



# **LabelVie Group ESG Presentation**

**April 2021**



## 1- OUR ESG APPROCH

Since its creation in 1986, LabelVie Group operates daily toward offering its customers a vast choice of products and services. Our wide distribution network spans across Morocco and counts various store formats that answer the diverse needs of consumers. In 2021, this network counts **110 stores** throughout the country and employs about **8,000 people**.

In order to sustain our economic growth and our territorial anchoring, **we decided to integrate the societal and environmental dimensions into the definition of our internal strategies**. We then defined the priorities and the commitments that agree with the fundamental values of our company and job requirements.

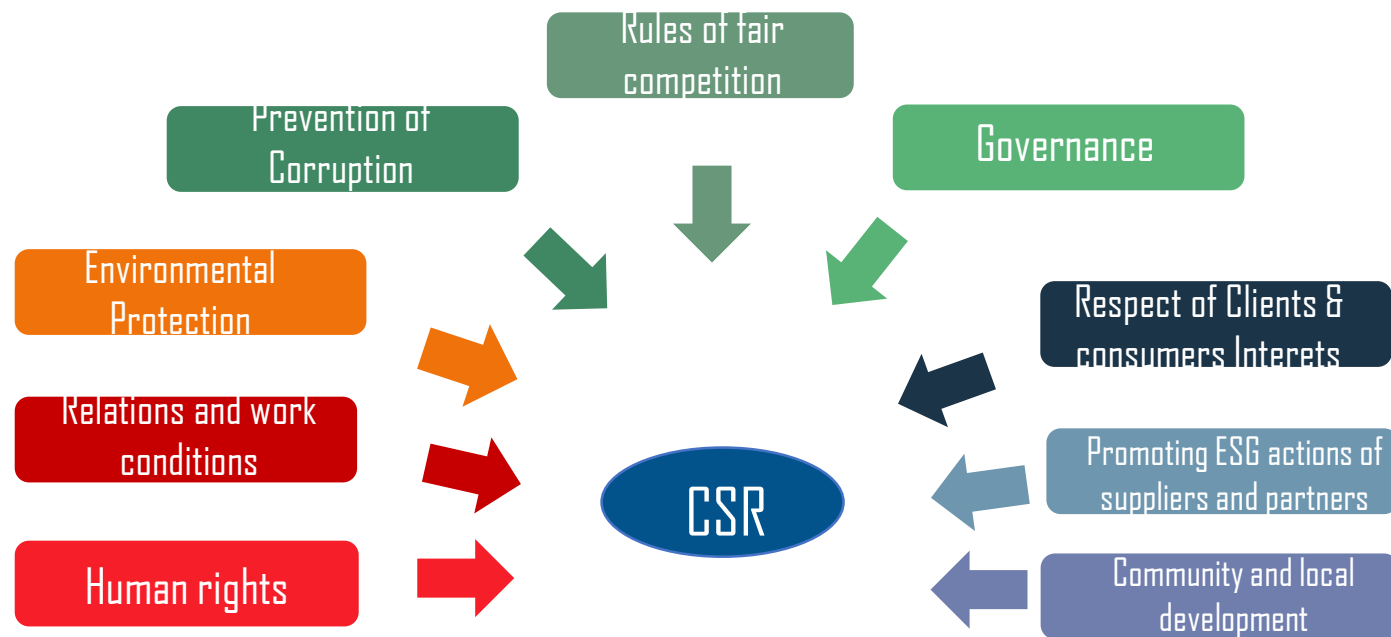
Our main objective is to impulse them within our organization to guarantee the commitment of all parties involved in the company.

In 2018, we put the bases of our Corporate Social Responsibility strategy and kick started our plan that would allowed us to be certified by the CGEM by 1Q 2020.

## > CGEM CHARTER

The CGEM is the private sector representative organization to public authorities and institutions. It speaks on behalf of its 90,000 direct and affiliated members and ensures a favorable economic environment for business development. The CGEM is in charge of **auditing and awarding CSR labels** to companies in Morocco and holding them to the highest standards imposed by the UN and by the ISO 26000 certification.

### The 9 focus points of the CGEM charter





## OUR ORGANISATION AND PHILOSOPHY



Although we are still at the premises of our ESG strategy, the company, as a whole, has been implementing these past few years, multiple actions in order to protect the environment, to rationalize our processes, to be a progressive employer while enhancing work conditions and promoting gender equality.

The normalization of such actions and our will to place the ESG strategy at the core of our business led our Group to **institutionalize those actions, create a real frame of reference to this approach and communicate on our actions with all stakeholders.**

**This strategy is lead by our Executive Committee**, that is focused and committed on taking the Group to the next level in term of Corporate and Social Responsibility.

It is supervised by a **Pilot Committee** that includes several associate directors of the executive committee that are in charge of determining the short and long term strategy and work towards obtaining the ISO 14001 certification by May 2022.

**ISO 14001 sets out the criteria for an environmental management system** that can be certified. It maps out a framework that a company can follow to set up an effective environmental management system that can provide assurance to management, employees as well as external stakeholders that environmental impact is being measured and improved

**A new Project Committee** is responsible of setting up the different actions to achieve the aforementioned goals. The recently appointed **Chief of Project**, follows through on each action until its completion.



## OUR ORGANISATION

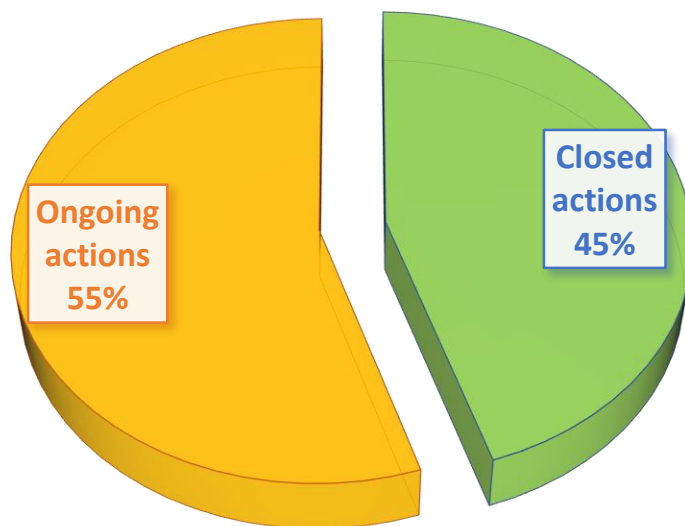
### PROJECT COMMITTEE

Project Manager



Ahmed ABBOU	HUMAN RESOURCES DIRECTOR
Ghizlaine BOUCHAMMA	DEPARTMENT HEAD IN CHARGE OF HUMAN RESSOURCES ADMINISTRATIVE AND SOCIAL AFFAIRS
ZAKARIA BENAHER	DEPARTMENT HEAD IN CHARGE OF MAINTENANCE
MOHAMED ACHMAOUI	DEPARTEMENT HEAD IN CHARGE OF AUDIT
SALWA MANDOUR	DEPARTEMENT HEAD IN CHARGE OF QUALITY
NAWAL ROMMACHE	ENVIRONMENT MANAGER
ABDESSAMAD HARFI	FINANCE DIRECTOR
KENZA BENNANI	CORPORATE COMMUNICATION MANAGER
NAJLAE DOUNIA	BRAND DEVELOPMENT DIRECTOR
OMAR SAOUD	HEAD OF DEPARTEMENT IN CHARGE OF PURCHASING
MERYEM DASSOULI	MISSION DIRECTOR

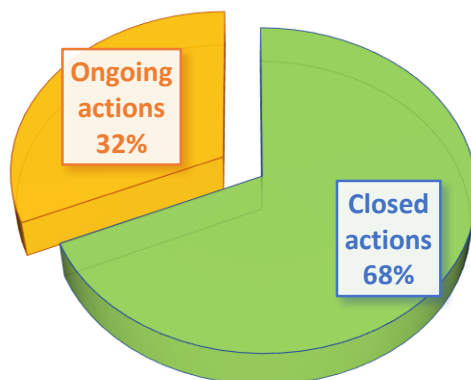
> OVERALL PROGRESS OF THE ACTION PLAN



CLOSED ACTIONS	40
ONGOING ACTIONS	49



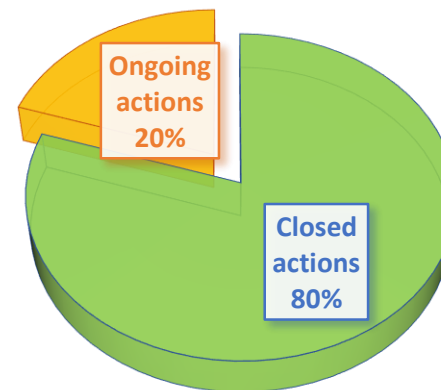
### Axe 1: Human Rights



CLOSED ACTIONS	13
ONGOING ACTIONS	6



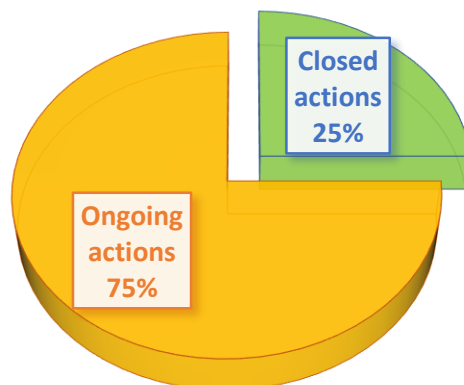
### Axe 2: Work conditions



CLOSED ACTIONS	4
ONGOIN ACTIONS	1



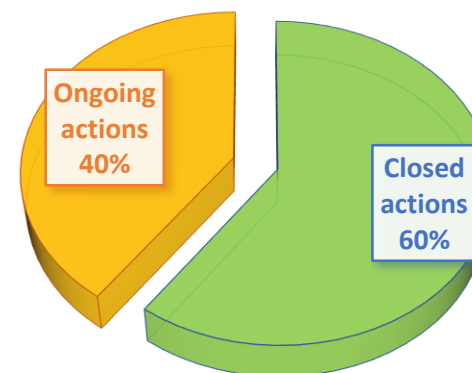
### Axe 3: Environment



CLOSED ACTIONS	5
ONGOING ACTIONS	15



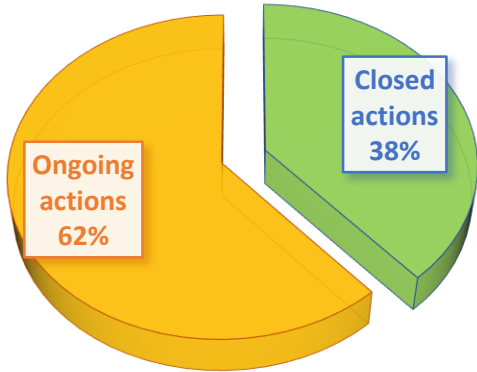
### Axes 4&5: Prevention of corruption and respect of the rules of fair competition



CLOSED ACTIONS	3
ONGOING ACTIONS	2



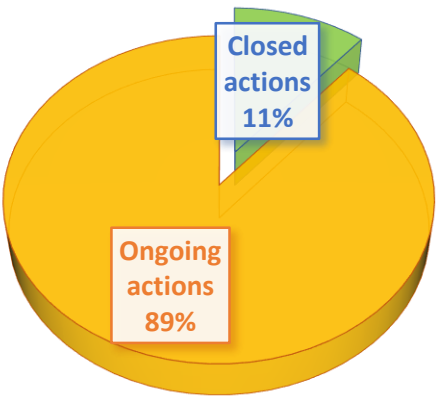
### Axe 6: Governance



CLOSED ACTIONS	5
ONGOING ACTIONS	8



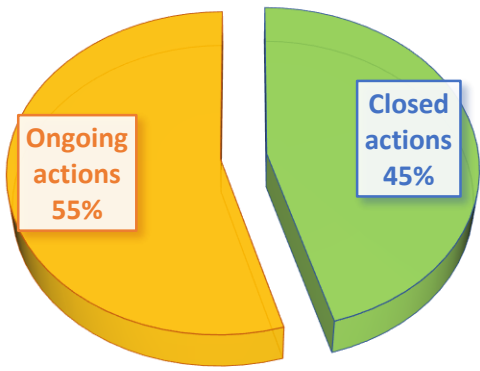
### Axe 7: Customers relations



CLOSED ACTIONS	1
ONGOING ACTIONS	8



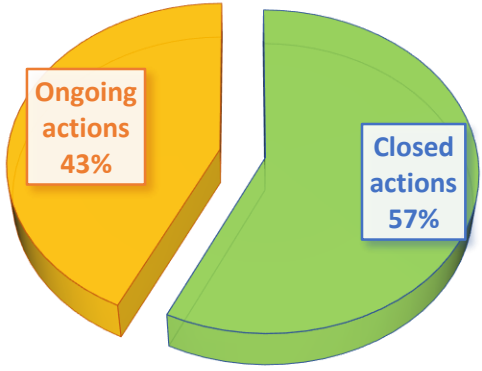
### Axe 8: Suppliers relations



CLOSED ACTIONS	5
ONGOING ACTIONS	6



### Axe 9: Societal commitment



CLOSED ACTIONS	4
ONGOING ACTIONS	3



> 2021 ACTION PLAN





## ACTION PLAN FOR SUPPLIER RELATIONS

- Facilitate partnerships with small and local suppliers with limited resources, to help them grow their business.
- Implement new categorization of existing suppliers according to their size and vulnerability level.
- Digitalization of all processes to help simplify relations with suppliers and partners.
- Implement a suppliers satisfaction barometer to test all actions taken.

## > ACTION PLAN FOR ENVIRONMENT

Target: Obtain the ISO 14001 certification by May 2022

### Why ISO 14001:

- Have a standardized and proven framework to develop a viable and effective environmental management strategy
- Obtain official recognition of the approach and the efforts made, via a certification

### Actions :

- Set up a dashboard to monitor the company's environmental impact indicators (electricity, water, fuel, waste usage, paper, cardboard, hazardous and non-hazardous waste, sorting, recycling, food waste, etc.).
- Complete a greenhouse gas emissions balance sheet with an action plan to mitigate their effect.
- Establishment of selective sorting system in stores or waste recovery system
- Support by a social-oriented in order to fight against food waste in particular in terms of unsold products, products with a short shelf-life.
- Streamlined management to reduce shrinkage, waste and water consumption.

# APPENDICES

# MOULAT LKHEIR

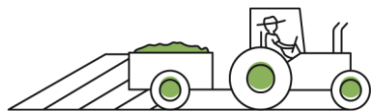
## > MOULAT LKHEIR

**Our mission:** Sustainable potato farming to guarantee :

- A decent revenue and training for farmers
- A stable occupation for underprivileged women in rural areas
- Access to education for the girls of the targeted communities

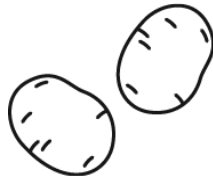


Supervise potatoes  
production



LabelVie  
— GROUPE —

Supervise potatoes  
distribution



YOZI  FOOD  
FISH • CHIPS

Supervise the  
distribution of the end  
product



 YUNUS  
socialbusiness

Supervise the social impact



## > THE IMPACT

### Creation of stable occupations :

- 5 employees full time
- Social security for farmers and their families
- Insurance for any work related accidents
- In total: 22 people are benefiting directly and indirectly

### Potatoes sold :

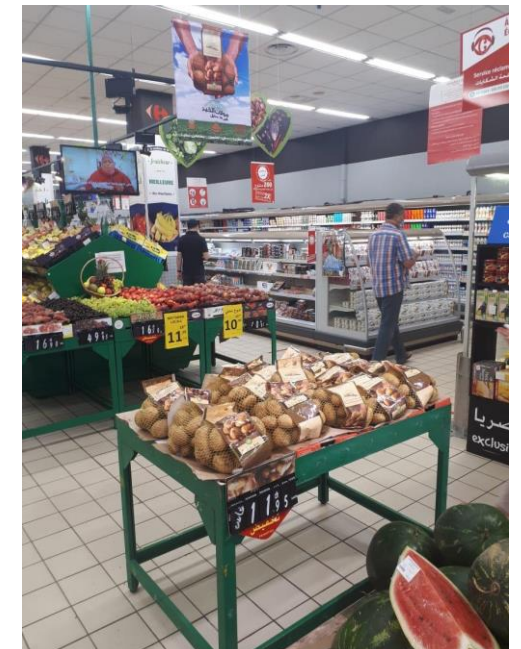
- 2018 : 585 tons
- 2019 : 567 tons
- 2020 : 374 tons (COVID-19 Impact)

### Trainings

- Training in best practices of Agriculture.
- Training and awareness in regards to fertilizers, pesticides and the usage of protection equipment.

### Social Actions :

- Ramadan Donations
- Aid el Adha Donations
- Back to school furniture



# **WORLD CLEAN UP DAY**



> WORLD CLEAN UP DAY

2018



1  
BEACH



100  
VOLUNTEERS



1,5  
TONS OF WASTE  
COLLECTED AND  
RECYCLED

2019



4  
BEACHES



400  
VOLUNTEERS



8  
TONS OF WASTE  
COLLECTED AND  
RECYCLED

## > WORLD CLEAN UP DAY



# **SOLAR PANNEL PROJECT**

## > SOLAR PANNEL PROJECT



**ADIWATT**  
Le photovoltaïque, une histoire d'experts

Atacadao Meknès, Morocco

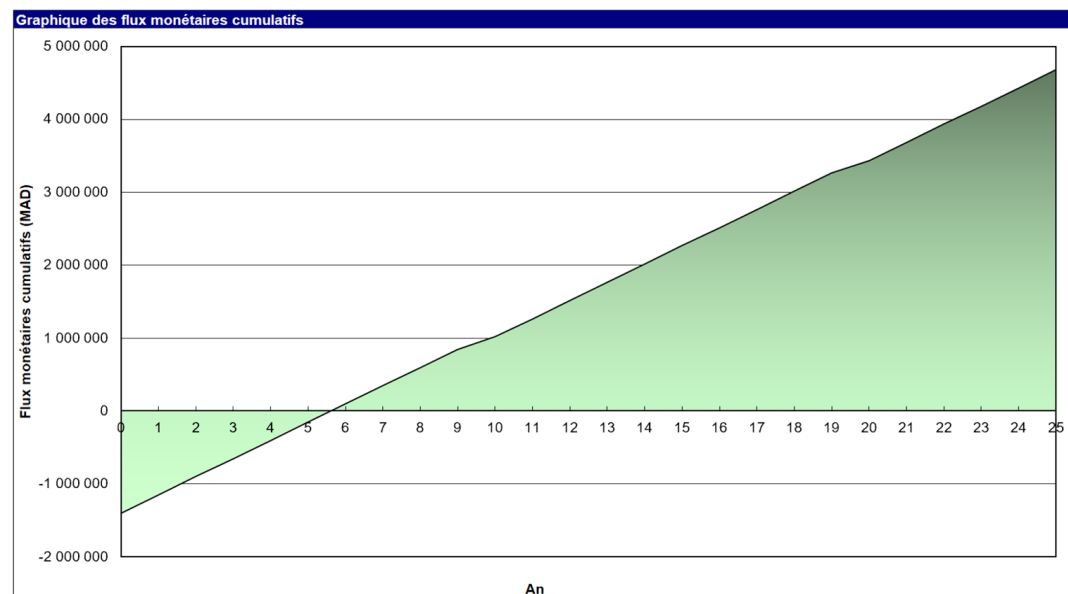
Solar pannel equipment installed on the rooftop  
of a store

Power voltage: 164 kW



## > FINANCIAL RESULTS

ROI over 25 years	
CAPEX (investment)	1 400 000 MAD HT
Annual Savings & revenue (Solar Production)	259 000 MAD
Gain or Net Present Value- NPV	4 680 000 MAD
Internal Rate of Return- IRR	17,2%
(Pay Back	5.6 years





# THANK YOU

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