



ac
marca

Care for
tomorrow



AC MARCA PLAN

Care for tomorrow

At AC Marca, we have been committed to caring for people, homes, and our planet since day one.

Our corporate mission is to *make it easy to care for and protect people and their homes in their day-to-day lives*, which spurs us to continue working towards being a leader in sustainable development, being an inspiration, and creating a positive impact on the environment and society.

We want to share the milestones we achieved in 2023, a year that brought some major project breakthroughs and laid the foundations to fulfill the goals set out in our 2030 Care for Tomorrow Plan.

AC Marca

AC MARCA PLAN - CARE FOR TOMORROW

Three strategic pillars



Products

To develop innovative solutions to ensure that each of our products positively impacts the planet and people.

Three key lines of action:

- Conscientious compositions
- Circular packaging
- Sustainable innovation

MMO



Planet

To reduce our environmental footprint throughout the value chain by making our processes more efficient.

Three key lines of action:

- Carbon footprint
- Water use
- Waste reduction



People

To inspire and encourage responsible behavior that positively impacts people and the planet.

Three key lines of action:

- Committed in-house team
- 100% committed brands
- Transparency and communication



Diapositiva 3

MMO

Lo interpretamos como respetuoso con el medio ambiente y las personas. La traducción engloba ambos conceptos ("respectful" no sería adecuado en este contexto).

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OUR COMMITMENT

Goals for 2030



Product



100% Conscientious Compositions

Develop our product formulas to make them environmentally conscientious and 100% safe for people and the planet.



100% Circular Packaging

All our brand packaging will be recyclable, reusable, or compostable, using more recycled material and promoting eco-design and the circular economy.



100% Sustainable Innovation

Develop innovation that meets sustainability criteria and creates value for both society and the planet.



Planet



-75% Carbon footprint in 2030

75% reduction in CO2 emissions per Tn manufactured in our activities.*

*Scope 1 and 2, compared to 2018.



-25% Water Use

25% reduction in water consumption per Tn manufactured in our production centers, boosting our process efficiency.



Zero landfill waste

Reduce waste generated per Tn manufactured by 60%, moving towards zero landfill waste.



People



Committed team

All AC Marca employees are 100% engaged in sustainability goals and plans by rolling out training plans and in-house awareness campaigns.



100% Committed Brands

All brands in the AC Marca Group are committed to sustainability, inspiring and fostering responsible behavior and attitudes to product consumption.



Transparency and communication

sustainability progress, instigating dialogue and communications with our customers and suppliers.

THE ROAD to the future

2010

MILESTONES ACHIEVED



More than **80%** of our packaging is already recyclable.



100% of our newly released products are eco-designed to ensure that they are environmentally friendly and safe for people.



We have reduced our total CO₂ emissions per tonne manufactured by **35%** (scope 1 and 2 emissions)



We have reduced the water used per tonne of manufactured product by **12%** thanks to improved water use efficiency.



We have reduced the amount of waste generated per tonne manufactured in our production centers by **38%**



All brands within the Group have defined and executed plans to promote responsible consumption measures.

2023

SCALING-UP OF PLANS IN TERMS OF PRODUCTS, THE PLANET AND PEOPLE

We are scaling up plans regarding products, the planet, and people to fulfill our 2030 commitment.



Products

100% Conscientious Compositions

100% Circular Packaging

100% Sustainable Innovation



Planet

-75% Carbon Footprint

-25% Water Use

-60% Waste Generated



People

Committed team

100% Committed brands

Transparency and communication

2030

THE ROAD TO THE FUTURE Progress in 2023



CARBON FOOTPRINT REDUCTION

-35% CO₂ emissions per tonne manufactured in the last five years.

-46% of electricity was consumed per tonne manufactured vs. 2018 at the St. Llorenç plant*.

**Savings equivalent to 119 households consuming electricity for one year*



REUSE OF PACKAGING*

REDUCTION IN INDUSTRIAL PACKAGING WASTE

-70% BIGUES plant

-90% GENOVÉ plant

-93% ST. LLORENÇ plant

REDUCTION IN PLASTIC FILM USED IN PALLETISING

-50% consumption

RECYCLING: CLASSIFICATION OF WASTE FOR RECOVERY

-32% plastic generated

*2023 vs 2022

THE ROAD TO THE FUTURE Progress in 2023



EFFICIENT MANAGEMENT OF WATER CONSUMPTION

-12% water consumption per tonne manufactured in the last three years due to the implementation of water use efficiency plans.

We collaborated on industry projects to contribute to sustainable water use.



CIRCULAR PACKAGING

Our commitment to innovation led us to develop an **Ecodesign Guide** to ensure that our packaging is designed in accordance with sustainability criteria. We redesigned and manufactured our packaging to foster circularity and promoted the development of innovation methodologies to design sustainable products.



COMMITTED TEAM AND BRANDS

100% of the AC Marca workforce participated in in-house awareness programs.

100% of our brands were focused on and committed to sustainability.

GOALS ACHIEVED

Carbon footprint reduction

BIGUES PLANT

In 2023, **48,2%** of the energy consumed by the plant came from **renewable sources**.



GENOVÉ PLANT

In 2023, **100%** of its energy came from **renewable sources**.



L'HOSPITALET OFFICES

In 2023, there was a **10% reduction in annual CO₂ emissions** from the headquarters office.



GOALS ACHIEVED - HOME CARE

Some examples

MORE SUSTAINABLE FORMULAS

Biodegradable, vegan, and microplastic-free formulas that are safe for people and the planet.



REUSE SYSTEMS

New **eco-refill** formats with **80% less plastic** than the original packaging. This allows SANYTOL to promote responsible consumption and thus minimize the impact on the environment.

NEW, MORE NATURAL MOTHPROOFING RANGE

Range of mothproofing products with active ingredients of **natural origin** and fragrances based on **essential oils**.



Packaging made from **99% recycled plastic**.

REDUCTION IN BOTTLE WEIGHT

Reduction in the weight of several of our bottles, which allowed us to **eliminate 10,000 kg of plastic** in 2023.



GOALS ACHIEVED - PERSONAL CARE

Some examples



NATURALNESS AND BIODEGRADABILITY

At Lactovit, we strengthened our commitment to the environment by making our formula biodegradable and our ingredients natural.

100% of our shower gels are **biodegradable**.

Our range of lotions contains **93% ingredients of natural origin**.

MORE SUSTAINABLE MANUFACTURING

At Ecran® we reduced our environmental impact by using **60% less water** in the manufacture of our solid face cream stick.

1 STICK = 70 USES
More uses per product equals less water per use



SAFER, MORE ECO-FRIENDLY PRODUCTS

The Giorgi Curly hair care range contains **vegan, biodegradable, and microplastic-free formulas**.



RECYCLED PLASTIC AND REUSABLE FORMATS

At Sanytol, we made the bottles for our best-selling hand soap out of **30% recycled plastic** in 2023.

We also improved our range of products in eco-refill format, which is already available for 100% of our hand soaps.



MORE SUSTAINABLE FORMULAS

At Denenes, we improved the formulas of our gel, lotion, and children's fragrance ranges with **ingredients of organic origin**.

+93% ingredients of natural origin



GOALS ACHIEVED - ADHESIVES

Some examples

MAXIMISING THE AMOUNT OF RECYCLED MATERIAL

We incorporated more than **67,800 kg of recycled plastic (PCR)** into **6,3 million units** on the market.



WE CONTINUED REDUCING PLASTIC

We reduced the amount of material used in our blister formats by up to **33%**.

We replaced our plastic tubes with **100% recyclable** aluminum tubes.



LESS IMPACT ON PEOPLE AND THE ENVIRONMENT

Our TOTALTECH and MONTACK products received the highest score for **indoor air quality (A+)** and do not emit substances that are toxic to the environment (EN 16516, ISO 16000).

TOTALTECH is **suitable for contact with drinking water and indirect contact with food (RD140)**.

It exceeded the requirements to **contribute LEED and BREAM points** in buildings with the highest sustainability standards.



GOALS ACHIEVED - GENOVÉ

Some examples

SUSTAINABLE INNOVATION

New products with a better environmental profile, **eco-designed** according to sustainable innovation criteria.

100% PET-R and glass bottles.

Biodegradable formula.



MORE SUSTAINABLE MANUFACTURING

100% carbon-neutral plant

-62% water consumption per tonne manufactured in the last three years.

We recovered more than 60% of the waste generated at our facilities.



CARE FOR YOU
CARE FOR YOUR HOME
CARE FOR OUR PLANET

Care for tomorrow

