials, and/or are recyclable and/or refillable, and improvements have been made with repacks. We consolidated our carbon footprint across scopes 1, 2 and 3 for the 3rd year running. We also continued our support through 1% for the Planet: 1.7 million trees planted or regenerated, accompanied by various environmental and social benefits. We conducted 2 field audits, strengthening our transparency and monitoring requirements with our partners, and welcomed a new organization: the Jane Goodall Institute. Furthermore, the 100% Ocean Plastic Collect initiative expanded to Indonesia, enabling us to take action in one of the countries most affected by plastic pollution.

What are the upcoming challenges?

Going forward, we know that the core of our impact lies in our products, and we are particularly looking to address this through the wider rollout of Life Cycle Assessment (LCA). These eco-design advances must take into account market realities: cost, formulation, technical feasibility and material availability constraints. A significant part of our footprint also depends on the transport of goods shipped internationally. We are currently consolidating data across our various distribution countries to identify the best possible optimizations. Finally, we must continue to mobilize all of our teams and partners.

Table of Contents



1 Products

Natural-origin formulas	p. 11
A clean pioneer since 2005	p. 14
Eco-designed packaging	p. 17



2 Environmental Footprint

Carbon footprint 2025	p. 23
Better corporate practices	p. 25
New headquarters in the heart of Paris's Marais district, powered by geothermal energy	p. 26



3 Planet

Committed to 1% for the Planet	p. 28
Our 100% Ocean Plastic Collect initiative	p. 40



4 Culture & Talents

Our entrepreneurial culture, driving our impact	p. 43
Recruiting and nurturing talent	p. 44
A committed collective	p. 46



1

Products

Pioneer of Resveratrol:
the longevity of the vine



Born from the vine 30 years ago

The vine is one of the very first plants to have appeared on Earth. Resilient to wind, cold and climate variations, it contains unique natural treasures. From the very beginning, Caudalie has explored its by-products (seeds, shoots, sap) to reveal effective molecules. This expertise gave rise to our three patented actives, pillars of our know-how.

1995

Polyphenols: protectors of youth

It all began during the grape harvest at Château Smith Haut Lafitte in 1993, when Professor Vercauteren revealed to Mathilde and Bertrand Thomas the exceptional antioxidant power of grape seeds, then considered a by-product of white wine production. Two years later, in 1995, Caudalie became the first company to stabilize Polyphenols for cosmetic use, introducing what would become one of its signature actives.

Patent No. 3684477



2001

Resveratrol: the longevity of the vine

Able to live for more than 100 years despite harsh conditions, the vine owes its longevity to Resveratrol, a molecule it produces in its shoots to defend and regenerate itself. We isolated and patented it, becoming the first to use it in cosmetics to help improve skin firmness and renewal.

Patent No. 4167935



2005

Viniferine: radiance inspired by tradition

Vine sap contains Viniferine, a powerful brightening active rooted in a centuries-old Bordeaux vineyard tradition.

Women working in the vineyards applied these “vine tears” to their skin to prevent dark spots. Once again pioneering innovation, we were the first to integrate Viniferine into cosmetics, transforming this tradition into a patented active now recognized for revealing radiance and evening the complexion.

Patent No. FR21/08421



Natural-origin formulas

Priority given to natural and plant-based ingredients

Since its beginnings, Caudalie has been committed to formulating products that are as natural as possible, by prioritizing active ingredients of plant origin.

In total, more than 850 raw materials have been used over time in our formulas and have been sourced, mainly of natural origin or derived from biotechnology, to offer the skin the full power of nature:

- Vine and grape extracts (seeds, shoots, juice), which have notably made it possible to create patented active ingredients
- Oils, waxes, plant butters and essential oils
- Floral and plant waters
- Plant and fruit extracts



95% to 100%

ingredients of natural origin in all our skincare products⁽¹⁾

Our formulas with 100% ingredients of natural origin



Did you know?

Some categories are difficult to make of natural origin for technical reasons:

Our Suncare require organic synthetic UV filters to guarantee effective and stable protection. Their proportion exceeds 5% of the formula, which limits the maximum level of naturality.

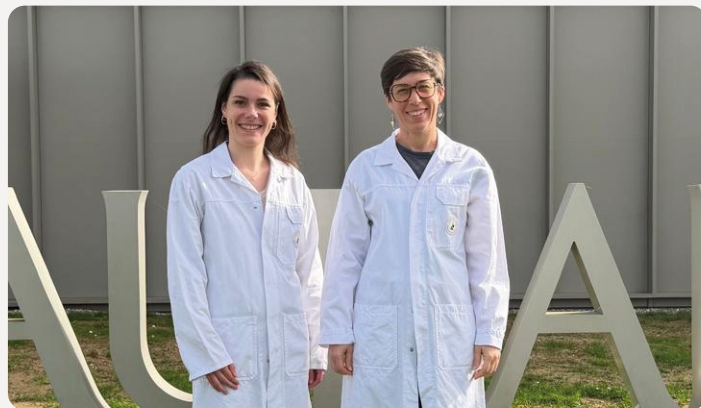
Our Fresh Fragrances are crafted from a fragrant concentrate containing synthetic aromatic molecules, which are essential for ensuring longevity and an olfactory signature. Here again, the fragrance exceeds 5%, reducing the percentage of ingredients of natural origin.

(1) Excluding Suncare and Fresh Fragrances, according to ISO 16128 standard.

Our sourcing

Every day, the sourcing team is committed to more sustainable supply chains and better optimization of natural resources. Raw materials are prioritized based on their origin, biodegradability and the way they are produced within their agricultural supply chain, in particular:

- Ingredients from organic farming or other more responsible agricultural practices
- Ingredients from fair trade
- Co-products



Émilie Bony, Head of Innovative Ingredients and Mathilde Colas, Raw Materials Regulatory Affairs Engineer

100%

of French origin for vine shoot extracts present in our patents⁽¹⁾

94%

of our raw materials of viticultural origin come from organic farming⁽²⁾, up +14% vs 2024

19

ingredients derived from co-products used in our formulas

Example of a Certified Organic and Fair Trade Supply Chain



Coconut oil

One of our coconut oil supplies comes from an organic and fair trade supply chain, supported by our supplier in the Gulf of Guinea archipelago.

Certified Fair for Life since 2018, this supply chain enhances products sourced from local plantations while placing sustainability and fairness at the heart of its model.

The Sustainable Development Fund associated with this supply chain supports producers and collectors in harvesting areas through concrete actions: support for education and health, fight against child labor, protection of vulnerable people, construction of warehouses and other infrastructures, creation of local jobs, reduction of deforestation, limitation of pollution and improvements to equipment.

When our ingredients come from co-products

A co-product is a material derived from a plant or from agricultural production that is not used in the main supply chain but still has real potential. At Caudalie, as we have done since our beginnings with our patented vine-derived ingredients, prioritizing co-products means enhancing what already exists rather than producing more. This is a concrete way to reduce the environmental footprint of our formulas while supporting a circular economy that is more respectful of resources.



Grapeseed Oil

At the heart of the Douro Valley, an exclusive terroir of Port wine, one of our suppliers recovers grape seeds, co-products of the Port wine industry, to produce an exceptional oil. The oil is cold-extracted and solvent-free, a rare method in this sector and an essential criterion in the selection of our partners. It is then refined at very low temperature, preserving the natural richness of its antioxidant Polyphenols.

This oil is a key ingredient in several of our formulas, such as the Premier Cru, Resveratrol-Lift and Vinoperfect collections, Makeup Removing Cleansing Oil, Hand and Nail Repair Cream, Foot Beauty Cream, Vegan Body Butter and Crushed Cabernet Scrub.



Squalane, Derived from Olive Oil Co-Products

Squalane is a very common emollient in cosmetics, of animal, biotechnological, plant-based or synthetic origin. At Caudalie, it is found in several skincare products, including Resveratrol-Lift, Vinoperfect, VinoHydra, Vinocrush Skin Tints and the After-Sun Repairing Lotion.

We chose a plant-based squalane derived from olive oil refining co-products, which are upcycled into a high-performance ingredient.

One of our suppliers, located in the heart of Spain's main olive-growing regions, works in close proximity to producers, limiting transportation and supporting the local supply chain.

A pioneer of clean since 2005

Because high level of natural origin does not always guarantee safe formulas, we had to go further. Thanks to its NO-List, Caudalie gives priority exclusively to essential and non-controversial ingredients.

+70

substances or families of substances banned from Caudalie formulas



all skincare products are vegan⁽¹⁾



Our laboratory is located in Gidy, in the French “cosmetic valley”.

(1) Excluding Crushed Cabernet Scrub, VinothérapeutTM Lip Balm, Tinted Lip Balm, Gentle Buffing Cream.

The Caudalie NO-List:

Preservatives

Parabens, Phenoxyethanol, Triclosan, Triclocarban, Chlorine, Benzalkonium, MIT (Methylisothiazolinone) & MCIT (Methylchloroisothiazolinone), Chlorphenesin, o-phenylphenol & salts, Urea-based imidazolidinyl compounds & urea diazolidinyl, DMDM hydantoin, 5-Bromo-5-nitro-1,3-dioxane & 2-bromo-2-nitropropane-1,3-diol, Chlorure de behentrimonium, Ethylhexylglycerin, Sodium hydroxymethylglycinate, Glyoxal, Methenamine, Nitromethane, Polyaminopropyl biguanide.

Silicones & sensorial agents

Silicones, Cyclotetrasiloxane.

UV filters

Octinoxate, Octocrylene, Benzophenones (including Oxybenzone).

No animal ingredients⁽²⁾

Hyaluronic acid of porcine or bovine origin, Porcine collagen, Shark squalane, Porcine elastin, Sheep lanolin, Cochineal, Keratin.

Surfactants & emulsifiers

PEG, Cocamide MEA & Cocamide DEA, MIPA, Triethanolamine (TEA), Diethanolamine (DEA), Sodium laureth sulfate, Ammonium lauryl sulfate, TEA-lauryl sulfate, Lauramide DEA, Linoleamide DEA, Myristamide DEA, Oleamide DEA, Stearamide MEA.

pH adjusters & chelating agents

Triethanolamine, EDTA, Trisodium NTA, Monoethanolamine (MEA), Aminomethyl propanol, Potassium hydroxide.

Polymers, resins & texturizing agents

Tetrahydrofurfuryl methacrylate, Trimethylolpropane trimethacrylate, Polyacrylamide, Sodium styrene/acrylates/divinylbenzene copolymer.

Colorants, opacifiers & synthetic sensorial powders

Carbon black, Resorcinol & 2-Methylresorcinol, DEA Styrene/acrylates/DVB copolymer, Nylon (11 and 12).

Vitamin A derivative

Retinyl palmitate.

Solvents

Methyl methacrylate, Ethyl methacrylate, Butyl methacrylate, Hydroxypropyl methacrylate, Glycol ethers (including 2-methoxyethanol, Dipropylene glycol).

Mineral oils

Petrolatum, Vaseline, Paraffin, C10-11 isoparaffin, Isododecane, Isohexadecane, Hydrogenated polyisobutene, Synthetic waxes, Ceresin, Ozokerite.

Antioxidant

BHA.

Examples of ingredients from the Caudalie NO-List since 2005

Mineral oils

Why are they so widely used in cosmetics?

Because they are inexpensive and very stable, they are widely used in formulations.

What are they replaced with at Caudalie?

Plant-based oils, which have a better affinity with the skin and are obtained through gentler extraction methods.

"They create an occlusive film, which reduces water loss from the skin and keeps it artificially moisturized. As soon as you stop using them, the skin loses this hydration."

–Mathilde Thomas

Parabens and phenoxyethanol

Why are they so widely used in cosmetics?

Because they are preservatives designed to destroy and limit the proliferation of microorganisms.

What are they replaced with at Caudalie?

With sodium benzoate and potassium sorbate, obtained through synthetic processes and used as food additives that are therefore edible. They are accepted in organic cosmetics under the Cosmos standard.

"Some of them can penetrate the skin and cause irritation, and are suspected of disrupting hormonal activity."

–Mathilde Thomas

Ingredients of animal origin

Why are they so widely used in cosmetics?

They are valued for their emollient and moisturizing properties, as well as for their low cost.

What are they replaced with at Caudalie?

With natural ingredients derived from the plant kingdom, such as plants and minerals.

"I only accept honey and beeswax, naturally produced by this insect to meet their own needs."

–Mathilde Thomas



Jean-Christophe Choulot, Laboratory Director

Silicones

Why are they so widely used in cosmetics?

They are appreciated for their strong sensoriality: a soft feel, an immediate smoothing effect, ease of spread and a non-greasy finish. They are also very stable, which makes formulation easier.

What are they replaced with at Caudalie?

With plant-based alternatives, notably texture agents derived from green chemistry (extracts from coconut and sugar derivatives from cane, beet or wheat), which offer equivalent sensorial performance while being biodegradable.

"These are ingredients that will take years to break down completely, or may only partially degrade if they end up in water."

–Mathilde Thomas

Examples of ingredients on Caudalie's NO-List since 2005

Phthalates

Why are they so widely used in cosmetics?

They have been used for around fifty years. They can be found in paint, toys and other children's products, conventional cosmetic products, food contact materials, medical devices...

What are they replaced with at Caudalie?

There are plant-based alternatives to phthalates: plant oil derivatives (unsaturated fatty acid esters) that are approved for food applications.

"These are chemical substances suspected of interfering with our hormonal system. Over the years, some of them have been banned or their use restricted in line with scientific advances."
-Mathilde Thomas

Sodium laureth sulfate

Why is it so widely used in cosmetics?

Its strong foaming power combined with its high detergency and low cost have made it an essential ingredient in liquid soaps and household cleaning products. It is because of this that consumers today are convinced that the more a product lathers, the better it cleans. Sodium laureth sulfate is obtained through a chemical reaction (sulfation).

What is it replaced with at Caudalie?

With surfactants derived from green chemistry, coconut oil derivatives. They offer excellent cleansing properties and good skin and eye tolerance.

"This sodium is obtained through a chemical reaction (sulfation), a process that is polluting for the environment as it is particularly energy-intensive." -Mathilde Thomas

PEGs

Why are they so widely used in cosmetics?

PEGs are widely used as emulsifiers and solubilizers, as they make it possible to achieve stable and homogeneous textures. Their technical efficacy and versatility account for their long-standing presence in many formulas.

What are they replaced with at Caudalie?

With naturally derived emulsifiers, formulated using specific processes that produce fine, stable and biomimetic emulsions, without the use of PEG derivatives, while being biodegradable.

"These substances also come from a manufacturing process criticized for its toxicity and environmental impact, are poorly biodegradable, with persistent uncertainty over long-term health effects." -Mathilde Thomas

A word from Auriane Flais, Natural Formulation Laboratory Manager

"For 18 years, I have been in charge of formula development at Caudalie, with one constant ambition: to create skincare products that are **natural, high-performing and perfectly aligned with our formulation charter and our NO-LIST.**

To achieve this, my team works continuously with our suppliers to identify innovative, more sustainable raw materials compatible with **our clean beauty approach**, as well as with independent laboratories to build rigorous testing protocols guaranteeing **efficacy and tolerance.**

Our day-to-day is defined by challenges: formulating ever more natural products, sourcing sustainable raw materials, ensuring stability and packaging-formula compatibility, all while meeting demanding timelines and budgets. It is in this balance between **innovation, naturalness and scientific rigour** that we drive our vision of beauty forward every day."



Auriane Flais, Natural Formulation Laboratory Manager

Eco-designed packaging

Caudalie's commitment also extends to an eco-design approach for its packaging. Our Caudalie packaging engineering team relies on the 3R strategy when it comes to the design of our packaging: Reduce, Recycle, and Reuse.

Caudalie's ambition? For every piece of packaging to be designed to be:



And/or



And/or



Recycled

Recyclable

Refillable

90% of our listed products meet this ambition in 2025.

Our goals for 2026

The EcoBeautyScore

Compared to other facial care products sold on the European market

In 2026, Caudalie will begin rolling out internally the EcoBeautyScore, a methodology co-created by more than 70 cosmetic companies, based on the European PEF (Product Environmental Footprint) framework and assessing the environmental impact of products across 16 indicators covering their entire life cycle. This first milestone will enable us to progressively integrate the results into our development decisions (choice of ingredients, formulation and packaging), and marks the beginning of an eco-design approach that we intend to deepen over time, in line with the industry's growing standards.

Enhanced refill offer

By the end of 2027, Caudalie aims to integrate at least three additional refills, for a total of ten refill products. This progression is part of a drive to reduce single-use packaging, which we aim to expand progressively across our entire product portfolio.



Reduce

Lightening and prioritizing recycled materials

To reduce material usage, Caudalie seeks to lighten the weight and volume of its packaging, while favoring the use of recycled materials over the production of virgin materials.

Plastic

Plastic remains a lightweight, durable material that is compatible with Caudalie skincare formulas. However, every effort is made to reduce its use:

- By reducing virgin plastic wherever possible, incorporating more recycled plastic
- By lightening packaging



Plastic reduction:

-85%⁽¹⁾

of plastic thanks to the repack of Vinocrush Powders in 2025

-9.6%⁽²⁾

of plastic per mL following the redesign of the Vinopure Mattifying Fluid in 2025

-16%

of samples shipped between 2024 and 2025 (-57% reduction since 2023)

0

plastic in 2025 Christmas gift sets

Recycled plastic integration:

27%

of recycled plastic used in 2025⁽³⁾ (4x more than in 2020)

100%

of the repackaged Vinopure range in 2025 incorporates recycled plastic, with an average rate of 47.5%⁽⁴⁾⁽⁵⁾

+68%

of recycled plastic on average in the packaging of our 400 mL formats⁽⁴⁾

+62%

of recycled plastic on average across all our plastic bottles⁽⁴⁾

37%

of recycled plastic on average in our Shower Gels⁽⁴⁾

(1) Reduction in plastic weight per finished product, calculated by comparing the new powder, made with cardboard, to the previous reference containing plastic. (2) Reduction in plastic weight per finished product, calculated by comparing the new 60ml Fluid format to the previous 40ml reference. (3) Across the total volume of plastic used in our products, including Spa and logistics overpackaging. (4) Share of recycled plastic in the product unit as a whole. (5) Excluding Spot Solution with an aluminium tube and the serum with a glass bottle.

Paper & cardboard

-5.6t

of cardboard saved in 2025 following the removal of the cardboard carton of our Vinopure Mattifying Fluid in September⁽¹⁾

100%

recycled cardboard in online order boxes

100%

of cardboard cartons are FSC certified



Glass

25%

of PCR recycled glass in the Resveratrol—Lift, VinoHydra, Vinopure, Vinoperfect, Premier Cru⁽²⁾ ranges and the Self-Tanning Sun Drops



Aluminium

95%

of PCR recycled aluminium in the Vinopure Salicylic Blemish Control and the Resveratrol—Lift Serum refill

(1) Cardboard savings figures based on sales volumes of the Fluid from September to December 2025. (2)Except The Serum Premier Cru.

Recycle

Favoring recyclable packaging

100%

of glass bottles and jar are recyclable⁽¹⁾

of paper cartons and cardboard packaging for online orders are recyclable

of aluminium tubes are recyclable⁽¹⁾

Why isn't everything recyclable yet?

- Material complexity: some components combine several materials that are difficult to separate
- Size and shape: small items are sometimes not detected by sorting machines
- Infrastructure availability: not all sorting facilities process all materials, even when they are technically recyclable

Our packaging is designed to be recycled through selective collection, but some items remain complex to recycle:

- Multi-material pumps, jar lids and wooden caps, detachable eye contour applicators, multi-material tubes for hand and foot creams, the Vinocrush powder, face scrubs and lip treatments

We are making progress: the share of our recyclable packaging increased from 53% to 62% between 2024 and 2025⁽¹⁾

Products that became recyclable in 2025:



The 50mL and 400mL Vinopure Purifying Toners

The Vinofresh Deodorant

In store with Terracycle

Packaging not accepted by conventional recycling channels can be collected and recycled directly in Caudalie SPA Boutiques thanks to Terracycle.

- Bring back your empty packaging that cannot be recycled through conventional channels to Caudalie SPA Boutiques. It will be deposited in the Zero Waste Box™. It will be sorted and transformed into new raw materials.

As a thank you, Caudalie offers you 5 MYCAUDALIE points per empty product (up to 150 points per year).



In 2025

14

SPA Boutiques committed in France, Belgium, England and Canada

+950 kg

of packaging collected in 2025



Jean-Patrick Gourdin, Packaging Development Manager

(1) In number of references, recyclability rate assessed using the CITEO TREE framework. Recyclable products = Score between A and C.

Reuse

Favoring refillable packaging

Caudalie innovates to reduce its environmental impact through refillable products. In 2025, there are now 7 refillable products and Caudalie continues to develop these solutions at the heart of its eco-design strategy.



In 2022: Premier Cru
The Cream and The Rich Cream

89% packaging saved⁽¹⁾



In 2023: Resveratrol—Lift Firming Cashmere Cream
and Firming Night Cream

85% packaging saved⁽¹⁾



In 2024: Resveratrol—Lift Instant Firming Serum
1st aluminium Serum refill

87% packaging saved⁽¹⁾



In 2025: Vinoperfect Dark Spot Niacinamide Moisturizer
and Dark Spot Correcting Glycolic Night Cream

85% packaging saved⁽¹⁾

Our refills offer

A growing success with customers, refills help lower costs while reducing the CO2e emissions generated.

**In 2025, 1 in 2 anti-aging
creams sold are refills⁽²⁾**

(1) These figures are calculated based on the estimated quantity of packaging saved in manufacturing the refill versus the full-size pot. (2) Share of refills in volumes of products sold in 2025. Scope: France; physical points of sale and e-retailers.



2

Environmental Footprint

Our actions to reduce
our environmental impact



Our 2025 carbon footprint

Since 2022, Caudalie has been assessing its carbon footprint annually in accordance with the international GHG Protocol standard, in order to better understand its impact and identify its main sources of emissions. Our goal? To implement reduction measures by prioritizing areas with the greatest potential for improvement. Through these calculations, Caudalie seeks to progressively reduce its footprint.

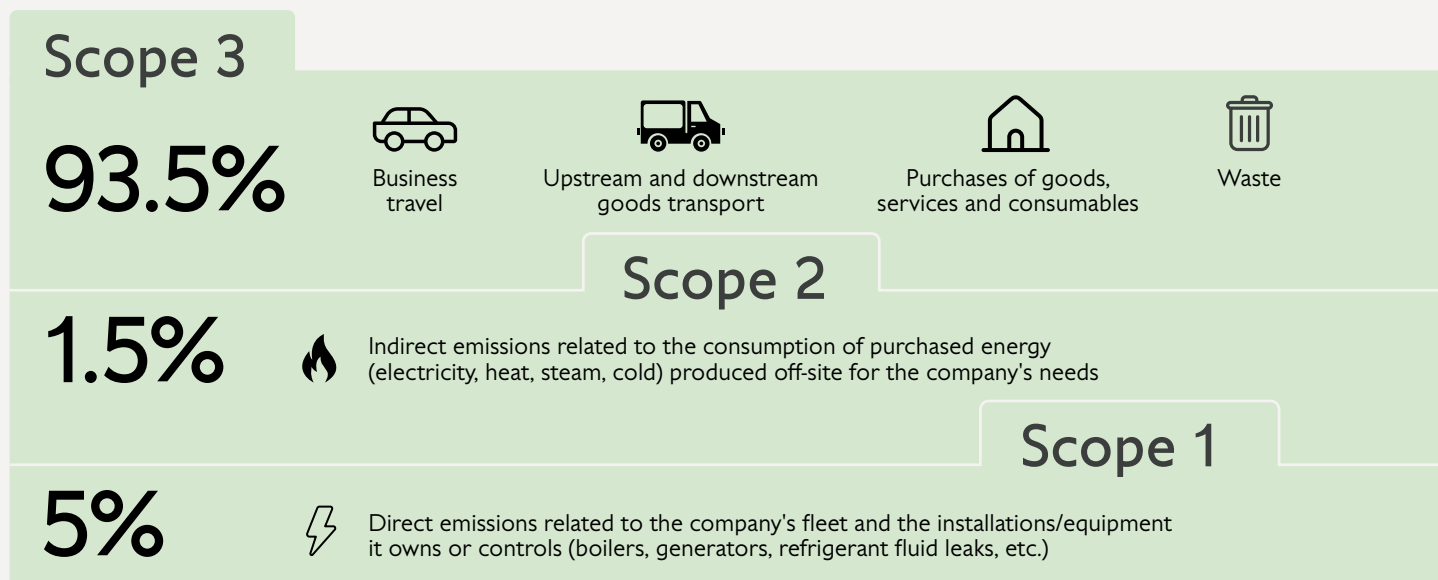
In 2025,
Caudalie's activities
generated:

33.16k TCO₂e

Equivalent to 1.3 million trees
(based on average annual
CO₂ absorption⁽¹⁾)

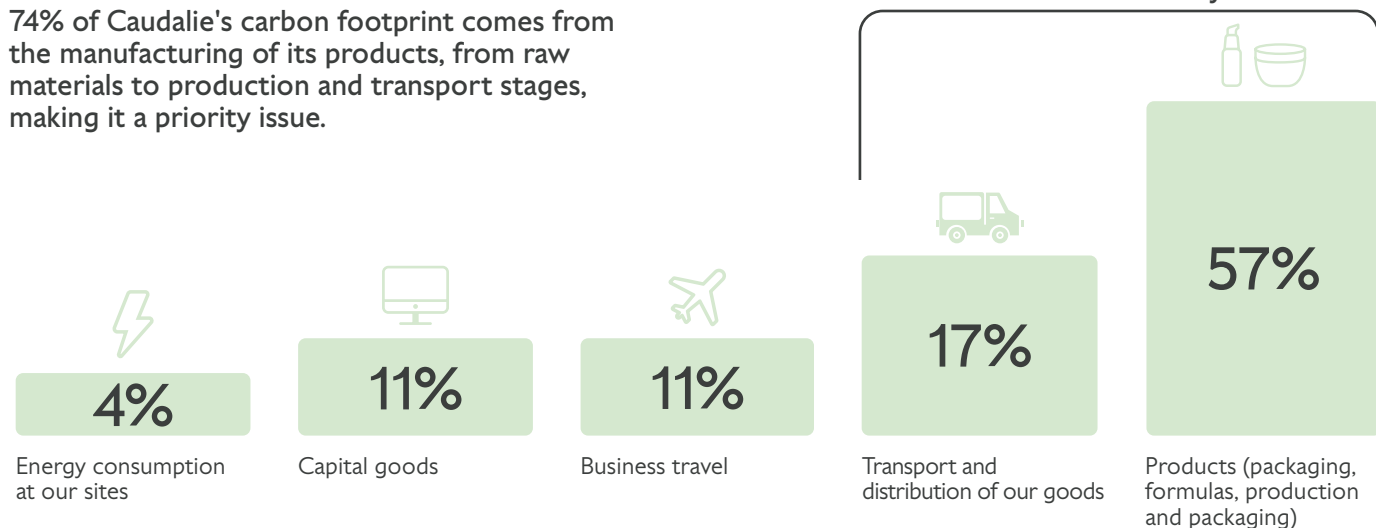
What is a carbon footprint?

A carbon footprint is an estimate of the quantity of Greenhouse Gases (GHG) generated by a company's activities. For simplicity, it is expressed in CO₂ equivalent, a unit of measurement that standardizes the climate impact of different GHGs. For a company like Caudalie, this footprint covers all stages of a product's life cycle, from raw material extraction and manufacturing to transport and end of life.



74% of Caudalie's carbon footprint comes from the manufacturing of its products, from raw materials to production and transport stages, making it a priority issue.

74% Product life cycle



*Excluding carbon emissions generated by service purchases

(1) Based on an approximation defined by Ecotree considering that a tree absorbs on average 25kg of CO₂ per year, according to various specific factors (Source: Ecotree <https://ecotree.green/combien-de-co2-absorbe-un-arbre#:~:text=2%20par%20an,-Un%20arbre%20absorbe%20environ%2025%20kg%20de%20CO2%20par,une%20tonne%20de%20CO2>).

A tool for product eco-design

By calculating its carbon footprint, Caudalie is able to identify the stages of its products' life cycle that generate the most greenhouse gas emissions (such as the choice of certain raw materials in its formulas and packaging) in order to improve the products' impact.

Case study: Vinoperfect Moisturizer & Night Cream

The refill⁽¹⁾

Between the former glass jar and the plastic refill.

Moisturizer

-84%
CO₂e/unit
emitted

Night Cream

-84%
CO₂e/unit
emitted

Recycled glass⁽²⁾

Between the former glass jar and the new one incorporating 25% recycled glass.

Moisturizer

-11.7%
CO₂e/unit
emitted

Night Cream

-10.8%
CO₂e/unit
emitted

Vinofresh 24-Hour Natural Deodorant



-46%

of CO₂e between 2024 and 2025 (carbon intensity per product unit), thanks in particular to the removal of SAN plastic (Styrene-acrylonitrile), making the packaging 100% recyclable.

Vinocrush Long-Lasting Bronzer Powder



-28%

of CO₂e between 2024 and 2025 (carbon intensity per product unit), thanks in particular to the removal of ABS and AS plastics.

(1) These figures are calculated based on the carbon intensities of each finished product. (2) These figures are calculated based on the carbon intensities of each finished product (refill not included).

Better business practices

The carbon footprint also guides us in improving our internal practices. Thanks to this measurement, Caudalie is moving towards, for example, a low-emission vehicle fleet and optimized product transport, thereby strengthening its actions to reduce energy consumption.

Case study: our vehicle fleet in France

Caudalie is committed to progressively increasing the share of low-emission vehicles, prioritizing Class A vehicles (0-60g/km of CO₂), in order to reduce its carbon footprint.



24.25%

average renewal rate with low-emission vehicles since 2022

+38%

hybrid or electric vehicles in the fleet

14

fully electric vehicles

Case study: international goods transport

Since 2024, the Export and Logistics teams have been working to optimize pallet loading in containers. This initiative involved improving the stacking and arrangement of pallets in order to maximize all available space.

Initially launched for shipments to the United States — a priority market given the volumes involved — this optimization demonstrated its effectiveness from the very first year.

In 2025, the tool was refined and rolled out to new areas: Canada, China, including Hong Kong.

In 2026, the ambition is to extend the use of this tool to two additional destinations: Brazil and Turkey, in order to continue reducing our logistics footprint and improving our environmental performance.

In 2025, for shipments to the USA, Canada, China (including Hong Kong):

72

containers avoided

111 TCO₂e

avoided

A new headquarters in the heart of Le Marais

In 2025, Caudalie inaugurated its new Parisian headquarters in the heart of Le Marais. This space, combining heritage, modernity and well-being, spans over 5,000 m² across two 16th and 17th-century private mansions and a renovated industrial building.

The space brings together offices, a Boutique SPA, a yoga studio, an events venue, and an incubator. Together, they offer a functional and light-filled setting, serving both teams and activities open to the public.



Materials chosen for their longevity

The interior design reflects Caudalie's DNA, with a carefully curated selection of materials: oak staves, Frontenac Stones sourced directly from a quarry near Bordeaux, and lines evoking barrels or the red earth of the vineyards — a nod to Caudalie's viticultural heritage.



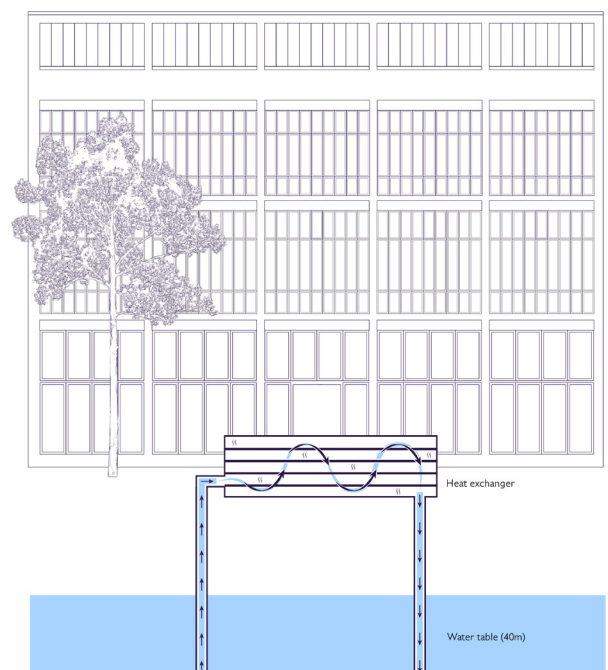
Geothermal energy to heat the building

The headquarters is equipped with a geothermal system drawing from a water table located 40 metres underground.

Water is extracted via a first well, passes through a heat exchanger, and is then returned entirely to the water table via a second well. This technology reduces energy consumption and limits the need for more energy-intensive mechanical installations. The Gidy logistics site is also powered entirely by geothermal energy.

This system uses the stable temperature of groundwater to:

- Heat the building in winter
- Cool it in summer
- Provide hot water for the sanitary facilities





3

Planet

Giving back to the planet
a little of what it gives us every day.



Committed to 1% for the Planet

Nearly 14 million trees planted or regenerated since 2012

Since 2012, Caudalie donates 1% of its annual revenue to organizations taking concrete action to preserve, restore and promote forests and their biodiversity worldwide. These projects, beyond their positive environmental impact, support the development of local communities and raise awareness of ecological issues.

As the world's leading cosmetics contributor, Caudalie has helped support more than 25 organizations across 18 countries, for a total of nearly 14 million trees planted or regenerated, and today more than 50 hectares of primary temperate rainforest protected in perpetuity in Canada.

Beyond financial donations, Caudalie maintains close relationships with these organizations to move forward together and maximize their impact on the ground.

Where do these actions take place?

Focus is placed primarily on at-risk regions, where impact can be most significant. These are areas that have experienced significant deforestation or face a high risk of deforestation, and which can harbor rich biodiversity — such as Brazil, Indonesia, Canada, and Africa.

To maintain a strong connection with its stakeholders, Caudalie also dedicates part of its support to projects based in France, as well as other countries where employees and consumers are based.

Watch the video!

Watch the interview with Mathilde and Bertrand Thomas about their commitments in this video.



What is 1% for the Planet?

The 1% for the Planet global movement is an international collective bringing together organizations and companies committed to protecting the environment. The collective was founded in 2002 by Yvon Chouinard, founder of Patagonia, and Craig Mathews, founder of Blue Ribbon Flies.

Joining the collective means committing to donating 1% of global revenue (or a portion thereof) to environmental organizations.

A word from Isabelle Susini,

Director of 1% for the Planet France



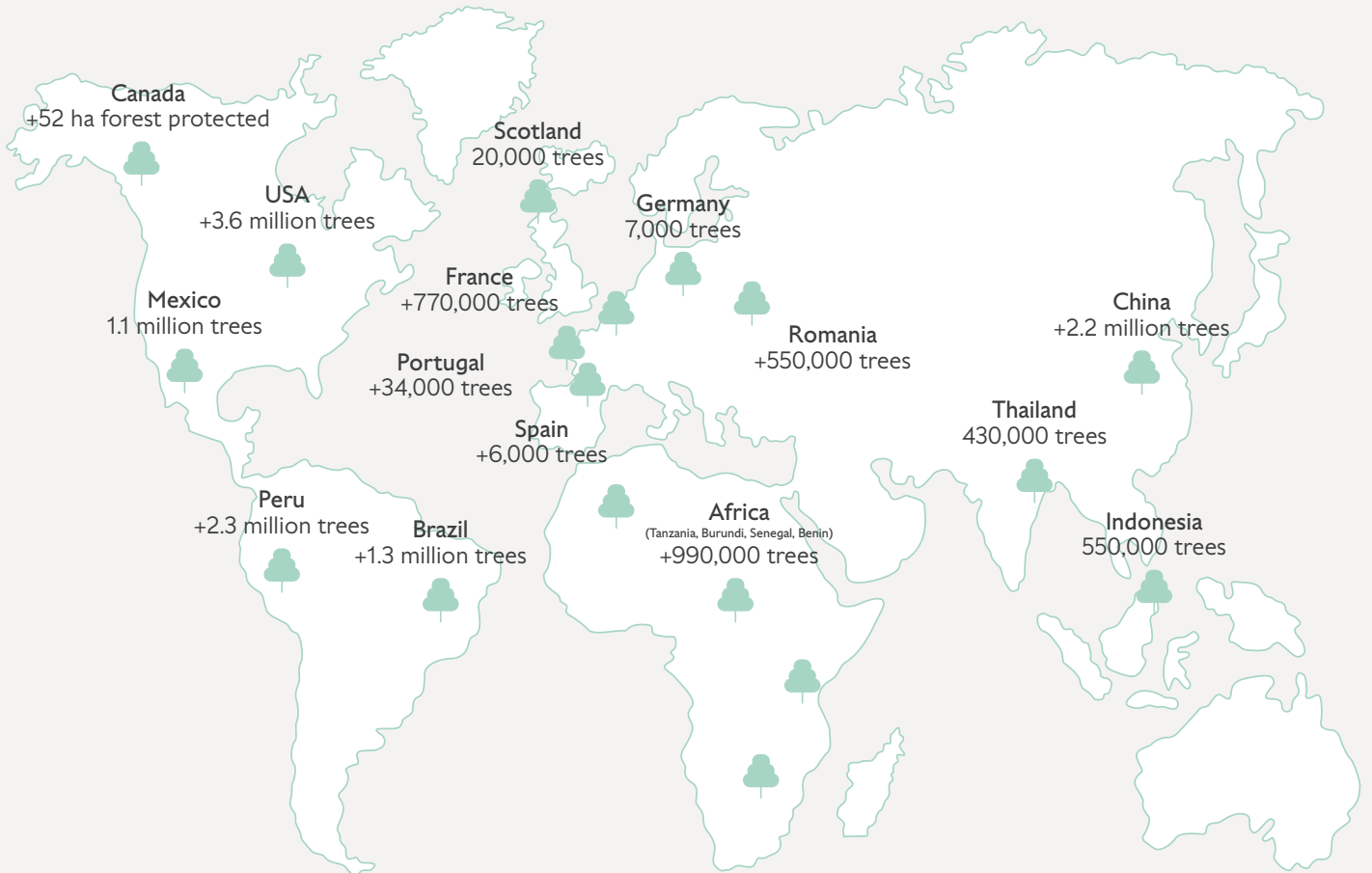
"Committed to our movement for **13 years**, Caudalie is a key partner of 1% for the Planet, **among the largest companies involved alongside us worldwide**. A relationship of trust has been built over time: we work together to find the best partners who can benefit from Caudalie's philanthropy — a philanthropy that carries real weight, with over 25 million euros donated as part of its membership in our movement. It is a tremendous opportunity for the environmental cause!"



Credit: Olivier Degorce

Committed to 1% for the Planet

The organizations supported by Caudalie can act across the entire forest ecosystem preservation and restoration cycle: seed collection, nursery development, tree planting, protection of wild spaces, natural regeneration or agroforestry practices, rainwater harvesting and environmental education programs.



13

years

+13.9M

trees planted

18

countries

Key figures in 2025:

12

organizations supported

11

countries of intervention

+1.7M

trees planted

2

field audit visits

Why preserve trees?

Forests are true architects of life. They stabilize the soil, prevent erosion and enrich the earth with nutrients. They regulate the climate and are home to the vast majority of terrestrial biodiversity. Above all, they create the conditions for life itself: the water we drink, the air we breathe and the soil that feeds us.



1/3

of the Earth's land surface is covered by forests⁽¹⁾



80%

of terrestrial biodiversity lives in forests⁽¹⁾



2.6

billion people rely on forests for heating and cooking their food⁽¹⁾



regulation of rainfall patterns, protection of water resources, and prevention of flooding and soil erosion

Healthy forests play a crucial role in mitigating climate change by acting as carbon sinks, absorbing a significant amount of CO₂ each year. But when they are destroyed or burned, forests release the carbon they have stored, contributing to greenhouse gas emissions.

Photosynthesis



1 tree =
approx. 25kg of CO₂
absorbed/year⁽⁴⁾

+50%

of the world's carbon is stored in soil and vegetation⁽¹⁾

7.6

billion tonnes of CO₂ absorbed per year by forests⁽²⁾

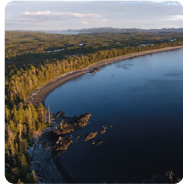
1/3

of the greenhouse gas emission reductions needed to limit global warming to 2°C can be achieved by forests⁽³⁾

(1) Source: Food and Agriculture Organization of the United Nations. (2) World Resources Institute. (3) Intergovernmental Panel on Climate Change – 2022 report.

(4) Based on an approximation defined by Ecotree, considering that a tree absorbs on average 25kg of CO₂ per year, following various specific factors ((Source: Ecotree - <https://ecotree.green/combien-de-co2-absorbe-un-arbre#:~:text=2%20par%20an-,Un%20arbre%20absorbe%20environ%2025%20kg%20de%20CO2%20par,une%20tonne%20de%20CO2.>).

Dive into the heart of their commitments



Where?

In British Columbia, Canada

Since?

2024

Why act here?

Few people know about the forgotten ecosystem of British Columbia, one of the last great temperate rainforests in the world. Yet this region is one of the last places on Earth where large-scale logging of ancient trees, aged between 600 and 1,800 years, is still permitted.

How many trees planted?

Here, we are not talking about planted trees, but about a wild forest preserved in perpetuity, of more than 50 hectares, following the acquisition of the land by the organization.

Their mission?

To purchase land in threatened areas: every €1 donated protects 1 m² of forest. The goal is to provide lasting protection for these unique wild spaces, with a focus on environmental education, scientific research and direct conservation.



Watch the video!

Dive into the heart of Wilderness International's commitments in Canada.

Field visit in 2025

In July, our Sustainability Manager Angélique joined the team during their scientific expedition on Porcher Island, off the north coast of British Columbia.

Over several days, researchers, biologists and forestry experts worked together to study these intact coastal ecosystems of Canada. Their missions: to assess the ecological value of protected areas (biodiversity, carbon, threats), carry out inventories (cameras, sensors, etc.), and deploy long-term scientific monitoring.



The team in the Caudalie Forest, observing exceptional biodiversity.

Copyright: ©WI – Kai Andersh

Spotlight on peatlands: invisible climate giants

The expedition also included two peatland specialists, who came to extract soil cores in order to assess for the first time the actual carbon stock of these under-studied ecosystems. The initial findings are striking:

- Some peatlands store up to 3 times more carbon than neighbouring rainforests.
- Peat reaches depths of over 4 metres, accumulated over approx. 4,000 years.

These findings confirm just how alive, fragile and essential these environments are to climate stability.





Angélique in the Caudalie Forest,
July 2025



The expedition team on Porcher Island,
off the north coast of British Columbia,
July 2025

A word from Kai Andersch,
Forest Scientist,
CEO & Founder of WI



"Welcoming Caudalie into our conservation areas to discover and witness the biodiversity and uniqueness of the Caudalie Forest was a truly inspiring experience.

We deeply appreciated Angélique's insights and her commitment to strengthening our shared conservation efforts.

Exploring ancient trees, studying peatlands, setting up camera traps and observing remarkable wildlife confirmed one thing: Caudalie and Wilderness International make an ideal team, united in protecting these last intact habitats."



Where?

In Tanzania

Since?

2024

Why act here?

In sub-Saharan Africa, climate change, soil degradation and overexploitation are driving rising temperatures, drying out of land and erosion of fertile soils. This leads to devastating consequences such as extreme droughts and famine.

How many trees planted?

+290,000 trees regenerated — as this is not about planting but about assisted natural regeneration practices, which allow living stumps to regrow and encourage the recovery of local trees.

Their mission?

To restore degraded land by digging holes in the ground to capture rainwater and improve soil fertility, naturally regenerate trees using the Treerecovery method, which involves restarting living stumps that will regrow, restore local vegetation via seed banks and work with communities to restore landscapes at scale.



Watch the video!

Dive into the heart of JustdiggIt's commitments in Tanzania.

Field visit in 2025

In August, in northern and central Tanzania, Angélique was able to discover on the ground the 3 techniques that underpin JustdiggIt's work: bringing trees back, capturing rainwater and securing fodder resources for local communities. These approaches are at the heart of their greening method.



Pruning a tree using the Treerecovery method



Seed bank managed by Maasai women



Rainwater harvesting site with Maasai livestock farmers (dry season)



Audit in Tanzania,
August 2025

A word from Mary Sengelela, Tanzania Country Director



"In August 2025, we welcomed our partner Angélique to Justdiggit's intervention zones, in northern and central Tanzania. This visit was an opportunity to concretely demonstrate what Caudalie's support makes possible and to further strengthen our partnership.

Together, we met farmers and livestock herders who are restoring their land, and witnessed clear improvements in areas that were previously degraded. Community members shared how these actions are transforming their daily lives and helping them better cope with the impacts of climate change. We also presented the workings of Farmer-Managed Natural Regeneration (FMNR), or "kisiki hai" in Swahili. The return of native tree species improves soil health, strengthens water retention, and increases the resilience of agricultural and pastoral systems.

This visit reaffirmed the value of our collaboration. Caudalie does not simply support field implementation: this partnership fosters trust, mutual learning, and alignment around a long-term vision for restored and thriving landscapes. We look forward to continuing this journey together and amplifying our impact, for the benefit of both people and nature."



Where?

In the state of Alagoas, in north-east Brazil

Since?

2012

Why act here?

The area represented the last remnant of the Atlantic Forest, which once stretched over 6,000 km along the Brazilian coastline. Since 1989, the forest has been designated the Pedra Talhada Biological Reserve, officially recognized as a protected area by the Brazilian government.

How many trees planted?

870,000

Their mission?

To preserve tropical forests by replanting native species, restoring forest corridors and rehabilitating degraded areas, protect water resources, preserve biodiversity, support local communities in environmental education and sustainable farming practices and develop renewable energy installation and beekeeping to strengthen forest resilience.



Watch the video!

Dive into the heart of Nordeste's commitments in Brazil!



2024–2026 project photographs: Forest corridor connecting the Pedra Talhada Reserve and other fragmented forest areas.



PLANETE URGENCE

GroupeSOS

RÉCONCILIER L'HUMAIN ET LA FORÊT

Where?

Borneo Island, Indonesia
Northwest Benin

Since?

2023 in Indonesia
2025 in Benin

Why act here?

Indonesia is home to $\frac{1}{4}$ of the world's mangroves, a key coastal tropical forest for climate regulation, with a capacity to store 3 to 10 times more carbon than a terrestrial forest ecosystem. In the Mahakam Delta and Adang Bay, 47% of these ecosystems are now degraded by unsustainable aquaculture, even though over 90% of communities depend on them. This degradation reduces marine resources and increases the vulnerability of coastal populations.

In northwest Benin, sacred forests have long played a vital role in the conservation of natural resources. But they are threatened by human activity: agricultural expansion, demand for firewood, erosion of traditional beliefs, transhumance and vegetation fires.

How many trees planted?

550,000 in Indonesia, 200,000 in Benin

Their mission?

To contribute to the restoration of endangered forests and preserve biodiversity, develop sustainable livelihoods for local communities, raise community awareness of conservation.



Watch the video!

Dive into the heart of Planete Urgence's commitments in Indonesia!



Plantation in the Mahakam Delta,
Borneo Island, Indonesia – May 2024



Plantation in the Mahakam Delta,
Borneo Island, Indonesia – May 2025

A word from
Fathurohmah Amin,

Planete Urgence
Indonesia



"With Caudalie's support, we have planted **550,000 mangrove trees since 2023**. Together, we have restored nearly **100 hectares of critical areas** in the Mahakam Delta and Adang Bay.

Our partnership has also helped to **strengthen women's groups and provide alternative livelihoods to 620 members of local communities**. During the visit by Caudalie's Sustainability Manager in 2024, we were able to inspect some of the more complex planting sites.

We are pleased to confirm that these areas have since been fully replanted and are now thriving.

Thank you, Caudalie, for your trust and your invaluable support!"



Where?

In the United States

Since?

2014

Why act here?

To restore and protect national forests, which cover approximately 9% of the surface area of the United States. These forests are home to a wide diversity of animal and plant species, help reduce erosion and improve water quality. With the increase in forest fires across the US, the NFF also works on prevention (fuel reduction, post-fire soil restoration) and the rehabilitation of burned areas.

How many trees planted?

+2.8 million

Their mission?

To work towards the protection, preservation and restoration of national forests in the United States through reforestation and habitat restoration projects to maintain these ecosystems.



Watch the video!

Dive into the heart of NFF's commitments in the United States.



Where?

In Tanzania
In Burundi

Since?

2025

Why act here?

The Masito Ugalla Ecosystem, a key ecosystem in western Tanzania, comprises miombo forests, wooded savannah, wetland valleys and a river network feeding the Malagarasi catchment area. A major reservoir of biodiversity and water resources for local communities, it is severely threatened by slash-and-burn agriculture, logging, urban expansion and the effects of climate change.

In the Mount Ganza region in southern Burundi, vegetation has been severely degraded due to deforestation and fragmentation of the ecological corridor connecting chimpanzee populations in the Bururi, Vyanda and Rukambasi reserves. This degradation has disrupted chimpanzee movement, led to biodiversity loss and reduced vital ecosystem services for local communities.

How many trees planted?

400,000 in Tanzania, 100,000 in Burundi

Their mission?

Restore ecosystems, notably through: the establishment of nurseries, tree planting to reforest fragmented forests, the protection of soils and the strengthening of ecological corridors, while empowering communities by prioritizing women in training and access to resources and supporting youth engagement.



Where?

In France

Since?

2022

Why act here?

There is a significant loss of hedgerows in France, with 23,500 km lost per year between 2017 and 2021. Yet hedgerows provide countless ecosystem services (CO₂ capture, biodiversity, soil fertilization, flood and soil erosion control).

How many trees planted?

Planting of 752,000 hedgerow plants and preservation of 752 km of existing hedgerows.

Their mission?

To replant and preserve hedgerows across France, develop sustainable and high-quality supply chains, advocate for trees and hedgerows so that they are durably embedded in local and national policies and raise awareness and educate the general public about the roles that hedgerows and trees play in ecosystems, particularly agricultural ones.



Where?

In the Gironde, France

Since?

2016

Why act here?

There is a significant loss of hedgerows in France, with 23,500 km lost per year between 2017 and 2021. Yet hedgerows provide countless ecosystem services (CO₂ capture, biodiversity, soil fertilisation, flood and soil erosion control).

This is the case in the Gironde, where traditional hedgerows within rural and agricultural landscapes have declined sharply.

How many trees planted?

+34,000

Their mission?

To plant and restore traditional hedgerows using local species to support biodiversity, develop agroforestry and other forms of green landscaping in rural areas, create and strengthen ecological corridors, raise awareness and support local stakeholders (farmers, municipalities, citizens) through technical advice, studies and educational initiatives and promote locally sourced plants to ensure the ecological resilience of plantations.



Where?

In France

Since?

2024

Why act here?

In France, the majority of forests are poor in diversity and often exploited, which limits their capacity to store carbon and serve as refuges for biodiversity. According to the French National Institute of Geographic and Forestry Information, forested land in metropolitan France is growing by 0.7% per year since 1980. Today, forests cover 31% of metropolitan France's territory. While this may seem encouraging at first glance, data shows that 49% of forests in France are monospecific and 33% consist of just 2 species. In other words, 82% of our forests are made up of 2 species or fewer.

How many trees planted?

+1,300 trees, but also contribution to the purchase of now-protected land, which represents the best way to guarantee long-term protection of these ecosystems.

Their mission?

To purchase land to create sanctuarized forests, protected from all human exploitation with plant local species and restore biodiversity in order to recreate rich and resilient ecosystems and raise awareness among citizens and volunteers to foster collective action.



Where?

In Portugal

Since?

2022

Why act here?

In Portugal, vast rural areas are being abandoned and are becoming vulnerable to ecological degradation and large-scale wildfires. These territories, often economically unviable, no longer benefit from regular management, which weakens the soil, reduces biodiversity and significantly increases the risk of fire.

How many trees planted?

+34,000

Their mission?

To manage and restore abandoned marginal land through the acquisition and sustainable management of land, allow these areas to function according to their natural dynamics, support biodiversity, protect and restore native species, improve resilience to wildfires and other natural risks and engage citizens.

Our 100% Ocean Plastic Collect Initiative

Caudalie launched 100% Ocean Plastic Collect, a project focused on addressing ocean plastic pollution.



3 880t

recycled since 2020, equivalent to 215M water bottles⁽¹⁾

1

new area deployed in 2025: Indonesia



Watch the video!

Dive into the heart of the initiative

A word from Pauline Frison,
CEO Second Life



"At Second Life, we have the chance to work with a company as committed as Caudalie. I know many people in my circle who use their products every day and had no idea of the scale of the actions carried out by the brand. For example, we all know Koh Lanta island in Thailand. Thanks to 100% Ocean Plastic Collect, we have the means **to preserve these magnificent landscapes, whilst putting in place genuine plastic waste management systems, together with local communities.**"

How does it work?

Case study: Thailand

1



Plastic waste recovered from the ocean is collected by local workers along the coastal areas and islands of Krabi Province.

2



These collectors subsequently sell the plastic to local recyclers. Through our initiative, they benefit from fair compensation, which in particular covers the cost of transporting materials from collection sites to recycling facilities.

3

Once collected, the plastics enter a transformation process:

- Around 92% of plastic waste is recycled on-site. It is transformed into reusable pellets to create new products for the local market in Thailand.
- And the remaining 8%? These correspond to non-recyclable plastics, which are converted into energy.

The result? Zero waste — everything is given a new purpose! Each piece of waste collected finds a new use, contributing to reducing environmental impact and protecting the planet.

(1) Calculation based on the following approximation: a 33cL bottle is made up of approximately 18g of plastic.

Why intervene in Thailand and Indonesia?



Thailand and Indonesia are among the ten countries that contribute most to ocean plastic pollution, nine of which are located in Asia⁽¹⁾. Every year, more than 460 million tonnes of plastic are produced and released into the environment, of which more than 14 million tonnes end up directly in the oceans⁽²⁾. These countries are particularly vulnerable as they combine a high coastal population density, limited waste management infrastructure, and intense climate events that worsen marine pollution.

In 2025, we extended our operations to Indonesia, the fifth largest contributor of plastic waste to the ocean.

When collective action is key

In 2024, during a visit with Planète Urgence as part of 1% for the Planet, we witnessed first-hand the very tangible impact of plastic waste on coastal villages and on mangrove restoration: suffocated roots, damaged young plants and planted areas that are difficult to maintain.

Faced with this reality, we sought ways to strengthen our action. This led us to bring together Planète Urgence and Second Life to explore complementary solutions: on one hand, plastic collection, and on the other, mangrove restoration. This connection gave rise to a new operational collaboration and the opportunity to extend the 100% Ocean Plastic Collect initiative to Indonesia. In 6 months, in Indonesia:

37
tons
collected

107
collectors
registered

+ 5,500

people from local communities positively impacted by the initiative since 2020

750

female collectors supported since 2020

1st project certified by Verra – Plastic Waste Reduction Standard in 2021



This means that the initiative follows the Standard's methodology, ensuring compliance in terms of human resources, health and safety, as well as additionality, transparency and traceability. It also ensures the appropriate collection and recycling of plastic waste from areas with inadequate waste management infrastructure.

An independent third-party audit and certification guarantee the integrity of the project as well as the additionality of the volumes and impacts generated each year.





3

Culture & Talents

Engaging our employees
in our entrepreneurial journey.



Our entrepreneurial culture, the driving force behind our impact

At Caudalie, our 1,400 employees are the key to our success and positive impact. Our culture is built on an entrepreneurial spirit, the desire to do things differently and our obsession with customer satisfaction – three founding values that continue to inspire our teams every day.

Our key figures in 2025

1,400
employees
vs 1,300 in 2024

88%
women

2/3
of the operational
committee are women

37 YEARS
average age

97/100
gender equality
index France
French average 2025: 88.5/100⁽¹⁾

39
different
nationalities

13 YEARS
average length of
service of operational
committee members

A word from Aurélie Nattée,
Chief People Officer



"What really makes the difference at Caudalie is the drive of the people who work here. We give them **trust** and **autonomy**, and that is where **creativity** flourishes.

Our organization is deliberately **flat**: few layers of management, fast decision-making, and everyone feeling truly empowered in what they do.

In 2025, many employees changed roles, countries or took on new responsibilities. This is not insignificant: when you give someone a real challenge, they rise to it.

This is our best way of retaining talent – not through processes, but through opportunities."

Caudalie celebrated its 30th anniversary

A unique entrepreneurial adventure – family-driven and deeply human.

A long-standing story, built to last, shaped by boldness, agility and the conviction that we can always do things differently and better – for our customers and for the planet.

Founding values that have guided us from day one: an entrepreneurial heritage, a people-centred culture, a resolutely disruptive mission, with the field and our customers always front of mind. Because this longevity is no accident: these are our secrets, passed on year after year, and brought to life by everyone's commitment.



(1) French Ministry of Labor.

Recruiting and revealing our talents

Recruitment: diverse talents, united by our values

In 2025, we welcomed many new employees across our offices, field teams and logistics center. We value entrepreneurial and growth-oriented profiles above all, placing emphasis on soft skills and diverse career backgrounds rather than technical experience or expertise.

Immersive onboarding and ongoing training throughout the journey

Every new employee follows a 3.5-day immersive onboarding program, which includes an introduction to our values and products, and a meeting with the founders. We also support skills development through regular technical and managerial training sessions, as well as commercial seminars held three times a year.

Fostering internal promotions

Internal mobility is at the heart of our entrepreneurial model. 100% of our regional directors are former sales managers. The majority of our leaders have grown through different roles and countries within Caudalie. In 2025, we supported 6 employees through international mobility.

Launch of the leadership Graduate Program

To nurture our pipeline of high-potential talent aspiring to international careers, we launched our Graduate Program: a two-year journey comprising 3 rotations in sales and marketing positions across different countries. From this very first edition, enthusiasm has been remarkable: over 1,500 applications received in just 15 days, reflecting Caudalie's appeal and the success of this type of program among young graduates. Seven graduates were selected for this immersive journey.



100%

of regional directors are former sales managers

84

promotions

6

international mobilities

A committed collective

Involving our employees in our CSR commitments

Caudalie's commitment to sustainability is a key motivator for both our employees and our candidates. We seek to embed this commitment into the daily life of the company through:

- A CSR presentation at every onboarding session,
- A monthly newsletter dedicated to the projects of our partner NGOs,
- Conferences on our commitments

Towards more responsible mobility and practices

We encourage more sustainable modes of transport and working practices: we offer company bicycle schemes and carpooling is subsidized for our French teams. We are progressively electrifying our fleet and have installed charging points at our Gidy site.

Giving our employees a stake in the company

In 2024, Caudalie launched a scheme enabling all its French employees to become shareholders. More than 80% of eligible employees chose to invest, reinforcing their engagement and confidence in the company.



UK team taking part in a collective tree-planting activity

100%

of new employees receive a CSR presentation at onboarding

5

CSR conferences held in Paris in 2025

1

tree-planting activity carried out by the UK team

+80%

of French employees are Caudalie shareholders



