



ROBERTET
GROUPE

THE ROBERTET GROUP CONTINUES ITS TRANSFORMATION WITH THE LAUNCH OF ITS BRAND PLATFORM

Grasse, April 25, 2024 – The Robertet Group, world leader in natural products, presents its new brand platform as part of the modernization drive aimed at accelerating its global development strategy.

Robertet's teams have carried out in-depth work to succeed in better communicating their vision, values and commitment to customers, partners and employees. This work is expressed in three dimensions: the Group's purpose, its signature and the evolution of its visual identity.

ROBERTET'S PURPOSE

The Group's purpose reflects the values that have endured within Robertet for over 170 years:

For Robertet, Nature is a craft deeply rooted in excellence. In the passion for the ingredient.

It's the seed of a family spirit, carefully passed down from one generation to the next. A seed that has grown sustainably to offer tailored customer support.

Robertet stands as the roots of a company established in Grasse, where its unique expertise in crafting fragrances, flavors and active ingredients, has blossomed into a unique art of awakening senses to spark emotions.

It embodies the nurturing of a strong heritage, already turned towards the world and the future. It's a burgeoning harvest, with perpetual innovations dedicated to the brands that trust us.

It's an ecosystem in full transformation where the art of nature and the freedom to invent, form the essence of a visionary venture.

This passion for the ingredient is more than a calling. It's the promise of always doing better, together.

To focus on the living, using cutting-edge technologies to protect it and extract... Naturals of tomorrow.



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ROBERTET'S SIGNATURE

FUTURING NATURALS: Robertet's new signature highlights the Group's exceptional, innovative expertise in natural products and its vision for the future.

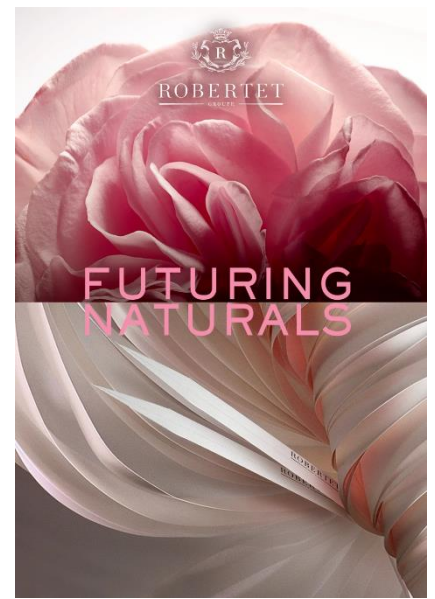
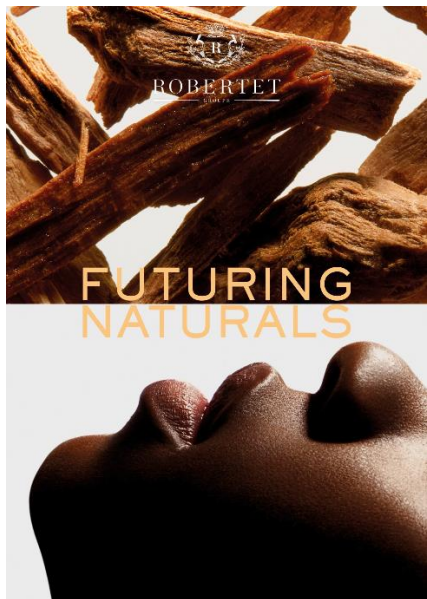
As CEO, Jérôme Bruhat explains: « **FUTURING** embodies our daring vision and unstoppable quest for innovation, while **NATURALS** symbolizes our know-how and attachment to tradition. At Robertet, with our powerful heritage, we are taking **NATURALS** to new heights. »

ROBERTET'S VISUAL IDENTITY

The Group has renewed its visual identity with:

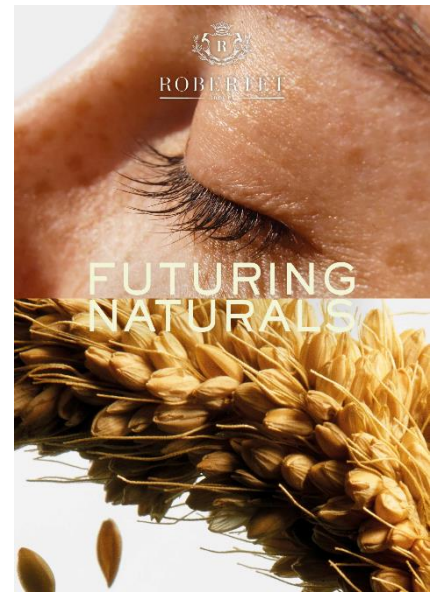
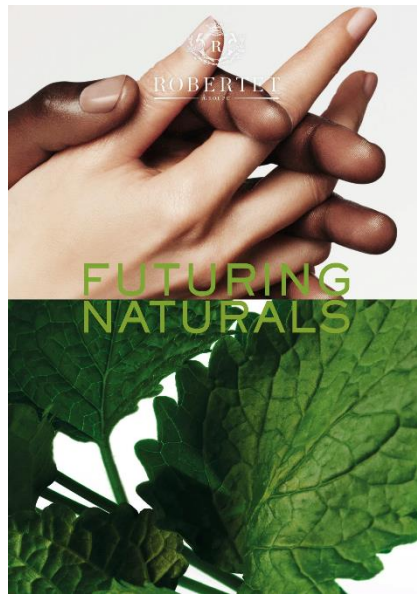
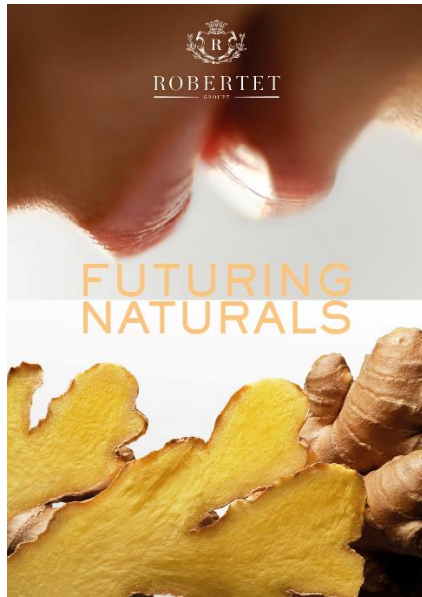
- a new website: <https://www.robertet.com>
- an advertising campaign soon to be deployed on various channels, including social networks (see visuals below),
- and a new brand film, soon to be released.

Here are the six key visuals in the form of diptychs combining natural products and expertise:





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ABOUT ROBERTET GROUP

Robertet S.A. was founded in Grasse in 1850 and is the world leader in natural products. Based in France and majority family-owned since its creation, the Robertet Group is still controlled by the Maubert family and is the only fragrance, flavor and ingredient company that is fully integrated throughout the entire creative process, from source to final fragrance or flavor. Today, the Robertet Group is represented in more than 50 countries, has more than 2,428 employees worldwide and offers its customers a range of 1,727 natural materials and products created in one of its 14 global creation centers. In 2023, the Robertet Group have achieved a global net turnover in excess of 720 million euros.

<https://www.robertet.com>

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