

LESIEUR STEPS UP ITS COMMITMENT IN FAVOR OF ENVIRONMENTAL AND FOOD TRANSITIONS

A LOOK BACK AT THE ANNOUNCEMENTS MADE AT THE PRESS CONFERENCE HELD ON MARCH 21, 2023,
IN THE PRESENCE OF

Marie Saglio, General Manager of Lesieur,
Fabien Razac, Marketing Director of Lesieur,
Christian Daniau, farmer in Charente and
Director of the Federation of Oilseed Producers (FOP)

Motivated by the strength of Avril's purpose "Serving the Earth" and encouraged by its employees on a daily basis, Lesieur today reaffirms its strong convictions according to four pillars.

- #1 - Acting in favor of the planet by promoting environmental protection, biodiversity, and more responsible production;
- #2 - Providing support for local sectors by developing ever closer ties with all of the various players;
- #3 - Building an inclusive collective approach for all its employees;
- #4 - Providing innovative solutions to meet the new needs and expectations of the French people.

... and its overriding ambition: to contribute towards the environmental and food transitions:

"As a vegetable-based company since 1908 and the leader in edible oils in France, we firmly believe we have a role to play and even a responsibility to contribute towards the environmental and food transitions. And this ambition goes back a long way. Back in 2020, we gathered to present the commitments Lesieur had undertaken. Today, we are entering a new phase. We are taking things a step further to help all French people shift their eating habits towards more plant-based foods, by encouraging new ways of consuming and offering essential everyday products", declares Marie Saglio, General Manager of Lesieur.

LESIEUR, MORE COMMITTED THAN EVER BEFORE TOWARDS ENVIRONMENTAL TRANSITIONS

RECYCLING POLICY

>> Today - All Lesieur bottles and containers are made of **100% recycled, recyclable plastic**.

>> And tomorrow - Within the framework of its new CSR approach, Lesieur undertakes to **minimize the use of plastic** in its packaging by

- Reducing the weight and quantity of plastic used;
- And switching to a different format containing less (or no) plastic;

As well as **studying alternative material** to replace plastic and planning, along with other committed players in the sector, **for alternative solutions in the future**, in particular by contributing to the development of bulk packaging.

SUSTAINABILITY

Responding to consumer expectations, Lesieur announced in 2020 its objective to produce seed oils that are **guaranteed free of pesticide residues**.

>> Today - This is now a reality for all its branded oils including Cœur de Tournesol, Fleur de Colza, Isio 4, and Frial!

Furthermore, the leading edible oil producer in France is launching **the first PUGET extra virgin olive oil containing zero pesticide residue**, with the ambition of providing support to consumers concerned about both their diet and protecting the environment. *"This is a strategic initiative for the brand with which we aim to achieve 2% to 3% of volumes by 2023. We will strive to continue this approach in the years to come."* - Marie Saglio.

LOCAL SECTORS

>> Today - In 2020, Lesieur pledged to offer **seed oils originating 100% in France** by 2023. This is now a reality for rapeseed, sunflower, and Oléisol®. In order to fully meet this commitment, **Lesieur is supporting the development of the French flax industry**, particularly for its ISIO 4 oil.

>> And tomorrow - Lesieur is engaged in a **"Committed Oils" approach** jointly developed with all the actors of the agricultural world, in order to achieve more responsible, sustainable agricultural practices, ensuring a fair remuneration for farmers and meeting the expectations of consumers.

"I am extremely pleased to be part of this approach initiated by Lesieur. By bringing together all the various players, from the producers to the industrialists, this initiative embodies the common desire to meet consumer expectations while ensuring fair remuneration for producers, essential for the development of good farming practices. This is fully in line with the strategy adopted by the sector for nearly 40 years: innovating to develop new opportunities that enhance the value of French seeds and create value for Ferme France. This also entails anticipating the future by providing farmers with the means to adapt to climate change and thus guarantee our food sovereignty." - Christian Daniau, Huiles Engagées partner farmer and Director of the FOP.

LESIEUR, MORE THAN EVER COMMITTED TOWARDS THE DIETARY TRANSITIONS

OF PRODUCTS WITH HIGH NUTRITIONAL VALUE

ISIO 4, your daily health partner

The French average nutritional allowances are two times too low for Omega 3^{1*}. According to the French Agency for Food, Environmental, and Occupational Health & Safety (ANSES), 70% of the population suffers from a lack of vitamin D². **ISIO 4** enables providing **certain essential daily nutrients** to the body such as Omega 3 and 6 for the whole family.

POPULARIZING VEGETABLES

While, according to Kantar, 49% of French people claim to be flexitarians, Lesieur is entering a brand-new market segment in May: the heart of a plant-based meal, thanks to its new brand **Lesieur Ma Popote**. A new product to be found in the ambient grocery aisle.

This new brand is composed of three product lines:

- Veggie balls
- Patties
- Mixed legumes

Practical, accessible, tasty, and Nutriscore A!

This new product will enable Lesieur to push further in its daily efforts to support the French in their new eating habits. **Lesieur Ma Popote is a 100% plant-based main dish**, drawing on the company's century-old expertise and plant-based know-how. This will help meet Lesieur's major ambition: to accompany the food and environmental transitions by popularizing vegetable products.

Marie Saglio, General Manager of Lesieur, concluded the conference with a reminder that *"our role must go beyond that of a day-to-day culinary partner. We are tasked with a mission: to accompany food and environmental transitions, working hand in hand with all the players in our sectors, including of course our colleagues at Avril, to bring the benefits of plants to the tables of all French people."*

About Lesieur

A business unit of Avril and Vegetable since 1908, Lesieur is committed to supporting the food and environmental transitions. Through its iconic brands renowned for their quality, such as Lesieur, PUGET, ISIO 4, Coeur de Tournesol, Frial, and Fleur de Colza, Lesieur works hand in hand with farmers and all the players in its supply chain to ensure that good food is accessible to all.

¹ Public Health France's essential recommendations on diet. National Individual Food Consumption Study 3 (INCA 3). Maisons-Alfort: Anses, 2017. p. 535

² As objectified by the dosage of 25 hydroxy-vitamin D. Nutritional references for vitamins and minerals, ANSES opinion, collective expertise report, March 2021.

Its strong local roots, the force of its inclusive community, and its commitment towards sustainable practices from the soil to the plate, motivate the company to engage in ambitious CSR actions in favor of the climate and biodiversity. More information at www.lesieur.fr and



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