

AF JOCHNICK FOUNDATION

POLICY PLAN



JOCHNICK FOUNDATION

Introduction

Before you is the Policy Plan of af Jochnick Foundation (the “Foundation”). This policy plan gives an overview of (i) the background and objectives of the Foundation, (ii) its activities and policy, (iii) a few of its current projects and (iv) the management, source and destination of its funds.

The Foundation is registered as a Charitable Foundation in Liechtenstein.



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Background and objectives

The Foundation was established in 2004 through a donation of 4,498,849 shares in Oriflame Cosmetics S.A. ("Oriflame") by Jonas af Jochnick. The purpose of the Foundation is to contribute to the Greater Good by supporting projects that focus on children, youth, education and world health. Projects that help people help themselves and give assistance to a self-start are prioritized.

Illiteracy causes poverty; therefore the Foundation strongly believes that it is important to secure education for everyone.

People today live in a fast-paced environment where not enough time is used on caring for the mind, soul, spirit and body. Health is defined in WHO's Constitution as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity. The Foundation believes that humanity would gain by encouraging people to live a healthier life. Also, the Foundation thinks that besides current medical practice, complementary medicine, preventive care and other such approaches are valuable ways to improve world health.

In its first two years, the Foundation focused on health issues. Since 2006 the objective has been to assist as many children as possible with education.



Activities and policy

In order to be closely involved in selected projects, the Foundation has chosen to mainly fund projects directly, rather than to donate to established charity organisations.

The Foundation strives to realize its objectives through, among other things, direct or indirect funding to international non-profit organizations, institutions and persons who are engaged in the areas, events and activities pursuing the objectives of the Foundation.

The Foundation supports various projects and organizations, mainly through donations, but also through its involvement. The Foundation does not make contributions directly to individuals.

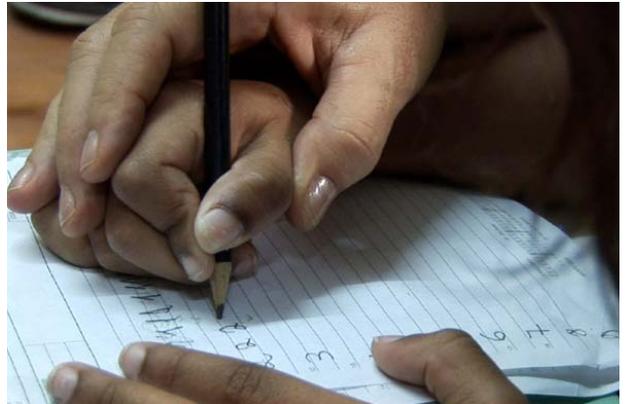
Recipients of donations are required to report to the Foundation on a regular basis about the project's progress, without particular request from the Foundation. The



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principal rule is that support to a project is granted for 1-3 years, and it is important for the Foundation that the organization behind the project presents how they plan to finance the project after this period.

The Foundation stresses the importance of clear and measurable goals for the projects.



Current projects

In order to achieve the objectives, grants have been committed to several projects and organizations. Information about ongoing as well as finished projects and the Foundation's involvement can be found on the Foundation's website (<http://www.afjochnickfoundation.com/activities.html>) which is updated after each Board meeting.

Organization

The Board of Management of the Foundation (the "Board") decides on grants and meets approximately three times a year, usually in Vaduz. The Board consists of Robert af Jochnick, Alexander af Jochnick, Christian af Jochnick, Christina Meusburger, Hans-Jörg Gatt, Hans Ramel, Per Hesselmark and Sebastian af Jochnick.



In 2005 the Swedish company Foundation af Jochnick Foundation AB was incorporated as a wholly owned subsidiary of the Foundation. This company supports the Foundation with handling incoming applications and keeping in contact with ongoing projects.

The Board is charged with the management of the Foundation, and more in particular with the

management and administration of the Foundation's means, the adoption of the budget of income, including distributions and funds to be made available in view of the realization of the Foundation's objectives. The Board is entitled to accept (and refuse) donations on behalf of the Foundation. No donations shall be accepted which are made under conditions contrary to the objectives of the Foundation.



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The Foundation is assisted by a Secretary who takes care of the books and records of the Foundation. Furthermore, the Secretary handles the administration and files, and takes minutes of meetings of the Board. Christina Meusburger is the Secretary of the Foundation. Kajsa Åberg, employed by Foundation af Jochnick Foundation AB, works closely with Ms Meusburger.

Funds

Grants to the projects are funded from revenue received from the Foundation's shares in Oriflame. Grants are transferred to the recipients according to the agreement signed with each one of them.

All administrative costs are kept on a reasonable level in order to grant as much money as possible to the cause. Less than 5% of the Foundation's income is spent on administration.

The Foundation invites and welcomes members of the public to make donations to support its objectives. So far, the donations received subsequent to the Foundation's inception have come from members of the af Jochnick family.

It is important to note that the Foundation's long-term goal is to distribute the full net proceeds that it receives annually. The Board is of the opinion that the liquidity position of the Foundation is healthy, and it has sufficient liquidity to meet its current and future obligations towards the projects it is involved in.

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Contact details

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