

PRESS RELEASE**GEKA GmbH**
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June 30, 2022. Bechhofen, Germany.

Innovations in sustainable Beauty**GEKA GHG emission reduction targets validated by Science Based Targets initiative**

High-precision beauty applicators manufacturer medmix Beauty (under its GEKA brand) has confirmed the greenhouse gas (GHG) emissions reduction targets with the Science Based Target Initiative (SBTi) well below the 2°C warming limit set by the Paris Agreement.

The SBTi aims to speed the transition to a zero-carbon economy by boosting innovation and promoting sustainable growth. This will be achieved by providing clearly defined science-based targets for companies in-line with the Paris Agreement - designed to limit global warming to less than 2°C above pre-industrial levels, preventing the worst impacts of climate change. medmix, a global leader in high-precision delivery devices is committed to sustainable innovation across all its markets, with medmix Beauty (GEKA) now having fully validated its targets with the SBTi moving forward on a low carbon pathway into the future.

“Our science-based GHG emission reduction target proves our commitment to building a sustainable economy, by ensuring that we take robust actions that have a meaningful impact on the environment”, says Girts Cimermans, CEO at medmix.

“We work with independent experts, sharing our progress transparently with our customers, to giving them the confidence of choosing a low carbon option with our high precision beauty applicator solutions”.

medmix and its brand GEKA are helping to realize a sustainable, low-carbon beauty industry by reducing the environmental impact of the company’s activities and products. To support the fight against climate change, medmix Beauty (GEKA) has defined quantifiable targets as supported by the Science Based Targets initiative (STBi). Earlier this year, medmix Beauty (GEKA) released a comprehensive sustainability report, outlining the commitment to and progress towards the company’s sustainability goals.

The reduction of the carbon footprint of its global value chain is one of the key targets discussed in the report. Learn more about GEKA’s work to reduce CO₂ emissions, minimize waste going to landfill, improve social responsibility and its commitment to a sustainable future by downloading the report here:

https://www.geka-world.com/fileadmin/user_upload/downloads/sustainability/GEKA_Sustainability_Report.pdf

PRESS RELEASE

June 2022

GEKA commits to 30% CO2 emission reduction

Page 2 of 2

About GEKA

Founded in 1925, the GEKA brand is a world leading manufacturer, supplier and wholesaler of high precision beauty application solutions for mascara, lip gloss and concealer products. With deep expertise in beauty tools, twisted wire brush and micro brush technologies, GEKA represents continuous innovation through its numerous patents. As part of medmix, a global provider of high precision delivery devices, GEKA offers worldwide access through manufacturing sites in Bechhofen, Germany, Elgin, USA, Sao Paulo, Brazil, and Shanghai, China.

www.geka-world.com

About medmix

medmix is a global leader in high-precision delivery devices. We occupy leading positions in the healthcare, consumer and industrial end-markets. Our mission is to provide innovative solutions to help millions of people live healthier and more confident lives. Our customers benefit from a dedication to innovation and technological advancement that has resulted in over 900 active patents. Our 13 production sites worldwide together with our highly motivated and experienced team of nearly 2000 employees provide our customers with uncompromising quality, proximity and agility. medmix is headquartered in Baar, Switzerland.

www.medmix.swiss