



PRESS RELEASE

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KERING LAUNCHES KERING GENERATION AWARD, FIRST TIME IN JAPAN, IDENTIFYING INNOVATION IN SUSTAINABLE FASHION AND BEAUTY

Kering, together with CIC Institute, the dedicated team supporting startup growth, is launching the Kering Generation Award in Japan, aiming to fast-track sustainable innovation within the luxury sector. The top three winners will receive a prize that includes comprehensive mentorship and networking, travel to Europe to meet with innovation leaders of sustainable fashion and beauty, and a 10 million yen grant to the first-place winner.

Based on the success of the Chinese edition launched in 2018, Kering is launching the Kering Generation Award in Japan, another key region for the Group and for sustainable innovation. The award program will identify promising change-making startups and technologies in Japan that have the potential to challenge the current value chain, bringing a positive environmental and social impact. Under the theme of "Sustainable Fashion and Beauty," this first edition of the award program will specifically seek to identify start-ups that address the key phases of a product's lifetime: alternative raw materials, product manufacturing, retailing, and consumer engagement.

Applications will open to the public on March 5th through a dedicated webpage, and through pitching sessions and critical reviews, ten start-ups will pass the first round and will be able to participate in an intensive support program. From those ten, the top three finalists will be selected by expert juries and will be presented at the Kering Generation Award ceremony in spring 2025.

The jury board is composed of individuals with extensive knowledge of fashion, beauty, luxury, entrepreneurship, sustainability, and innovation. This jury includes (in alphabetical order by last name): Raffaella Cornaggia, CEO of Kering Beauté; Marie-Claire Daveu, Chief Sustainability and Institutional Affairs Officer of Kering; Thierry Marty, President North & South-East Asia Pacific at Kering. The external jury will be announced shortly on the dedicated page.

The top three winners will receive:

- Training in Europe, including a visit to Kering's Material Innovation Lab
- Meetings with Kering Group's fashion and beauty network
- Opportunity to exhibit at ChangeNOW in Paris, a summit of changemakers working to solve global issues
- Participation as a "core member" in the "Environmental Energy Innovation" community co-managed by CIC Institute
- CIC Tokyo Coworking Space 3-months usage rights

The first-place winner will also receive a monetary prize of 10 million yen to develop its project.



“Expanding the Kering Generation Award to Japan is an exciting next step in our mission to support visionary startups focused on climate and nature smart solutions,” said Marie-Claire Daveu, Kering’s Chief Sustainability and Institutional Affairs Officer. “We need breakthrough solutions to address many of the luxury, fashion and beauty industry’s biggest sustainability challenges and Kering is convinced that promoting the region’s promising young entrepreneurs at the intersection of fashion & beauty, new technology and innovation will help unlock sustainability transformation.”

“CIC Institute is honored to be involved in the planning and organization of the first ever Kering Generation Award in Japan. We have been focusing on start-up support programs and community building, particularly in the Energy and Environment field. This initiative with Kering is a great opportunity to share our values on start-up support in the same area. We also hope that this program hosted by Kering, a global luxury brand with many luxury brands, would further accelerate innovation creation in Japan.” Tak Umezawa, Chairman in CIC Institute

For further details on the application, please visit to a dedicated page on the Kering Generation Award:
URL: https://jp.cic.com/cic-kering_generation_award/

Kering’s Sustainability Strategy: “Crafting Tomorrow’s Luxury”

Sustainability was placed at the core of Kering’s strategy over almost 15 years ago, committing to a longer-term, all-round, and authentic sustainability from environment and ecology perspectives. Kering’s Sustainability Strategy incorporates the Group’s Houses and is underpinned by a series of milestone targets across three key pillars: Care, Collaborate and Create.

Six years into the Group’s “Crafting Tomorrow’s Luxury” strategy, Kering published its “2020-2023 Sustainability Progress Report” in March 2023, showcasing key achievements including reduction of its total environmental impacts by 40% in 2021, 4 years ahead of agenda. The Group announced in the meantime a new commitment to reduce its absolute greenhouse gas emissions by 40% by 2035, on a 2021 baseline. This new target covering scopes 1, 2 and 3 of the greenhouse gas protocol.

About Kering Generation Award

In 2017, as part of the Group’s sustainability strategy, Kering joined the “Plug and Play – Fashion for Good” accelerator in Europe, scouting innovative solutions across the entire fashion industry chain, as well as thinking about changes from perspectives such as “alternative raw materials to recycling technology” and thereby extending product lifespan.

Aligned with Kering’s vision of “Crafting tomorrow’s luxury”, the “Kering Generation Award” was founded in China in December 2018, aiming to recognize and support Chinese startups that can bring about positive environmental and social impact and address challenges in alternative raw materials, green supply chain, retail & use and the circular economy.

In 2021, the second Kering Generation Award focused on biodiversity and beyond, seeking startups working in the areas of ensuring clean water, building healthy soil, supporting wildlife and animal welfare as well as empowering people with knowledge of the relationship between fashion and nature.

In December 2022, Kering announced the third Kering Generation Award around the theme “Coming Full Circle”, promoting the complete development of the circular economy at every link of the fashion industry. The Award Ceremony was held on 16 October 2023 in Shanghai.

About Kering

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods and Jewelry: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, DoDo, Qeelin, Ginori 1735 as well as Kering Eyewear and Kering Beauté. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of

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their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination". In 2023, Kering had over 49,000 employees and revenue of €19.6 billion.

About CIC Institute

CIC Institute leverages its expertise in building innovation ecosystems and supporting startups, particularly in the deep tech sector, to collaborate with government bodies, local municipalities, universities, and others. Our team focuses on supporting the growth of startups capable of global success and facilitating ecosystem development. Currently, CIC Institute is engaged in various projects with government agencies and universities, contributing to economic development through ecosystem advancement and innovation. Moving forward, we will continue to execute more projects in response to the increasing demand from government agencies and private enterprises, closely coordinating with CIC, including CIC Tokyo, to promote innovation and foster collaboration.

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