

Supporting Statement on the Davines Group Public Purpose

1. Purpose of this Supporting Statement

This document is issued to formally present and contextualize the public purpose of Davines Group and to clarify its relevance and integration within the company's business model and operations.

2. Public Purpose

“Do our best for the world, creating good life for all, through beauty, ethics and sustainability.”

Publication on Davines Group website: <https://davinesgroup.com/>

3. Meaning and Integration into the Business

The purpose of Davines Group summarizes our vision as a company: to contribute concretely to the well-being of the people we interact with through our activities, the communities in which we operate, and the environment around us, through our founding values.

It serves as a guiding principle for business development and directs the organization's decisions, in line with Davines Group's nature as a Benefit Corporation and a certified B Corp.

Do our best for the world

Our approach is based on the commitment to *do our best for the world*. It is not about “being the best,” but about operating every day with an open, collaborative mindset focused on continuous improvement. This commitment translates into the goal of creating good life for all, understood as the generation of shared value for all the stakeholders we engage with.

Creating good life for all

The concept of “creating good life for all” takes shape through our stakeholder-driven business model. As a Benefit Corporation and a certified B Corp, we integrate into our corporate purpose the creation of economic value alongside the generation of positive impact for people, communities and the environment. Financial performance is therefore part of a broader balance that structurally includes the interests of employees, customers, suppliers,

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investors, communities and the environment. We consider the company as part of an interdependent system, where every decision has an impact on multiple stakeholders. To support this approach, we adopt a stakeholder-oriented governance model that integrates: structured processes for listening and engagement; impact assessment tools, such as double materiality; ethical and transparent management models.

This approach is represented by the stakeholder wheel, which summarizes the needs of each stakeholder group and the commitments undertaken, supporting the balance between different interests. In this way, the purpose is translated into concrete and verifiable management practices across the entire value chain.

Beauty, Ethics and Sustainability

Our way of doing business is grounded in three core values, which guide every decision, project and relationship:

- **Beauty** – We promote conscious beauty, encouraging people to take care of themselves and the environment. For us, beauty is a cultural tool capable of generating well-being and awareness of the world around us.
- **Ethics** – Ethics guide our behaviour, both internally and externally. We build relationships based on respect, trust and transparency, and adopt governance models that ensure responsibility and integrity in decision-making.
- **Sustainability** – Sustainability lies at the heart of our business strategy. We are committed to reducing our impact and evolving towards a regenerative model that contributes to giving back more than we take, in line with a long-term vision.

These three elements operate in an integrated way and define our approach to value creation.

From vision to action: our sustainability strategy

The purpose is fully integrated into the Group's strategy and represents its foundation. To make it operational, we have defined a sustainability strategy structured around the three dimensions: environmental, social and governance, symbolically represented by a tree:

- Roots, grounded in the corporate purpose
- Main branches, corresponding to the areas of impact:
 - Regenerating our planet (Environmental)
 - Supporting our employees and the community (Social)
 - B Responsible (Governance)
- Leaves, represented by the nine strategic topics identified through the first Group's materiality analysis (2022)

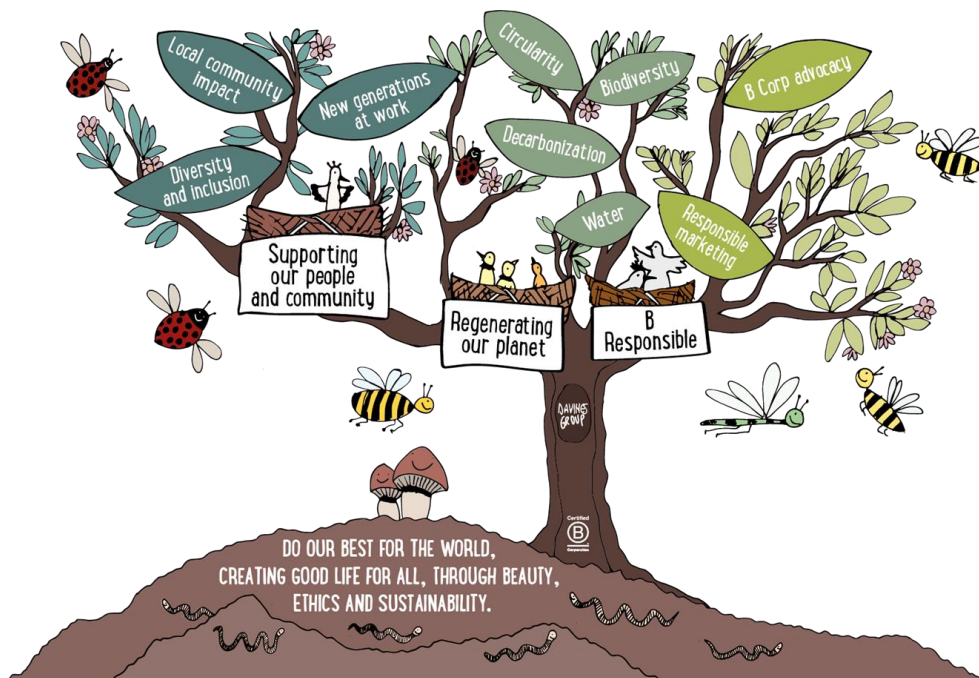
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This model enables us to translate the purpose into concrete strategic priorities and areas of action, supporting the transition from an extractive to a regenerative approach, aimed at generating positive long-term impacts.



2030 targets

The implementation of our purpose is supported by a system of measurable objectives and structured monitoring processes. For each impact area, we have defined clear and measurable targets for 2030, which guide our actions and strategic priorities. Detailed environmental targets are available on the dedicated [webpage](#) and [booklet](#), while targets related to social and governance areas will be published soon in the respective sections. Progress is monitored and reported annually in the Sustainability Report, under the oversight of the Board of Directors.

Monitoring, Reporting and Governance

The purpose statement is further supported by concrete internal and public policies, as well as by KPIs and data that are disclosed annually in our reporting documents. These elements enable us to track performance over time and provide evidence of the impact generated on both the environment and people.

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Progress is monitored and reported annually in the Sustainability Report, ensuring transparency and accountability towards all stakeholders.

The integration of the purpose into business activities is overseen by the Board of Directors, which annually reviews its implementation on a yearly basis and monitors the achievement of related objectives.

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