A woman with her hair in a bun, wearing a red shirt, is rowing a long, narrow wooden boat on a calm body of water. The boat has blue and yellow paint splatters. The background features a line of green trees under a soft, hazy sky. The water reflects the boat and the surrounding environment.

FOUNDATIONS  
**AUDEMARS PIGUET**  
*Le Brassus*

**A MULTI-FACETED  
COMMITMENT**



# INTRODUCTION

**T**he Audemars Piguet Foundations are active in the fields of the environment, social equity and education. They work towards a sustainable world in which every individual can reach their full potential as part of resilient and autonomous communities. They express Audemars Piguet's gratitude for nature and mankind, whose resources have forged its success since 1875.

Formalised in 1992 under the chairmanship of Jacques Louis Audemars via the creation of the Audemars Piguet Foundation for Trees (formerly the Audemars Piguet Foundation), this commitment has continued to grow over the years. Throughout three decades, the Foundation has supported more than 180 projects aiming to safeguard and restore forest ecosystems, raise awareness of environmental issues among young people and preserve ancestral knowledge.

In 2022, as the Audemars Piguet Foundation for Trees celebrated its 30<sup>th</sup> anniversary, the Board of Directors of Audemars Piguet Holding decided to embark on a new chapter in its history by establishing the Audemars Piguet Foundation for Common Good. This second institution was created in response to the Audemars Piguet Group's desire to consolidate its philanthropic vision and to step up its commitment to communities.

The Audemars Piguet Foundations, currently chaired by Jasmine Audemars, put local stakeholders at the heart of their action to help create virtuous circles by and for the populations they serve. They aspire to act as a catalyst for initiatives that allow communities (particularly indigenous communities), young people, vulnerable individuals, and those at risk of isolation or living with disabilities to access the resources they require to reach their full potential. To do so, the Foundations support the conservation of natural ecosystems, promote sustainable practices and behaviours, fight against social isolation and precariousness, and promote access to high-quality education and training in ways that are appropriate to the local context. The Foundations also strive to support the non-profit sector through organisational development in order to contribute to institutional stability, self-reliance and the longevity of their partner organisations.

Operating in Switzerland and around the world, the Audemars Piguet Foundations' approach reflects the Group's identity, which is rooted in audacity, sustainability and humanism. As an integral part of the vision of Audemars Piguet, which fully funds them, they help direct its environmental, social and governance (ESG) policy. To this end, the Foundations make donations identified in partnership with the Group's subsidiaries, contribute their expertise to local sponsorship initiatives or to social and environmental projects linked to the supply of critical raw materials, participate in humanitarian actions, coordinate the company's volunteering programme and oversee any donations made by Audemars Piguet in conjunction with charity auctions.



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# TIMELINE/ECOSYSTEM

The Audemars Piguet Foundations express Audemars Piguet’s gratitude for nature and mankind, whose resources have forged its success since 1875.

1875

The Audemars Piguet company was founded in Le Brassus.

1992

The Audemars Piguet Foundation for Trees (formerly the Audemars Piguet Foundation) was created.

2005

The Eco Group was created by the Foundation, and the Foundation began guiding AP’s ESG policies (custodian of values).

2019

The AP corporate volunteering programme was launched in Switzerland.

2022

The decision to form a second Foundation was taken.

2023

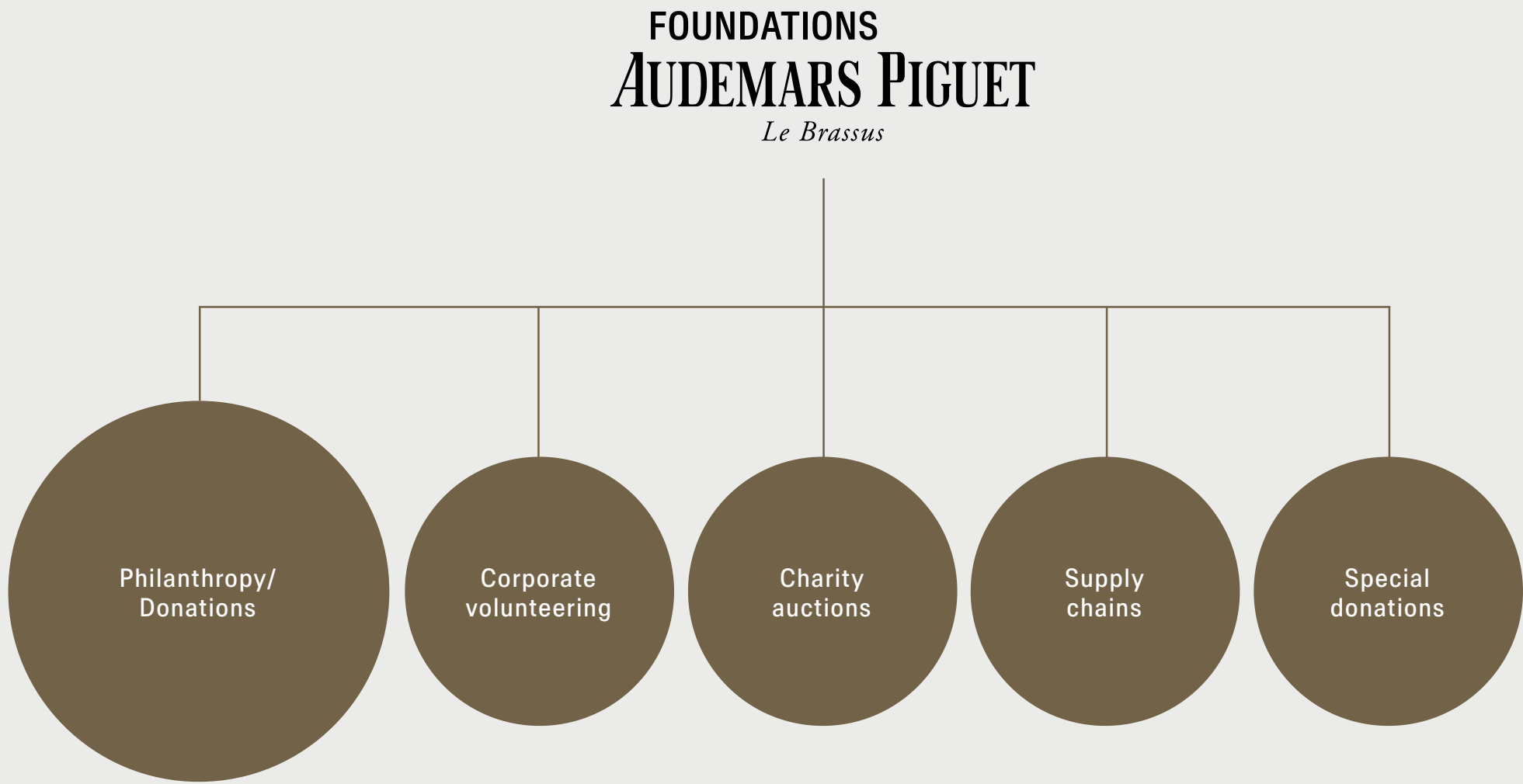
The Audemars Piguet Foundation for Common Good was founded.

2024

Export of the AP corporate volunteering programme to the AP affiliates on an international level.

2030

Analysis of results in relation to the Foundations’ objectives and their contributions to the UN’s SDGs and 2030 Agenda.



# PHILANTHROPY/DONATIONS

## Vision & missions

The Audemars Piguet Foundations work towards a sustainable world in which every individual can reach their full potential as part of resilient and autonomous communities.

Although both Foundations share this vision, each has its own mission:

- **The Audemars Piguet Foundation for Trees**

works to promote the conservation and restoration of forest ecosystems. It supports initiatives that champion sustainable practices and behaviour to strengthen the resilience of communities and natural environments.

FOUNDATION  
**AUDEMARS PIGUET**  
FOR TREES

- **The Audemars Piguet Foundation for Common Good**

works to promote social equity and education. It supports initiatives that encourage continuous skills development and facilitate access to the conditions and resources necessary for a better quality of life.

FOUNDATION  
**AUDEMARS PIGUET**  
FOR COMMON GOOD



By accomplishing their missions, the Foundations wish to contribute to the United Nations’ Sustainable Development Goals (SDGs), in particular the following:

- **SDG 4.4:** By 2030, substantially increase the number of young people and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
- **SDG 4.7:** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles (...).
- **SDG 4.c:** By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States.
- **SDG 10.2:** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status.
- **SDG 11.4:** By 2030, strengthen efforts to protect and safeguard the world’s cultural and natural heritage.
- **SDG 15.1:** By 2030, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.
- **SDG 15.2:** By 2030, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

# PHILANTHROPY/DONATIONS

## Areas of action

### Target populations

For Common Good



Young people (15+)



Senior citizens (65+)



People in situations of vulnerability



People with disabilities

For Trees



Children and young people (-25)



Indigenous people

### Activities

For Common Good → Social equity & Education



Fighting precariousness through food aid and emergency shelter



Combating social isolation through sport and culture



Training educators and trainers



Promoting access to vocational training and craftsmanship

For Trees → Environment



Preserving and restoring forest ecosystems



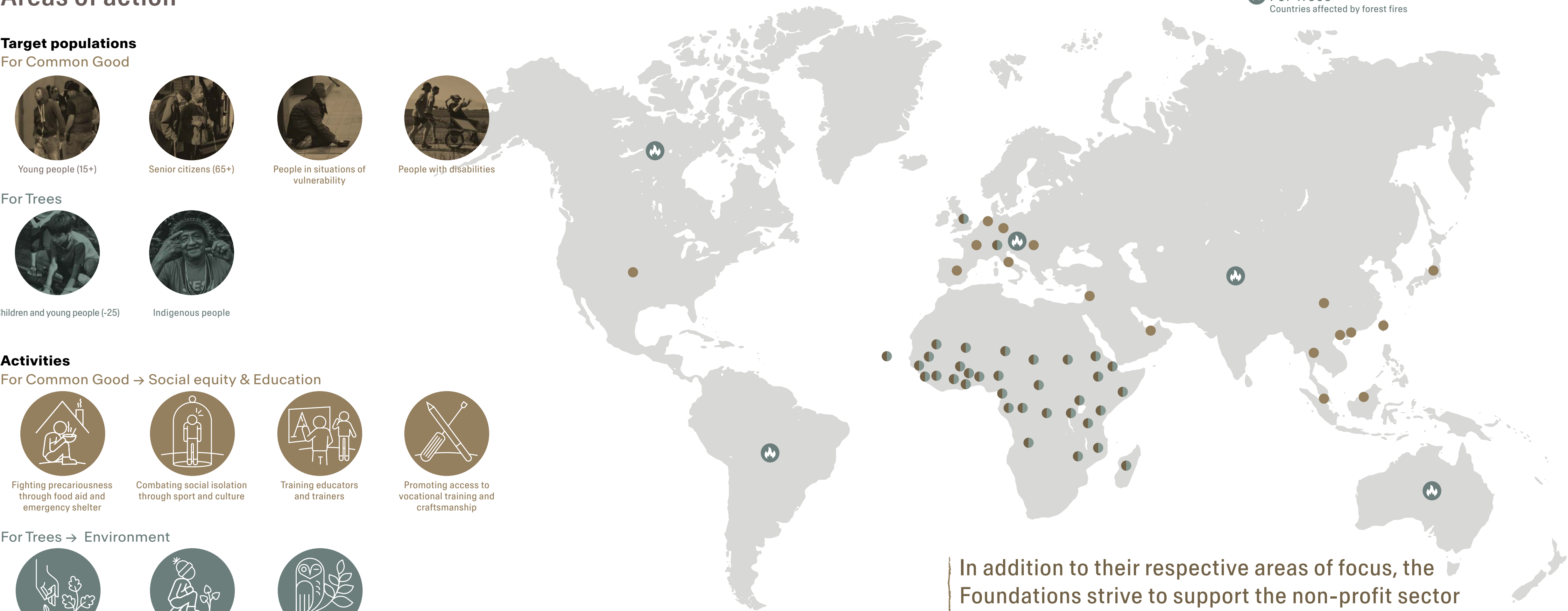
Raising awareness of environmental issues among young people



Preserving ancestral knowledge related to nature

### Geographic areas

- For Common Good | For Trees
- For Common Good
- For Trees
- Countries affected by forest fires



In addition to their respective areas of focus, the Foundations strive to support the non-profit sector through organisational development in order to contribute to the institutional stability, self-reliance and the longevity of their partner organisations.

# AUDEMARS PIGUET FOUNDATION FOR TREES



# PRESERVING AND RESTORING FOREST ECOSYSTEMS.



# PHILANTHROPY/DONATIONS

## Audemars Piguet Foundation for Trees

The Audemars Piguet Foundation for Trees supports annually around twenty projects in as many countries. Here is an overview of two initiatives that have been benefitting from its backing:

### **Benin, Côte d'Ivoire, Ghana: "Multipalms" project (2020-2023, renewed from 2024)**

Palms (*Arecaceae*) are a family of very diverse plants with around 2,600 species across 187 genera in tropical and subtropical areas. These species are used for a wide range of purposes, including food, traditional medicine and handicrafts. Their versatile usage profile puts them under major anthropic pressure. Unsustainable farming methods and the clearing of areas with a particularly high number of palm species (lowlands, wetlands, forests) are a threat to these plants. Furthermore, the regeneration process is long and difficult as germination often takes several months, and the plants are slow to grow.

The Audemars Piguet Foundation for Trees is supporting a cross-disciplinary project led by the Conservatoire et Jardin botaniques de la ville de Genève (Conservatory and Botanical Garden of the City of Geneva) in Benin, Côte d'Ivoire and Ghana. Drawing on knowledge of the extraction processes for three groups of useful forest palms (raffia, rattan and doum), this project aims to provide sustainable agroecological solutions that will help to actively conserve these species and their natural environments.

The project strives to pool the efforts of local universities and botanical gardens to foster biodiversity conservation and to support affected pickers, farmers and artisans through an extensive harvesting, cultivation and germplasm-diffusion programme. In the long term, it hopes to provide local stakeholders with palm plants for operations related to development, agroforestry, the redevelopment of run-down areas and environmental education. The Multipalms project also places a great deal of importance on training young people to support the next generation of scientists.





Drawing on knowledge of the extraction processes for three groups of useful forest palms (raffia, rattan and doum), the Multipalms project aims to provide sustainable agroecological solutions that will help to actively conserve these species and their natural environments.

Creation of furniture in *R. vinifera*.





**Vietnam: “Empowering ethnic minority women for sustainable forest management in nature reserves” project (2020-2023)**

Gret, an international solidarity organisation founded in 1976, is running a project designed to protect and promote inclusive management of the Pu Luong nature reserve in Vietnam. This initiative strives to safeguard the common good associated with this natural area, while improving the living conditions of women from ethnic minorities.

Vietnamese women, particularly those from ethnic minorities, encounter discriminatory behaviour and numerous difficulties, including poverty and limited access to higher education and employment opportunities. Some of these women live in or in close proximity to nature reserves, like the Pu Luong nature reserve (17,662 ha) in Thanh Hoa province in north-central Vietnam. This richly biodiverse reserve contains large forests that are currently being ecologically restored. It also protects the drainage basins of the Ma River. The shift in access to natural areas previously managed by communities to strict government control is increasing the vulnerability and marginalisation of the poorest members of society. Local communities own little or no agricultural land and are primarily sustained by livestock farming and forest products. Women from minorities, who are traditionally tasked with looking after the home, are particularly affected, since men benefit from professional opportunities outside of the agricultural sector.

This is the context in which the Quan Hoa Rural Development Cooperative and Gret launched the “Empowering ethnic minority women for sustainable forest management in nature reserves” project. The aim is to improve the living conditions and economic independence of women from the Thai and Muong ethnic minorities and to ensure inclusive and sustainable forest management in the protected areas and buffer zones of the Pu Luong nature reserve.

In all, the project has supported 6,770 women from these minorities (51% of the population) living in 31 villages established either in the reserve itself or in the surrounding buffer zones. In parallel, 70 representatives from local authorities and nature-reserve management bodies have been involved, with awareness of these issues raised among 20,000 visitors.



Ms Bien, member of the village of Bam.

Gret’s project to empower women from ethnic minorities in Vietnam has supported 6,770 women in 31 villages. In parallel, 70 representatives from local authorities and nature-reserve management bodies have been involved, with awareness of these issues raised among 20,000 visitors.



“We’ve always run our company in accordance with its founding values. These include a strong attachment to surrounding communities and the preservation of the world around us. It was with this in mind that the Audemars Piguet Foundation for Trees was created in 1992.”

Jasmine Audemars, Chair of the Audemars Piguet Foundations.

During its first 30 years of activity, the Audemars Piguet Foundation for Trees has supported 186 projects in 57 countries. Following the creation of the Audemars Piguet Foundation for Common Good, its global presence was subjected to a comprehensive strategic review that will lead, in the short and medium term, to a more targeted distribution of its geographic areas of action (see page 5).

Beyond this scope of action, the creation of the Audemars Piguet Foundation for Common Good also initiated a revision of the framework used to allocate donations made by the Audemars Piguet Foundations. In line with their missions and the UN’s Sustainable Development Goals (SDGs) to which they wish to contribute, the Foundations now directly invite any organisations that are eligible for support to submit a request. Prospective requests for funding are only accepted during a set period each year.

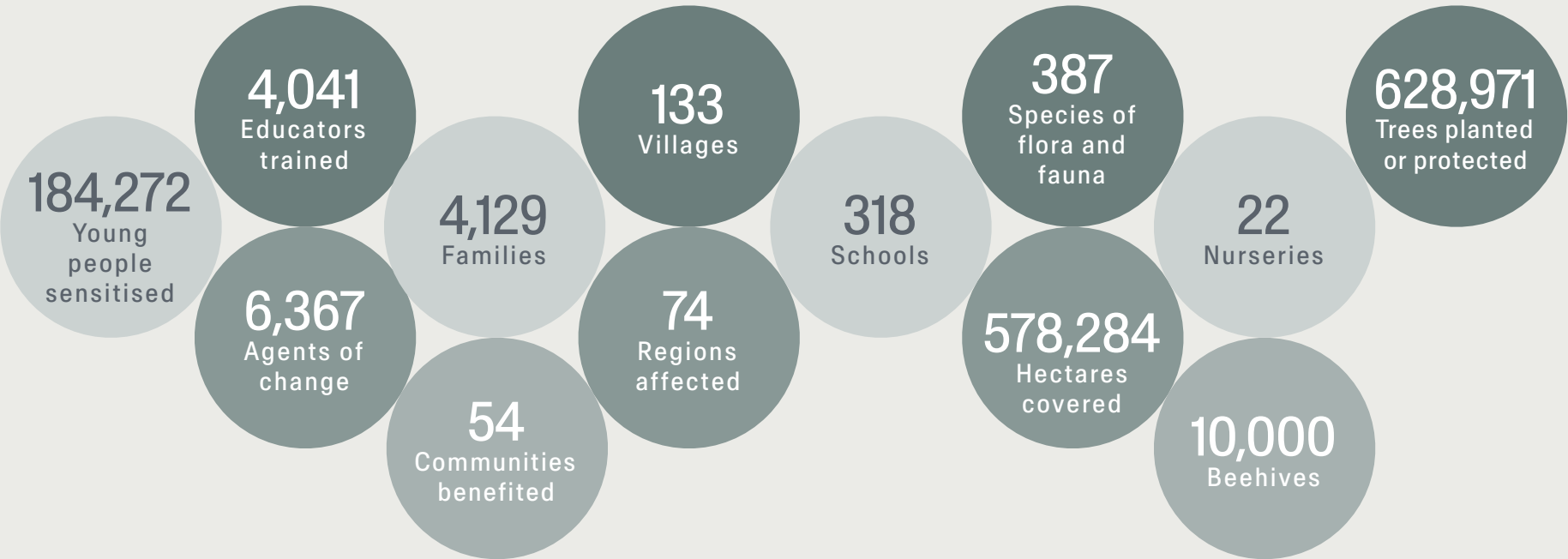
FOUNDATION  
AUDEMARS PIGUET  
FOR TREES

1992-2022

Over 180 projects in nearly 60 countries in 30 years



Overall impact of 37 key projects





AUDEMARS PIGUET FOUNDATION  
FOR COMMON GOOD



PROMOTING ACCESS TO A BETTER  
QUALITY OF LIFE.



# PHILANTHROPY/DONATIONS

## Audemars Piguet Foundation for Common Good

Created in 2023 in response to Audemars Piguet's desire to consolidate its philanthropic vision and to step up its commitment to communities, the Audemars Piguet Foundation for Common Good promotes social equity and education.

### **Social equity**

The Audemars Piguet Foundation for Common Good wishes to contribute to improving the well-being and resilience of vulnerable people. To this end, it supports local initiatives aimed at fighting precariousness and social isolation. Its main areas of action are food aid, emergency shelter, sport and culture.

### **Education**

Regarding education, the Foundation aims to give young people and vulnerable individuals access to quality education and training, and to increase their employability. To achieve these objectives, it focuses on the training of educators and trainers, as well as the promotion of vocational training and craftsmanship (manual professions).

Food aid.



A craftswoman at work.





A multi-faceted commitment  
Audemars Piguet Foundations

# AP CORPORATE VOLUNTEERING

The Audemars Piguet Foundations lead the AP corporate volunteering programme in Switzerland since 2019.

**Five main areas of volunteering work are available:**

**Environment:** preserving and restoring forests, biodiversity and natural habitats (partner organisations: Association de l'Arboretum du Vallon de l'Aubonne, municipality of Le Chenit, town of La Chaux-de-Fonds).

**Sport & disability:** promoting the autonomy and inclusion of people with disabilities (partner organisation: Institution de Lavigny).

**Precariousness:** fighting against all forms of precariousness to improve the quality of life of disadvantaged people (partner organisations: Caritas Vaud, Association neuchâteloise des Cartons du Cœur, Fondation Colis du Cœur, Fondation Partage).

**Social isolation:** combating the social isolation of the elderly and promoting intergenerational relationships (partner organisation: Pro Senectute Vaud).

**Driving change for young people:** supporting young people on their life paths to help them reach their full potential (partner organisations: Centres social protestant (CSP) Neuchâtel, Croix-Rouge genevoise, 2020 Youth Olympic Games).

**AP employees also have access to skills-based volunteering including personalised support:**

**Skills transfer:** sharing know-how and transferring skills to the teams of non-profit organisations to foster mutual enrichment (partner organisation: Fondation Compétences Bénévoles).

Sports and disability day at the  
Institution de Lavigny.





AP corporate volunteering gives every employee the opportunity to contribute to community life and the world around them.

Food sorting at the Association neuchâteloise des Cartons du Cœur.



AP volunteers are able to support various missions related to the above causes in Switzerland, namely:

- Maintenance work at the Arboretum du Vallon de l’Aubonne
- Maintenance work in the Risoud Forest
- Sports day involving participants with disabilities
- Joëlette excursion alongside people with disabilities
- Handicap 0 – swingolf involving players with disabilities
- Food sorting for Partage, the Geneva food bank
- Food sorting for Caritas Vaud and Centrale Alimentaire de la Région Lausannoise (CA-RL)
- Food sorting for Cartons du Cœur in Le Locle
- Petite Fugue Horlogère (watchmaking escape involving seniors)
- Chalet getaway for seniors and vulnerable people
- Farm day with early school leavers

Each year, the Audemars Piguet Foundations review the corporate volunteering programme to include new activities and regions. This enables to meet the expectations of an ever-increasing number of employees who want to take part in the programme.

Since the volunteering programme began five years ago, over 400 employees have contributed to at least one mission in Switzerland. The keenest among them have participated four, or even five times! This commitment is equivalent to more than 5,600 hours of work devoted to the community.

It is important to note that the programme was paused for two years from the start of 2020 due to the Covid-19 pandemic.

AP corporate volunteering is a global programme that is deployed in several phases. By implementing it in Switzerland, the Foundations have been able to trial the programme to see how best to export it to the Audemars Piguet affiliates. This next stage, which will launch in the coming months, will be the result of close collaboration with local teams and the Foundations’ partners on an international level.

AP corporate volunteering is a global programme that is deployed in several phases. By implementing it in Switzerland, the Foundations have been able to trial it to see how best to export it to the AP affiliates.



Figures as of 30.06.2024



# CHARITY AUCTIONS



Matthew Williams in Tokyo.



Mwendo Bora campus in Lamu, Kenya.

The 2023 AP x Marvel auction helped raise \$8.5 million for the “Time for Change: Dream. Act. Change our World” programme, while the AP x 1017 ALYX 9SM sale garnered \$1.5 million to fund play-based learning.

In 1992, the Audemars Piguet Foundation for Trees raised its first funds thanks to the auction of a one-of-a-kind Royal Oak model unveiled to mark its creation. Today, the Foundations supervise the donations made by Audemars Piguet in conjunction with charity auctions. One of the ways in which they help is to identify recipient organisations and track the beneficiary projects over time to ensure the donations are put to good use.

## AP x Marvel (2021 & 2023)

The AP x Marvel 2021 sale allowed the charities First Book and Ashoka to roll out the “Time for Change: Dream. Act. Change our World” programme to 750,000 young people in the United States. The second sale, which took place in Dubai in May 2023, will enable both NGOs to continue to give young people from vulnerable communities aged 5 to 18 the means to become changemakers. This next step, which involves a collaboration with international organisation Teach For All, will allow the initiative to be rolled out to other countries, including Brazil, Canada, Indonesia, Nigeria and the United Kingdom.

## AP x 1017 ALYX 9SM (2023)

This sale, which took place in Tokyo in partnership with American designer Matthew Williams, who founded the 1017 ALYX 9SM brand, will support the programmes of the Right to Play and Kids in Motion organisations, while reinforcing their capacity building. Both NGOs work in

the field of play-based learning and are dedicated to training and empowering underprivileged young people in East Africa.

International organisation Right to Play has already supported more than 2.78 million children in 15 countries. The proceeds of this sale will allow it to consolidate its actions, particularly in Tanzania and Uganda, where the organisation has already had a positive impact on the lives of more than 100,000 children.

Kids in Motion, which Matthew Williams has supported for several years, will use the money raised for a project in Lamu, Kenya. This donation will help to improve the infrastructure of the Mwendo Bora campus and support the recreational and sports-based learning activities offered by the school.



# COMMUNITIES LINKED TO SUPPLY CHAINS

**Ethics are a core component of Audemars Piguet's business. The company makes a point of managing its operations and supply chains with integrity and morality.**

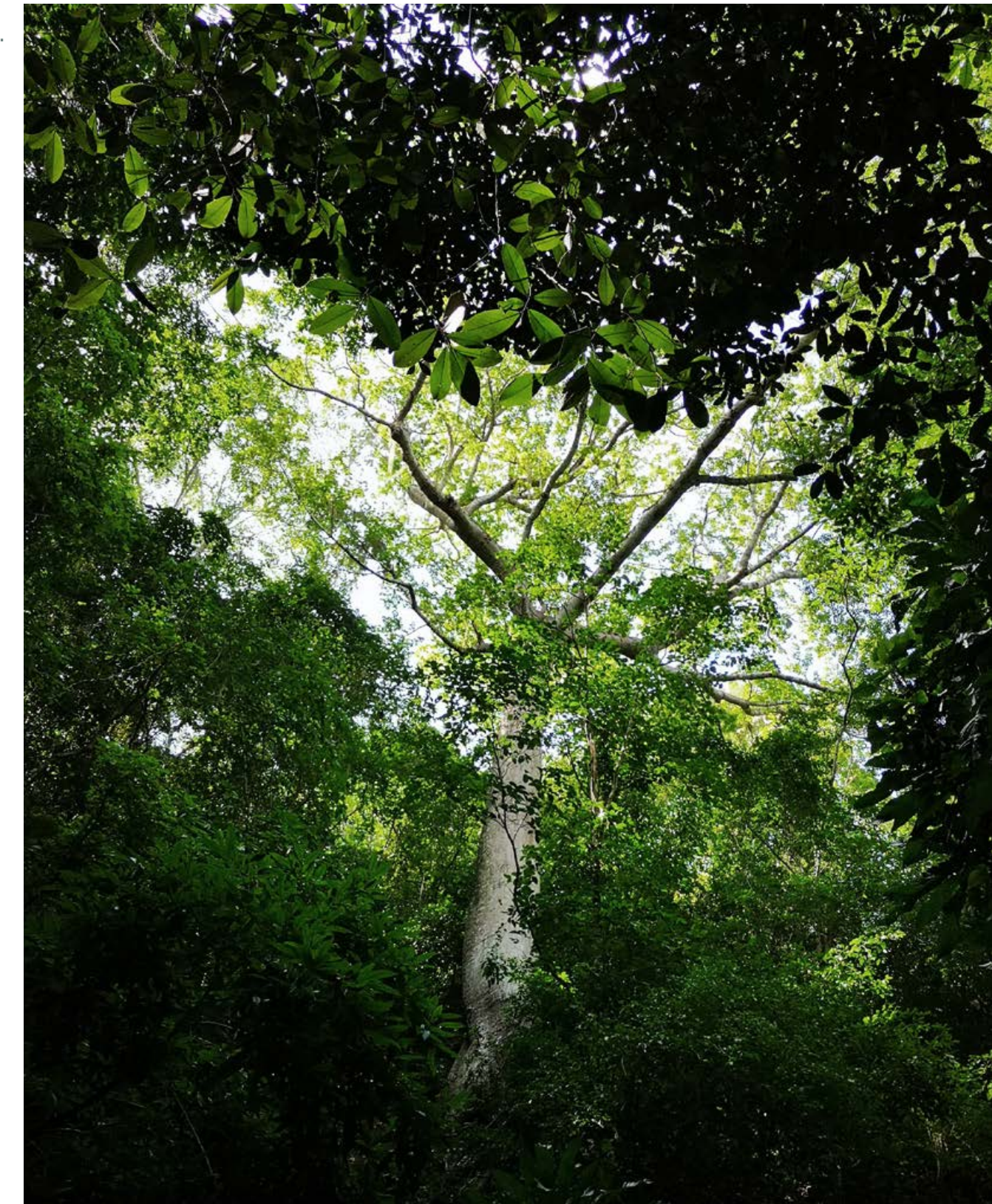
To meet Audemars Piguet's ethical requirements, all the company's suppliers sign the sustainable development charter based on the 10 principles set out by the United Nations Global Compact, covering human rights, labour, the environment and anti-corruption. Audemars Piguet also favours suppliers certified by the Responsible Jewellery Council and who comply with the strictest requirements in their field, such as those established by the World Diamond Council and the Kimberley Process for diamonds; CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) and AQC (Association for the Quality Assurance of Leather Strap Manufacturers) certifications for leather; and the FSC-CoC (Forest Stewardship Council, Chain of Custody) certification for wood.

As the spiritual godmothers of Audemars Piguet's ESG policy, the Foundations support the company to ensure the ethics and sustainability of its supply chains. They share their expertise on these topics while helping to implement social and environmental projects that aim to improve the life of communities established in the regions that produce the raw materials used by Audemars Piguet. The Foundations also help the company's suppliers to professionalise their initiatives in favour of the communities related to their supply chains.

In the future, the Foundations wish to complete this virtuous circle by providing additional funding, in particular to consolidate the Audemars Piguet Group's actions in favour of local communities.

**Audemars Piguet's ambition is to pursue its commitment to being a responsible, uncompromising and forward-thinking company that creates long-term value beyond business and has a positive impact.**

Maya Nut forest in Colombia.



Amazon forest.



# SPECIAL DONATIONS

In addition to their main activities, the Audemars Piguet Foundations help people affected by emergency situations in the regions where the Group's subsidiaries are based.

## Humanitarian aid/Natural disasters

In recent years, the Foundations have carried out several emergency relief actions, particularly in the wake of natural disasters. In August 2023, for example, they coordinated volunteering efforts in Switzerland that involved 40 AP employees to help the municipality of La Chaux-de-Fonds, which had been hit by storms. This initiative was complemented by the financing of a reforestation project for the town, including support from an urban environmental planning specialist.

Emergency aid in  
La Chaux-de-Fonds.



Emergency aid in  
La Chaux-de-Fonds.



The Action Now programme, launched in 2020 and led by the Audemars Piguet Foundations, helped step up the efforts of some 20 organisations supporting people affected by the consequences of Covid-19.

**Action Now**

Audemars Piguet launched the Action Now programme in April 2020 to assist people made vulnerable by the economic and social consequences of Covid-19. This initiative was funded by the short-time work compensation awarded to the company by the canton authorities, equivalent to nearly CHF 5 million, which Audemars Piguet decided to fully allocate to solidarity projects identified and supervised by the Audemars Piguet Foundations.

Since the start of the pandemic, AP has been involved with its corporate volunteering programme partner organisations and with local stakeholders directly to provide them with immediate and tangible support. The projects were selected in collaboration with identified organisations to address the following issues:

- fighting against precariousness;
- food aid;
- support for seniors and vulnerable people;
- combating debt and providing direct financial assistance;
- and legal advice.

Action Now will wind down in the final quarter of 2024, when all the funds received by Audemars Piguet will have been redistributed. At its close, the programme will have supported some 20 organisations in French-speaking Switzerland and neighbouring France over a period of one to five years.

A selection of partnerships developed as part of this initiative may be taken over by the Audemars Piguet Foundation for Common Good and integrated into its “social equity” pillar.

Pro Senectute Vaud’s bus.



Prepared bags of groceries in Palexpo, Geneva.



