

COSNOVA
BEAUTY

SUSTAINABILITY HIGHLIGHTS 2025



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PREFACE

Dear Readers,

Our mission to “Make everyone feel more beautiful” – the democratisation of beauty – has accompanied us since cosnova was founded 25 years ago.

It has also always been important to us to act responsibly as a company: for our consumers and our employees, for our local communities and the environment.

Our products are not only designed to be high-quality, innovative and affordable, but also harmless. This duality is the secret to our success.

Today, cosnova is one of the world’s leading decorative cosmetics companies, with a presence in around 90 countries worldwide.

Every day, the products from our brands essence and Catrice reach millions of people around the world. Over ten years ago, our global reach prompted us to place even greater emphasis on our responsibilities and to permanently establish the area of Corporate Responsibility within the company. For us, this means analysing the impact of our actions and setting targets in the areas that we can directly influence.

We have already achieved a great deal in the field of Corporate Responsibility: we have developed a clear sustainability strategy, we have switched our products to be free of microplastics ahead of the legal deadline, and we have driven forward the use of recyclates. Together with *Climate Partner*, we have developed a strategy to reduce CO₂ emissions, and we utilise artificial intelligence to measure the carbon footprint of our products. Through our donation strategy, we aim to achieve a sustainable social impact by providing targeted support to people and projects. In doing so, we focus on three key pillars: financial donations, material donations and corporate volunteering.

These and other examples are presented in our report. We also explain how our work has evolved and which areas we will continue to focus on in the future.

We hope you enjoy reading it!

Javier González
Co-Founder & President of cosnova



OUR FACTS

With innovation, professionalism and passion, the family-run company cosnova, which was founded by Christina Oster-Daum and Javier-González, has been shaping the international market for decorative cosmetics since 2001.

Business Figures for 2025:

- € 991 million in turnover
- Around 1,000 employees worldwide
- Active in around 90 countries around the world

CATRICE


essence

OUR VALUES

With our values of passion, courage, trust, reliability, openness, responsibility and loyalty, we stand for a modern and tolerant company in which discrimination of any kind has no place. We value the contribution of our employees to our corporate success and attach great importance to equal opportunities. Our corporate culture is characterised by great diversity.

Global Locations / Offices

Germany (Sulzbach, Butzbach)
USA (New York)
Italy (Milan)
Ireland (Dublin)
France (Paris)
Brazil (São Paulo)
Spain (Barcelona)
South Africa (Cape Town)
Croatia (Zagreb)

Our Mission and Our Promise

OUR HEART BEATS FOR EVERYONE



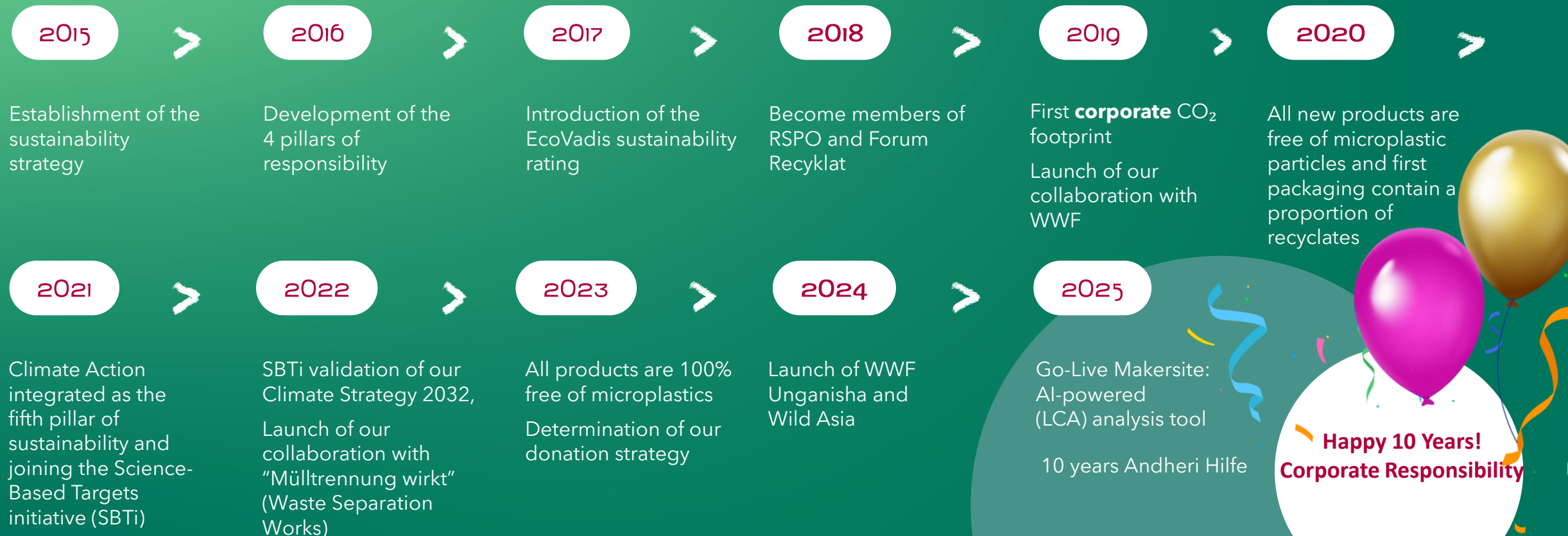
And with every heartbeat we try harder

- ... to have a positive impact on other people's life in our company, our neighbourhood & at our partners along our value chain.
- ... to constantly challenge ourselves to perform even better and to lead our way to long-term and sustainable success.
- ... to be a responsible company treating our planet with respect.

That's our promise – to our customers, our employees, our business partners, our suppliers and all the other people we work with. We are convinced that only a sustainably operating company can be successful in the long-term, and we are constantly working on having a positive impact on the lives of our fellow human beings. To us, the well-being of people, the sustainable production of high-quality cosmetics products and the protection of our environment are the most important factors for a sustainable company philosophy.

SUSTAINABILITY: OUR FOUNDATION

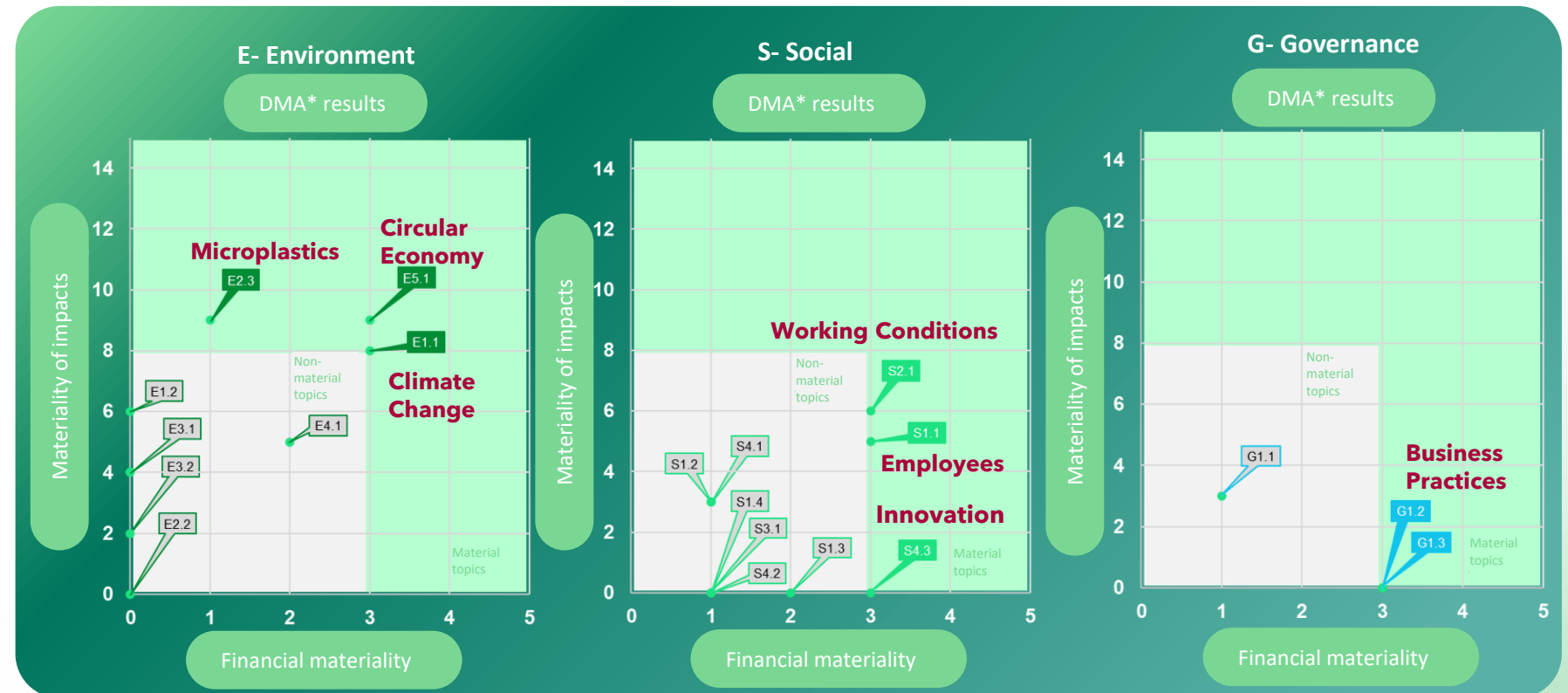
Milestones of the last 10 years



HOW WE DETERMINE WHAT COUNTS –

Our double materiality analysis in accordance with the CSRD (Corporate Sustainability Reporting Directive)

The new EU Directive requires companies of a certain size to report sustainability-related information in the same legally binding manner as financial data. This covers environmental, social and governance (ESG) issues. Although we are not currently subject to this reporting requirement, we are already committed to making our communication as transparent and impact-oriented as possible.



* DMA Double Materiality Analysis

The topics marked in red in the illustration were identified using the double materiality analysis. They form the basis of our strategic measures, objectives and future reporting in accordance with the CSRD. Topics that were not considered material will continue to be monitored and re-evaluated as necessary.

OUR STRATEGY FOR GREATER SUSTAINABILITY

Aligning our strategy with the UN Sustainable Development Goals (SDGs)



Harmlessness of our Products

Our aim is to develop our products in a responsible manner, taking a step-by-step approach across the three key areas of health, the environment and social issues.

Zero Waste

We aim for general waste reduction, the use of recyclable and recycled materials as well as the good use of any remaining waste, for example through recycling or upcycling.



Climate Action

We strive to continuously reduce our greenhouse gas emissions. We have developed a comprehensive climate strategy based on the SBTi criteria and science-based targets. To monitor the effectiveness of these measures, we calculate our carbon footprint annually.



Human Rights at our Business Partners

We want to ensure compliance with the ILO Core Labor Standards and the local legal requirements of our business partners. Our expectations in this respect are transparently communicated through our Code of Conduct.

Social Initiatives

We strive to have a positive impact on the lives of others: within our company, in our neighbourhood, with our partners along our value chain, and worldwide in collaboration with aid organisations.



OUR OBJECTIVES

Harmlessness of our products

- 100% elimination** of microplastics by 03/2023 ✓
- 100% elimination** of D5 & D6 (volatile silicones) by 2025 ✓
- 100% compensation** of palm oil used and its derivatives since 2018 and onwards ✓
- 100% supply chain transparency** for natural mica from India by 2023 ✓

Zero Waste

Reduction in the use of all materials throughout the entire value chain

Increase in recyclability

Use of recycled materials for primary packaging, transport packaging and POS materials

Climate Action

- Reduction of our CO₂ emissions by **42% by 2032**
- Reduction of our logistics-related emissions by **25% by 2032**
- Our strategic suppliers are committed to achieving scientific reduction targets **by 2027**
- Shifting domestic German business travel to trains
- Electrification of our company vehicle fleet
- Financial support for Carbon Capture and biodiversity projects in Africa and South-East Asia **as part of our Climate Contribution** through WWF und Wild Asia

Human Rights at our Business Partners

Compliance with the ILO Core Labour Standards and local legal requirements by our business partners.

1. All suppliers must sign the cosnova Code of Conduct ✓
2. Direct suppliers must undergo an EcoVadis sustainability assessment ✓
3. Implementation of an on-site audit system for so-called risk suppliers, in collaboration with our partner LRQA ✓

Social Initiatives

Global investment in social and sustainable projects, with a particular focus on supporting women and children. The key principle of helping people to help themselves forms the basis of a number of programmes, particularly those focusing on education and the promotion of self-reliance. A large proportion of our donation budget is allocated to aid organisations that provide emergency relief and prevention measures in the aftermath of natural disasters and armed conflicts.

OUR HEART BEATS FOR PARTNERSHIP

10 years of partnership
with Andheri Hilfe and
Holy Family Hospital



**Together, we can
achieve things that
may seem impossible
at first**

ANDHERI HILFE
Mit den Ärmsten in Indien und Bangladesch

COSNOVA
BEAUTY

PROJECT VOICES

**Sr. Leela Jose, Project Coordinator,
Holy Family Hospital - Seva Sadan Unit**

As I look back on our journey, my heart is filled with gratitude and joy. What once seemed unimaginable—freeing children from mica mines and giving them the gift of education—has become a reality in front our eyes.

Today, 1,698 children are learning in 26 study centres, 225 children are in mainstream residential schools, and even two young girls are pursuing nursing studies at our own Holy Family Hospital. To see children who once laboured in the mines now holding books and dreams is the greatest reward.

Equally moving is the progress among families. With 54 goats distributed to 18 households, 101 bicycles supporting children's schooling, 6 ponds and 3 polyhouses promoting agriculture, and many families cultivating kitchen gardens, we witness real signs of dignity and self-reliance. Men and women who once saw no option beyond mica mining are now turning to education, farming and small enterprises for their future.

These changes have transformed lives. I sincerely thank cosnova, ANDHERI HILFE, our dedicated staff, and the community for walking together on this journey. With God's blessings, we shall continue to build a brighter tomorrow for our children and families.

COSNOVA
BEAUTY
VOICES

Isabelle Tambue
Chief Brand Officer

"We're making our packaging more sustainable - without compromising on its look & feel. One bestseller after another. Less plastic, more product - as with our Camouflage Concealer, for example. We're committed to taking responsibility - for the environment, for the future. That's exactly what essence stands for."

OUR HEART BEATS FOR PARTNERSHIP

Maximum positive impact thanks to strong partnerships

**We believe in joining forces to bring about positive change.
Only by working together can we tackle the many challenges of our time and achieve maximum positive impact.**

NEW
since 2022

November 2022 - Mülltrennung wirkt (Waste Separation Works)

To ensure that empty cosmetics packaging can actually be recycled, people need to know how to sort their waste properly. Together with the "Mülltrennung wirkt" initiative, cosnova informs consumers how to sort and dispose of packaging correctly.

April 2024 - WWF Uganisha

In collaboration with WWF, cosnova supports the Uganisha nature conservation programme in Kenya and Tanzania. The aim is to protect and restore valuable ecosystems while also preventing and binding CO₂ emissions in the long term. At the same time, the project creates sustainable income opportunities for local communities and strengthens local nature conservation efforts.

May 2024 - Wild Asia

cosnova is one of the main sponsors of the NGO Wild Asia and its WAGS BIO programme, supporting a practical approach to regenerative palm oil production that promotes biodiversity.

January 2025 - IRC Initiative Responsible Carnauba

By joining the Responsible Carnauba Initiative, cosnova aims to improve social conditions and biodiversity in the regions where carnauba wax is cultivated.



COSNOVA'S HOLISTIC APPROACH ON THE ROAD TO SUSTAINABILITY

Best Case Projects of our Subsidiaries

cosnova South Africa

Every step counts - cosnova South Africa leads the way

Even far away from the major supply chains, the meaning of sustainability in everyday life becomes clear: the team at cosnova South Africa relies on simple yet effective measures to conserve resources and reduce CO₂ emissions.

- **Printing instead of transportation:** marketing materials for the Catrice Trend Editions are now printed locally - this reduces the environmental footprint by shortening transportation distances.
- **A clever approach to packaging:** cardboard boxes and packing materials from Germany are reused - this can reduce the need for new materials by up to 15 %.
- **Together to work - together for the climate:** carpooling is actively encouraged in order to reduce CO₂ emissions caused by commuting. A rethink has also taken place in the office, where a central printer has replaced many individual devices - resulting in lower energy consumption and greater efficiency.

Sustainability starts with the choices we make every day - cosnova South Africa shows us how it's done.



cosnova USA

Optimisation of our transportation mix

During the reporting period, the transportation mix at cosnova Inc. shifted further towards sea freight.

The proportion of air freight in inbound deliveries fell from 30% (2023) to around 9% (2025 YTD). As air freight is significantly more emission-intensive than sea freight, this shift contributes to reducing our Scope 3 emissions in the upstream transportation segment of our corporate carbon footprint.

Community Engagement - USA

With our brands, we support social initiatives in the USA that help people facing challenging life circumstances. This includes projects to promote breast cancer research as well as relief efforts following natural disasters such as floods and wildfires. During "Cruelty-Free Month", we also took a stand for animal welfare and supported initiatives that advocate for rescued animals.



cosnova Italia

Taking a stand against violence - cosnova Italia and Il Petalo Bianco

"Il Petalo Bianco" is a free resource for girls and women who are experiencing discrimination, violence or abuse. Through this initiative, Catrice, together with FARE X BENE and dm Italia, offers confidential, professional counselling - both online and in selected dm branches. Valentina Pitzalis, a survivor of an attempted femicide, is the symbolic ambassador and embodies resilience and newfound strength. Since the start of the initiative, over 220 women and girls have made use of the service, many of them multiple times. Even men seeking support in dealing with their relationships have come forward - an important sign of a shift in attitudes.



CATRICE



Working together to protect our waters

In collaboration with the Water Defenders Alliance, cosnova Italia is taking a clear stand against marine pollution. Special Seabin filters have been installed at three locations in Italy: Porto Antico in Genoa, Marina Genova and the Fraglia Vela sailing club in Riva del Garda. These filters can remove up to 1.5 kg of plastic and microplastics from the water every day, whilst also binding up to 100% of oil residues. Since the project began, 909 kg of rubbish has been filtered out of the water, which is equivalent to collecting over 89,000 plastic bottles. Climate protection starts on our doorstep - and sometimes right at the harbour itself.



cosnova Brazil

Support for the national circular economy

"In Brazil, we work with the organisation Eureciclo in the field of waste recycling. As the waste recycling system is still in its early stages in most parts of the country, support in this area is particularly needed. Through its local partnerships in every Brazilian state, Eureciclo ensures that waste is sorted correctly and recycled wherever possible. Every year, cosnova Brazil reports the exact quantities of materials used in the products we market in each state of the country. We then offset these quantities by paying a fee to Eureciclo. In return, the corresponding amounts of waste are sorted and recycled correctly."



Packaging waste offset since the project began in 2022

> 70 TONNES

Climate Action

BECAUSE THERE IS NO PLANET B

“ We promote climate action where we can make a real difference – and are constantly working to help shape the future, starting from today. ”



MAXIMILIAN PETERS

Unit Expert Corporate Responsibility, *Human rights & Climate action*

STEP BY STEP TOWARDS CLIMATE ACTION –

Avoid. Reduce. Contribute.

Since 2022, cosnova has been following a science-based climate strategy – validated by the **Science Based Targets initiative (SBTi)**. The aim is to play our part in limiting global warming to 1.5 °C. To this end, we have adopted a clear principle: **Avoid, Reduce, Contribute**. Our strategy is ambitious, measurable – and part of our responsibility.

SBTi – TARGETS

Our defined reduction pathway

By 2032, we will reduce:

- 55 % **Scope 1 & 2** (energy, electricity, vehicle fleet)
- 33 % **Scope 3** for transportation & business travel

What we are specifically doing to achieve this:

- Transition to renewable energy
- Electrification and improved efficiency of our vehicle fleet
- 100% use of HVO 100 diesel by our main transport provider in Germany
- Clear climate requirements for suppliers and logistics partners

Our leverage in the supply chain:

- 67 % of our suppliers with their own climate targets by 2027
- 90 % of our logistics partners by 2032

REDUCE

In addition to the SBTi targets, cosnova is reducing emissions in the following areas:

- **Packaging:** improved recyclability, more recyclates, less material
- **POS & Trade Marketing:** use of recyclates & less material
- **Canteen & Events:** climate-friendly menus, local ingredients, low-carbon planning

CLIMATE CONTRIBUTION

cosnova operates on the principle of “avoidance before reduction before contribution”. Our focus is on consistently reducing our emissions throughout the value chain. For emissions that cannot currently be avoided, we take responsibility by making targeted climate contributions to **WWF Unganisha** and **Wild Asia**. This enables us to achieve measurable CO₂ reductions, strong forest conservation and a positive social impact on site.

CLIMATE CONTRIBUTION

When the earth smiles again

A tangible impact on people, the climate and animals

In partnership with WWF, cosnova supports the large-scale Uganisha programme in Kenya and Tanzania – one of the most ambitious nature conservation projects in East Africa. Thanks to our funding, over **30,000 trees** were planted and protected between April 2024 and May 2025. Almost **2,000 hectares** of valuable wildlife areas were safeguarded and restored, and the emission of **850 tonnes of CO₂** was avoided. Based on conservative modelling, it is expected that this will sequester a total of around **3,750 tonnes of CO₂** over approximately 15 years. Furthermore, cosnova's commitment has helped to mobilise additional investment in forest conservation, enabling further **reductions in emissions of around 5,600 tonnes of CO₂**.

Particularly noteworthy: More than **1,000 families** benefit directly from income generated by tree farms, ranger work or sustainable agriculture.

In Swahili, “uganisha” means “connected” – and that is precisely our approach: viewing nature, the climate and local development as one entity.

In the barren landscapes around Amboseli and Kilimanjaro, courageous women are breathing new life into the dry soil. Through the **Earth Smiles project**, they dig crescent-shaped hollows to capture rainwater and stop erosion – little smiles in the earth. The results are impressive: the land turns green again, wildlife stays in the forests rather than crossing fields, and families secure new livelihoods through farming and nature conservation. This benefits the communities and nature, creating a future in which the earth is no longer barren, but smiles with life.



PROJECT VIDEO



CLIMATE CONTRIBUTION

When climate action takes root

Producing palm oil responsibly

In collaboration with Wild Asia, we are supporting a new approach to palm oil cultivation as part of the SPIRAL programme: regenerative, transparent and organised around smallholder farming. In Malaysia and Thailand, we are supporting over 230 smallholder farmers as they transition to more ecological farming methods, such as composting, intercropping and the use of biochar. The aim is to transform monocultures into species-rich, resilient agricultural landscapes while simultaneously sequestering CO₂, improving soil fertility and ensuring better harvests in the long term. Of particular importance: over 88 % of project participants in East Malaysia are from indigenous communities and almost a third of those involved are women. With our support, the following results were achieved in 2024: the establishment of 12 mini-composting stations, the production of over 24,000 litres of compost, the introduction of biochar made from palm waste as a CO₂ sink in the soil, and the organisation of workshops, study tours and farm demos for over 1,000 participants. SPIRAL stands for Small Producer Inclusivity and Resilience Alliance – and that is exactly what we are making possible together.



Storing CO₂ instead of emitting it

Climate protection starts in the soil. Through composting, using biochar and avoiding synthetic fertilisers, the farms we support have saved or sequestered around **1,230 tonnes of CO₂e** each year. This is equivalent to the emissions from approximately 775 cars – or 88,000 trees over ten years.

More life in the soil

Biodiversity beneath our feet: Earthworms are considered to be indicators of soil life, and their numbers are increasing: **up to 75 % more earthworm biomass has been measured** on WAGS-BIO plots. At the same time, water retention has improved significantly. Some soils can now absorb up to 484 inches of water per hour – a real step forward in times of increasing droughts.

PROJECT VIDEO

Zero Waste

WASTE IS JUST A RESOURCE IN THE WRONG PLACE

“ Zero waste may be
difficult to achieve –
But Zero action is not an
option. ”



DANIELA SOUKUP

Expert Corporate Responsibility, *Zero Waste*

Zero Waste

On the path to a genuine circular economy

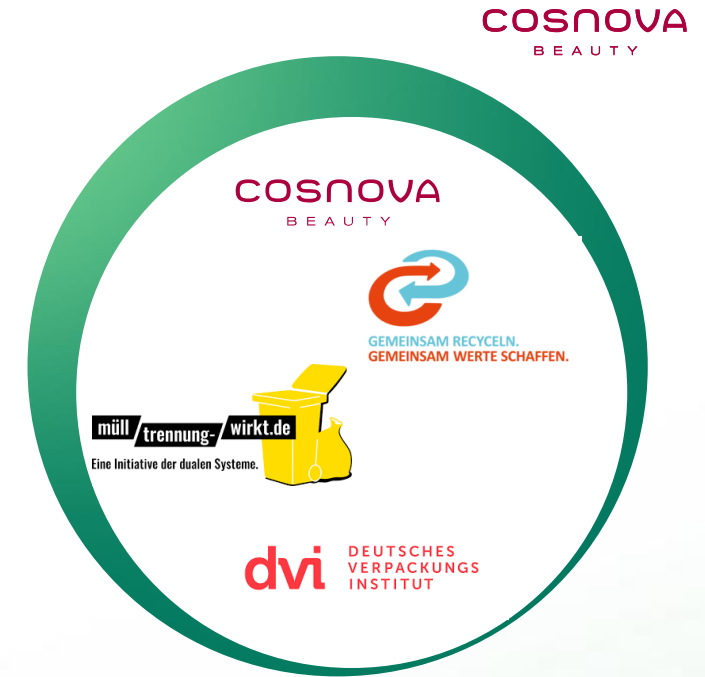
Designing packaging to be circular

An important step towards a circular economy is designing recyclable packaging. That is why we systematically assess the recyclability of our materials and are gradually adapting our designs. Currently, 34% of our product ranges meet the criteria for recyclability. At the same time, we are increasing our use of recycled raw materials. 6% of the total weight of our primary packaging consists of post-consumer recycled material (PCR). Our goal is to increase both of these figures in the coming years in order to significantly extend the lifespan of our packaging materials.

Partnerships as the key to a circular economy

A circular economy cannot be achieved in isolation. This is why we participate in industry-wide initiatives and pool expertise across the entire value chain. As an active member of the Forum Rezyklat since 2018, we have been working on solutions for recyclable packaging. As co-lead, we are playing a key role in shaping the work package **“Design for Recycling in Decorative Cosmetics”**. For the first time, this initiative brings together all the relevant stakeholders – from plastics manufacturers to retailers.

In addition, we have supported the “Mülltrennung wirkt” (Waste Separation Works) initiative since 2022. This initiative informs consumers about how to sort waste correctly, thereby making a significant contribution to the recycling rate. As a new member of the dvi (German Packaging Institute) from 2025 onwards, we are helping to shape further industry-wide standards and innovations for sustainable packaging.



New rules, new opportunities for a circular economy

To make our packaging more circular, we are working across the entire life cycle of our products, step by step, from design and materials to transportation and POS. The new EU regulation on packaging and packaging waste (PPWR) sets out important requirements that provide a regulatory framework for this. Based on these guidelines, we have refined our internal roadmap for 2030 and are consistently driving forward the conversion of our product range.

In line with the PPWR guidelines, at least 70% of our products must be recyclable and contain at least 10% recycled materials by 2030.

HARMLESSNESS OF OUR PRODUCTS

High-performance products with
the smallest possible negative footprint

“ I work on products that
are good for us today –
and won't be a problem
for the environment
tomorrow ”

**KATRIN STEINBACH**Technical Unit Expert Corporate Responsibility, *Harmlessness*

HARMLESSNESS – FOR HEALTH, THE ENVIRONMENT AND SOCIAL ISSUES

Microplastic particles, gone for good!

What started as a clear step forward in 2020 has now become a reality. It took just under three years to complete the transition after we introduced an internal ban on microplastic particles in new product development in January 2020. And we have achieved our goal. Since March 2023, our entire product range has switched to microplastic particle-free formulations. This means cosnova is now and will continue to be 100 % free of microplastic particles – permanently and across all brands.



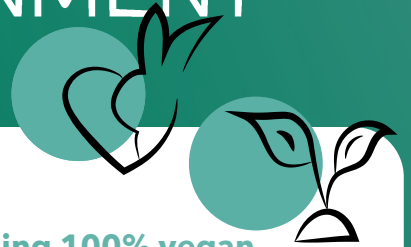
Clean Beauty for demanding consumers

The first cosnova Clean Beauty Guideline was developed in 2019 and has since undergone four revisions and expansions. To us, clean beauty means developing products that deliver on the promises our consumers expect while being free from ingredients that may be problematic to health or the environment. **Over 60%** of our entire product portfolio already meets our internal Clean Beauty Standard.

Our journey to becoming 100% vegan

Animal welfare is not just a topic for cosnova, but a part of our company philosophy. Having already committed to not testing on animals, it was only a matter of time before we took the next step towards animal welfare in the form of vegan products. We set out to switch all our products to vegan ingredients. We have taken this journey step by step – right to our goal: since 2023, all products from our essence and Catrice brands have been completely vegan.

A short-term exception became necessary when we had to temporarily switch a product to beeswax due to climate-related supply shortages, which was not an easy decision for us to make. Therefore, it is all the more pleasing that our entire range has been fully vegan again since January 2025. And we intend to keep it that way.



HUMAN RIGHTS AT OUR BUSINESS PARTNERS

“ Every product has people behind it. Their working conditions determine just how sustainable our actions really are. ”

**MAXIMILIAN PETERS**Unit Expert Corporate Responsibility, *Human rights & Climate action*

RESPONSIBLE PROCUREMENT

Making supply chains fit for the future

Acting with foresight. Understanding risks

To identify potential human rights and environmental risks early on throughout our supply chain and at our own sites, we have conducted a comprehensive risk analysis in accordance with the requirements of the German Supply Chain Due Diligence Act (Lieferkettensorgfaltspflichtengesetz, or LkSG).

Overall, the risks at our own sites are low. Increased risks exist primarily in the manufacture of beauty products and accessories, especially when it comes to working conditions, health and safety or discrimination. The greatest challenges lie in the upstream supply chains, particularly with regard to certain raw materials such as mica, palm oil, talc and plant-based waxes.

Since 2018, we have been striving for greater transparency and improved standards in the supply chains of particularly sensitive raw materials such as mica and palm oil. Building on this experience, the next logical step for us was to focus more closely on natural waxes. Following a risk analysis, we joined the Initiative for Responsible Carnauba (IRC) and set ourselves the goal of using only sustainably certified carnauba wax by 2027. This demonstrates our ongoing commitment in line with our prioritised risk areas.

Reliable standards for responsible supply chains

We expect all our national and international business partners – as well as their subcontractors – to fully comply with all applicable laws and regulations. Additionally, all of our direct suppliers sign our Code of Conduct (CoC), thereby committing to our environmental, social and corporate responsibility requirements.

For evaluation and further development, our partners carry out a sustainability rating via EcoVadis – the world's largest provider of CSR assessments.

To identify potential risks at an early stage, we define so-called risk suppliers based on factors such as their production sites in Asia or Eastern Europe. In such cases, we carry out regular audits of social standards in collaboration with our audit partner LRQA – this allows us to respond directly if necessary and initiate improvements.



SOCIAL INITIATIVES

” Responsibility is not just an add-on for us, it is part of what we stand for. “

**ASTRID HAURY**

Senior Manager Corporate Responsibility; *Social Engagement, CR Communication & Trash2Treasure*

THE PILLARS OF OUR SOCIAL CONTRIBUTION*

Product Donations

Across Europe, people in need benefit from our donations to food banks in Germany, Austria, Switzerland, Italy, Malta, Hungary, Denmark, Slovenia and Ukraine.

Financial Donations

- Emergency aid in the event of natural disasters and in crisis situations
- cosnova says No
- Development project in India for families dependent on mica mining, in partnership with Andheri Hilfe
- Children's villages in Lithuania

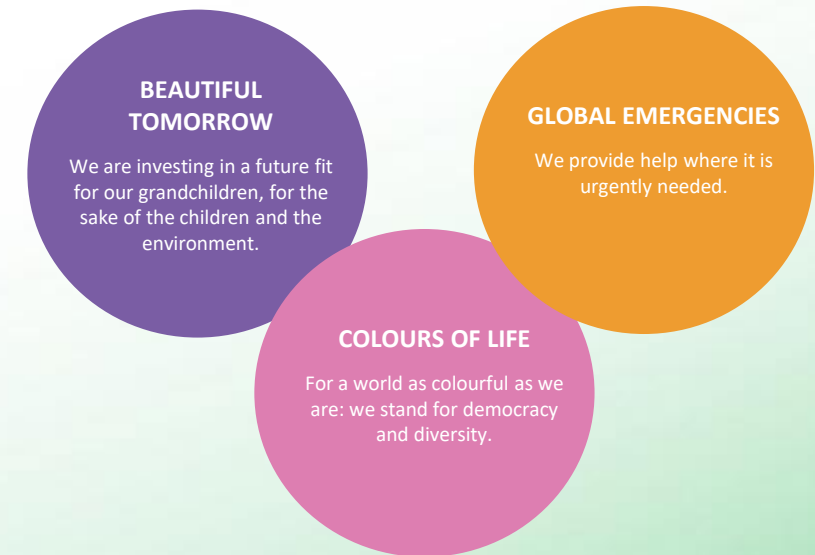
Corporate Volunteering

cosnova offers each employee two paid working days a year to get involved in social projects. Employees are free to decide whether to join in the "Social Days" organised by cosnova or to use the two days for their own voluntary work.

Corporate Citizenship

cosnova aims to be a good neighbour in the Main-Taunus district and is keen to support social projects in the immediate vicinity of our headquarters in Sulzbach/Taunus.

Pillars Cash Donations Commitment & Responsibility



MAKING SOCIAL RESPONSIBILITY VISIBLE

As a company with a high proportion of female employees and a predominantly female customer base, cosnova takes a clear stand against violence towards women. With our long-term initiative **"cosnova says NO"**, which was launched in 2023, we aim to raise public awareness, provide information about gender-based violence and offer practical support to those affected by it.

COSNOVA
BEAUTY

SAYS NO!

**TO VIOLENCE
AGAINST WOMEN**

Raising awareness

Violence towards women – a global social problem. Together with strong partners like Zonta Union, HateAid and other experts, we are raising awareness of this issue and sending a clear message in support of a life free from violence.

Our financial contribution

A key part of our commitment is our financial contribution: in 2025, cosnova donated €150,000 – of which €100,000 went to shelters for women to provide emergency aid to those in immediate danger, and €50,000 went to prevention and awareness-raising projects run by our partner organisations, such as Zonta and HateAid. Since launching the initiative in 2023, we have donated a total of €370,000.

Creating change

We take our corporate responsibility seriously, using the reach of our brands to make a targeted and effective impact. Through our long-term commitment, cosnova aims to contribute actively to positive social development. Our shared goal is that women everywhere should be able to live a life free from violence.

HateAid & cosnova:

We have been one of the few strategic partners of HateAid since the end of 2025. Our aim is to empower individuals affected by digital violence and to raise awareness of online hatred.

The collaboration includes joint initiatives and awareness-raising activities, as well as strengthening the "MeldeHelden" website and app and supporting the "Alles im Angebot" exhibition on the topic of the internet and digital responsibility.

"Thank you to cosnova, who, together with HateAid, are showing great commitment in the fight against digital violence towards women and girls. In difficult times, we need strong individuals and companies who stand by our side and defend democracy and humanity."

Anna-Lena von Hodenberg
Founder of HateAid

PROJECT VOICES

"The fight against violence towards women needs male allies who are willing to take a clear stand. We are using our platform in a male-dominated team sport to set an example by demonstrating respectful relationships and inspiring others to follow our lead. By participating in the "cosnova says NO" campaign, we aim to encourage our fans to protect women in dangerous situations, to reflect on their own behaviour and to address problematic behaviour in their social circles."

Eric Reutemann

CEO & Co-Founder Frankfurt Galaxy



COSNOVA
BEAUTY
VOICES

Christine Fink
Director People &
Organization

"For me, sustainability at cosnova means not only taking responsibility for the environment and society – but also for our employees. We encourage personal development, embrace diversity and work together to create an inspiring, empowering and enduring work environment."

WHERE WE ACT



OUR HEART BEATS COLOURFULLY

Inclusion and Diversity



Diversity as an integral part of our culture

We are firmly opposed to all forms of discrimination, whether based on age, disability, ethnic origin, skin colour, religion, sexual orientation or social background. For us, however, inclusion means far more than simply complying with rules or avoiding exclusion. It is an active expression of our corporate culture.

At cosnova, we believe that a world full of colours can only truly shine when all shades are visible. We therefore see diversity as a core part of our identity – and as a driving force for creativity, innovation and collaboration. Each individual brings their own unique perspectives, experiences and talents to the table, enriching the way we work together and making our company stronger.

Celebrating diversity together - cosnova at the CSD

We also send a visible signal to the outside world. Since 2023, we have participated in Christopher Street Day in Frankfurt am Main with an ever-growing group. In 2024, we had our own cosnova truck for the first time, with over 40 colleagues celebrating together, flying the flag and carrying our message right into the heart of the city. Through our brands essence and CATRICE, we stand for diversity, support the LGBTQIA+ community and send a clear message of respect, freedom and equality.

OUR HEART BEATS FOR OUR CONSUMERS

From dialogue to community

The cosnova stakeholder dialogue has changed significantly. Traditional feedback via e-mail or the hotline has evolved into an ongoing, multifaceted exchange with active communities on social media, through co-creation formats, creator relations, trend insights and our brand ambassadors. What remains unchanged is that our consumers are at the heart of everything we do. The difference is that they are now helping to shape our brand more than ever before.

Co-creating rather than just consuming

This dialogue doesn't just take place online. We also engage with our community in person at events and gather direct feedback through short surveys. In this way, we build a fanbase with whom we want to maintain a long-term connection. Our community is not just a recipient of our content, but an active part of our brand and cultural development.

Community experience is at the heart of it all

Our new Global Community Experience (Global CX) structure puts the direct connection to our community at the heart of what we do. We engage with people where they experience our brands, primarily on TikTok and Instagram. This fosters an ongoing dialogue that has a lasting impact on our work. Whether through direct messages, comments or creative posts, the diversity of voices provides valuable inspiration for content, products and trends.



COSNOVA
BEAUTY
VOICES

Thorsten Mühl
Chief Digital Marketing
& Experience Officer

"AI is transforming the way we work and express our creativity. We want to actively shape this change in a responsible, people-centred way. For us, this means: fair, diverse and transparent. AI is not an end in itself for us; it is part of our vision for modern, sustainable marketing."

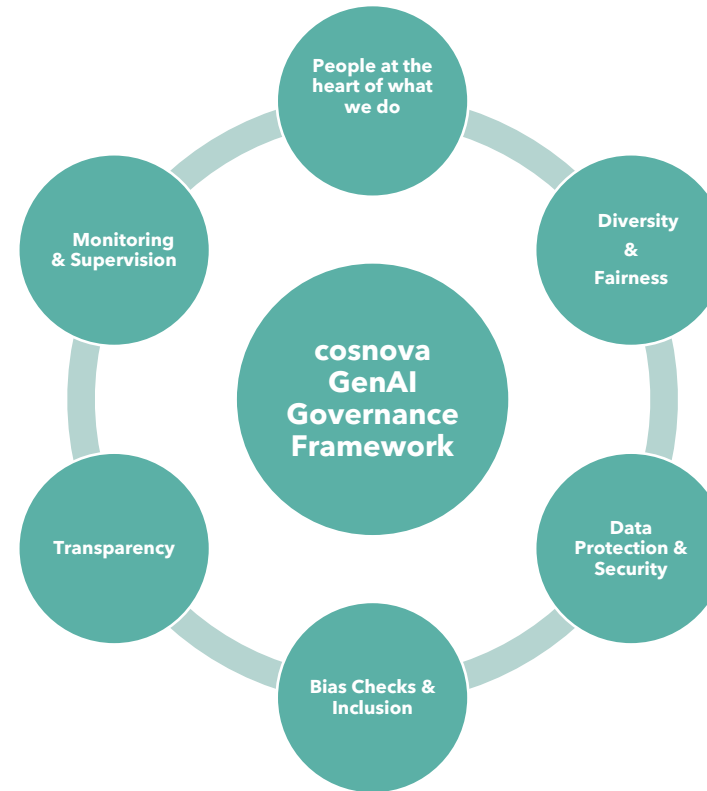
DIGITAL RESPONSIBILITY

Our Stance

Generative Artificial Intelligence (GenAI) opens up new possibilities – including in the cosmetics industry. At cosnova, we do not view AI as a replacement, but as a tool that lightens the workload for our teams, supports creativity and fosters collaboration. Our corporate values are at the heart of this: **responsibility, transparency, diversity and sustainability.**

cosnova's GenAI Governance Framework

provides the ethical and organisational framework for the use of generative AI. It is based on international principles (the EU AI Act, OECD guidelines and ethical guidelines) and was developed specifically to meet the requirements of the beauty industry. We are continuously working on adapting our Governance Framework to new developments and requirements. In future, we will use a maturity model to help us measure our progress in implementing our GenAI framework.



OUTLOOK: AI & ECOLOGY

We are aware that AI is not only a creative technology, but also has its own carbon footprint. Training and using large language models can – depending on the application – require considerable amounts of electricity and resources. It will be important to measure these impacts in future.

At the same time, AI also offers the opportunity to systematically facilitate more environmentally friendly products, more sustainable product development and eco-friendly packaging.

AI AS AN ENABLER



KEY FIGURES AT A GLANCE

Products	Supply Chain	Environment + Social Commitment	Employees
3343 raw materials analysed for sustainability	77% products from Europe	+17.6% increased material utilization of logistics waste at CNL (since the survey began in 2016)	15% average participation in Corporate Volunteering
100% free of microplastics	> 65% of our full-service suppliers have been awarded at least a Bronze rating or higher by Ecovadis	34% of all product ranges are already recyclable	3-4 Social Days for employees organised by cosnova
-99,9% volatile silicones compared to 2020 (as at 2024)	15 Social Compliance Audits per year	6% of the total weight of the primary packaging is made up of PCR (post-consumer recycling) material	41% of employees use the job tickets provided by cosnova
<16% palm oil content (as at 2024)	100% procurement of mica from traceable supply chains operated by RMI members (as at 2024)	€ 5 million in financial donations for social initiatives per year	€ 1000 personnel development budget per employee (per permanent position)
37.7% proportion of palm oil-based materials with certified RSPO MB quality (as at 2024)	- 62% CO ₂ reduction through the use of HVO 100 diesel for road freight transport	Up to € 2 million product donations per year	1,629 Training Sessions internal and external training courses completed

CONTACT

The Cosnova Beauty logo is located in the top right corner. It consists of the word "COSNOVA" in a bold, sans-serif font, with the word "BEAUTY" in a smaller, all-caps, sans-serif font directly beneath it. The logo is centered within a large, light green circular shape that has a subtle gradient.

COSNOVA
BEAUTY

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