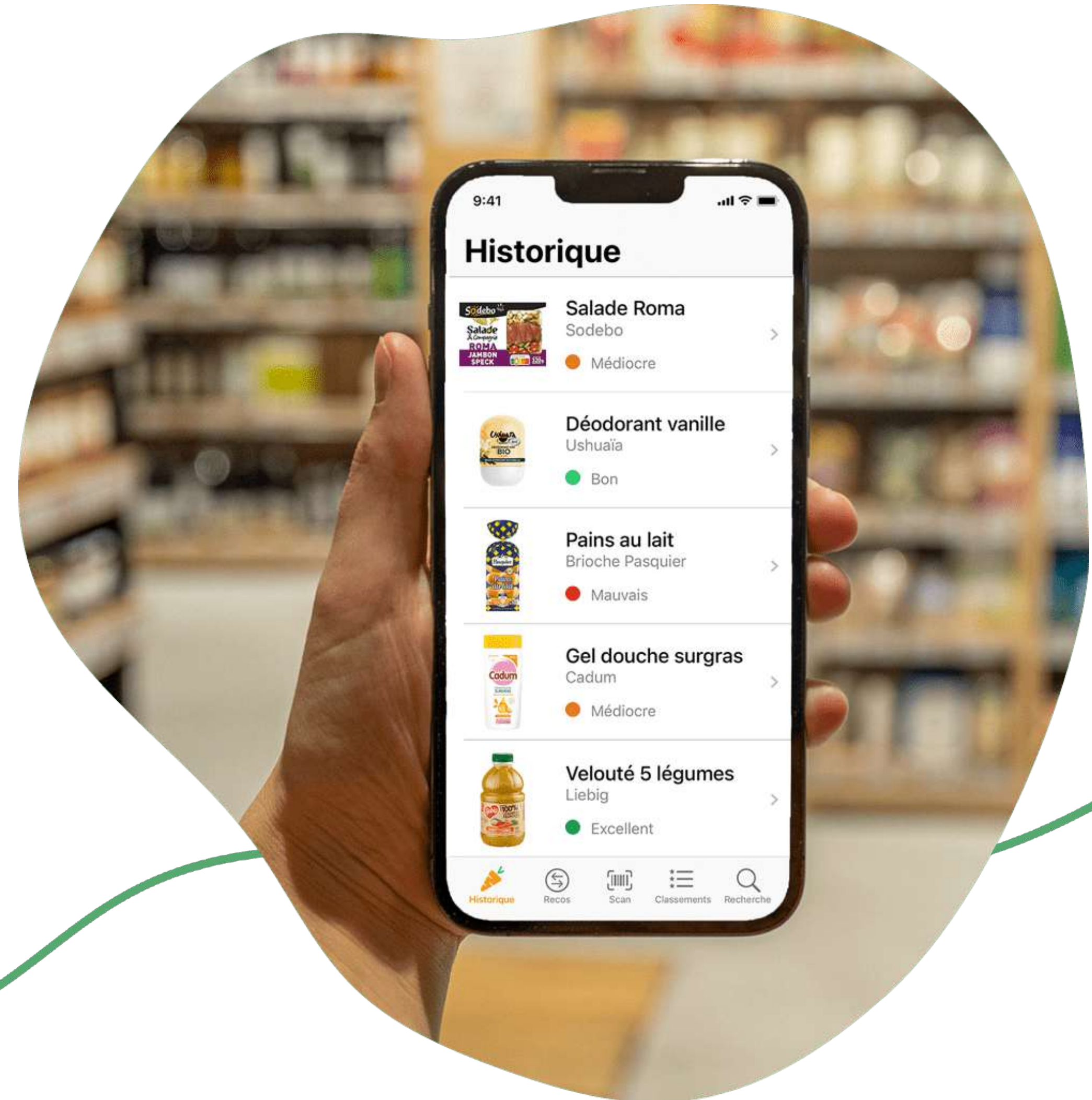


Yuka

Mission report

2024



Overview

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Yuka's *dual mission*





Yuka's statutory *purpose*

The purpose of Yuka, as set out in its Articles of Association dated 26 April 2023, is intended to reflect the dual aim of its mission:

“To raise consumer awareness of products’ composition, particularly food and cosmetics, to help them make better choices for their health and for the planet,



while at the same time providing leverage to encourage companies to improve product transparency and quality.”

A mission with a *dual objective*

1

Helping consumers make better choices for their health and for the planet.

Yuka's initial observation: labels are extremely hard to understand for most consumers. They need transparency about the composition of the products they buy on a daily basis to understand their effects on health and the environment.

Yuka's breakdown of ingredients enables them to choose their food and cosmetic products in a conscious way, in particular thanks to the alternatives offered when a product receives a poor score.

2

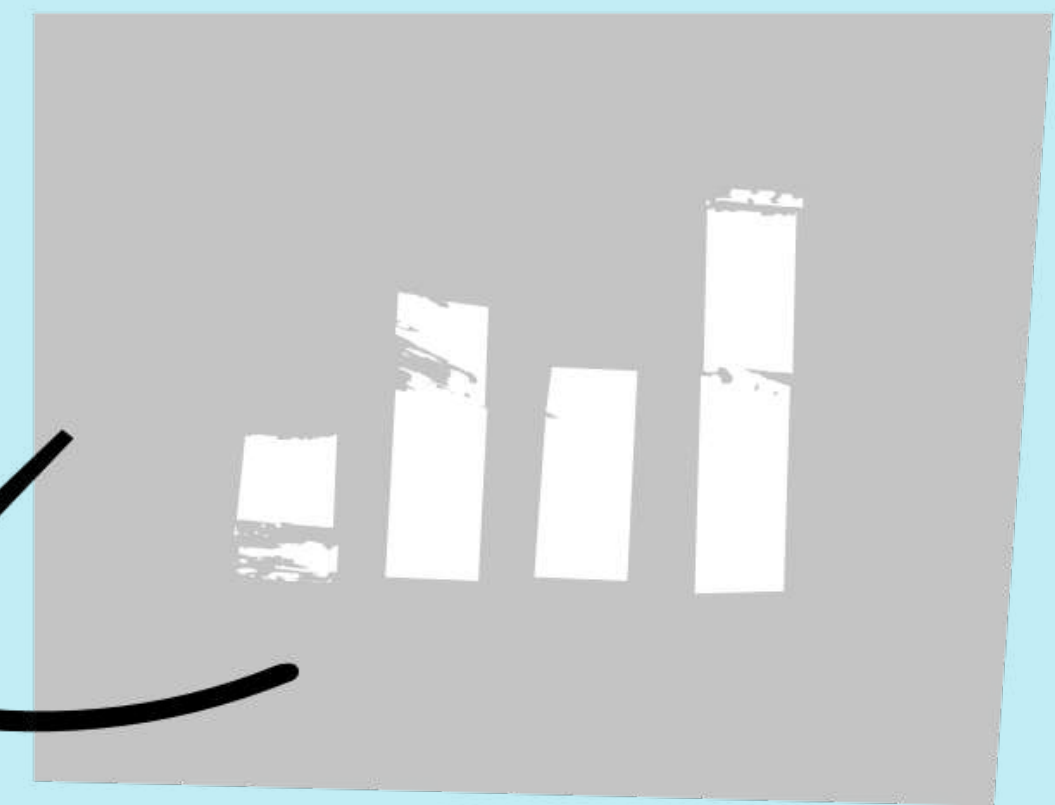
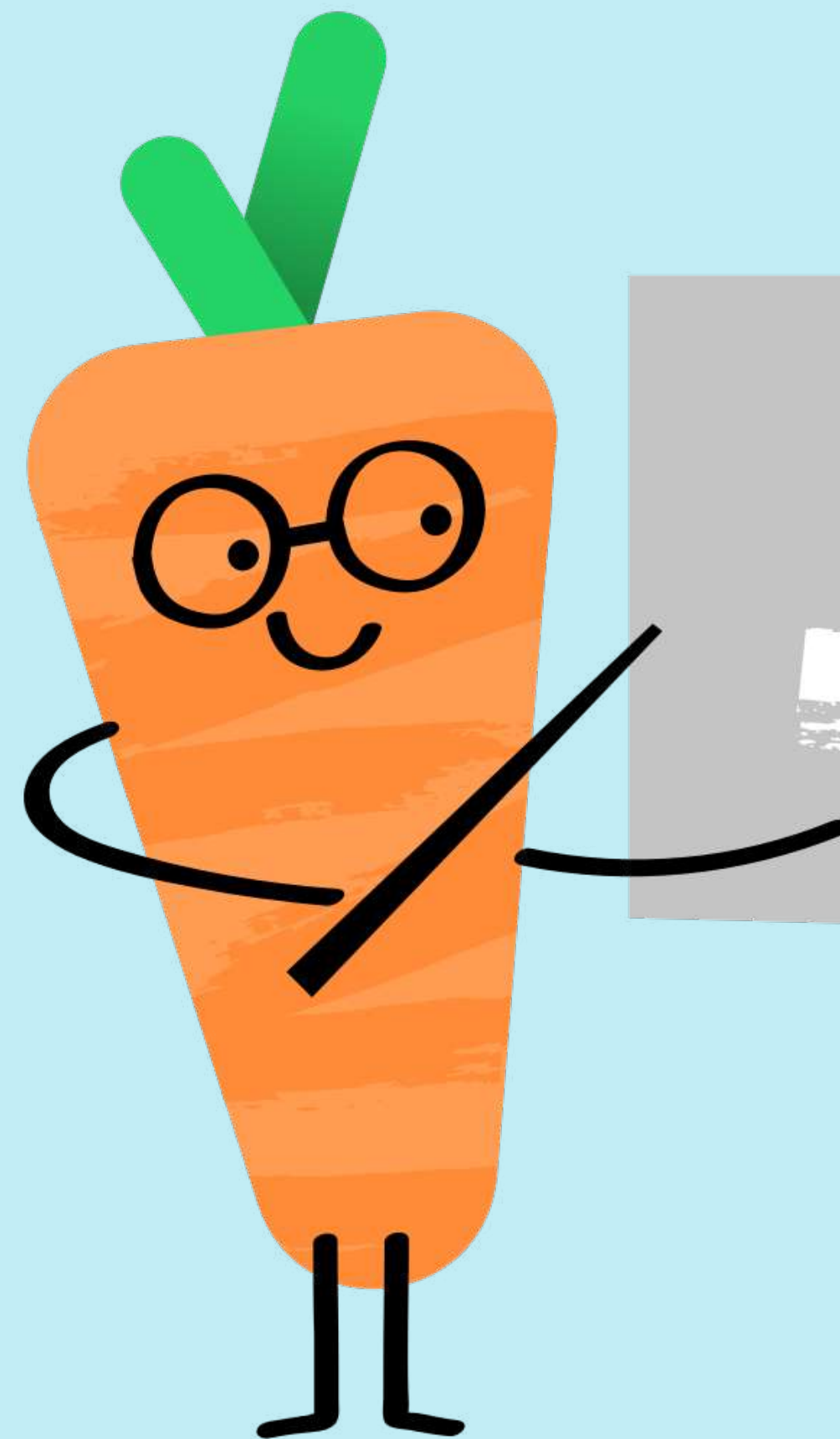
Empowering consumers so that they can become a driving force for change.

Consumers do not want to buy products that are bad for their health or for the environment (Source: Appinio study, "Cooperation / LSA - Les scores", 2022: 69.7% of respondents say that a product's poor score has an impact on their choice).

Companies have taken on board this growing consumer awareness, and most of them are now looking to improve the composition of their food and cosmetic products so that they score well on Yuka.



The Mission *Officer*



Introduction to our *Mission Officer*

Yuka is a very small business (VSE) with around fifteen employees or full-time equivalents at the end of 2024.

The implementing decree for the PACTE Act allows companies with fewer than 50 employees to appoint a single mission officer rather than a mission committee made up of several members. Yuka's Mission Officer is **Louise Decarsin, General counsel since September 2023.**



Before joining Yuka, Louise was a lawyer at the Paris Bar, and notably represented the company on appeal in the nitrites case. She was required to present and explain in detail to the judges how the application works, the robustness of its scoring method, and its commitment in favor of greater food transparency.

Louise has the skills and experience to fulfill the role of Mission Officer, given not only her responsibilities within the company but also her knowledge of the legal framework. She supported Yuka in defining its mission when she was practicing as a lawyer.



As Mission Officer, Louise worked throughout 2024 in collaboration with the three co-founders to monitor the achievement of the social and environmental objectives set out in the company's Articles of Association.



Achieving *our mission in 2024*



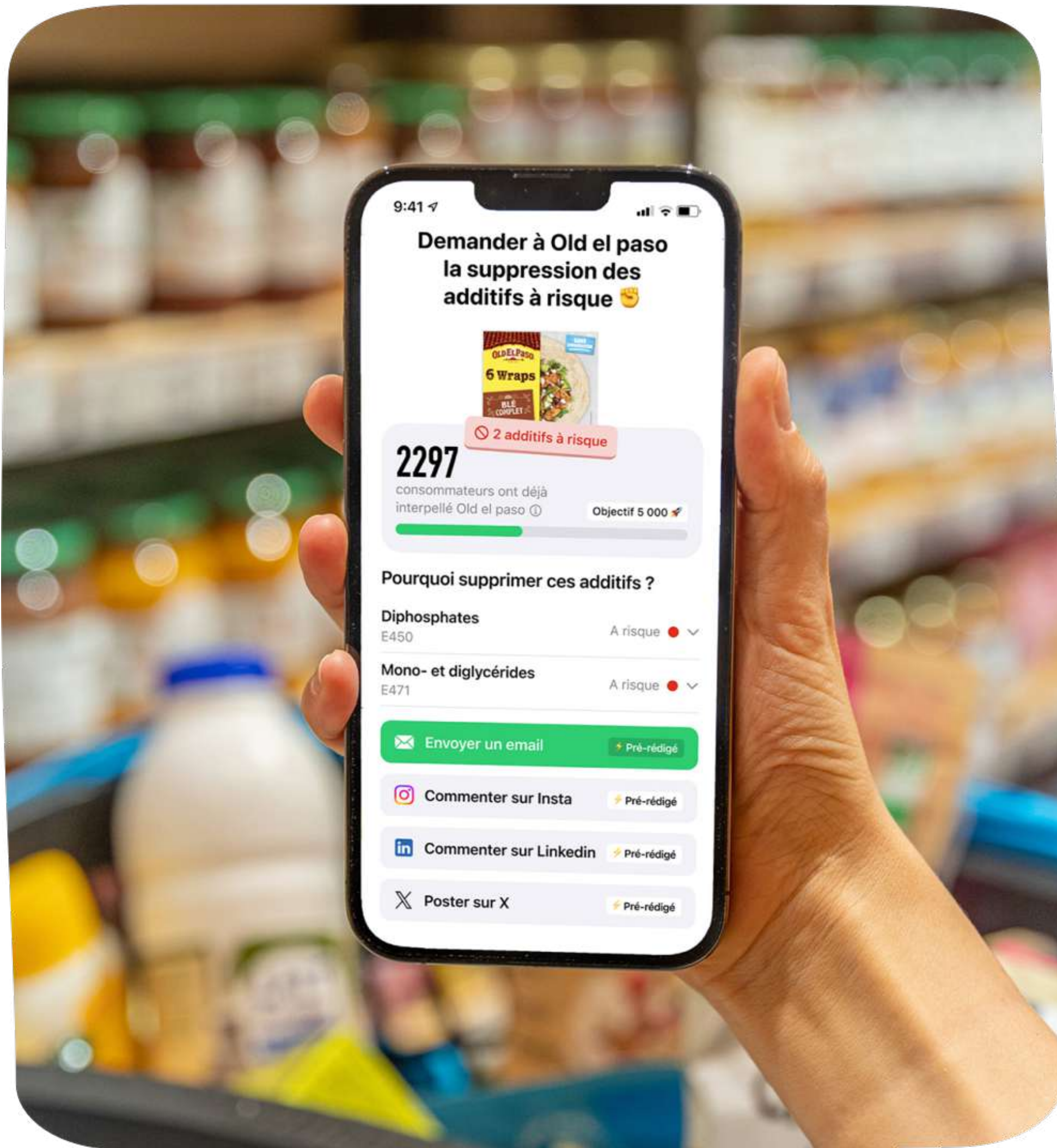
Giving power back to consumers

Through brand call-outs

In November 2024, Yuka launched a new feature in France and the United States so it could take its mission to the next level: brand call-outs.

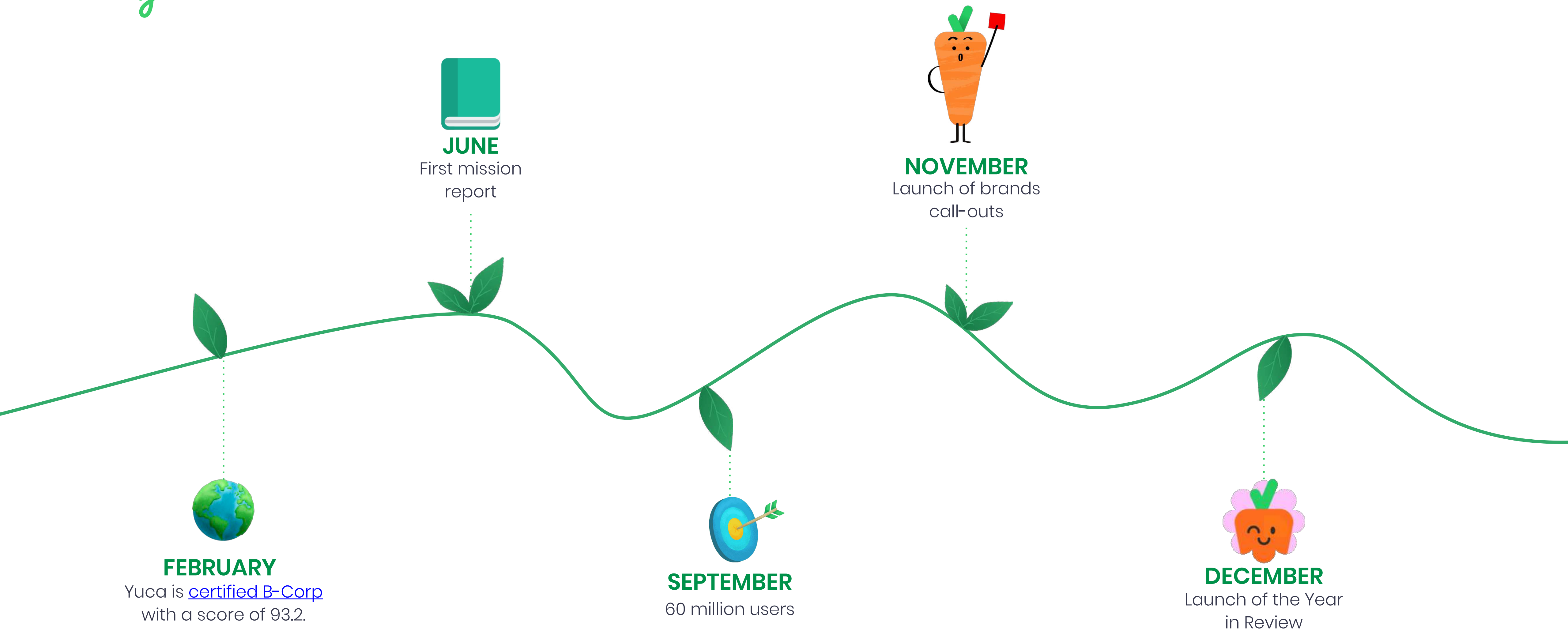
When a user scans a product containing an additive that Yuka considers to be « high-risk » to health, they are offered to send a pre-written message to the brand requesting the removal of that additive from the product to protect consumers' health. Users can send this message by email, post it on X or, from February 2025, comment on the brand's latest post on Instagram or LinkedIn.

Consumers who previously would simply have put such a product back on the shelf now act as a much more powerful lever for change by directly asking the brand to improve its product. This brand call-out feature is therefore fully in line with Yuka's mission, empowering consumers even more and promoting constructive dialogue with brands.



Yuca in 2024

Key events

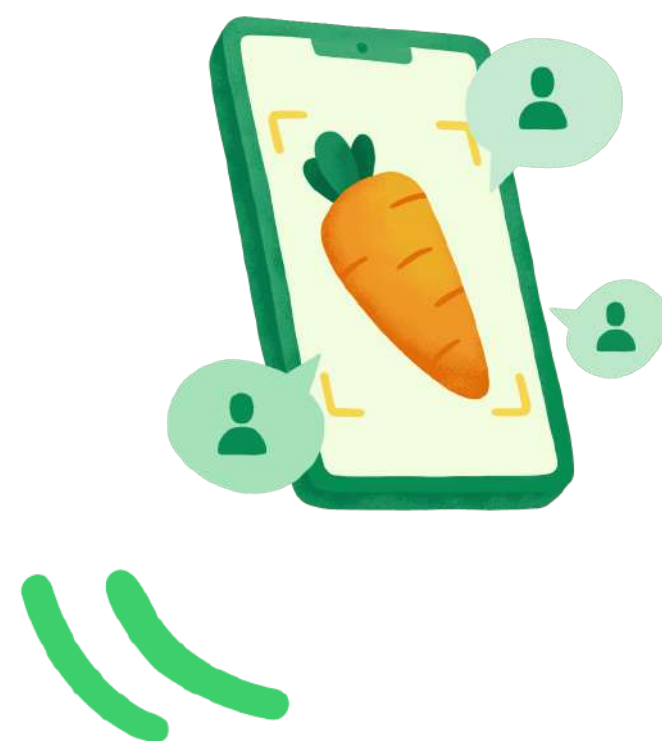


Yuka in 2024

Key figures

63

million users



215K

brand call-outs



4.5

million products
rated

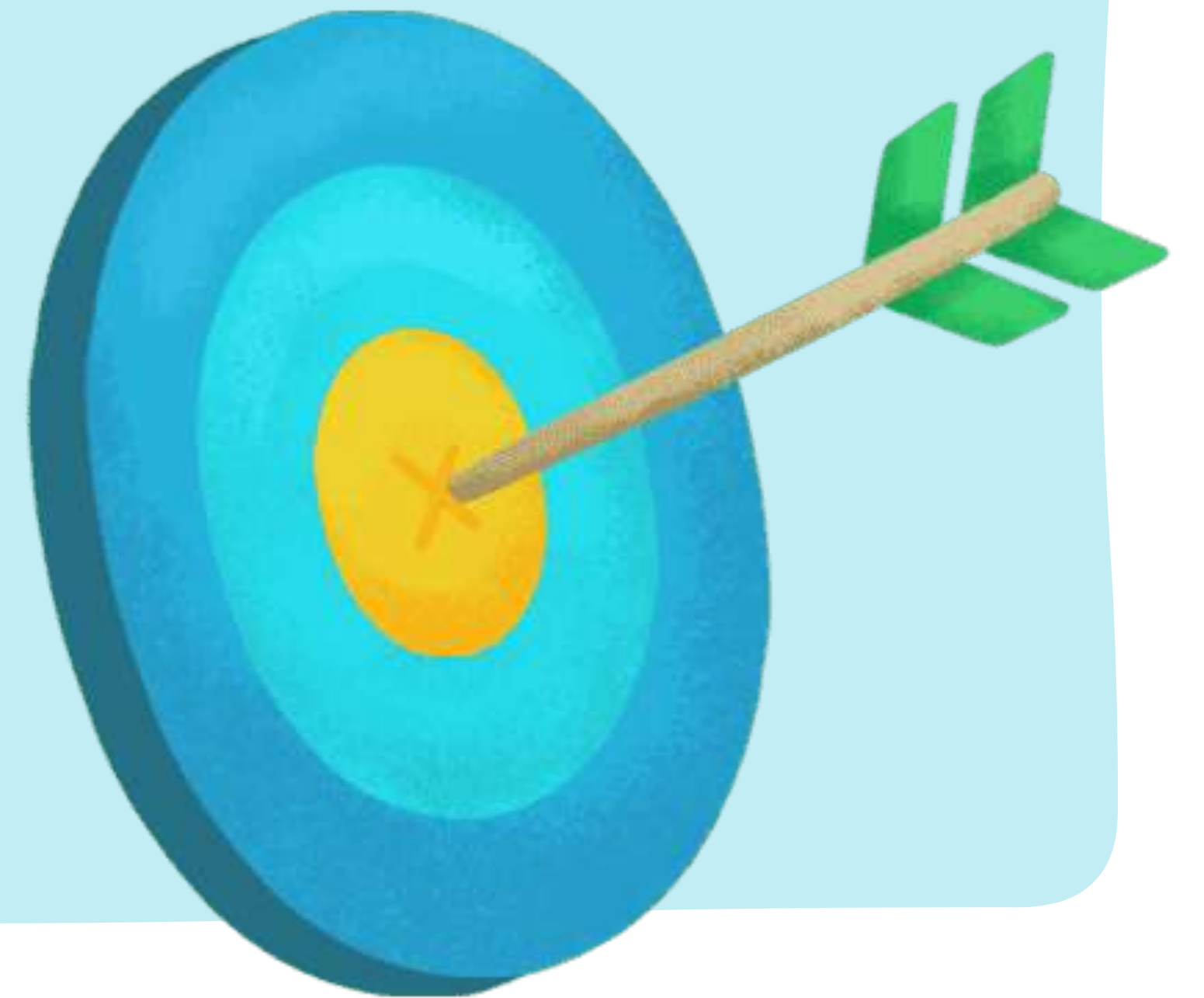


65'

products scanned
every second



The roadmap 2024 *review and* *targets for* 2025



Yuka's *statutory objectives*

Yuka has set itself 4 social and environmental objectives:

1. Educating as many people as possible about the health, nutritional and environmental impact of products, particularly food and cosmetics.
2. Alerting consumers to the potential risks which may arise from the products they consume, particularly when these contain ingredients, additives or components under scientific scrutiny regarding their safety.
3. Helping consumers make better choices for their health and for the planet, by offering them independent alternatives that are healthy and/or environmentally responsible.
4. Encouraging companies to improve the composition of their products to make them healthier and more sustainable.



How Yuka achieved its objectives in 2024 *and is setting its priorities for 2025*

In its first year as a mission-driven company, and thanks to the dedication of the entire team, Yuka is proud to have met – and even surpassed – all its 2024 targets.

Multiple factors have contributed to this:

- The recruitment of a new Nutrition Engineer, Gabriela, who worked in tandem with our Toxicologist Engineer. Their joint work made it possible to far exceed the target number of updates and re-evaluations of additives and cosmetic ingredients.
- The recruitment of a large number of freelancers to reinforce the Customer Service team, which has increased its availability tenfold to update and check products, particularly those recommended by Yuka.

In 2024, a new indicator was also introduced: the number of brands call-outs.



For 2025, Yuka plans to continue on its growth trajectory.

We have set ambitious targets for the number of users, products scanned and recommended products updated. Thanks to exponential growth in the United States, we will be able to continue to raise awareness of the health and environmental impact of food and cosmetic products to a greatest number of people.



In line with the second part of our mission, the other priority for 2025 is to extend the brand call-out feature to other social networks and other countries – Italy and Spain. This translates into a high target for call-outs, which we hope to achieve thanks to the mobilisation of our users.

Objective No. 1

Educate as many people as possible about the health, nutritional and environmental impact of products

This objective reflects the very essence of Yuka’s mission. It is essential to inform as many consumers as possible about the health, nutritional and environmental effects of the products they consume on a daily basis.

Achieving this objective naturally means increasing the number of users and scans. Yuka saw very strong growth in 2024, particularly in the United States but also in Europe, and will continue its efforts to pursue this trajectory in 2025.

| | 2023 status report | 2024 target | 2024 status report | 2025 target |
|----------------------------|-----------------------|----------------|-----------------------|----------------|
| Number of users | 47 M | 56 M | 63 M | 76 M |
| Number of scans per day | 3.6 M | 4 M | 5.6 M | 6 M |



Objective No. 2

Alerting consumers to the potential risks arising from the products they consume.

Yuka upholds and applies the precautionary principle: consumers must be alerted to the presence of ingredients and additives under scientific scrutiny, even when the potential risks are only suspected. These are assigned the highest levels of risk, which are given orange or red dots in the application.

Our scientific team, comprising a Toxicologist Engineer and a Nutritionist Engineer, is responsible for identifying and updating the health and environmental risks of additives and cosmetic ingredients.

The target for re-evaluated additives and ingredients was significantly exceeded in 2024, due to the large number of additives reviewed as part of the brand call-out process. Yuka has therefore set itself a slightly higher target for 2025.

| | 2023 status report | 2024 target | 2024 status report | 2025 target |
|--|-----------------------|----------------|-----------------------|----------------|
| Number of ingredients / additives re- evaluated | 130 | 137 | 172 | 174 |



Objective No. 3

Helping consumers make better choices for their health and for the planet

When a product is given a poor or bad score, Yuka independently suggests alternatives that are more respectful of your health and/or the environment. Products recommended by Yuka are regularly updated and checked by the Customer Service team to ensure they are the most relevant.

The rankings of the best-rated products, launched in 2023, are still only available in France and the United States for the time being.

The targets set for 2024 have been significantly exceeded. For 2025, Yuka is targeting a clear increase in the number of recommended products, which is a priority compared to rankings, less consulted.

| | 2023 status report | 2024 target | 2024 status report | 2025 target |
|---|-----------------------|----------------|-----------------------|----------------|
| Number of recommended products updated every year | 25 K | 30 K | 36 K | 44 K |
| Number of rankings published/ updated/year | 50 | 60 | 68 | 70 |



Objective No. 4

Encourage companies to improve the composition of their products.

This objective is equally central to Yuka’s purpose. The growing awareness among a large number of consumers of the importance of the composition of food and cosmetic products has led to a necessary shift in the mindset of the companies that manufacture these products. Many have recognized that improving their composition is in their best interest, mainly for commercial purposes. Some have even acknowledged Yuka’s positive influence in the [impact assessment](#) conducted in 2024.



Yuka has surpassed the 2024 targets for the number of products and brands referenced. Targets for 2025 remain stable, as efforts are focused on the new brand call-out functionality. Our priority is for as many users as possible to adopt this tool and engage directly in constructive dialogue with brands, encouraging them to improve their products.

| | 2023 status report | 2024 target | 2024 status report | 2025 target |
|------------------------------|-----------------------|----------------|-----------------------|----------------|
| Number of products rated | 3.7 M | 3.8 M | 4.5 M | 4.7 M |
| Number of brands listed | 59 K | 62 K | 72 K | 75 K |
| Number of brand call-outs | - | - | 215 K | 750 K |

