

Redoxon®

04

**Brand
Sustainability**



Our Sustainability Strategy

Redoxon®

We want Redoxon to become the guardian of health
for **everyday**, for **everyone**.

The sustainability areas we chose to champion is naturally in line with this purpose. aspects will feature as our defend areas, meaning topics we must work on defensibility and for the sake of our planet.

Environmental
and mitigate for

CHAMPION AREAS

- **Promote small, daily habits of protection to enable people to stay on top of life.**
- **Protect the ones that protect us**

DEFEND AREAS

- **Sustainable Packaging**
- **Clean Label**
- **Reducing Carbon**

Champion Areas

Redoxon®

**Promote small,
daily habits of
Protection**

**Protecting
those who
protect us**

We champion daily, accessible protection as a fundamental part of everyday life, making people remember how important they are and enabling them — from school runs and workplace demands to caring for loved ones.

As a long-standing guardian of health, Redoxon believes that **simple, consistent habits can help protect you against everyday threats**. That's why we actively promote it through awareness and education backed by science and making parts of our portfolio accessible, supporting families in building daily routines focused on protection.

We also recognize that there are people we need to celebrate even more — **those who protect us every day**, such as teachers and healthcare professionals. We are committed to protecting these vital pillars of our communities, honoring their dedication by supporting their health and courage.

Ultimately, we are committed to making protection accessible to all, including in communities where support is most needed.

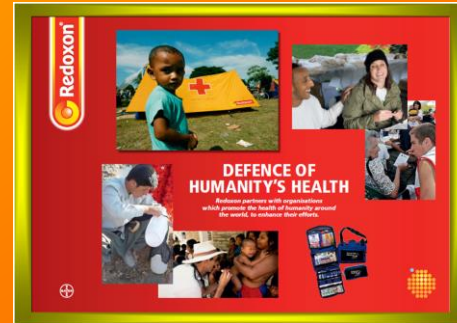
Champion Areas

Redoxon®

We are no stranger in playing our part to make the world a better place and sustainability has always been part of the Redoxon's DNA.

Build Awareness & Education around Protection

Foster **mindset & behavior change** towards protection by building **awareness and education** with commercial initiatives and KOL endorsement. We will help communities understand the importance of prevention and know what is available to empower them to self-care. We will do this backed by a science-based narrative and including in LMIC that tend to struggle more with health literacy.



Accessible Protection Solutions

Daily Protection education and awareness only works if paired with **the appropriate product solutions**.

We will keep evolving the portfolio to more protection broader (for **everyday**) and accessible (for **everyone**), with solutions that are available for LMIC, assessing the **right go-to-market** and the **right pricing**.

Protect the Ones that Protect us

Redoxon has also been a **long-standing partner of those who protect us**, from school teachers shaping future generations to health care professionals during tough time like the COVID pandemic. We honor their dedication, both by **supporting their own health** and by **giving them access to resources** (education and solution), also leveraging existing programs (e.g. Bayer NGI) to expand our reach.

Defend Areas

Given Redoxon's diverse packaging - plastic and aluminum tubes, blisters, and bottles – it is essential to evolve materials, address inefficiencies/excess, and boost recyclability.

In line with BCH packaging sustainability strategy, Redoxon is on a path **to evolve in recyclability** to:

1. **Reduce plastic usage** in tubes
2. **Reduce paper material**
3. **Increase overall blister recyclability**

Redoxon aspires to make our packaging commitments more transparent in our communications, actively involving both customers and consumers.



The image shows the packaging for Redoxon A-Z Multivitaminic. The box is white with a red top and bottom. The text on the box includes 'Redoxon®', 'A-Z MULTI-VITAMÍNICO', 'TODO DIA SUPLEMENTO ALIMENTAR EM ZERO AÇÚCARES COMPRIMIDOS REVESTIDOS', 'Programa micronutrientes ilustrados', 'Neuro-muscular', 'Metabolismo energético', 'Auxilia na visão', 'Funcionamento muscular', 'Fonte de cálcio', 'Sistema Imune', 'ADULTO', and 'CONTÉM 30 comprimidos revestidos'. The Bayer logo is also visible. Surrounding the box is a diagram of hexagons containing nutrient names: FERRO, CÁLCIO, ZINCO, B6, C, and B12. Below the box, there is text in Portuguese: '+ DE 20 VITAMINAS E MINERAIS', 'FÓRMULA COMPLETA PARA AS SUAS NECESSIDADES DIÁRIAS*', and a question 'Redoxon® A-Z Multivitaminico contém conservantes em sua composição?'. At the bottom left, a small note states: 'Não, Redoxon® A-Z Multivitaminico não possui conservantes em sua composição.' At the bottom right, there is a small disclaimer: '*necessidades relacionadas ao consumo de vitaminas e minerais por adultos. CH-20250129-86'.

+ DE 20 VITAMINAS E MINERAIS
FÓRMULA COMPLETA PARA AS SUAS NECESSIDADES DIÁRIAS*

Redoxon® A-Z Multivitaminico contém conservantes em sua composição?

*necessidades relacionadas ao consumo de vitaminas e minerais por adultos. CH-20250129-86

Não, Redoxon® A-Z Multivitaminico não possui conservantes em sua composição.

As a leading nutritional brand, it is crucial for Redoxon to **ensure that our portfolio adhere to clean label standards** and addressing any potential concerns related to hidden additives and artificial ingredients (e.g. aspartame).

To address these concerns, Redoxon is committed to formulating products that are **free from unnecessary excipients**, both in our existing and future formulations, by:

- 1. Ensuring Ingredient Transparency for Consumers:** Conduct a comprehensive formulation assessment of the entire supply chain, addressing potential usage of additives, colorants and areas of improvement.
- 2. Standardizing Process:** Work closely with our Product Development team to create a consistent plan for future product formulations in new nutritional area, ensuring the 'free from' philosophy is integrated.

Over the years, there has been a growing awareness of the pressing need to decrease CO2 emissions due to their significant role in contributing to climate change. It is imperative for **Redoxon to establish itself as a responsible and environmentally conscious brand**, safeguarding the brand's reputation from potential criticism related to CO2 emissions and air pollutants throughout its value chain.

To align to Bayer's CO2 strategy and enhance our environmental footprint, we will ensure a reduction in line with BCH Scope 3 2030, starting by a comprehensive assessment of greenhouse gas emissions throughout the entire supply chain (taking into account the complexity of Redoxon's decentralized supply chain involving contract manufacturers).

