

Parfums
Christian
Dior

Beauty
as a legacy
2030

DIOR

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Leaving Beauty as a Legacy

“By simply being natural and sincere, sometimes a revolution can be started without even seeking one.”¹

CHRISTIAN DIOR

On the matter of sustainability, I am reminded of Monsieur Dior's words “by simply being natural and sincere, sometimes a revolution can be started without even seeking one.”

From the garden of the House of Granville where he grew up to Callian during the war, then Milly-la-Forêt and finally the Château de la Colle Noire in the Pays de Grasse where he spent the end of his life, Monsieur Dior was a passionate gardener. His deep love of flowers was the beating heart of his work and remains to this day a legacy which drives our House. Without being vocal, Christian Dior acted in a progressive and inclusive way, notably surrounding himself with women in all main leadership positions.

Today, we stand at a turning point. In the face of so many challenges which pose an existential threat to humanity and to flowers, how do we want to blossom, as a House? Research shows that more than half the economic value generated worldwide is dependent on nature and services provided by ecosystems. What kind of a world do we want to contribute to creating, and what shall be our legacy?

The report you are reading lays out our answers to these questions like so many seeds of change as we set out to create new, more sustainable ways of operating within Parfums Christian Dior and beyond. Building on the LVMH LIFE 360 frame of action for sustainability, at Parfums Christian Dior, we have established a set of priorities and undertaken a comprehensive overhaul of our strategy driven by a thorough definition of our mission statement. To ensure that we rise to today's challenges in a meaningful and effective way, this vision takes root in a fruitful dialogue with a number of key stakeholders. Questioning all aspects of our business, we sought to establish ourselves on fertile footing, laying out our path toward sustainability.

Already this year, we have taken momentous steps to realize our vision, setting ambitious, science-based targets to reduce our carbon footprint well beyond the standards of the industry. By 2030, we aim to achieve a 46% reduction of carbon emissions with 2019 as a reference.

Biodiversity is at the core of our upstream value chain and of our culture. That is why we count on our partners – the Union for Ethical BioTrade¹, UNESCO Man and the Biosphere² and HECTAR³ - to help us shape a regenerative future. Proud of the progress we have achieved to this day, we step forward with confidence to make this vision a reality using the strategy you will discover in the following pages as a guide on our path as we set out to leave only beauty as a legacy.



LAURENT KLEITMAN
PRESIDENT AND CEO,
PARFUMS CHRISTIAN DIOR⁴

1 - “C'est en étant naturel et sincère qu'on fait les révolutions parfois sans les avoir cherchées.”

2 - The MAB program is an intergovernmental scientific program that aims to establish a scientific basis for enhancing the relationship between people and their environments.

3 - The world's largest agricultural campus dedicated to regeneration near Paris.

4 - Parfums Christian Dior is the House of Dior that operates in the beauty industry offering fragrance, make-up and skincare products.

At Parfums Christian Dior, I discovered a narrative that had been kept discrete: the House had grown its incredible heritage from flowers, developing long-lasting purposeful relationships with the people who grow them, perpetuating exceptional craftsmanship and handling flowers with care and precision. Today, this legacy is a priceless asset as we work to build a regenerative future.

The DNA of the House of Dior is infused with Christian Dior's love for his sister Catherine Dior, his main source of inspiration in creating and naming his first fragrance, Miss Dior, which was launched in 1947. An active member of the Resistance during World War II, Catherine devoted herself to gardening upon returning from deportation, regaining her vitality by cultivating and selling flowers. She was an exceptional woman who truly embodied regeneration.

Her story provided a fertile and inspiring foundation to develop our strategy, working with our teams and stakeholders to breathe new life into our approach to sustainability and ensure our Maison leaves only beauty as a legacy.

The time has come to take new commitments, to show what has never been shown, to expand our approach to sustainability and rise to the stakes we must face today.

This vision report is our first step toward this regenerative future, and its goal is to harness our creativity and talents to ensure that together, we make this regenerative future a reality.



ISABELLE SULTAN
CHIEF SUSTAINABILITY OFFICER,
PARFUMS CHRISTIAN DIOR

“I think the greatest act of defiance is, after a period of trauma and darkness, to still believe in beauty, hope and freedom.”¹

JUSTINE PICARDIE,
AUTHOR OF MISS DIOR,
MUSE ET RÉSISTANTE

¹ - Driven by her love for her partner and her high ideals, Catherine Dior fought to free France from oppression. Celebrated as a hero upon returning from the war in May 1945, she settled and found comfort in her family home surrounded by gardens and flowers, in Callian, in the South of France.



Building on
LVMH
LIFE 360
Environmental
Commitments

I believe it is essential that each House acts to preserve the climate and biodiversity with the support of the LVMH Group's LIFE 360 framework. Indeed, as demonstrated by the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) and the Intergovernmental Panel on Climate Change (IPCC), these issues are deeply intertwined. That is why LVMH has been working together with UNESCO since 2019 to develop the intergovernmental scientific Man and the Biosphere program (MAB), which aims to preserve and recover biodiversity on a global scale. With LVMH as its only private partner, this scientific program establishes an innovative platform for international cooperation and seeks to implement best practices in line with the UN Sustainable Development Goals beyond the preservation of protected areas. It is very relevant that Parfums Christian Dior takes on a significant role in the regeneration of biodiversity by working with MAB: the time to reconcile economic development and the preservation of nature is now. The House can count on the LVMH Group's support to walk the talk of its commitments to only leave beauty as a legacy.



ANTOINE ARNAULT
IMAGE & ENVIRONMENT,
LVMH

At LVMH, we believe that luxury exists at the intersection of creativity and nature. Therefore, it is our responsibility to innovate in everything we do and make luxury a synonym of sustainability. A great House like Parfums Christian Dior with a legacy of audacity and excellence must be exemplary, imagining products and a sales experience that offer not only exceptional pleasure for the senses but also a guarantee of sincere commitment, respect for the planet and people. Built on an exceptional legacy of cultivating flowers, the Dior House is in a unique position to draw on its rich history to create a more responsible approach to beauty and luxury. I am inspired by Parfums Christian Dior's heritage and confident in the House's ability to renew its vision and modes of operating to meet today's global challenges in alignment with the fundamentals of LIFE 360, the LVMH Group's environmental policy.



H EL ENE VALADE
ENVIRONMENT DEVELOPMENT GROUP
DIRECTOR, LVMH





Flowers of Regeneration

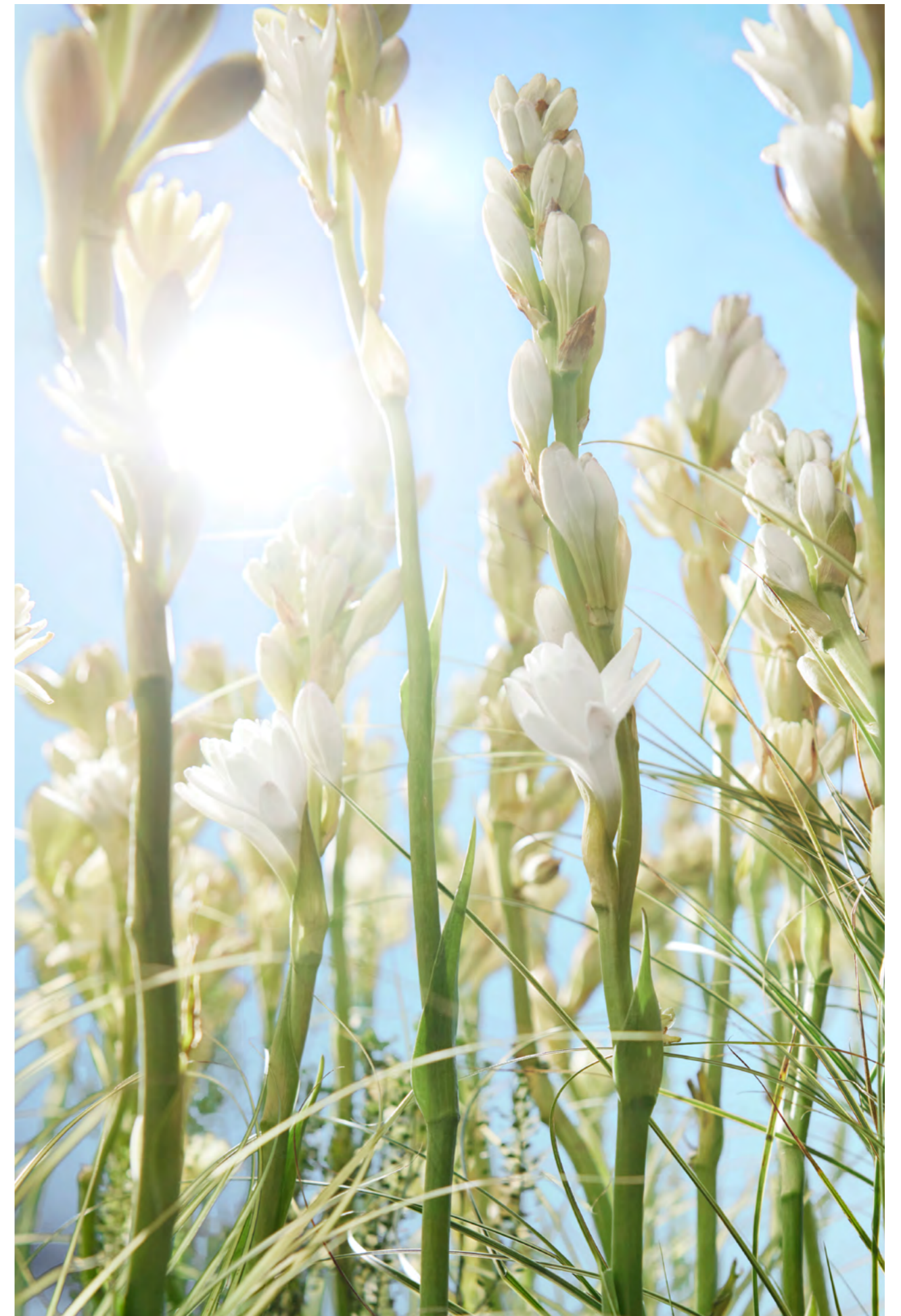
THE ORIGIN AND FUTURE OF BEAUTY

FLOWERS AS OUR LEGACY

At the source of everything we do lies the limitless love of flowers that inspired Monsieur Dior. Birthing beauty from within the gardens of his childhood in Granville to the many gardens he would later create, flowers were a wellspring of inspiration for him, and remain to this day the source of every fragrance, skincare and make-up we create. For our Maison, flowers are not only the beating heart of our creative vision, they are the origin, present and future of beauty. Hence, we believe it is the responsibility of Parfums Christian Dior to raise awareness and share knowledge as to the vital importance of flowers.

“Improving our relationships with the rest of the living by adopting territorial and ecosystem approaches to development is fundamental to achieve sustainability. Therefore, working on the responsible cultivation of flowers and their integration into broader ecosystems is particularly important.”

MERIEM BOUAMRANE,
ENVIRONMENTAL ECONOMIST,
MAN AND THE BIOSPHERE PROGRAM SPECIALIST, UNESCO



POWERFUL DRIVERS OF BIODIVERSITY

Flowers are often perceived as delicate, merely ornamental or contemplative, but they are much more than that. At Parfums Christian Dior, we seek to shift public perception of flowers and reinstate their true power. Featuring over 250,000 species, flower plants account for more than 90% of the world's flora. Ranging from herbs to bushes and trees, they are the origin of fruits, grains or vegetables that provide food to the world. They also provide food and shelter to all branches of the animal kingdom, from unicellular organisms to worms, insects and vertebrates, both above and under the earth. They have conquered almost every type of landscape and climate, sometimes partnering with underground mushrooms to perform more efficiently in their tasks. They are natural engines of carbon, nitrogen, phosphate or water cycles while they attract, anchor and sustain biodiversity: they play a key role in ensuring the balance of ecosystems. Flower plants are powerful and they are also in danger. The latest figures published in 2021 by the International Union for Conservation of Nature¹ red list of endangered species² show that the extinction rate of flowers is 2.5 times higher than insects, 3 times higher than birds and 1.5 times higher than mammals. It is therefore important to preserve their patrimony and develop their presence in ecosystems.



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VECTORS OF SAVOIR-FAIRE AND COMMUNITY

Beyond their beauty and their indispensable contribution to sustaining biodiversity, flowers are also the bearers of precious cultural heritage, the fruit of age-old savoir-faire carried on throughout generations by the women and men who cultivate them. To cultivate flowers responsibly also means to preserve this exceptional heritage and contribute to sustaining local communities where flowers are grown. This is what is at stake for Parfums Christian Dior with regard to revitalizing the Pays de Grasse region together with local flower farmers, developing a regenerative rose garden in Normandy and, more generally, ensuring our gardens are evaluated according to the Union for Ethical BioTrade's standard. Moving forward, Parfums Christian Dior will seek to make flowers a rallying point for communities of cultivators – not only flower farmers – to create mutually beneficial synergies that support the ecosystems where they exist.



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FLOWERS AS SPEARHEADS OF SUSTAINABLE INNOVATION

Hence, at Parfums Christian Dior, we believe flowers are a powerful force for regeneration driven by a combination of inherent nature-based solutions, science and technology. We are now broadening our scientific approach beyond product performance by including transversal research addressing territorial impacts, the consequences of climate change as well as the preservation and reintroduction of species.

¹ - International Union for Conservation of Nature (IUCN) is a membership union composed of both government and civil society organisations. It harnesses the experience, resources and reach of its more than 1,400 member organisations and the input of more than 18,000 experts. This diversity and vast expertise makes IUCN the global authority on the status of the natural world and the measures needed to safeguard it.

² - The IUCN Red List of Threatened Species. Version 2021-3 <https://www.iucnredlist.org/resources/summary-statistics>



Parfums Christian Dior at a glance

Christian Dior, who described himself as a fashion and perfume designer, created Miss Dior, his first perfume, in 1947. To this day, this fragrance embodies the spirit of our Maison, the soul of Christian Dior's vision which we strive to keep alive in everything we do. Our core business revolves around three main categories, perfume, make-up and skincare. Parfums Christian Dior accounts for half of the beauty business within the LVMH Group. Our House has thrived for decades thanks to the unique savoir-faire of our 14,000 employees.

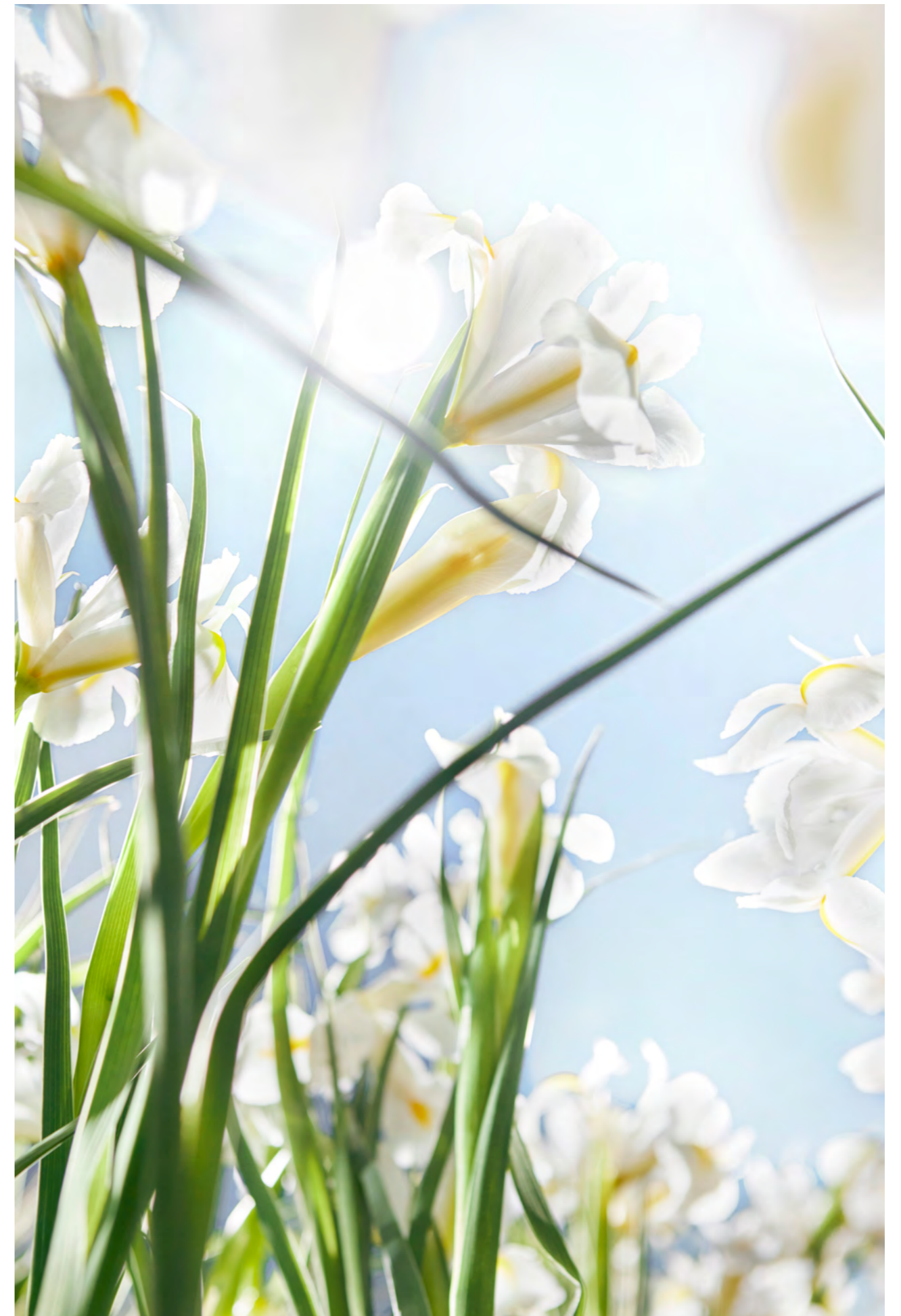
To date, our 42 extraordinary gardens and partner gardens are located all around the world: in Grasse, but also in Normandy, Vaucluse, Tuscany, Calabria, and further away in Indonesia, Madagascar, India, Sri Lanka... Our renowned R&D center Hélios is located in Saint-Jean de Braye, in the heart of the French Cosmetic Valley, innovating in the fields of ingredients, formulations, packaging materials and cultivation practices. Over the years, Parfums Christian Dior has created many iconic, much-loved product lines.

Creativity is at the core of our DNA and we are one of the very few Houses to feature a dedicated Perfume Creation Director, Francis Kurkdjian, as well as a Creative and Image Make-up Director, Peter Philips.

“As a perfume creator, I bring ideas which translate and carry on the artistic universe of the House Parfums Christian Dior. I feel honored to be part of a House whose founder was inspired by the beauties of nature and even invented a destiny for himself as a gentleman farmer in Provence! His passion for the flowers he grew is a precious legacy that guides us. Today, within Parfums Christian Dior, the combination of exceptional savoir-faire and human adventure allows me to design sensitive experiences establishing harmony between desirability and life.”



FRANCIS KURKDJIAN,
PERFUME CREATION DIRECTOR, PARFUMS
CHRISTIAN DIOR





“The first seeds that were planted by Christian Dior are the roots of a shock wave known as the « New Look ». This concept created a platform for creation, reinvention, elegance, rebellion, beauty... The love to create what makes people dream is a true inspiration and motivation to be part of this magnificent House. Today’s dreams are not only about shades, trends and elegance. Sustainability, diversity, accessibility, empowerment... are essential to live the dream. I’m proud and honored to be part of a House that has always been in the “now”, with one step in the future.”



PETER PHILIPS,
CREATIVE AND IMAGE DIRECTOR
FOR DIOR MAKE-UP

OUR VALUE CHAIN STARTS WITH SOURCING HIGH-QUALITY INGREDIENTS THAT SERVE AS A BASIS FOR FORMULA CREATION, FOLLOWED BY INDUSTRIAL PRODUCTION AND ENDING WITH DISTRIBUTION. AT EACH STEP WE VALUE EXCEPTIONAL SAVOIR-FAIRE, PERPETUATING EXCELLENCE.



Christian Dior wanted French excellence to live on. By working with artists, artisans and innovative minds, Parfums Christian Dior is preserving traditional forms of craftsmanship (glass artists, engravers, gilders ...). For instance, Miss Dior Eau de Parfum, the newest Miss Dior launch from Parfums Christian Dior, highlights the iconic square-shaped vial (Pochet du Courval) with the emblematic houndstooth motif engraved in the bottle's base. In 2021, Parfums Christian Dior commissioned Julien Faure, the French ribbonmaker, to create a couture bow made on traditional wooden looms dating from the early 19th century – his first such collaboration with a luxury perfume Maison. The jacquard ribbon is woven with 396 threads, with some 12,000 thread crossings per centimeter making each ribbon unique.



We offer our clients omnichannel purchasing options: more than 200 boutiques, more than 20,000 points of sale (corners, counters or shop-in-shops), 55 subsidiaries around the world and a broad-ranging, global e-commerce website.

Featuring a wide portfolio of leading and iconic lines globally, we understand that our Maison's accountability concerning sustainability performance must be as comprehensive as our economic footprint is broad.

42 GARDENS AND PARTNER GARDENS

PARFUMS CHRISTIAN DIOR CAREFULLY GROWS EXCEPTIONAL FLOWERS THANKS TO ITS GARDENS AND PARTNER GARDENS:

A **GARDEN** is a specific plot of land where a single plant species is cultivated by a skilled flower farmer as part of a long-term partnership with our Maison. The garden's entire production is dedicated to Parfums Christian Dior and follows our cultivation and harvest specifications.

A **PARTNER GARDEN** covers identified plots of land operated by a non-exclusive supplier who gradually evolves its flower cultivation practices towards organic, rising up to Parfums Christian Dior's expectations.



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SKINCARE FLOWER GARDENS

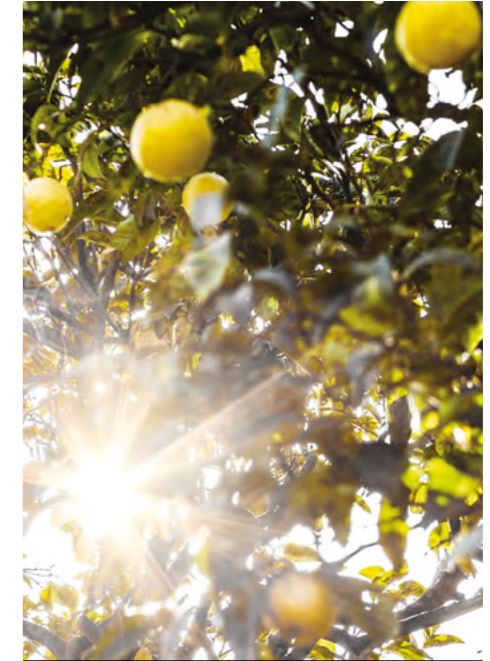
(Rose of Granville, Iris Florentina in Tuscany, Hibiscus in Burkina Faso...).



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EXCEPTIONAL GRASSE FRAGRANCE FLOWER GARDENS

(Rose centifolia, Tuberose, Jasmine, Orange Blossom...).



17

EXCEPTIONAL FRAGRANCE FLOWER PARTNER GARDENS

(Lavender from Vaucluse, Tangerine & Bergamot from Calabria, Tuberose from India...).

PARFUMS CHRISTIAN DIOR & ASSOCIATION Les Fleurs d'Exception du Pays de Grasse

A SHARED DESIRE TO PERPETUATE FLOWERS, GROWERS AND SAVOIR-FAIRE

Grasse is the historical cradle of flowers for perfume in France, where growers would own their parcels and perfect specific skills. In the 1950s, thousands of people would cultivate flowers on a parcel of their land and sell them. But the production of flowers declined for several reasons: notably delocalized flower cultivation and then real estate pressure obligating farmers to sell their land.

In 2007, while the World Perfumery Congress was taking place in Cannes, Carole Biancalana saw an opportunity: coming from a long line of fragrance flower producers in the Grasse region, she took the floor to speak on the importance of perpetuating this savoir-faire. She would find her first supporter in an encounter with Parfums Christian Dior. Carole Biancalana co-founded in 2009 the association Les Fleurs d'Exception du Pays de Grasse, which has been active in helping boost the region's attractiveness for a new generation of committed farmers, driven by sustainable practices and the promotion of floral savoir-faire.

Since 2018, in a collective territorial effort engaging local actors, UNESCO recognized three assets as Intangible Cultural Heritage in the Grasse region: cultivation of fragrance flowers, knowledge and transformation of natural raw materials, art of designing fragrance. Parfums Christian Dior is proud to have contributed to the renaissance of perfume plants in the Grasse area.



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**EMBLEMATIC SPECIES
ARE BEING CULTIVATED:**

Rose Centifolia, Jasmine Grandiflorum, Neroli,
Tuberose Polianthe, Violet Victoria Odorata,
Madonna Lily, Iris Pallida, Geranium
Rosat, Mimosa, Narcissus.



**MORE THAN
30**

Local growers are consolidating
the sustainable sourcing of flowers
for perfume in the historic Grasse region,
including 6 farms and 10 growers
in partnership with Parfums Christian Dior.

Since 2006, the House Parfums Christian Dior has been working to breathe new life into the Pays de Grasse region by establishing partnerships with local flower producers. Supported by Parfums Christian Dior, these flower farmers, many of which happen to be women with extraordinary stories and personalities, have made a sizeable contribution to reestablishing flower production in the region, sparking a revival of the Pays de Grasse that was unthinkable 15 years ago!



CAROLE BIANCALANA

CO-FOUNDER OF ASSOCIATION LES FLEURS D'EXCEPTION DU PAYS DE GRASSE: In 2006, when we started working on what since then has become Les Fleurs d'Exception, I was fighting for my own heritage, for the survival of my grand-parents and parents' work and knowledge. Today I am fighting for a renewal of the farming of flowers in the region with a solid set of transferrable skills.



ARMELLE JANODY

CHAIRWOMAN OF ASSOCIATION LES FLEURS D'EXCEPTION DU PAYS DE GRASSE: Our role today is to bridge the past - the historical heritage of growing flowers to compose perfumes - and the future - a model of development and stewardship of biodiversity and agriculture that respects the land and the people. I am glad to report that we continue to receive applications from growers eager to join our initiative, bolstering our confidence and dedication to continue offering our services to meet their fundamental needs.



CHRISTELLE ARCHER

FLOWER FARMER, MEMBER OF ASSOCIATION LES FLEURS D'EXCEPTION DU PAYS DE GRASSE: Without the support from the association Les Fleurs d'Exception du Pays de Grasse and Parfums Christian Dior, the endemic Orange Blossom which I grow would have disappeared from the Pays de Grasse completely. Today, this species has reestablished itself in the region and I remain dedicated to preserving it as I continue to learn from its interactions with local soils, other living species, the region's marine climate and forests, all of which make this plant so special.



HUBERT BIANCALANA

FORMER FARMER, WITNESS OF THE HISTORIC ECONOMIC ROLE PLAYED BY FRAGRANCE FLOWERS IN THE PAYS DE GRASSE: In 1953, there were five thousand growers of fragrance flowers in the region alongside fifteen transformation units to process jasmine. Then, the land was sold to build houses and nobody believed this business would ever pick up again...but I always believed it would, and it did, significantly, thanks to the involvement of Parfums Christian Dior.



Blossoming Change

STEPPING UP TO GROWING CHALLENGES

To craft Parfums Christian Dior's sustainability vision and strategy, we worked from the ground up to identify material stakes by consulting a wide panel of internal and external stakeholders, including experts, journalists, NGOs and students. It serves as our guide as we set out to breathe new life into our approach to sustainability, blossom new modes of operating and work together with our stakeholders to achieve greater positive impact. Our strategy is built upon five pillars that are detailed hereafter:

PILLAR

1

REGENERATIVE CULTIVATION



Cultivating flowers to regenerate biodiversity

WHAT WE STAND FOR:

Flowers are the source of all our fragrances, skincare and make-up lines, at the core of our identity, as well as key components in sustaining lively and thriving ecosystems. They play a key role in maintaining life on Earth as we know it. Hence, we commit to harnessing the power of flowers to regenerate not only soils and ecosystems in our gardens and the communities where they are located, but also to preserve and disseminate precious savoir-faire & excellence in craftsmanship and innovation. Furthermore, we seek to nurture a new connection with our clients by educating them as to the vital importance of flowers.

WHERE WE ARE NOW:

With flowers as the spearhead of our sustainability strategy, we can rely on our 42 gardens and partner gardens – 70% of which are already practicing organic cultivation methods – to pursue the movement toward more regenerative practices and/or organic certification. We have joined the Union for Ethical BioTrade to further improve our sourcing practices with regards to supporting local communities and preserving biodiversity and we are proud to be the first beauty partners of HECTAR, the world's largest agricultural campus at the gates of Paris. Focusing on regenerative farming, this initiative features a startup incubator, a training campus, a pilot farm and a research area. Together, we aim at assessing the impact of the cultivation of flowers on ecosystems and its interaction with other kinds of cultivation to promote synergistic ecosystem benefits.



PILLAR

2

CULTURAL RESPONSIBILITY



Building on our heritage to seed change

WHAT WE STAND FOR:

With great influence comes great responsibility. Hence we commit to promoting diversity externally through our products and our communication while striving to embody our values internally in our human resources. Moreover, we commit to supporting and promoting the cultural heritage which makes our perfumes, skincare and make-up possible by working to enhance the gardens, territories and savoir-faire which make us who we are.

WHERE WE ARE NOW:

The belief in the power of women lays at the very heart of Parfums Christian Dior. Christian Dior's vision was shown to be ahead of his time appointing women in key leadership positions within his recently created House. As we build momentum to expand our commitment to cultural responsibility and move toward a more inclusive understanding of gender, we are eager to keep building on existing actions to empower women within the House of Dior, which features over 50% of women in key company positions, as well as externally through:

- The #Diorstandswithwomen campaign, which celebrates bold feminine role models and sisterhood, reaching more than 100 million views.
- Initiatives to support artistic creation such as the Dior Photography and Visual Arts Award for Young Talents which was launched in 2018 at the Rencontres d'Arles Photography Festival and is awarded yearly to a young photographer selected in a competition on a specific theme, or, in 2021, by providing 12 female artists with a carte blanche invitation to reinterpret the Miss Dior bottle in Tokyo and at the Château de La Colle Noire.



PILLAR

3

RESPONSIBLE BEAUTY



Growing in transparency on formulation

WHAT WE STAND FOR:

We believe that to blossom beauty for the senses we must begin by seeding trust and responsibility. Building on our legacy of excellence and longstanding commitment to product safety, we commit to growing in transparency as we work to regenerate our formulas in alignment with our responsible formulation charter. Moving forward, we aim not only to guarantee our compliance with the highest safety standards in our supply chain, but also to continuously improve the proportion of sustainably sourced raw materials. Finally, we will work to assess and grow our positive impact on ecosystems and local communities where we operate.

WHERE WE ARE NOW:

Our commitment to health and safety in line with international regulations is longstanding and as we set out to regenerate all our formulas to offer ever more sustainable products, we step forward from solid soil having formalized our new responsible formulation charter, which is available online. Placing safety above everything else, it lays the path toward excellence in sustainability based in the right balance of naturality, innovation in new ingredients, performance and responsible sourcing every step of the way.



PILLAR

4

ECODESIGN



Making circularity rhyme with desirability

WHAT WE STAND FOR:

Our commitment to flowers and the preservation of biodiversity calls for a thorough optimization of resource management from sourcing to end of life. We believe it is our responsibility as a global beauty brand to raise the standard for the industry and blossom new ways of operating on a path to circularity, including reuse and acceptability of refills by our clients. We do so by measuring the impact of our packaging practices for all our products as well as our points of sale and visual merchandising.

WHERE WE ARE NOW:

All aspects of our operations call for improved resources management. As we work to blossom new practices aiming to achieve more circular packaging for the full range of our products, we are happy to report that since 2020 we initiated the roll out of refillable packaging for our best-selling fragrance Sauvage (full refillability will be achieved by the end of 2022). Furthermore, in 2021 we achieved a redesign of our iconic gift box which is now made of 100% recycled and fully recyclable paper and cardboard. Last but not least, all of Parfums Christian Dior lips iconic products are refillable since spring 2022.



PILLAR

5

CLIMATE



Allowing beauty to keep blossoming

WHAT WE STAND FOR:

Global warming threatens the delicate balance of nature that sustains our harmonious living conditions. Hence, we have committed to radical science-based reduction targets (46% reduction of emissions on all scopes by 2030 with 2019 as reference) to align our business with the 1.5°C pathway. To this end, we also commit to developing carbon efficient ways of operating, from product redesign to reducing energy consumption.

WHERE WE ARE NOW:

As we set out to achieve our newly established ambitious commitments to reduce our carbon emissions, we are proud to report that the transition to low-carbon energies we must undertake to guarantee the future of beauty is already underway, as all our sites in France – including shops, headquarters, factories and warehouses – already use 100% renewable electricity.



THESE FIVE PILLARS ESTABLISH OUR PRIORITIES FOR THE CRUCIAL DECADE AHEAD. WE COMMIT TO MONITORING OUR PROGRESS AS WE MOVE FORWARD, AWARE THAT AMBITIOUS ACTION IS REQUIRED ON ALL FRONTS.





PILLAR I

Regenerative Cultivation

Cultivating flowers to regenerate biodiversity

RÉGÉNÉRER LA BIODIVERSITÉ PAR LA CULTURE DES FLEURS
Our signature ingredients are what make the House of Dior unique in the world of luxury beauty. The flowers at the source of these ingredients are grown in our gardens and partner gardens all over the world with the utmost care, providing the highest standard of performance and olfactive refinement. Most of them, such as the rose or jasmine, must be hand-picked with care, one by one, delivered and processed promptly while they are still fresh to guarantee the highest quality. At Parfums Christian Dior, we commit to harnessing the power of flowers to regenerate not only soils and ecosystems in our gardens and the communities where they are located, but also to preserve precious savoir-faire & excellence in craftsmanship and innovation.

FLOWERS OF REGENERATION

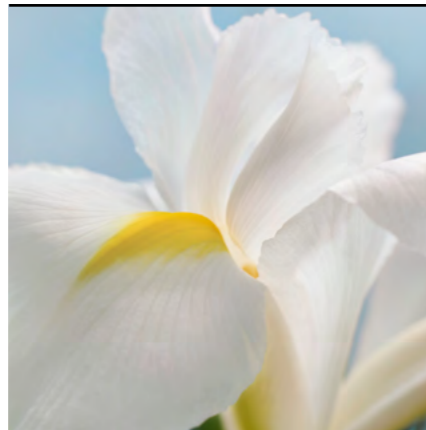
WE ARE ACCELERATING OUR TRANSITION TO ORGANIC AND/OR REGENERATIVE AGRICULTURE FOR ALL OF OUR SIGNATURE INGREDIENTS AND FOR THE KEY INGREDIENTS REPRESENTING THE HIGHEST VOLUMES IN OUR FORMULAS:

BY 2026
100%



OF THE NATURAL RAW MATERIALS GROWN IN OUR GARDENS AND PARTNER GARDENS WILL BE CERTIFIED **UEBT**.

BY 2030
100%



OF OUR GARDENS AND PARTNER GARDENS WILL BE **OPERATED IN ORGANIC AND/OR IN REGENERATIVE AGRICULTURE**.

BY 2030
80%



OF OUR GARDENS AND PARTNER GARDENS WILL FEATURE AT LEAST ONE **ECOSYSTEMIC SYNERGY PROJECT** IN THEIR VICINITY.

Nos principales matières premières d'origine naturelle, l'alcool et la glycérine, sont sélectionnées avec le plus grand soin auprès de partenaires non-exclusifs dédiés au secteur de la beauté. En termes de volumes, ces deux ingrédients représentent plus de 50% de la composition de nos parfums et formules cosmétiques.

BY 2030
50%

OF ALCOHOL AND GLYCERIN WILL COME FROM ORGANIC OR REGENERATIVE CULTIVATION OR OTHER SUSTAINABLE SOURCES, WITH AN AMBITION **TO PROGRESS TOWARD 100%**.

TOWARD A FERTILE FOOTPRINT

Committing to flowers as a spearhead of our sustainability strategy means striving for a greater understanding of their role in sustaining biodiversity, assessing the impact of our activities on ecosystems, in particular with regards to the cultivation of flowers, and working relentlessly toward effecting an increasingly positive impact on the ecosystems where we operate and beyond.

IN
2022



WE ARE LAUNCHING A COMPREHENSIVE BIODIVERSITY IMPACT ASSESSMENT.

IN
2022



WE ARE LAUNCHING A LOCAL FOOTPRINT ASSESSMENT OF OUR INVOLVEMENT IN THE GRASSE REGION TO BETTER **UNDERSTAND OUR INFLUENCE ON LOCAL DEVELOPMENT**.

Together with our internal experts at LVMH Research, we commit to working actively with experts from Man & the Biosphere program of UNESCO and NGO partners such as the Union for Ethical Bioproducts to increase our positive impacts on biodiversity, climate and communities. We will also work alongside LVMH that has joined early 2022 the French movement Pour une Agriculture du Vivant and the business coalition One Planet Business for Biodiversity (OP2B) to foster regenerative agriculture and biodiversity agendas.



SEEDING TRANSMISSION AND OPEN INNOVATION

Furthermore, we commit to promoting the preservation of flowers by sharing the fruit of our research as we progress in our understanding, disseminating new know-how as widely as possible and involving our entire supply chain and network of partners (including local farmers) in our efforts to regenerate local territories:

BY
2023

WE WILL LAUNCH A SCALABLE EDUCATION PROGRAM FOCUSING ON REGENERATIVE FLOWER FARMING AS PART OF

Hectar

the world's largest agricultural campus dedicated to regeneration at the gates of Paris, featuring a startup incubator and research programs. This joint initiative will assess the impact of flower farming on ecosystems and its interaction with other kinds of cultivation to promote synergistic ecosystem benefits, in partnership with scientific research institutions.

CAREFULLY **SELECTING**
AND SUPPORTING OUR SUPPLIERS
TO IMPROVE IMPACTS ON BIODIVERSITY.



SHARING THE FRUIT OF OUR RESEARCH WITH BROADER AUDIENCES TO MAKE A CASE FOR REGENERATIVE FLOWER FARMING.

BY
2025

TRANSMITTING THIS KNOWLEDGE, IN PARTICULAR THROUGH COACHING.

60

STUDENTS WILL HAVE BEEN TRAINED IN REGENERATIVE FLOWER FARMING TECHNIQUES.



RAISING PUBLIC AWARENESS ABOUT **THE IMPORTANCE OF FLOWERS AND THE PROTECTION OF BIODIVERSITY.**

DEVELOPING LOCAL ECONOMIES

From our Prestige to Capture Totale skincare lines to our Forever skin foundation, the House of Dior is intrinsically linked to specific plant species and the communities where they are grown, such as the Rose of Granville in Normandy, the Longoza in Madagascar or the Tuscany Iris, all of which are natural sources of active ingredients. Parfums Christian Dior has provided flower farmers with support for over 15 years, notably in the Pays de Grasse region, a testament to the power of nature-based initiatives and family farming to revitalize communities and preserve heritage savoir-faire. This year we will assess the local footprint of our gardens in Grasse to identify key levers of biodiversity regeneration and economic development. We aim to demonstrate how the cultivation of all our signature ingredients gardens provide a positive and sustainable source of economic growth for local communities and to replicate such cultivation methods on other territories.



“Biodiversity is essential not only to the proper functioning of Earth systems, it is also key to the delivery of ecosystem services that are crucial to human dignity and wellbeing. Biodiversity and cultural diversity are intricately linked.”

MERIEM BOUAMRANE,
ENVIRONMENTAL ECONOMIST,
MAN AND THE BIOSPHERE PROGRAM SPECIALIST, UNESCO



PILLAR 2

Cultural Responsibility

Building on our heritage to seed change

Since 1947, Parfums Christian Dior has carried out the visionary ideals of its founder, a celebration of beauty and uniqueness. Today, as a global Maison leading the beauty industry, we believe it is our responsibility to seed positive change in the world through our cultural influence and empower each and every individual to blossom their own beauty, starting with the People of Dior who make our House. We value the exceptional terroir, savoir-faire & craftsmanship that are the roots of beauty and we commit to their preservation.

SERIOUS SEEDS OF CHANGE

HENCE, OUR COMMITMENTS TO CHANGING ATTITUDES WITH REGARDS TO DIVERSITY IN EVERYTHING WE DO:



OUR PRODUCTS

We evolve our offer toward products and beauty experiences that apply to all skin tones and genders so that 100% of people find their make-up shade, skincare and fragrance.



OUR BRAND IDENTITY

Building on #Diorstandswithwomen campaigns, we will develop campaigns and partnerships with non-profits and non-governmental organizations to promote diversity, a progressive vision of femininity celebrating bold feminine role models and sisterhood, soothed masculinity as well as more inclusive gender relationships.



OUR ADVERTISING

We commit to promoting a progressive vision of inclusivity and, most notably, a reinforced femininity in society through our communications, whether on social media or in our ad campaigns. To this end, thanks to our commitment to the UN Women Empowerment Principles, we are establishing a continuous dialogue on the influence of our visual execution of our ad campaigns and social media content.

FURTHERMORE, WE STRIVE TO EMBODY OUR VALUES BY PROVIDING OUR EMPLOYEES WITH:



SAFETY AND WELL-BEING

In line with LVMH, we will deepen our commitment to the well-being and safety of our employees by monitoring the roll-out of our new Health and Safety principles signed in May 2021, and by ensuring parental leave for all, regardless of gender.

DIGNITY AND INDIVIDUALITY

WE COMMIT TO PROTECTING THE DIGNITY AND INDIVIDUALITY OF OUR EMPLOYEES BY:

- Upholding Human Rights and providing decent wages in line with local conditions.
- Establishing a strong diversity policy to promote the inclusion of under-represented groups in our teams through non-discrimination training for recruiters and a strong focus on the empowerment of women, committing in particular to monitor and bridge the gender pay gap and achieve equal gender representation in top management by enforcing dropout prevention policies (broadening the coverage of staff with parental leave...). In France, for the year 2021, Parfums Christian Dior recorded a professional women and men equality index of 97 out of 100, an increase of 6 points compared to the year 2020! WE COMMIT TO :

A YEARLY REVIEW ON GENDER PAY GAPS IN ALL MARKETS AND MAINTAINING OVER 50% OF WOMEN IN COMPANY KEY POSITIONS.

INCREASING THE PROPORTION OF WOMEN IN GROUP KEY POSITIONS AND BEYOND

BY 2025
30%

BY 2030
50%

INCLUDING WORKERS WITH DISABILITIES BEYOND LOCAL LEGAL REQUIREMENTS

>2%

OF OUR WORKFORCE WORLDWIDE.



PROVIDING ALL EMPLOYEES WITH AT LEAST ONE TRAINING PER YEAR.

1 - This index, set up by the French government, measures inequalities between women and men. It is based on five criteria: pay gaps, pay rise gaps, promotion gaps, percentage of female employees receiving a pay rise upon returning from maternity leave and the representation of women in the ten highest paid positions.

CULTURAL GARDENS

Beyond rehabilitating Monsieur Dior's beloved home, Le Château de la Colle Noire in Montauroux, close to Grasse, and its historical garden, we commit to restoring exceptional world heritage gardens by replanting flowers. In 2021, we started replanting the Queen's Grove in the Versailles Castle and the Petite Provence in the Tuileries garden at Le Louvre in Paris.

We commit to restoring three additional cultural gardens by 2026.



“I believe that the world of luxury has a lot in common with gardens and museums, namely the desire to leave beauty as a legacy. That’s really what drives us.”

EMMANUELLE HERAN,
SENIOR CURATOR IN CHARGE
OF GARDEN HERITAGE, LOUVRE MUSEUM

“The restoration of the Queen’s Grove, thanks to the support of Parfums Christian Dior, makes it possible to revive one of the iconic “green bowers¹” of the Château de Versailles and to include its botanical characteristics in the preservation of the environment.”

CATHERINE PÉGARD,
DIRECTOR, CHÂTEAU DE VERSAILLES

¹ - A garden area set in a grove, sometimes also called a green room.

**PRESERVING
STRONG ROOTS**

WE ARE DEDICATED TO THE PRESERVATION OF CULTURAL HERITAGE:
FLORAL SAVOIR-FAIRE, GREAT GARDENS OF THE HISTORICAL PATRIMONY AND
EXCEPTIONAL CRAFTSMANSHIP FROM WHICH STEM OUR INSPIRATION AND BEAUTY:



**FLORAL TERROIRS,
SAVOIR-FAIRE CONSERVATION
AND INNOVATION**

We tailor our approach to each territory in which we operate in collaboration with our partners. In Granville, Normandy, we are installing a regenerative rose garden dedicated to the Prestige line, innovating together with Nicolas Sambet, a flower farmer that is actively working with experts from Biospheres¹ to model and adapt regenerative agricultural practices to the specific needs of this terroir concerning the Rose of Granville, which provides exceptional skincare benefits. In Grasse, beyond revitalizing flower farming practices of iconic flowers, we have encouraged the reintroduction of the tuberose, an endemic species that had disappeared from the region. At a global level, we are working on scientific collaborations with world renowned academic partners such as Pr. Junping Gao, Professor at the College of Horticulture at the China Agricultural University of Beijing².

¹ - BIOSPHERES GROUP is dedicated to regenerating cultivated ecosystems through sustainable agricultural practices.
² - His work on the characterization of the Granville Rose genome highlights its natural specificities in terms of resilience.



EXCEPTIONAL CRAFTSMANSHIP

WE COMMIT TO PRESERVING AND DISSEMINATING THE PRECIOUS CRAFTSMANSHIP THAT IS THE SOURCE OF EXCELLENCE AND BEAUTY IN OUR PRODUCTS, IN OLFACTION, COLOUR AND SKINCARE CRAFTS, AS WELL AS MATERIAL CRAFTS (GLASS CRAFTING, WEAVING, GILDING...) BY:



- Using this exceptional savoir-faire as fertile soil for future innovations. For example, in the new Miss Dior fragrance launched in September 2021, Parfums Christian Dior showcased the exceptional craftsmanship of Julien Faure who preserved more than 100 years old weaving looms to manufacture unique ribbons made with the most ancient and precious techniques. Furthermore, in a limited edition designed by the artist India Mahdavi, the iconic J'Adore amphora was handcrafted by Salviati, the master glassmakers of Murano in Venice.



- Supporting a 20% yearly growth of apprenticeships to acquire these crafts within the LVMH Métiers d'Excellence Institute, and advocating for the recognition of gardeners, flower farmers or horticulturists as Métiers d'Excellence for our industry.



- Curating theme-oriented art events valorizing exceptional savoir-faire. For example, Parfums Christian Dior initiated the Dior Photography and Visual Arts Award for Young Talents at the 2018 Rencontres d'Arles Photography Festival. This competition aims to establish a dialogue between major international Art and Photography Schools and showcase upcoming talents. Focusing on the theme "FACE TO FACE", the 4th edition in 2021 awarded French-Caribbean photographer Cédrine Scheidig from the École Nationale Supérieure de la Photographie in Arles for her series It is a Blessing to be the Colour of Earth about engaging on what it is to be a woman of dual identity. Parfums Christian Dior has also partnered with L'École des Beaux-Arts de Paris to create the Chair "Habiter le Paysage – L'Art à la rencontre du Vivant," a groundbreaking program which aims to train artists who reinvent the relationship between art and nature, culminating in the Prix Dior de la Colle Noire award in autumn 2021.

THE MÉTIERS D'EXCELLENCE INSTITUTE AT LVMH

THE LVMH MÉTIERS D'EXCELLENCE INSTITUTE IS THE FIRST TRAINING PROGRAM IN THE LUXURY INDUSTRY. IT OFFERS TRAINING IN CREATIVE, CRAFT AND CLIENT EXPERIENCE MÉTIERS. IT AIMS TO ENSURE THE PRESERVATION OF THESE UNIQUE SKILLS AND CRAFTS, RECRUIT THE MOST TALENTED PEOPLE IN EACH FIELD, IDENTIFY AND DEVELOP TALENTED PEOPLE AS WELL AS PROMOTE AND CELEBRATE UNIQUE HERITAGE AND SAVOIR-FAIRE.



“Habiter le Paysage – L'Art à la rencontre du Vivant is a new Chair within our institution which was created with the support of Parfums Christian Dior, a program which invites us to set nature center stage in the field of artistic creation. This unprecedented combination engages a new type of artistic research that renews our relationship with culture.”

JEAN DE LOISY,
ÉCOLE NATIONALE SUPÉRIEURE
DES BEAUX-ARTS DE PARIS



PILLAR 3

Responsible Beauty

Growing in transparency on formulation

Rooted in scientific research and decades of experience as a parfumeur-créateur, our formulas are composed with the highest quality ingredients. We pay special attention to combining the benefits of naturality, sustainability and science to deliver the highest standard of performance and sensory experience. For decades we have worked to guarantee ultimate safety and quality for our clients by complying with international regulations as well as internal standards. Today, we are pursuing and extending this commitment by adopting a responsible formulation charter while increasing transparency for our clients, in particular on our commercial website.

RESPONSIBLE FORMULATION CHARTER

AT PARFUMS CHRISTIAN DIOR, WE HAVE ESTABLISHED A RESPONSIBLE FORMULATION CHARTER AVAILABLE ON DIOR.COM SINCE EARLY 2022. THIS CHARTER LAYS OUT OUR HOUSE'S REQUIREMENTS AND AMBITIONS CONCERNING OUR FORMULAS:

- Ensuring safety first by meeting the most demanding international regulations and standards.
- Applying the precautionary principle by going beyond regulatory standards and establishing our own list of additional excluded ingredients for all new developments.¹
- Aiming for sustainable naturality.
- Favoring committed sourcing for key ingredients.

Furthermore, we have established our improvement roadmap based on the LVMH Research sustainable formulation internal assessment tool. This tool assesses every ingredient in Dior formulas in terms of natural origin, traceability, environmental impact and sustainability. The sustainability evaluation is science-based: it includes 16 environmental criteria according to the Product Environmental Footprint (PEF) EU methodology, including climate change, biodiversity, human health, water preservation and natural resources depletion as well as the 18 social criteria of the Social Hotspots Database, which covers human rights, labor rights, governance and community infrastructure issues.

BY 2030
80%



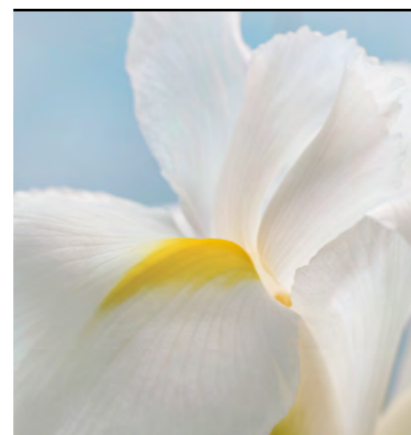
OF OUR PRODUCTS CONTAIN **MORE THAN 90% OF INGREDIENTS OF NATURAL ORIGIN**, BASED ON VOLUME SOLD, CALCULATED ON AVERAGE.

BY 2030
100%



OF FORMULAS WILL FEATURE AN IMPROVED SUSTAINABILITY PROFILE THANKS TO **MORE SUSTAINABLE INGREDIENTS**.²

BY 2030
80%

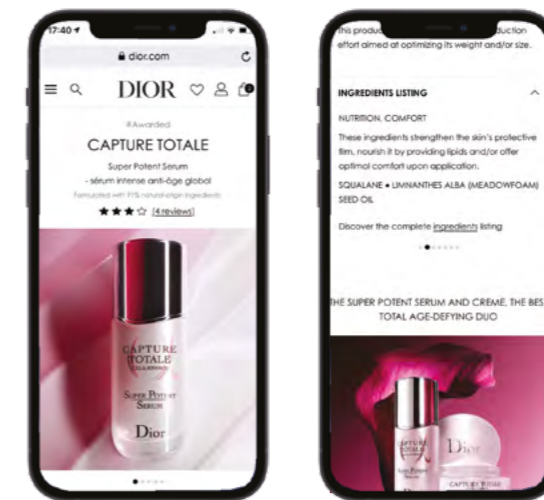


OF **BIODEGRADABLE** AND NON-ECOTOXIC INGREDIENTS.

¹ - As we regularly update the list of excluded ingredients for any future innovation, at a given moment, formulas pre-existing within our portfolio could still contain ingredients we are in the process of phasing out.
² - The sustainability of 100% of our ingredients, including natural ingredients, is evaluated. We plan on doubling the sustainability score of 80% of our natural origin ingredients by 2030 as a leverage to improve our formulas without compromise with performance, safety and quality.

GROWING IN TRANSPARENCY

BUILDING ON CLIENT'S EXPECTATION FOR GREATER TRANSPARENCY, THIS YEAR WE LAUNCHED OUR NEW TRANSPARENCY PLATFORM TO ALLOW OUR CLIENTS ACROSS THE WORLD TO INSTANTLY ACCESS KEY INFORMATION CONCERNING OUR TOP SELLING PRODUCTS WITH REGARD TO NATURALITY, SOURCING, CULTIVATION AND ECODSIGN.



Upon purchasing a beauty product on Dior.com, clients can get a more transparent understanding of its composition.



As a subsidiary of LVMH, Parfums Christian Dior joined the **Eco Beauty Score consortium** in 2021, a platform that seeks to establish common assessment criteria for all companies in the cosmetics industry and provide consumers with clear, transparent and comparable information on the lifecycle of beauty products using a shared scientific methodology.

SOURCING WITH CARE

BLOSSOMING BEAUTY REQUIRES OPERATING WITH THE UTMOST DEDICATION AT EVERY STEP OF THE SUPPLY CHAIN.



SINCE
2014

Parfums Christian Dior complies with the LVMH Group's sustainable procurement charter.



SINCE
2018

Our House has also joined the Responsible Beauty Initiative (RBI), an initiative bringing together leading cosmetics brands and coordinated by ECOVADIS¹ with the aim of fostering sustainable procurement.

SINCE
2020

THE SCORECARD OF MORE THAN

1200 COMPANIES within the cosmetics supply chain has been shared on the RBI platform - covering labor and human rights, environmental and ethics criteria - with an average score that is 10 points above the ECOVADIS¹ mean score.

“At Sephora, we believe in inclusive, innovative and responsible beauty and we are pleased to see more and more Dior beauty products such as Sauvage, Rouge Dior, Lip Glow, Diorshow, Capture Totale Super Potent Serum or Dior Backstage being part of our Good For program.”

SYLVIE MOREAU,
PRESIDENT EUROPE
AND MIDDLE EAST, SEPHORA

¹ - ECOVADIS is the world's most trusted provider of business sustainability ratings, intelligence and collaborative performance improvement tools for global supply chains



PILLAR 4

Ecodesign

Making circularity rhyme with desirability

Since 1953, the House of Dior has offered a selection of exceptional products in precious, refillable cases made to last. Since 2006, the skincare line L'Or de Vie initiated refillability for its serums and creams, followed in 2011 by the Prestige line with La Crème. In L'Or de Vie and Prestige skincare lines, refills account for a significant part of sales (over 30% of sales in volume globally). More recently, Sauvage, the N°1 fragrance in the world, has become available in refillable packaging, and all of Parfums Christian Dior lips icons are refillable since spring 2022¹. Today, we are building on this legacy of high quality, reusable packaging to rethink how we package and sell the full range of our products. We believe it is our responsibility as a leading luxury beauty brand to challenge ourselves further; reinvent the codes and deliver ecodesigned desirable experiences in packaging, points of sale and e-commerce. A paradigm shift that will also require new attitudes on behalf of clients, which we will seek to seed through our communication. Hence, we commit to blossoming new ways of offering beauty experiences of the highest quality with greater consideration for their impact.

¹ - Refillable lips products include the Maison's iconic lines Rouge Dior and Dior Addict and do not include Rouge Dior Forever or Ultra Care liquid lines as well as Diorific line.

BY PARTNERING WITH EASTMAN, LVMH JOINS A COLLECTIVE EFFORT FOR CIRCULARITY BY SUPPORTING THE CREATION OF A NEW PLASTIC-TO-PLASTIC MOLECULAR RECYCLING FACILITY IN FRANCE.

BLOOMING ECODESIGNED PACKAGING

Packaging plays an essential role in providing the highest standard of beauty, for it contributes to protecting and preserving the essences of our products while offering a luxurious aesthetic experience. However, packaging implies the extraction and transformation of resources that come with a significant carbon footprint as well as other negative environmental externalities at every step of their lifecycle, most notably end waste. Moving forward, we commit to blooming new, more sustainable ways of selling the full range of our products by:

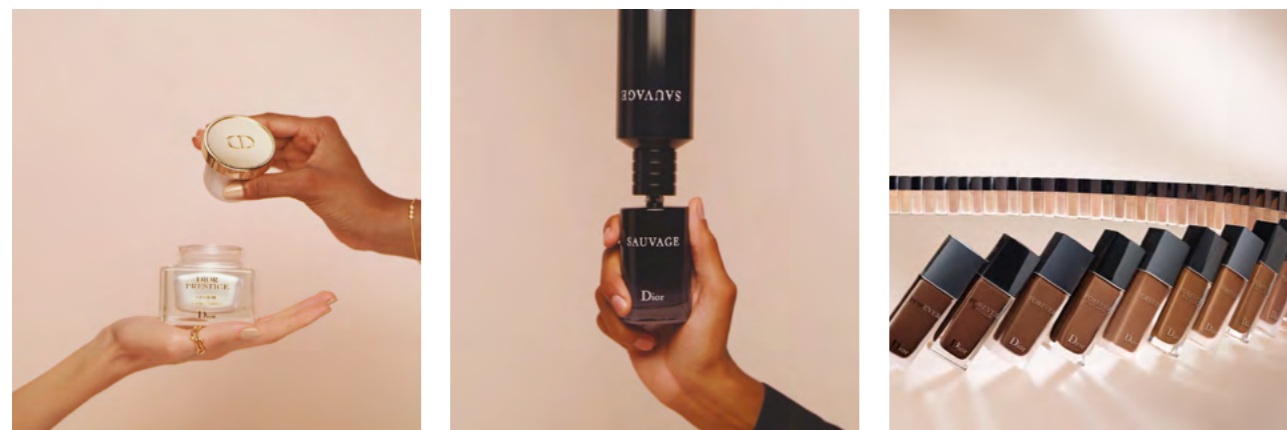
- Analyzing packaging and establishing a materials replacement roadmap.
- Phasing out virgin fossil plastics completely by 2028 (excluding distribution system) by date of manufacture, i.e. no more packaging that would require the creation of petroleum sourced plastic. This will be achieved, among other initiatives, thanks to LVMH Beauty's collaboration with innovative technological partners like Eastman on molecular recycled plastic resins and the Avantium's PEFerence consortium to explore biobased sustainable packaging for Perfumes and Cosmetics.
- Reducing packaging material weight by 50%¹ by 2030.
- Making 100% of the packaging of our high loyalty products refillable or recyclable by 2028.



MAKING USE OF **EASTMAN'S POLYESTER RENEWAL TECHNOLOGY**, THIS FACILITY IS SET TO **RECYCLE UP TO 160,000 METRIC TONS OF HARD TO RECYCLE PLASTIC WASTE PER YEAR** WHICH WOULD OTHERWISE END UP INCINERATED, **RECYCLING ENOUGH PLASTIC WASTE ANNUALLY TO FILL STADE DE FRANCE NATIONAL FOOTBALL STADIUM 2.5 TIMES.**

EXPECTED TO BE OPERATIONAL IN 2025, THIS PLANT WILL GENERATE **350 DIRECT JOBS** AS WELL AS AN ADDITIONAL **1,500 INDIRECT JOBS** IN INFRASTRUCTURE AND ENERGY.

THANKS TO THE TECHNOLOGY'S INHERENT EFFICIENCY AND THE AVAILABILITY OF RENEWABLE ENERGIES IN FRANCE, THIS PLANT WILL PRODUCE QUALITY PLASTIC MATERIAL WITH A SIGNIFICANTLY LOWER CARBON FOOTPRINT, **INCURRING UP TO 80% LESS CARBON EMISSIONS THAN TRADITIONAL PROCESSES.**



PRESTIGE CREAMS

- REFILLABILITY OF THE PRESTIGE CREAMS ALLOWS FOR A 47% REDUCTION OF PACKAGING WEIGHT FROM THE FIRST REFILL AND 63% FROM THE SECOND REFILL.
- IN 2021, REFILLS ACCOUNTED FOR 37% OF SALES, ALLOWING A 33% REDUCTION OF PACKAGING.

SAUVAGE

THE USE OF ONE SAUVAGE REFILL MEANS A 60% REDUCTION IN ENERGY CONSUMPTION, A 56% REDUCTION IN GHG EMISSIONS AND A 35% REDUCTION IN WATER CONSUMPTION.²

NEW FOREVER FOUNDATION

- 15 TO 40% RECYCLED AND FULLY RECYCLABLE GLASS JARS (REMOVABLE PUMP).
- 100% RECYCLED PET PLASTIC CAP.
- MADE FROM FSC CARDBOARD WITHOUT PLASTIC COATING.
- 94% OF PACKAGING IS MADE OF RECYCLABLE MATERIALS.

1 - Comparison between one refill plus one 100ml bottle and four 100ml bottles.
2 - Per product or per G or mL of formula by 2030.

RENEWING THE ART OF GIFTING AND E-COMMERCE

AT A TIME WHEN ONLINE SALES ARE GROWING EXPONENTIALLY, IT IS OF CRUCIAL IMPORTANCE THAT WE STRIVE TO MINIMIZE ASSOCIATED NEGATIVE IMPACTS. HENCE, WE COMMIT TO:

PROPOSING
100%

SOURCING
100%



OF OUR E-COM OFFERS IN FSC ECOPACK BY DEFAULT, ALREADY ACHIEVED IN 2021.



RECYCLED CARDBOARD.

RAISING THE BAR IN SUSTAINABILITY FOR POINTS OF SALE AND VISUAL MERCHANDISING

Blossoming new ways of selling our products involves rethinking points of sale as well as how we present and promote our products in stores. LVMH has established LIFE in STORE ecodesign standards for points of sale covering electricity consumption, lighting and construction materials. Following these guidelines, at Parfums Christian Dior, we aim at applying them to 100% of our boutiques¹. Our overarching goal will be to reinvent shops and boutiques through energy efficiency and responsible sourcing of building materials, increasingly designing our points of sale and visual merchandising with renewable or recycled materials, while ensuring their future recyclability. Of particular importance to fulfill our vision of beauty as a legacy is our commitment to phase out virgin fossil plastics from all visual merchandising items², starting by excluding items made from 100% virgin fossil plastics already from 2022³. Finally, we will work to minimize air transportation.



MAKING SURE THAT
100%
OF OUR BOUTIQUES HAVE APPLIED LVMH LIFE IN STORE ECODESIGN GUIDELINES BY 2030.

¹ - We hold ourselves accountable for our self-operated points of sale («boutiques») as a starting point with the aim to expand to all shop-in-shops and counters.
² - Visual merchandising glorifiers, outpost updates, decor kits, tester holder, permanent updates, permanent structures.
³ - For all items ordered at a central level, which represent the large majority of our quantities.

BLOSSOMING NEW ATTITUDES

We believe that to achieve more circular ways of operating and consuming is a long-term process which requires a thorough reevaluation of our innovation cycle. This is a shift that must involve every partner in our ecosystem, from our teams to our suppliers, but also our clients. Hence, we commit to working closely together with the full range of our stakeholders to initiate new ways of thinking and acting to make circularity a reality. Beginning within our Maison, we will work with our teams and our suppliers to ensure we consider the whole lifecycle of a product and decrease its carbon and water footprint. Furthermore, we will continue to raise awareness in our teams through dedicated training at headquarters, but also at our points of sale to ensure we promote new, more sustainable ways of consuming notably, fostering the choice for refills when they are available.



“Harrod’s clients are global citizens with non-negotiable expectations in the field of sustainability, it is key that a leading luxury beauty Maison like Parfums Christian Dior is taking action to gradually inspire new habits with refills on iconic product lines.”

ANNALISE FARD,
DIRECTOR OF BEAUTY, HOME,
FINE JEWELLERY & WATCHES, HARROD’S



PILLAR 5

Climate

Allowing beauty to keep blossoming

Leaving only beauty as a legacy means achieving the pathway laid out in the Paris Accords to limit global warming to 1.5°C¹. Though this path is rife with difficulties and imperfect, we intend to make sure that Parfums Christian Dior is on the right course to rise to the stakes.

1 - This trajectory sets out to contain the rise of global temperatures below 1.5 degrees Celsius compared to the pre-industrial era.

UNQUESTIONABLE SCIENCE-BASED REDUCTION TARGETS

Hence, we hold ourselves accountable to respect our commitment to radical science-based reduction targets to align our business with the 1.5°C pathway and lead our industry by setting an ambitious, comprehensive and transparent approach to climate action.

On the basis of our carbon footprint assessment conducted in 2019, we have set out to achieve:

A
46%

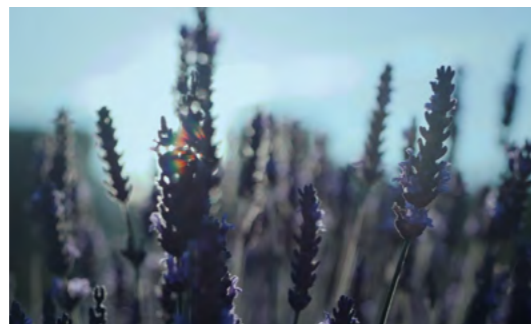


REDUCTION OF EMISSIONS ON ALL SCOPES BY 2030, WITH 2019 AS A REFERENCE, GOING FROM 600 000T CO₂EQ TO 300 000T CO₂EQ CONSIDERING NOT ONLY OUR DIRECT EMISSIONS (THAT REPRESENT LESS THAN 10%) BUT CONSIDERING OUR INDIRECT EMISSIONS TOO, IN ABSOLUTE TERMS.

BY 2024
CARBON NEUTRALITY



OF OUR OPERATIONS SITES IN FRANCE SCOPE 1 & 2 (BASED ON 2023 FOOTPRINT).



OUR CARBON REDUCTION TRAJECTORY WAS APPROVED IN OCTOBER 2021 **BY THE SCIENCE BASED TARGET INITIATIVE**, A JOINT INITIATIVE OF THE UNITED NATIONS GLOBAL COMPACT, WORLD RESOURCES INSTITUTE, THE WORLD WIDE FUND FOR NATURE (WWF) AND CDP (CARBON DISCLOSURE PROJECT), A TESTAMENT TO THE ROBUSTNESS OF OUR APPROACH.



“Today’s customers are citizens of the world with increasing expectations on brands to action on climate change. It is key for a leading luxury beauty icon like Parfums Christian Dior to take action with a circular focus in mind to minimise its impact on the environment through its packaging. Together with our retail networks of Marionnaud, ICI Paris XL and The Perfume Shop, we need to inspire new habits e.g., encouraging refills on iconic product lines like Sauvage eau de toilette. We value the commitment of Parfums Christian Dior to a 1,5°C carbon reduction trajectory validated by SBTi, this contribution will be essential to our own full scope carbon reduction trajectory at A.S. Watson Group.”

MALINA NGAI,
CEO ASIA AND EUROPE, A.S. WATSON

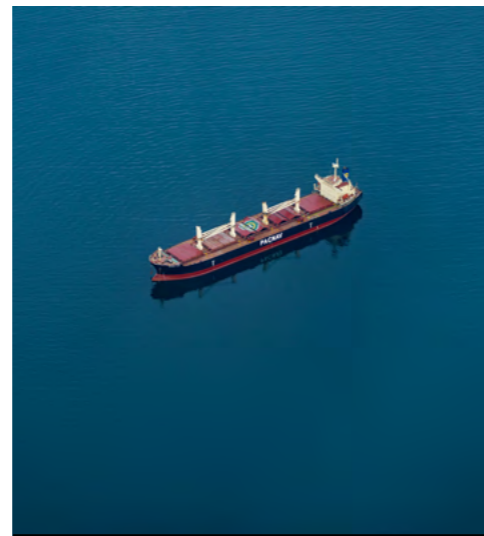
BLOSSOMING NEW LOW-CARBON WAYS OF OPERATING

TO MAKE THIS PATHWAY A REALITY REQUIRES A REAL PARADIGM SHIFT, ROOTED IN INNOVATION AND SUPPORTED BY SIGNIFICANT INVESTMENTS ALONG THREE MAIN PILLARS OF ACTION:



EXCELLENCE IN ECODESIGN

MOVING FORWARD, WE WILL WORK TO ACHIEVE A LOW-CARBON REDESIGN OF THE FULL RANGE OF OUR PRODUCTS TO REDUCE CO2 EMISSIONS AT EVERY STEP OF THEIR LIFECYCLE, USING SIMPLER, LIGHTER, RECYCLED AND LESS-EMITTING MATERIALS, PHASING OUT VIRGIN PLASTICS WHILE AIMING TOWARD ZERO WASTE.



LOW-CARBON TRANSPORTATION

WE COMMIT TO RETHINKING OUR LOGISTICS TO CONTINUALLY REDUCE ASSOCIATED CARBON EMISSIONS. THIS MEANS CHALLENGING AND OPTIMIZING THE CHOICE OF TRANSPORTATION BETWEEN AIR AND SEA REDUCING TRAVEL DISTANCES AND DOWNSIZING PACKAGING TO REDUCE VOLUMES TRANSPORTED.

BETWEEN
2019 AND 2030
50%
THE SHARE OF LOW-CARBON
TRANSPORTATION
IS GOING TO INCREASE BY



A LOW-CARBON ENERGY TRANSITION

WE AIM TO REDUCE OUR ENERGY CONSUMPTION AND ASSOCIATED CARBON EMISSIONS AND SWITCH TO RENEWABLE SOURCES OF ENERGY:

• ON ALL OUR FRENCH SITES (HEADQUARTERS, PRODUCTION, WAREHOUSE, BOUTIQUES):

WE ARE ALREADY
POWERED BY
100%
RENEWABLE
ELECTRICITY

AND AIM
TO ACHIEVE
100%
RENEWABLE
ENERGY BY 2023

• ON ALL OUR SELF-OPERATED SITES GLOBALLY, WE COMMIT TO ACHIEVING:

BY 2026
100%
OF ELECTRICITY COMING
FROM RENEWABLE SOURCES

TO SUPPORT THIS ENDEAVOR, ALL EMPLOYEES IN FRANCE WILL TAKE PART IN CLIMATE EDUCATIONAL WORKSHOPS (LA FRESQUE DU CLIMAT) TO ENLIGHTEN AND EMPOWER THEM TO MAKE OPERATIONAL CONTRIBUTIONS TO OUR MAISON'S SHIFT TOWARD LOW-CARBON OPERATIONS.



“Protecting and restoring ecosystems is essential for maintaining and enhancing the resilience of the biosphere. Degradation and loss of ecosystems is also a cause of greenhouse gas emissions and is at increasing risk of being exacerbated by climate change impacts.”

EXTRACT FROM THE INTERGOVERNMENTAL PANEL ON CLIMATE CHANGE (IPCC) REPORT, “CLIMATE CHANGE 2022 IMPACTS, ADAPTATION AND VULNERABILITY”, MARCH 2022






Reporting on our progress as we grow

The report you are currently reading lays out our vision for sustainability for the decade to come and will form the basis for our future reporting. It constitutes a strategic tool to guide our action and monitor our progress as we step forward on a trajectory of continuous improvement. Along the way we hope to enrich this vision as we continue and deepen our dialogue with a variety of stakeholders and experts, allowing us to readjust our actions and commitments.

We are committed to providing accurate yearly reporting on our key commitments and the following set of indicators to monitor our progress, to bring all our stakeholders a clear and transparent vision of how far we have travelled... and how far we still have to go. New indicators will be considered as we expand our understanding of our impacts.

PILLAR I

Regenerative Cultivation

COMMITMENTS REPORTED	OUR TARGETS	SDG TARGETS
BLOSSOMING BIODIVERSITY		
Mean Species Abundance Score	Pending biodiversity assessment in 2022	 <p>15.1 By 2020, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements</p> <p>15.7 Take urgent action to end poaching and trafficking of protected species of flora and fauna and address both demand and supply of illegal wildlife products</p> <p>15.3 By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought and floods, and strive to achieve a land degradation-neutral world</p>
Surface of soils preserved through regeneration	Pending biodiversity assessment in 2022	
Number of students trained to regenerative flower farming	60 students trained by 2025	
% of gardens and partner gardens featuring at least one ecosystemic synergy project in their vicinity	80% by 2030	
PLANTS GROWN WITH CARE		
% of UEFT certified natural raw materials grown in our gardens and partner gardens	100% by 2026	 <p>12.2 By 2030, achieve the sustainable management and efficient use of natural resources</p>
% of gardens and partner gardens operated in organic and/or regenerative agriculture	100% by 2030	
% of alcohol and glycerine certified in organic and/or in regenerative agriculture	50% by 2030	
REDUCING WATER CONSUMPTION TO PRESERVE BIODIVERSITY		
% of water circularity at Saint-Jean de Braye production site (processes: cleaning, cooling)	100% by 2030	 <p>6.3 By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally</p> <p>6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity</p>

BY 2026
100%




% OF UEFT CERTIFIED NATURAL RAW MATERIALS GROWN IN OUR GARDENS AND PARTNER GARDENS

BY 2030
80%

OF GARDENS AND PARTNER GARDENS FEATURING AT LEAST ONE ECOSYSTEMIC SYNERGY PROJECT IN THEIR VICINITY

PILLAR 2

Cultural Responsibility

COMMITMENTS REPORTED	OUR TARGETS	SDG TARGETS
WOMEN EMPOWERMENT		
Gender pay gap in all markets	Yearly review for action	 <p>5.1 End all forms of discrimination against all women and girls everywhere</p> <p>5.2 Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation</p>
Percentage of women in Company Key Positions	Maintain a proportion > 50% (57% in 2021)	
Percentage of women in Group Key Positions	30% by 2025 and 50% by 2030 (25% in 2021)	
% of staff (including men) eligible to parental leave and uptake	100% eligibility where compliant with local regulations and year on year growing actual uptake	
DIVERSITY, INCLUSION & EMPLOYEE DEVELOPMENT		
% of workers with disabilities	Local regulations in all markets and at least 2% worldwide	 <p>8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment</p>
Number of talent development initiatives programs for employees	Minimum 1 training for each employee per year	
ADVOCACY ON CRAFTSMANSHIP		
Developing the IME Institute of "Métiers d'Excellence"	+20% apprentices per year at IME from Parfums Christian Dior	 <p>10.2 By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</p>
Qualify gardeners, flower farmers and horticulturists as Métiers d'Excellence	First cohort by 2024	
CULTURAL GARDENS		
Number of cultural gardens	6 cultural gardens worldwide by 2026	

50%

WOMEN IN COMPANY KEY POSITIONS

BY 2030
100%

OF STAFF ELIGIBLE TO PARENTAL LEAVE

6


ICONIC CULTURAL GARDENS SUPPORTED BY PARFUMS CHRISTIAN DIOR BY 2026

PILLAR 3 Responsible Beauty


PILLAR 4 Ecodesign

COMMITMENTS REPORTED	OUR TARGETS	SDG TARGETS
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REGENERATING FORMULAS

% of our products contain more than 90% of ingredients of natural origin (based on volume sold, calculated on average)	80% by 2030	 <p>3.9 By 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water and soil pollution and contamination</p>
% of biodegradable and non-ecotoxic ingredients in our portfolio (make up, skincare, fragrance)	80% of biodegradability and non-ecotoxic ingredients by 2030	
% of formulas with an improved sustainability profile thanks to more sustainable ingredients	100% by 2030 compared to 2019	

GROWING IN TRANSPARENCY

Transparency platform	100% of our references on the platform by 2024	 <p>8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment</p>
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SOURCING WITH CARE


% of raw materials suppliers audited (tier 1)	100% by end of 2023 (on environmental and social aspects)	 <p>8.8 Protect labour rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment</p>
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POLLINATING LOCAL ECONOMIES


Actions for pollinating local economies	Pending local footprint in 2022 for Grasse only	
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COMMITMENTS REPORTED	OUR TARGETS	SDG TARGETS
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REGENERATING PACKAGING

% of new virgin plastic created	0% by 2028 (excluding distribution system) by date of manufacture => no more packaging that would have required the creation of petroleum sourced plastic	 <p>12.2 By 2030, achieve the sustainable management and efficient use of natural resources</p> <p>12.5 By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse</p>
Packaging material reduction in weight and %	50% reduction per product or per G or mL of formula by 2030	
% of packaging recyclable / refillable	100% of packaging is refillable (for highly loyal products) or at least recyclable by 2028 (excluding distribution system)	

REDUCING WASTE

Reduction of waste generated by ton of products manufactured	10% reduction per year	 <p>9.4 By 2030, upgrade infrastructure and retrofit industries to make them sustainable, with increased resource-use efficiency and greater adoption of clean and environmentally sound technologies and industrial processes, with all countries taking action in accordance with their respective capabilities</p>
% of operational sites waste sorting	100% of waste from production sites locally sorted	
% of operational sites waste reused, recycled or recovered into energy	Targetting zero landfill: 100% of waste on production sites (France) are recycled or valorized to produce energy	

ECODESIGN IN ART OF GIFTING E-COM & POINTS OF SALE

% recycled cardboard	Maintain 100% (100% since 2021)
% of e-com offers proposed in FSC ecopack by default	100% since 2021
% of boutiques (self-operated points of sale) that have applied LVMH LIFE in STORE ecodesign guidelines	100% by 2030

<p>BY 2030</p> <p>80%</p> <p>OF OUR PRODUCTS CONTAIN MORE THAN 90% OF INGREDIENTS OF NATURAL ORIGIN</p>	<p>BY 2024</p> <p>100%</p> <p>OF OUR REFERENCES ARE LISTED ON OUR TRANSPARENCY PLATFORM</p>	<p>BY THE END OF 2023</p> <p>100%</p> <p>OF OUR RAW MATERIALS SUPPLIERS AUDITED ON ENVIRONMENTAL AND SOCIAL ASPECTS</p>
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<p>BY 2030</p> <p>-50%</p> <p>PACKAGING REDUCTION (PER PRODUCT OR PER G OR ML)</p>	<p>BY 2028</p> <p>100%</p> <p>OF ALL PACKAGING IS REFILLABLE (FOR HIGHLY LOYAL PRODUCTS) OR RECYCLABLE EXCLUDING DISTRIBUTION SYSTEMS</p>	<p>10%</p> <p>REDUCTION OF OPERATIONAL WASTE (BY TON OF PRODUCT MANUFACTURED) YEAR ON YEAR</p>
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PILLAR 5 Climate

COMMITMENTS REPORTED

OUR TARGETS

SDG TARGETS

REDUCING EMISSIONS

GHG emissions on Scope 1, 2, 3

46% reduction by 2030 with 2019 as a reference (in absolute terms)



13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

Carbon compensation

Carbon neutrality by 2024 for French production site scope 1 & 2 (based on 2023 footprint)

13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning

BLOSSOMING LOW CARBON WAYS OF OPERATING

% of electricity coming from renewable sources

100% on all self-operated sites by 2026



13.1 Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries

% of Ton x Km transported on low carbon impact transportation

50% increase in share of low carbon impact transportation by 2030

13.3 Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning



BY 2030
-46%
GHG EMISSIONS
ON SCOPES 1,2,3
(VS 2019)

BY 2026
100%
OF THE ELECTRICITY COMES
FROM RENEWABLE SOURCES
ON ALL SELF-OPERATED SITES

BY 2030
+50%
IN SHARE OF LOW CARBON
IMPACT TRANSPORTATION



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