



Close the Loop GROUP

Create - Recover - Reuse



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Close the Loop Expands Partnership with M·A·C Cosmetics to Support Back-To-M·A·C Takeback Program in North America

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Key highlights:

- **Close the Loop will support M·A·C Cosmetics' longstanding Back-To- M·A·C takeback program in the United States and Canada**
- **150,000 – 200,000 kilograms of cosmetic packaging is expected to be collected for processing**

Melbourne, Australia – Close the Loop Limited (**Close the Loop, CLG** or the **Company**) (**ASX: CLG**), an end-to-end solutions provider from design and manufacturing, through to collection and recycling of products, has expanded its partnership with MAC Cosmetics (part of The Estée Lauder Companies NYSE: EL) to support its pioneer takeback program Back-To- M·A·C in the United States and Canada. Prior to this partnership, Close the Loop has been supporting M·A·C Cosmetics in Australia for over 10 years.

Through the Back-To- M·A·C program, which M·A·C created in 1990, customers are invited to take their empty M·A·C packaging to participating M·A·C Cosmetics counters and stores, as well as return online.

All empties returned in the United States* and Canada, and online at maccosmetics.com and maccosmetics.ca, will be delivered to Close the Loop facilities for processing. Products will be sorted into categories and processed by Close the Loop to be recycled or remanufactured into new products. Close the Loop will use its advanced recycling technology to recycle a high percentage of what's returned, including materials that are typically not recyclable through municipal streams. The remaining materials will be converted into energy via waste-to-energy technology, providing a zero waste to landfill solution. It is estimated up to 150,000 – 200,000 kilograms of cosmetics will be collected each year.

M·A·C's signature black plastic will be processed and remanufactured into new M·A·C makeup compacts as part of a closed loop process. Metals will be separated and sent to a metals recycling facility and glass will be crushed for use as new glass.

“At M·A·C, our purpose goes beyond the products we develop to the communities we serve and the planet we live in. As part of those commitments, we have made it a priority to regularly evaluate our impact on the environment and seek out new technologies to improve success,” said André Branch, Senior Vice President, GM – M·A·C North America. “This was true 33 years ago when we created our Back-To-M·A·C takeback program to address the challenges surrounding cosmetics packaging recycling in North America. Today, thanks to our new partnership with Close the Loop, we have reached a new milestone in our sustainability journey with enhanced capabilities that improve recyclability of the packaging returned through the Back-To-MAC program. We are proud to be leading these efforts in North America and set a new standard for the way cosmetics packaging is treated in the circular economy.”



CEO of Close the Loop Group, Joe Foster, said:

“The beauty industry produces some of the most complex items to responsibly dispose of. The varying size of products and mixed composition of the materials (combining plastics, glass, metals, foils, natural fibres, mirrors, foam, paper and remnant products) make them difficult to sort and recycle. With this program, we’ve successfully shown that we can recycle the product. The small elements unable to be recycled will be converted into energy via waste-to-energy technology, providing a zero waste to landfill solution.

“M·A·C Cosmetics is a leading luxury brand in sustainable solutions and paving the way for these practices to enter the mainstream beauty sector.

“We are excited to pioneer a zero waste to landfill solution for compacts, with the potential to be scaled for other products. We see several opportunities for not only expanding this program to other products, but of rolling this out across the industry.

“This program is a great example of how Close the Loop partners with industry leaders to assist with their ESG activities, in this case enabling end-of-life products to be efficiently collected and remanufactured into other products – a true circular economy in action.

“As the only ASX-listed company operating in all parts of the circular economy, we have extensive experience in partnering with industry to help improve their licence to operate by taking responsibility for plastics and investing in innovations that reclaim products and reduce waste.”

This announcement has been authorised for release by the Board of Close the Loop Limited.

*Excluding California

Currently, California law inhibits the recycling of returned cosmetic and personal care products. In compliance with local law, M·A·C collects the returns, diverts them from landfill and utilizes a third party to convert the returns from waste to energy.

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About Close the Loop Group

With locations across Australia, Europe, South Africa and the United States, Close the Loop creates innovative products and packaging that includes recyclable and made-from recycled content, as well as collect, sort, reclaim and reuse resources that would otherwise go to landfill. From recovering print consumables, eyewear, cosmetics, and phone cases, through-to the reusing of toner and post-consumer soft plastics for an asphalt additive, the Group is focused on the future, sustainability and the circular economy.

Well positioned within the circular economy, Close the Loop consists of the merging of two secondary business groups - Close the Loop and O F Pack. The combining of these two entities allows for end-to-end solutions across packaging and consumables to a variety of markets, with advanced innovation in product development, as well as end of life take-back and recovery systems for complex waste streams to greatly reduce waste to landfill.

Further information: www.ctlgroup.com.au, www.closeheloop.com.au and www.ofpack.com.au

About M·A·C Cosmetics

M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, is part of The Estée Lauder Companies Inc. Since its creation in Toronto, Canada over 30 years ago, the brand's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in over 130 countries/territories worldwide. Follow M·A·C on Twitter, Snapchat, TikTok and Pinterest @MACcosmetics, become a M·A·C fan on Facebook (facebook.com/maccosmetics), follow M·A·C on Instagram (instagram.com/maccosmetics) and watch M·A·C videos on YouTube (youtube.com/maccosmetics). For M·A·C locations, visit maccosmetics.com