

Corporate 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 August 2021, Matas re-defined its purpose as 'Health and Beauty for life' and subsequently updated the CSR strategy. This strategy naturally builds on our purpose and widespread contact with Danish consumers and to Matas' commitment to reduce CO2 emissions.

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

1: Sustainability denotes the work to give customers access to green and sustainable products, the work to safeguard the local environment through systematic efforts to reduce and recycle transport and packaging plastics and the work to reduce CO2 emissions at all levels of the business.

2: Health is defined as the work to promote the health of the general Danish population by offering a wide range of safe and well-tested health products and an unwavering commitment to providing competent and reliable advice online and at the stores.

3: Diversity reflects Matas' widespread contact with largely all Danish consumers and its related responsibility for facilitating a debate on a more balanced view of beauty and mental wellbeing. Matas wants to use its communications platforms to promote a debate on young girls' self-esteem and, not least, on not having to succumb to pressure to be or look a certain way to feel good about yourself.

Moreover, Matas has defined four specific goals that will be reflected in all future endeavours. These goals apply to day-to-day contact between customers and employees and include the more general ambition of contributing towards solving some of the major environmental and climate challenges facing the world.

The common global ambitions defined in the Paris Agreement, the UN Global Compact and a number of targets under the 17 UN Sustainable Development Goals are embedded in the goals defined as Matas' most important guideposts.

1: CO2-neutral by 2030

Matas is committed to reducing CO2 emissions and aims to be CO2-neutral by 2030. Matas will define sub-targets for how the Group can achieve carbon neutrality by 2030 and how it can induce its many suppliers to also achieve carbon neutrality by 2030.

2: Eliminating 100 million plastic units

Matas is committed to promoting a more sustainable transition of the retail industry. As part of this commitment, Matas will eliminate at least 100 million plastic units from its business. This may be packaging, transport plastics, plastic bags, etc. The Matas Return System, which, dating back to 1993, invites customers to return empty packaging at any Matas store, will be a part of this overall goal.

3: Promoting public health

Matas is committed to promoting the general health of the Danish population by offering an extended range of healthy products and competent advice by trained beauty and health therapists and pharmaconomists. At the same time, Matas aims to provide Danish consumers with easy and secure access to health advice through digital channels through the development of Matas' own digital platforms and through Matas' collaboration partners, including webapoteket.dk, a major Danish online pharmacy. As a leading beauty, wellbeing and health influencer in Denmark, Matas is committed to promoting the mental health and wellbeing of the Danish population through its product offering, communications and customer interactions.

4: Best place to work in the retail industry

Matas aims to be a lighthouse among Denmark's big retail chains. This goal is divided into a number of sub-ambitions, such as enhancing employee satisfaction, strengthening diversity in management across business areas, including by focusing on training female managers, general training and skills upgrading opportunities for the employees and involvement of the employees at all levels through the establishment of local ambassador teams.

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).

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 health) 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).

UN Global Compact

In September 2021 Matas became a signatory to the UN Global Compact. The UN Global Compact, the largest global voluntary initiative for responsible companies, provides a common framework for communicating progress on and commitment to responsible governance. Accordingly, Matas has committed to complying with the organisation's ten main principles:

1. Businesses should support and respect the protection of internationally proclaimed human rights
2. Businesses should make sure they are not complicit in human rights abuses
3. Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining
4. Businesses should uphold the elimination of all forms of forced and compulsory labour
5. Businesses should uphold the effective abolition of child labour
6. Businesses should uphold the elimination of discrimination in respect of employment and occupation
7. Businesses should support a precautionary approach to environmental challenges
8. Businesses should undertake initiatives to promote greater environmental responsibility
9. Businesses should encourage the development and diffusion of environmentally friendly technologies
10. Businesses should work against corruption in all its forms, including extortion and bribery

Organization and reporting

The Information and Environment 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.

Approved by the Board of Directors of Matas A/S on 4 November 2020.

Approved by the Board of Directors of Matas A/S on 3 November 2021.