



Innovation policy

A Jifmar Group policy



DIR-POL-005-01

Updated July 2024

Since its inception, innovation has always been part of the Jifmar Group's DNA. The company has incorporated innovation into each and every one of its processes in order to remain at the forefront of a constantly evolving global market. Based on sustainable development which is an integral part of Jifmar's identity, Jifmar always strives to act ethically, transparently and responsibly. We cultivate an environment conducive to innovation, encouraging the creativity of our employees and investing in innovative and sustainable initiatives.

OUR COMMITMENTS:

01. Dedicated resources

Allocating specific financial and human resources to support innovative projects. We invest in research and development to stimulate the discovery of new solutions and technologies.

02. New technology and market surveillance

Maintaining abreast of market trends and technological advances relevant to our sector. This enables us to anticipate customer needs and react proactively to market developments.

03. Corporate culture

Enhancing corporate culture that encourages creativity, calculated risk-taking and continuous learning. Every employee is encouraged to contribute to innovation and share their ideas.

04. Regular evaluation of innovative initiatives

Evaluating ongoing innovative projects on a regular basis, based on predefined criteria, to gauge their viability and contribution to corporate objectives.

05. Ongoing training

Investing in the professional development of our employees, providing training focused on creativity, problem-solving and the technical skills needed for innovation.

06. Sustainability

Expecting our business partners to do the same. Our commitment to sustainable development is a set of requirements that apply to everyone we do business with and are used by all our brands. It covers the following areas:

- Transparency and collaboration
- Supply chain due diligence
- Social and environmental impact

The commitment is based on internationally recognised standards and at a minimum complies with the law. However, we always strive to go beyond this fundamental level as part of a continuous improvement process.

07. Partnerships

Encouraging collaboration between teams and departments to promote a diversity of perspectives. Teamwork is key; we seek to develop our partnerships to get innovative and sustainable ideas. Sustainable innovative solutions often emerge when different areas of expertise come together.

08. Rewards and incentives

We recognize and reward outstanding contributions to innovation, whether in the form of formal recognition, promotions or financial incentives.

Jean-Michel BERUD, Jifmar Group CEO