

Naturalpes and its Purpose

"Improving people's health while preserving nature and strengthening human connections, through authentic Swiss products with a positive social impact."

1. Mission

Naturalpes is committed to:

- Offering CBD-based products from local agriculture, free of pesticides and chemical fertilisers
 - Guaranteeing full traceability and rigorous quality control
 - Creating employment and personal development opportunities for every employee
 - Advising and supporting our customers' wellbeing while raising awareness of responsible and safe cannabis use
 - Upholding authenticity, quality and reliability
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2. Vision

"To become the benchmark for CBD in health, in Switzerland and internationally, by combining innovation, social impact and sustainability."

We aspire to:

- Extend our impact internationally by developing a sustainable business model
- Develop innovative solutions for the wellness/health sector
- Be a key driver of change by proving that a company specialised in cannabis can thrive while having a positive impact on society

3. Values

- **Authenticity**
True to our Swiss roots, we guarantee transparent products and practices that inspire trust
- **Excellence**
We are committed to offering quality products and services that are always customer-focused.
- **Sustainability**
We integrate environmentally friendly practices and ethical choices into all our activities to protect the planet

- **Innovation**

We are forward-looking, constantly seeking creative solutions to meet the needs of our customers and address societal challenges.

- **Human Commitment**

We place people at the heart of everything we do, building relationships based on trust, respect and inclusion.

How do we integrate this dimension within the team?

1. **Social and environmental awareness:** Organise workshops or discussion sessions on Naturalpes' human and environmental impact, using concrete examples.
2. **Community engagement:** Encourage company initiatives to collaborate with local partners or support social projects, such as awareness campaigns or sponsorship.
3. **Leading by example:** Involve every team member in practices that reflect these values, such as fair trade or solidarity projects.
4. **Evaluation of actions:** Regularly measure the human and environmental impact of Naturalpes' activities, and share these results with the team to strengthen their commitment.

Johann BOSCHUNG
CEO



Martigny, 5 January 2026