The Story of Our Natural Lifestyle

Sustainability Report Tabiat Zendeh Laboratories

1397 – 1398 SH





In The Name Of God

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About the Report ...

In Tabiat Zendeh Company, we are committed to sustainable and responsible management of our organization. In an effort to fulfill our responsibilities in this direction, we have published the first sustainability report of this company as an important and effective measure in deepening our interaction with key stakeholders. In this report, our efforts in addressing important issues in our sustainable business management at the strategic and operational levels are introduced.

The information provided in this report covers the headquarters activities in the field of management and support of the company in Tehran and the production activities in Yasuj and Eshtehard factories. The reporting interval and publication of sustainability reports in Tabiat Zendeh Company is biennial and corresponds to the company's financial year, which is based on Solar Hijri calendar. It should be noted that this report covers the company's performance in 1397 and 1398 SH. This time period corresponds to 21 March 2017 to 20 March 2018 in Gregorian calendar.

Majority of the dates in this report are in Solar Hijri calendar. So, for the sake of the convenience of the report readers and due to the fact that Solar Hijri calendar and Gregorian calendar don't cover the same period, a table is provided at the end of the report to convert the Solar Hijri years to Gregorian years. Since the sustainability report is being published for the first time, important measures that have been taken in the last five years have been presented in the relevant sections to introduce the background of the company's responsible activities to the reporting audiences. In order to compile this report, the GRI Standards: 2018 have been used and the table of compliance with its requirements and criteria is presented at the end of the report. The electronic version of the first sustainability report of Tabiat Zendeh Company is available to the public at https://www.tezlabs.com. Moreover, the validity and accuracy of the information provided in this report has been evaluated and achieved by relying on the internal mechanisms and controls of the company and no external audit has been performed for this report. However, in order to reflect the views of the various stakeholders of the company, their views and perspectives have been mentioned in a section of this report entitled The Story of Tabiat Zendeh and I. The compilation of the first sustainability report of Tabiat Zendeh Company started with the approval of the leaders of the organization (company's COB and CEO) and information gathering and content compilation were done with the cooperation of representatives of different units of the company. In the following, they are introduced to acknowledge and appreciate them in providing this report:

Mr. Amir Esmaeeli, Head of System Development & Strategy, Mr. Seyed Mohammad Foad Razavi, Responsible for developing systems & HSE, Ms. Azadeh Aghaee Far, Human Resource Maintenance Management, Mr. Seyed Majid Mousavi, Responsible for Strategies, Ms. Nazanin Taher Pour, Quality Assurance Specialist in Yasuj Factory, Ms. Zahra Bagheri Fard, Administrative & Training Supervisor in Yasuj Factory, Ms. Zahra Ghanbari, Occupational Health, Methods & Systems Specialist in Eshtehard Factory, Ms. Zahra Dibaji, Responsible for Content Production & Digital Marketing, Ms. Fatemeh Nahavandi, Formulation Senior Specialist, Mr. Hamed Rezaee, Administrative Expert, Ms. Samaneh Boor, Head of Marketing Research & Customer Relationship, Ms. Christine Rostam Loo, Marketing Officer, Mr. Hamid Reza Babaee, Technical Senior Specialist, Ms. Afsar Heshmati, Graphic Design Supervisor



A Message from the CEO

In the name of God, who is beautiful and loves beauty

Living on this planet is associated with various benefits and losses in order to enjoy the blessings from God. It is the responsibility of every member of society to play such a role in the evolution of the universe that they will be well -remembered for doing their responsibilities. Presently, this reputation is not only for individuals, but also organizations are expected to fulfill the economic, social and environmental responsibilities of their business as a responsible corporate citizen so that their reputation will be remained in the minds. In Tabiat Zendeh Company, we always attempt to improve the quality of people's life with a commitment to maintaining and promoting the health and beauty of their lives in various aspects; and pursue our organization's reputation in their healthy and satisfying lives.

Relying on knowledge and belief in this issue, Tabiat Zendeh Company has considered economic, social and environmental aspects in its strategic priorities of sustainable and responsible business management to step forward continuously based on the present opportunities and capabilities.

Another pillar of sustainable and responsible management in Tabiat Zendeh Company is to observe business ethics in all matters related to our activities and organizational interactions. Honesty, Quality, Healthy Competition and Ethics are our core values in this company. In this regard, we have explained the main principles of ethical behavior and performance in various activities of our business and put them into action in interaction with all our key stakeholders.

We are aware that there are many challenges in the economic, social and environmental fields for developing countries such as our country, and we will not be able to solve all of them in a short time; But we certainly strive to continue our commitment to improving the quality of life of present and future generations. Moreover, as always, we know ourselves with our compatriots everywhere in this country! This report is also an attempt to show the collective belief and efforts of all employees of this company to maintain the quality of life of the general public and we hope that as the first sustainability report in the cosmetics industry in the country, gets public attention in this field.

Mohamma<mark>d Ali</mark> Gorji The CEO



How We Pursue

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a Natural Lifestyle in our Business

Chapter One



An Introduction to Tabiat Zendeh Compo Responsibly Determining Company's Bu & Foundations Considering Material Impacts of our Bus Dynamic Interactions with Company's S Considering Business Ethics in all Affairs Being Honored for Value-creating Interaction

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An Introduction to Tabiat Zendeh Company ...

With the purpose of health care and improving the quality of Iranians' lives, We, as a knowledge-based company, has started our activities since 1372 SH (1993). Tying social beliefs to economic views of founders of this company led to establish the first Tabiat Zendeh factory in Yasuj, which is located in Chaharmahal and Bakhtiari Province, to remove economic deprivation in this region. On the one hand, non-stop effort of managers and employees, and on the other hand, our customers' trust in high-quality Iranian products led to establish the second Tabiat Zendeh factory in Eshtehard in Alborz Province in 1393 SH.

At the beginning of the company's production, cosmetic products with plant origin have been considered. Then, we expanded our products into the main categories of food supplements and detergents in different years. Our various products are presented to the customers with the following brands; Cinere, INLAY, Supplus Meds, and Derma Clean.

It should be noted that Tabiat Zendeh Company is a member of Tabiat Zendeh Group including Zardband Pharmaceuticals company (producing medicinal plants), Lara Cosmetics Chain Stores (selling different Cosmetics & Perfume Brans), Tabiat Zendeh Distribution & Sales company (distributing and sales of various products all over the country) and Zardband Accelerator company.

Presently, we communicate directly with our customers through Tabiat Zendeh Distribution & Sales company with 18 warehouses throughout the country in the following cities; Bushehr, Bandar Abbas, Birjand, Mashhad, Hamedan, Tabriz, Yazd, Kermanshah, Rasht, Sari, Ahwaz, Arak, Esfahan, shiraz, Qom and two central warehouses in Tehran as well as 22 Sales Offices in different cities. Cosmetics

INLAY

Cinere

Detergents

Derma Clean



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Tabiat Zendeh Laboratories

Supplus Meds

Supplus Meds[®]

Responsibly Determining Company's Business Framework & Foundations ...

As a matter of fact, the business framework and foundations of each company are determined by its managers' and employees' views as to why and how the activities get done. We always put emphasis on working responsibly as the main framework of our business.

In order to move in the direction of this goal, we consider our mission in Tabiat Zendeh company as follows;

"Improving the quality of life of people by providing effective solutions for those who care about their beauty and health"

And we attempt to realize the following vision:

"Tabiat Zendeh company will have products with the most well-trusted brand in Iran and be the leader in the selected markets with high and distinguished quality"

In this direction, our interactions and performance are based on such values:

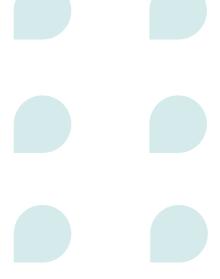
"Honesty, Quality, Healthy Competition, Ethics"

To move in the direction of above-mentioned goals, vision, mission and values of the company, we have developed different management and control systems which assure us of considering requirements and responsible management principles in economic, social and environmental aspects.

- Establishing ISO Standards and annual internal & external audits consisting of: ISO 17025, ISO 10004, ISO 10015, ISO 14001, ISO 45001, ISO 9001
- Acquiring GMP Certification as a leader in producing healthy products in Food & Drug Industry
- Periodic assessment based on the model of National Award for Organizational Excellence and National Award for Food Quality, Medicine and Health of Iran (acquiring a four-star Award for Organizational Excellence and a two-star Award for Quality in the group of shampoo and cream products).



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Tabiat Zendeh Laboratories

Considering Material Impacts of our Business ...

It should be noted that each production and service activity has economic, social and environmenta impacts. Moreover, organizations are affected by external processes and changes in these three fields. Prioritizing those issues having the most negative effects in these three fields and the company and its stakeholders come to an agreement on principled management of them, plays an important role in responsible and sustainable management of the organization.

In keeping with "improving the quality of customers' lives" as our main goal, we have determined material issues in our business through cooperating with our stakeholders and receiving their feedback in Tabiat Zendeh company. Subsequently, we have prioritized the company's main goals and strategies. Thus, necessary goals are set to improve our activities' impacts on economic, social and environmental aspects, programs and activities for different units are determined and required resources to are allocated them.

Providing transparent information Responsible presence in industry Contributing to Economic growth of the country Contributing to Economic resilience of local communities

Social

Economic

Material Issues of Tabiat Zendeh Company

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Product waste Energy management Water & wastewater Resource waste prevention

Environment

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deh Laboratories

Employee safety & health Social charitable contributions **Employee compensation Empowering local communities** **Dynamic Interactions** with Company's Stakeholders ...

In Tabiat Zendeh company, we pursue a range of business and non-business interactions with different groups. We believe that "improving the quality of life" is a mutual responsibility we owe to each other. As a result, we have always attempted to form constructive and effective partnerships in economic and social development by determining mutual influence and respecting the interests of the parties.



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Needs & Expectations: sustainable profitability

Communication method: Board Meetings, General Assembly Meetings, Administrative Correspondences

Subsidiaries: Administrative & Production Staff

Needs & Expectations: Growth & development

Employee surveys, face-to-face meetings/interactions with managers, communication with

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Subsidiaries: customers interface (pharmacies stores, beauty salons and so on) & final consumers

Customers

Needs & Expectations: Appropriate profit, complete product portfolio, on-time delivery, sales promotion and applicable gifts, quality and product safety and quality reasonable price

Communication method: customer surveys Customer Relation Unit (CRU), Tabiat Shop Website

Subsidiaries: financial suppliers, raw material suppliers, equipment suppliers, packaging printing suppliers HSE equipment suppliers and contractors

Suppliers

Needs & Expectations: on-time payment, continuous cooperation

Communication method: supplier surveys periodic meetings, visiting exhibitions

Subsidiaries: Government Regulatory Agencies Public Government Organizations, local community

Community

Business

Partners

Needs & Expectations: Entrepreneurship and job creation, Community Health Improvement, Product Compliance with Standards & Licenses

Communication method: Face-to-face meetings and administrative correspondences, visits

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Tabiat Zendeh Laboratories

Subsidiaries: Strategic Business Partners participation in production and so on), Tabiat Zendeh) company's subsidiaries

Needs & Expectations: Appropriate Profit Participation, Operating Synergy, Management Synergy Sales Synergy and Investment Synergy

Communication method: Contract Meetings and periodic collaborations, group management meetings

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Considering Business Ethics in all Affairs & Communications ...

Tabiat Zendeh Laboratories

Considering business ethics is one of the principles of organizational social responsibility. It should be stated that having organizational interactions and culture on the basis of ethical values are regarded as a prerequisite for moving towards achieving the ultimate goal of "improving the quality of customers' lives". All employee of the company and key stakeholders know that observing core values of the organization plays a significant role in the company's business.

In this regard, we have obviously defined the policies of ethical behavior and performance in the company's business, and have informed the key stakeholders of the organization. Consequently, the fundamental values of this company including Honesty, Quality, Healthy Competition and Ethics which are never ignored in any conditions.

We believe that all employees of Tabiat Zendeh company are the main driver of developing and institutionalizing ethical values in our business. As a result, "Organizational Ethics Charter" and "Code of Conduct" have been codified as two organizational reference documents and have been determined in training programs and public announcements. To illustrate, the Code of Conduct contains the company' basic values in which the expected codes of conduct with each value have been clearly identified.

Honesty, Quality, Healthy Competition and Ethics are fundamental values of Tabiat Zendeh Company.

It is highly important to state that the commitment and actual practice of fundamental values by managers and employees of the company result in our reputation among customers, competitors industry-related supervisors, partners, suppliers and the community, as a responsible organization and committed to business ethics. In the following, some of company's codes of conduct have been mentioned which are related to the company's key stakeholders and stated in the company legal and official documents.

Codes of conduct related to customers:

Appropriate accountability with courtesy to internal and external organizational customers To attempt to be a leader and superior by observing customer orientation and paying

attention to them

Answerability & responsibility for assigned tasks

Codes of conduct related to community

- To Attempt to produce eco-friendly products and considering customers' needs To observe and develop occupational, social and individual ethics Confidentiality on inter - and intra - organizational information

Codes of conduct related to employees

- Avoiding discrimination & bias and having fair behavior
- Trustfulness and transparency in speech and behavior
- Hardworking, practicality and motivating to improve

Codes of conduct related to competitors

- Respecting business competitors and avoiding spreading lies about competitors
- Benchmarking
- Having fair behavior

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"Organizational Ethics Charter"

With the aim of achieving the desired vision by creating the integrated organizational culture in the field of Human Resources and specific mission on maintaining personal health and giving beauty to all Iranians, Tabiat Zendeh Company, as a leading company in the Cosmetics Industry in Iran, obliges itself to state ethical values as follows;

We never ignore fundamental values of the organization. These values, derived from organization strategic documents, are Honesty, Quality, Healthy Competition and Ethics which are never disregarded.

The policy of Tabiat Zendeh company in the field of Human Resources is to empower employees in the fields of knowledge, qualifications and motivation. We have trained the most qualified employees. Relying on our strengths, we look for more successes.

• Work culture in Tabiat Zendeh company is based on identifying and implementing its activities on-time and properly.

 We put emphasis on Employee Excellence, supporting continuous on-the-job training and full responsibility for assigned tasks.

In our organizational culture, human forces have challenged traditional methods to obtain extraordinary results, and have replaced systematic methods using innovative methods. Also, they have a deep understanding of the company's business.

In line with collaborating, considering inter- and intra-organizational customer-oriented principles and inspiring long-term strategies of this company, we think and work on a regular basis.

Considering and developing occupational, social and individual ethics, honesty and loyalty to our organizational culture are particularly regarded.

The key capabilities of Human Resources Development emphasized by Tabiat Zendeh company consist of special knowledge & skill abilities in performing tasks and responsibilities, hardworking, practicality and motivation to improve which are fully respected.

Good reputation of the company and proper implementation of activities, have been achieved through policies and actions taken in the fields of human capital as well as its responsibilities to the community. Being Honored for Value-creating Interactions with Stakeholders ...

Relying on continuous efforts of our committed employee and customer trust and loyalty, the improvement of the company's activities and products are pursued in a way that we are recognized as a creative, responsible and capable company among Iranian companies and internationally. The honors and certificates received from competent and independent authorities approved our trust and collaboration with our key stakeholders.

Honors in 1397 SH:

Award for the best Health & Cosmetic products from International Creative Management Association

Golden Phoenix Creative Management Award in producing the best Health & Cosmetic products; National Selection Festival

 National symbol for the first rank in using advanced formulations and high-quality raw materials in the cosmetics industry; National Selection Festival

The CEO

 National Award for the best Social Responsibility in supporting children's rights;
 National Selection Festival

National Award for the best Social
 Responsibility in supporting children's rights;
 National Selection Festival

Commendation Award for introducing capabilities of the pharmaceutical industry due to production and commercialization of Supplus Meds, received from the Deputy Minister and Head of the Food & Drug Administration

Commendation Award for non-stop efforts and capabilities Tabiat Zendeh Company, received from Advisor to the President and Secretary of the Supreme Council of Free Trade, Industrial and Special Economic Zones at the National Selection Festival

Commendation Award received from the Secretariat of the National Development Industries of Iran

Honors in 1398 SH:

• A four-star Commendation Award for National Award for Organizational Excellence

How We Take Care of

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Having Fair Operations

Chapter Two

Institutionalizing Organizational Values

Contributing to Dynamic & Transparent E

Contributing to Economic Growth of the



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Economic Development	30
Country	34

A Summary of Corporate Performance in

Economic Responsibilities ...

> Direct employment of more than 1400 people in recent years Producing 257 various types of product by the end of 1398 SH

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Launching Yasuj factory activities in Kohgiluyeh and Boyer-Ahmad Province since 1372 SH Launching Eshtehard factory in Alborz Province in 1393 SH

Economic empowering local communities through purchasing from local contractors and manufacturers Implementing effective mechanisms for internal financial and performance audit and control

Observing all Insurance and Tax Laws & Regulations of the country Leading in the implementation of VAT law since 1387 SH

1397 SH

218.73 billion Rials

Purchasing & Logistics Budgets from Local Contractors & Manufacturers

Total VAT paid

1397 SH

87.02 billion Rials

1397 SH

247.48 billion Rials



1398 SH

716.41 billion Rials

1398 SH

80.66 billion Rials

1398 SH

323.29 billion Rials

Total Salaries & Benefits paid to Employees

Institutionalizing Organizational Values in Business Activities ...

We are committed to maintaining our organizational values in all aspects of production and business activities as well as different cooperation with our stakeholders. Fundamental values in this company are as follows;

Honesty, Quality, Healthy Competition, Ethics

Honesty value is manifested through fully implementing legal responsibilities in the economic field of company's activities. It should be mentioned that internal and external controls are done in financial affairs, official reports are clearly and periodically presented to the legal authorities. And, different legal financial commitments such as insurance and tax affairs are done in an up-to-date and obvious manner.



Quality value is demonstrated by contributing to local and national economic development. Our production and business activities directly and indirectly have resulted in the productive employment of thousands of people in the country. On the other hand, with the aim of increasing the economic resilience of local communities around our factories, we have collaborated with small and medium-sized enterprises and helped them to improve their business. Finally, revenues and Economic Value Created by our company will be re-entered productive economic streams through different ways such as paying taxes, paying salaries and benefits to the employees of the company, allocating funds for humanitarian actions and budgets related to cooperating with local suppliers and contractors.

The values of Healthy Competitions and Ethics are considered as main basis of our activities in the Cosmetic Industry. We are known as an ethical company among our competitors, committed to considering the principles of healthy competition in all fields of production, distribution and sales. Our employees' relationships with business partners, customers interface, final consumers, competitors and representatives of legal authorities are within the framework of law & organizational requirements and accompanied by respect and maintaining mutual interests.



Contributing to Dynamic & Transparent Economic Development ...

Tabiat Zendeh Laboratories

important issue that our different production activities and business and non-business interactions result in various direct economic responsibilities as well as make indirect economic impacts on the national level. For this reason, according to our organizational values and goals, effective work and control systems have been established to have transparent and ethics-based economic activities. It should be noted that effective management and supervision of different economic responsibilities have led us to prioritize transparency, accountability and the rule of law both within the organization and in our interactions with key stakeholders.

In Tabiat Zendeh company, we are fully aware of this

In order to ensure transparency and proper fulfillment of organizational responsibilities and duties, the delegation of authorities from the Board to the CEO, and from the organization's managers to their employees has been considered. Consequently, the Board of Directors has formally determined the type and amount of delegation of authority to the CEO. Moreover, the limits of correspondence, signature and credit allocation authority have been clearly and precisely defined by managers to their employees. On the other hand, implementing different and required revisions in the organizational chart and maintaining organizational agility can be named as one of the measures which have had positive effect on transparency and performing responsibilities properly by employees.

We also pursue to maintain transparency in our interactions with the stakeholders. Therefore, the various reports that the company is legally or internally required to provide to regulatory or policy-making bodies, are periodically provided to the organization's key stakeholders. The following table indicates some of those important reports. Furthermore, the exchange of key information and reports between the company and its customers and its business partners such as doctors and suppliers are done through Tabiat Card System & SHAMIM SALAMAT and periodic meetings & SHAMIM SALAMAT system respectively.

Stakeholder

Deputy Minister of Medicine, Deputy Minister of Food & Drugs Ministry of Health, Treatment & Medical Education

Ministry of Industry, Mine and Trade

Ministry of Economy and Finance

Consumer Protection Organization

Statistical Center of Iran

Institute of Standards and Industrial

Research of Iran

Information & Report

All reports related to TTAC

Statistics & information report of economic enterprises

Statement of Financial Performance

List of Price changes in manufacturing products

Statistics & information report of economic enterprises

Providing a report based on institute's requests

A Sample of Reports to Legal Stakeholders

Finally, the full commitment of Tabiat Zendeh company to the rule of law must be noted. This company considers conforming the official laws, regulations and requirements of industry and the country as the main basis of our activities. As a result, company's legal responsibilities in its different activities and work processes have been defined. Subsequently, the company's units responsible for performing those responsibilities have been identified. In this regard, the following can be mentioned:

Tabiat Zendeh company considers all insurance & tax laws and regulations.

Tabiat Zendeh company is a leading company in implementing VAT law since August, 1387 SH. Tabiat Zendeh Company has no Social Security

Debts.

Tabiat Zendeh Company observes all mandatory & incentive standards in manufacturing products.

Tabiat Zendeh Company has effectively developed complaint handling & customer satisfaction system in order to fulfill its legal responsibilities in this field.

Tabiat Zendeh Company has developed Quality Management Systems to fulfill its legal responsibilities in the fields of production, safety, occupational health, environment and products.

Tabiat Zendeh Company carries out internal and external audits for Quality Management Systems on a regular basis.

and credit allocation authority have been clearly and precisely defined by managers to their employees. On the other hand, implementing different and required revisions in the organizational chart and maintaining organizational agility can be named as one of the measures which have had positive effect on transparency and performing responsibilities properly by employees.



The Story of Tabiat Zendeh and I

We, as a supplier of raw materials, have been cooperating with Tabiat Zendeh Company for nearly 10 years. According to this long-term collaboration and the knowledge gained from its activities, I can mention some of significant features of this company. One of the important features in manufacturing company's products is its management's emphasis on using high-quality raw materials. Our company collaborates with Research & Development Department of Tabiat Zendeh company. In the last decade, despite all the economic and international business problems that the country has faced; its Research & Development team carefully monitors the raw materials and their formulation and ensures the maintenance and improvement of product quality. On the other hand, Tabiat Zendeh company is associated with the latest innovations in the world and is also known as a leading company in using natural raw materials in its products in Iran. Undoubtedly, knowing its responsibilities towards the environment in the life cycle of its products has led the company to the serious use of natural raw materials and removing non-biodegradable raw materials from its products. In terms of organizational characteristics, I can mention two aspects. The first aspect is transparency in all business processes and financial affairs of the company. Also, in their business interactions dealing with our company, they have always been committed to obeying the law. The second aspect is the observance of work order in bilateral communication management.

Based on the points I have mentioned; I would like to introduce Tabiat Zendeh Company to the others as a leading group in the Iranian cosmetics industry.

Ms. Maryam Rostami,

Management of Satin Materials Chemistry Company

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Contributing to Economic Growth of the Country ...

Tabiat Zendeh Company has created an average of direct employment for 1400 people in recent years by producing 257 different types of products by the end of 1398 SH, in two factories situated in Yasuj and Eshtehard, and having 18 warehouses and 22 sales offices throughout the country.

Tabiat Zendeh company pursue to increase economic resilience of the local communities through cooperating with local contractors and suppliers.

Moreover, thousands of job opportunities which have been created indirectly in the Supply, Distribution & Sales Network of products in cooperating with contractors can be added.

In order to increase economic resilience in local communities and maintaining employment opportunities in different parts of the country, one of the main company's policies is cooperating with local contractors and suppliers. It should be explained that these contractors and suppliers either were qualified on the national level, or they have been selected locally to cooperate with the company in a particular part of the country. Since one of the main goals of establishing this company and its activities is to contribute to economic growth all over the country, Tabiat Zendeh Company has attempted



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to play a significant role in running small businesses around its factories and collaborate with them as its supplier or contractor. Therefore, economic empowerment of local communities has been achieved. Some of the company's successful empowerment supports in this field are as follows;

Establishing carton boxes manufacturing company to provide required carton boxes for packaging products in Yasuj in 1390 SH. On average, about 370,000 carton boxes, an approximate value of 2 billion rials, are produced by this enterprise annually.

 Establishing plastic packaging material manufacturing company (tubes & bottle caps) in Yasuj in which 20 people presently work for this enterprise.

Establishing a carrier company in Yasuj in 1390 SH. On average, 2000 consignments and packages, an approximate value of 20 billion Rials, are delivered yearly. Tabiat Zendeh Laboratories Sustainability Report **G**

Assigning manual activities of the production process (folding brochures and preparing box holders) to the workers' families in Yasuj factory since 1390 SH with an approximate value of 600 - 700 million Rials yearly.

Permanent contracts with five transportation service
 for employees in Yasuj since 1382 SH with an approximate value
 of 600 million Rials.

Purchasing daily necessities, office supplies and food raw materials for donations from local stores in Yasuj factory since 1385 SH, with an approximate value of 5 billion Rials per year.

As a final point, we can mention distribution of economic value in the country in different ways such as paying tax, paying salaries and benefits to employees, allocating funds for humanitarian activities and budgets related to cooperating with local contractors and suppliers. Thus, much of the economic value created in the company is redistributed among its key stakeholders such as employees, local communities, business partners and legal entities. This sustainable cycle of creating and distributing economic value in the company's relations with its key stakeholders is based on observing the principles of healthy and ethical competition, and is effective in the continuation of productive economic cycles in the country.







Title	1396 SH	1397 SH	1398 SH
Total tax paid	8,134,569,068	18,023,574,281	309,912,000
Total VAT paid	56,530,582,000	87,023,799,189	80,659,910,000
Total payroll tax	10,758,775,978	13,264,337,582	23,968,383,060
Total employees' training costs	1,591,492,924	1,330,093,418	1,671,804,591
Total salaries & benefits of employees	223,347,130,150	247,479,291,034	323,287,286,144
Total budget of social & humanitarian charities	1,448,427,000	13,850,813,408	5,992,799,993
Total budget of purchase & supplies from local contractors & suppliers	157,792,843,178	218,728,705,964	716,406,214,874

The Amount of Economic Value Distributed among the various Stakeholders of the Company (in Rials)



How We Take Care of

Employee Working lives

Chapter Three

Institutionalizing Organizational Values Working Conditions & Culture

Tabiat Zendeh as Our Great Family

Working Conditions based on Meritocrae

Employee Empowerment as a Way to Pr

Maintaining Employees Mental and Phys as Main Responsibility



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A Summary of Company Performance in Being Responsible towards Employees ...

Main Goals of Human Resources Management:

Improving Employees' Safety & Health

Improving Employees' competencies and capabilities

Promoting organizational justice

Developing two-way and participatory communication

Establishing Training Management System Standard ISO 10015: 1999 Establishing Occupational Health & Safety System Standard ISO 45001:2018

Maintaining justice and non-discrimination in compensating employees by developing and establishing job classification scheme with the approval of the Ministry of Labor, Welfare and Social Security Promoting meritocracy and equal opportunities for women in managerial positions in the organization; 58 people in 1398 SH & 66 people in 1397 SH

Employee participation in joint organizational learning in coaching plan since 1391 SH Selecting Yasuj Health Center as one of the best Health Centers of Iran in 1397 SH



Institutionalizing Organizational Values in Working Conditions & Culture ...



We are committed to maintaining our organizational values in all aspects related to the employees and their presence in workplace. The main organizational values are Honesty, Quality, Healthy Competition & Ethics. The importance of Honesty and Ethical values have been defined by illustrating and announcing "Organizational Ethics Charter" and "Code of Conduct" in the company. It should be stated that positive behavioral and functional illustrations of employees are appreciated and violations of Honesty and Ethics by employees are not neglected.

We pursue the value of Quality by trying to have transparent, empowering and protective conditions for our employees. All of our employees are aware of their job descriptions and responsibilities so that they can effectively contribute to the achievement of organizational goals. Moreover, we always try to increase the quality of our employees work experience by providing training facilities and creating a clear and purposeful path for career advancement. On the other hand, the continuous commitment to employees' health, safety and the support of maintaining a balance between work and life has led to the presence of our employees in the workplace with confidence effectively.

The value of Health Competition has positive effect on employees' relations and our organizational culture. Healthy Competition value has positive impacts on our organizational culture and employee relations. All employees know that their career growth path is provided through effective and ethical participation in the success of the organization relying on their capabilities. Recruitment and employment procedures, performance management system and job promotion system are based on meritocracy in this company. The employee compensation system is also defined based on observing legal requirements, job classification scheme, their personal and professional experiences and capabilities. Therefore, transparency in compensation mechanisms has enhanced teamwork and employee participation in organizational affairs.

In Tabiat Zendeh company, all the employees cooperate to provide customers with valuable and innovative products and services, and they cooperate in improving work experiences and working conditions of their colleagues. All managers and employees in this company believe that they can move forward with empathy, commitment and responsibility in the direction of improving the quality of costumers' lives. On the other hand, the company's organizational culture is based on the fundamental values such as Honesty, Quality, Healthy Competition and Ethics.

All the employees always attempt to keep their working conditions empowering, competent and supportive. So, human resources are considered in main business goals and strategies. It should be noted that "improving employees' health and safety", "improving employees' competencies and capabilities", "promoting organizational justice" and "developing two-way and participatory communication" are the most significant goals which have been determined to define necessary programs and measures.

Presently, all employees working for Yasuj factory are indigenous forces and some of them are considered to be indigenous (residence for more than ten years or marrying the indigenous people of this region). Relying on legal requirements of work and social security in the country, there is no case of child labor, overtime or forced labor in Tabiat Zendeh company.

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Working Conditions based on Meritocracy & Justice ...

All employees have been recruited based on meritocracy, reviewing capabilities and qualifications, considering the conditions of expected jobs and transparency in employment process. In order to implement the purposeful and transparent recruitment process, the executive method of manpower recruitment has been developed and used as an official document of actions related to this issue. In addition, with the intention of observing justice in access to job opportunities and relevant information, informing recruitment positions is done through various ways and channels such as advertising in mass media, recruitment sites, company website, intra-organizational informing to introduce the required person by the employees or to promote the current employees' job positions.

To explain, the various stages of the recruitment process include conducting several psychological tests, reviewing CVs, and conducting general and technical face-to-face interviews which have been carefully done to make the right choice (based on the organization's needs to recruit new workforce) and to recruit from among qualified candidates and job applicants. It is important to state that there is no discrimination between men, women, ethnicities or nations in this process. The qualified job applicants are evaluated based on relevant official laws in the country and defined job conditions.

When concluding an employment contract, the company relies on the official labor and social security laws in Iran. Employment in this company is done in the form of a part-time or full-time employment contract. In addition to full observance of employment laws in the country, the total salary and benefits are determined according to the type of contract, duties and responsibilities identified for the job position and conditions listed in the job classification scheme in this company. Thus, Tabiat Zendeh Company has taken steps towards greater assurance of meritocracy, non-discrimination, transparency and compliance with the law in the process of recruitment.



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In order to appropriately and equitably compensate the company's employees, their salaries and benefits are defined based on company's job classification scheme approved by Ministry of Labor and Social Affairs.

In addition to performing legal duties towards employees, the employees' compensation is determined in accordance with the organizational position, the number of responsibilities and duties assigned to them. Thus, personal opinions are avoided in this field and the employees can easily access the main basis of service compensation in the company. Another positive impact of such system is that there is no discrimination between men and women in paying salaries and benefits for work and responsibilities.

Training is another issue which is provided for all employees in Tabiat Zendeh company non-discriminately and equitably. Moreover, training needs analysis is regularly conducted throughout the organization on a case-by-case basis annually. It is worth mentioning that all employees working in administrative departments and factories benefit from specific knowledge and skills training courses for both individual and organizational improvement. Also, advanced training facilities such as video conferencing and distance learning to participate in training courses from all over the country make it possible all employees take part in training classes easily. So, no discrimination has been seen in taking training courses which might have been observed due to differences in employment and accommodation in different cities.

As a final point, the presence of capable and hard-working women in the organization who hold managerial positions indicates a decent work culture free of discrimination. Co-founder and a member of Board of directors is one of the women entrepreneurs in the country who is a role model for employees in organizational commitment, responsibility and ethics. Also, female employees in the organization are well aware that they can get promotion and move in their career path towards managerial responsibilities and positions based on their competencies and efforts in Tabiat Zendeh company. 66 and 58 women were employed in managerial positions in this company in 1397 and 1398 SH respectively.

Title	CEO	Vice president	Deputy	Manager	In authority	Supervisor	Head	Total
Woman	1	0	1	4	18	31	3	58
Man	0	1	3	18	14	130	21	158

A Comparison of the Presence of Men & Women in Managerial Positions in the Organization in 1398 SH

Title	CEO	Vice president	Deputy	Manager	ln authority	Supervisor	Head	Total
Woman	1	0	0	4	19	36	60	66
Man	0	2	0	19	15	126	21	183

*There was no Deputy position in organizational chart in 1397 SH

A Comparison of the Presence of Men & Women in Managerial Positions in the Organization in 1397 SH

The Story of Tabiat Zendeh and I

I have been collaborating with Tabiat Zendeh company since 1393 SH. Before starting my cooperation with this company, as I worked for Iranian Association of Detergent, Health and Cosmetics Industries, I was familiar with this company as one of the best in this industry. The first day I started working coincided with the death of Engineer Sharif, the founder and first CEO of the company. All the employees were deadly sad with a heart broken. It was the first time of observing this level of belonging to the company management which first amazed me and then introduced me to the human-centered and ethnocentric organizational culture in this company. It was an unforgettable experience engraved on my heart. All these years, I have been as a member of a family in this company. The organizational behavior and culture is truthful, supportive and with mutual respect. I have always had the support of my managers and colleagues to learn more and improve my capabilities. Attention to the employees' capabilities and providing opportunities for learning and organizational and individual improvement is crucial for the company's management and considered as one of the typical work and behavioral procedures in this company. So, I could naturally and gradually move in the direction of my career path from systems & methods expert to the management of human capital maintenance.

Finally, I could mention that ethical and human-centered communication and collaboration are regarded as a main feature in Tabiat Zendeh Company. I, as a woman in the workplace, have always felt a sense of personal, behavioral, and psychological security in interactions with coworkers. The observance of ethical frameworks in the company is one of the unforgivable working conditions in this company. Undoubtedly, I recommend Tabiat Zendeh Company to others as a desirable work environment.

Azadeh Aghaee Far,

Human Resource Maintenance Management

Employee Empowerment as a Way to Progress at Work ...

In Tabiat Zendeh Company, all employees know that the individual and organizational development path tie up with each other. Consequently, employee empowerment has been considered and always improved with the purpose of performing work responsibilities and promoting capabilities and competencies effectively in the direction of their career path from the beginning of establishing the company.

It should be noted that employee training is systematically and purposefully done in the company. Training Management System Standard ISO 10015:1999 was established and training needs analysis, planning, implementing and effective evaluation are done based on its requirements. Also, learning from other successful companies' experiences and models is always seen in this company. As a matter of fact, implementing the above-mentioned standard is done and updated through the executive method of manpower training in Tabiat Zendeh Company.

The company provided the employees with different training facilities which facilitate holding specific knowledge and skills training courses for employees and their access to up-to-date knowledge related to their jobs. Additionally, special training hall in the company, employees' access to the comprehensive training system (Idea) to use digital text, audio and video training resources, advanced facilities such as video conferencing and distance learning to participate in training courses from all over the country are some of facilities and equipment provided in the field of training.

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Regularly, the annual training needs analysis is performed by the Training Department in the company and the necessary planning is done for the participation of employees in training courses and seminars inside and outside the organization. Also, employees can mention their training needs that arise during the work unexpectedly, then necessary measures are taken for their trainings with the review and approval of the Training Committee.

According to the type of industry and the nature of sales activities in Tabiat Zendeh Company, specialized training, retraining and skills for sales staff are held regularly and weekly. On the other hand, due to the production and operational nature of the main activities in Yasuj and Eshtehard factories, the education management usually holds the necessary trainings for the employees in the factories. In Yasuj factory, six training courses with a total of 7.00 hours of training per capita and six training courses with a total of 4.43 hours of training per capita have been held in 1397 and 1398 SH respectively. Moreover, in Eshtehard factory, twenty training

courses with a total of 19.59 hours of training per capita and twelve training courses with a total of 5.72 hours of training per capita have been held in 1397 and 1398 SH respectively.

Relying on collective learning culture, humility and motivation for improving employees' performance, a coaching plan has been implemented since 1391 SH based on cooperation with those employees who have capabilities, knowledge and teaching experience in different fields. To illustrate, in this plan, the capacities and capabilities within the organization are used to hold training courses by the company's employees, and they, as instructors, support the attendees after the training course to achieve the practical application of knowledge learned for them. Incentive leave is given to employees to appreciate the participation of in-house trainers in the continuous development and improvement of the organization.

> The Coaching Plan has been implemented with the aim of cooperating with the qualified and experienced employees in training programs Tabiat Zendeh in Companysince1391SH.

One of the important training activities in this company is to train newly recruited employees at the beginning of employment. At first, a socialization training session is held for them to become familiar with organizational values, Ethic Charter, company's activities and its products, and rules and regulations of the company. Furthermore, they receive specialized training in the field of their jobs from their managers and colleagues. Another important training program held for new employees in the field of Sales, is a four-day training course for them, which the scientific and practical work experiences in the field of Sales are shared by the experienced employees as a team to the new employees

> **In-person training** courses Comprehensive Training System (Idea)

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Material Issues of Tabiat Zendeh Company

Another issue, which has a positive effect on employee empowerment and promoting the quality of their career path, is systematic, purposeful and regular performance appraisal system. The company pursues to provide the necessary requirements to evaluate employees' presence at the workplace through developing performance management system based on the executive method of employee performance management. So, both managers and employees can be informed about the results of their activities and contribution to achieving the organizational goals and successes.

A significant point is that the above-mentioned system is integrated with performance reward system, training system and promotion system. Consequently, the training outputs are systematically entered in performance reward system, and at the end of the performance evaluation, the performance reward reports are provided. Then, the points extracted from the performance evaluation are used as input for career advancement of employees. It should be stated that in the performance management system, the performance record of each employee of the company is made; and they can refer to the relevant section on the internal site of the organization, receive records related to all their evaluations and see the strengths and improvements that have been identified as a result of the evaluations. Along with their managers, employees review the results of performance appraisals and determine the necessary improvement measures in the field of personal empowerment or job duties.

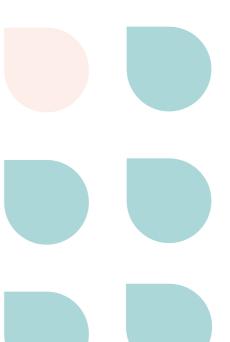


Maintaining Employees Mental

and Physical Health as Main Responsibility ...

Tabiat Zendeh Company, as a leading company in the Cosmetics Industry in Iran is committed to maintaining its employees mental and physical health as they play an important role in achieving the company's goals. In industrial manufacturing companies, the impacts related to occupational health and safety on their employees' health are important. Consequently, in Tabiat Zendeh Company, this issue has been found a particular place among other strategic goals by determining "promoting occupational health & safety". Moreover, this company pursue to implement Safety & Health Management System based on international standard ISO 45001:2018. Annually, control and improvement programs and measures in the field of safety and health are defined and implemented both at the operational level for Yasuj and Eshtehard factories and at the headquarters level. The importance of this issue for various stakeholders and the need for cooperation between the parties in maintaining and improving safety and health conditions has led to the formation of relevant committees in the company to pursue public participation through them.

In Yasuj factory, the active committees are Supreme Health & Safety Committee, Executive Health & Safety Committee, and Emergency Committee in emergency conditions. In Eshtehard factory, the Technical Protection Committee is responsible for participatory management of occupational safety and health issues. These committees include a representative of the employer, a representative of the workers and managers and experts in charge. The activities of these committees are continuously monitored by holding monthly meetings, and the results and decisions taken are obeyed by all employees.



The important measures have been taken in the field of Occupational Health, Safety & Ergonomics in the company as follows:

Occupational Health, Environmental & Safety Risks Assessment

In this regard, the employees in Yasuj factory succeeded in identifying 1183 cases of primary health & safety risks in 1397 SH, of which 53 cases were in the high-risk areas and warnings, and this number has been reduced to 40 risk cases by defining and implementing projects/improvement measures in 1398 SH. Moreover, 171 environmental aspects were identified, two of which were significant environmental aspects, and there is no significant environmental aspect in 1398 SH. It is worth mentioning that the company is continuously reducing and controlling the risks and significant HSE aspects appropriately.

Also, the employees in Eshtehard factory succeeded in identifying 1682 cases of primary health & safety risks in 1397 SH, of which 168 cases were in the high-risk areas and warnings. Subsequently, this number has been reduced to 60 risk cases by determining and implementing projects/ improvement measures in 1398 SH. Also, 218 environmental aspects were classified, one of which was significant environmental aspect, and there is no significant environmental aspect in 1398 SH. It should be noted that this company is constantly reducing and controlling the risks and significant HSE aspects appropriately.

Measuring harmful factors at the workplace (chemical, physical, biological and ergonomic) are performed in order to comply with legal requirements and determine corrective measures to reduce or eliminate occupational diseases.

Increasing employee participation in identifying and controlling Safety & Health risks and hazards and implementing necessary improvement is pursued through holding training courses, preparing booklets & brochures, uploading videos and animations on the company Health & Safety Website and determining incentive and motivating mechanisms.

All employees have health record and occupational medicine examination, including examinations at the beginning of employment, periodic and special examinations are performed for them. Additionally, in case of job changes, employees will perform occupational medicine examinations related to the new position, if necessary.

Since the establishment and operation of the company, the job position of professional health was defined. Presently, several employees have been recruited in this field in two factories in Yasuj and Eshtehard, warehouse and the headquarters.

Insects and rodents control is carried out regularly in both operational areas and at the headquarters in order to prevent occupational diseases and technical accidents.



• Necessary structures, facilities and equipment for safety and health such as fire alarm system, ventilation systems, eye wash and emergency shower for the required places, personal safety equipment, route marking and etc., are provided.

• Testing and inspecting workplace and health & safety equipment such as earthing system, fire alarm and extinguishing system, hazardous equipment (boiling water boilers, forklifts, elevators and etc.) and transportation equipment are done regularly and periodically.

• There is a Health Center in Yasuj factory. The effective activity of this center caused it was selected and appreciated as one of the best Health Centers in the country in 1397 and 1398 SH.

In case of any accidents in different parts of the company, the report is sent to the Safety & Health Department and the relevant Human Resources Department. Consequently, not only corrective measures have been taken to prevent its recurrence, but also using Life, Accident & Civil Liability Insurance to compensate for the damage have been considered.

In the field of firefighting, holding skill development workshops, conducting annual maneuvers and providing the necessary equipment and facilities (such as fire alarm & extinguishing system, fire extinguishing capsules and fire extinguishing boxes) are followed according to national and international standards.

Ensuring continues improvement of occupational health and safety conditions for employees, is one of the most important goals of Tabiat Zendeh Company. 55

Sustainability Report

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Another important issue influencing the physical and mental health of employees is the job impacts that are pursued under the subject of work-life balance. In this company, the quality & health of the presence of employees at the workplace is associated with their family and social life. For this reason, different measures have been taken to balance work and life of employees and support their life satisfaction. Some of the important measure taken in this filed are as follows:

Since 1394 SH, Thursdays has been closed and legal working hours were distributed on the other days of the week (from Saturday to Wednesday).

All employees benefit from maternity / paternity leave. Male and female employees are able to use three days and nine months leave as maternity / paternity leave respectively.

 Tabiat Zendeh Company supports the working mothers through facilitating in getting leave and paying daycare allowances.

The efforts of employees who are about to retire are appreciated through a farewell ceremony, an appreciation plaque and valuable gifts.

Since 1396 SH, in order to encourage employees to make work-life balance and consider their individual and families' needs, all employees have been informed that they can benefit from their paid leave every year, and this leave is not extended to the next year.

On important occasions and life events of employees such as marriage, childbirth and death of first-degree relatives, this company sympathizes with them by sending related messages, gifts or bouquets.
 Communication with employees' families is established through cultural events. Among them, holding a photography contest among employees' children, a celebration of the end of the year with the presence of families and a virtual exhibition of paintings by the children of employees could be mentioned.
 Having ceremonial dinner with their family and financing a family trip are some of the incentives that are provided to employees based on the Guide to Employee Motivation.

• Welfare and support allowance are provided to the company's employees in various forms such as loan payments, children's scholarships, distribution of mobile phone SIM cards, installment furniture purchase agreements for employees and etc.



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Sustainability Report

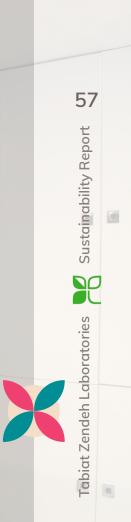
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Tabiat Zendeh Laboratories

The Story of Tabiat Zendeh and I

Being an employee of Tabiat Zendeh Company has made a part of my personal and social identity. I have been working for this company since 1386 SH. Many co-workers like me have a long history of working with this company, which indicates the organization's senior management's attitude and belief in the role of human resources in the success of the company. The company's culture and its working conditions are such that I have always considered it as my job and have never felt like an employee in a big organization. In this company, there is no different between women and men in benefiting from occupational advancement opportunities, income, participating in training courses and respect. The working environment is ethical and honest, and each employee can make his / her career path based on his / her efforts and capabilities. A valuable experience for me in Tabiat Zendeh was returning to work after the birth of my child. I quit my job for three years because of the need to spend more time with my family. Throughout these three years, I found myself in an intellectual connection and belonging to the company. When I was back at work, the managers and co-workers welcomed me warmly. It makes me happy and proud to work in a company that has reputable brands in the market, employs thousands of people and offers Iranian products of distinctive and high quality to the community.

Ms. Samira Mehr kia

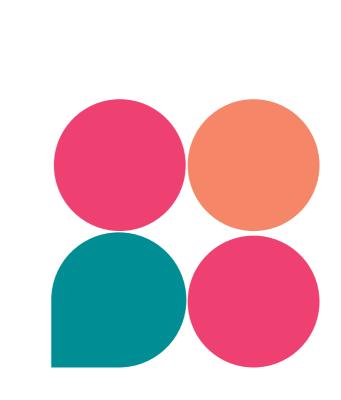


Contracts Expert in Human Resource Department

How We Take Care of

Customers' Quality of Life

Chapter Four



Institutionalizing Organizational Values in Interactions with Customers

Connecting with the Customers Everywh

Observing Customers' Rights as one of t Important Company's Responsibilities

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A Summary of Company Performance in Being Responsible towards Customers ...

> To produce and offer 257 types of products with the brands of Cinere, Supplus Meds, INLAY and Derma Clean

To maintain consumers' health by use of natural & non-allergic raw materials in products To implement Customer Satisfaction Management Standard: Customer Satisfaction Monitoring & Measuring ISO10004:2018

To implement Customer Complaint Management Standard: ISO10002:2018 Institutionalizing Organizational Values in Interactions with Customers ...

The company is committed to implementing its organizational core values towards customers and in providing them with a variety of products and services. It should be noted that organizational core values are Honesty, Quality, Health Competition and Ethics.

The value of Honesty reflects the transparent and reliable organizational communication between the company and its customers. Customers are provided with accurate, complete and up-to-date information about the company's products. Also, in public relations and advertising activities, the position of the company' brands is determined and developed in accordance with Honesty value implications.

The value of Quality is closely related to how the company creates satisfying experiences for its customers. The company's cosmetics are among the high-quality products in the market. Compliance with all legal standards, effective operation of products and protection of consumer health by not using allergenic or carcinogenic products are the quality features of our products. Customers' relationship with the company is also based on the principles of providing high-quality sales and support services, and their comments, suggestions and complaints are managed in a purposeful and effective manner by implementing standards related to services and customer relations.

The value of Healthy Competition is implemented through a commitment to ethically promoting and advertising the company's products and not destroying competitors in the competition. The value of Ethics towards the customers has been institutionalized through having a behavior and performance based on respect and protection of mutual interests, maintaining the confidentiality of information and privacy of customers, and confidential handling of customer complaints. Connecting with the Customers Everywhere in Iran ...

As a matter of fact, health and beauty are two important factors which effect on human satisfaction with their quality of life. Customers and consumers are considered as to be an important member of this company; So the company seeks to improve their quality of life with the effective and innovative solutions and offering its products and services. For this reason, the company has defined different key goals to improve interactions with its customers and consumers continuously based on regular and periodic reviews of customers' needs and demands as well as market conditions. Some of these strategic goals are "providing consistent and high-quality products and services", "Ease of purchase", and "increasing customers' satisfaction". On the other hand, one of the most important issues, which the managers emphasize, is to implement the organizational core values in the company's interactions with customers and consumers in such a way that cases related to the values of Honesty, Quality, Healthy Competition and Ethics in communications, production and offering the company's products are determined and followed. Also, to ensure the realization of goals and observe organizational values in the company's activities, various standards and requirements have been implemented to produce high-quality products, communicate with customers and market products. All employees are required to perform their duties in accordance with them and the relevant procedures and instructions.

Tabiat Zendeh Laboratories Sustainability Report

Tabiat Zendeh company has produced 257 types of products with the brands of Cinere, Supplus Meds, INLAY and Derma Clean by the end of 1398 SH. Customers fall into two main categories: customers interface and final consumers. To illustrate, customer interfaces include all places of supply of cosmetic products such as pharmacies, supermarkets, galleries, hair salons, chain stores and online stores. In fact, customer interfaces help the company in offering products and providing health & beauty consulting services to final consumers. It should be mentioned that the company's final consumers are all people of different ages and genders using the company's cosmetics. In one family, children and parents can use Tabiat Zendeh Company's health products, including shampoos and detergents, and adults are the main consumers of our cosmetics. By the end of 2019, 257 types of products with the brands of Cinere, Supplus Meds, INLAY, and Derma Clean have been produced. For this purpose, the company has 18 warehouses throughout the country in the cities of Bushehr, Bandar Abbas, Birjand, Mashhad, Hamedan, Tabriz, Rasht, Sari, Ahvaz, Arak, Isfahan, Shiraz, Kerman, Qom and two warehouses in center of Tehran. Also, the company communicates with customers through 22 sales offices around the country directly and comprehensively.



Maintaining effective interactions with such a wide range of customers requires that they easily communicate with the company and have access to the information and advice they want. For this reason, there are various communication and information channels in Tabiat Zendeh Company that have provided effective ways to interact with its customers. These communication channels are:

Tabiat Zendeh Company Websites:

The company's customers are able to access the complete information about the types of products, features and how to use them by visiting the following websites. Also, in the FAQ section, answers to common customer questions are provided, which can be a good guide for them.

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- https://www.tezlabs.com
- https://www.tabiatshop.com
- https://cinere.ir
- http://fa.inlaycosmetics.com
- https://www.supplusmeds.ir
- https://www.dermaclean.ir

Direct Telephone Contact with Customer Relations Unit

In this case, after receiving the customer's contact number and placing her/him in the call queue, the Customer Relations Specialist contacts her/him and is responsible for answering all questions, problems and comments, criticisms, suggestions and complaints. The customers can contact at the following telephone numbers: +98 21-24812, +98 21-22909404, and +98 21-22909405

Sending an Email to Customer Relations Unit:

Customers can send questions, comments, suggestions and criticisms by sending an email to the Customer Relations Unit via customercare@tezlabs.com and crm@tezlabs.com .

Social Networks:

Customers can access the various information about the products provided by following the official pages of Tabiat Zendeh Company on social networks. They also share their experience of using the company products with others and are referred to the Customer Relations Unit if they wish to formally submit comments, suggestions or criticisms.

By establishing and maintaining two-way communication with the customers and use their opinions to improve the quality of the company's products and services, the company endeavors to increase and maintain their satisfaction and loyalty. For this reason, in addition to recording and monitoring the comments, suggestions and criticisms received through the mentioned channels, the company conducts regular and annual surveys of customer interfaces and final consumers. This process is based on ISO10004: 2018 (Customer Satisfaction Management Standard: Monitoring and Measuring Satisfaction) in the company. The questions asked in the surveys include various items related to the product, customer interface, the company's conditions compared to competitors' conditions, social and environmental activities, and so on. The results of these surveys and the responses received from customers help the company to determine both the important aspects of product promotion and supply, and to improve its interactions and communication with the customers.







The Story of Tabiat Zendeh and I

When I was looking for a change in my cosmetics I used, the Cosmetics & Beauty products of Tabiat Zendeh Company were introduced to me. In recent years, I have been using Cinere brand products. The first point which was interesting to me in using these products, was the use of natural and non-allergenic raw materials in the production of products.

Moreover, my decision to continue using Cinere products has two main reasons: having good quality and its production in Iran. I always choose Iranian products that are of good quality and can even be considered as a substitute for foreign brands.

One of the good and distinctive experiences that I have had in connection with this company is that it considers customers' opinions and their complaints. I have sent my comments or complaints to the company several times, and each time the employees in Customers Relations Unit or the support team of the relevant units have been with me, allocating the appropriate time to my requests and providing the necessary explanations.

Finally, I've recommended Tabiat Zendeh Company products to my friends and relatives several times during these years.

Ms. Maryam Mirzaee

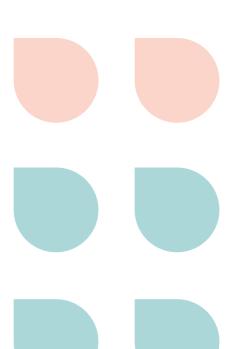
A consumer of Cinere Brand

Observing Customers' Rights as one of the most Important Company's Responsibilities ...

Tabiat Zendeh Company strongly agrees that customers and consumers of its products have rights and the company obliges to observe them. These rights include access to accurate, up-to-date and transparent information about the products, the possibility of easy purchase, knowledge of how to use the products correctly, handling their complaints and maintaining their personal information by the company. In today's world, consumers are faced with a wealth of information from the mass media and advertising. Being in this information bombardment deprives them of the power to fully distinguish between right and wrong information and affects their purchasing decisions and quality of life. In order to help consumers to make the right decision when buying and using the right products, each of four brands produced by Tabiat Zendeh Company has a separate website, which provides complete information related to the types of products, their characteristics, terms of use and related effects identified. Moreover, the main information of each product is also in its packaging that consumers can fully read when buying and using it. Another service of the company in this field is the possibility for its customers to benefit from the specialized scientific advice provided for them for free. For this purpose, different ways are provided as follows:

- Using online specialized consulting services through https://www.tabiatshop.com

Benefiting from face-to-face counseling in places where the company's scientific advisors are present Contacting with specialized consulting telephone services at +98 21-24812, extension number 1



In this field, all the legal requirements in the country that have been set by responsible agencies such as the Food and Drug Administration or the Consumer Protection Organization, are observed by this company. The possibility of ease purchase has been provided for the company's customers in different ways. They can buy in person from thousands of pharmacies, chain stores, hair & beauty salons, galleries and supermarkets all over the country. Moreover, they can shop online directly using the following company website; https://www.tabiatshop.com. Also, online shopping from reputable online stores is provided for the company's customers.

> Online shopping from the company website

Online shopping from online stores In-person shopping from nousands of shopping tores in the country

Using healthy products that do not have negative consequences for consumers' health is one of their basic rights. This company is committed to complying with all legal standards and requirements related to the development and production of the product, which have been determined by competent legal authorities such as the Food and Drug Administration. Moreover, the company has made improvements and changes in the features of its products to eliminate some possible future effects on the consumers' health. For example, one of the most common types of preservatives used in the cosmetics industry is thiazolinone. Due to the allergenicity that the use of thiazolinone in cosmetics creates for the consumers; this preservative is eliminated from all creams and more suitable preservatives are used in products produced by this company. Additionally, owing to the possibility of heavy metals in talc, this material was removed from all products. Finally, parabens are a type of preservative used in cosmetics. However, by reason of the risk of carcinogenicity of these compounds and in order to provide a healthier product to the consumer and to prevent their entry into municipal wastewater, this preservative was removed from all cosmetic products of this company.

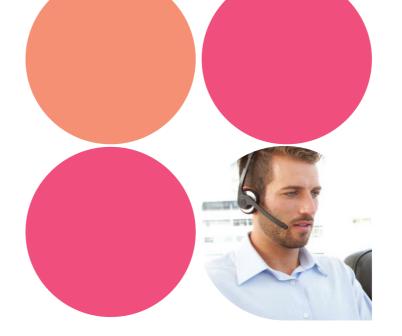
Tabiat Zendeh Company emphasizes on the present and future health of consumers by offering healthy products

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that made of natural, non-allergenic ingredients.

One of the most important fields which the company emphasized on is to observe ethics in information sharing, advertising and marketing activities of the company. It should be noted that this company is committed to avoiding any exaggeration or the use of gender stereotypes in its information and advertising programs. As a matter of fact, women are one the main consumer groups of the company products. Relying on the slogan of "natural beauty", the company seeks to help them have a sense of self-satisfaction and improve their quality of life by offering cosmetics. As a result, there is no exaggerated, immoral or unrealistic presence of women in the company propaganda activities. Also, the company focuses on any possible impact on children when confronted with them in designing and implementing advertising programs and product packaging. Also, it strives to ensure that any visual message conveyed to society emphasizes on "living a healthy and natural life".

Handling consumer/customer complaints is one of the company's main responsibilities. Despite all efforts to create a satisfying experience for consumers to buy and use the product; If there are any problems or dissatisfaction, the company receives their complaints and criticisms patiently. In this company, the process of handling customer complaints based on the requirements of ISO10002: 2018 standard (Customer Compliant Management Standard), has been implemented in such a way as to ensure complete and correct handling of complaints and re-satisfaction of customers. The company's goals in handling effectively customer complaints are to prevent problems from recurring for other consumers, to satisfy complaining customers, and to improve product or system quality and provide better customer service.



Customer contacts with the Customer Relations Unit are recorded by the relevant expert and complaints raised about the contents of the product or packaging problems are determined. The identified items are sent to the relevant unit for more detailed review after approval by the operating management in the form of specific forms. In the review process, the customer is informed about the review process via SMS to ensure that the problem is being investigated. After announcing the result of the complaint from the relevant unit, the necessary information will be provided to the consumer and a promotional gift pack will be sent to them along with the alternative product. Moreover, in case of receiving the product from the customer, they can send the product to the company through the company free postal service so that the necessary checks can be done by the relevant experts.

Finally, the importance of protecting customers' personal information and privacy must be mentioned. Due to the direct communication of the company with customer

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interfaces and final consumer groups and receiving their information in various ways (such as surveys or direct purchases), the necessary arrangements have been considered in the field of Human Resources and Software Systems to maintain and protect Customer information. The IT department has designed the related parts in this field in the company's software system in such a way that it is not possible to copy data and information or send them outside the organization. Also, the responsible employees in customer relations affairs will be recruited by the company after a thorough review of their gualifications and receiving the necessary guarantees to commit to protecting customer information. It should be noted that the databases and information available in the company are used only in this company and are not provided or sold in any way to other institutions or external companies (such as market research institutes or stores).

The Story of Tabiat Zendeh and I

In the past few years, our pharmacy has been very satisfied with the cooperation of Tabiat Zendeh Company as one of their customer interfaces. We offer the company's products under the Cinere brand to consumers, which is very well received by them. Tabiat Zendeh Company has introduced as wide verity of products with Cinere brand to the market. On the other hand, its products are well-known as high quality ones with reasonable process.

In the business relationship that our pharmacy has with this company, I can mention a few important points. The company is ethically dominated in its marketing and sales activities; it means that it relies on its capabilities and working principles and does not destroy any competitors and their products. The next point to be noted is the transparency of trade agreements between us and implementing a clear and codified mechanism in the financial and administrative affairs of this company. This, together with the very high and good work order which can be observed in its employees' activities, have made me always happy and satisfied with working with Tabiat Zendeh Company as one of its customer interfaces.

Dr. Hamid Khoda Parast

The Internal Manager of Parsin Pharmacy

R Tabiat Zendeh Laboratories







Institutionalizing Organizational Values Environmental Responsibilities

Eco-Friendly Production Activities

Having Products with Eco-friendly Feature

Green Office, as One of the Positive Envi

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A Summary of Company Performance

in Being Responsible towards the Environment ...

Using biodegradable and natural raw materials in the production of products and packaging them

Continuous decrease in the amount of water consumption per production of each product

Continuous reduction in consumption of different types of energy per production of each product An independent effluent treatment plant with a capacity of 75,000 cubic meters in Yasuj factory

An effluent pre-treatment system in Eshtehard factory and sending it to the central treatment plant of the industrial town

Implementation of Green Office Program in the central administrative building in Tehran

Development of 3415 square meters of green space and planting of 150 seedlings in Yasuj factory



Institutionalizing Organizational Values in Fulfilling Environmental Responsibilities ... **Eco-Friendly** Production Activities ...

Tabiat Zendeh company is committed to implementing organizational values in relation to the environment. The core values of the organization are Honesty, Quality, Healthy Competition and Ethics.

The value of Honesty is formed through the correct and complete identification of the impacts of the company activities on the environment and the acceptance of responsibility for them. It should be mentioned that the company provides performance reports on the impact of its industrial activities on the environment to the supervising legal authorities in a correct, up-to-date and complete manner.The value of Quality is pursued through developing and producing eco-friendly products. The value of Quality is pursued through developing and producing eco-friendly products. Thus, using the biodegradable and natural raw materials and recyclability and biodegradability of product packaging, are among the most important issues that ensure that the value of Quality is observed in the company's environmental concerns.

The value of Healthy Competition is followed and considered as one of the positive features compared to the competitors' products through developing eco-friendly products and concentrating on this feature in the company's PR and advertising programs transparently and appropriately.

The value of Ethics pursued by relying on environmental ethics. In this regard, the most important measures taken by the company is not to test products on animals in laboratory or real conditions. Also, the necessary measures taken to reduce and minimize industrial pollution to protect ecosystem health and sustainability indicate observing this organizational core value in the company's environmental responsibilities. Tabiat Zendeh Company seeks to improve the quality of human life by benefiting from natural resources. Also, we strive to consider the interests of present and future generations at the same time. It's believed in Tabiat Zendeh Company that the realization of this vision can only be achieved through the principled management of the environmental impacts of its activities and participation in environmental protection. In this regard, the environmental management system has been implemented in the company based on the ISO 1400: 2015 Standard, and the main processes of environmental management have been determined based on the above-mentioned standard. In line with this system, the company seeks to minimize or eliminate the negative impacts of its activities on the environment. As a result, the company regularly monitors the impacts on water, soil, and air (during production, product-related, and in its administrative activities) by setting relevant goals and performance indicators. In this regard, the company is committed to complying with all legal requirements and related standards. Control and measurement of all indicators are done both by the company's experts in Yasuj and Eshtehard factories and periodically by independent and committed laboratories of the Department of Environment of IRI.

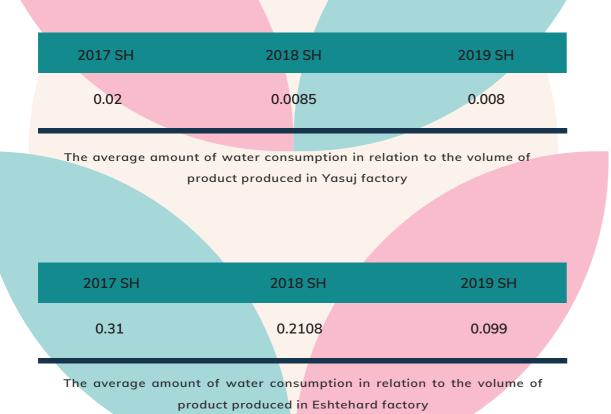
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Managing the impacts on water is one of the most important fields in the production of cosmetics; Because the production of these products is inevitable from water supply for production in consumption and wastewater production. It should be mentioned that water supply for production in the factories is done from water wells. Also, water meters have been installed on the main pipe cooperating with the Water and Sewerage Organization. In order for effective water consumption, in addition to complying with legal requirements, internal guidelines have been developed that all units are required to follow. Among the effective measures taken in this field, the followings can be noted; regular control and service of water piping system, considering water consumption as an important indicator in purchasing equipment, developing green space of factories in accordance with the climatic conditions of each region and regulating water flow according to the type of washing.



Continuous reduction in water, gas and electricity consumption in the production of each product is one of the important goals of Tabiat Zendeh Company in conserving natural resources & energy during production.

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There is a treatment plant with a capacity of 75,000 cubic meters for industrial wastewater treatment in Yasuj factory. In this factory, five septic tanks and three storages have been constructed for the treatment of human wastewater. Yasuj factory treatment plant outputs are measured regularly. It measures various factors such as oil, total suspended solids, oxygen, detergent, phosphate, ammonia, phenol, dye, nitrate, nitrite sulfate, sulfide chloride, PH-COD-BOD, etc. Eshtehard factory is located in Eshtehard industrial town in which a central treatment plant is operating. In addition, there is a pre-treatment system inside the Eshtehard factory. In this factory, effluent resulting from the production process of products is pre-treated and then the effluent enters the treatment plant of Eshtehard industrial town. Also, the COD-PH-TDS-TURBIDITY-TSS parameters are measured periodically by the inspectors of Eshtehard industrial town.

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Waste management is another issue that needs special attention. Maximum use of raw materials and further reduction of waste lead to the effective use of natural resources, financial resources and human resources of the company at the same time.

In this regard, factory waste management instructions and guides, environmental protection and improvement law, waste law and its executive regulations are the reference documents in which the waste management mechanism is well described and used in the company.

Main waste categories which are mainly produced in these two factories (Yasuj and Eshtehard) are as follows:

- Plastic waste (such as plastic barrels, tubes and bottle caps)
- Wood waste
- Metal scrap
- Chemical waste
- All kinds of carton boxes and paper
- Food waste

In order for management and disposal of the above-mentioned wastes appropriately, different methods are used; Recycling and Disposal are two main methods in waste management. To explain, all the wastes produced in Yasuj and Eshtehard factories are transported and disposed by the authorized contractor company after being registered in the comprehensive environment system under supervision of Department of Environment of IRI. Waste from the activities of laboratories is sent to the Research & Development Unit in Tehran and then delivered to a contractor approved by the Department of Environment of IRI. Accordingly, the sludge from the effluent pre-treatment operation is also delivered to an authorized contractor of the Department of Environment of IRI. Plastic barrel scrap, tube scrap, and wood & metal scrap waste are sold for reuse by other companies. All chemical waste is contracted to contractors approved by the Department of Environment of IRI.

Due to the emphasis on reducing waste production, various measures have been defined to achieve this goal in the company. In the category of plastic waste, it should be noted that the percentage of plastic waste has decreased compared to the amount of production in both Yasuj and Eshtehard factories in recent years. As another measure, the replacement of wooden pallets with metal pallets to move parts can be mentioned. Despite the fact that wooden pallets were more inexpensive, the breakage / damage rate was high during transportation and handling. With this replacement, wood waste in the company's activity was significantly reduced.

1396 SH	1397 SH	1398
0.475	0.447	0.2

The average amount of electricity consumption in relation to the volume of product produced in Yasuj factory

1396 SH	1397 SH	1398 SH
12.44	10	5.125

The average amount of electricity consumption in relation to the volume of product produced in Eshtehard factory

1396 SH	1397 SH	1398 9
0.01	0.0725	0.09

The average amount of natural gas consumption in relation to the volume of product produced in Yasuj factory

1396 SH	1397 SH	1398 9
3.75	1.799	0.98

The average amount of natural gas consumption in relation to the volume of product produced in Eshtehard factory



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Energy efficiency is one of the current approaches in Tabiat Zendeh company. By identifying high-consumption activities and determining possible measures to reduce energy consumption, efforts have been made to create necessary hardware and procedural improvements to manage energy consumption to produce different products in Yasuj and Eshtehard factories. The three main categories of energy used in the company's various activities are electricity, natural gas and compressed air. In the field of electricity consumption, despite the increase in production in 1398 SH compared to previous years, the amount of electricity consumption per volume of production has decreased. Among the effective measures taken in this field, the preference of the cold working process over the hot working process related to the production process of products, selection and purchase of devices and machines with low energy consumption and modification of the lighting system of production halls can be mentioned.

In the field of natural gas consumption, efforts have been made to manage natural gas consumption at an optimal level by carrying out control measures and regular periodic inspections. The effective measures taken in this field are the insulation of hot water pipes, regular service of heating and cooling systems, regular hot water network and tanks maintenance and precise adjustment of their temperature according to the production needs. Having Products with Eco-friendly Features ...

More than ever, Tabiat Zendeh company seeks to produce eco-friendly products. It is believed that this significant issue has positive multifaceted effects on nature conservation, consumer health and fulfilling its responsibility to have a healthy and natural life in the society. In this direction, the first step is to focus on the type of raw materials used in the production of products. The use of plant raw materials that are ECOCERT certified and raw materials that are biodegradable is an important element in the supply of raw materials in this company. For example, one of the most common raw materials in the cosmetics industry and cream production is cyclomethicone; But this compound is not biodegradable. In order to solve this problem in more than 95% of this company's products, this raw material has been removed and a suitable alternative has been used in its products. Moreover, the raw materials required to produce the product are ordered and supplied in such a way that the desired shelf life is not consumed and wasted. Cosmetic waste (including packaging, tubes, bottles, etc.) is one of the serious negative environmental impacts in the production and consumption of such products. This type of waste can be reused in other industries in certain conditions or due to the type of their constituents, there are serious problems in their decomposition return to nature.

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For this reason, Tabiat Zendeh company has taken as many effective and distinctive remedial measures as possible to address these negative impacts, some of which include:

• Due to the non-biodegradability of the raw material of polyethylene terephthalate, which is used in packaging containers, its consumption in the packaging of the company's products has been reduced.

• Due to the non-biodegradability of nylon 12, its consumption in the packaging of the company's products has been reduced.

Eco-friendly inks are used in printing on products, brochures and product packaging.

Product promotional brochures have been removed from 95% of packaging; this measure has had a great impact on reducing paper consumption.

In making new product packaging molds, weight reduction in plastic packaging items has been considered. Shampoo bottles, shampoo bottle caps (consumables), and toner bottles are now produced with a weight loss of 10 to 25 percent compared to before.

As far as possible, recyclable raw materials such as polypropylene and polyethylene should be used to produce product packaging. In this regard, the use of PET materials has been abandoned due to much less recyclability and reuse, regardless of lower production and supply costs for the company.

In the production of plastic items, which are the most destructive causes of environmental pollution, it has been tried to use food grade raw materials and additives if possible. It is worth noting that being a food grade does not mean being renewable; But these migrating materials have much fewer monomers than non-food grade raw materials, which largely prevent soil and water pollution. **Green Office**, as One of the Positive Environmental Impacts ...

Manufacturing and industrial activities have obvious environmental impacts. However, it is necessary to pay sufficient attention to the impacts of activities in the administrative field. Tabiat Zendeh Company observes the issues of energy management, waste management, water consumption and paper consumption in the all administrative and sales areas, and implemented improvements which resulted in positive environmental impacts. It should be emphasized that the common denominator of all the improvements made in the mentioned issues is the training of the company's employees and their involvement inenvironmental improvement programs in the organization's headquarters.

Paper has traditionally been used in office and sales activities. In order to eliminate the use of paper in these activities, the company has implemented effective measures that have positive environmental effects, including preventing deforestation and the production of paper waste. In this regard, the company has established advanced office software systems. All administrative tasks such as correspondence, reporting, document sharing, archiving, personnel administrative affairs, etc., are done digitally using these systems.

Also, using the facilities of information and communication technology have shifted the field of training towards virtual training; In such a way that employees can access the digital library and training documents in the form of text, audio and video in the digital training archive. On the other hand, such facilities have made it possible to use software systems in order to cover all the company's activities in the field of product distribution & sales. Taken together, these measures have significantly reduced paper consumption in office activities, product distribution & sales. Electricity consumption is another issue that is considered in environmental management in headquarters activities. Purchase of equipment and hardware infrastructure in the company are done based on having a high efficiency in energy consumption. These include smart lighting systems, smart faucets, printer and copier devices, and heating and cooling equipment. On the other hand, various settings and controls are performed by administrative units in all company offices and factory headquarters, some of which are:

• Energy-efficient light bulbs and LED lamps are used in lighting systems and the outdoor lights are only turned on during the night.

• The work environment has been rearranged to make the best use of natural light.

All computer, lighting, cooling and heating systems are checked by the responsible employees at the end of the working day to ensure that systems are turned off or set to a minimum level.

Tea and coffee makers are turned off after each use.

 Repairs and maintenance of heating and cooling systems are done regularly.

The company's IT Department has also taken effective measures for optimization of electricity consumption as follows:

• Using the new generation of powerful CPUs that have several features to reduce power consumption.

Purchase of advanced and powerful servers to decrease the number of servers and reduce maintenance and energy consumption costs.

• Server Virtual implementation based on virtualization technologies and the possibility of aggregating the total power of servers with one supply and intelligent resources sharing and management, which leads to a significant reduction in energy consumption in servers.

• Necessary settings have been made on the computer systems of all employees in the company for optimal energy consumption in case of using and not using them.

Old computer systems are being replaced by new ones with energy efficiency.

Access to safe drinking water is one of the main human needs. In this company, all employees are aware of the optimal use and reducing water consumption and have received the necessary training in this field. In particular, service personnel are trained on how to use water for cleaning and their performance is monitored. In the development of green spaces of offices and factories, plants adapted to the climate and rainfall of the region have been planted; and they are watered early in the morning or late at night. Repairs and maintenance of equipment and plumbing are done regularly and necessary measures such as replacing defective washers and repairing damaged water pipes are taken.

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The next topic in green office management is related to the measures taken in the field of waste management in administrative parts. In the first step, the separation of wet and dry waste is done in all units. For this purpose, separate waste bins have been placed in all units. Then, the use of plastic and disposable containers in the organization is reduced and they are used only in special circumstances (such as Corona outbreak). Office supplies (such as computers, printers or copiers, cupboards, tables and chairs) are reused in the organization in case of upgrade and repair. If such office supplies are replaced with more up-to-date items, the old and usable items will be donated to educational centers or charities. Depreciated office supplies that cannot be repaired or reused are handed over to recycling contractors who are selected by the municipalities. Finally, the company has considered the employee happiness at the workplace by developing green space in office environments. All company offices and public spaces of the factories have green space. For example, in Yasuj factory, there is 3415 square meters of green space and 150 seedlings have been planted. In all offices, different types of vases of natural plants are placed on the desks of employees and in public office space. One of the positive effects of this view is that some employees have cut the plants and propagated them at work or at home.

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How We Take Care of

the Community

Chapter Six

Institutionalizing Organizational Values Social Responsibilities

Enhancing Healthy Life through Humania

Supporting Each other's Health in the So

Promoting Iranian Culture in Work & Life



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A Summary of Company Performance in Being Responsible towards the Community ...

> Holding a social campaign " Caring about You" to support children in cooperation with the five reputable NGOs in the country

> Donation of 760 New Year packages to children in deprived areas and under the support of social NGOs in "Take Care of You" campaign

Holding a social campaign "Pink Ribbon of Tabiat Zendeh" in collaboration with the Breast Cancer Prevention Institute Holding online health careeducation programs in collaboratio with specialist physicians at the beginning of Coronavirus (COVID-19) outbreak

Supporting the "Stay Home" public campaign by releasing videos and promotional materials during quarantine of Coronavirus (COVID-19) outbreak

Promoting Iranian culture, art and literature in the company's public relations programs and activities in virtual social networks

Institutionalizing Organizational Values in Fulfilling Social Responsibilities ...

Enhancing Healthy Life through Humanitarian Actions ...

Tabiat Zendeh company is committed to observe organizational values in social responsibilities. The organizational core values are Honesty, Quality, Healthy Competition and Ethics. The value of Honesty is pursued by clearly defining the company's goal of entering into social participation programs and initiatives on the one hand, and obviously defining the extent of its cooperation and support on the other hand.

The value of Quality is followed by implementing social participation programs purposefully and based on project management principles. Also, the company ensures that its financial and non-financial supports will be delivered to the target groups and the desired social value is created for them.

The value of Healthy Competition is pursued by the company's interactions with NGOs. In this regard, the company only cooperates with NGOs which have excellent track record in on hand and operational and financial transparency and credibility on the other hand. Thus, the company makes its contribution to organizing the activities of NGOs in Iran.

The value of Ethics is very significant in the field of social participation. It should be mentioned that the company provides its social and humanitarian assistance while preserving the human dignity of the target groups. Its social activities and contributions are not defined and promoted for advertising purposes; but they are reported to the public to engage customers to increase the positive social impact of a project. Moreover, maintaining the confidentiality of information and privacy of the target groups in social participation projects or those who participated in such programs is always emphasized.

People are all members of the large family of the society in which they live and their happiness and health are interdependent. In Tabiat Zendeh company, employees are always in a dynamic and responsible interaction with the community where they work. Their participation in humanitarian and charitable programs is aimed at reducing the hardships in life for their compatriots and maintaining the hope of a better life together in the country. With this in mind, the company organized a social campaign "Take Care of the Children of this Land" in Tabiat Zendeh company in collaboration with five reputable and active NGOs in the field of children. It is believed that children are the hope of the future and the world becomes more beautiful with their smile. With the help of others, this company attempts to remove pain and suffering from diseases from the children in order to give them back the opportunity of experiencing happy moments. By informing the public on this social campaign, the company's customers (through the Cinere brand) and the general public were invited to join the company in this humanitarian action.



It should be noted that the social campaign "Caring about You" has been implemented from November 2018 to March 2019. By the financial support from the company's customers and allocating the company's own financial support to this social campaign, 760 New Year packages were provided and distributed among low-income children in New Year 1398 SH with the cooperation of non-governmental organizations (NOGs) in this social campaign. To explain, 120 packages for children in Sarpol Zahab, 35 packages for children labours member of a football team, 105 packages for children in the suburbs of Hashtgerd, 200 packages for children

Non-Governmental Organizations cooperated with in the social campaign "Caring about You"

under the support of the Children's Foundation, 200 packages for children of the Association of Working Children and 100 New Year packages for children in the suburbs of Tehran were donated.

In addition to introducing the goals and achievements of the social campaig "Take Care of the Children of this Land", the five non-governmental organizations (NGOs) involved in the project were also introduced on https://care.cinere.ir as a website designed for the above-mentioned social campaign. Thus, in addition to reassuring the participants about credibility of partner NGOs in this campaign, they were provided the opportunity to become more familiar with these NGOs and interact with them directly in the future.

Since Tabiat Zendeh company has been established, it has been involved in charitable and humanitarian activities that are raised locally or on a case-by-case basis by key community stakeholders. The most important measures that have been taken in recent years are as follows:

Distribution of food packages among families in need and orphans; 50 people are supported three times annually and with an approximate value of 400 million Rials.

Distribution of humanitarian aids during Ramadan and Muharram ceremonies between neighbors and the homeless in the region in cooperation with charitable organizations; 600 people are supported twice a year with an approximate value of 120 million Rials.

Delivery of food packages to Imam Khomeini Relief Committee and the Red Crescent Organization for distributing among the help-seekers under their support; 40 people are supported three times a year with an approximate value of 160 million Rials.

• Delivery of gift packages of the company's products to organizations and public institutions for distributing among eligible individuals; 500 gift packages are given during the year with an approximate value of 750 million Rials.

Supporting construction activities in local communities around factories, including infrastructure and asphalt of village roads, development of village water supply network, construction of furrows to direct water from the treatment plant to agricultural lands and construction of a new bridge in the village.

The Story of Tabiat Zendeh and I

At the invitation of Tabiat Zendeh Company, Association for Protection of Child Labours participated in the social campaign "Caring about You". Our presence in this social movement was very valuable. Along with other non-governmental organizations, Association for Protection of Child Labours participated in this program and was introduced to the general public and consumers of Cinere products through extensive promotion activities carried out by this company.

Moreover, planning the social campaign "Caring about You" and implementing its various actions were carried out regularly and accurately by Tabiat Zendeh company. As a result, the company fully complied with its commitments to financially support our association and to provide gift packages to children supported by our association. In my opinion, the good quality of the implementation of this Social campaign and the partnership of this company with non-governmental organizations that have a reliable track record in their activities demonstrate the belief of the managers and employees of this group in fulfilling the social responsibilities of their company as well as the importance of cooperating with reputable non-governmental organizations in solving social challenges.



Ms. Leila Abdol-Karimin

Tabiat Zendeh Laboratories

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The Representative of Association for Protection of Child Labours



CÍPERÓ SCIENCE OF NATURE



Supporting Each other's Health in the Society ...

For Tabiat Zendeh company, moving towards improving the quality of people's life means participating as much as possible in maintaining the health and well-being of the community. Despite providing welfare for more groups of people, modern lifestyles have had consequences, which the field of human health is one of the most important. Women are one of the groups that are the main consumers of cosmetics or are involved in the roles of wife and mother and buying health products for other family members. On the other hand, they have important responsibilities such as managing family affairs, raising children and in some cases working outside at the same time. It is no secret that women's physical and mental health is the main foundation of the health of other family members and, consequently, of the society.

Unfortunately, in recent decades, one of the diseases that has endangered the women's health is breast cancer. Every year, the social movement "Pink Ribbon" is conducted around the world to empower and inform women about the disease. Tabiat Zendeh company cooperated with Breast Cancer Prevention Institute carried out the social campaign "Pink Ribbon of Tabiat Zendeh" with the promotion of the Cinere brand, in 1394 and 1395 SH. The purpose of this social campaign was to inform, control and identify breast cancer in Iran. Informing women of breast cancer prevention methods can reduce the incidence of this disease and lead to early identification and definitive treatment of patients. In order to provide public access to information and educational items in this project, a dedicated website https://pink.cinere.ir was launched. This website provides medical information and educational videos about breast cancer, its causes, and ways to prevent and diagnose it. Moreover, informing and educating the people was done through Cinere brand official pages in social networks and as a sign of the implementation of this social movement, the color of Cinere brand was changed to pink. In addition to the mentioned activities in cyberspace, communication with women was done by attending the Shahrbanoo Festival in Milad Tower, Tehran, and providing educational and

Tabiat Zendeh Laboratories Sustainability Report

consulting services was considered. Also, on World Breast Cancer Awareness Day (October 1st), at the invitation of Tabiat Zendeh company, women participated in the women's walking program in Tehran Behesht Madaran Park to increase their awareness about this disease. At the end of this day, as a symbolic action, Milad Tower illuminated with pink lights to increase public awareness.

At the end of 1398 SH, the world faced a crisis of Coronavirus (COVID-19) outbreak. Like all over the world, this disease endangered the health of many people and a large number of patients with COVID-19 died in Iran. Tabiat Zendeh company considers its contribution in maintaining the people's health as one of its responsibilities.

In the days of quarantine and the peak of Coronavirus (CODID-19), the Cinere brand held live Q/A with prominent doctors in the country, which reduced the number of in-person visits to the clinics. Furthermore, in cooperation with hair & beauty salons, making educational hair & beauty videos (during the quarantine period) was done to train women how to do at home instead of going to such salons and maintain their vitality and health. Moreover, in order to promote the culture of "Staying Home", Tabiat Zendeh company has taken the following measures by providing different videos and photos:

- To appreciate the medical staff
- To support the elderly
- To suggest solutions for optimal use of quarantine days

All these educational, promotional and supportive contents are available to the public on Tabiat Zendeh Company and its brands' official pages on the Instagram social network.

سينره #مراقب_تو



In Tabiat Zendeh company, organizational culture supports the presence and growth of capable Iranian women. It is believed that the dynamic and healthy presence of women in various family, social and occupational aspects can create empowering conditions for all people and move towards individual and social development in a balanced and sustainable manner. In order to promote this view in the general culture of the community and to support women entrepreneurs and workers across the country, Tabiat Zendeh company supported "Together" TV program as the main sponsor. The motto of this project is "Together; Stronger, more successful, more effective!" This program narrates the life story of successful and independent Iranian women who have an effective presence at work and in the society. The Co-founder and member of the Board of Directors of Tabiat Zendeh Company, Ms. Dibaji, attended the first part of the program to share her personal and professional life experiences. The video of her interview was very well received, which is available on both the official page of the Cinere brand (@cinerecosmetics) and the official page of the program (@baaham.campaign) on the Instagram social network. Another cultural issue that it is considered is the attention to the original Iranian culture, art and literature. The company's consumers have seen this view in the design of product packaging and promotion and advertising projects of the company. However, given this fact in the present world, easy and widespread access to information and communication technology has opened the door to cultural exchanges and the receipt of a wealth of information to all people in society, it was decided to produce and publish posts (including photos and short videos) on social networks to introduce Iranian culture. During the implementation of this project in 1398 SH, images and stories from national myths and Shahnameh stories were selected and narrated in the original Persian language. Those who are interested can view this valuable content by visiting the official page of Cinere brand on Instagram social network and enjoy the humorous narration of its stories that tie the social conditions of the present time with the symbols and beliefs of the original Iranian culture.

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Table of Converting the Solar Hijri Year to the Gregorian Year ...

The official calendar in Islamic Republic of Iran is Solar Hijri and Tabiat Zendeh Company's financial year corresponds with it. Therefore, majority of the dates in this report are in Solar Hijri calendar. For the sake of the convenience of the report readers and due to the fact that Solar Hijri calendar and Gregorian calendar don't cover the same period, bellow table is provided to convert the Solar Hijri years to Gregorian years for the date which are mentioned in this report.

Solar Hijri date	Gregorian date
1372 SH	21 March 1993 - 20 March 1994
1386 SH	21 March 2007 - 19 March 2008
1387 SH	20 March 2008 - 20 March 2009
1391 SH	20 March 2012 - 20 March 2013
1393 SH	21 March 2014 - 20 March 2015
1394 SH	21 March 2015 - 19 March 2016
1395 SH	20 March 2016 - 20 March 2017
1396 SH	21 March 2017 - 20 March 2018
1397 SH	21 March 2018 - 20 March 2019
1398 SH	21 March 2019 - 19 March 2020



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