

# 2023 Universal Registration Document

CSR Extract

Non-Financial Performance Statement (NFPS)





### 2.3.1.2 OUR CRAFTSMANSHIP MODEL: FOSTERING NEW CAREERS FOR CRAFTSPEOPLE, DEVELOPING AND PRESERVING HISTORICAL SAVOIR-FAIRE

Hermès' sustainable development involves preserving the savoir-faire of its employees, who constitute a key part of its heritage. More broadly, Hermès contributes to the preservation and sustainability of multiple types of craftsmanship savoir-faire in their region of origin, thus contributing to responsible and sustainable local economic development.

Hermès is professionalising, supporting and strengthening its craftsmanship model with three major modelling initiatives for other subsidiaries in the coming years: the École Hermès des Savoir-Faire for production, the École des Artisans de la vente for Retail, and Hermès Bijouterie Académie for the métiers.

#### L'École Hermès des Savoir-Faire

In 2021, Hermès created the École Hermès des Savoir-Faire (EHSF), which aims to encourage art craftsmanship métiers and promote

apprenticeship through work/study contracts in the associated CFA's excellence métiers. This organisation has included in its corporate purpose "the preservation of all the House's art métiers". In July 2021, it obtained all approvals from the public authorities to train its future saddler-leather goods workers in-house, assess their skills and issue the state vocational qualification (CAP) in leather goods in collaboration with the French Ministry of Education.

The École Hermès des Savoir-Faire is pursuing its aim of promoting and showcasing its métiers and savoir-faire throughout the country, providing quality diploma training to people wishing to become craftspeople, setting up certification courses aimed at recognising changes in certain professions within the House.

An official training organisation, it also confirms Hermès' role as a social player and responsible employer committed to the education of able-bodied people or people with disabilities, with initial experience in a manual métier or in professional retraining.

United around social and educational responsibility, the teaching teams and external partners have enabled this school to expand its regional presence and its diploma offering. Following the CAP vocational qualification in leather goods, new diplomas are now being delivered, such as the certificate of professional qualification (CQP) in cutting, the CQP in stitching and the validation of acquired experience (VAE). More than 150 in-house trainers support the transmission in this way, on a daily basis.

Hermès works closely with the French Ministry of Education, the Ministry of Labour and joint bodies on orientation, the content of diplomas, and the creation of courses that are lacking. At the same time, action with local employment and training partners such as Pôle emploi, OPCO <sup>(1)</sup>, the regional departments and local missions allows Hermès to strengthen its anchoring in the regions.

In 2023:

- ◆ the EHSF supported 855 learners during the year in eight training schools in the regions, of whom 441 are registered for the 2024 CAP exam session;
- ◆ 202 people obtained their CAP in leather goods and 25 their CQP in cutting and stitching;
- ◆ 100% of people registered obtained their certification (as in 2022);
- ◆ 89% of people were confirmed on permanent employment contracts at the end of their training courses;
- ◆ confirmation of Qualiopi certification during the surveillance audit.

1. Skills operators, government bodies responsible for supporting vocational training.



In 2024, Hermès will support the deployment of the EHSF in two new schools: one located in Allanjoie for the Franche-Comté division and another in Pantin, for the Paris-Val-de-Seine division. 1,100 learners on three certificate courses will also be supported.

Hermès craftsmanship employs more than 7,300 people in France. It is the foundation of the House's vocation as a creator of high-quality sustainable objects. To continue recruiting in all métiers and to support the growth momentum of the leather goods segment, Hermès has forged long-term local partnerships with high schools and further education establishments, which are committed to understanding its specificities, culture and development.

#### École des Artisans de la vente

The École des Artisans de la vente (EAV), in charge of training distribution teams in France, consolidates its ambition based on four pillars: Emotional intelligence, Networking and transmission, Growing without standardising, A school of uniqueness.

In 2023, the initial training (less than 18 months of service) was expanded. It combines e-learning and in-person training in the history of the House, the diversity of our objects, the Hermès customer

culture and sales procedures. New training courses on management of emotions and personal development were offered. The team of in-house trainers has been expanded to roll out coaching sessions in sales situations, a tailor-made experience for employees.

The EAV, accompanied by an external partner, awarded the first "Customer Relations" certificates, a title registered in the France Competences Specific Register. The first six employees were awarded their certificates in 2023.

The ambition of the Hermès Retail France subsidiary is to make the École des Artisans de la vente a tool for attracting, and professional and personal development for its employees, offering continuous training, certifications and diploma courses.

#### Hermès Bijouterie Académie

In 2023, the Jewellery métier launched its "HBA" academy, Hermès Bijouterie Académie, mainly for sales teams in Hermès stores around the world. The aim of the métier is to create a training and support structure linked to the world of Jewellery, over the long term, used on a daily basis and taking into account the reality on the ground.

The HBA also offers an educational system consisting of three progressive courses that will allow sales associates to first acquire the fundamentals of the métier and then deepen their knowledge and skills through two other courses, advanced and specialist, in areas such as: gemology, jewellery savoir-faire or CSR.

These courses, available in six languages, will offer an appropriate balance between digital and face-to-face with educational, fun and interactive tools. In addition to these three courses, the Academy will also offer access to seasonal training and news from the jewellery sector.

École Hermès des Savoir-Faire	École des Artisans de la vente	Hermès Bijouterie Académie
<p><b>8</b> training schools</p> <p>More than <b>150</b> trainers</p> <p><b>202</b> people obtained their CAP vocational qualification in leather work</p> <p><b>25</b> people obtained their CQP vocational qualification in cutting and stitching</p> <p><b>855</b> learners were supported in their diploma courses, of whom 441 are registered for the 2024 CAP exam session</p> <p><b>89%</b> of people were confirmed on permanent employment contracts at the end of their training courses</p>	<p><b>1st graduating class</b></p>	<p>Launch of HBA with <b>three courses</b>, available in six languages</p>