

PRESS RELEASE

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Sophie Vann Guillon and Didier Guillon

VALMONT STORY FOR 40 YEARS…

"Visibly effective and durable treatments sought after by an ever larger and more loyal clientele, an elegant collection of Haute Parfumerie *and a foundation created to preserve, protect and defend beauty: welcome to the wonders of Valmont.*

From a cellular cosmetics clinic to a world-renowned brand, from the vision of a singular beauty which reveals the interior harmony of each one, from a selection of fragrances to the opening of a House of Fragrances in a Venetian palace... follow my creative zeal, my dedicated decisions and my fervent battle for quality without compromise for 40 years,"



Sophie Vann Guillon

CEO of Valmont

Valmont brings together four strong identities, four traditions committed to beauty:

Valmont, Magicien du temps

l'Elixir des Glaciers, Because beauty deserves a master piece

Storie Veneziane by Valmont, The Art of Perfume

Fondation Valmont, Laboratory for the expression of art and beauty





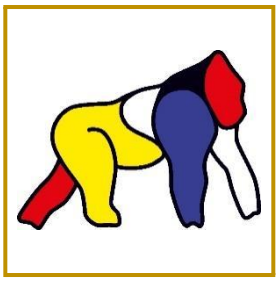


www.lamaisonvalmont.com
www.fondationvalmont.com
@valmontcosmetics @fondationvalmont

SOPHIE VANN GUILLON AND DIDIER GUILLON: PARTNERS IN CREATION

Sophie Vann Guillon and Didier Guillon have led Valmont for more than 20 years, working together to shape the identity and development of each Maison. Mentors, ambassadors, Pygmalions, initiators and managers… they dialogue, debate and create all in a spirit of mutual esteem, purposefully pursuing a shared passion.

Sophie Vann Guillon oversees all aspects of product creation, supervises marketing and communication and manages international press relations, guided by her intuition, experience and commitment.

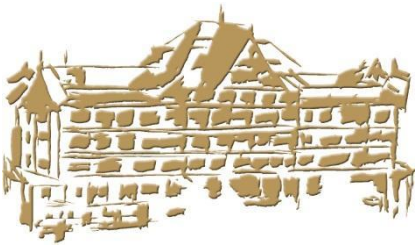


Didier Guillon shares his aesthetic vision and draws from his passion for art to sublimate exceptional formulas by creating refined packaging designs in ultra-limited editions. The alliance of art and beauty is the inspiration behind the brand's primary motto: When art meets beauty.



FROM THE ORIGINS OF SWISS CELLULAR EXPERTISE TO THE BIRTH OF COMPREHENSIVE BEAUTY

Born from a clinic nestled in the heart of Switzerland's resource-rich mountains, Valmont's cosmetic expertise has been instilled into l'Elixir des Glaciers while remaining true to its medical legacy for 40 years.



40 years of values of discipline and ethical conduct, together with the group's unwavering commitment to consistent quality for an international clientele, inspire confidence and devotion to the brand's various Maisons. In less than a generation, Valmont has grown from **11 products to over 100 spectacular treatments,** encapsulating a vision of international renown in more than 50 countries and nearly 1,800 highly selective points of sale…

The founding principles behind this exponential success for four decades perpetuate an exceptional brand of savoir-faire: **professional aesthetics.** Drawing from nature's myriad resources, exalted by the prestige of cutting-edge cellular cosmetics, Valmont creates products and SPA treatments that offer an intense densifying effect, visible to the naked eye.

Convinced that the singular beauty of each person lies in his or her inner harmony, Sophie strives for all these years to cultivate excellence in order to reveal his or her radiance through each development. In particular, she has a soft spot for professional treatments and the expertise of seasoned beauticians who guide each client in her quest for radiance. Exclusive protocols, complemented by magnificent day-to-day beauty routines, guarantee results. The skin is regenerated, healthy, transformed. The « wow effect » by Valmont.





For a comprehensive approach to beauty, perfume creation stands out as an essential component, a source of refinement and seduction… with roots in Italy, the historic cradle of Haute Parfumerie. Housed in a Venetian palace that serves as the headquarters of Fondation Valmont, an institution created to promote art in all its forms, this Maison de Parfums embodies the group's

commitment to beauty without borders, where the apotheosis of excellence has been reigning for 40 years.

VALMONT, MAGICIEN DU TEMPS



The Valmont brand, the group's founding heritage, transforms the skin into a dazzling exhibit of beauty, at any age, in any environment. Acclaimed as the foremost cosmetic expert of the decade, Valmont remains ever true to its roots and its values. 100% Swiss, its world-renowned effectiveness stems from the exclusive union of preserved natural resources and scientific prestige.

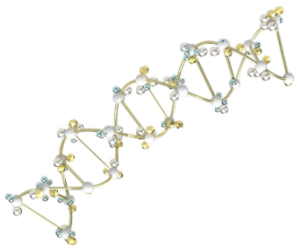
I - History

The name Valmont, a union of the words "valley" and "mountain," dates from 1905 with the establishment of the **Valmont Clinic** on the banks of Lake Geneva. The Clinic, a groundbreaking destination for hydrotherapy treatments, catered to the grandees of High Society: Rainer Maria Rilke, Georges Simenon, Ingrid Bergman, Coco Chanel and others.

In the early 1980s, the establishment repositioned itself as the f**irst Swiss clinic to specialize in cosmetic surgery**. At the same time, **Dr. Nadia Avalle**, working together with top cosmetologists, created a line of exclusive products made from the most active molecules… Valmont products were born, combining native collagen and HP DNA, and luxuriously packaged in charming opaline jars with green accents… recalling the surgical scrubs of yesteryear.

II - Mastery





Valmont understands that lasting beauty requires healthy skin. Gone are the days of artificial, textbook beauty... under thick layers of makeup. Today's look is genuine: the skin sheds its mask, breathes free, owns its imperfections... and draws its radiance from unconventional treatments.

Pioneering use of unique ingredients and patented technologies makes for extremely pure formulas, heightening their natural dynamism for stunningly healthy skin.

Glacier spring water, drawn from the Swiss mountains, perfectly **balanced and rich in minerals**: this water promotes tissue exchanges and vitalizes skin cell metabolism.

DNA, Valmont's signature ingredient. The molecule responsible for **synthesis of proteins deep down in the skin**, DNA offers spectacular **hydration** benefits, creates an **antioxidant** barrier, promotes **cell regeneration** and builds a **natural UV filter**.

Extracted from the milt of wild Canadian salmon using a patented process that keeps its molecular structure intact, **Valmont DNA has been constantly evolving over the past 40 years** to best serve the skin's various needs.

RNA, energy booster

Another distinctive Valmont ingredient, RNA acts as a powerful cell bioactivator and contributes to protein synthesis... working together with DNA and intensifying its benefits tenfold.

III - Icons

True to its roots and its first creations, Valmont enchants women with authentic products that feature proven effectiveness, beauty secrets passed down from mother to daughter … whose magic lies in their natural and addictive power: **any new customer** who tries these products once will **come back again and again**, endlessly fascinated by dazzling results visible to the naked eye!

Prime Renewing Pack



The one and only "Happy Mask:" **a jar is sold every 2 minutes** all over the globe… This smart treatment with a "WOW" effect can be used both as a

radiance mask and as a **daily anti-aging treatment**. It smooths the features, erases signs of fatigue and fills in wrinkles in just 5 minutes! The **generous 75ml format** invites unrestrained consumption of this must-have for the past 40 years, a true consecration of its effectiveness and unfailing complicity with its aficionados all over the world.

Time Master Intensive Program



This intensive treatment embodies Valmont's beauty expertise in 14 vials. Its cocktail of active ingredients, boasting 26% concentration, offers denser, suppler skin in 28 days.

Encapsulated in a nano-emulsion to penetrate deep into the skin in record time, this technological wonder blends hyaluronic acid, the Liposomed DNA and RNA duo, an Elastin Reviver and a peptide cocktail. The essence of contemporary cosmetics.

V-LIFT



Symbolizing the pinnacle of Valmont's scientific innovation, the V-LIFT collection combines cutting-edge anti-wrinkle technology with unprecedented sensoriality. This *tour de force* reveals visibly lifted, younger-looking face, without compromising on comfort.

IV – Valmont SPA: virtuoso treatments



Essential, groundbreaking, indispensable: for cabin treatments, Valmont's anti-aging expertise is showcased with a **full array of targeted treatments for the face and body**. Instantly recognizable thanks to the **Butterfly motion – a symbol of complete metamorphosis, like the skin**

after a Valmont treatment – there is an **iconic treatment** for every skin condition (dehydration, fatigue, lifeless complexion, etc.), each with a name inspired by the brand's Swiss heritage. Smoothed, plumped and glowing with newfound radiance, the skin emerges from its cocoon.

V – Vision



Focus R&D on exploring **new technical triumphs and beauty disciplines**, always in line with the evolution of today's diverse society. A quest for contemporaneity, notably embodied by the Vitality collection, a transversal global anti-aging solution that pushes back the frontiers of technique. The contemporary, singular beauty of each individual now has an ally, meeting the needs of all.

L'ELIXIR DES GLACIERS, BECAUSE BEAUTY DESERVES A MASTERPIECE

The ultimate expression of savoir-faire from Valmont laboratories, l'Elixir des Glaciers has embodied everyday luxury ***since 2001****. Exceptional formulas that bridge the gap between flora, fauna and the epitome of Swiss cosmetic technology, all in a spirit of utmost luxury.*

I – History

Formulated as the Romanée-Conti of cosmetics, l'Elixir des Glaciers was originally an exceptional product available only under certain conditions. **Twenty years later**, driven forward by its success, it earned the **status of a full-fledged brand**. The key to this triumph? **Natural and noble active ingredients further enhanced by science,** for **three product lines, each with distinct ambitions…** and **immediate results.**

Three collections rooted in the three key elements of nature: earth, air and water.

II – Mastery

The SWISS POLY-ACTIVE collection, lifting anti-aging



The crowning glory of plants. This product line combines the **iconic Valmont trio** (Triple DNA liposomed, RNA and glacial spring water) with a selection of **natural plant extracts**, cultivated by the brand in its **Phyto-Alpine garden**, located in the heart of the Swiss Alps.

Harvested with care to preserve their properties and used to their full capacity, Echinacea, Seabuckthorn and Rosa Moschata extracts fight all forms of aging (due to environmental factors, sunlight or the natural aging process), revealing regenerated, restructured and rebalanced skin… with a sunny glow. The first skincare product to herald l'Elixir des Glaciers phenomenon in 2001, **Votre Visage celebrated its 20th anniversary in 2021**. More than 20 years of overnight skin metamorphosis and unparalleled success.

The ESSENCE OF BEES collection, nourishing anti-aging

The nectar of bees. Brought together in a single formula for the very first time, **ingredients taken from the hive** put their powers to work for l'Elixir des Glaciers…



Combined with liposomed DNA in a complex known as **"Essence of Bees,"** this product line unites the moisturizing and restorative properties of **honey**, the purifying potency of **propolis** and the renowned regenerative power of **royal jelly**.

These active ingredients release their nourishing potential to please inherently dry or aging skin and offer an optimized repair. Because

skin deserves the very best, every day, the Essence of Bees collection is an exceptional daily routine in which Huile Majestueuse, Crème de Masque Majestueuse and Sérum Majestueux Vos Yeux offer, with generosity, a high nutrition in all lightness. This collection is in the center of a strong commitment to protect the bees, at the heart of the group's sustainable development policy. By supporting long-term projects in partnership with four associations around the world, l'Elixir des Glaciers and its Essence of Bees collection support complementary projects at all levels of the bee ecosystem, paying thus an international tribute to the majesty of the bees.

The ESSENCE OF GOLD STURGEON collection, regenerating anti-aging



Introducing sturgeon DNA A world first: **the unique blend of sturgeon DNA and a mineral medley** (magnesium, manganese and selenium) in the "Essence of Gold Sturgeon" complex offers spectacular effectiveness stimulating the skin's glow and slowing down the aging process.

Revitalized with minerals the body itself cannot produce, the skin appears brighter and exhibits a more refined texture. Regenerated from within, it simply radiates beauty. Formulated for any age and any condition, this collection is stunning for its magical textures… **veritable sensory innovations.**

III – Professional treatment

Masterpiece treatment



In ultimate refinement, this nourishing, sculpting and remodeling treatment brings out the beauty of the face and neck, while sublimating the hands. It combines three different massage protocols to offer the best of Valmont's

technical expertise in 90 minutes. An energizing massage, a nourishing lifting massage inspired by surgical facelift techniques, and a youthful massage inspired by the Japanese kobido technique follow one another. A truly exclusive and majestic treatment to be enjoyed without moderation.

IV – Vision



Set apart as an independent brand with its own compelling identity with noticeable results and ultimate sensoriality.

l'Elixir des Glaciers epitomizes exceptional cosmetics.

La Quintessence des Glaciers, a new intensive treatment, perpetuates this pursuit of innovation through even greater concentrations of the cell complexes featured in the three collections: Swiss Poly-Active, Essence of Bees, Essence Of Gold Sturgeon. Only **150 numbered cases**, reserved for a privileged few, are published each year in rare edition, and sublimed unique designs to collect, signed Didier Guillon, President and Artistic Director of Valmont.

The creative apex

Storie Veneziane, "Venetian Stories," embodies Valmont's commitment to perfume, which comes to life in Venice… as a tribute to the artistic flamboyance of the city: a genuine bubble, preserved from reality and world's tribulations, where only talent and artistic expression counts…

The place where two distinct know-hows meet, mingle and clink: Didier, multifaceted artist and Sophie, relentless creator of innovative formulas. From this love of art is born a collection of perfumes, based in the Group's palace dedicated to universal beauty, headquarters of Fondation Valmont.

Three original collections, edited by Sophie:



Tales of fragrances Storie Veneziane, seven opulent and distinguished perfume extracts,

Olfactory homages Collezione Privata, four feminine and authentic eaux de parfum,

Aromatic emotions Palazzo Nobile, seven delicate and crystalline eaux de toilette.

I – Storie Veneziane, Tales of Fragrances

Storie Veneziane invites you to discover the many facets of Venice, portrayed alternately as seductive, enigmatic, legendary, and continuously reinvented.

An authentic insiders' tour, an ode to the lagoon's varied realms of virtuosity:



- the heavenly art of perfume-making, with seven pure essences crafted as gems,
- the majestic Murano glass art, embodied by one-after-the-other man blown masks,
- caps trimmed with saddle-stitched or full-grained Italian leather, thoroughly untamed.

Icons

Seven perfume extracts… and already some bestsellers to inspire their legend:

Verde Erba I invites to the delicate freshness of a spring bouquet, born in the discreet district of Pontile Sant'Elena.

Intense in its faith and its isolation from the local frenzy, San Francesco Della Vigna cloister inspires Rosso I edited around Damascus rose and smoked Oud.



A veritable ode to all pleasures at their most intense, Mica d'Oro I is an invitation to Venice's sultry Ridotto, a shrine to delectation and decadence. This gourmand oriental is an audacious fusion of rum, chantilly and vanilla, an opulent and addictive mixed extract.

II – Collezione Privata, Olfactory Homages



Since perfume is the perfect junction between art and beauty, with Collezione Privata Sophie writes olfactory homages to women, which she has loved and sublimated since ever. From her debut in high-end houses as Oscar de la Renta and Yves Saint Laurent, she retains the harmony of contrasts… and interprets with three eaux de parfums four characters, four facets of femininity.

- Jazzy Twist symbolizes the free and elusive woman… Effervescent, impetuous and intoxicating.

  Interpreted as a floral gourmand profile, this composition highlights magnolia.

- Lady Code is the incarnation of the distant yet irresistible seductress… Sophie interprets this contrast in a chypre gourmand, both sensual and sophisticated, composed around jasmine.

- Private Mind embodies a mysteriously sensual woman… A dichotomy translated in a floral leather accord, which celebrates the rose and its seductive secrets.

- Just Bloom is a confident, contemporary woman, an unexpected blend of masculine and feminine. She recognizes the importance of success without ever sacrificing finesse and

elegance. Sophie expresses this harmony with the potency of a white floral bouquet, a musky floraldehyde.



III – Palazzo Nobile, Aromatic Emotions



For Palazzo Nobile, Sophie interprets her heartbeats, troubles and emotions… in subtle and shaded Eau de Toilette. To each creation she grants a color and a soul. Singular and delicate, each emotion contributes to a global sentimental journey whose assembly resembles a life mosaic… captured by the terrazzo pattern used by Didier to dress the collection.

An alchemy of internal and authentic sensations, dedicated to hedonists found of discreet luxury:

Fizzy Mint, the sparkling freshness of crushed mint - verbena… a celebration of elegance,

Sea Bliss invites to an escapade, a ramble by the sea with a floral aquatic accord,

Secret Bamboo, the tangy breeze of a floral green powdery which enhances heliotrope,

Bright Poppy, the joyful laughter, an ode to life… with a floral citrus around bergamot,

Blooming Ballet, a floral fresh as a floral symphony dedicated to rose,

Casanova 2161, the one and only masculine within the collection… edited by Didier, in a woody aromatic which flatters the universal seduction of vetiver.

Cutie Pear, a spark of fruity flowery joy that honors the pear.



DISTRIBUTION, A CONFIRMED SUCCESS

Present today in more than 50 countries through only 1,800 select retailers, the Group continues to expand in a spirit of perfect harmony, favoring networks that embrace the personality of the different brands.

Perfumeries and urban SPAs

Valmont's traditional distribution network, perfumeries and urban SPAs remain privileged partners worldwide to showcase the Group's brands on a daily basis. This strategy, a longstanding tradition to which the Group remains loyal, ensures close proximity between customers and the Group.

Valmont SPAs



The Valmont SPA experience goes beyond the world of cosmetic treatments to offer a sensory space beyond the boundaries of time. The Spa by Valmont in Hong Kong is a true haven of sensory pleasure, meticulously decorated with works of art dear to Didier.

Renowned five-star hotels and palaces, such as Le Meurice in Paris, The Four Seasons in Tokyo or The Bel Air in Los Angeles, have given Valmont carte blanche to enhance the unique experience of these exceptional places so prized by their clients.

Department Stores



Department Stores attest to the rapid expansion of the Valmont Group brands and their appeal for international customers. **Le Bon Marché,** in France, **Saks Fifth Avenue** in the United States, **Holt-Renfrew** in Canada, **Harrods** in the UK and **Harvey Nichols** in Hong Kong stand out as choice settings to provide an active, demanding and discerning clientele with the benefits of the Valmont brands.

La Maison Valmont

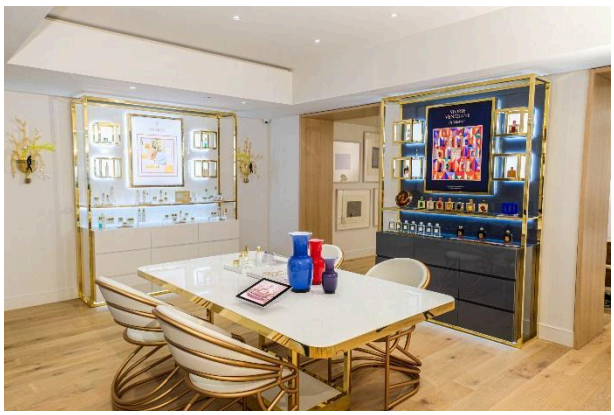
2016 was a watershed year for Valmont with the opening of the first La Maison Valmont, genuine temple dedicated to beauty in all its forms: the stunning effectiveness of **Valmont** cosmetics, the excellence of **l'Elixir des Glaciers** and the opulence of **Storie Veneziane by Valmont** haute parfumerie.

In this customer itinerary focused on extreme sensory pleasure, a collection of works chosen by Sophie Vann Guillon and Didier Guillon as they were travelling... united under the umbrella "La Maison Valmont Emotions". An array of talents and ancestral craftsmanship, combining costume jewelry and art of writing with decoration pieces blown in the Murano Island… hence featuring a luxurious lifestyle, designed by La Maison Valmont.

Didier Guillon also adds aesthetic spice to the shopping experience with art pieces, chosen in his collection or specifically created for each boutique… to elevate each guest's in-store experience.



Authentic French hospitality available at the four corners of the globe: born in **Berlin**, La Maison Valmont owns boutiques in **Hong Kong**, **Macau, Tokyo**, **Lausanne, Verbier, Munich, Chengdu, Shanghai, Guangzhou, New York, Madrid, Paris, Nanjing and Beverly Hills!**

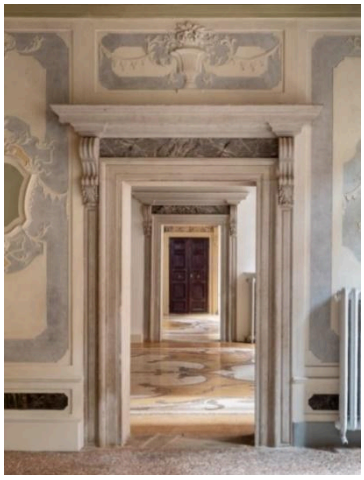




FONDATION VALMONT: WHEN ART MEETS BEAUTY

Created in 2015 to bear witness to the group's artistic commitment, Fondation Valmont undertakes to promote art in all its forms, with due regard for the values and opportunities embodied by its parent company: quality, aesthetic appeal, generosity and sustainability.

I – History



From the very beginnings of the group, Didier refused to be quarantined within the borders of cosmetics, and thus worked to build **bridges with the art world**. Mission accomplished in 2015 with the creation of Fondation Valmont to highlight the quality and diversity of his many projects.

In 2019, this international institution put down permanent roots in Venice, in a striking 16th century Renaissance-style mansion: le Palazzo Bonvicini.

II – Les Creations

Complementing passion and emotion with a curator's search for authenticity, Didier Guillon adapts and applies his aesthetic vision in a spirit of excellence: inspired by the vibrancy of the works in his collections, he creates limited-edition packaging designs, bespoke vessels to hold exceptional formulas. The goal of combining Art and Beauty comes out with power and precision. Didier enthusiastically executes the creative missions assigned to him by Sophie, CEO of Valmont.





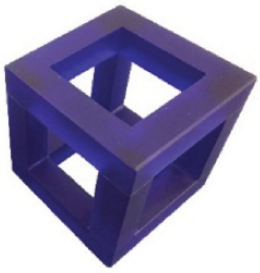
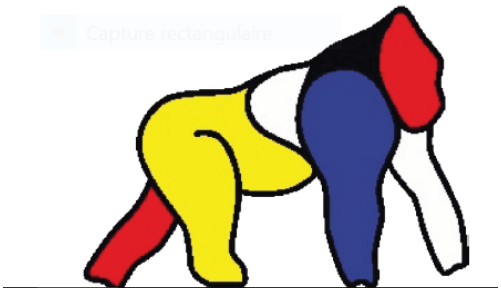


Didier Guillon: a consummate connoisseur of beauty, an insightful analyst of art and society

Didier Guillon loves to express his vision and ideas through metaphors, creating variations on themes such as masks, gorillas and cages, all recurring features in his works. With these iconic figures, he strives to broach questions about our society and current challenges, always looking for ways to enrich reality.

True to his nature, his mind is in perpetual motion. He works passionately to perfect his ideas and find new ways to address, discuss and appreciate contemporary art.

Over the past years, he has designed numerous works in various media and of different dimensions, expertly blending a wide range of materials.

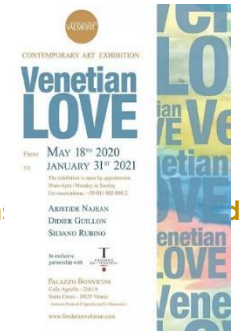
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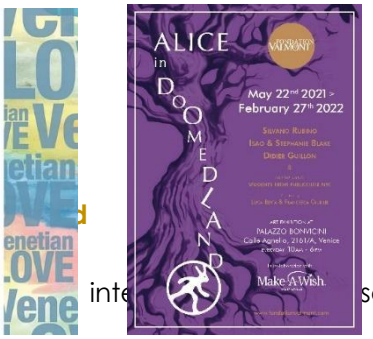
International exhibitions presented at Fondation Valmont headquarters: a Venetian wonder

Fondation Valmont invites visitors to discover its awe-inspiring universe at the Palazzo Bonvicini, focusing on intertwining Art and Beauty through collective exhibitions in Venice. After magnifying famous fairy tales with *Peter Pan. La nécessité du rêve* (2022) and *Alice in Doomedland* (2021), the walls of Palazzo Bonvicini hosted *EGO* until February 2024. An eight-handed exhibition in which Carles Valverde, Didier Guillon, Vangelis Kyris and Anatoli Georgiev, immersed in the fragile beauty of Venice, analyse the notion of the Ego. From the end of April 2024, *ULYSSES. We are all Heroes I* will take over the premises for eight months, opening visitors a new window onto the Guillon family's passion for art. Art being a central focus and a shared passion for the Guillon family, Valentine's collaboration, the youngest daughter, is a matter of course for this major exhibition. Still staying within the family, the second chapter dedicated to the Odyssey will focus on the father-son

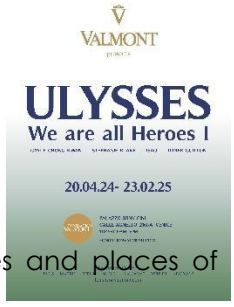
relationship; TELEMACHUS. The Quest for Self will begin on May 10, 2025, with Didier and Maxence Guillon, Pavel Roučka et Jakub Flejšar.





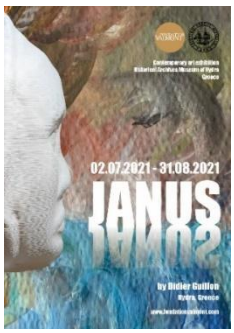


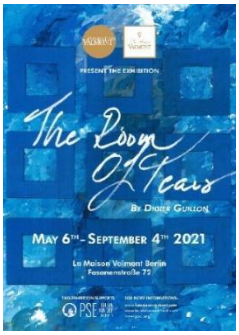




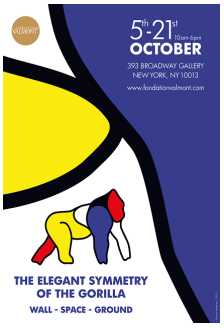
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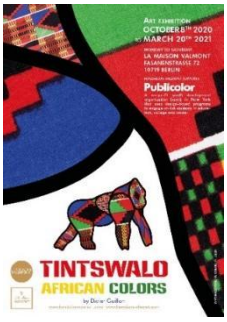
ont inte son Valmont boutiques and places of artistic excellence such as museums and galleries, traveling all around the world: from Hydra to New York, passing through Berlin, Munich, and Milan.



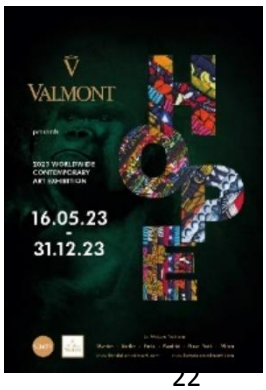








In 2018, The Elegant Symmetry of the Gorilla brought together a collection of **30 original works of art by the President of Valmont Group and guest artists**. The opening exhibition was crowned with success, attracting more than 1,200 visitors over two weeks.



Building on this success, Didier Guillon has since embarked on a series of solo exhibitions, travelling around the world. After Tintswalo African Colors and *Ivo in Tanzania*, 2023 marks the advent of a new project bringing together Valentine and Didier Guillon: the documentary film *HOPE*. Conceived in a moving diary, it recounts the inspiring journey of Valentine and French cameraman Cyril Ducottet to Uganda, to meet the gorilla in its natural

habitat. A setting where endless landscapes, traditional rhythms, syncopated dances and a free and happy Ivo follow one another, transporting the viewer to an authentic elsewhere imbued with freedom. Briefly unveiled for the first time in Seoul at the *Ivo in Tanzania exhibition*, *Hope*, the film, is on show in its entirety since May in La Maison Valmont boutiques in Berlin, Munich, Paris, Madrid, New York and Milan. The new chapter dedicated to Ivo took shape in 2024 with the traveling exhibition Ivo in Japan.

THE EXCELLENCE OF LES RESIDENCES VALMONT: AN IMMERSIVE STAY AT THE HEART OF THE BRAND

At the heart of Valmont's identity lies a timeless aspiration: to unite art and beauty. For as long as it has existed, the brand has celebrated this balance through its skincare products, fragrances, and Les Maisons Valmont. This alchemy is also evident within Les Résidences Valmont, true havens of peace and sensorial experience, where art and hospitality meet in a unique experience that combines well-being and refinement.

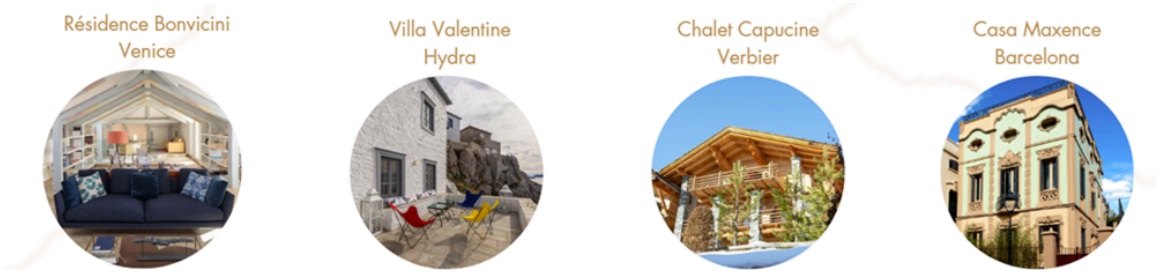
While honoring beauty, Valmont offers its guests the ultimate luxury: time. A rare and precious pause, away from the frantic pace of daily life, to experience an immersive journey steeped in the art of hospitality of the Guillon family.

« When Art and Beauty meet Hospitality »

Each Residence, named after the children of Sophie Vann Guillon and Didier Guillon, is rooted in unique locations: Verbier, Hydra, Venice, and Barcelona. These destinations have been chosen for their authentic character, cultural richness, and inspiring atmosphere. These sanctuaries promote a true sense of letting go, where contemporary art blends with the natural beauty of the surroundings.

An immersive and unique experience

Guests at Les Résidences Valmont enjoy a perfect balance between serenity and creativity. Each location offers an exclusive program of activities: cultural explorations and signature care rituals, allowing guests to reconnect with the very essence of the place. Four locations, four residences, four distinct universes to experience art and well-being in all its forms.



SOCIAL AND ENVIRONMENTAL RESPONSIBILITY

Because nature is at the heart of Valmont's DNA, and because the group's ecosystem is at the heart of a constantly changing environment, Valmont is resolutely committed to eco-friendly actions that matter today for a better tomorrow.

VALMONT CSR MANIFESTO:

There is no beauty without preserving that of the world

So, we produce locally, employing local ingredients and tightly knitted distribution. We select the most beneficial elements as near to us as possible, sourcing our ingredients in Swiss flowers, mountains, and glaciers, thus implementing sustainable production from start to finish. We favor transportation with low CO_2 emissions. Our packaging is eco-designed, recyclable and as neutral as possible. And we strive to use ever more sustainable materials.

There is no progress unless we progress together

We progress along with our clients, our business partners and our entire community. We care for our suppliers who know it and show it through their loyalty over so many years.We defend and support committed artists by displaying their work to share our common values.We advocate societal commitment through Foundation Valmont. We respect and keep our commitments to diversity and inclusion.

There is no excellence without high standards

We strive daily to develop efficient, sensory formulas. We continually seek to increase nature's share in our products without compromising our values. We have established a climate strategy for the future. And act responsibly within our organization.

It is this collective "us" that matters the most to us all

Representing our family business, the loyalty of our partners, our clients, our suppliers and the community of artists surrounding us. It is their trust, instilled and maintained over so many years, that encourages us to act responsibly every day. Because we know that it is thanks to our own ecosystem that we preserve the world's ecosystems. Respecting and committing every day… This means making commitment an art de vivre.

VALMONT: COMMITMENT AS AN ART DE VIVRE

This vision of commitment as an Art de Vivre, ever guided by the values of excellence and transparency, positions Valmont as a positive brand aspiring to meet the 2023 United Nations goals.

A sustainable development policy built on three main pillars:

Create more sustainable products

Valmont prioritizes responsible supply chains, focus on transparency in the composition of the formulas, and



continue to develop ever-more eco-designed and recyclable packaging.

Acting concretely for society



With the invaluable help of passionate employees, clients and committed artists, Valmont champions sustainable development projects in the fields of art and craftsmanship, as well as with local associations.

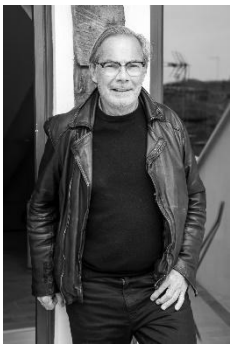
Become a model company



Valmont aspires to enhance the group's reputation by addressing important subjects such as inclusion and workplace quality of life. Valmont's climate strategy, another prime source of attractiveness, must also be exemplary. From support for biodiversity to reduction of carbon footprint, Valmont strives daily to ensure a reduced climate impact by improving our value chain.

THE GUIDING LIGHTS OF VALMONT GROUP

Didier Guillon, Art lover-in-chief



The life story of Didier Guillon, President of Valmont, revolves around constant dialogue between art and cosmetics….

A descendant of a Viennese gallery owner, Didier was brought up in the world of cosmetics under the guidance of his father, co-founder of the Mustela brand in 1953. Father and son shared a penchant for art in all its forms, visiting exhibitions the world over.

Didier joined the family group Expanscience in late 1980, further developing his knowledge of cosmetics and continuing to feed his passion for art. On a trip to Switzerland in 1991 to study the acquisition of the Valmont brand, he sensed the Maison's potential, closed the deal, moved to the shores of Lake Geneva and set the stage for today's exponential growth.

Perpetuating an age-old family tradition in a new setting – Fondation Valmont – Didier has built up a collection that can be seen by clients of La Maison Valmont as well as friends within Les Résidences Valmont. Influenced by 1960s American minimalism, particularly Sol Lewitt, this collection has grown to include treasured artists such as Jane Lebesque, Quentin Garell and Silvano Rubino.

Didier's heartfelt artistic fellowship with the Artigas* family prompted construction work carried out with Isao in Les Maisons Valmont and Les Résidences Valmont locations.



Family traditions are deep-rooted in the Guillon family: Maxence has joined his father at the Fondation and has taken over as President in January 2022. Before pursuing a law degree in England, followed by an MBA, Maxence volunteered with the WWF in Thailand and with Raleigh International in Tanzania. A passionate devotee of modern art, he brings a new and critical perspective when it comes to choosing the artists** that will enrich the Fondation Valmont collections, as well as those making up the extremely exclusive catalogue for Venetian exhibitions.

* Isao's grandfather: Josep Llorens i Artigas, ceramist who has collaborated with Mirò.

** Maxence advised Didier to acquire Mark Tobey's *Meanders* portfolios, which visitors can admire on the walls of La Maison Valmont boutiques in NewYork City and Madrid.

Sophie Vann Guillon, CEO



Her well-honed instinct, supremely analytical mind and uncompromising commitment to quality have been the keys to success for Sophie Vann Guillon.

In the 1980s, having earned a degree in marketing from a university in California, this **elegant French woman with Vietnamese ancestry** enhanced the international dynamism of Parfums Balmain and Oscar de la Renta. She fell for the magic of perfumery, discovered most refined ingredients and notes, understood olfactory oppositions as well as cold vs. warm tones.

Relocated in Geneva for **Yves Saint Laurent Perfumes**, Sophie handled both roles of Operational Marketing Director and Public Relations Manager, on all segments i.e. fragrances, makeup and skincare. She made YSL stand out as never before on the Swiss market, studied its formulas, delved into the ingredients used, learned about the industrial processes and optimized inventory management. These were the talents that her partner Didier recognized **in 2000, when he invited her to join the Valmont Group**.

Sophie explored every department, implemented management techniques used by major corporations, brought formulations to new levels and... applied **revolutionary innovations** in every Maison. Her refusal to let obstacles get in her way made it easier to design new flagship products for Valmont and l'Elixir des Glaciers, while her familiarity with the world of perfume simplified the creation of Storie Veneziane by Valmont. In the meantime, her demanding nature and expertise in make-up led the Group to create innovative products and new hues.

Sophie Vann Guillon's success lies in her skill in **combining passion and experience**: she observes, analyzes, understands and acts. She masters both product development and marketing, trusts only proven professionals and assesses any situation with amazing speed.

Her youthfulness and charm belie her maturity and stem from her love of life… a source of energy that leads her to seek human contact, take an interest in any subject, admire innovative ideas, master six languages and stand out wherever she goes. **At the helm of CVL SA, as CEO,** Sophie **ensures the integrity and longevity of each and every Valmont brand**, manages everyday affairs for each catalogue and… never slows down.