

Corporate Social Responsibility Policy
Matas A/S, CVR. no. 27 52 84 06

Corporate Social Responsibility Policy of Matas A/S

Preamble

As the leading retail chain within health and beauty in Denmark, Matas has as an objective to conduct a long-term sustainable business in order to ensure a responsible business model for our shareholders, customers, employees and the society.

Corporate Responsibility is an important element of Matas' strategic considerations. This policy will set out the core principles for Matas' policy on Corporate Responsibility.

In May 2018, Matas defined its purpose as 'promoting the feeling of beauty and wellbeing for life' and subsequently introduced a new CSR strategy. This strategy naturally builds on our purpose and widespread contact with Danish consumers. It also helps us manage responsibly the impact we have on our surroundings and the role we have developed over the past 70 years as a trusted adviser to a large share of the Danish population, often on personal and sensitive issues.

It is on this basis that Matas has defined three main priorities which constitute the core of the CSR strategy:

- *Diversity: Matas promotes the wellbeing of Danish consumers, the right to be yourself on your own terms rather than abide by the norms of society and the feeling of self-esteem throughout life.*
- *Sustainability: Matas takes responsibility for reducing the environmental footprint of the company and protecting the resources of the world.*
- *Security: Matas aims to be a safe, inclusive and stimulating workplace. Matas promotes safe products that are free from harmful chemicals. Matas works to protect customers' rights, including the right to personal data.*

Our Commitment

In line with the updated CSR strategy, we will continuously improve our communication and the sustainability of our own brand products in line with the technological possibilities, the need of our customers and the expectations of the society in general. In our proactive product development, we have a very strong focus on taking into account the latest scientific breakthroughs regarding the potentially harmful impact of ingredients on health and the environment.

We will aim to have adequate knowledge of the environmental impact caused by the supply chain and to apply a life-cycle perspective on the improvements where possible.

We will ensure that the products and activities, which we offer, enable customers to select in favour of sustainability. We will advise customers about the application of our products and make sure that they are provided with the necessary information about sustainable use.

We will make sure that the employees are continuously involved in the sustainability activities of the company and that they are trained and motivated to do their job in an environmentally and ethically responsible way.

We will ensure diversity in the workplace by attracting, developing and retaining skilled employees, irrespective of gender, ethnicity, age, disability, sexual orientation or religion. We regard national legislation and international conventions to be the minimum standards.

We will initiate and facilitate a public debate about diversity issues linked directly to physical and mental well-being, especially among women in various life stages (e.g. teenage, motherhood, menopause, old age). As part of this debate, Matas will introduce an annual Matas Prize that focuses on various subject linked to physical and mental wellbeing.

Matas has entered into a co-operation with a number of established consumer organizations and others regarding projects with a variety of humanitarian and environmental goals. As a responsible company, Matas will continue to develop and enter into new cooperation agreements which will make a difference to the environment and the health of our customers.

Matas works in cooperation with consumer organizations and experts as well as organizations that make a difference to the health, environment and our customers, including the Danish Cancer Society (Kræftens Bekæmpelse), the Danish Heart Association (Hjerteforeningen) and the Association for Asthma and Allergy Denmark (Astma-Allergi Danmark) in order to promote health and the environment. On Matas website (Matas.dk/hjertesager/partnere) we communicate details about these partners and the projects on which we are collaborating.

Furthermore, Matas has joined and implemented numerous initiatives including the introduction in 1995 of a Packaging Recycling System, the use of the Nordic Eco-label (Svanemærket) and the Danish Allergy Label (Blå Krans). Details about all initiatives are communicated on Matas' website (www.matas.dk/hjertesager/politikker-holdninger).

Our Approach to Corporate Responsibility

Our Corporate Responsibility commitment and principles are focused on the needs of our customers and employees and of the environment. In addition to this, Matas strives to be more engaged and active in the ongoing debate on diversity and the link between physical and mental well-being, especially among women.

Matas will promote the three main priorities (diversity, sustainability and security) through business initiatives, own-channel communications, collaboration with customers and strategic partnerships with selected partners, including interest organisations and NGOs.

UN Sustainable Development Goal

In addition to the three CSR pillars, Corporate Responsibility means to conduct business in a sustainable and responsible manner with due regard to the environment and based on the 17 UN Sustainable development Goals.

Matas will focus its promotional activities on four of the UN's 17 Sustainable Development Goals:

- Goal 5: Gender equality (Target 5.5: focusing on the number of women in senior management and on the Board of Directors).
- Goal 8: Decent work and economic growth (Target 8.8: protecting labour rights at our sub-suppliers).
- Goal 12: Responsible consumption and production (Targets 12.4, 12.5 and 12.6: reducing the use of chemicals and managing waste).
- Goal 14: Life below water (Target 14.1: minimising microplastic litter harmful to marine ecosystems).

Organization and reporting

The Investor Relations & Corporate Affairs department is responsible for the development of the Matas' Corporate Responsibility strategy and works with other Company functions in implementing the strategy throughout our operation.

Matas reports on Corporate Responsibility annually in accordance with applicable law.

Approved by the Board of Directors of Matas A/S on 10 June 2013.

Approved by the Board of Directors of Matas A/S on 7 November 2017.

Approved by the Board of Directors of Matas A/S on 7 November 2018.

Approved by the Board of Directors of Matas A/S on 29 October 2019.