



EMPOWERING THE MOST VULNERABLE IN THE POOREST REGIONS

Cartier Philanthropy is the Maison Cartier's corporate philanthropic foundation. Its creation in Geneva was a pivotal moment in Cartier's philanthropic journey, having supported many charitable initiatives over the years, and marked the full adoption of a data-driven, outcome-oriented approach for enduring impact.

The foundation is committed to improving the lives of the most vulnerable in the world's poorest regions.

Driven by the ideal of freeing everyone's potential, Cartier Philanthropy works to remove barriers such as lack of basic resources, knowledge and services, extreme inequalities and restricted rights, thereby empowering people – in particular women and children – to act, thrive, and live a life of dignity.

Cartier Philanthropy works in complete independence of the Maison Cartier's business, while sharing its high professional standards and pursuit of excellence.

A grant-making foundation, Cartier Philanthropy funds non-profit organisations that are impact-driven, excel in their fields of expertise, share its values of trust, integrity and respect, and operate in the following focus areas:

- **Access to basic services**
(water & sanitation, education, health and nutrition)
- **Women's social and economic development**
- **Sustainable livelihoods and ecosystems**
- **Emergency response and preparedness**

EFFECTIVE PHILANTHROPY WITH AN ENDURING IMPACT

Since its creation in 2012, the foundation has moved from promise to progress, bringing to life its ambition of expanding the social and economic opportunities of the most vulnerable people in the world.

At the core of Cartier Philanthropy's mission lies the firm belief that those living in extreme poverty can – with appropriate support in an enabling environment – regain control over their lives and become active agents in shaping their destinies.

The foundation works to multiply their choices and opportunities.

Cartier Philanthropy has invested 75.5 million Swiss francs to date, and currently partners with 50 non-profit organisations – NGOs, UN agencies and social enterprises – that address the most pressing problems in the least developed regions, contributing to the implementation of rigorous, measurable solutions that have proven themselves to be effective for the largest number.

“Modern philanthropy is committed to clear goals, evidence-based and data-driven strategies, rigorous accountability and meticulous evaluation so that it can continually improve how it helps people to lift themselves out of hardship, strengthen their capacities and find their own way to thrive.”

Cyrille Vigneron

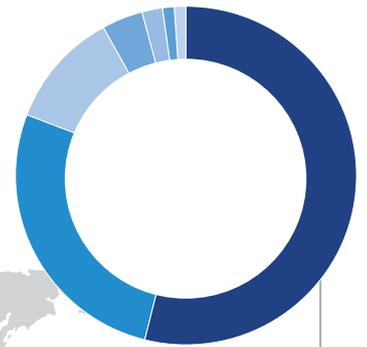
CARTIER PHILANTHROPY IN NUMBERS

(Source: Annual Report 2020-2021)

75.5 million Swiss francs invested to date

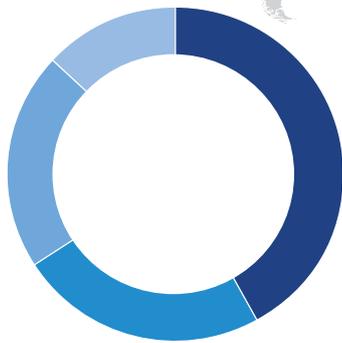
50 partners for a stronger future

34 countries



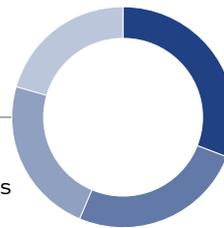
Geographic distribution

- 54% Africa
- 27% Asia
- 11% Latin America
- 4% Europe
- 2% Global
- 1% North America
- 1% Middle East



By focus area

- 42% Basic services
- 24% Sustainable livelihoods
- 21% Women's social and economic development
- 13% Emergencies response



Basic services

- 31% Education
- 25.5% Water & Sanitation
- 23% Nutrition
- 20.5% Health

CARTIER PHILANTHROPY BY AREA OF INTERVENTION



The foundation ensures children and their families drink clean water, have enough to eat, use proper sanitation, go to school and receive medical care when they are sick.



The foundation enhances small farmers' and fishermen' ability to make a living in ways that are economically, ecologically and socially sustainable.



To achieve gender equity, the foundation empowers women to recover from violence and to access skills, knowledge and resources to earn a living and gain self-confidence.



The foundation provides aid that saves lives, relieves suffering and reduces the number of casualties. It also helps communities improve their preparedness to resist shocks.