

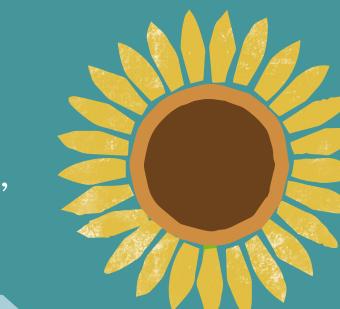


A mission report... like no other!

Our role as Ecotone's Mission Committee is somewhat unique among mission-led companies. In fact, we can confidently state that Ecotone was already a mission-led company before this legal designation existed. Therefore, the Committee's role goes beyond simply evaluating actions and resources deployed; we serve as strategic advisors, constructive critics, and explorers of new paths and ideas. That's why we have created a mission report that aligns with this vision.

We don't intend for the mission report to replace or compete with the Impact Report. Instead, we see it as a report of surprises and a space for ideas to encourage and support Ecotone's commitment to its mission "Food for Biodiversity". This mission is distinctive, ambitious, and more relevant than ever in light of the major challenges facing humanity today.

Didier Suberbielle, President of the Mission Committee



2022, a year full of singularity in many ways

Barely emerging from the deep societal and economic upheavals caused by the Covid crisis, the European continent is witnessing war returning to its soil in Ukraine, and the social and economic consequences are quite evident. From an environmental point of view, climate change is continuing its inexorable advance, and this year was also the hottest in France, marked by record rainfall deficit and the disastrous consequences that we know.

The notion of "biodiversity" was also fortunately brought to the forefront of the world stage at COP15. Its continuous and alarming erosion, it's very collapse, must be understood by all and fought against. From a sectoral perspective, organic farming has experienced a slowdown in its continuous growth over the last twenty years, even though it is one of the responses to the current environmental crises. The Mission Committee salutes the work of Ecotone's teams who have weathered this context with commitment and determination, without sacrificing the company's mission, "food for biodiversity," which is at the heart of the business model.

Key figures and timeline

Ecotone became the first European food company to achieve B Corp certification.

The French legal status of "mission-led company" ("société à mission") was created.

B Corp recertification: Ecotone is the highest-ranking food B Corp among large companies (1000+ employees) and enters

the top 10 of large B Corp certified companies worldwide. 4 Ecotone Mission Committee

meetings held.





•••

Ecotone became a "mission-led company".

committed 1500+ brands employees

The Mission Committee



chairman of the Mission Committee, founder of DS Participations

Didier Suberbielle



Pierre-Marie Aubert external expert, research director at IDDRI

internal member, The link with Ecotone



sourcing manager

is requested (on production lines, nutrition, actions to promote biodiversity, etc.).

The Committee also underlines the quality of the initiatives undertaken by Ecotone

to translate its mission into concrete and high-impact actions.

Céline Bouvier



chairwoman of the non-profit organization Générations Futures

Maria Pelletier

The Committee welcomes the company's willingness to cooperate and the transparency it demonstrates when technical questions or specific information



Thierry Sibieude

external expert, professor



analyzed by the Mission Committe

Ecotone's four commitme

Improving health and helping to preserve the environment by offering a portfolio of products, the majority

of which are organically grown The members of the Committee have **FOCUS:** KPI: noted that the organic sector still needs to The Committee has observed that while In 2022, Ecotone continued to actively defend and

justify its legitimacy vis-à-vis non-organic and chemically polluting agriculture. It is surprising, to say the least, that this sector is frequently attacked and questioned despite being the only label that guarantees the non-use of chemical pesticides, with specifications that are both restrictive and beneficial for the environment, health, and animal welfare.

the share of organic in the turnover

of Ecotone's revenue comes

from the sale of organic products

address this, Ecotone has undertaken various initiatives to clarify the organic commitment to consumers and public authorities (pesticides map release). However, the Committee urges the company to further defend the organic sector, given its leadership role.

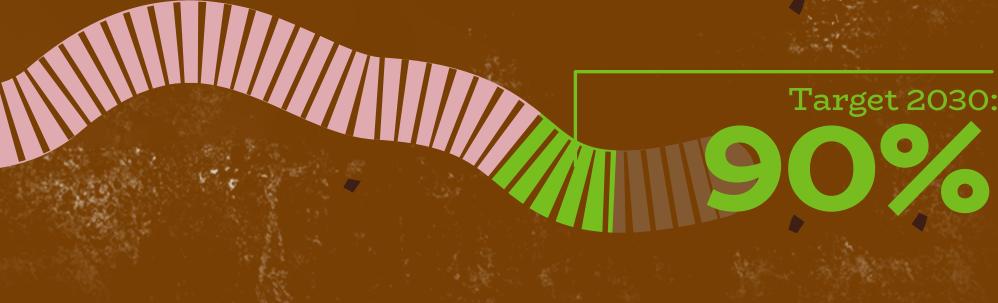
is already high, it has not progressed

significantly in the current context. To

promote the sector through various measures, such

participation on the board of directors of the sector's umbrella organization, 'Maison de la Bio'. In 2023, the company plans to build upon these successful initiatives by implementing a targeted influence plan. This will involve regular public statements and communication efforts aimed at raising awareness among the general public about the benefits of organic agriculture and the importance of supporting the sector's growth and development.

as communication campaigns for organic brands and





2022:

Agricultural Biodiversity by diversifying the plant species in our recipes The Committee recognizes that Ecotone has FOCUS: KPI:

made significant progress towards achieving Regarding the issue of environmental its goals for promoting food and agricultural labeling, which enables consumers biodiversity, particularly in terms of offering to easily access information about a

incorporating more diverse plant species into its recipes. The Committee also acknowledges the company's various initiatives, such as introducing innovative products that contain cereals and alternative plant species.

a wider range of plant-based products and



product's environmental impact, the Committee encourages Ecotone to promote the "Planet Score" at the

European level, a rating system that is highly favored by consumers. Ecotone currently supports this initiative.

Target 2030:

In 2023, Ecotone plans to continue implementing its action plan by category in order to achieve its objectives.

its membership to the European

Plant-based Foods Association (ENSA), one of the primary organizations in the European plant-based sector. of alternative

*% of net weight of products, excluding water

Ecotone's four commi

ingredients*

Target 2030:

Additionally, the company has renewed

Ecotone's four commitments

analyzed by the Mission Commit





biodiversity and ecosystem restoration

analyzed by the Mission

The Committee acknowledges Ecotone's **FOCUS:** KPI: efforts towards achieving this commitment, The Committee commends the high In 2023, Ecotone will continue its particularly in expanding the use of quality and technical level of Ecotone's strategic roadmap for the preservation biodiversity-friendly agricultural practices "biodiversity assessment" grid developed of biodiversity through its raw materials and promoting awareness of the importance by the agrichain team. It recommends with positive outcomes and new of preserving wild biodiversity. The company that this evaluation methodology be initiatives launched, such as in the rice,

made public to serve as a model for other cocoa, coffee, and tea sectors. has developed a unique and pioneering companies. biodiversity agrichain program along with various actions such as providing financial Target 2030: 2022: the

employees in achieving our mission

and technical support to its sectors, building long-term partnerships with its producing and supplying structures, and conducting regular audits.

2022: of strategic raw materials grown with advanced agro

practices were purchased*

iconic ecosystem restoration projects to support over three years with high financial support and outreach



Foundation chose



measures that Ecotone has implemented to The Committee recommends that Percentage of employees committed to involve its employees in the company's values, our mission (% of positive responses Ecotone should further strengthen such as supporting skill development related its efforts to engage employees in to the question "I am committed to fulfilling our mission: Nurturing contributing to the common good. Specifically, the company should Biodiversity"). encourage its employees to become both We can expect to ascertain the results advocates (i.e. to actively participate) in 2023, as the information is not yet and ambassadors (i.e. to advocate for

KPI:

The Committee has taken note of the

to societal commitment.



responsibility.

FOCUS:

and promote) of the broader mission to

promote sustainability and ecological

What's next for B Corp?

available.

Ecotone other commitments



Certified

Corporation

Throughout 2022, the Committee observed and reviewed Ecotone's progress and achievements in other important areas of its commitments, such as implementing planet-friendly packaging solutions, reducing carbon footprint and related initiatives, and fulfilling the company's commitments on promoting healthy nutrition in its products.

In addition to the four mission-oriented

objectives, Ecotone is committed to

reducing its carbon footprint, and

promoting healthy nutrition.

environmentally friendly packaging,

The Committee congratulates Ecotone on its B Corp certification and score, placing it first in the world in its category. However, it recommends conducting an evaluation during the next recertification in 2025 to ensure that this label still aligns with Ecotone's ambitions and activities. The Committee also encourages Ecotone to maintain vigilance with the B Lab organization and its requirements for the B Corp certification, in order for the movement to grow with integrity.

For more details on Ecotone's actions,

please refer to the Impact Report.

