

A close-up photograph of a pink rose petal, heavily covered in water droplets. The petal is the central focus, with its delicate texture and vibrant pink color clearly visible. The background is softly blurred, showing more of the rose's structure. The overall mood is fresh and natural.

*Groupe*  
L'OCCITANE

*Groupe*  
L'OCCITANE

Certified



Corporation

# From Green Claim to Green Proof: How we communicate Sustainability with Integrity

June 2025

# The L'OCCITANE Group in a nutshell

A multi-brand Group guided by one mission – with empowerment, we positively impact people and regenerate nature.

€2.8 billion



in net sales for the year ended 31 March 2025

>3,000



retail locations including 1,500 operated directly by the Group

10,000



Employees worldwide  
2/3 deskless working in stores & factories

90



countries worldwide

B Corp



Responsible and sustainable business models



A close-up photograph of an olive branch with several green olives and leaves. The image is partially obscured by a semi-transparent grey overlay that contains text. The background is a soft-focus outdoor setting.

01

# **Bridging the trust gap: how sustainability strengthens corporate reputation**

# Sustainability matters but trust is fragile

## Sustainability demand

Consumers still care

## Greenwashing

Misleading claims

## Greenhushing

Silence due to fear

## The reality

Consumers value sustainability

Crises shift focus, not values

## The risks

Greenwashing  
= exaggeration

Greenhushing  
= backlash fears

## The solution

Be authentic  
Show measurable progress  
Communicate consistently

## OUR APPROACH

# From storytelling to storydoing

*Bringing our story to life through what we do.*



### Why it matters

- Customer loyalty
- Employee morale & productivity
- Investor confidence
- Partner relationships



### What we're seeing

- Trusted brand - consumers
- Consumers who are aware of CSR actions show greater trust and a clearer understanding of the brand
- Employees recognize accountability as a core value
- Source: internal engagement survey



### How we build it

- Deliver on promises
- Ensure consistency across all touchpoints
- Authentic, transparent communications
- Make the customer experience impeccable

A close-up photograph of an olive branch with several green olives and dark green leaves. The background is softly blurred. A semi-transparent dark green overlay covers the right side of the image, and a white diagonal line runs from the top left towards the center.

02

---

# Our approach to Sustainability communications

## OUR APPROACH

# 3P: our vision of value creation



### People

Inspiring and unlocking new opportunities for our people and stakeholders, **bringing about change and creating social value for all our consumers and communities.**



### Planet

Having a **positive impact on the planet** through the responsible sourcing, design, manufacture and usage of our products, regenerating nature and joining forces with our partners to bring real impact within the global cosmetics and agricultural industry.



### Profit

Ensures that the business can continue but is not an end in itself. It provides means to invest in our People and the Planet to serve the mission of **creating societal and environmental value.**



HOW

# Engaging stakeholders as a certified B Corp™

*Authenticity and consistency in all communications*



**We stand by our values and principles**

We act in a constructive, transparent and inclusive manner.

We evaluate every situation through the lens of our Code of Business Conduct.

We take into consideration stakeholder input and the impact on the business community.



**Maintain the trust of all our stakeholders**

Our communication must always align with these values.

Responsible communication means being proactive and honest about our actions.

Especially on critical issues such as sustainability, social justice and ethical business practices.



**Guiding questions when weighing up issues**

How does this impact our stakeholders (employees, customers, business partners, suppliers, producers, shareholders, etc)?

What are we doing for our impacted stakeholders?

Does the Group have a stance on the event/issue/topic?

A close-up photograph of an olive branch with several green olives and leaves. The image is partially obscured by a semi-transparent dark green overlay that contains the text. The background is softly blurred, showing more of the olive tree.

03

---

# Sustainability communications: Our B Corp Journey



OUR B CORP CERTIFICATION JOURNEY

## Internal & External Communications

---

INTERNALLY

- Since 2021: explain, engage, bring on board

EXTERNALLY

- Since 2023: explain, leverage, scale up, transform

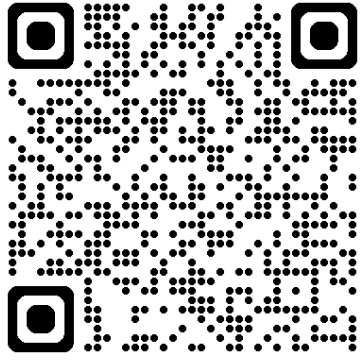


HOW WE COMMUNICATE SUSTAINABILITY WITH INTEGRITY

# Closing Takeaways

- **Data = Credibility.** Let science guide the narrative (proof over promise). Transparency creates reputational strength.
- **Visibility with Integrity.** Silence won't protect your reputation – clarity will.
- **Collaborate to go further.** Strategic partnerships and collaboration amplify truth and action.





*Groupe*  
L'OCCITANE

Discover more at [group.loccitane.com](https://group.loccitane.com)  
& follow us on [LinkedIn](#)

Certified



Corporation

*All individuals featured in this presentation are employees of the L'OCCITANE Group.*