

SOCIETÀ BENEFIT



**Experience and ideas
to serve beauty**



The origins, back in the 70s



1980

Our founder: Maria Grazia Reynaldi, was the first graduate in the 'Chemistry of Cosmetics' in Italy. After her experimental thesis, she opened a small laboratory-shop in Turin in 1980. There was a shop window through which passers-by could watch her crafting cosmetics; customers would request a bespoke product, and she would design and make it.

1996

After opening various shops, Marco Piccolo, one of her sons, entered the business, noticing how much potential there is in Dottoressa Reynaldi's formulas, and what that could mean for the brand. That's why, together with his brother Andrea, they started focusing more on B2B services, still keeping the Dottoressa Reynaldi brand as a research and development laboratory.

2000

The growth of the business brought with it a plant expansion; Reynaldi Srl moved from a small shop in Turin, to a 1000 sqm plant in Rivoli (TO).

2015

In 2015 the Rivoli plant became too small for 20 employees. The offices and the production since moved to Pianezza (TO) in a 7000 sqm.

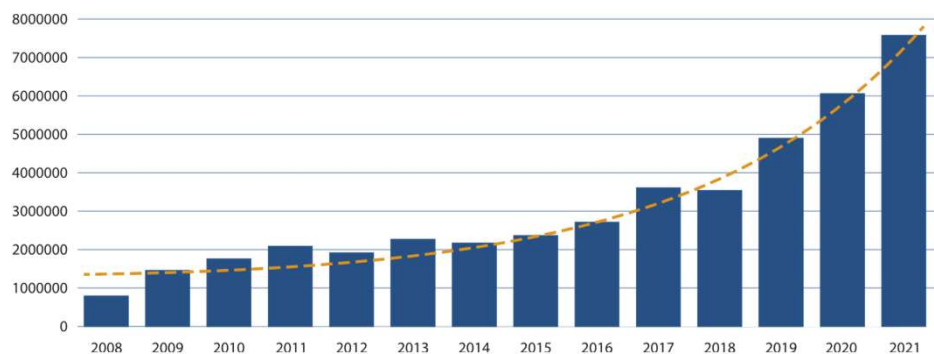
2016

Reynaldi Srl is the first cosmetic company to gain the title of Benefit Company, legally affirming its efforts towards social and environmental sustainability. Our goal is simple: Reynaldi must create an honourable profit, benefiting society, and making a positive impact on the environment.

A fast and steady growth

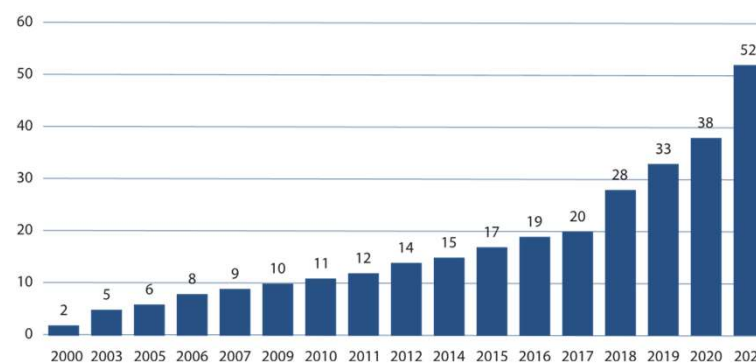
TURNOVER Numbers & Facts

- More than € **7 mln**
- Profit division:
 - 90% → Third party
 - 10% → Reynaldi brand
- Invested in **Research & Development: 13%**
- Growth 2008-2018: **+25%**



GENERAL Numbers & Facts

- **Hiring** in 2019: **+46% employees**
- **Bank Rating AAA**
- **7.500 mq** factory area
- **100.000 pc/day**
- **70%** exported products



Awards and certifications...

2004 and 2009: Best company in Piedmont



2014: GAP Project UCLA



2018: Premio Bellisario



2020: Ambasciatori dell'Economia Civile



ISO 9001



ISO 22716



ISO 13485



1st BENEFIT CORPORATION IN ITALY



Dott. Marco Piccolo

...for a continuous innovation



Evaluation Report Innovation Management Assessment

Reynaldi

July 11, 2017

Confidential

Assisted and validated

July 10, 2017

by Dr. Soffietti (Camera di commercio di Torino), IMP³rove Guide



Powered by:

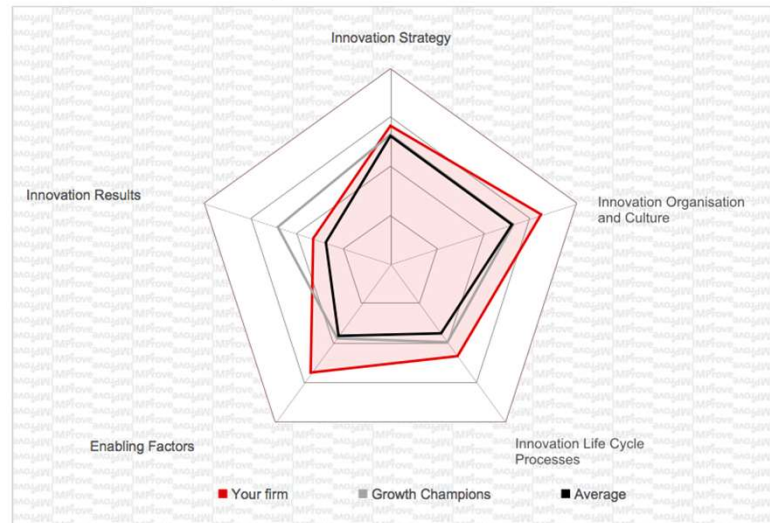


Management Summary

Your firm has an overall score of 64% on innovation management performance. Below, the score is compared with the Growth Champions and the average for your benchmarking class.



IMP³rove 2017 - Innovation Management Performance - Overall



Research & Development

- **Internal Activity:**
 - Formulation development
 - Stability and compatibility test
 - PH
 - Viscosity
 - Centrifugal
 - Thermal shock
- **Microbiological Analysis**
- **40 new formulas/month**



Production site



TURBOEMULSIFIERS

from 10 to 3.000 kg

DAILY PRODUCTION

max 9.000 kg

Automatic packaging lines

- Fluids, semi-fluids, solids and powders
- Tube filling, cartoning, sleeving, wrapping
- From **500 to 60.000 pieces per day**



Full service

All of our production steps are carried out internally, we do not outsource any production stage.

STEP 1
Research & Development



STEP 2
Production



STEP 3
Packaging



STEP 4
Finished product



Reynaldi – European Best Practices

November 2021



Uptake of Corporate Social Responsibility (CSR) by European SMEs and Start ups

Good Practice Document

Reynaldi SRL: Italian family business in the cosmetics industry aims for 360° sustainability

Reynaldi SRL is a medium-sized contract manufacturer based in Turin that offers formulation, production, and packaging services of natural cosmetics. The family-run company perceives sustainability as a strategic objective that is closely linked to its business model. This is realised through various activities in the key areas of community involvement, the environment and labour practices. Not only does the company apply strict quality standards to its products but has also integrated social goals in their ingredient sourcing process. Recently, it has also undertaken ambitious environmental-management improvements, seeking to reduce its CO2 emissions to a minimum.

Figure 1. Country coverage



Note: North Macedonia is included in the scope of this study but specific good practices were not identified.
Source: Visionary Analytics.

Key takeaways

The case of Reynaldi demonstrates how a typical cosmetics manufacturing company can integrate different CSR aspects over time – at the very beginning, the company was mostly focused on the quality of their products, while social commitment and the ways of helping various vulnerable communities were developed from a single project in Burkina Faso in 2003. As the business grew, environment-oriented improvements to the manufacturing process were introduced in 2016. The most recent change, introduced in 2020, relates to profit-sharing policy. Today, the company is deeply embedded in its local community, and is planning to build a new production facility with a vision to provide employment opportunities to marginalised persons. Reynaldi also serves as a positive example of an SME that has managed to integrate social and environmental goals into its business model without making trade-offs with financial sustainability.

Corporate social responsibility

FOR PROFIT

Distribute dividends
to shareholders



Società
Benefit

PROFIT

+

Positive impact on
people and the
environment

NOT FOR PROFIT

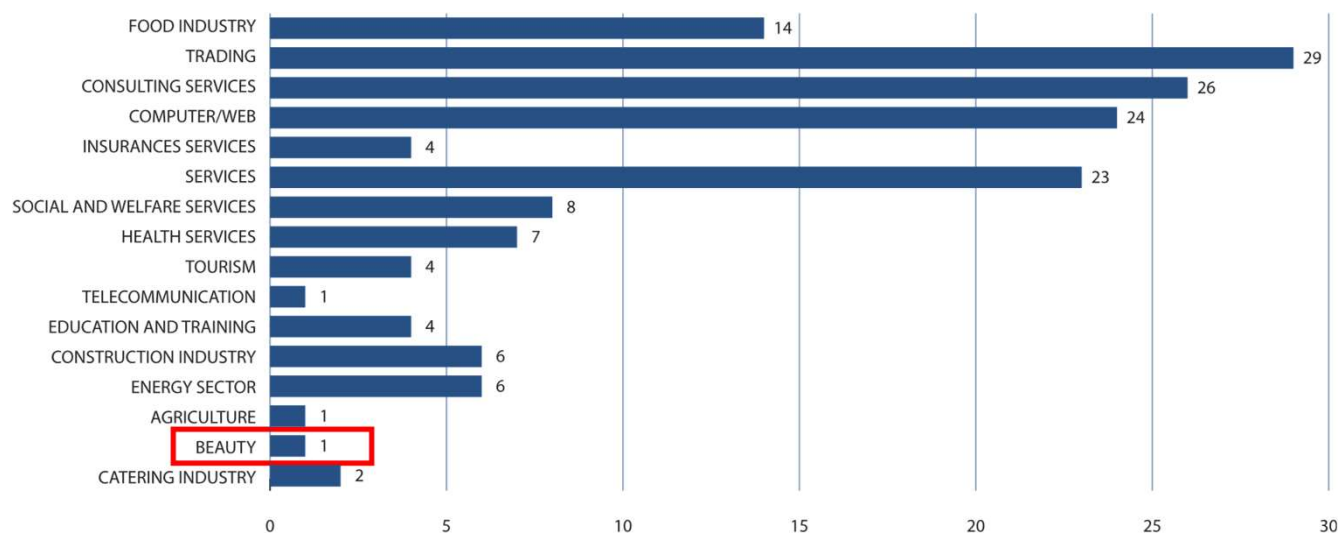
Have a positive
impact on people
and the environment

Corporate social responsibility

Benefit corporation since 2016



160 Benefit corporations in Italy.
One cosmetic brand.



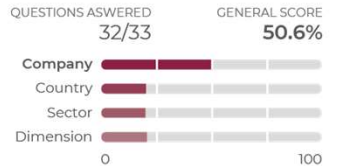
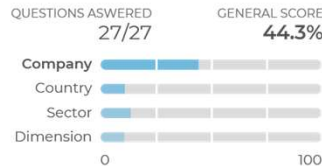
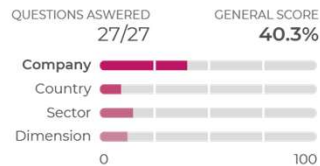
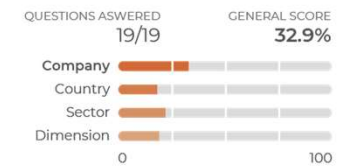
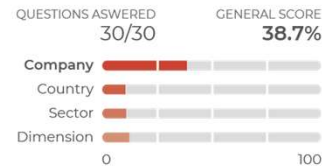
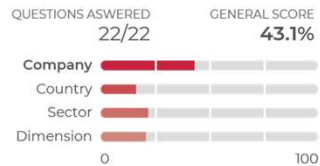
Source «Mestieredelmarketing», updated data at 28 February 2018

Corporate social responsibility

National Ambassador of Civil Economy 2020



Members of the



PARTNERSHIPS FOR THE GOALS.
Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Corporate social responsibility

On-site initiatives & Innovation

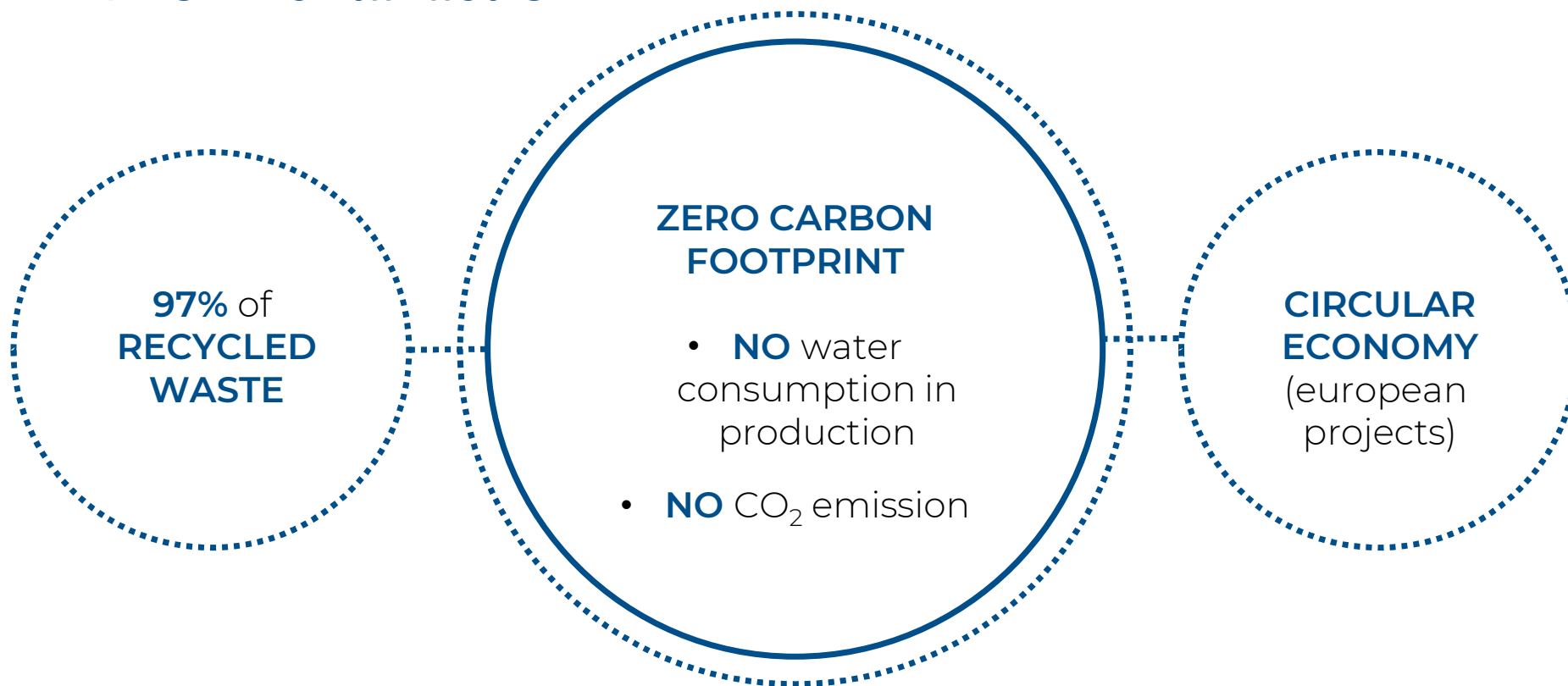
INNOVATION

- **Industry 4.0**
- Turin Polytechnic Project (70.000€)
- Investments 2017-2018 over 550.000€ (15% of turnover)
- Invested in **Research & Development: 13%**
- More than **40** formulations/month



Corporate social responsibility

Environmental action



Corporate social responsibility

Putting the focus on people



Coffee and drinks are **free**



63% of our employees are **woman**



We close everyday at **5:00 PM**



We wash our employees' uniforms



We allocate **30% of profits** as a reward for our employees

Corporate social responsibility

Social projects



DONATED PRODUCTS
(cream, shampoo, shower gel)



Piccole Sorelle dei Poveri

2018
more than 11.000



2019
more than 12.000

2020
more than 11.000

Corporate social responsibility

Social projects



Mensa di Fraternità
IVREA



Comunità
Monastica
Ss Trinità

Mensa del
povero
Sant'Alfonso
TORINO



DOTTORESSA REYNALDI & AFRICAN WOMEN

In **2003** a project for attributing dignity and respect to Africa's women was started.

We support the development of a cosmetics' activity on shea butter production, employing a group of 25 women.





Amala is a profit-free line produced by Reynaldi and born from the partnership between the company and Gruppo Abele, an association aiming at helping disadvantaged people by engaging them into activities and workshops.





Reynaldi inclusion projects include a collaboration with pacefuturo, an association that helps migrants with starting a new life in Italy. The people are engaged by the association in harvesting honey, which is then used from Reynaldi to produce “La Bellezza dell’Incontro” line, and sold back to the organization with no profit.





Cascina Caccia is an association which manages seized lands from the Mafia. In these places, they produce honey, which is transformed in a profit-free line called “Libero”, produced by Reynaldi.



“Dalla Stessa Parte” is a cooperative aiming at engaging people with disabilities. Among their activities, Reynaldi takes part in the BeeHappy Project, by producing profit-free cosmetics from the honey collected by the participants.





**Casa
do Menor**
São Miguel Arcanjo
Italia



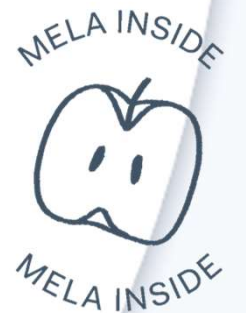


Le nuove sfide



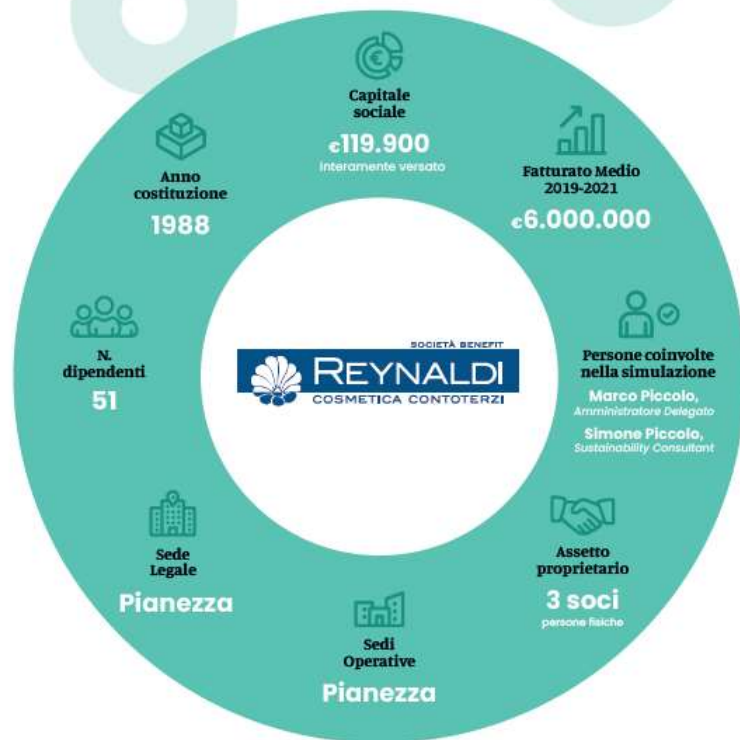
REBORN
naste
BEAUTY

Startup innovativa a vocazione sociale
Treat yourself by caring for the future



Borsa dell'Impatto Sociale: un passo avanti verso il nuovo mercato

Report finale della
quotazione simulata
2023





THANKS FOR THE ATTENTION

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