



Our GHG Emissions Reduction Plan

August 2026

1 Introduction

At Rituals, climate is a material topic and reducing greenhouse gas (GHG) emissions is central to our environmental ambitions. This plan outlines the actions we intend to take to support our emissions reduction targets. It applies to Rituals Cosmetics Enterprise B.V. and all consolidated entities, covering Scope 1, 2 and 3 emissions. Further details are available in our 2025 Sustainability Report.

2 Objective

This document provides a high-level overview of our GHG reduction plan, including targets, emissions profile, key reduction actions and governance. It is intended to provide transparency on our ambition and approach. As our decarbonization pathway develops, we will update this living document with further detail in line with CSRD requirements. It should not be viewed as a fully quantified transition roadmap or proof of target achievement. Please refer to the latest available version.

3 Our targets

We have science-based GHG reduction targets. We committed to these targets in 2022, and in 2024 the Science-Based Targets initiative (SBTi) validated and approved them against our 2021 baseline year. The targets have also been signed off by our Executive Committee.

3.1 Near-term targets

Our Near-term Targets

Reduce our absolute Scope 1 and 2 emissions
42%
by 2030 from a 2021 base year

Reduce our Scope 3 emissions
51.6%
per EUR value added¹
within the same timeframe

By 2030, we commit to reducing absolute Scope 1 and 2 GHG emissions by 42% from a 2021 base year. We also commit to reducing Scope 3 GHG emissions by 51.6% per EUR value added (euro gross profit) within the same timeframe.

Performance against our Scope 1 and Scope 2 target is measured using the market-based method. Accordingly, contractual instruments, including energy contracts and guarantees of origin, are considered in calculating emissions performance against the target.

3.2 Long-term targets

Our Long-term Targets

Reduce our absolute Scope 1 and 2 emissions
90%
by 2050 from a 2021 base year

Reduce our Scope 3 emissions
97%
per EUR value added¹
within the same timeframe

¹ EUR value added = EUR gross profit

By 2050, we commit to reducing absolute Scope 1 and 2 GHG emissions by 90% from a 2021 base year. We also commit to reducing Scope 3 GHG emissions by 97% per EUR value added within the same timeframe.

Our Scope 1 and 2 targets are absolute, meaning emissions must decrease from 2021 levels regardless of business growth. Our Scope 3 target is intensity-based, meaning we aim to reduce emissions per euro of gross profit. Absolute Scope 3 emissions may therefore increase as the business grows, even if the target is achieved. We use additional internal KPIs to monitor decarbonization progress beyond the effects of growth and profitability.

4 Baseline and current emissions

Following SBTi validation, we continued improving Scope 3 data collection and assumptions. In 2025, we completed a rebaseline exercise, collecting more primary data, refining methodologies and implementing carbon accounting software to process larger data volumes more effectively. The methodological and data changes implemented are still aligned with the GHG protocol and established under an operational control consolidated approach, please refer to the basis of reporting for more information on the method, data and emission factors.

As a result, our 2021 baseline year emissions were updated. These changes are presented in Table 1. When excluding spend-based data, the impact on our original 2021 baseline for total GHG emissions is not significant. The difference between the original SBTi-validated baseline and the rebaseline figure, excluding spend-based data, is 0.9%.

Table 1 2021 GHG market-based emissions pre and after rebaseline

Scopes	Pre rebaseline/ SBTi submission emissions (tCO ₂ e)	Rebaseline emissions (tCO ₂ e)	% difference	Remarks
Scope 1 & 2	2,057	2,657	29.2%	Increase in Scope 1 & 2 emissions
Scope 3**	169,000	169,917	0.5%	Limited increase in Scope 3 emissions
Total gross GHG emissions**	171,048	172,574	0.9%	Overall minimal increase in total emissions
<i>Including spend-based data, the rebaseline 2021 value is 203,678 tCO₂e, which is a 18.90% difference compared to the pre rebaseline values. However, we are excluding spend-based data from our target. This is because we want to focus on improving data quality over time and reducing our reliance on spend-based data, while still meeting the SBT requirement of at least 67% coverage for Scope 3 targets</i>				

**Excluding spend-based data

Our 2021 baseline and targets were validated by the SBTi in 2024. Following 2025 data and methodology improvements, we updated our 2021 baseline and are assessing whether the SBTi recalculation process applies. Depending on the outcome, we will follow the relevant SBTi procedure or pursue external revalidation. As the aggregate change versus the previously validated baseline is limited and our targets remain valid, we are reporting progress against the updated 2021 baseline. Our 2025 emissions have been externally verified with limited assurance and are shown in Table 2, for comparison we also have added the 2021.

Table 2 GHG market-based emissions post rebaseline 2021 vs 2025, excluding spend-based data

Scope	GHG category	2021 (tCO ₂ e)	2025 (tCO ₂ e)
Scope 1	Direct emissions from stationary combustion	560	2,907
	Direct emissions from mobile combustion	1,583	906
	Direct fugitive emissions	17	88
Scope 2	Indirect GHG emission from imported electricity	170	0.92
	Indirect GHG emission from imported energy other than electricity (steam, heating, cooling, and compressed air)	327	1,186
Scope 3	Category 1: Purchased goods and services	119,750	159,211
	Category 2: Capital goods	1,793	3,503
	Category 3: Fuel and energy related activities	2,547	7,523
	Category 4: Upstream transport and distribution	11,770	24,799
	Category 5: Waste generated in operations	2,928	4,123

	Category 6: Business travel	432	1,775
	Category 7: Employee commuting	7,875	10,806
	Category 11: Use of sold products	3,938	4,997
	Category 12: End of life of sold products	18,437	36,514
	Category 14: Franchises	447	894
Total		172,574	259,233
<i>Categories 8: upstream leased assets, category 9: downstream transport, category 10: processing of sold products, Category 13: downstream leased assets and category 15: investments are not applicable to Rituals.</i>			

As shown in the GHG emissions breakdown, Scope 3 accounts for the majority of our total emissions, representing approximately 98% in both 2021 and 2025. This means that most of our climate impact sits outside our direct operations and purchased energy, primarily in our value chain.

5 Progress to target

5.1 Scope 1 & Scope 2

Compared with 2021, Scope 1 and 2 emissions increased by 92% in 2025, mainly due to methodological updates, improved energy data and assumptions used to extrapolate natural gas consumption. Our rapid growth has also increased our energy consumption, especially gas use, and changes in data quality have further influenced the figures. We are working to better separate data and methodology effects from decarbonization impacts while improving energy data quality.

We continue to implement Scope 1 and 2 reduction measures. For electricity in directly operated countries, excluding franchises, we use renewable electricity contracts and, where direct contracting is not feasible, Guarantees of Origin (GOs).

5.2 Scope 3

As of 2025, we have achieved a 34% reduction in this intensity metric compared with our 2021 base year (see Figure 1), reflecting progress toward our 2030 target. This demonstrates continued advancement, although further reductions will be needed over the coming years to deliver our target in full.

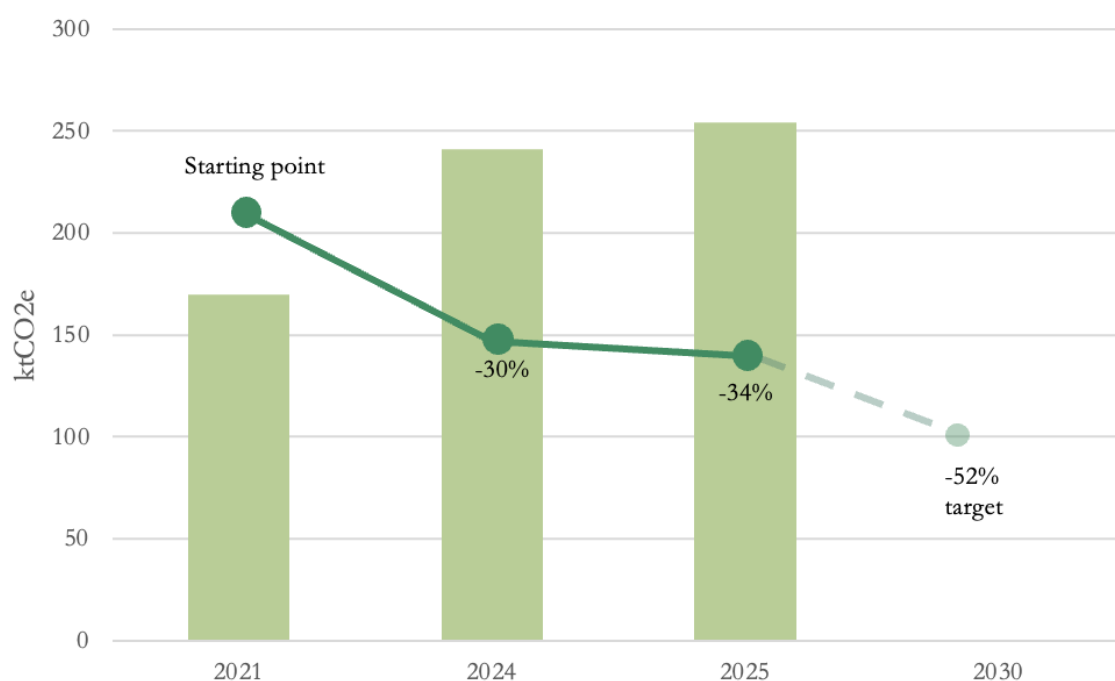


Figure 1 Scope 3 progress to target compared to baseline year. The dark green line shows the intensity reduction compared to our baseline year, whereas the light green bars indicate the absolute scope 3 emissions



Because the Scope 3 target is intensity-based, progress is influenced by both emissions' reduction actions and financial performance. In 2025, gross profit grew faster than Scope 3 emissions, improving the intensity result despite an increase in absolute Scope 3 emissions.

The increase in absolute Scope 3 emissions was primarily driven by our company's growth, which resulted in larger procurement volumes, a shift in certain products from PET to glass packaging, as well as increased product transportation.

We also monitor emissions intensity per product to assess operational and value chain decarbonization beyond changes in profit. Internal assessments show that on a like-for-like product basis, improvements in our products, such as adding recycled packaging content and a higher share of natural origin ingredients, have led to lower product-level footprints.

Future updates of this plan will also include non-SBTi metrics for Scope 1, 2 and especially Scope 3, such as reduction per m² and/or per product, as this can provide better insight into our decarbonization progress.

6 Decarbonization actions

These actions cover our own operations and value chain, where most emissions occur. They focus on the key levers needed to achieve our near-term targets by 2030.

6.1 Scope 1 and 2 actions

We have been working on actions to reduce our emissions since 2021. Table 3 shows an overview of the actions we have done as well as the future actions identified. For energy related actions, the owners of the actions are the Format & Design department, our team doing store development, and the dedicated utilities team as well as our Procurement department.

Table 3 Scope 1 and 2 reduction actions

No.	Action	Actions to date	Current	Medium & Long-term
1	Install LED lights in stores.	x		
2	Leased car policy requiring all new lease contracts to be for battery electric vehicles.	x		
3	Source renewable electricity for our own stores through direct contracts, and use Guarantees of Origin where needed.	x		
4	Maintain renewable electricity sourcing for our own stores by prioritizing direct contracts and using Guarantees of Origin where needed.		x	x
5	Improve the quality and completeness of energy data to by onboarding a new energy data partner in 2026.		x	
6	Expand installation of smart meters in our own stores in our European countries to improve access to live energy data and identify efficiency measures in stores.		x	
7	Avoid connecting new stores to the gas grid, except where not feasible due to defined constraints such as building or permitting limitations, or insufficient local electricity grid capacity.			x
8	Implement energy efficiency measures and targets based on the energy hotspots identified by our smart meters			x

There are no specific actions associated with the refrigerants leakages as this is already part of our ongoing store maintenance activities and historically, the amount of refrigerants leakages have not been significant.

6.2 Scope 3 actions

We have been working in actions to reduce our scope of 3 emissions since 2021.

Table 4 shows an overview of the actions we have done as well as the future actions identified. We are focusing on areas that currently appear to be among the main drivers of emissions in our value chain.

Table 4 Scope 3 reduction actions

No.	Action	Actions to date	Current	Medium & Long-term
1	Supplier engagement			
1.1	Requesting strategic suppliers to set science-based targets.		x	
1.1.2	<i>Expand pool of suppliers request of setting science-based targets</i>			x
1.3	Requesting and collecting supplier-specific carbon footprint data to enhance our ability to monitor supplier decarbonization progress and its contribution to changes in our Scope 3 emissions over time. This work is led by three dedicated FTEs focused on supplier engagement.		x	x
1.4	Working with selected packaging suppliers to improve production processes and energy source use.		x	x
2	Ingredients			
2.1	Increased the natural origin of many formulas.	x		
2.2	Some carbon intensive ingredients such as silicones were blacklisted and removed from some of our formulas, contributing to the decreased footprint			
2.3	Advancing research and development to identify lower-impact alternatives for ingredients and products formats with comparatively high emissions. This work is co-led by two dedicated FTEs in our R&D Ingredients team and 1 FTE in the (sustainable) Sourcing team.		x	x
3	Packaging			
3.1	Increasing post-consumer recycled (PCR) content in our primary product packaging which targets 95% recycled content for aluminum and steel, at least 65% for opaque rPET, 90% for transparent rPET, and at least 35% for PP and PE rigids and flexibles.		x	x
3.1.1	<i>Shifting from virgin PET to PCR PET for containers, from virgin aluminum to PCR aluminum for bag-on-valve and aerosol cans, incorporating PCR in glass containers.; where feasible and safe.</i>	x		
3.1.2	<i>Identify the capacity and/or market availability of PCR at suppliers' side.</i>		x	
3.1.3	<i>Roll-out implementation plan towards product development projects to ensure closing of gaps.</i>		x	
3.1.4	<i>Identify and initiate (when feasible) technical projects to overcome technical challenges towards PCR implementations towards different packaging materials.</i>		x	x
3.1.5	<i>Ensure execution towards 2030 completion of PCR and recyclability targets, recalibrate projects when required.</i>			x
3.2	Working to align our packaging portfolio with the recyclability requirements of the Packaging and Packaging Waste Regulation (PPWR) by 2030, including designing packaging for recycling in line with relevant industry standards and seeking to improve recyclability of packaging units, where applicable		x	x
3.2.1	<i>Implement recyclability tool that improves portfolio-level reporting and monitors recyclability performance</i>		x	
3.2.2	<i>Enhance supplier data quality, technical specifications, and supporting evidence, while establishing portfolio-level recyclability reporting and performance monitoring.</i>		x	x
3.2.3	<i>Continue improving overall recyclability performance of product portfolio</i>			x
3.3	Reduction of material weight on consumer facing packaging	x	x	x
4	Supply chain transport			
4.1	Advancing pilot projects with logistics providers to assess the potential use of hydrotreated vegetable oil (HVO) as a lower-carbon fuel in transport and distribution. This work is intended to help evaluate the feasibility, emissions reduction potential, and operational implications of broader implementation.		x	
4.2	Consolidating logistics operations through the development of a more centralized distribution network, including the transition to new warehouse facilities and the reduction of multi-site operations. These will improve logistics efficiency, reduce handling activities, optimize transport flows, and support lower emissions across the supply chain.			x
4.3	Integrating selected co-packing activities closer to distribution operations to reduce intermediate transport movements, improve process efficiency, and support lower logistics-related emissions.			x
5	Format & Design			

5.1	Reducing emissions associated with furniture through the reuse of existing items, transitioning to lower-impact materials such as replacing faux alabaster with high-pressure laminate (HPL), and exploring the use of recycled glass content through supplier engagement and feasibility assessments.		x	x
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The measures described above are owned by the Sourcing, Innovation, Supply Chain, and Format & Design departments. Some of the current actions are expected to continue into the medium and long term, as these measures apply not only to the current product portfolio but also to future developments. The actions described above are expected to reduce emissions in the Scope 3 categories: purchased goods and services, upstream transport, and end of life of products.

These measures are at different stages of maturity and are expected to evolve as implementation progresses, data quality improves, and new opportunities are identified. We intend to report annually on the progress of our decarbonization pathway and related key initiatives.

6.3 Key factors for actions implementation

The delivery of these actions depends on several factors. Progress will be supported by continued supplier engagement, improved availability and quality of primary data, and further developments in the scalability and volume availability of lower-carbon materials, technology, infrastructure and regulatory frameworks. As some of these factors are outside our direct control, the timing, scale and impact of individual actions may vary over time. Nevertheless, they remain important enablers of the pace, feasibility and overall effectiveness of implementation.

7 Tracking and reporting

We measure and externally report our GHG emissions annually in accordance with the GHG Protocol. To support this process, we collect primary data wherever possible and use our carbon management tool to calculate, consolidate, and monitor emissions data.

Internally, GHG emissions are tracked annually across the company and, for selected categories, more frequently throughout the year via Sweep. This enables ongoing monitoring of emissions performance and helps identify trends, data gaps, and opportunities for reduction.

Our GHG accounting work and rebaseline exercise have highlighted the importance of data quality and continuous improvements in data collection, as these can materially affect our emissions profile. In line with good practice, we will introduce restatements in future reporting, where necessary due to data or methodological changes, for the reporting year, prior year, and baseline year.

8 Governance

Our GHG reduction plan prioritizes actions where we can have the most impact and is supported by a proper governance structure. Reporting and oversight are embedded in this framework through quarterly updates to the Executive Committee and ESG Steering Committee, which consists of Executive Directors. At departmental level, the functions associated with the largest share of emissions hold regular meetings to review carbon-related projects, priorities, and implementation progress. The GHG reduction plan will be reviewed annually with the relevant stakeholders to ensure it reflects the latest information on our reduction initiatives. The updated plan will be made publicly available in line with our annual sustainability reporting cycle, approximately 6–8 months after the start of the new financial year.

While certain financial figures are commercially sensitive and therefore not publicly disclosed, the investments and financial resources required for the reduction actions are discussed with the relevant members of the Executive Committee. Where appropriate, further information on resource allocation will be disclosed in future versions of this document.

Acronyms & Abbreviations

CSR	Corporate Sustainability Reporting Directive
ESG	Environmental, Social and Governance
EUR	Euro
FTE	Full-Time Equivalent
GHG	Greenhouse Gas
GO	Guarantee of Origin
HPL	High-Pressure Laminate
HVO	Hydrotreated Vegetable Oil
KPI	Key Performance Indicator
PCR	Post-Consumer Recycled
PE	Polyethylene
PET	Polyethylene Terephthalate
PP	Polypropylene
PPWR	Packaging and Packaging Waste Regulation
R&D	Research and Development
rPET	Recycled Polyethylene Terephthalate
SBTi	Science Based Targets initiative
Scope 1	Direct greenhouse gas emissions from owned or controlled sources
Scope 2	Indirect greenhouse gas emissions from purchased energy
Scope 3	All other indirect greenhouse gas emissions across the value chain
tCO₂e	Tonnes of Carbon Dioxide Equivalent