MAYOLY
Taking your care to heart



CULTURE BOOK 2025



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Our ambition is driven by our brand and our corporate culture

I'M MAYOLY

OUR AMBITION: BECOMING A GLOBAL LEADER IN CONSUMER HEALTHCARE.

To achieve this goal, we need to develop our corporate culture and strengthen our values. While our foundations are solid, we now wish to go further: to build a modern, lively and collaborative culture. A culture in which everyone can recognize themselves and develop both individually and collectively.

OUR CORPORATE BRAND AND OUR CORPORATE CULTURE ARE INSEPARABLE AND EMBODY OUR AMBITION.

TO EVOLVE AND SHAPE THE FUTURE, IT'S ESSENTIAL TO RELY ON OUR HISTORY.

Our culture and values stem from our heritage. And it is precisely because they draw on our history that they are the driving force behind our transformation to become a global leader in consumer healthcare.

We must all contribute to bringing our values on a daily basis, by adapting our practices and behaviour to support our international ambitions and live the Mayoly experience to the full.

What we want to reinforce

Every type of culture
has its strengths and weaknesses.

In reality, it's always a question of finding the right balance.
At Mayoly, we have chosen to highlight 4 themes that define our culture and values today.

Our culture is an important asset in its own right, but today we want to develop the dimensions of learning and fun to enhance engagement, creativity, innovation, agility and customer focus.

RESULTS

Characterized
by achievement and victory

COOPERATE

Characterized by relationships
and mutual trust

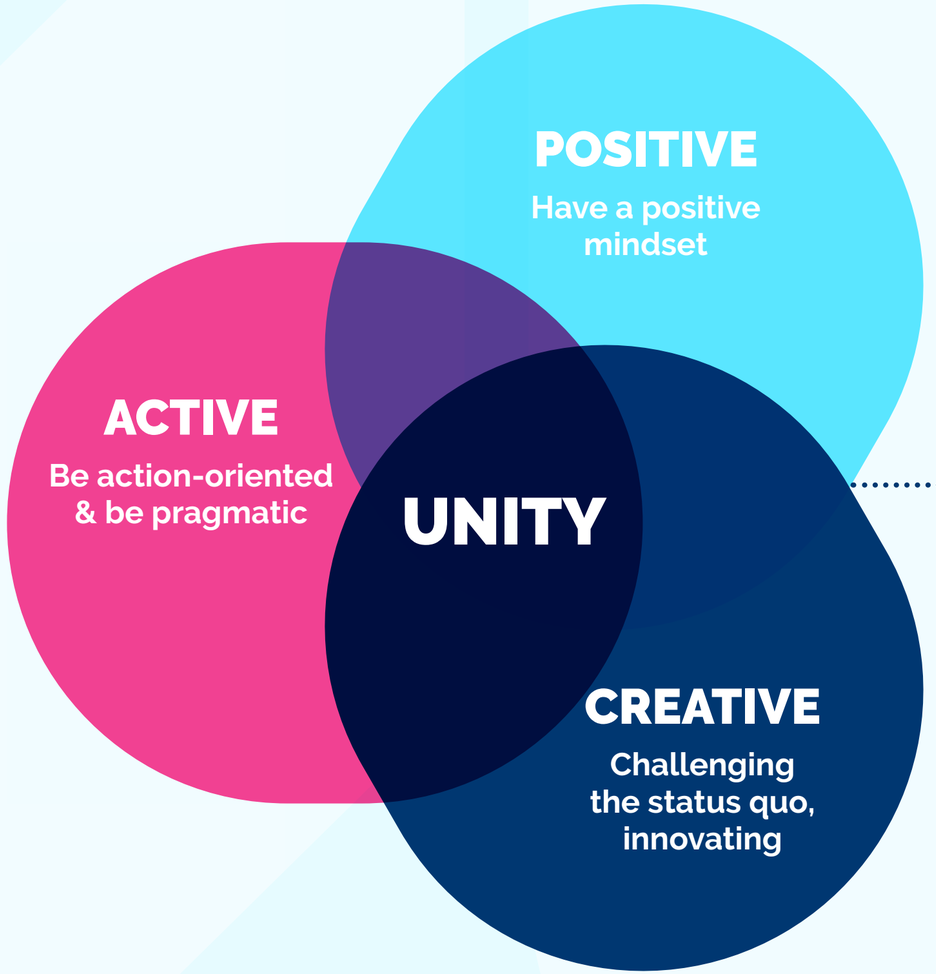
LEARNING

Characterized by exploration,
openness and creativity

PLEASURE

Expressed through
laughter and dynamism

Our Mayoly chemistry



HOW CAN WE REINFORCE AND EXPRESS OUR STRENGTHS?

1 ACTION VERB
Exemplary behavior to act as an intrapreneur

+

1 ADVERB IN "LY"
The Mayoly touch - The way we do or experience things

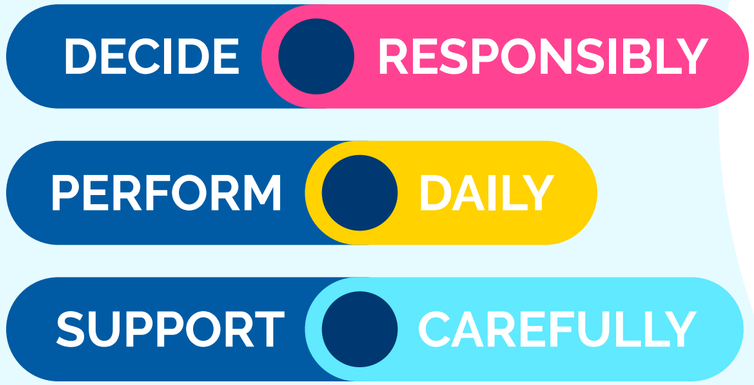
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MAYOLY CHEMISTRY
Our shared culture and mindset

Our human chemistry is unique

The fruit of our history and evolution, our corporate values and culture reflect our shared ambition to become an international leader in consumer healthcare.
They reinforce our ability to act, stimulate our creativity and cultivate a positive state of mind on a daily basis. This foundation is much more than a framework of values, it is a source of inspiration for every Mayoly employee.

3
commitments
to our patients, customers, and consumers.



Our corporate culture is underpinned by these core values. It guides our day-to-day actions and helps us to meet the challenges of tomorrow.

An innovative, infinitely customisable set of 15 verbs and 15 adverbs,
aligned with our corporate culture, that empowers each employee to be creative, to decide, and to act autonomously and responsibly in the interests of all.

ACT	HUMBLY
CARE	SIMPLY
LEAD	QUICKLY
BUILD	CONSTANTLY
TRUST	INCLUSIVELY
GROW	FAIRLY
TEST & LEARN	JOYFULLY
CONTRIBUTE	PROUDLY
SHARE	GENEROUSLY
CELEBRATE	STRONGLY
INSPIRE	BOLDLY
CHALLENGE	AGILELY
IMPACT	SMARTLY
RECOGNIZE	COLLECTIVELY
CREATE	ACTIVELY

Our core

PERFORM DAILY

We are pragmatic and work hard
every day to improve our efficiency
and our results, for the benefit
of our teams, patients and consumers.

DECIDE RESPONSIBLY

Each individual contribution shapes Mayoly,
as do the people at its heart. Progress and
decision-making are not limited to major moments
or projects; they are built every day, through every
action, every choice, and every day-to-day commitment,
at every level.

SUPPORT CAREFULLY

Solidarity and mutual support are essential
to living and working together better.
We all have a role to play in innovating,
change the status quo and get things moving.



In concrete terms?

Embracing culture and values

DECIDE RESPONSIBLY

PERFORM DAILY

SUPPORT CAREFULLY

Mayoly's values are based on a simple graphic system that connects a verb and an adverb. These elements are combined in a cartouche with a rounded edge, reminiscent of the graphic style of the Mayoly logotype.

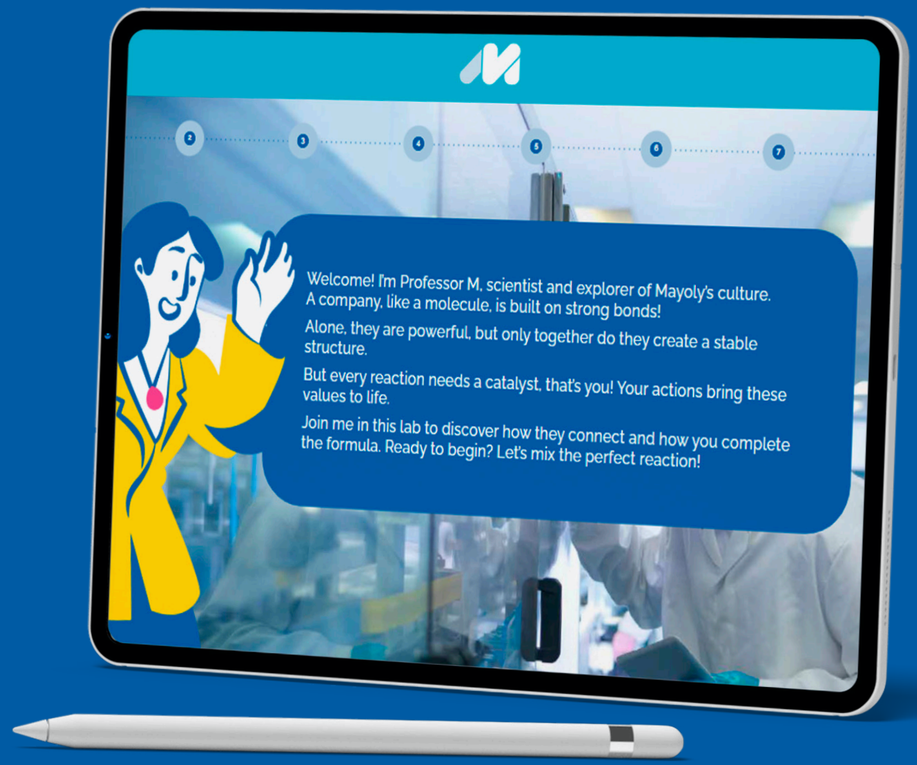
The verb is always presented in a blue cartouche, while the adverb is placed in a colored cartouche. The choice of color is based on the Mayoly graphic charter's chromatic palette.

An innovative combination of 15 verbs and 15 adverbs, customizable and infinite, which allows each collaborator, in line with our corporate culture, to be creative, to decide and to act in the interest of all, autonomously and responsibly.

CUSTOMIZABLE AND VIRAL! WHAT'S YOUR FORMULA?

ACT	+	HUMBLY
CARE		SIMPLY
LEAD		QUICKLY
BUILD		CONSTANTLY
TRUST		INCLUSIVELY
GROW		FAIRLY
TEST & LEARN		JOYFULLY
CONTRIBUTE		PROUDLY
SHARE		GENEROUSLY
CELEBRATE		STRONGLY
INSPIRE		BOLDLY
CHALLENGE		AGILELY
IMPACT		SMARTLY
RECOGNIZE		COLLECTIVELY
CREATE		ACTIVELY

Training on MayLearn



To better understand our corporate culture and embrace the values that drive us, we're offering you an e-learning tailored just for you!
Through short, interactive modules, you can explore the key principles that make up Mayoly's DNA.

E-learning lasting: 10 minutes

Multi-language device

MAYLEARN

Becoming a Mayoly ambassador: why and how?

In a changing world, where trust,
and commitment count as much as performance,
every employee is the reflection of the group.

Being an ambassador means:

- **Promoting our purpose and mission,**
- **Developing our corporate culture with pride, bringing our values to life every day.**

MAYOLY
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HOW TO BECOME AN AMBASSADOR?

1

Embodying our culture and values

Being exemplary in our commitment and day-to-day behaviour.

2

Speaking with pride about our mission

Knowing how to explain simply who we are, what we do, and why it makes sense.

3

Be a positive relay

Promote our successes both internally and externally (social networks, professional environment, etc.).

4

Get involved

Participate in the Group's initiatives (CSR, internal mobilisation, afterwork, etc.).

5

Be proactive

Suggest and improve:
everyone has a role to play and can make a positive difference to Mayoly.

You're proud of Mayoly and its culture, be an inspiring ambassador on social networks

E.g LinkedIn

DO

Be professional: always maintain a respectful and positive tone in your interactions.

Update your profile: make sure your profile reflects your role and skills.

Share relevant content: publish articles, news or success stories related to your sector or company. Check the rules in force in your country before any publication mentioning product brands.

Interact respectfully: comment and share publications constructively, obtain people's consent before publishing personal data or images, be transparent about their use and respect requests to withdraw them.

Be transparent: share your successes and challenges authentically, while remaining discreet about sensitive information.

DON'T

Don't share confidential information: do not publish sensitive data relating to the company or your business.

Don't be negative: refrain from sharing derogatory comments or opinions about the company, your colleagues or your customers.

Don't post inappropriate content: do not publish messages that are offensive, too personal or unprofessional.

Don't neglect security: don't connect your profile to unsecured applications or sites.

Don't forget that LinkedIn is a **professional showcase**:
every interaction contributes to the company's reputation, and to your own.

Recommendations for your publications on social networks (e.g. LinkedIn...)

How to structure your post?

POST

On LinkedIn, it's not uncommon to see long posts. To be effective, your posts should be between **1,200 and 1,600 characters long**.

It's important to place key information at the beginning of the post to make it easier to understand and quicker to read.

MENTIONS

It's important to identify collaborators and other stakeholders, to involve and engage the people mentioned.

When it comes to **hashtags**,there should be no more than 3 or 4, and when it comes to **emojis**, ideally no more than 10 per post.

Formats: static visual landscape (1200x628) or square (1080x1080), video, animated GIF...
the choice is yours!

PHOTO/VIDEOS

On LinkedIn, we recommend Mayoly's visuals, with photos of collaborators and your templates, which allow you to spread information and be identified by a user who doesn't follow you.

We've got new tools!

To proudly wear the colors of our culture and values, you have at your disposal a new banner for your LinkedIn profile, an email signature to integrate into your communications and various Teams funds, according to your desires.



Enough to embody
our culture and values,
internally and externally!

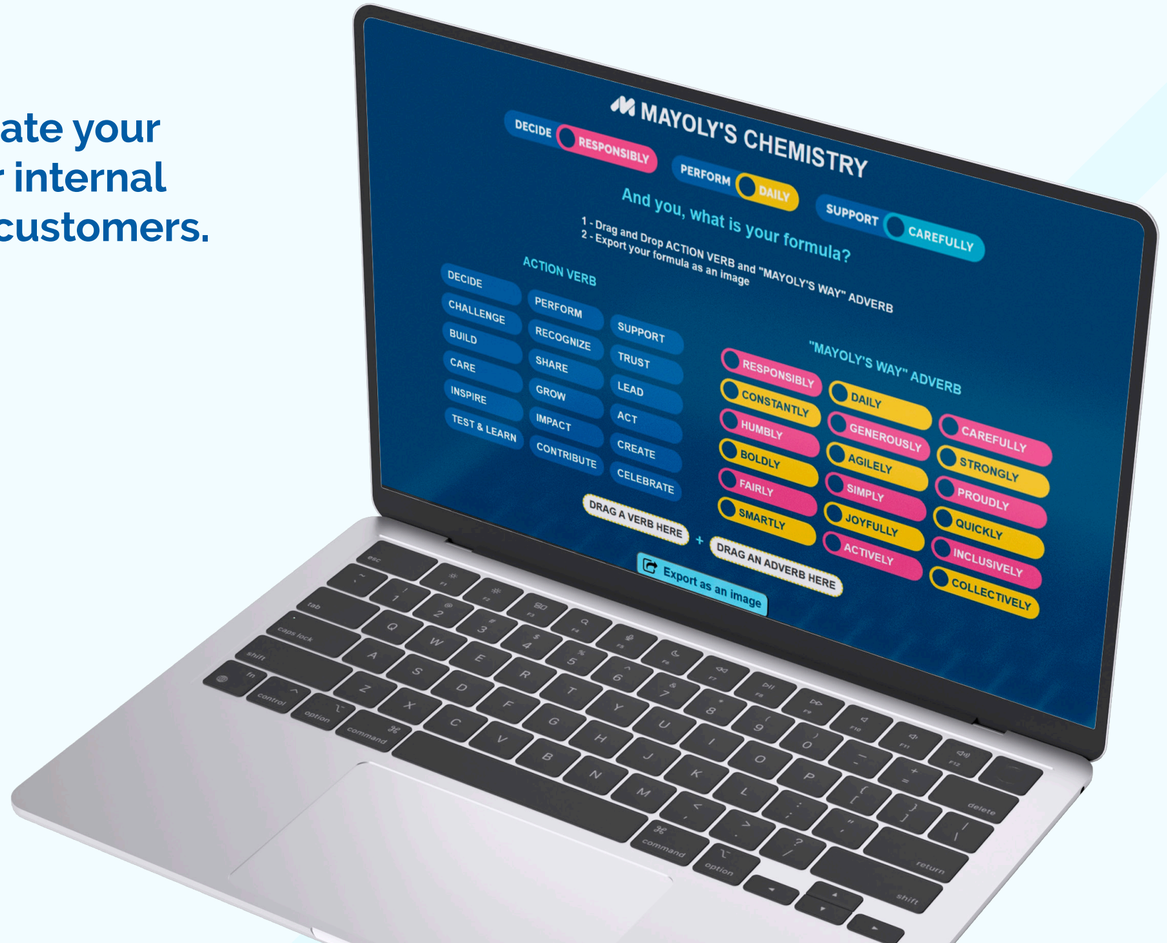


Create your formula: it's up to you!

Log on to: **values.mayoly.com**

Drag and drop your verb and adverb, then generate your own unique formula, which you can share on our internal network, on LinkedIn or in presentations for our customers.

It's up to you to be creative
and inventive!



Thank you all,
and once again,
WELCOME!

Now it's your turn...

CONTRIBUTE GENEROUSLY