



**LESS PLASTIC.**  
**WE ARE FANTASTIC!**

## Amorepacific's Efforts for "Less Plastic"

27. Sep. 2024

Senior vice president Oh Jeong-hwa, Sustainability Management Center

# Brand Portfolio

## Cosmetics

AMORE PACIFIC

Sulwhasoo

LANEIGE

innisfree

ETUDE

HERA

IOPE

pmr

ΔESTURA

한올

Mamonde

espoir

HOLITUAL

Holistic Rituals for Skin Wellness

B.READY

TATA HARPER®

## Hair / Body / Oral Care

RYO

mise en scène  
미장센

ILLIYOON

HAPPY BATH

amos  
PROFESSIONAL

LABO·H

메디안

## Fragrance

GOUTAL  
PARIS

## Inner Beauty

VITALBEAUTIE

## Tea Culture

오설록  
OSULLOC

# Domestic Business

2023 Revenue

**2.9** trillion KRW

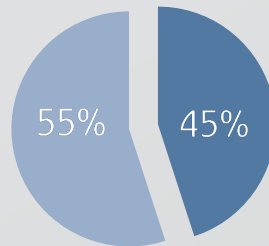
\* Revenue is the sum of domestic sales of Amorepacific Corp. and subsidiaries. Intercompany transactions are excluded.

## Brand Portfolio



## Channel Portfolio

E-Commerce > Travel Retail > Door to Door > Dept. Store > Roadshop / Aritaum > Hypermarket > Multi-Brand Shop



- Online
- Offline

\*Excluding Travel Retail Business

# Overseas Business

Sales of  
**1.4** trillion won  
 in 2023

(76%)

Great China Region \* 66% Japan 8% Other Asian Regions 26%



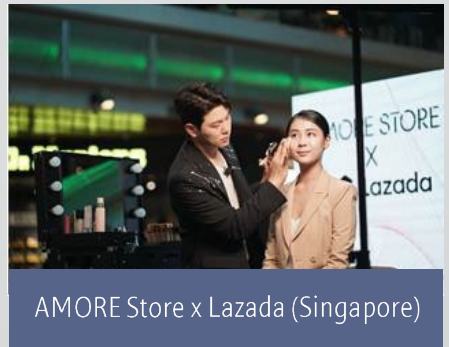
\* Sales/overseas sales ratio: annual basis for 2023  
 \* Great China Region: China, Hong Kong, Taiwan combined (as a percentage of total overseas sales)



Laneige in Sephora (USA)



Sulwhasoo 'Virtual Media Live Show'



AMORE Store x Lazada (Singapore)



Innisfree Store (India)

Our Vision

# Live Your New Beauty

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Inspire **New Beauty** in every individual  
to discover, live, and enjoy a healthy, fulfilling life

**New Beauty** inspired by Life, created with Digital, resonating with Empathy

# 2030 A MORE Beautiful Promise

한 번의 리필로 생수병 3개를 만들 수 있는  
플라스틱을 절약할 수 있어요

## Move Forward Together with Customers and Society

1 Instill the values of environmental and social friendliness into 100% of our new products and pursue endeavors that encourage sustainable living.

2 Promote diversity and inclusion across all our global workplaces and beyond, while seeking harmonious growth with all our stakeholders

## A MORE BEAUTIFUL PROMISE

## Coexist Responsibly with Nature

3 Achieve carbon neutrality and zero-waste-to-landfill across our production sites worldwide.

4 Reduce the use of plastics in product packaging and create 100% reusable, recyclable or compostable plastic packaging materials.

5 Invest KRW 10 billion into biodiversity conservation efforts and increase the use of RSPO-certified palm oil to 90% or more by 2023

# A MORE BEAUTIFUL PROMISE

3 Converting all global business sites to 100% renewable **RE100** energy and achieving zero landfill waste

Participating in and securing leadership in the RE100 initiative



Achieving RE100 at major production sites



Amore Pacific Beauty Campus Shanghai (2021)



Amore Beauty Park Osan (2022)



Daejeon Daily Beauty production site (2023)

Expanding PV systems



Double the PV installations in business/logistics centers (compared to 2021)



Maximize energy efficiency by installing/managing renewable energy within the headquarters/R&I center

Signing the first domestic direct PPA and VPPA, third-party PPA



Direct PPA (SK E&S, 2022. 03)



Third Party PPA (KEPCO/Eco Network, June 2022)



VPPA (Jeju village wind farms, 2022. 11)

PROMISE

04

Reduce the use of plastics in product packaging and create  
100% reusable, recyclable or compostable  
plastic packaging materials



# The beginning of full-scale environmental management

## Pacific Unlimited Responsibility

태평양의 '무한책임'이 고객의 '무한만족'으로 이어집니다.

1993년 태평양 「무한책임주의, 대선언!」  
오직 고객에 만족을 주는 서비스, 고객이 원하는 제품, 그리고 고객의 건강한 삶과 환경에 대한 '무한책임'을 실천하여 '무한만족'을 드릴 것을 약속합니다.

「무한책임주의, 는 실천입니다. 이 3가지를 꼭 이행하겠습니다.

1. 서비스 무한책임주의: 고객에게 최고의 서비스를 제공합니다.
2. 품질 무한책임주의: 최상의 품질로 고객 만족을 극대화합니다.
3. 환경 무한책임주의: 최상의 환경을 조성하여 고객에게 안전한 환경을 제공합니다.

태평양

- “Declaration of Unlimited Responsibility” for service, quality, and environment in 1993
- Emphasizing corporate social responsibility for healthy lives for customers and the environment

## Pacific Green Movement

### 태평양 그린 운동 실천방향

1. 태평양 전 가족은 Reuse (재사용), Reduce (감량화), Recycle (재자원화)의 3R을 생활화하여 지구 환경보전에 앞장선다.
  - Reuse (재사용)  
발생되는 폐자원을 그냥 버리거나 위탁처리하지 않고 회수하여 재사용하도록 한다.
  - Reduce (감량화)  
폐기물의 발생을 근본적으로 봉쇄하고 줄이도록 한다.
  - Recycle (재자원화)  
폐유리병, 폐지류, 폐합성수지 등을 분리 수거하여 재자원화 한다.
2. 태평양 그린운동의 실천은 어느 개인, 어느 부서만이 하는 것이 아니라 전 종업원, 전부서가 참여하는 것이며, 일시적이거나 즉흥적인 운동이 아니라 구체적이고 적극적인 실천 방안을 가지고 지속적으로 실천한다.
3. 태평양 그린운동의 추진결과를 환경보전위원회에 보고하고, 환경보전위원회는 이를 분석·평가·조정하여 태평양 그린운동이 효과적이고 지속적으로 추진 되도록 한다.

- Promoting environmental movement practices with the participation of all members in four areas of R&D, manufacturing, sales, and social responsibility.

## Pacific Environment Camp



- Environmental experiments, sports event, and 100-day program participated by elementary school students (3rd to 6th grade, approximately 200 students).

# Journey to Less plastic

1993



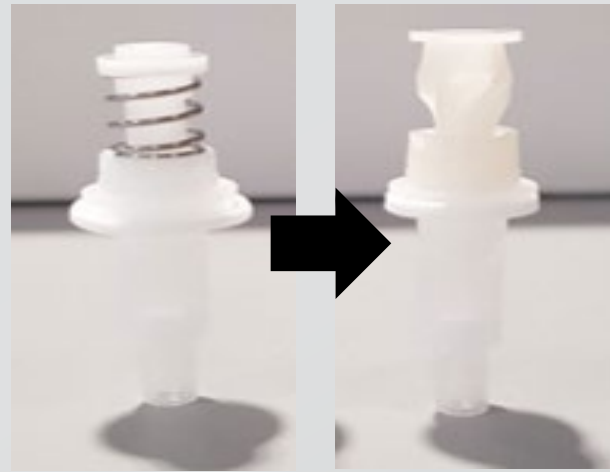
First empty bottle  
collection event

1995



First skin product refill

2020



First metal free pump

2022

*'Bottle to Bottle'*



First cycle product

# 4R strategy for less plastic

## 4R Strategy



### 1 REDUCE

- Reduce the use of plastic made from petroleum and avoid the unnecessary use of plastic

### 2 REUSE

- Continue researching for improvements on recyclability of packaging and containers

### 3 RECYCLE

- Work to facilitate the reuse of plastic containers.

### 4 RETURN

- Actively collect cosmetic containers.

### 2030 Goals

Applying 30% of recycled or bioplastics, and reducing plastic usage per product by 15% (compared to 2021)

100% recyclable, reusable or compostable plastic packaging

Expanding customer participation in on/offline container collection

# Performance of 2024

1,900 TONS

Reduction of new  
petroleum-based plastic

23.8%

Ratio of using  
recycled/bioplastic

32.6%

Ratio of packaging materials with  
"average" or higher recycling  
rate

# 4R Strategy — ① REDUCE

Reduction of using new petroleum-based plastic

## Removing and Lightening



Zero plastic paper packaging



Removing unnecessary plastics such as container covers, bottom decorations, etc.



**1,900 tons** | Reduction of new petroleum-based plastic

## Substitution



100% PCR body



50% PCR external container



Plastic container -> Glass container

**23.8%** | Ratio of using recycled/bioplastic

# 4R Strategy — ② REUSE

Reducing packaging materials by reusing containers

## Refill



Filling products into the used container



Luxury cream with replaceable containers



Refill with replaceable containers



Lipstick refill

# 4R Strategy — ③ RECYCLE

Innovation in packaging technology to avoid composite materials and improve recyclability

## Material Unification



Single material of PP for body/cap



Single material of aluminum

## Improved Recyclability



Pump without metal spring



Clear PET body



PET, Easy Peel label

32.6% | Ratio of packaging materials with “average” or higher recycling rate

# 4R Strategy—④ RETURN

Develop products using collected empty bottles, or upcycle them more effectively.

AMORE:CYCLE

## Using Collected Empty Bottles



AMORE:CYCLE  
아모레:리사이클





# New Challenge ① : Expanding convenience according to customer consumption changes

Efforts to expand container collection rate

## Online expansion of offline container collection (January 2024)

- Expansion of collection: from products of skincare to daily necessities, cushions/packs, and perfumes
- Progress in the Amorepacific official mall: 10 or more free container collection at once



- Approximately 5,600 people participated (Cumulative donation of WWF 5 million won from January to August 24)
- 9.5% (Participants of twice or more), 1.9% (Participants of 3 or more times)

< Real online collection cases >

나의  
쓰레기 마저씨



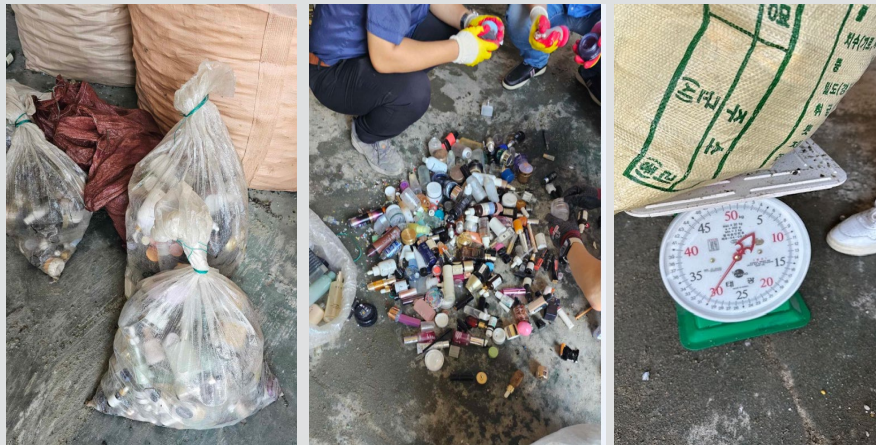
[이후 분쇄 → 세척 → 압출 과정을 거쳐]

# New Challenge ② : Closer to customers

Efforts to expand consumer collection points

Pilot project to collect cosmetic glass bottles in apartments (from April 2024)

- 3,500 households in apartment complexes located in Cheonan and Osan
  - Collecting cosmetic glass bottles regardless of brand In collaboration with KORA
  - Most cosmetic glass bottle specifications: clear bottle + coating
- > Confirming the possibility of utilizing them as high-quality recycled glass bottles



Purchase and Use



Produce cosmetic products



Collect cosmetic glass bottles

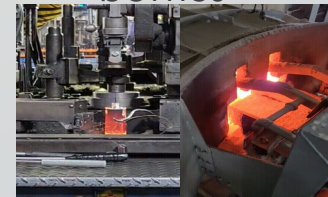


Transport/sort



Shred /Materialize

Reproduce cosmetic glass bottles



# New Challenge ③ : “Less plastic” with customers

Efforts to expand joining and collaboration

## FANTASTIC CREW Activities

- FANTASTIC CREW
  - ▷ Ambassador group practicing plastic reduction with Amorepacific
  - ▷ Consists of various clubs working for the Earth and our healthy lives
- A total of 20 Fantastic Crews
- Activity of 347 people



# New Challenge ④ : Exploring innovative solutions

Investing in new possibilities

## A More Beautiful Challenge

- Discover social ventures with potential to create and grow environmental and social impacts, and provide support for growth and investment review
- Conduct open innovation with 5 startups in the plastic/net zero area and make investment in 2 excellent companies in 2024
- Select 15 companies and invest in 8 companies (2022~2024)



## < Domestic Investment Companies >





*Less Plastic*  
**WE ARE FANTASTIC**

아모레퍼시픽이 플라스틱을 줄이는 4가지 방법