

Industry calls for stronger consumer trust to be built for the European digital single market

Today, the European Commission published the mid-term review of Digital Single Market (DSM) strategy, which provides a state of play of the 16 measures presented in the framework of the implementation of its strategy.

As key contributors to, and beneficiaries of, Europe's DSM, the members of the "Together Against Counterfeiting" alliance fully support the Commission's objective to build trust and give confidence to consumers and businesses alike in order to enable them to fully benefit from the opportunities conferred by the development of digital technologies.

While the European Commission has presented initiatives to tackle the issues of harmful and inappropriate content, companies feel that one essential element of consumer trust and business confidence has been left to one side - counterfeit. The proliferation of counterfeiting –which represents today around 5% of total EU imports¹ – strongly affects business and consumers alike and therefore risks undermining the sustainability and safety of Europe's DSM. Indeed, a recent EUIPO study² has shown that one out of ten consumers has bought counterfeiting as a result of being misled, and another 35% have wondered whether the product they purchased was genuine or counterfeit. This shows that almost half of European consumers purchasing online are unsure about the authenticity of the goods they purchase, which makes the task of building a trusted digital ecosystem that much more difficult.

The consequences of the increase in the trade of counterfeit goods go beyond the negative impact on companies' brand image, the European economy, jobs and the loss of tax revenues for European member states. Counterfeit goods are part of an increasingly professionalised business model, as well as a serious threat to public health and safety: their manufacture evades any type of certification, norms and quality checks. Moreover, in today's geopolitical and security context, we cannot ignore the fact that counterfeiting has become one of the main facilitators and financers of organised crime³.

In light of these developments, the alliance strongly encourages the Commission to take advantage of the upcoming revision of the Directive on Intellectual Property Rights Enforcement ("IPRED") to modernise the existing framework of IPR protection through a rebalancing of responsibilities in the fight against counterfeiting aiming to ensure that all actors in the distribution chain take an active part in addressing this issue and join forces against the presence of illicit goods in the online and offline environments.

¹ OECD & EUIPO [Report](#), "Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact", 2016.

² European Union Intellectual Property Office (EUIPO) (March 2017), European citizens and intellectual property: perception, awareness and behaviour.

³ Unifab [Report](#) « Counterfeiting and terrorism », 2016.

About the “Together Against Counterfeiting” alliance

- The “Together Against Counterfeiting” alliance bring together over 80 companies from all industrial sectors in order to raise awareness about the impact of the recrudescence of counterfeiting and push for the adoption of an immediate, horizontal, and ambitious solution at European level through the upcoming revision of the IPR enforcement directive (“IPRED”).

Some figures

- Counterfeiting amounts to 2.5 % of world trade; it is even higher in an EU context at up to 5% of all imports into the EU by value⁴;
- The global figure is placed at \$461bn (€432bn)⁵ – compared to a maximum of \$200 billion in 2005 (€187bn) and a forecasted rise to \$991bn (€931bn) by 2022. This is more than the current annual GDP of the Netherlands, the 7th largest economy in the EU⁶.
- Just looking at 9 economic sectors, the EUIPO estimates a loss of 796 000 direct and indirect jobs due to IPR infringement⁷ and a loss of € 14.57bn for EU governments in taxes and social contributions due to IPR infringement;
- Out of the 10 most affected countries by counterfeit, 8 are European⁸.

⁴ OECD & EUIPO [Report](#), “Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact”, 2016.

⁵ Ibid.

⁶ INTA and ICC-BASCAP, “[The Economic Impacts of Counterfeiting and Piracy](#)”, 2017.

⁷ EUIPO, [Impact of counterfeiting and piracy: Sectorial studies](#), 2015-2017.

⁸ OECD & EUIPO [Report](#), “Trade in Counterfeit and Pirated Goods: Mapping the Economic Impact”, 2016.



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GROUP



Beiersdorf



BREE



Cassina

CHANEL

Christian Dior
COUTURE



CONAIR



Develey
SENF & FEINKOST

deckers
OUTDOOR CORPORATION



dyson

FALKE



GUHL

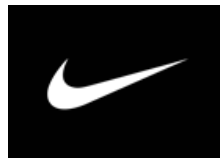
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About Adama:

ADAMA Agricultural Solutions Ltd. is one of the world's leading crop protection companies. We strive to Create Simplicity in Agriculture – offering farmers effective and efficient products and services that simplify their work and help them grow crops. With one of the most comprehensive and diversified portfolios of differentiated, high-quality products, Adama's 4,900 people reach farmers in over 100 countries across the globe, providing them with solutions to control weeds, insects and disease and improve their yields.

About adidas:

The adidas Group is a global leader in the sporting-goods industry offering a broad portfolio of footwear, apparel and hardware for sport and lifestyle under the brands adidas, Reebok, Taylor Made and CCM Hockey. Headquartered in Germany, the Group employs more than 55,000 people across the globe (around 6,000 people in the EU) and generated sales of around €17 billion in 2015 (sales in the EU amounted to approximately €4.5 billion).

About BASF:

With sales of more than €5.8 billion in 2015, BASF's Crop Protection division provides innovative solutions for agriculture, turf and ornamental plants, pest control and public health. Our broad portfolio of active ingredients, seed treatments, biological controls, formulations and services optimises efficient production of high quality food and protects against post-harvest loss, damage to buildings and the transmission of disease. By delivering new technologies and know-how, BASF Crop Protection supports the effort of growers and pest management professionals to make a better life for themselves and society. Further information can be found on the web at www.agro.basf.com or on our social media channels.

About Bayer:

Bayer is a life science company with a more than 150-year history and core competencies in the areas of health care and agriculture. With its innovative products the company contributes to finding solutions to some of the major challenges of our time. The growing and increasingly aging world population requires improved medical care and an adequate supply of food. Bayer is improving people's quality of life by preventing, alleviating and treating diseases. The company is also helping to provide a reliable supply of high-quality food, feed and plant-based raw materials.

One of the most important markets for Bayer is Europe, where the company achieved sales of around €16bn in 2015. Numerous major production facilities and 55,900 employees (of whom 36,700 work in Germany) add up to a strong presence in this region. Europe's significance for the company is also illustrated by the expenditure on research and development, with around €3 bn invested in Europe in 2015.

Bayer is safeguarding the international competitiveness of its European production sites by setting up manufacturing and logistics competence centres in Europe.

About Beiersdorf:

Beiersdorf AG is a leading provider of innovative, high-quality skin care products and has over 130 years of experience in this market segment. The Hamburg-based company has over 17,000 employees worldwide and is listed on the DAX, the German benchmark equities index. Beiersdorf generated sales of €6.7 billion in financial year 2015. NIVEA, the world's No. 1 skin care brand*, is the cornerstone of the company's brand portfolio.

** Source: Euromonitor International Limited; NIVEA by umbrella brand name in the categories Body Care, Face Care and Hand Care; in retail value terms, 2015.*

About Brauns-Heitmann:

BRAUNS-HEITMANN GmbH & Co. KG develops, produces, and distributes special products for household and laundry care as well as egg dyes and decorative items. The product range is divided into the chemicals

and seasonal business lines. The chemicals business includes textile dyes, washing additives, stain removers, lime scale removers, special products for hygienic household care, waterproofing products, and food colourings. The seasonal business comprises egg dyes and decorative items for specific times of the year. The Company is a leader in many of these niche markets.

BRAUNS-HEITMANN employs 420 people. Research, development, and production for the chemicals business and egg dyes are located in Germany. For decorative items, BRAUNS-HEITMANN works with suppliers in Germany, Europe, and the Far East.

About BREE:

A bag from BREE is a partner for life. For the past 45 years, leather goods from the north German family-run business have been loyal companions: timelessly elegant, well-thought-out down to the last detail and manufactured to the highest standards of craftsmanship. The company's basic values ensure "Design Made in Germany" extends to material innovations - lightweight, high-quality nylon (CABRIO series since 1985) and truck tarpaulin (PUNCH series since 1996) – while leather remains at the heart of the brand. BREE combines traditional craftsmanship and sustainable workmanship, including through cooperation with the "Der Blaue Engel" approved traditional tanners, Heller-Leder, and has been the official outfitter of the Mercedes-Bez fashion Week in Berlin since 2009.

BREE is currently represented in over 20 countries with a total of 500 sales outlets, including some dedicated stores and an online shop. The company employs 200 people, 60 of whom at its Isernhagen headquarters.

About Brita:

With total sales of €429 million in business year 2015 and 1,480 employees worldwide (of which 785 are in Germany) the BRITA Group is one of the leading drinking water optimisation companies. Its long-established brand BRITA – synonymous with the water filter jug in many countries – has a leading position in the global water filter market. The family-owned company based in Taunusstein near Wiesbaden is represented by 23 national and international subsidiaries and branches as well as shareholdings, distribution and industrial partners in over 60 countries on all five continents. It has production sites in Germany, the UK, Switzerland, Italy and China. Founded in 1966, today the inventor of the household water filter jug develops, produces and distributes a wide range of innovative drinking water optimisation solutions for private (water filter jugs, on-tap systems and BRITA Integrated Solutions for small and large electric appliances by renowned manufacturers) and commercial use (hotel sector, restaurants, catering and vending) plus on-tap water dispensers for offices, schools, restaurants and the hygiene-sensitive care sector (hospitals, care homes).

About Caruncho Garden & Architecture:

Caruncho Garden & Architecture, is an international landscaping studio that competes within the top 10 of the world according to critics. The last appearance in Stephen Anderton's book "Lives of the Great Gardeners" by Ed. Thames & Hudson attests this, being one of the 5 or 6 active gardeners among the 100 biographies of the best gardeners of all time Which are shown. Our study's aim is the pursuit of the highest excellence and is recognized internationally in the creation of new paths in which the garden world is developing today and in the future, in the cultural and creative world. To carry out our activity, we employ 7 people. In the European sphere, the world of the garden contributes to the economy in a remarkable way since the garden is a hobby and passion that in occasions and countries is more transcendent than soccer.

About Cassina:

Around the world, the name Cassina is spontaneously associated with Italian design. Founded in 1927, Cassina launched industrial design in Italy during the 1950's. The company was pioneering thanks to its striking inclination for research and innovation, working with important architects and designers and encouraging them to envision fresh designs, a characteristic that still distinguishes the brand today. Cassina's identity lies in the innovative fusion of technological skill and traditional craftsmanship.

About Chanel:

Chanel is a privately owned world leader in creating, developing, manufacturing and distributing high end luxury products in three segments: Fashion (including Haute Couture), Fragrance and Beauty, and Watches and Fine Jewellery. Chanel currently employs more than 20,000 people across the world.

Chanel belongs, as all the products it manufactures and distributes, to the high end industries which are fundamental pillars of the European economy. As such, Chanel promotes culture, art, creativity and "savoir-faire" throughout the world while remaining an engine of growth and job creation, and developing significant R&D and innovation effort.

About Christian Dior Couture:

Christian Dior was a visionary. Beginning with his first collection in 1947 he rewrote the rules of modern elegance and imposed his style on the entire world. Well beyond fashion, he brought women his vision of beauty and happiness; he loved and reinvented a refined art de vivre. Concerned with restoring a unique savoir faire, Christian Dior stated: "True Luxury requires genuine materials and the craftman's sincerity".

The House of Dior has been built upon this wonderful heritage that makes Dior the supreme icon of luxury. This heritage continues today thanks to the talent of its creators with the same audacity and inventiveness that inspired Monsieur Dior.

From the renowned Bar suit to the grandest evening gowns, the famous Lady Dior bag to the Dior VIII, each of these pieces reveal the excellence, the refinement and the savoir faire of a unique traditional craft that the House of Dior conveys for more than sixty years.

True to the spirit of its founder, Dior is pursuing and accelerating since 2010 its strong ties with the world of the arts, with an ever increasing number of exhibitions by contemporary artists around the globe.

The House of Dior has an international network of freestanding boutiques spread throughout 38 countries and undertakes ambitious development projects in every major market.

About Clipper:

CLIPPER is a pioneer of lighters and accessories production. We were founded in Barcelona in 1959 by FLAMAGAS S.A. Our cylindrical shape was designed by the well-known designer Enric Sarda in 1970. CLIPPER leads the refillable market. Its superior quality and standards are a reflection of our safety and reliability. There's no one better on quality and design.

About Conair Group (Babyliss):

Conair Corporation began in 1959 as a small hair appliance and hair care company. Today it is one of the largest and most diversified consumer products companies in the world, specialised in the manufacture and distribution of personal care, grooming, health and beauty products, and premium kitchen electrics, tools, and cookware. In 2016 The Conair Group Ltd was also awarded the prestigious Queen's Award for Innovation.

About CP GABA:

CP GABA GmbH, located in Hamburg, is the German subsidiary of the global Colgate-Palmolive group of companies. The entity is one of the leading companies in the German oral care segment and is strongly committed to improving oral health in Germany. The oral care product portfolio of CP GABA GmbH includes internationally recognised brands, such as Colgate®, elmex®, aronal®, meridol® and Dentagard. Furthermore, CP GABA GmbH offers body care products for a well-being under the brand Palmolive. In the home care segment brands such as Ajax, DanKlorix, Palmolive and Softlan complete the brand portfolio.

About Deckers:

Deckers Outdoor Corporation is a global leader in designing, marketing and distributing innovative footwear, apparel and accessories developed for both everyday casual lifestyle use and high performance activities.

The Company's portfolio of brands includes Hoka One One®, Teva®, Sanuk®, Koolaburra®, Ahnu® and UGG®, which is one of the main global brands targeted by counterfeiters.

We operate 22 of our own UGG retail stores across Europe and supply hundreds of other retail outlets ranging from small independent boutiques through to large department stores and national shoe shop chains. Deckers and our retail partners collectively employ thousands of people across Europe, contribute to local economies, and pay their business rates and taxes.

About Develey:

Develey has extended its Bavarian roots and is today one of the leading producers of mustards, dressings, and sauces in Europe, exporting to more than 65 countries worldwide.

About Dr Oetker:

Dr. Oetker GmbH is the parent company of numerous Dr. Oetker production and distribution firms active in some 40 countries. Apart from Germany, the companies operate primarily in Western and Eastern Europe, but also in parts of North and South America, Africa, Asia and Australia. 11,505 staff are employed by Dr. Oetker – more than 4,400 of them at six German locations forming part of Dr. August Oetker Nahrungsmittel KG, the German core company.

About Dyson:

Dyson, the technology and inventor company, stands for the development of completely new technologies and products. Company founder James Dyson invented the bagless vacuum cleaner with no loss of suction, the Dyson Airblade™ hand dryer that dries wet hands hygienically and without the use of heat twice as fast as conventional hand dryers and the Dyson Air Multiplier™ fan, which works without blades and generates a smooth airflow. The Dyson Hot™ fan heater uses the Dyson Air Multiplier™ technology and was brought to market by 2011. Dyson employs more than 6,000 employees and sells products in 72 countries. 80 percent of Dyson products are exported.

About Falke:

The FALKE Group is an international clothing and lifestyle company headquartered in the middle of Germany. Established in 1895, today the family company is managed by the fourth generation - the Managing Partners Franz-Peter and Paul Falke. The two cousins are the great-grandsons of the company's founder and equal co-owners of the Group.

For 121 years, the FALKE Group has been standing for fashionable clothing made of premium materials that are manufactured with the finest workmanship and a wealth of detail. Thanks to innovative ideas and backed by many decades of experience, FALKE manufactures socks and clothing in superior quality and contemporary design. Over 3,000 employees create premium products every day that are enjoyed by customers and worn with great pleasure. FALKE manufactures trendy clothing accessories that are attuned to the individual's lifestyle, personal culture and aspirations. The highest quality of all FALKE products is an essential factor for the success of the company and its brand. In order to ensure this quality, FALKE produces almost exclusively at its own production sites, based on the longstanding specialist knowledge and expertise of our employees.

About Gerolsteiner:

Gerolsteiner Brunnen GmbH & Co. KG supplies the best-selling mineral water on the German market and is Germany's biggest mineral water exporter. Gerolsteiner sells its products worldwide, including, but not limited to, Japan, USA and the Benelux countries. The brand is primarily known for Gerolsteiner Sparkling and Gerolsteiner Medium as well as for the still mineral water Gerolsteiner Naturell. With an average of 780 employees, Gerolsteiner is a major regional employer. In 2015 the net goods turnover was €255,4 million.

About Goyard:

Maison Goyard is one of the world's most renowned and exclusive trunk and bag makers. Ever since its inception in 1853, it has maintained an unparalleled reputation based on exclusivity and exceptional craftsmanship, and is widely considered one of the most coveted global premium luxury brands.

About Guhl:

Guhl manufactures and distributes cosmetic products in several countries within the EU. Guhl sells retail haircare products under their own brand.

About HERMES:

HERMES ARZNEIMITTEL is an independent pharmaceutical enterprise with locations in Germany and Austria. As Europe's largest manufacturer of pharmaceutical effervescent products, HERMES stands for technological expertise in the development and manufacture of effervescent and solid soluble dosage forms. In Germany, virtually all of HERMES' OTC brands are among the top 3 of their market segment. HERMES currently exports to 35 countries worldwide. Its business division HERMES PHARMA develops and produces effervescent tablets, effervescent granules and other solid soluble dosage forms such as chewable tablets, direct granules or medicinal chewing gum for the business division OTC or for other pharmaceutical companies.

About Hero:

Hero is an international food company that is passionate about naturally good food. As a Group, we have been historically based in the heart of Europe since our founding in 1886. We have offices in Switzerland, Germany, the UK, the Nordics, Russia, Holland, Spain, Portugal, and Italy. Today, the Hero Group employs around 4,300 employees, the majority of whom in Europe. Apart from the employment factor, the Hero Group contributes directly and indirectly to the Old Continent via business and related transactions in numerous affiliated businesses, from suppliers and providers, to logistic partners, shop owners, NGOs, and communities. We are also working closely with farmers to conserve the goodness of nature to deliver great tasting products to our millions of consumers all over Europe.

About HiPP:

In 1899, Joseph Hipp started to manufacture rusk flour for babies and sold the product in his confectionery in the Bavarian town of Pfaffenhofen. HiPP baby foods were born! From 1956 onwards, HiPP began to source the first raw materials for its products from organic farming operations. When Claus Hipp took over as head of the company in 1967, he consistently expanded his father's original organic philosophy. HiPP advanced to become one of Germany's most famous brands, and today employs around 2600 people worldwide, offering a portfolio of around 300 products in the areas of formula milks, baby food and drinks, and baby care.

About HP:

HP is the leading printing and personal systems company in the world and creates new possibilities for technology to have a meaningful impact on people, businesses, governments and society. With the broadest technology portfolio spanning personal computers, mobility devices, technical workstations, printers, graphics solutions, managed-print services and internet services, HP delivers solutions for customers' most complex challenges in every region of the world.

About iglo:

iglo is a leading brand company in the frozen food business. Based on a history of more than 100 years the company offers a wide range of products such as fish, meals, vegetables, herbs and others. The well-established brand icons "Käpt'n iglo" and "Blubb" represent reliable quality and excellent taste experiences. The raw materials for the products come from own local production or are sourced based on sustainable criteria. As founding partner of the Marine Stewardship Council Iglo is committed to environmental and social standards, which are reflected in Iglo's company principles and its sustainability CSR-program 'Forever Food Together'.

About Intersnack:

The Intersnack Group is a German privately owned company headquartered in Dusseldorf with innovation, entrepreneurship, creativity and teamwork at its core. The company employs over 8,400 people over 28 production sites, and has an annual turnover of over €2 billion. Our brands have become consumer favourites and annually we produce around 500.000 tonnes of snacks including potato chips, nuts, baked products and specialty snacks.

About J.M Weston:

A traditional French shoemaker, J.M. Weston is known worldwide for its iconic moccasins, worn by all generations, regardless of changing styles and periods. J.M. Weston shoes embody French elegance, timeless and well-designed style. Its precious know-how is perpetuated in Limoges, in its factory founded in 1891, guided by the principle of passing on and perpetuating its skills. Classified as a 'Living Heritage Enterprise', the Manufacture J.M. Weston is one of the key references in the world of men's shoes.

About Kellogg:

At Kellogg Company, we strive to make foods people love. This includes our beloved brands – Kellogg's Corn Flakes, Kellogg's Müsli, Kellogg's Special K, Kellogg's All-Bran, Pringles and many more – that nourish families so they can flourish and thrive. With 2015 sales of 13.5 billion and more than 1,600 foods, Kellogg is the world's leading cereal company; second largest producer of cookies, crackers and savoury snacks; and a leading North American frozen foods company. Through our Breakfasts for Better Days™ global hunger initiative, we've provided more than 1.4 billion servings of cereal and snacks to children and families in need around the world.

About Kering:

Kering is a world leader in luxury apparel and accessories with sport & lifestyle activities. We develop a well-balanced ensemble of 20 brands that made an annual turnover of €3.5bn in Western Europe, as of 2015. Besides, the group has over 17,000 employees all across the continent, which account for almost half of our worldwide workforce.

About Klosterfrau:

MCM Klosterfrau Vertriebsgesellschaft GmbH is a part of the OTC network of the Klosterfrau Group and one of the biggest OTC companies in the German market. It can look back at a 190-year-old history. Klosterfrau Deutschland is leading in the business segment of cough & cold (e.g., nasic, neo-angin, Soledum, Bronchicum) and is one of the leading suppliers of health care products to the mass market (e.g., Klosterfrau Melisengeist, taxofit). It has been the German distributor for the company Ricola, amongst others, for many years. The company's website www.klosterfrau.de also offers further information about Klosterfrau.

About Kneipp:

The effective naturopathic studies of the health pioneer Sebastian Kneipp laid the foundation for the emergence and development of today's Kneipp GmbH and the Kneipp® brand in 1891. Since then, as an internationally operating company headquartered in Würzburg/ Germany, Kneipp exports sought-after body care and bath products as well as medicinal products and nutritional supplements to many countries throughout the world. In 2016, Kneipp® is celebrating a major anniversary: 125 years of being Nature's Expert.

About Kölln:

Peter Kölln GmbH & Co. KGaA unites under its roof numerous renowned food brands that all can look back on a long tradition. Breakfast cereals, edible oil and edible fat - Kölln's branded products stand for total premium quality and enjoy customer confidence for many generations. With innovative products Kölln has succeeded again and again in meeting consumers' taste and quality awareness.

About the LEGO Group:

The LEGO Group sells its well-known LEGO bricks to all countries in the European Union and had a global turnover of DKK 15,692 billion in the first half of 2016. The LEGO Group has its headquarters in Billund, Denmark with factories in Denmark, Hungary and the Czech Republic. LEGO bricks are sold in the EU via retailers, e-tailers and the LEGO Group's own sales channels.

About Leifheit:

Leifheit AG, a listed stock corporation founded in 1959 in Nassau/Germany, is one of the leading European brand suppliers of household items. The company stands for high quality, innovative products with great utility and functional design in the sectors of cleaning, laundry care, kitchen goods and wellbeing. Leifheit and Soehnle are among the best-known brands in Germany. In addition to the Brand Business, Leifheit AG operates in the service-oriented Volume Business via its French subsidiaries Birambeau and Herby.

About Lexmark:

Since 1991, Lexmark has been a recognised and lauded leader in imaging and output solutions that help people and organisations improve process and reduce their costs. Lexmark's award winning imaging and output technology has continued to evolve as the world becomes more digital and connected. Lexmark sells its products and services in more than 170 countries, and is a recognised global leader by many of the technology industry's leading market analyst firms.

About Longchamp:

French luxury House Longchamp was founded in Paris in 1948 by Jean Cassegrain and is still owned and run by the Cassegrain family today. Longchamp's luggage, handbags and accessories have a worldwide reputation for craftsmanship and quality, which now extends to shoes and ready-to-wear collections.

Longchamp is an international brand that has maintained momentum and energy across the decades. It epitomises French flair, fresh and inspiring creativity, as well as sharing the active lives of women across the world who enjoy a touch of luxury every day.

Refreshing advertising campaigns and exciting collaborations with artists underline the contemporary and sometimes playful spirit of Longchamp, which owns more than 265 exclusive boutiques worldwide.

About L'Oréal:

L'Oréal has devoted itself to beauty for over 105 years. With its unique international portfolio of 32 diverse and complementary brands, the Group generated sales amounting to €25.26 billion in 2015 and employs 82,900 people worldwide. As the world's leading beauty company, L'Oréal is present across all distribution networks: mass market, department stores, pharmacies and drugstores, hair salons, travel retail, branded retail and e-commerce.

Research and innovation, and a dedicated research team of 3,870 people, are at the core of L'Oréal's strategy, working to meet beauty aspirations all over the world. L'Oréal's sustainability commitment for 2020 "Sharing Beauty With All" sets out ambitious sustainable development objectives across the Group's value chain.

About Lundbeck:

Lundbeck is a global pharmaceutical company highly committed to improving the quality of life of people living with psychiatric and neurological disorders. For this purpose, Lundbeck is engaged in the research, development, production, marketing and sale of pharmaceuticals across the world. The company's products are targeted at disease areas such as depression, schizophrenia, Parkinson's disease and Alzheimer's disease. According to the World Health Organization, WHO, more than 700 million people live with psychiatric and neurological disorders globally. Focus on R&D is the most important pillar in Lundbeck's ambition to improve treatment for people living with psychiatric and neurological disorders.

Lundbeck employs approximately 5,000 people worldwide. We have employees in 55 countries, and our products are registered in more than 100 countries. We have production facilities in China, Denmark, France and Italy and research centres in Denmark and China. Lundbeck generated revenue of approximately DKK 14.6 billion in 2015. In 2015, 27% of our revenue derived from Europe.

About LVMH – Moët Hennessy Louis Vuitton

The LVMH group comprises 70 exceptional Houses that create high quality products. It is the only group present in all five major sectors of the luxury market: Wines & Spirits (with brands including among others Veuve Clicquot, Dom Pérignon, Moët & Chandon, Hennessy, Ruinart), Fashion & Leather Goods (a.o. Louis Vuitton, Kenzo, Givenchy, Loewe, Berluti, Fendi), Perfumes & Cosmetics (a.o. Guerlain, Benefit, Fresh), Watches & Jewellery (a.o. Bulgari, Tag Heuer, Hublot, Chaumet), and Selective Retailing (a.o. Sephora, Le Bon Marché). LVMH currently employs over 125,000 people across the world and reported sales of €37.6 billion in 2016.

About Mattel:

Mattel is a worldwide leading toy manufacturer, which employs approximately 31,000 people. Mattel's portfolio of brands includes Barbie®, Fisher-Price®, Hot Wheels®, Matchbox®, Monster High®, Polly Pocket®, Little People®, Mega Bloks®, Ever After High®, Little Mommy®, Max Steel®, Laugh & Learn®, Imaginext®, Thomas & Friends®, Power Wheels®, Mike the Knight®, Barney®, Fireman Sam®, Bob the Builder®, Angelina Ballerina® and Pingu®.

About Maus Frères (Lacoste, Gant, Aigle):

MAUS FRERES is a European group that holds several international fashion & lifestyle brands, including LACOSTE, GANT and AIGLE. Each brand is characterised by a unique and strong heritage, and shares a dedication to craftsmanship, quality and style.

About Melitta:

The brand Melitta® stands for the expert balancing of tradition and modernity – with the goal of offering extraordinary coffee enjoyment in harmony with the heartbeat of the times. In its over 100 years of company history, Melitta Group has revolutionised preparation of the popular hot beverage again and again: from the invention of filtering coffee with paper in 1908, the first finely ground, vacuum-packed coffee for filtering in 1962, and the introduction of the first electric filter coffee machine to the German market in 1965, to the patented Aromapor® paper and today's Melitta® filter papers, sustainably produced according to the FSC standards.

About Meßmer:

In 1907, Laurens Nikolaus Carl Janssen started up his own business in the town of Leer in East Frisia (northern Germany): the Ostfriesische Tee Gesellschaft (OTG). In the early 1950s his grandson, Laurens Spethmann, took over the management of the company. Together, Laurens and Marianne Spethmann built the Ostfriesische Tee Gesellschaft into a successful tea supplier on a national and international scale. In 1996, they turned over the management of the family business to the next generation. The Ostfriesische Tee Gesellschaft with its experience, strong concepts and major brands Meßmer, Milford and Onno Behrends is one of the leading tea suppliers in the German market.

About Merz:

With approximately 3,000 employees and 34 subsidiaries, Merz is a leading global provider in the fields of Aesthetics and Neurotoxins. Privately held for more than 100 years, the company is distinguished by its in-house research and development, solid financial strength and continuous growth. Complementing its unique portfolio of products for minimally invasive and non-invasive skin rejuvenation and tightening, Merz also develops neurotoxin therapy to treat neurologically induced movement disorders.

About Michelin:

Michelin, the leading tyre company, is dedicated to enhancing its clients' mobility, sustainably; designing and distributing the most suitable tyres, services and solutions for its clients' needs; providing digital services, maps and guides to help enrich trips and travels and make them unique experiences; and developing high-technology materials that serve the mobility industry. Headquartered in Clermont-Ferrand, France, Michelin is present in 170 countries, has 111,700 employees and operates 68 production facilities in 17 countries which together produced 184 million tyres in 2015.

About Miele:

Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional).

About Moët Hennessy

Moët Hennessy is the wine and spirits division of LVMH, the world's leading luxury products group. Moët Hennessy, the largest luxury wine and spirits company in the world, encompasses 21 prestigious brands internationally renowned for the richness of their land, the quality of their products and the expertise with which they are crafted:

Hennessy, Moët & Chandon, Veuve Clicquot, Dom Pérignon, Ruinart, Krug, Mercier, Belvedere, Glenmorangie, Ardbeg, Chandon, Newton, Cheval des Andes, Terrazas de los Andes, Cloudy Bay, Cape Mentelle, Numanthia, Ao Yun, Château Cheval Blanc, Château d'Yquem and Clos des Lambrays.

Twitter: @MoetHennessy <https://twitter.com/MoetHennessy>

Instagram: @moethennessy <https://www.instagram.com/moethennessy/>

About Moncler:

Moncler has a unique heritage and positioning. With over 60 years of history, the brand injects its DNA into innovative, versatile products that withstand the tides of fashion, making them "timeless". Products that draw inspiration from values tied to the love of sport and nature, marked by a renowned elegance and excellence of quality.

Over the last years Moncler has been a protagonist of an important growth and challenges. The senior management, led by Remo Ruffini as Chairman and CEO, is cohesive, motivated and experienced, with clear powers and responsibilities and a demonstrated ability to deliver strong results.

About Nike:

NIKE, Inc. is a global leader in the sporting goods industry creating products, services and experiences for today's athlete while solving problems for the next generation. NIKE, Inc. employs more than 60,000 people across the globe including more than 16,000 employees in Europe. NIKE, Inc.'s European operations include a headquarters in Hilversum, The Netherlands, employing more 1,700 people and supporting operations in over 75 countries in the EMEA region, and a state-of-the-art, renewable energy-powered European Logistics Campus in Laakdal, Belgium.

About Osborne:

Osborne is one of the oldest family businesses in Europe; generation after generation, it strives to acquaint consumers from all over the world with its food and drink brands, internationally renowned for their quality, authenticity and prestige.

About PAIDI:

PAIDI is a manufacturer of furniture for babies, children and adolescents. The company stands for intelligent and upgradable children's furniture, available in complete programmes for each age group. PAIDI furniture grows along with the children, as all items are expandable, combinable and sustainable at the same time. Their customer group are those parents and grandparents who look for high quality and security met by a timeless, sustainable design.

About Paradies GmbH:

Paradies is a German medium-sized home textile company founded in 1854 and owned and managed by the fifth Kremers generation. The company is one of the leading manufacturers of bedding goods in Germany and Europe, headquartered in Neukirchen-Vluyn near Duesseldorf.

About Philips Lighting:

Philips Lighting (Euronext Amsterdam ticker: LIGHT), a global leader in lighting products, systems and services, delivers innovations that unlock business value, providing rich user experiences that help improve lives. Serving professional and consumer markets, we lead the industry in leveraging the Internet of Things to transform homes, buildings and urban spaces. With 2015 sales of €7.5 billion, we have approximately 34,000 employees in over 70 countries.

About RAL:

RAL German Institute for Quality Assurance and Certification, based in Bonn/Germany, was founded in 1925. By that time German industry together with the government decided to standardize and clarify technical delivery conditions. They defined the quality requirements for selected products and ensured that adherence to these requirements was monitored. So the idea was born for quality assurance and Quality Marks (Gütezeichen). Since then RAL is the independent institution responsible for the approval of RAL Quality Marks (Gütezeichen).

RAL German Institute for Quality Assurance and Certification has become a trusted trademark over the more than 90 years it has been in existence. Together with its fully-owned subsidiary RAL gGmbH meanwhile the scope of work includes following business lines and responsibilities: RAL Quality Marks, RAL Colours, RAL Environment, RAL Logo License, RAL Academy.

About Royal Philips:

Koninklijke Philips N.V., aka Royal Philips, is a 125 year old Dutch multinational company, with strong European roots. The company has €24 bn sales, with €2 bn in yearly R&D investment. 70% of sales are achieved in the professional domain, mainly healthcare. Around 25% of its yearly sales are achieved in Europe. Throughout its history, Royal Philips has been responsive to changing market needs in the professional and consumer domains. The last couple of years in particular, the company went through a transition from a focus on electronics, to healthcare products and services: this led to a philosophy of working along a "care continuum", covering healthy living, prevention, diagnosis, treatment and homecare. Its healthy living products comprise a range of personal care and domestic appliances, many of which achieve leading positions in consumer markets.

About PUMA:

PUMA is one of the world's leading Sports Brands, designing, developing, selling and marketing footwear, apparel and accessories. The PUMA Group owns the brands PUMA, Cobra Golf and Dobotex. The company distributes its products in more than 120 countries, employs more than 10,000 people worldwide, and is headquartered in Herzogenaurach/Germany.

About Radeberger Gruppe:

Internationally familiar names, brands distributed across the whole country, regional specialities: Germany's largest privately owned brewing group offers beer aficionados an extensive product range comprising national premium brands like unique Radeberger, sparkling Schoefferhofer, Frisian bitter Jever. A major

range of regional premium brands like Allgaeuer Bueble Bier, Berliner Kindl and Berliner Pilsner, Brinkhoff's No.1 and DAB, Sion Koelsch, Stuttgarter Hofbraeu and Tucher, to name just a few, serve Germany's current trend towards regional products. International premium brands like Guinness, Kilkenny, Estrella Damm and Sol enrich the highly varied range of beers. Original Selters, one of the world's first brand products, the alternative refreshment Bionade and Pepsi, the top international brand, in the product line-up of non-alcoholic beverages round off the comprehensive portfolio of Radeberger Gruppe.

About RB:

RB (formerly known as Reckitt Benckiser) is the world's leading consumer health and hygiene company. The company has operations in over 60 countries, with headquarters in London, Dubai and Amsterdam, and sales in most markets across the globe. The company employs approximately 37,000 people worldwide.

With a purpose of delivering innovative solutions for healthier lives and happier homes, RB is in the top 20 companies listed on the London Stock Exchange. Today it is the global No 1 or No 2 in the majority of its fast-growing categories, driven by an exceptional rate of innovation. Its health, hygiene and home portfolio is led by 19 global Powerbrands of Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Lysol, Dettol, Veet, Harpic, Bang, Mortein, Finish, Vanish, Calgon, Air Wick, Woolite and French's.

About SCA:

SCA is a leading global hygiene and forest products company. The Group develops and produces sustainable personal care, tissue and forest products. Sales are conducted in about 100 countries under many strong brands, including the leading global brands TENA and Tork, and regional brands, such as Libero, Libresse, Lotus, Nosotras, Saba, Tempo, Vinda and Zewa. As Europe's largest private forest owner, SCA places considerable emphasis on sustainable forest management.

About Schaebens:

The Company Haus Schaeben GmbH & Co. KG ("Schaebens") with its head office in Frechen near Cologne (Germany) is a traditional family-owned Cologne enterprise. We are active in the fields of cosmetics and over-the counter products. In the cosmetics sector, our Group ranks as one of the leading providers in the German market and we are leaders for facial care products in terms of volume and in the product classes of face masks and acne as well. In the OTC sector, we are among the fifteen leading providers.

About Schloss Wachenheim:

Producers of sparkling wine, and founded in 1888 as the "Deutsche Schaumweinfabrik in Wachenheim", it has become one of the most significant sparkling wine and semi-sparkling wine producers in Europe and the world in barely 20 years with operational sub-groups in Germany, France and central and eastern Europe. Group sales of approximately 222 million bottles were achieved in the 2015/16 financial year (converted to 1-1 bottles).

About Schwartauer Werke:

Schwartauer Werke GmbH & Co. KGaA is a family-owned company and has been specialising in the production of fruit products for food retailing for more than 115 years. Our portfolio of branded products spans jams and sweet spreads, dessert sauces, and coffee and fruit syrups, as well as muesli and fruit bars. With our jams we are Germany's leading preserves manufacturer. We are also market leader with our muesli bar brand Corny. Our aim is to offer our customers products that are as natural as possible and preserve the goodness of nature.

About Sebapharma:

Sebapharma GmbH & Co. KG specialises in the marketing and sale of medicinal skincare and cleansing products. Founded in 1983, it trades today all over the world and achieves an annual turnover of over €100 million. Sebapharma currently has approximately 200 employees. Thanks to its renowned brand sebamed,

the company has operated successfully as a competent, innovative and performance-orientated enterprise for years now.

About Servier:

Servier is an international pharmaceutical company governed by a non-profit Foundation and headquartered in France. With a strong international presence in 148 countries and a turnover of €3.9 billion in 2015, Servier employs over 21,200 people worldwide. Corporate growth is driven by Servier's constant search for innovation in five areas of excellence: cardiology, oncology, metabolism, neuropsychiatry and rheumatology. Servier is the 9th largest European investor in research and development in the pharmaceutical sector. Being completely independent, the Group reinvests 25% of Servier's products' turnover in research and development.

About Sky:

Sky is Europe's largest entertainment company, directly present in five European countries and active in all EU Member States through joint ventures or partnerships. Sky is in a unique position in Europe as a content creator, distributor, licensor, pay TV and free to air operator, over the top service provider, technology and software creator, internet service provider and mobile network operator.

About STABILO:

STABILO International is one of the leading manufacturers of writing instruments in Europe and continues to set standards for writing, colouring, drawing and highlighting – such as with the STABILO BOSS, with over 2 billion highlighters sold worldwide.

About STAHLWILLE:

For over 150 years, the name STAHLWILLE has been a byword for innovative tools 'Made in Germany'. Intelligent torquing technology and tool systems, high-grade tightening tools and bespoke solutions for tool storage in the modern design of STAHLWILLE are in daily use in the aerospace, transport, energy and industrial sectors. The company unites all the outstanding features of traditional German craftsmanship, state-of-the-art production techniques and digital technologies.

About August Storck:

August Storck KG is one of the world's leading confectionary producers with well-known brands such as merci, Werther's Original and Toffifee. Starting as a candy manufacturer in 1903, the company is still an owner-managed family business based in Germany with 19 international sales operations. More than 100 countries around the world are supplied with its unique brands.

About Suarez:

Mr Emiliano Suárez Faffián, motivated by his knowledge of the jewellery and watch market and an interest in expanding upon this knowledge, established the first jewellery and watchmaking store and studio in Bilbao. This small store, of barely 20 square metres, was the beginning of a long and successful love story between the Suarez family and the fine jewellery sector which has continued to reap success year after year since its creation.

Today, after nearly 75 years of history and know-how, Suárez continues to look to the future with a new retail concept in which the family's history and their jewellery have pride of place: Maison Suárez is a venue which tells the story of the family's history, reveals the secrets of the craft and bears testimony to the value of the jeweller's essence.

The Suárez family are renowned in the history of the Spanish jewellery sector thanks to their passion, enthusiasm and perseverance.

About Tous:

Founded in 1920, it was under the leadership of Rosa Oriol and Salvador Tous when the firm started to take off with its focus on innovative design that stood out from traditional fine jewelry. Today, TOUS has become a multi-category accessories brand with a leading position in the affordable luxury segment. In addition to prime jewelry, it designs and markets handbags, fragrances, watches, glasses and other accessories.

With presence across 5 continents with more than 500 stores in cities like Barcelona, Madrid, New York, Shanghai, Tokyo, Moscow, Mexico City or Dubai, TOUS is consolidated as a global brand. TOUS generated sales of EUR 368 million during 2015, representing growth of 18% over the previous year.

www.tous.com

About Triumph:

Triumph is one of the world's largest intimate apparel companies. It enjoys a presence in over 120 countries with the core brands Triumph® and sloggi®. Globally, the company serves 40,000 wholesale customers and sells its products in 2,000 Triumph Stores as well as via several own online shops. Triumph employs more than 25,000 people and achieves revenues of CHF 1.703 billion (2015). It is a member of both the Business Social Compliance Initiative (BSCI) and the Global Social Compliance Programme (GSCP).

About Vivendi:

Vivendi is an integrated media and content group. The company operates businesses throughout the media value chain, from talent discovery to the creation, production and distribution of content. The main subsidiaries of Vivendi comprise Canal+ Group and Universal Music Group. Universal Music Group is the world leader in recorded music, music publishing and merchandising, with more than 50 labels covering all genres. Canal+ is the leading pay-TV operator in France, and also serves markets in Africa, Poland and Vietnam. Canal+ operations include Studiocanal, a leading European player in production, sales and distribution of film and TV series.

A separate division, Vivendi Village, brings together Vivendi Ticketing, MyBestPro, Watchever, Radionomy and the Paris-based venues L'Olympia and the Theatre de l'Œuvre in Paris, the CanalOlympia venues in Africa, and Olympia Production. With 3.5 billion videos viewed each month, Dailymotion is one of the biggest video content aggregation and distribution platforms in the world. Gameloft is a pioneer of mobile gaming that successfully balances market and technological development while always pushing for innovation.

About Weber-Stephen:

Weber-Stephen is the leading international manufacturer of exclusive barbecue appliances and accessories. As subsidiary company, Weber-Stephen Deutschland GmbH is responsible for the marketing of the Weber brand and distribution of Weber products in Germany. The lifestyle-oriented premium products are principally sold in leading garden centres, furniture stores and DIY stores.

About Weleda:

Weleda is the world's leading manufacturer of certified natural and organic cosmetics and anthroposophic pharmaceuticals. Its portfolio comprises more than 1,000 pharmaceuticals and a variety of extemporaneous pharmaceutical preparations, as well as 120 natural and organic cosmetics. Weleda has 19 majority shareholdings in 17 countries and employs a workforce of approximately 2,000 people worldwide. The company is represented through its products in over 50 countries across all continents. Since it was founded in 1921, Weleda has placed great importance on social, environmental and economic responsibility.

About W&H Dentalwerk Bürmoos GmbH:

The W&H Group, a family company whose registered office is in Bürmoos, Austria, is one of the world's leading manufacturers of dental handpieces and turbines. Its products are used in dental practices, dental clinics, dental laboratories, dental universities, hospitals and microsurgery. W&H is involved principally in B2B business. 95% of its products are exported to over 90 countries

About Wilms:

Our company is the leading independent outsourcing platform for food specialties in Germany. For more than 65 years Wilms / Impuls has brought innovative foods and concepts to the German market. As a part of Zertus Group, Hamburg/Germany, we are still a family owned business.

About la Zagaleta:

Located at the heart of one of the most attractive areas of the Costa del Sol, only a few kilometres from the famous Puerto Banús, lies possibly the most beautiful site in Europe, the "CLUB DE CAMPO LA ZAGALETA®". This is a place where one can truly discover a naturally privileged zone embraced by the magic of the Mediterranean and an incomparable beauty where a selected few find relaxation and peace.