Innovation in Technology and Data

AI has become an **enabler of productivity** and boosts creativity.

Transforming the Culture and Driving the Future

At Natura, innovation goes beyond simply adopting technologies; it resides in the transformation of the culture and training of people to extract the maximum potential from the data. We believe that true innovation occurs when we democratize access to technology, accelerate decision-making, empower our network, and have a positive impact on society.

We are consistently investing in models that decentralize operations, accelerate innovation and multiply analytical capacity, with guidance from a strong governance structure. Evidence of this transformation was the adoption of the Gemini for Google Workspace technology, democratizing Artificial Intelligence (AI) for all the employees. From everyday tasks, such as making notes and creating presentations, to more advanced applications, such as generating images, constructing assistants or creating podcasts with the NotebookLM technology, AI has become the go-to tool for increasing productivity and boosting creativity.

We have adopted ethical guidelines for the use of AI and, in Brazil, we have an AI Committee, with plans to expand it globally. We monitor the evolution of the related legislation and promote dialog with our stakeholders through training sessions and communication actions on the benefits and challenges of AI.

The Data and Analytics (D&A) strategy

We have established an operational model - 'Hub-Spoke' - aimed at accelerating the use of data in the business areas. The Hub incorporates data engineering, the solutions team, a scientists' Center of Excellence, and data management. The 'Spoke', meanwhile, refers to increased capacity in the business areas involving the data owners and data citizens who work in squads together with the Hub specialists.

Our strategy is based upon four fundamental pillars:

- **Data Expansion**: Structuring of a comprehensive and accessible database focused on democratic technology. Our data lake covers multiple data domains, allowing holistic and in-depth analyses.
- **Data Care**: Robust data management, with the clear definition of roles, operating rules and a structured environment that guarantees security, reliability and integrity in the use of data.
- **Data4All**: Democratization of access to the knowledge and use of data, by means of formal training, podcasts with specialists and a testing environment involving self-service analytical tools, promoting data literacy and analytical agility.
- **Natura AI**: Dedicated to Artificial Intelligence, with a special focus on the optimization of efficiency and value creation. We see AI as a strategic asset that is transforming the Natura network and driving our business indicators.

We recognize that the ability to transform data into actionable insights can provide a crucial competitive advantage. As such, we are constantly investing in developing the organization's D&A maturity, simplifying the analytical environments, increasing access to data and boosting the use of AI for the creation of products and services with a difference. In 2024, we made significant investments designed to accelerate this initiative, involving both the adoption of platforms with embedded AI and also development of our own solutions.

MAIA - Natura's generative Artificial Intelligence

The aim of Natura's AI strategy is to apply generative AI (GenAI) to resolve problems and take advantage of opportunities. 'MAIA' ('Artificial Intelligence Analytical Model'), our generative AI, operates as a hub for numerous AI agents. It is used to provide assistance to the Beauty Consultants, offering sales support, increased credit limits, payment processing, and consultation on orders in a natural form of language. The results include increased satisfaction (NPS), cost reductions, and greater resolution of cases upon first contact. Internally, the MAIA is used in the legal and personnel management departments, for example, supporting AI literacy. Natura's AI strategy is supported by cloud technologies and Large Language Models (LLM).