

BEAUTY IS

OUR BUSINESS



OUR BEAUTY IS

multiplied

BY SIX

oBoticário

Eudora

quem disse, berenice?



multi 
beleza em todas as marcas

vult 

We also care for what is naturally beautiful:



FUNDAÇÃO GRUPO BOTICÁRIO
DE PROTEÇÃO À NATUREZA



instituto
grupo boticário



4,000

retail stores

1,750

cities

BEAUTY MADE IN

Brazil



PLANTS

São José dos Pinhais (iResearch Center)
Camaçari



DISTRIBUTION CENTERS

Registro
São Gonçalo dos Campos
Serra



OFFICES

Curitiba
São Paulo



How can we overcome the change management challenges in adopting new procurement technologies?

Technology
+
Sustainability

OPERATIONS 4.0

HOW IT USED TO BE

90% of purchases were made with no code or with a generic code

~40% of Supply area spending not centralized

Request officers were not properly trained

Processes were performed manually.

Area with a strong **operational** bias

+15 different flows for indirect purchases

OUR JOURNEY

TOWARD DIGITAL TRANSFORMATION

2015



**Project
Supply Efficiency**
optimizing technology
resources

EFFICIENCY

2016



Impulsion Project

Implementing the
first modules of
ARIBA SAP

IMPULSION

2017



Adopted ARIBA

Improving the level
of adoption,
expanding use to
Direct Area

FULL POTENTIAL

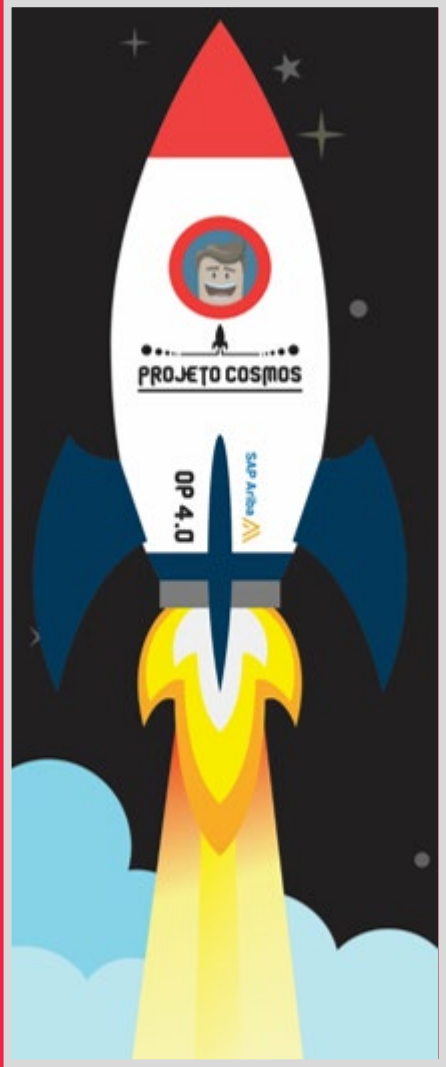
2018



Expanded digital
services for requests
and suppliers, focusing
on streamlining.

COSMOS

EXPECTED BENEFITS



- **Automation** of the purchasing process at **every step** (request, quote, document exchange with supplier and approvals)
- **Autonomy** for requesting areas in the purchasing process
- **Streamlining** purchasing requests with the Ariba platform, providing a single access portal for purchasing
- **Visibility (tracking)** of the macro steps of the process
- **Traceability** of information – compliance



How to prepare a business

FOR A SOCIETY IN
CONSTANT
EVOLUTION?

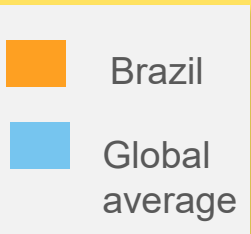
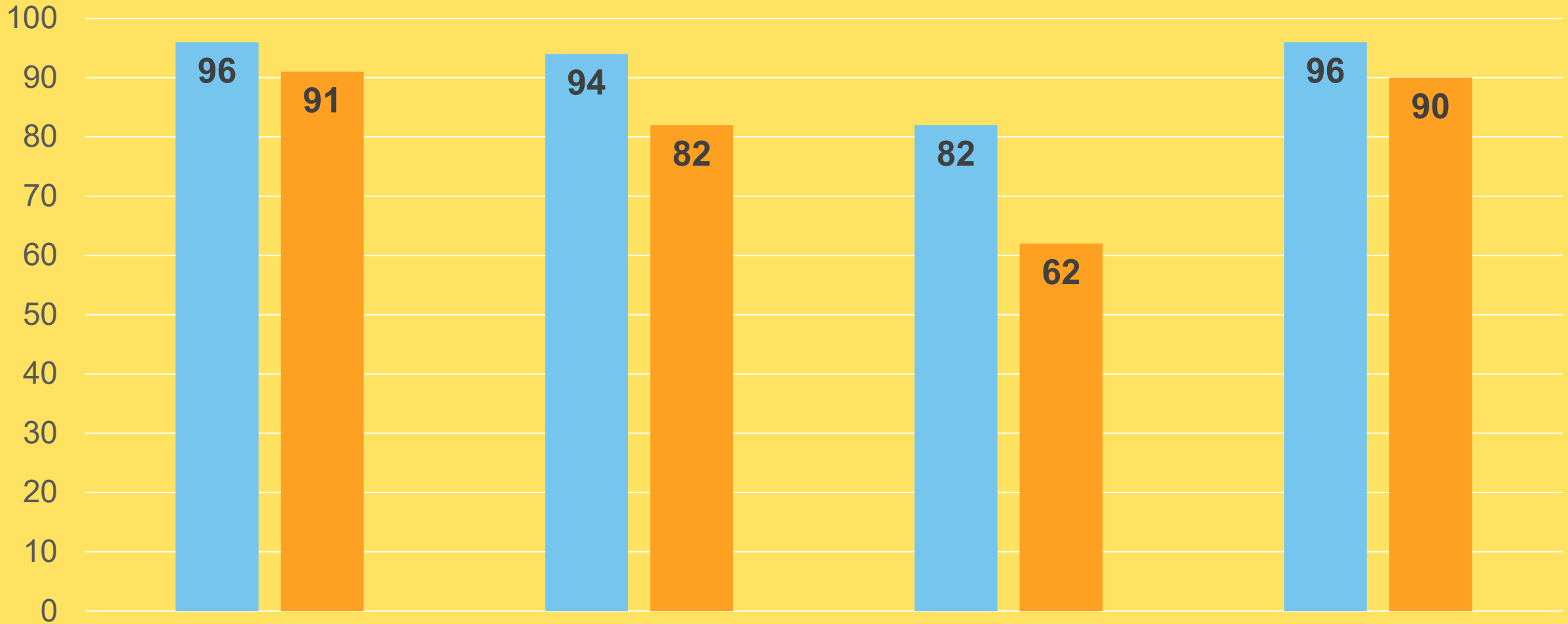


HOW ABOUT OIL, WATER, POWER,

how much
will they cost

IN 5, 10, 20 YEARS?

Percentage of new Brazilian Consumers in line with digital purchasers



Want companies to work for more than profit, with social and environmental responsibility

Would recommend products by responsible companies

Would work for responsible companies (even if paid less)

Would change to brands that are active in a specific cause

society has changed and **sustainability** is now an agenda...



THAT'S WHY WE SEEK...

protects value



Nice Environment

Reputation

Operating License

Portfolio

Wide Chain

generates value



Innovation

Performance

Access to Capital

Market Value

Consumer Loyalty

Supply Goals

PRINCIPLES

- Originality
- Creativity
- Doing Together

~100
employees

1200
entries/year

7000
SKUs

To ensure the best **cost benefit** when contracting products and services, focusing on **quality, safety and efficiency** for the Group, ensuring **compliance** and **sustainability** in processes



ACTION FOCUSES THAT PERMEATE THE ENTIRE
business and the value chain



**Product
Life Cycle**

from design
to disposal,
from strategy to
operation



Reverse Logistics

developing
cooperatives and consumer
engagement



**Retail
Stores**

building, operating
and demobilizing
stores and service
centers



Eco-efficiency

fewer resources,
and greater
efficiency
in production,
distribution and
supply chain

OUR AMBITION TRANSLATED TO GOALS

2BI

Spending on
Sustainable Practices

100%

Eco-efficient
strategic suppliers

1%

Spent on **Diversity**

*Being recognized
and also **recognizing** suppliers...*



Why do we prioritize

Eco-efficiency ? 

Is the **sum** of
internal results
+
partner operations

We want to reach **EVERY**
strategic supplier

**DIGITAL &
AUTOMATED**

Portal + Tablet

TODAY

40% of our DIR strategic
suppliers are partners

GOAL

and our actions will consolidate
100% of strategic suppliers by
2020

SCOPE

Differentiating **suppliers in**
water, power, waste, and CO2



Automated Controls
for *operations 4.0*

Greater recycling rate

Greater GGE decrease

Greater water reusing

More clean and renewable power



PURCHASING Workshops

2017 in NUMBERS



We increased supplier ranking by **33%**



We engaged **88%** of suppliers



We had **4.7k** online transmission views

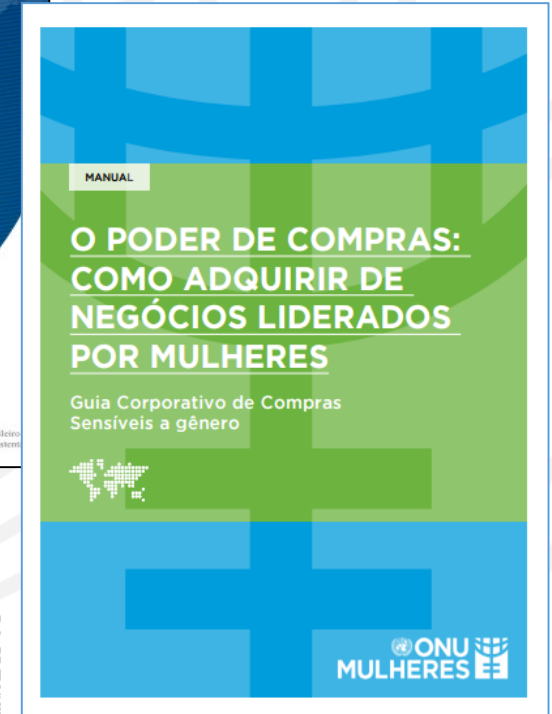


We reached **17k** people through social media



We will continue to strengthen good **references** to develop the **market**

We have a portfolio of **environmental** and **social** enhancements in formulation and/or packaging



Innovative and *more sustainable* products

- 1st O Boticário line to use **post consumer recycled PET** flasks.
- Flasks are produced with **10%** recycled plastic.
- Reduced environmental impact



Innovative and *more sustainable* products



- **Reusing** transportation crates for new Floratta flasks.
- Less waste generated in transportation.
- Savings of **63 metric tonnes** of cardboard/year = 800 trees uncut

Our desire is to **go further** and build
more **cases...**

for together **we will undertake**
to make a difference



2018



Thank you !



grupo boticário

beleza é o que a gente faz

oBoticário € eudora quem disse berenice? THE beauty BOX