

An aerial photograph of a dense, lush green forest, likely a tropical rainforest, with a variety of tree species and vibrant foliage. The text is overlaid on this background.

PHILANTHROPY REPORT  
2024-2025

TIME TO TAKE STOCK:  
**EVALUATE,  
CELEBRATE,  
MOVE FORWARD**

L'OCCITANE  
EN PROVENCE



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# “ EDITORIAL



**Adrien GEIGER,**  
Chairman of the L'Occitane en Provence Fund and  
CEO of Maison L'Occitane en Provence

In an increasingly uncertain world, social and environmental needs are mounting, as are the challenges faced by associations working to respond to them. Given this context, **we have chosen to refocus our efforts on what matters most - supporting our long-standing partners and helping them increase their impact and build resilience.**

Between celebrations and learning new approaches, 2025 is a milestone year for philanthropy at L'Occitane en Provence. From the very beginning, the Maison has supported men and women working on the ground to care for sight, empower women, and preserve biodiversity. And in 2025, the results are clear. Thanks to the L'Occitane en Provence Fund and our subsidiaries around the world, some **23 million people have been able to access quality eye care, more than 62,000 women in Burkina Faso have received support, and over 7,300 hectares of land have been preserved.**

Our subsidiaries have continued their commitment to community-based action with strong local initiatives. The Fund has consolidated its international partnerships, while exploring new forms of commitment. For instance, by contributing to customised digital tools developed alongside Share it, we have enabled associations like Helen Keller Europe improve how they monitor the beneficiaries of eye care and assess their impact more accurately.

Finally, because it is important to review the progress made in order to move forward, in 2025 we carried out an impact assessment with consultancy firm Kimso. This impact assessment highlighted nearly 20 years of commitment to the public interest, and identified potential levers for a philanthropy approach that is closely adapted to the needs on the ground. **The results are encouraging, with 81% of the associations we supported being able to accelerate or develop new projects, and 74% adopting a more systemic approach.** The figures confirm the unique role that companies can play in the associative ecosystem, both as catalysts for change and as strategic partners.

However, the assessment also flagged up areas for improvement. Non-financial support in particular is still not being used to its full potential, even though associations consider this to be a valuable lever. Similarly, the majority of funding remains ad hoc or allocated, which can hamper organisations in their long-term planning or their ability to adapt their actions in an agile way. **These are all valuable lessons that will feed into our strategic planning and help us collectively shape the new chapter we are about to embark on.**

Between celebrations and learning  
new approaches, 2025 is a milestone year  
for philanthropy at  
Maison L'Occitane en Provence.

”



# OUR ACHIEVEMENTS

## 2024-2025, A YEAR OF CELEBRATIONS

In 2020 and 2022, the L'Occitane en Provence Fund set **impact targets for 2025** in Maison L'Occitane en Provence's three areas of philanthropy action. The objective was to reaffirm and expand the Maison's commitment to serving the public interest, and evaluate the benefits of the projects being supported in line with an approach of continuous improvement. **We are therefore particularly proud to make 2025 a year of celebrations, but above all a year of recognition and gratitude.**



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## CARING FOR SIGHT

Having already enabled more than 15 million beneficiaries worldwide to access quality eye care, in 2022 L'Occitane en Provence increased its ambition: enable **20 million people** to access essential eye care, in order to preserve sight and quality of life around the world. Mission accomplished! So far, **22,110,272 beneficiaries have received eye care support from our partners.**



22,110,272  
BENEFICIARIES  
OF EYE CARE  
SINCE 2006

## FOCUS ON...



### 1 | Improving access to eye care with the HEART TO HEART FOUNDATION

Since 2017, our subsidiary in Korea has been working alongside the Heart to Heart Foundation. The projects set up by the association as part of this long-term partnership are designed to provide high-quality primary eye care to communities in need. Over the course of this eight-year partnership, more than **2,260,000 people** have received eye care in **five different countries** (Tanzania, Malawi, Cambodia, South Korea, and Bangladesh).



### 2 | Strengthening eye health systems with SIGHTSAVERS

Since 2013, the L'Occitane en Provence Fund has been working with Sightsavers to eliminate Onchocerciasis (also known as "River Blindness") in the Cascades region of Burkina Faso. As part of the campaign, **nearly 830,000 treatments** for this endemic disease have been delivered under a mass drug administration programme.

The Fund also supports Sightsavers in its efforts to strengthen the eye health system in this region, so that everyone can access quality eye care.



# RESPECTING BIODIVERSITY

In 2022, L'Occitane en Provence committed to restoring **1,500 hectares of land** thanks to its philanthropy activities. As a result of our partners' reforestation and agroforestry initiatives, this target was far exceeded, with **7,300 hectares** preserved.

**7,300**  
HÉCTARES  
OF LAND PRESERVED  
SINCE 2022

## FOCUS ON...



1

### 1 | Restoring the Atlantic Forest with WEFORREST

Since 2023, the L'Occitane en Provence Fund has been working with WeForest as part of a three-year partnership to restore **87 hectares of Atlantic Forest** along the Tietê River in Brazil. In response to deforestation and erosion threatening local ecosystems, the project combines agroforestry techniques, the restoration of native vegetation, and the involvement of local communities. The results are improved water retention, less sedimentation, and better ecological corridors.

### 2 | Bushfire recovery with the FOUNDATION FOR NATIONAL PARKS & WILDLIFE

Following the devastating bushfires in Australia in 2020, the L'Occitane en Provence Fund initiated a partnership with the Foundation for National Parks & Wildlife to support the sustainable restoration of affected forest areas. Taken over in 2023-2024 by L'Occitane en Provence's Australian subsidiary, the next phase of the project aims to restore biodiversity hotspots through reforestation, the restoration of fragmented habitats, and the control of invasive species. Since this partnership began, **1,000 hectares of forest** have been preserved and **500,000 trees** have been planted.



2

# EMPOWERING WOMEN

In 2020, after 15 years of delivering support to more than 30,000 women in Burkina Faso, the L'Occitane en Provence Fund sought to increase its impact by helping **twice as many beneficiaries** achieve economic independence. Our partner associations have set up initiatives to provide girls with access to education and offer women vocational and entrepreneurship training. We are proud of these partnerships, which have helped us achieve our target and have improved the living conditions of **62,218 girls and women in Burkina Faso**.

## FOCUS ON...



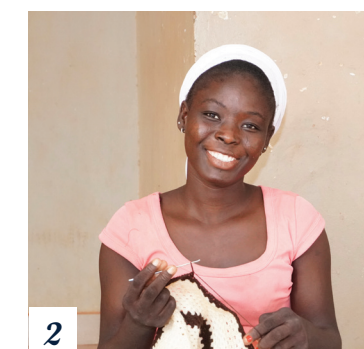
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### 1 | Encouraging female entrepreneurship with EMPOW'HER

Since 2019, the L'Occitane en Provence Fund has been working with Empow'Her to support female entrepreneurship in Burkina Faso. Initially focused on shea butter producers with the Étincelles project, in 2021 the partnership expanded with the Bloom project, dedicated to the professional integration and economic empowerment of the most vulnerable women. Driven by an approach based on trust and continuous adaptation, the programme is incorporating new initiatives (art workshops, psychological support, mobile nurseries) to provide a favourable environment for learning and the economic empowerment of **450 women**.

### 2 | Supporting girls' education with UNICEF FRANCE

Since 2021, the L'Occitane en Provence Fund has been supporting UNICEF France in its campaign to educate young girls in the Centre-Ouest region of Burkina Faso. This successful collaboration has ensured access and retention in secondary education for **800 girls** in vulnerable situations. It is also improving their learning environment with awareness-raising activities on gender-based violence and by providing shelters.



2



"I now have a better future thanks to EH's Bloom project. Today I have professional sewing skills, a job that I love and always dreamed of learning and working at. As well as this apprenticeship, thanks to Bootcamp training and courses in entrepreneurship and employability, creation and management of a cooperative, I have learned how to manage a business and I'll be able to help other women manage their businesses. But above all, thanks to psychological support, I have a new lease of life, and I see a bright future ahead of me."

Siema LOMPO, beneficiary of the Bloom project

**62,218**  
GIRLS AND  
WOMEN  
SUPPORTED  
IN BURKINA FASO  
SINCE 2006



# OUR IMPACT

## 2024-2025, A YEAR OF REFLECTION

This year, as L'Occitane en Provence approached the 20th anniversary of its philanthropy work, we took time to reflect. With the help of consulting firm Kimso, we carried out a direct impact assessment to evaluate our progress: **recognise our achievements, identify our strengths and limitations, and lay the foundations for a new chapter closely adapted to the needs on the ground.**

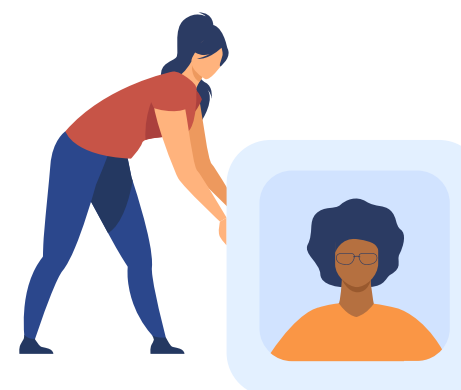
© Enric Català Contreras / WWF / Cambodia

*A **mixed methodology** combining qualitative and quantitative approaches*



### QUANTITATIVE PHASE:

**76** responses collected from partner or former partner non-profits, supported through the L'Occitane en Provence Fund and L'Occitane en Provence's subsidiaries, representing a database of **148 contacts**



### QUALITATIVE PHASE:

**9** individual interviews with non-profits supported by the L'Occitane en Provence Fund

**4** collective interviews with non-profits supported by the subsidiaries, with an average of **5 participants** and **3 countries** represented:

- Europe Zone (Ireland, France, Germany): **5 participants**
- Asia-Pacific Zone (Malaysia, Hong Kong, Australia): **5 participants**
- America Zone (USA, Canada, Brazil, Mexico): **4 participants**
- Asia Zone (Japan, China): **5 participants**

**1** collective interview with **8 correspondents** in charge of philanthropy in the subsidiaries

**7** individual interviews with members of the L'Occitane en Provence Fund's governance



Non-profits currently supported by the Fund are **more mature than non-profits supported by the subsidiaries**

#### MATURITY OF SUPPORTED NON-PROFITS:



**69%**

of non-profits supported by the Fund report being **in a state of stability and maturity**



**41%**

of non-profits supported by the subsidiaries consider themselves to be **in a state of stability and maturity**

“We have 30 employees and support people experiencing severe precarity toward social inclusion. We work with around twenty organizations in Haiti, West Africa, and Southeast Asia, and currently manage a €5million budget.”  
Association supported by the Fund



#### USE OF EXTRA-FINANCIAL SUPPORT BY NON-PROFITS:



**45%**

of non-profits supported by the subsidiaries benefit **from skills-based volunteering**



**33%**

of non-profits supported by the Fund benefit **from skills-based volunteering**

Non-profits supported by the subsidiaries receive **more extra-financial support than those supported by the Fund**

#### MOTIVATION OF NON-PROFITS:



**55%**

of non-profits supported by the subsidiaries approach L'Occitane en Provence **seeking extra-financial support**



**14%**

of non-profits supported by the Fund seek out L'Occitane en Provence **for extra-financial reasons**



“For our project, we needed people from L'Occitane en Provence to become mentors in our program.”  
Association supported by the subsidiaries



“In France, we welcomed two volunteers from L'Occitane France. They accompanied us in the field, conducted screenings at schools, helped us pick up children, and volunteered for a day.”  
Association supported by the subsidiaries

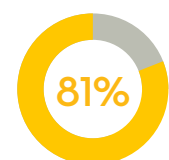




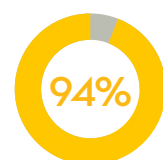
*A support that enables non-profits  
to gain capacity and grow*

IMPACT ASSESSMENT OF SUPPORTED NON-PROFITS

1 - L'Occitane en Provence acts as an accelerator for new projects and impact with beneficiaries



of non-profits report initiating or accelerating new projects  
**Fund: 86%**  
**Subsidiaries: 68%**



of non-profits report serving more beneficiaries  
**Fund: 83%**  
**Subsidiaries: 93%**



of non-profits were able to sustain their activities  
**Fund: 93%**  
**Subsidiaries: 87%**



"We are very happy with this partnership with L'Occitane en Provence, which enabled us to extend our proven school-based eye health model to reach children who are inaccessible, whether enrolled in school or not, in Vietnam and Malaysia."

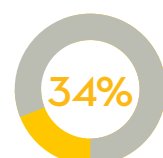
Association supported



2 - However, non-profits supported by L'Occitane en Provence have limited contact with the brand's network

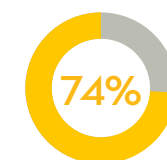


of non-profits were introduced to other non-profits



of supported non-profits report being connected with other funders

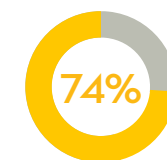
3 - Thanks to L'Occitane en Provence's support, most surveyed non-profits adopt a more systemic approach to their actions



of non-profits report adopting a broader, more integrated approach to their projects

**Fund: 86%**  
**Subsidiaries: 62%**

4 - L'Occitane en Provence also enables its partner non-profits to improve their financial solidity



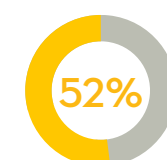
of non-profits report increased financial resilience  
**Fund: 75%**  
**Subsidiaries: 76%**

"Multi-year partnerships give us greater peace of mind to better understand local actors, know how to best respond to beneficiaries' needs, so this kind of support is key."

Association supported by the Fund



5 - L'Occitane en Provence's support enables surveyed non-profits to build capacity



of non-profits report gaining skills in one or more areas thanks to L'Occitane en Provence

6 - L'Occitane en Provence increases supported non-profits' visibility



of surveyed non-profits report gaining visibility thanks to their partnership with L'Occitane en Provence



*Supported non-profits are very satisfied with their partnership with L'Occitane en Provence, which they consider important and would recommend*

8.81/10  
AVERAGE  
SATISFACTION  
SCORE

“We are satisfied. I think that over the past 10 years, we have appreciated all the support and we are happy to continue working with L'Occitane en Provence.”  
Association supported by the subsidiaries



Impact levers of L'Occitane en Provence's support

Substantial, long-term funding, complemented by matching contributions by the Fund to non-profits supported by the subsidiaries

A committed, flexible and attentive team, particularly at the Fund level, promoting collaborative experimentation and project co-creation

Strong potential connections between the philanthropy and the business: a global vision opening concrete opportunities for non-profits

“The collaboration with the L'Occitane Fund's teams went very well—they were very responsive, and when we wanted to scale up on-the-ground needs, they didn't hold us back.”  
Association supported by the Fund

Limitations of L'Occitane en Provence's philanthropic actions

Funding still mostly occasional and project-specific

Lack of networking with other funders and non-profits, both for funding and project development

Underuse of extra-financial support, despite the recognized potential and value for non-profits



©WWT



©WeForest



©PRCF Indonesia

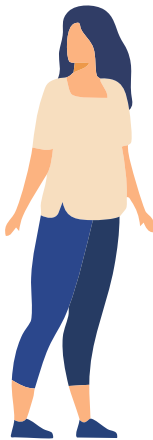
L'OCCITANE  
EN PROVENCE



©Empow'Her



©Heart to Heart Foundation



“We didn't meet other private partners, even though we are very open to that.”  
Association supported by the Fund



©Hong Kong Society for the Blind



# OUR ACTIONS

## 2024-2025, A YEAR OF RENEWED CONFIDENCE

During what is a year of transition in terms of Maison L'Occitane en Provence's philanthropy strategy, and in a context that is particularly challenging for associations, we have chosen to focus our efforts on supporting our existing partners. As well as providing additional funding to address emergencies and growing needs, we have embarked on targeted action to strengthen their capacities. **The aim is to help them become more structured, build up their autonomy, and improve their resilience so they are able to maintain their positive impact in the field.**

©Empow'Her/Burkina Faso

## L'OCCITANE EN PROVENCE FUND'S ACTION: REINFORCED PARTNERSHIPS FOR SUSTAINED IMPACT



### RESPONDING TO NATURAL DISASTERS

In 2024-2025, the L'Occitane en Provence Fund strengthened its commitment to populations affected by natural disasters, by approving an **annual budget** dedicated to areas considered a priority by the Maison. This mechanism allows for a rapid and targeted response, in collaboration with trusted partner associations.

Under this framework, the Fund was able to respond to three major emergencies:

**In Brazil**, with the **BrazilFoundation**, following the May 2024 floods in the Rio Grande do Sul region;

**In Spain**, alongside the **Altius Foundation**, after the October 2024 floods in Valencia;

**In Mayotte** (France), in support of **Médecins Sans Frontières** and **Acted**, after Cyclone Chido struck in December 2024.

## FOCUS ON...

### 1 | Facilitating access to eye care with SIGHTSAVERS and LIGHT FOR THE WORLD

This partnership is helping to improve the eye care system in the Cascades region of Burkina Faso and enable its integration into the country's national health system. In order to generate the data needed for improved planning and a more efficient and sustainable healthcare system, the project is helping regional and local partners to develop a structured process for collecting and communicating information.



### 2 | Working together for a sustainable economy with BUSINESS FOR NATURE

In 2024-2025, the L'Occitane en Provence Fund strengthened its commitment to biodiversity alongside Business for Nature. This global coalition, active in Africa, Asia, and Latin America, works to promote the adoption of ambitious environmental policies. Thanks to a broad network of companies and organisations, this alliance focuses on advocacy, international mobilisation, and strategic communication to accelerate concrete actions to preserve nature.

### 3 | Supporting associations' technological development with SHARE IT

This partnership aims to improve the effectiveness of eye health awareness campaigns run by the Helen Keller Europe association. Share it is developing a CRM tool and a new digital application to optimise screening data entry methods, monitor eye care beneficiaries, and analyse results. Centralising data reduces the time between screening and treatment, while making it easier for Helen Keller Europe to analyse and exploit the data collected.

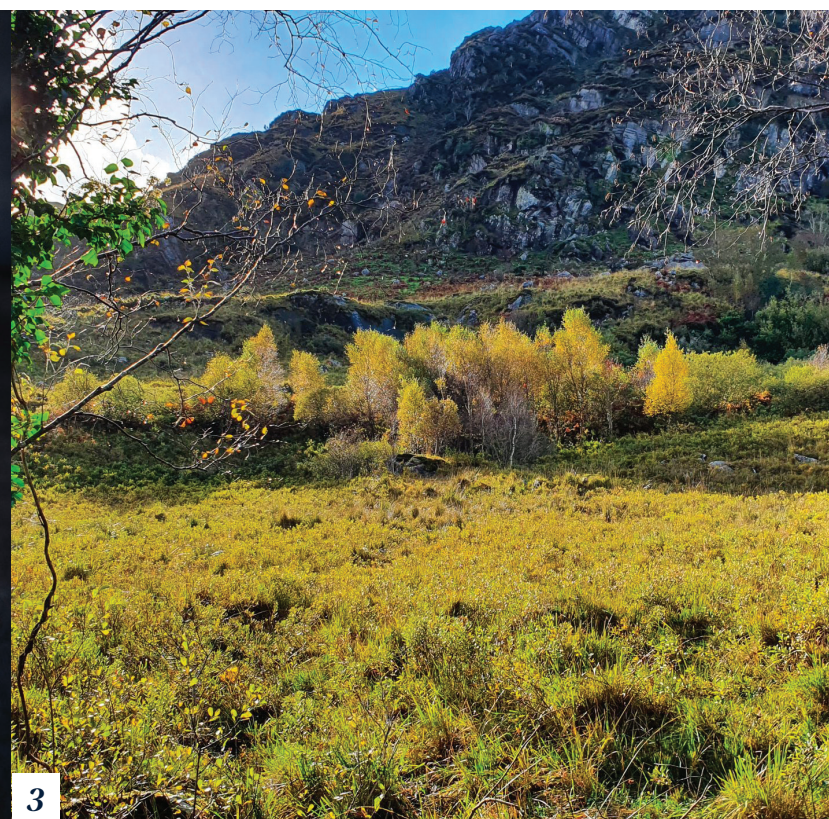




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3

## L'OCCITANE EN PROVENCE SUBSIDIARIES' ACTION: CLOSELY ADAPTED TO THE NEEDS ON THE GROUND

### 1 | Intervention in schools with the HONG KONG SOCIETY FOR THE BLIND

For several years, L'Occitane en Provence's Hong Kong subsidiary has been supporting the Hong Kong Society for the Blind and its early detection programme in nursery schools. In 2024-2025, **958 children** benefitted from eye care.

“The project has made it possible to identify visual impairments in children and prevent them from getting worse thanks to early intervention. The screening programme has not only improved the academic performance of the children concerned, but has also raised parents' awareness of their children's visual health.”  
Member of the Hong Kong Society for the Blind

### 2 | Facilitating business creation with ADIE

In the south of France, the focus is on women's economic empowerment, with support for Adie and its 'Passage des entrepreneuses'. This entrepreneurial hub has enabled **33 women** to launch, develop, and sustain their businesses.

“It's a welcoming place where you can meet inspiring people from different backgrounds, and learn from each other.”  
Imen BEN HADJ YOUNES,  
volunteer at the 'Passage des entrepreneuses'

### 3 | Supporting community reforestation with HOMETREE

In Ireland, L'Occitane en Provence's subsidiary has chosen to take environmental action and help restore the Irish highlands in partnership with Hometree. Historically covered by 80% of native forest, Ireland now has less than 1% remaining. The project aims to promote natural regeneration by removing grazing pressure, fencing off remaining pockets of forest to allow them to expand naturally, and planting trees where there is a strong ecological justification for doing so. The active involvement of local communities lies at the heart of the initiative.

## EMPLOYEE COMMITMENT, A DRIVER FOR CHANGE

Thanks to the L'Occitane en Provence employee commitment plan, every employee can volunteer with an association for **one to four days per year**, contributing their time, energy, and expertise.

In **Brazil**, our subsidiary organises an annual commitment week. In 2024-2025, with activities ranging from planting seedlings to organising the distribution of hygiene kits, as well as renovating a dog park in a city square, a total **193 employees** volunteered with six different associations.



©FluxoSemTabu/AtaR

In **Japan**, employees can volunteer up to three days with an association. This year, with recent studies estimating that 40 tons of plastic waste are dumped into the ocean every minute, **34 employees** chose to participate in public beach clean-ups in partnership with the Green Bird association.



In **South Korea**, employee commitment reached a peak this year with **100% of the subsidiary's 221 employees** participating in a volunteer initiative, notably producing books in braille for the visually impaired. This is a great example of a collective dynamic in favour of active solidarity, focusing on the inclusion of some of the most vulnerable in society.



# OUR CURRENT PARTNERS

## RESPECTING BIODIVERSITY

### L'OCCITANE EN PROVENCE FUND PARTNERS

- 1 BIRDLIFE INTERNATIONAL  
Mont Bero, Republic of Guinea
- 2 BUSINESS FOR NATURE  
Geneva, Switzerland
- 3 ENVOL VERT  
Occitanie, France
- 4 HELVETAS  
Northern Highlands, Madagascar
- 5 WILDFOWL AND WETLANDS TRUST  
Anlung Spring, Cambodia
- 6 WEFORST  
Sao Paulo, Brazil  
Amazonia, Brazil
- 7 PEOPLE RESOURCES CONSERVATION  
FOUNDATION INDONESIA  
Sumatra, Indonesia

### LOCAL SUBSIDIARIES PARTNERS

- 8 AGRINATURA  
Mazovia, Poland
- 9 ECOHERENCIA SCA  
Madrid, Spain
- 10 ENVIRONMENTAL RELATIONS  
Kumamoto, Japan
- 11 FERMES D'AVENIR  
Bourgogne-Franche-Comté, Bretagne,  
Centre, Île-de-France, France
- 12 FONDS ONF-AGIR POUR LA FORÊT  
Ardèche, France
- 13 FOUNDATION FOR NATIONAL PARKS  
& WILDLIFE  
Hindmarsh Valley, Australia
- 14 FREE TREE SOCIETY  
Kuala Lumpur, Malaysia
- 15 GOODPLANET  
Benelux
- 16 HOMETREE  
Galway, Ireland
- 17 KAMAISHI CITY  
Kamaishi, Japan
- 18 MAISON JEAN GIONO  
Manosque, France
- 19 MY FOREST COMPANY  
Hungary

- 20 ONE TREE PLANTED  
California, USA  
Ontario, Canada
- 21 PNR MONT'S D'ARDÈCHE  
Ardèche, France
- 22 PNR VERDON  
Provence-Alpes-Côte d'Azur, France
- 23 SEOUL GREEN TRUST FOUNDATION  
Seoul, South Korea
- 24 SHANGHAI ROOTS AND SHOOTS  
Lingwu, Ningxia, China
- 25 SYNDICAT MIXTE DE GESTION DES  
GORGES DE L'ARDÈCHE  
Ardèche, France
- 26 TERRE DE LIENS PACA  
Provence, France
- 27 WOODLAND TRUST  
Kent, UK
- 28 YONG-ZAI FORESTRY  
Pingtung, Taiwan

## EMERGENCY ACTIONS

### L'OCCITANE EN PROVENCE FUND PARTNERS

- 1 ACTED  
Mayotte, France
- 2 BRAZIL FOUNDATION  
Rio de Janeiro, Brazil
- 3 ALTIUS FOUNDATION  
Valencia, Spain
- 4 MÉDECINS SANS FRONTIÈRES  
Mayotte, France

## CARING FOR SIGHT

### L'OCCITANE EN PROVENCE FUND PARTNERS

- 1 BRIEN HOLDEN FOUNDATION  
Vietnam  
Malaysia
- 2 CBM ITALIA ETS  
Andhra Pradesh, India
- 3 INSTITUTO SUEL ABUJAMRA  
Mato Grosso do Sul, Brazil
- 4 LIGHT FOR THE WORLD  
Cascades Region, Burkina Faso
- 5 SEVA FOUNDATION  
Kharkiv, Kiev, Odessa, Ukraine
- 6 SHARE IT  
Île-de-France, France
- 7 SIGHTSAVERS  
Cascades Region, Burkina Faso

### LOCAL SUBSIDIARIES PARTNERS

- 8 AIYOU FOUNDATION  
Sichuan, China
- 9 ASIA PREVENTION OF BLINDNESS  
ASSOCIATION  
Odisha, India
- 10 CAVIVER  
Ceará, Brazil
- 11 EYE LOVE FOUNDATION  
South Korea
- 12 FRED HOLLOWS FOUNDATION  
Alice Springs, Australia
- 13 HEART TO HEART FOUNDATION  
Dhamrai, Bangladesh
- 14 HELEN KELLER EUROPE  
Île-de-France, France
- 15 HONG KONG SOCIETY FOR THE BLIND  
Hong Kong
- 16 LIGHT OF LOVE  
Taiwan
- 17 ORBIS  
Shandong, Guangdong, Jiangxi, Yunnan,  
Guizhou provinces, China
- 18 SARAWAK MOH OPTOMETRIST  
Sarawak, Malaysia
- 19 SIGHTSAVERS  
Dhaka, Bangladesh  
Nampula, Mozambique  
Kaduna, Sokoto, Zamfara, Nigeria
- 20 ST. NICHOLAS' HOME  
Penang, Malaysia

## EMPOWERING WOMEN

### L'OCCITANE EN PROVENCE FUND PARTNERS

- 1 ACTION EDUCATION  
Centre-Ouest, Burkina Faso
- 2 EMPOW'HER  
Centre-Ouest and Hauts-Bassins,  
Burkina Faso
- 3 LES AMIS DE LA FABRIQUE  
Centre-Ouest, Burkina Faso
- 4 UNICEF  
Centre-Ouest, Burkina Faso

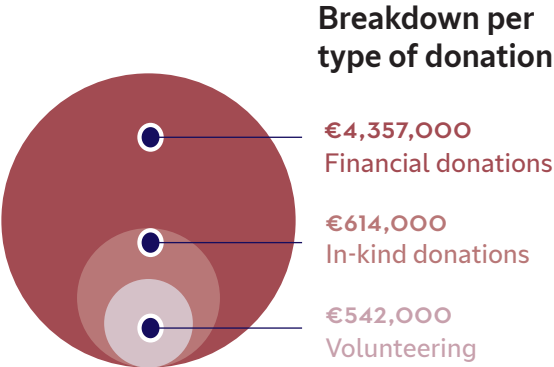
### LOCAL SUBSIDIARIES PARTNERS

- 5 ADIE  
Aix-en-Provence, France
- 6 CHINA WOMEN'S DEVELOPMENT  
FOUNDATION  
China
- 7 CIDFF 04 - MAISON SIMONE WEIL  
Manosque, France
- 8 EMPODERA  
Rio de Janeiro, Brazil
- 9 EMPOW'HER  
Paris, France
- 10 FOYER DE L'OISEAU BLEU  
Ardèche, France
- 11 PROTECT OUR WINTERS  
USA
- 12 WOMEN'S AID FED. OF ENGLAND  
UK
- 13 WOMEN'S AID FED. OF IRELAND  
Ireland
- 14 WOMEN EYE  
Tohoku, Japan

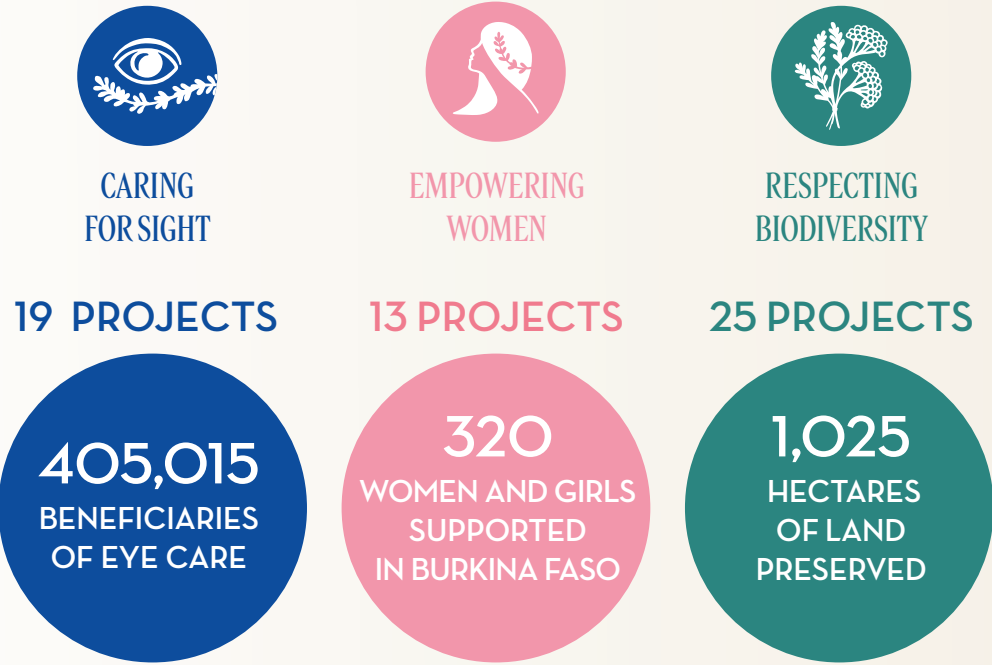


# OUR KEY FIGURES IN 2024-2025

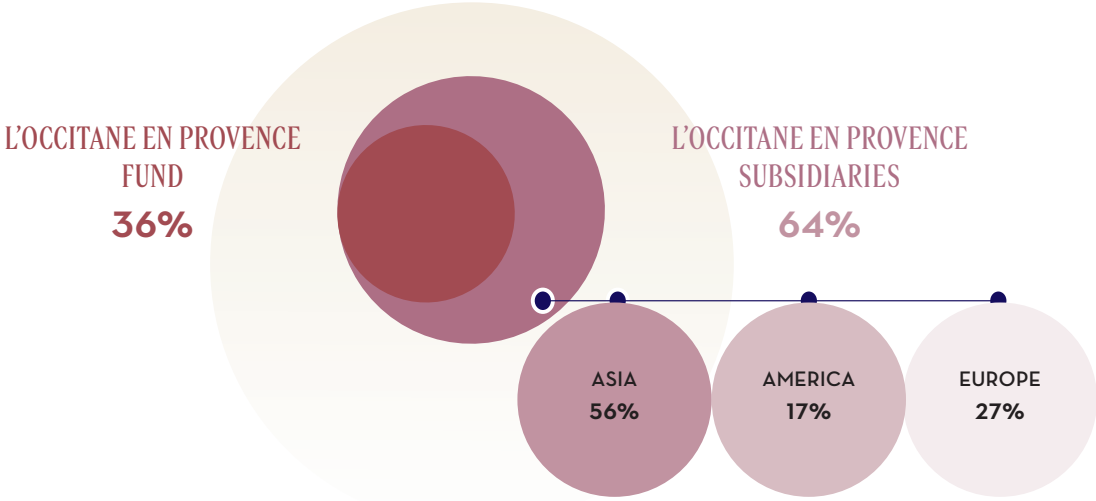
Resources dedicated to  
philanthropy  
**€5,513,000**  
(+44% in 2 years)



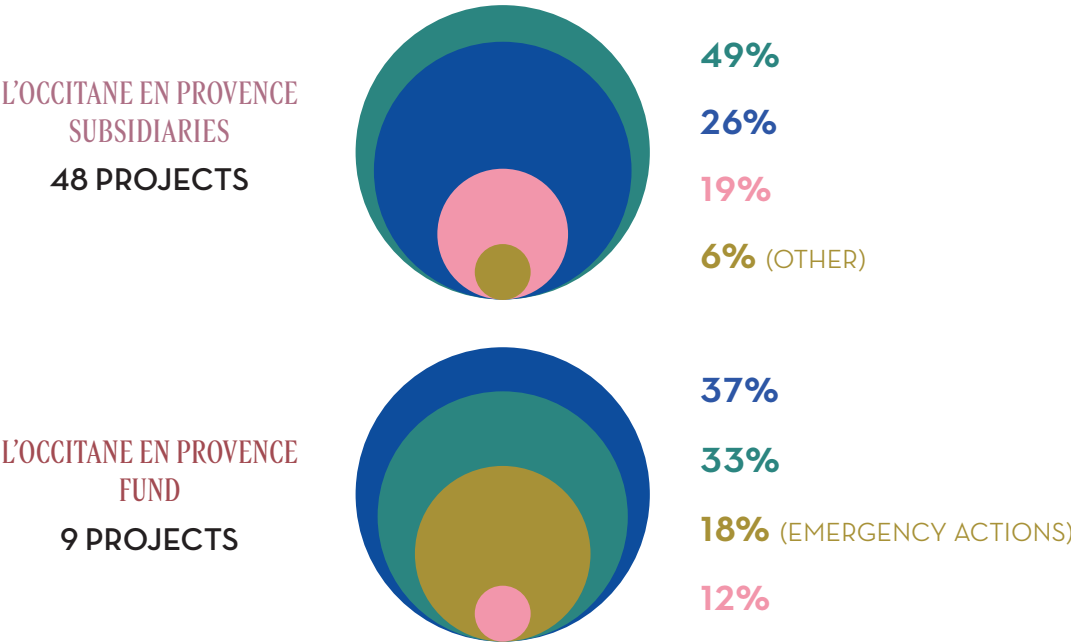
## RESULTS BY COMMITMENT



## FINANCIAL DONATIONS ALLOCATED TO ASSOCIATIONS



## BREAKDOWN OF FINANCIAL DONATIONS ALLOCATED TO ASSOCIATIONS BY COMMITMENT





# OUR ORGANISATION

## THE BOARD OF DIRECTORS

**Oversees the strategy and governance** of the L'Occitane en Provence Fund.

### COMPANY REPRESENTATIVES:

**Raphaëlle ARCHAMBEAUD-SICOT:**  
Chief Sustainability Officer,  
L'Occitane en Provence

**Florian CROCE:**  
CEO, Laboratoires M&L

**Alexandra DAVID:**  
Human Resources Director,  
L'Occitane en Provence

**Adrien GEIGER:**  
CEO, L'Occitane en Provence,  
Chairman, L'Occitane en Provence Fund

**Jean-Charles LHOMMET:**  
Research and Development Director,  
L'Occitane en Provence

**Queenie LIN:**  
Managing Director,  
L'Occitane en Provence China

**Marjorie ROBERT-ESPAZE:**  
Chief Brand Officer, L'Occitane en Provence

**Patricia STOCKY:**  
Controlling Director, L'Occitane en Provence

### QUALIFIED EXPERTS:

**Jacques BEDHET:** Trustee, GIAA

**Drew KEYS:** Director of Policy, Strategy  
and Advocacy, International Agency for the  
Prevention of Blindness

## THE L'OCCITANE EN PROVENCE FUND

**Embodies and implements the Maison's philanthropy strategy** in France and internationally.

## THE CENTRAL TEAM

**Determines** the Maison L'Occitane en Provence's philanthropy strategy, **oversees** the L'Occitane en Provence Fund, and **supports** subsidiaries in managing their philanthropy projects.

### MEMBERS:

**Fatima AHAMADA:**  
Philanthropy Director,  
L'Occitane en Provence,  
Head of the L'Occitane en Provence Fund

**Marjorie BELTRANDA:**  
Philanthropy Projects Manager,  
L'Occitane en Provence

**Clémence FRAUDEAU:**  
Philanthropy Projects Manager,  
L'Occitane en Provence

**Maximilien GEIGER:**  
Philanthropy Projects Manager,  
L'Occitane en Provence

**Juliette POMMARET:**  
Philanthropy Projects Leader,  
L'Occitane en Provence

## THE L'OCCITANE EN PROVENCE SUBSIDIARIES

**Implement philanthropy initiatives** in line with the Maison's philanthropy strategy and the needs in their local areas.

## ASIA

### REGIONAL MANAGERS

Venisa CHU, Asia-Pacific  
Go IZUI, Japan  
Jessie ZHU, China

### LOCAL CORRESPONDENTS

Clarance BOO, Malaysia  
Missy CHENG, Taiwan  
Soomi KIM, South Korea  
Juyoung LEE, South Korea  
Helen LI, China  
Amanda MAINEY, Australia  
Natsuko NAKAHARA, Japan  
Ceres YU, Hong Kong

## EUROPE

### REGIONAL MANAGER

Élise CURTET

### LOCAL CORRESPONDENTS

Anna KWOKA, Poland  
Katia MICHELETTO,  
Laboratoires M&L  
Élizabeth PEREZ, Spain  
Marie SARCEY, France  
Vivian SIMONATO, UK/Ireland  
Laura VANNEREM, Benelux

## AMERICA

### REGIONAL MANAGERS

Ruth CALVO, North America  
Paula CREMONEZZI, Brazil

### LOCAL CORRESPONDENTS

Brittany EVANS, USA/Canada  
Adriana MARTINEZ-MUNOZ,  
Mexico  
Denise MIHO, Brazil



# L'OCCITANE

EN PROVENCE

Find out more about our partners and their projects on the L'Occitane en Provence Fund's website: [fondation.loccitane.com](http://fondation.loccitane.com)



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