

# At AIEn we Go Beyond

We recognize that sustainability is not only an environmental imperative but also a driver of efficiency and competitiveness. That's why we have integrated our commitment to the environment and the future into our business strategy.

We launched our 'Go Beyond' Sustainability Strategy to strengthen and enhance initiatives addressing eight key global issues, with ambitious goals set for 2030.



The sustainability driver is not new to us. Thirty-five years ago, we began our journey in the circular economy. Over the years, we have innovated by integrating these principles throughout our processes and products. Our progress stands out in three key areas:

## Reducing virgin plastic

**0%**

virgin plastic in all PET bottles\*.

**+3,000**

Ton of virgin PP avoided in 2023 due to PCR content integrated in caps.

**~60%**

Post-consumer recycled plastic in HDPE bottles.

\* Excluding Pinalen 2x Pine, which is currently under reevaluation.

## Recyclability

Committed to

**8 Golden Design Rules**

**75%**

of our long sleeve bottles include precut to increase recyclability.

**85%**

of our portfolio sold at Walmart is made for recycling.

## Consumer Engagement

**19 years**

with our direct recycling programs in Mexico.

**+17,000**

registered users that recycle through our collection programs.

**70%**

of the bottles we recycle, come directly from the consumers that participate in our programs.

## 2 Recycling plants

In which every year we recycle ~50,000 tons of plastic, equivalent to 3,333 full box trucks!





Regenerative agriculture aims to minimize soil disturbance and preserve it for continued sustainable use in harmony with nature, while promoting the well-being of farmers and communities. This is the perspective we aim to share with suppliers of agricultural raw materials, and we have made significant progress in:

## Conservation and reforestation:

Through Uumbal® we have rescued more than **18,532 acres** of cattle ranches with palm plantations.



We participate in the protection of **~300 species of flora and fauna** in conservation areas in Uumbal®.



With the support of the AIEn Foundation and AIEn Volunteers, we have reforested 7.4 acres in Mexico by planting **over 3,000 pine trees**.



## Sustainable practices & products:

- Through Uumbal® we produce certified palm oil by **Round Table on Sustainable Palm Oil (RSPO)** for our Ensueño® fabric softeners.
- PINALEN® is the only multipurpose cleaner that has **real pine oil**, which is obtained without damaging any pine tree.
- PINALEN® is certified as BioPreferred** by the United States Department of Agriculture (USDA) for its **formula made 100% from renewable sources**.
- 100% of our formulas** of the categories of cleaners, fabric softeners, detergents and liquid dish detergent are biodegradable.



These actions demonstrate our commitment to creating a cleaner and more sustainable world. Learn more here [alenusa.com/sustainability/](http://alenusa.com/sustainability/)