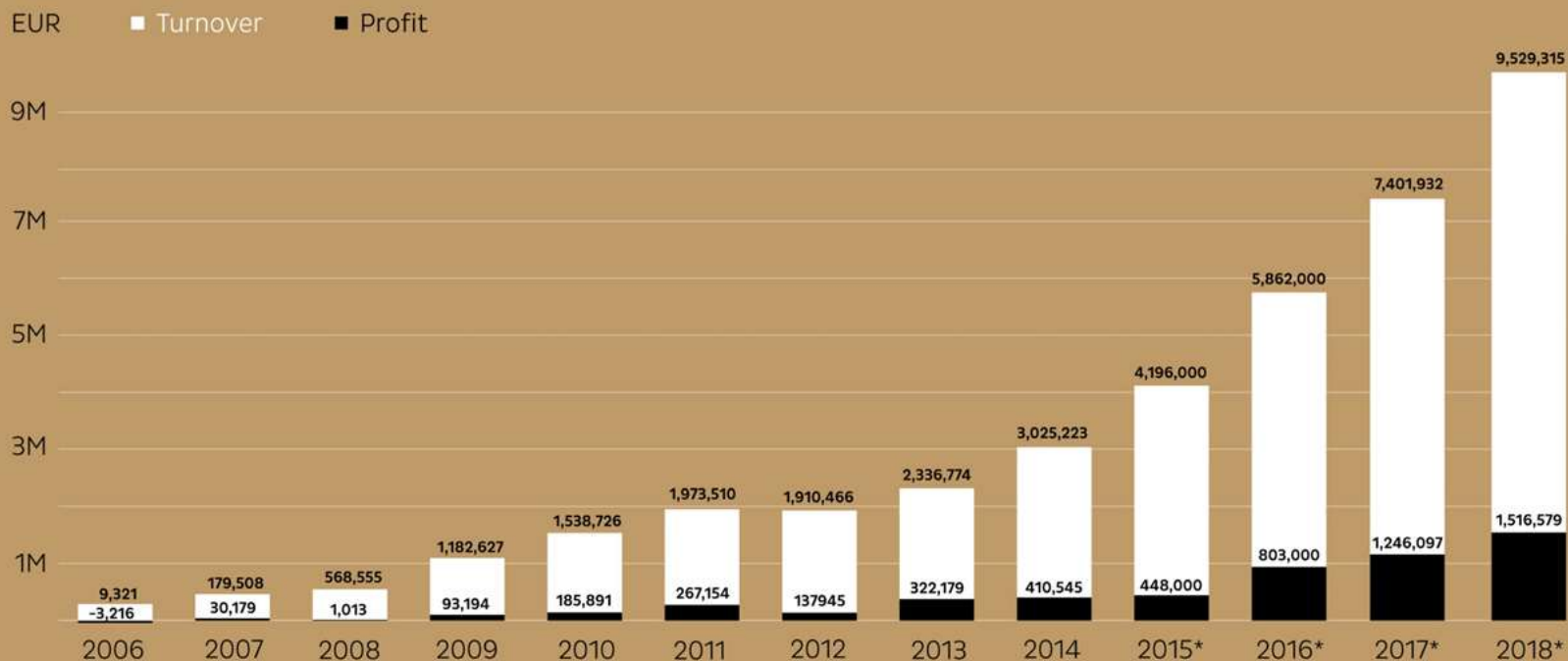




MÁDARA
organic skincare

AS MADARA COSMETICS

TURNOVER AND PROFIT 2006-2018



YEAR 2018 - THE MOST PROFITABLE YEAR EVER PROFIT 1.5 M EUR



GROWING FASTER THAN GLOBAL BEAUTY MARKETS





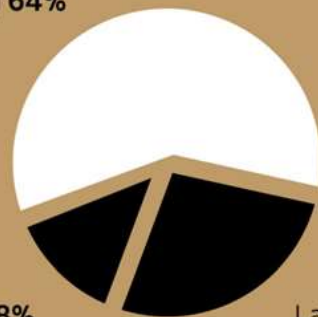
We export to
34 COUNTRIES



Products are
available online in
**120 COUNTRIES
WORLDWIDE**

GEOGRAPHICAL SALES BREAKDOWN 2018

EU (excl. Latvia) **64%**

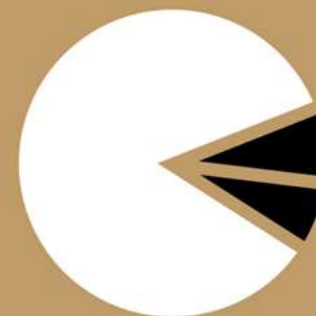


Other markets **8%**

Latvia **28%**

SALES BREAKDOWN BY BRAND 2018

MÁDARA **85%**



MOSSA **9%**

Contract
manufacturing **6%**



THE ORIGIN

Born in 2006, MÁDARA Organic Skincare is a natural cosmetics brand from Latvia. Founded by four Latvian women, who, unable to find exactly what they were looking for, created it themselves.

In as little as 10 years, AS MADARA Cosmetics has grown from a dream to a famous and acknowledged producer of cosmetics for various skin care brands.

Today MÁDARA enjoys its greatest popularity in Finland and several other Northern countries, as well as throughout the Europe.





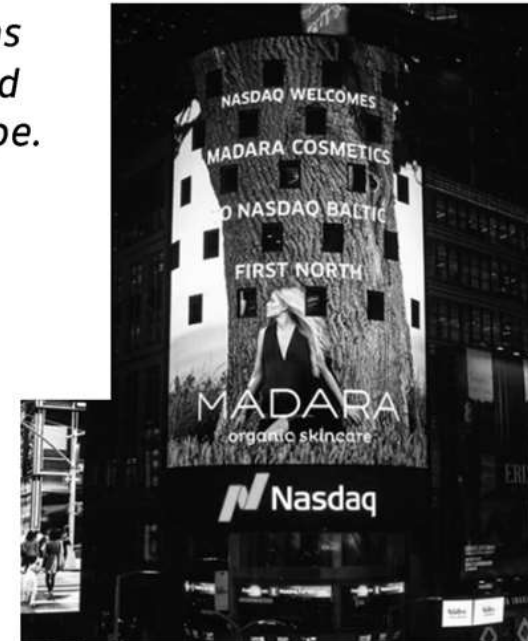
MORE THAN
12 YEAR EXPERIENCE
IN R&D AND MANUFACTURING



MÁDARA pioneered scientific research and ingredient innovations based on Northern plants more than 12 years ago, and now owns one of the best-equipped and most advanced organic cosmetics factories in Northern Europe.



In 2017, AS MADARA Cosmetics became a Nasdaq Baltic First North listed company.





THE VALUES



Being a value-driven enterprise, MÁDARA believes that the best skin care is the kind of care that goes deeper than skin. MÁDARA challenges traditional cultural and industry norms with

NATURE, SCIENCE, HUMANITY AND SUSTAINABILITY.


As a result, people tired from the urban life and challenges are inspired to rediscover their natural appearance and values to feel comfortable in their own skin again.






UNIQUE INGREDIENTS

FROM NORTHERN AND ARCTIC REGIONS



Our unique ingredients are harvested mainly in the Baltic/Northern region: e.g., rejuvenating birch water, vitamin-rich berries, mineral-rich fossil mud, antioxidant-packed herbs and omega-rich seed oils.



At first being charmed by Asian Beauty, starting MÁDARA I realised that there is a huge potential in the ingredients coming from my own region. I love to call it Northern Beauty.

LOTTE, MÁDARA FOUNDER



PRODUCT DEVELOPMENT, RESEARCH AND INNOVATION



Each product is exclusively developed in the company's own R&D department and lab in collaboration with the leading scientists and dermatologists.

This ensures unique and highly specialised formulations, fast integration of innovative solutions, and quick adaptation to ever-changing market and customer needs, as well as new trends.



ORGANIC VS. CONVENTIONAL

MÁDARA undertakes the task and challenge to find ways how to push the industry in a natural and responsible direction.

HIGHLIGHTS

Natural non-invasive alternative to skin filling:

NEW RE:GENE VOLUME REBUILD LIFTING MASK

Natural, certified sunscreens, FREE FROM chemical filters, synthetic preservatives, fragrances and colourants:

NEW NATURAL SUNSCREEN RANGE FOR FACE & BODY

Silicone-Free Serum for proven EFFECTIVENESS:

TIME MIRACLE CELLULAR REPAIR SERUM





TOTAL
NEWAL
CREAM

PROUD TO BE THE FIRST

**WORLD'S 1ST
BIRCH WATER-BASED
ANTI-AGEING SKIN CARE**

- 0% WATER ADDED-

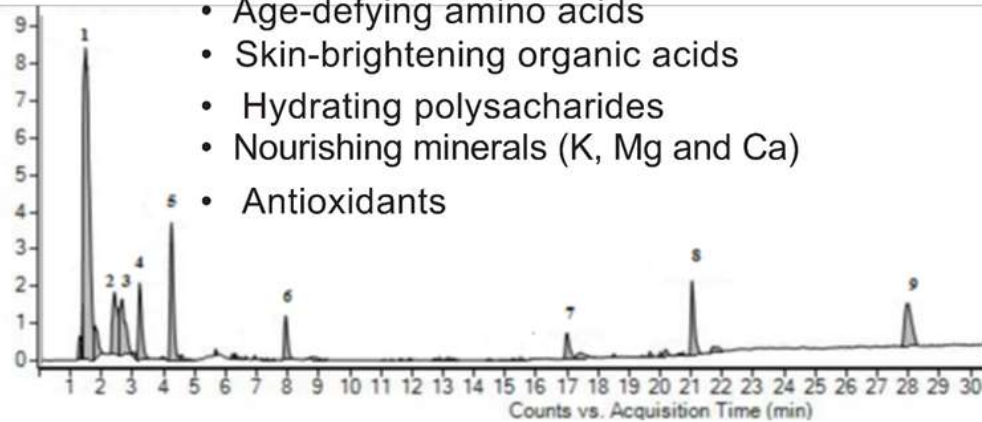
We were the first to research and introduce
Northern birch water into anti-ageing skin care

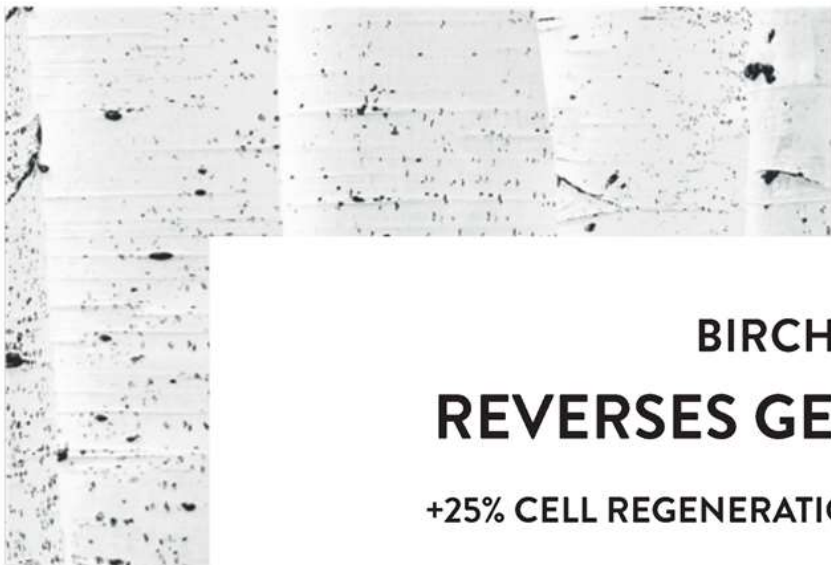


BIRCH WATER – THE LONGEVITY FLUID

55 ACTIVE SKIN BOOSTING MOLECULES

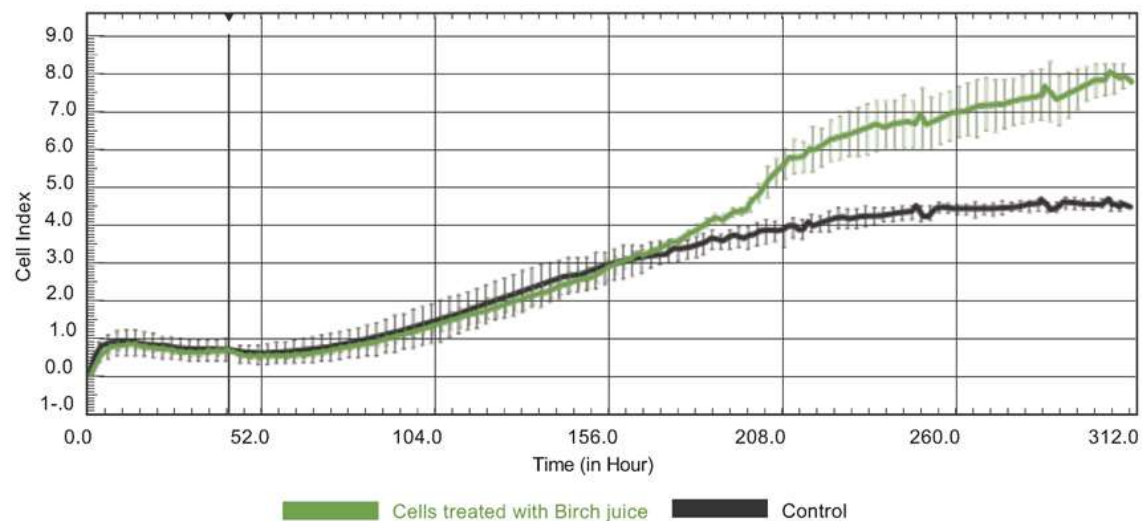
- Age-defying amino acids
- Skin-brightening organic acids
- Hydrating polysaccharides
- Nourishing minerals (K, Mg and Ca)
- Antioxidants





BIRCH WATER REVERSES GENETIC AGEING

+25% CELL REGENERATION / 91% collagen increase



Time	Cell Index	Collagen
0	0.5	0.5
52	0.5	0.5
104	1.0	1.0
156	2.5	2.5
208	5.5	3.5
260	7.0	4.2
312	8.0	4.5



MÁDARA
organic skincare

FUTURISTIC HAIR CARE

BASED ON FUNCTIONAL MUSHROOMS

A close-up photograph of a chanterelle mushroom gill, showing its characteristic wavy, ribbed structure. The gill is a vibrant orange color and is set against a background of other similar gills, creating a sense of depth and texture. The lighting is soft, highlighting the ridges and valleys of the gill.

UNTAPPED POTENTIAL
OF NORTHERN MUSHROOMS:

CHANTERELLE



CHANTERELLE FUNGI



HAIR GROWTH VITAMINS

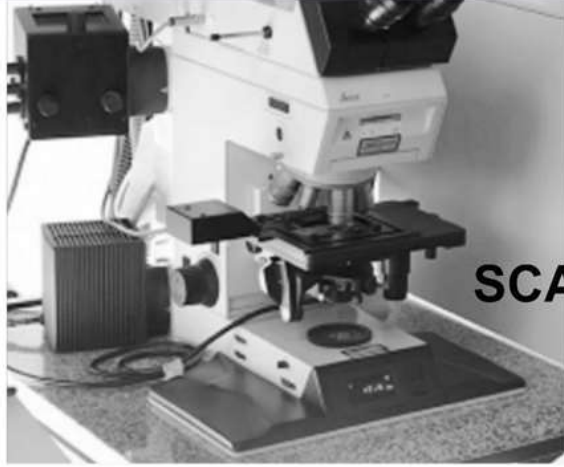
Niacin [B3]
Pantothenic acid [B5]
Biotin [B7]



SILICONE-LIKE FUNGI POLYMERS

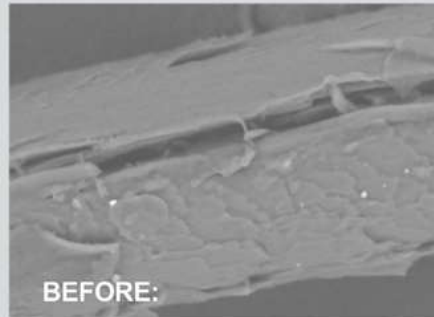
Smoothness without
compromising
volume



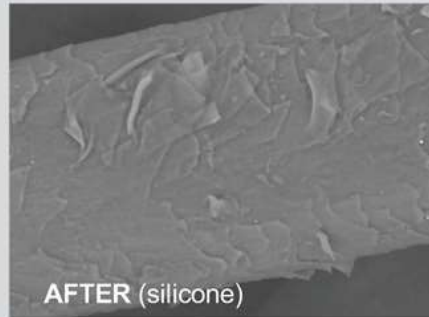


A VERY CLOSE LOOK: SCANNING ELECTRON MICROSCOPY

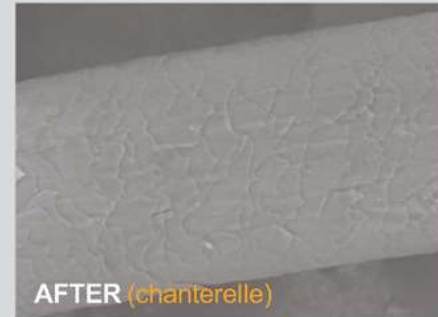
 Magnification 800 x



Heat-damaged hair,
treated with water



Heat-damaged hair, treated with
2% silicone containing conditioner



Heat-damaged hair, treated with
chanterelle fungi containing
conditioner

MÁDARA HAIR CARE LINE 2019

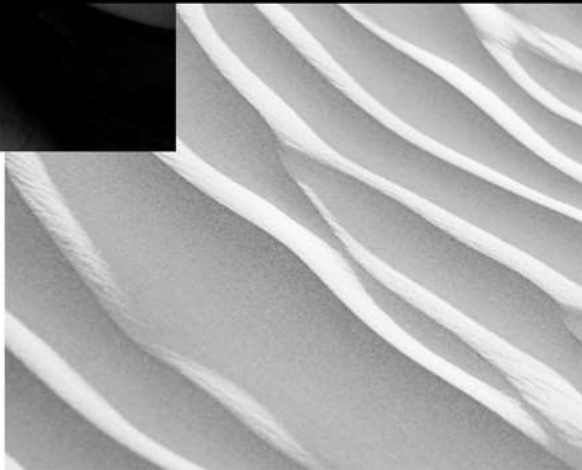




**NATURAL UVA/UVB
PROTECTION**

365 DAYS A YEAR | FACE & BODY

LAUNCH OF THE YEAR!



PACKAGING COMMITMENTS OF THE INDUSTRY

MÁDARA organic skincare	100% Recyclable since 2006
L'ORÉAL	100% Recyclable or reusable by 2025
WELEDA	75% Recyclable by 2025
P&G	100% Recyclable by 2030
EU STRATEGY	100% Recyclable by 2030

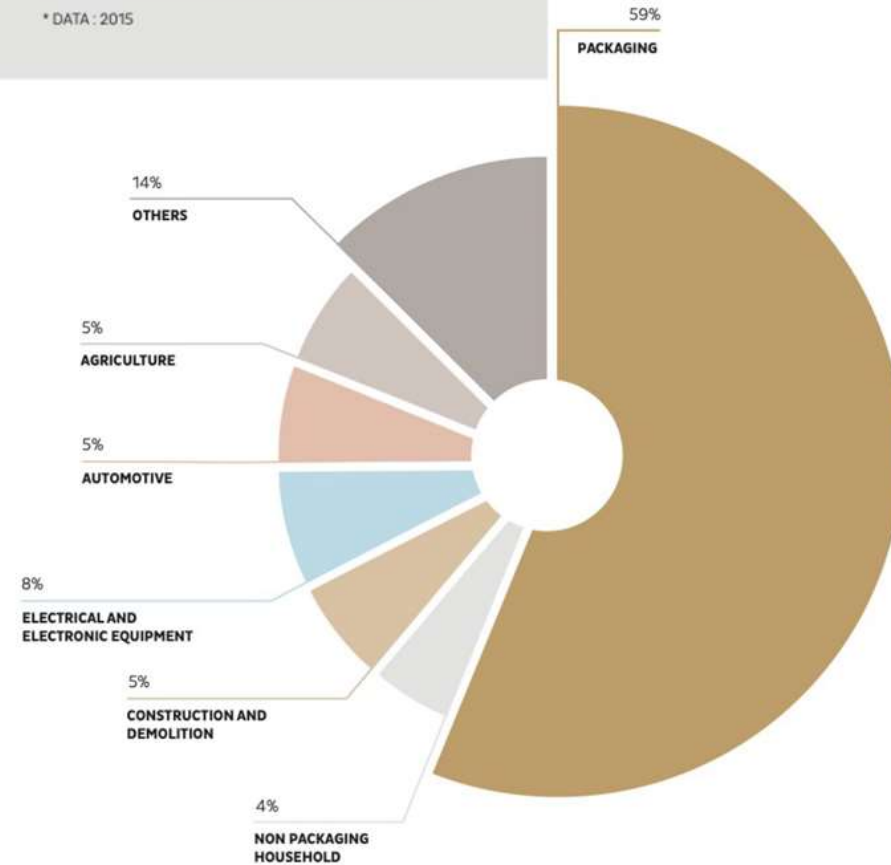


EU PLASTIC WASTE GENERATION*

59% OF PLASTIC WASTE IS PLASTIC PACKAGING

To reduce plastic in the environment, plastic packaging has to be addressed. This is the n°1 target of public policies.

* DATA : 2015





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CLARIFYING
TONER

SALICYLIC ACID

MÁDARA
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COMFORTING
TONER

HYALURONIC ACID
dry, dehydrated,
stressed skin

CALMS, HYDRATES,
PROTECTS MICROBIOME

MÁDARA
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BALANCING
TONER

FERMENTED SUGARS
normal,
combination skin

REGULATES, SOOTHES,
PROTECTS MICROBIOME





MADARA
organic skincare

ESG MAGAZINE

ENVIRONMENTAL SUSTAINABILITY | SOCIAL RESPONSIBILITY | AND CORPORATE GOVERNANCE REPORT

CERTIFIED NATURAL AND ORGANIC



MÁDARA cosmetics are certified according to the international ECOCERT or COSMOS standards, which defines and supervises ingredient sourcing, packaging and manufacturing processes.



POWERED BY 100% GREEN ELECTRICITY

100%

In 2018, all electricity consumed came from 100% renewable sources.

This tube is made from
PLANT-BASED
plastics

FIRST PRODUCT DEVELOPED IN PLANT-BASED PACKAGING



100% RECYCLABLE PACKAGING

Our primary packaging (e.g. bottles, flacons) is made of recyclable materials.

LOW CO₂ EMISSION
113 tons in 2018



GENDER DIVERSITY RATIO

Female employees at MÁDARA: 70.37%



143

During 2018, we have helped around 143 children and youngsters

HELPING THE COMMUNITY

Our contribution to NGO MARTA in 2018 provided 500 FREE of charge legal and psychological consultation sessions for victims of human trafficking and domestic violence, mostly women and children. **THIS MEANS 10 CONSULTATIONS PER WEEK.**

