

ROYAL
KEUNE
HAIRCOSMETICS

Sustainability Newspaper

For people, for planet,
for generations to come

Sustainable Ambitions

We want to be the best and not necessarily the biggest. That will come naturally when you do the right thing. That is our firm belief. Today we find ourselves in the Decade of Action – a time that calls for acceleration of sustainable solutions to all the world’s biggest challenges, ranging from poverty and inequality to climate change and loss of biodiversity. It also means committing to contributing to a sustainable and inclusive economy.

What I love about being part of Keune is that our business mission is in fact a social mission, closely connected to increasing people’s well-being all over the world. I’m proud that we have been able to support hairdressers worldwide in earning a fair living and growing both personally and professionally since 1922.

We are a family company. We think in generations instead of quarters. At Keune, we treat everyone like family. In our way of doing business, we use one simple guiding principle: would I make the same choice when it would concern family? For example, we do not ship to China, despite the fact that China is one of our largest potential markets. Why not? Because selling our products

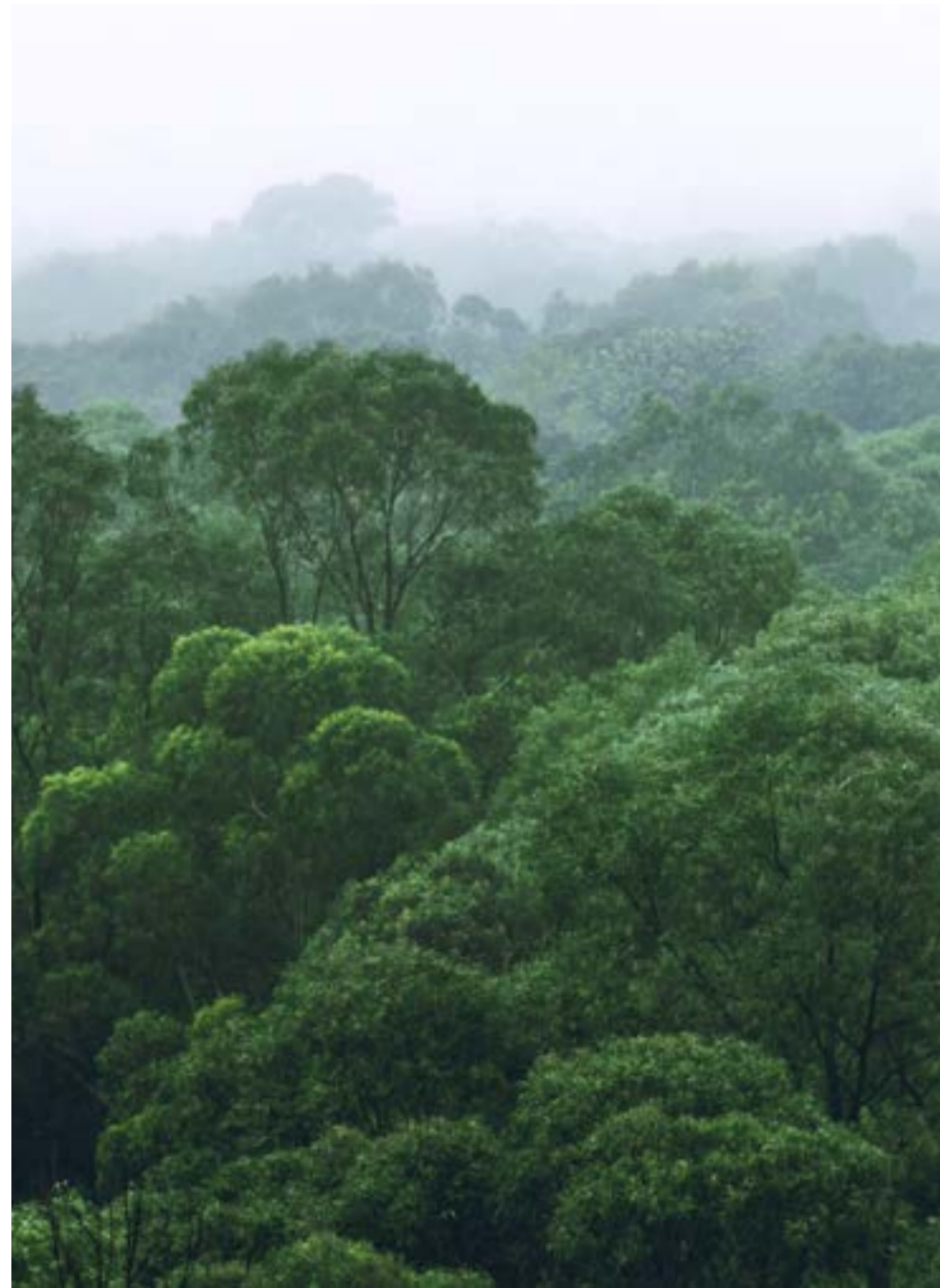
on this market requires animal testing. I don’t shampoo my own dog’s eyes, so why would I do this to a dog a few thousand miles away? In order to examine ourselves critically and to become aware of what we could do better, we set ourselves the goal of becoming B Corp certified. After months of assessment, we are awaiting the certification with excitement.

As part of our journey to improve ourselves, we have drafted our very first Sustainability Report. In this report we share the progress we have made over the last few years as well as the challenges that we encounter on our sustainability journey. I am very proud to present our sustainability goals for 2030.

**Sincerely yours,
Eelco Keune**

SCAN FOR CURRENT STATUS





Enhancing well-being

By having a positive impact on the wellbeing of our employees and the community.

Sustainable products & packaging

By sustainable resource use, reducing product and packaging waste, preventing biodiversity loss and increasing supply chain transparency.

Sustainable production

By ensuring sustainable production through reducing our GHG emissions & energy use, reducing our water use and reducing waste in our factory.

Our strategy

As a family-owned company, we strongly believe it is our responsibility to take care of the planet and the people that inhabit it. Not only for us, in the here and now, but especially for future generations. We work hard every day to ensure positive, lasting change and sustainable growth in our business. **To achieve our long-term sustainability ambitions, we have set ourselves 10 goals.** We are not just here for you. We are here for your business.

For the planet. For generations to come.



We reuse our water

Water is one of the world's most valuable resources, and availability and access to water, sanitation and hygiene are fundamental for health and well-being. We use water in our production process and in our products. Therefore, we recognize our responsibility to reduce our water consumption and pollution.

Currently, 30% of our water withdrawal at our factory in Soest is already reused through the use of a closed cooling system. In addition, 0% of our water is withdrawn from areas with water stress.

We have set an ambition to increase the amount of water we reuse or recycle to 90% in 2030 by investing in a water treatment.

By 2030, we will recycle or reuse

90% of the water used in our factory.

By 2028,
100%
of our packaging will be...

2nd
goal

Refillable Recycable Reusable



Our products are distributed to places all over the world. As such, we recognize our significant impact beyond our own business operations. To minimize the environmental footprint of our products and packaging we must ensure a sustainable end of life for our products, even if this occurs at the other side of the world from where they are produced.

Therefore, it's our goal to make our packaging 100% recyclable, refillable and/or reusable by 2028 while improving the biodegradability of our formulas.

By 2030,

Packaging. Materials

will be made from recycled or bio-based materials.

Our products and packaging play an important role in our ambition to contribute to a sustainable and circular economy. We pay great attention to the raw materials we use in our formulas and packaging.

Our aim is to produce high-quality products with a minimal environmental footprint.

Reducing the

Carbon Footprint

Climate change is one of the world's biggest challenges in the 21st century. We need to take urgent action to make sure global warming stays within the 1.5 degrees limit. At Keune, we continuously strive to reduce our company's carbon footprint by implementing green initiatives.

Installing solar panels on our roof and switching to 100% electric vehicles are two examples of how we work towards net-zero emissions.

As part of our green efforts, Keune has committed to reduce its scope 1 and 2 emissions by at least 0% in 2030.

What to expect?



For hair health. For better sustainability.

For hairstylists, their clients, and our planet.
Backed by 100 years of science and
32 years of color experience.

community Growth

Every year, we will stimulate structural growth of communities.

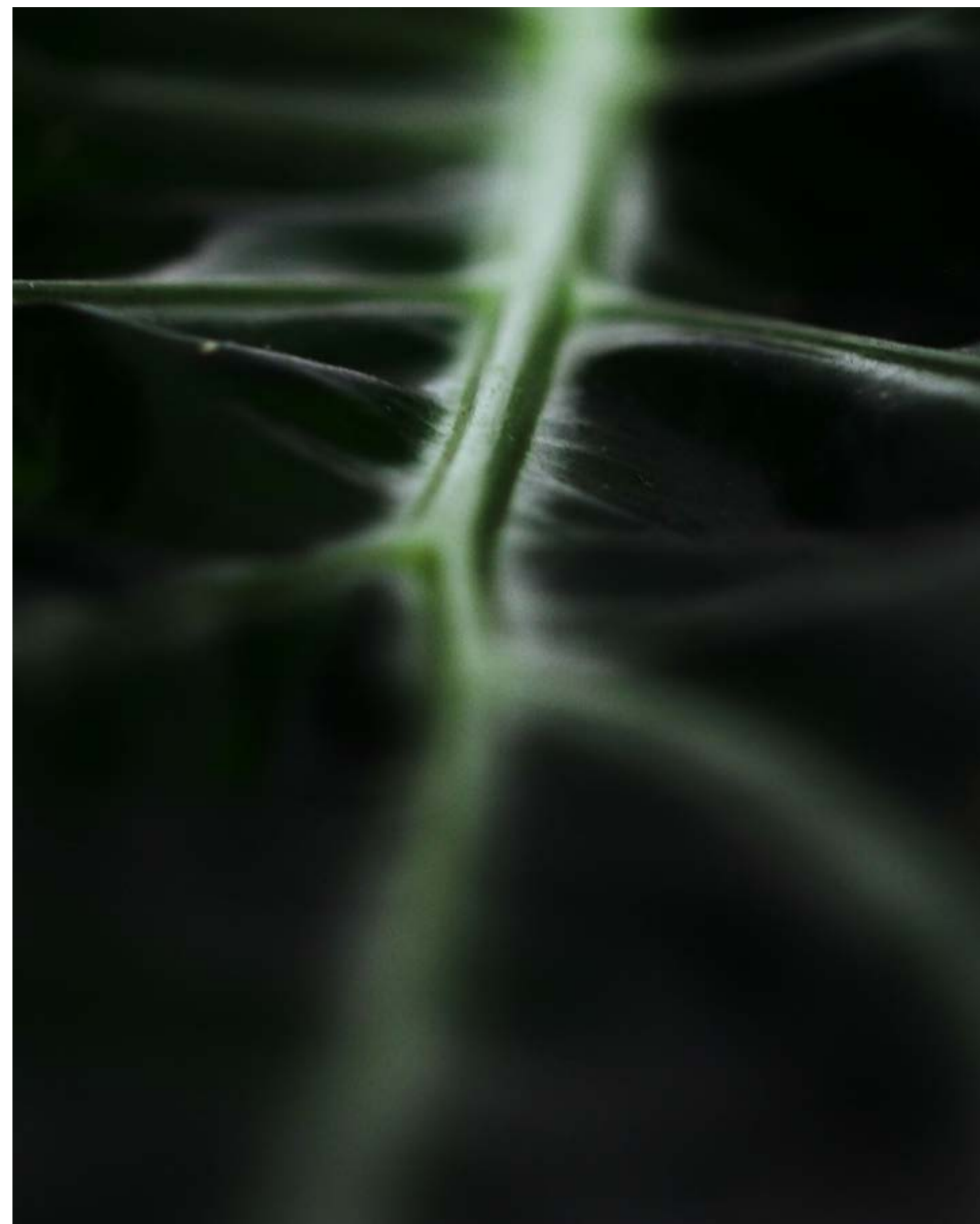
As a family company, we believe that everyone deserves the same opportunities in life. We are committed to investing in and giving back to our community, while enhancing and expanding our positive impact on society. As a global business, we focus our efforts on areas where we can make the biggest impact together with our partners.



5th
goal

Cruelty free and Vegan

Keune is a 100% cruelty-free company. We do not test any of our products or ingredients on animals and choose not to sell in countries where animal testing is required by law. Keune supports a vegan lifestyle, and therefore we included several vegan products in our assortment. For example, our current So Pure line is 100% vegan.



Fully traceable natural ingredients

Keune, together with the rest of the world, relies on the resources of nature to provide the essential raw materials for our products and packaging. We want all our biobased materials (materials that have a direct or indirect natural origin) for products and packaging to come from responsible sources.

By 2030, 100% of the natural ingredients we use in our products and packaging will be fully traceable natural ingredients.



7th
goal



Well-being of our employees

Every year, we invest in the well-being and happiness of our employees

We seek to create a workplace that is safe, healthy, inclusive and where people dare to show character. We do this by creating a positive and personal working environment where you can be yourself.

Keune's culture is best described as enterprising, honest and transparent. We care for the mental and physical well-being of our employees as we care for our families. After all, our employees are the heart of our organization.

8th
goal



Recycling our waste

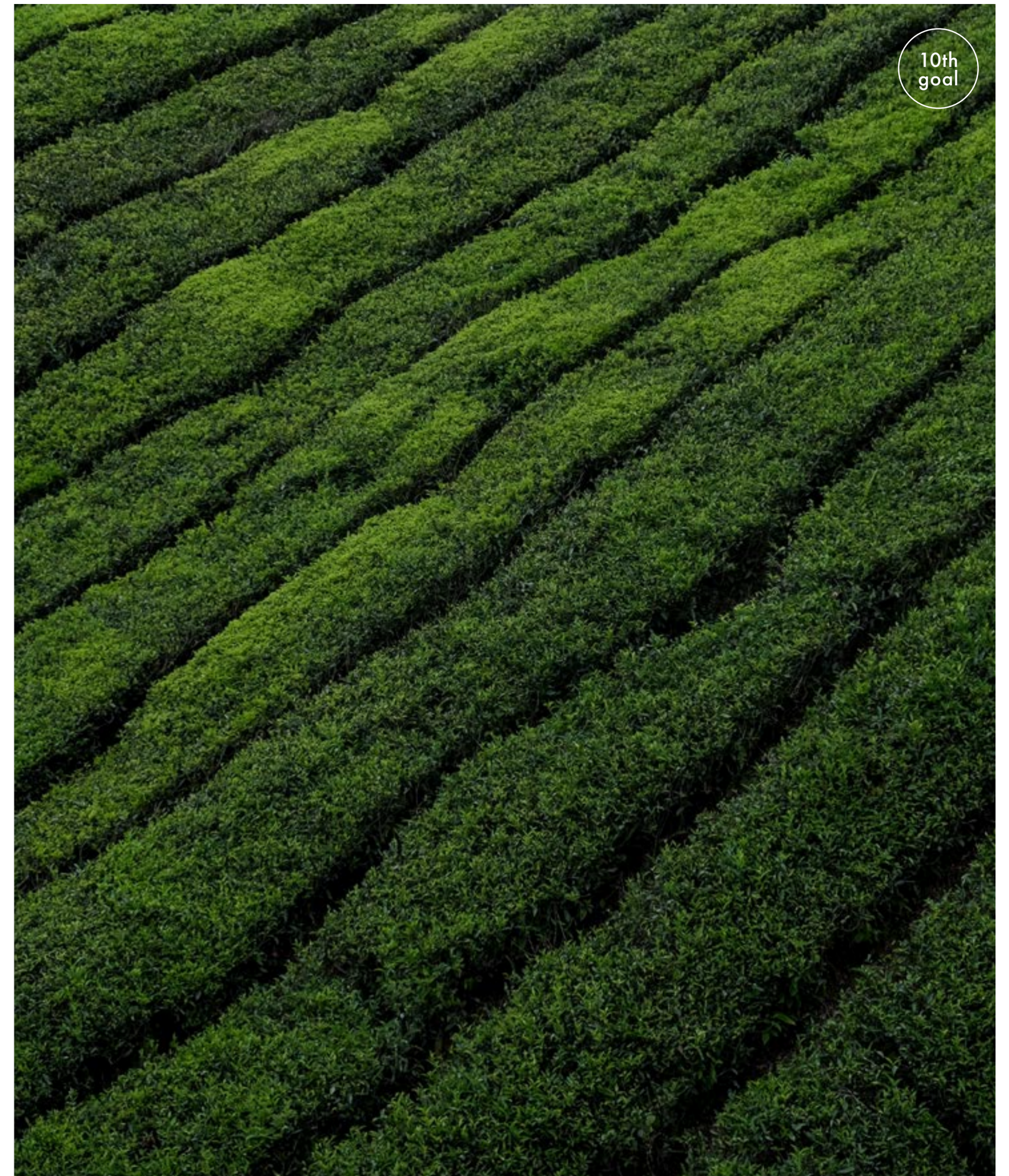
Following the principles of the circular economy, we support the transformation of our throwaway economy into one where waste is eliminated, resources are circulated, and nature is regenerated. We are therefore committed to reducing waste and treating it as a valuable resource. Our production location already sends zero waste to landfill.

In 2021, 53% of the total waste at our production location was recycled, and the rest was incinerated with energy recovery.

Our ambition is to increase our reuse and recycling rates further during the coming years, achieving 90% in 2030.

Global impact

Our supply chain plays an important role in the success of our business. In 100 years of doing business, we have established a strong global network and invested in long-term relationships with our key partners. Besides working on our own sustainable development, we aim to include our whole supply chain in our sustainability journey.



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**I'm proudly
produced
from 100%
recycled paper.
Please reuse or
recycle me.**

