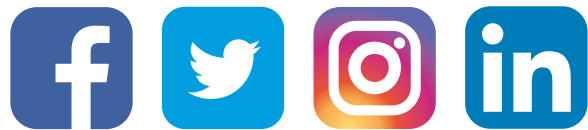




**LA VIE CLAIRE,
A FRENCH BRAND AND RETAIL CHAIN**

that stands for healthy, natural and organic products.

www.lavieclaire.com





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Since 1946, a forerunner in healthy living

A TRUE STORY

OUR HISTORY

La Vie Claire was launched in 1946 by a humanist with a vision and great respect for the earth and natural products, Henri-Charles Geffroy.

Poisoned with mustard gas during World War One, Henri-Charles Geffroy was able to regain his health and extend his life expectancy with a very natural diet composed primarily of fruits, vegetables and seeds.



La Vie Claire is a 70-year old independent family business, committed to the demanding and ethical promotion of tasty French organic produce.



*"Think clearly, see clearly,
act clearly, and live a clear life"*

INITIALLY, A MATTER OF DEEP BELIEF

To share his experience, he created the magazine La Vie Claire in 1946. Henri-Charles Geffroy wanted to create a platform to freely express his vision and to connect others who saw things differently, who sought to "think clearly, see clearly, act clearly, and live a clear life".

DRIVEN BY THIS CONVICTION, THE PROJECT OF LA VIE CLAIRE PRODUCT RANGE TAKES SHAPE

The magazine was a success, and many readers asked Henri-Charles Geffroy to help them find the foods that met the standards he recommended.

In answer to such a request, he decided, in 1948, to create the first La Vie Claire cooperative, proposing the first products under the La Vie Claire brand. From that period on, the network and its product range grew steadily.





CERTIFIÉ PAR FR-BIO-01
AGRICULTURE UE/non UE



AGRICULTURE
BIOLOGIQUE

1900 EXCLUSIVE LA VIE CLAIRE PRODUCTS



The La Vie Claire brand is a pioneering brand of organic products exclusively distributed in our chain of retail stores. Our business is to seek out, select, develop, design, distribute and advise on quality organic and natural products. La Vie Claire is an expert and committed brand that applies stringent standards, with more than 1,900 products and an average of 200 new releases every year.



THE WIDEST "OWN-BRAND" RANGE IN THE FRENCH MARKET



Our brand is known by our supplier partners and loyal consumers for its quality and high standards. With 1,900 products, the La Vie Claire brand encompasses the widest range of organic products in the French market, including:

- Everyday products such as bread and fresh prepared foods (dairy, meat products, vegetarian deli, etc.)
- A full range of sweet and savoury grocery items: oils, beverages, biscuits, cereals, jams, flours, grains, pasta, vegetable preserves, dried fruits, etc.
- Bulk organic products.
- Other rapidly growing categories of organic products: organic gluten-free products, herbal medicines, essential oils, Cosmébio® personal care and cosmetic products, and Ecocert® cleaning products.

LA VIE CLAIRE, SELECTING THE BEST RETAILER ORGANIC BRANDS.



To complement our range of La Vie Claire products and offer a comprehensive selection of organic, natural and healthy alternatives, we propose more than 3,500 products across all categories selected from among the market's leading brands, with which we enjoy long-standing relationships. We are thus able to offer a wide range of gluten-free products, wines, baby products, beauty products, nutritional supplements, etc.

These brands and products are selected by procurement committees referencing very specific criteria.

La Vie Claire also offers a choice of healthy and seasonal fruits and vegetables grown organically.

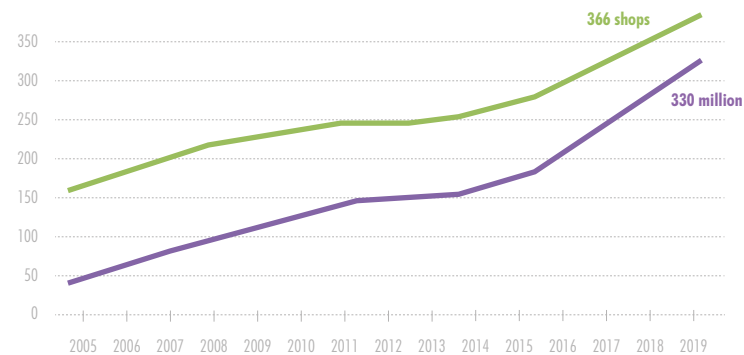
Our local philosophy leads us to prefer French producers, and especially producers located in the Rhône-Alpes region, the French leader in terms of number of organic farms and products.

In proposing its more than 5,000 listed products, La Vie Claire relies on an effective logistics organisation that simplifies procurement.

A FAST GROWING MARKET

LA VIE CLAIRE IN A FEW FIGURES

— Number of shops — Turnover (sell out)



ORGANIC WAY OF LIFE INVOLVES GREEN BUILDING

A high-performance logistics platform. La Vie Claire's centre is sustainably built and green-operated, meeting the most demanding environmental standards. The site is NF and

HQE (high environmental quality) certified, the offices have earned BBC (low consumption building) status. The roof is tiled with 6,413 square meters of photovoltaic panels that produce 872,570 KW annually, equal to the consumption of 130 families, which prevents the release of 66,000 kg of CO2 each year.

In support of the environment and a sustainable development philosophy, every year La Vie Claire can attest to :

- | | |
|---|---|
| 1) 128 tonnes of paper and cartons recycled | 4) 34,500 kilometers traveled in cars saved |
| 2) 2,020 trees saved | 5) 5 tonnes of CO2 saved |
| 3) 1,050 cubic meters of water preserved | 6) 58 tonnes of biodegradable plant material recycled |



LA VIE CLAIRE SEEKS TO DEVELOP ORGANIC SOURCING.

Every day, we are motivated by the values of balance, respect, transparency and support. We are sustainably committed to our partners in efforts to assist in their development, enter into long-term agreements to secure production and support the launch of new activities. Fully 83% of our suppliers are French, and we prioritise raw materials produced in France for the development of our products.

We support the suppliers in closest proximity, including organic producers in emerging countries, such as dried fruit producers in Turkey, quinoa growers in Bolivia, etc.



LA VIE CLAIRE PIONEER AND MAJOR PLAYER IN THE ORGANIC MARKET FOR 70 YEARS



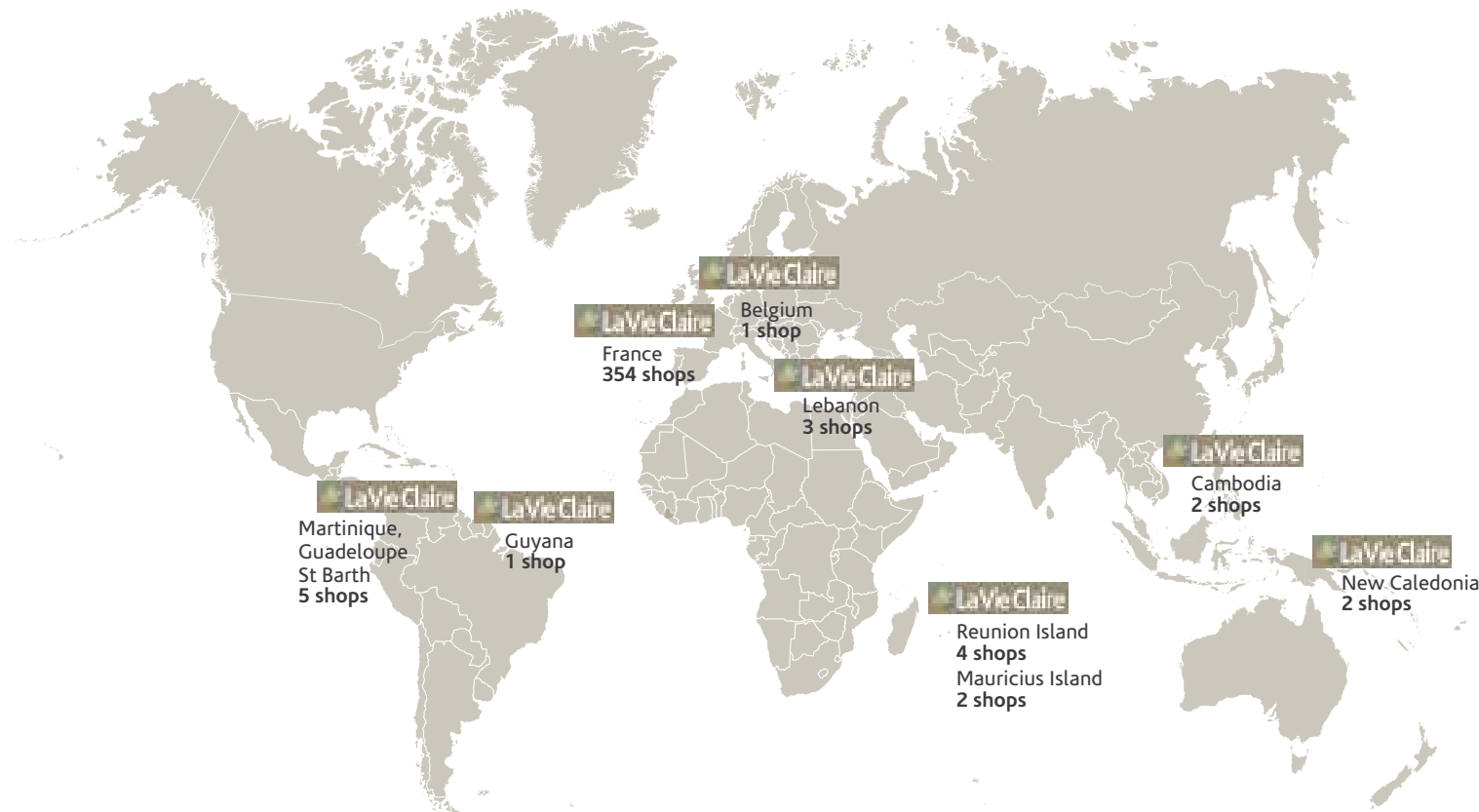
Our core business consists in both producing and distributing organic, healthy and natural products.

Over the past 70 years and since its creation, La Vie Claire continuously expanded both its retail network and

its own-brand products.

Over the past ten years, La Vie Claire has doubled its number of stores and become a key player in the market, with 354 shops to date and more than 56 new locations in 2018 alone.

Given the fact, La Vie Claire is positioned as the leading organic French organic franchise concept store and is starting to expand its business internationally.



THE FRENCH ORGANIC BRAND LA VIE CLAIRE AND ITS QUALITY STANDARDS

Each of the products developed for our brand is chosen according to our own specifications using very strict selection criteria.

- We set high standards for the nutritional and flavour aspects of the products developed under our brand.

- La Vie Claire organic products surpass existing standards in their rejection of chemical fertilisers and pesticides, and guarantee the absence of GMOs and allergens.

- We set our own threshold for GMO testing at 0.1%, which is the lowest detectable amount, whereas regulatory requirements for non-GMO labelling apply to foods containing up to 0.9% GMOs.

- Concerning pesticides, European organic farming regulations prohibit the use of pesticides but do not set an upper limit in case of contamination. At La Vie Claire, we have set a threshold of 0.02mg/kg in case of environmental contamination, whereas regulations do not define a limit.

- The use of PBO (piperonyl butoxide) in organic farming as a synergist for natural pesticides is prohibited by La Vie Claire beyond a level of 0.07mg/kg, although regulatory guidelines permit it.

To deliver on all these promises and ensure optimal quality, we execute an auditing programme with more than 3,000 analyses conducted each year by COFRAC accredited laboratories (ISHA, Eurofins and CETAM) on all our products.

We also share our monitoring plan using SECURBIO®, a data centralisation system for organic providers that La Vie Claire promotes to ensure reliable sourcing and guarantee the quality of organic products.



LA VIE CLAIRE, CERTIFIED AND RECOGNISED PRODUCTS



By Ecocert® 

We entrust verification of all the products under our brand to certification agency ECOCERT®, and are also the first French retail chain to have implemented audits of its stores under our own specifications, in addition to those required by law.

By Cosmebio® 

For our cosmetic products, the Cosmébio® “Green and Organic Cosmetics” charter is a guarantee for consumers that our products respect people and the environment. Our La Vie Claire personal care and beauty products display the Cosmebio® logo, and our formulations even exceed the requirements of the charter.

Our formulas include:

- At least 98% ingredients of natural origin, compared with a 95% requirement for Cosmebio®.
- At least 98% of plant ingredients are certified organic, compared with a 95% requirement for Cosmebio®.

- At least 20% of ingredients are certified organic, compared with a 10% requirement for Cosmebio®.

Following the same principle, Ecocert® proposes a benchmark dedicated to cleaning products that is the most stringent in the market. We chose it to certify the products in our Ecoclair® range, because we are equally committed to green products.

By the Afdiag  FR-002-233

We partner with the AFDIAG, French association for gluten intolerance, to earn its logo on our gluten-free products. Our brand's products comply with very strictly defined specifications, and are produced in gluten-free plants.

By Vegan Society 

This organisation's purpose is to educate consumers in all aspects of veganism, and to support vegans and those who wish to become vegan.

La Vie Claire proposes a range of vegan products that are identified by a Vegan Society logo on the packaging.



LA VIE CLAIRE, A CONCEPT STORE STORY

La Vie Claire is a brand, but is also shops. We promote an attractive store concept on a human scale. In alignment with our sustainable development approach, our shop design uses materials and installations that are respectful of the environment. We use paints without solvents and woods that are PEFC certified and heat-processed without pollutants. In lighting our points of sale, we choose low-consumption LED illumination.



LA VIE CLAIRE, A CERTIFIED AND RECOGNISED COMPANY

La Vie Claire also demonstrates its commitment to sustainable development with its signature of the Bioentreprisedurable®, code of conduct developed by SYNABIO, the French syndicate of organic processors.

This approach enables us to further advance in the sustainable development arena, in support of environmental and social responsibility, conversion to organic production, price stability, supply transparency, etc.



“When you choose La Vie Claire, you opt for « made in France », organic, both healthy & natural products.

Throughout the years, La Vie Claire has built a good brand awareness and positions as an experienced distribution specialist with more than 350 stores under its own name.”

La Vie Claire, the strength of a network with a dedicated export team and a marketing and communication team attentive to your needs.

Have you any questions or are willing to open a La Vie Claire Shop ? Please contact us:

mcostarismovais@lavieclaire.com

