



Critical Review Statement for Rituals GHG Emissions Reduction Plan 2025

Rituals

Herengracht 541, 1017 BW Amsterdam

Bureau Veritas UK Ltd. has undertaken an independent review of the Rituals GHG Emissions Reduction Plan (July 2026).

The review was conducted against the criteria set out within the Bureau Veritas GHG Emissions Reduction Plan Review Framework, incorporating relevant elements of the GHG Protocol Corporate Accounting and Reporting Standard, recognised GHG emissions reduction planning good practice, and selected requirements commonly associated with public GHG emissions reduction plan disclosures.

The review considered the completeness, transparency, and credibility of the Reduction Plan, including governance arrangements, greenhouse gas emissions reporting, target setting, progress tracking, carbon reduction measures, and future decarbonisation initiatives.

Based on the information provided and subsequent revisions made during the review process, Bureau Veritas concludes that the key elements expected of a robust GHG Emissions Reduction Plan are contained in the document, including:

- Science Based Targets initiative (SBTi) validated near-term and long-term greenhouse gas reduction targets.
- Reporting of baseline year and current year greenhouse gas emissions.
- Disclosure of Scope 1, Scope 2, and relevant Scope 3 emission categories.
- Identification of Scope 3 categories considered not applicable to the organisation.
- A defined governance structure supporting implementation and oversight of the Plan; and
- A broad range of operational and value chain decarbonisation initiatives across Scopes 1, 2 and 3.

The GHG Emissions Reduction Plan should be read alongside the Rituals Basis of Reporting document, which provides additional information on organisational boundaries, methodologies, assumptions, data sources, and emission factors. The Basis of Reporting is publicly available and accessible via a link provided within the Reduction Plan.

Bureau Veritas considers the Plan to provide a credible framework for the management and reduction of greenhouse gas emissions and to demonstrate a clear commitment to achieving the organisation's stated decarbonisation objectives. Recommendations have also been made for further development and alignment with best practice.

Recommended for future iterations

Bureau Veritas recommends that future iterations of the Plan consider:

- Provide more detail to quantify the extent to which each carbon reduction measure has reduced or is expected to reduce emissions, including the baseline emissions and current emissions for the source relating to that measure.

- Clearly distinguishing between measures that have already been implemented and those that remain planned or aspirational, including the date of implementation (or planned implementation) and progress achieved to date.
- Expanding the use of intensity-based performance indicators across all scopes, potentially including production-related metrics alongside the existing profit-based Scope 3 intensity target, to provide greater transparency to decarbonisation performance during periods of business growth.

Review Limitations: This statement is based on a review of the Rituals GHG Emissions Reduction Plan 2025 and associated supporting information made available to Bureau Veritas during the review process.

The review did not constitute an assurance or verification engagement over the underlying greenhouse gas inventory, source data, calculations, emission factors or assumptions. The scope of work did not include independent verification of greenhouse gas emissions data, recalculation of emissions inventories, verification of achievement of emissions reduction targets, or assessment of future performance against stated commitments.

Accordingly, this statement should not be interpreted as assurance that the stated targets will be achieved, but rather as Bureau Veritas' professional opinion regarding the completeness, transparency and credibility of the GHG Emissions Reduction Plan against the agreed review criteria.

Date of statement: 25th August 2026 George Anderson – Reviewer, Senior Sustainability Consultant

Bureau Veritas UK Ltd

Registered in England & Wales, Company Number: 1758622

Registered Office: Suite 206 Fort Dunlop, Fort Parkway, Birmingham, B24 9FD