FOUNDATIONS
AUDEMARS PIGUET
Le Brassus

A MULTI-FACETED COMMITMENT



INTRODUCTION

The Audemars Piguet Foundations are active in the fields of the environment, social equity and education. They work towards a sustainable world in which every individual can reach their full potential as part of resilient and autonomous communities. They express Audemars Piguet's gratitude for nature and mankind, whose resources have contributed to its success since 1875.

Formalised in 1992 under the chairmanship of Jacques-Louis Audemars via the creation of the Audemars Piguet Foundation for Trees (formerly the Audemars Piguet Foundation), this commitment has continued to grow over the years. Throughout three decades, the Foundation has supported more than 180 projects aiming to safeguard and restore forest ecosystems, raise awareness of environmental issues among young people and preserve ancestral knowledge.

In 2022, as the Audemars Piguet Foundation for Trees celebrated its 30th anniversary, the Board of Directors of Audemars Piguet Holding decided to embark on a new chapter in its history by establishing the Audemars Piguet Foundation for Common Good. This second institution was created in response to the Audemars Piguet Group's desire to consolidate its philanthropic vision and to step up its commitment to communities.

The Audemars Piguet Foundations, currently chaired by Jasmine Audemars, put local stakeholders at the heart of their action to help create virtuous circles by and for the populations they serve. They aspire to act as a catalyst for initiatives that allow communities (particularly indigenous communities), young people, vulnerable individuals and those at risk of isolation or living with disabilities to access the resources they need to reach their full potential. To do so, the Foundations support the conservation of natural ecosystems, promote sustainable practices and behaviours, fight against social isolation and precariousness, and promote access to high-quality education and training in ways that are appropriate to the local context. The Foundations also strive to elevate the non-profit sector through Organisational Development (OD) in order to contribute to institutional stability, self-reliance and the longevity of their partner organisations. This support mechanism, based on direct aid or the funding of intermediary structures, aims to multiply the impact of NGOs.

Operating in Switzerland and around the world, the Audemars Piguet Foundations' approach reflects the Group's identity, which is rooted in audacity, sustainability and humanism. As an integral part of the vision of Audemars Piguet, which fully funds them, they help direct its environmental, social and governance (ESG) policy. To this end, the Foundations make donations identified in partnership with the Group's subsidiaries, manage the company's volunteering programme and oversee any donations made by Audemars Piguet in conjunction with charity auctions. The Foundations also lend their expertise to social and environmental projects linked to the supply of raw materials, and contribute to emergency aid in the event of natural disasters.



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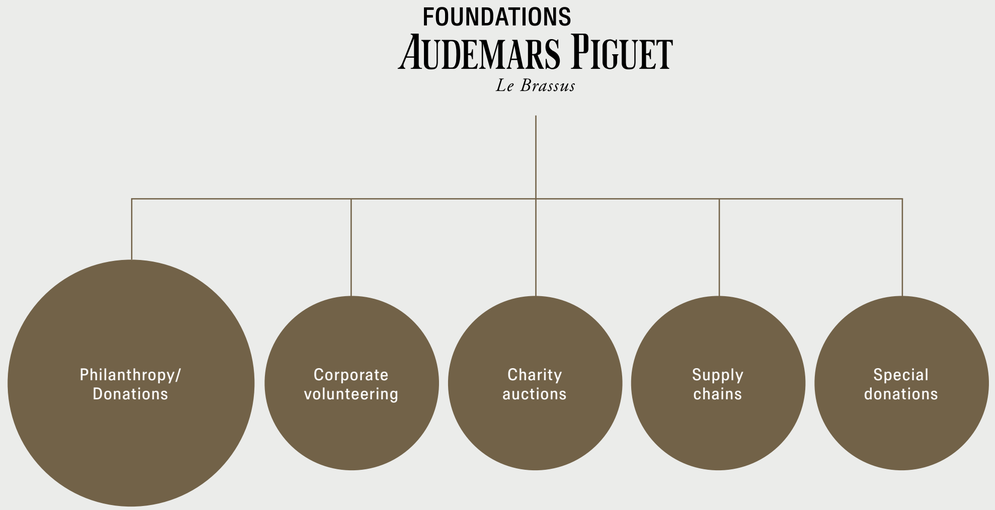
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TIMELINE/ECOSYSTEM

The Audemars Piguet Foundations express Audemars Piguet's gratitude for nature and mankind, whose resources have contributed to its success since 1875.

1875	The Audemars Piguet company was founded in Le Brassus.
1992	The Audemars Piguet Foundation for Trees (formerly the Audemars Piguet Foundation) was created.
2005	The Eco Group was created by the Foundation, and the Foundation began guiding AP's ESG policies (custodian of values).
2019	The AP corporate volunteering programme was launched in Switzerland.
2022	The decision to form a second Foundation was taken.
2023	The Audemars Piguet Foundation for Common Good was founded.
2025	Export of the AP corporate volunteering programme to the AP affiliates on an international level.
2030	Analysis of results in relation to the Foundations' objectives and their contributions to the 2030 Agenda for Sustainable Development and the Sustainable Development Goals (SDGs).



PHILANTHROPY/DONATIONS

Vision & missions

The Audemars Piguet Foundations work towards a sustainable world in which every individual can reach their full potential as part of resilient and autonomous communities.

Although both Foundations share this vision, each has its own mission:

- **The Audemars Piguet Foundation for Trees** works to promote the conservation and restoration of forest ecosystems. It supports initiatives that champion sustainable practices and behaviour to strengthen the resilience of communities and natural environments.

FOUNDATION AUDEMARS PIGUET FOR TREES

- **The Audemars Piguet Foundation for Common Good** works to promote social equity and education. It supports initiatives that encourage continuous skills development and facilitate access to the conditions and resources necessary for a better quality of life.

FOUNDATION AUDEMARS PIGUET FOR COMMON GOOD



By accomplishing their missions, the Foundations wish to contribute to the United Nations' Sustainable Development Goals (SDGs), in particular the following:

- SDG 4.4: By 2030, substantially increase the number of young people and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship.
- SDG 4.7: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles (...).
- SDG 4.c: By 2030, substantially increase the supply of qualified teachers, including through international cooperation for teacher training in developing countries, especially least developed countries and small island developing States.
- SDG 10.2: By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion, or economic or other status.
- SDG 11.4: By 2030, strengthen efforts to protect and safeguard the world's cultural and natural heritage.
- SDG 15.1: By 2030, ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.
- SDG 15.2: By 2030, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and substantially increase afforestation and reforestation globally.

PHILANTHROPY/DONATIONS

Areas of action

Target populations

For Common Good



Young people (15+)



Senior citizens (65+)



People in situations of vulnerability



People with disabilities

For Trees



Children and young people (-25)



Local communities and indigenous people

Activities

For Common Good → Social equity & Education



Fighting precariousness through food aid and emergency shelter



Combating social isolation through sport and culture



Training educators and trainers



Promoting access to vocational training and craftsmanship

For Trees → Environment



Preserving and restoring forest ecosystems



Raising awareness of environmental issues among young people



Preserving ancestral knowledge related to nature

Geographic areas





In addition to their respective areas of focus, the Foundations strive to elevate the non-profit sector through Organisational Development (OD) in order to contribute to institutional stability, self-reliance and the longevity of their partner organisations. This support mechanism, based on direct aid or the funding of intermediary structures, aims to multiply the impact of NGOs.

AUDEMARS PIGUET FOUNDATION
FOR TREES



PRESERVING AND RESTORING
FOREST ECOSYSTEMS

PHILANTHROPY/DONATIONS

Audemars Piguet Foundation for Trees

Each year, the Audemars Piguet Foundation for Trees funds around twenty environmental projects in as many countries. Here is an overview of some of the initiatives it has recently supported.

Conserving and restoring forest ecosystems
Preserving forest ecosystems requires the implementation of a wide range of initiatives. First of all, it is essential to protect existing forests while combating deforestation. To this end, encouraging sustainable forest management by and for the communities that depend on them is widely acknowledged as a good solution.

For several years, the Audemars Piguet Foundation for Trees has been supporting the "Bamboo Lemur" project run by the French charity **Helpsimus**, which is working to conserve the greater bamboo lemur (*Prolemur simus*) in Madagascar. Launched in 2008, this programme is being implemented in the south-east of the island, where the population lives in extreme poverty and mainly relies on subsistence farming. Its aim is to encourage local people to live in harmony with wildlife by ensuring the sustainable management of natural resources and the long-term development of communities. The third phase of the programme, which is currently underway, aims to protect the parts of forest located within the charity's scope and, consequently, the biodiversity they harbour, which includes the largest wild population of greater bamboo lemurs.

In 2023, the Foundation granted three years of funding to the **Centre Régional de Recherche et d'Éducation pour le Développement Intégré (CREDI-ONG)**. The project launched aims to build the resilience of communities living in Benin's Sitatunga Valley and help them adapt to climate change. During its first year, the project successfully established a management structure for the Sitatunga Valley Community Nature Park and created consultation frameworks to improve the quality of its governance, map biodiversity hotspots and identify bio-indicator species.



A wildlife crossing constructed above a rice field in Madagascar.

Engaging young people in environmental issues
Forest visitor areas and educational trails help to highlight the natural world, while offering leisure activities to young people. Outdoor learning also encourages the acquisition of the knowledge and skills needed to promote sustainable development.

The Audemars Piguet Foundation for Trees has financed the creation of various forest facilities, notably in Switzerland.

In Baulmes, in the district of Yverdon, for example, it has helped **Handicap & Nature** to create a 1.2 km path in the heart of the forest that is accessible to pushchairs and people with reduced mobility.

The Foundation has also worked with the **Parc naturel du Jorat** to enhance its range of visitor services, particularly for schools. The project financed included the creation of a reception area and the implementation of targeted educational trails tailored to the *Plan d'études romand* (curriculum for French-speaking Switzerland).

Educational trails have also been developed in the Vallée de Joux with the Foundation's support. The Risoud tonewood educational trail is a project spearheaded by the eponymous **"Sentier didactique du bois de résonance du Risoud"** association. It was created to promote the tonewood spruce and all those involved in its production and processing, including district inspectors, forest wardens and professional tonewood gatherers, a profession that features on UNESCO's Intangible Heritage and Living Traditions list for the canton of Vaud.

In the United Kingdom, the Foundation has helped to set up outdoor learning modules. Initiated in 2017 by **The National Forest Company**, the scheme was taken up by 50% of the primary schools located within the National Forest's scope in the first three years. A second phase began in 2020, with the aim of getting 100% of eligible primary schools involved in outdoor learning, while exploring the possibility of introducing similar activities in 40% of secondary schools and nurseries. In 2024, a third phase was launched to extend the project to secondary schools, with a particular focus on pupils with special educational needs and disabilities.



Outdoor learning, United Kingdom.

Between 2017 and 2023, the support of the Audemars Piguet Foundation for Trees enabled The National Forest Company to promote the introduction of regular outdoor learning sessions in 90% of primary schools located within the National Forest's perimeter. In 2024, it extended its initiative to secondary schools.

The Parc naturel du Jorat, located in the heart of the largest forest on the Swiss Plateau, works to support biodiversity, educate visitors and strengthen the sustainable management of its resources.

Parc naturel du Jorat, Switzerland.



> Through the projects it funds, the Audemars Piguet Foundation for Trees focuses on recognising, promoting and perpetuating the sustainable practices employed by indigenous populations.

Preserving ancestral knowledge related to nature
Through the projects it funds, the Audemars Piguet Foundation for Trees focuses on recognising, promoting and perpetuating the sustainable practices mastered by indigenous populations and local communities. Recognising the rights of indigenous communities goes hand-in-hand with preserving ancestral knowledge, such as how to use fire appropriately to reduce the risk of uncontrolled forest blazes.

While slash-and-burn techniques can be helpful in maintaining and developing land when used appropriately, they can also be highly destructive if poorly controlled. This is particularly the case on the island of Flores in Indonesia, where uncontrolled slash-and-burn agriculture is leading to the shrinkage of forests and the deterioration of water resources every year. The **Cœur de Forêt** organisation, which has been a partner of the Foundation for several years, has developed an effective method for restoring forest ecosystems. It involves carrying out forest diagnostics to analyse the type and composition of forests, studying the relationship between local populations and the forest, and seeking alternatives to the uncontrolled use of fire.

In the Peruvian Amazon, the Foundation supported a completely different kind of project. By helping around forty communities to secure land rights across their territory, the **Nouvelle Planète** organisation aims to protect at least 200,000 hectares of Amazon rainforest, which is currently under intense pressure from timber extractors, who take advantage of the lack of official documentation proving land ownership by local communities.



A plantation on Nanggi Hill, Indonesia.

“We’ve always run our company in accordance with its founding values. These include a strong attachment to surrounding communities and the preservation of the world around us. It was with this in mind that the Audemars Piguet Foundation for Trees was created in 1992.”

Jasmine Audemars, Chair of the Audemars Piguet Foundations.

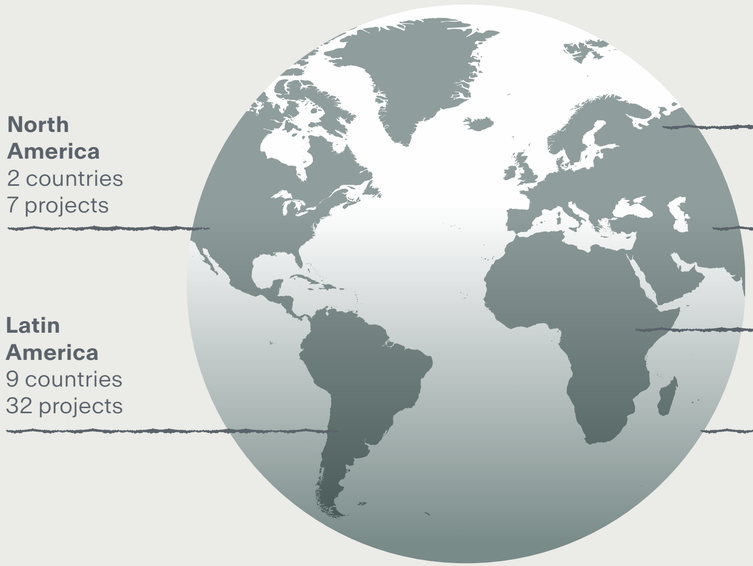
During its first 30 years of activity, the Audemars Piguet Foundation for Trees has supported 186 projects in 57 countries. Following the creation of the Audemars Piguet Foundation for Common Good, its global presence was subjected to a comprehensive strategic review that will lead, in the short and medium term, to a more targeted distribution of its geographic areas of action (see page 5).

Beyond this scope of action, the creation of the Audemars Piguet Foundation for Common Good also initiated a revision of the framework used to allocate donations made by the Audemars Piguet Foundations. In line with their missions and the UN’s Sustainable Development Goals (SDGs) to which they wish to contribute, the Foundations now directly invite any organisations that are eligible for support to submit a request.

FOUNDATION
AUDEMARS PIGUET
FOR TREES

1992-2022

186 projects across 57 countries in 30 years



North America
2 countries
7 projects

Latin America
9 countries
32 projects

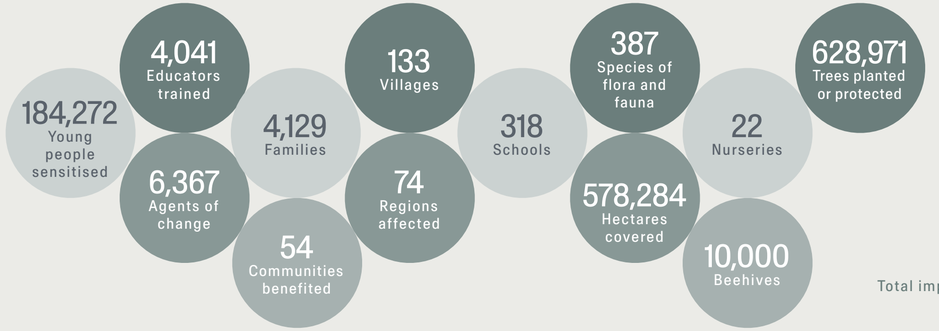
Europe
12 countries
81 projects of which 52 in Switzerland

Asia
14 countries
26 projects

Africa
19 countries
39 projects

Oceania
1 country
1 project

Overall impact of 37 key projects



Total impact attributable to all donors.

AUDEMARS PIGUET FOUNDATION
FOR COMMON GOOD



PROMOTING ACCESS TO A BETTER QUALITY OF LIFE

PHILANTHROPY/DONATIONS

Audemars Piguet Foundation for Common Good

The Audemars Piguet Foundation for Common Good works to promote social equity and education. Created in 2023, it has already made donations to more than twenty organisations around the world. Here are a few examples.

Social equity

With its Social equity pillar, the Audemars Piguet Foundation for Common Good helps to improve the quality of life, prospects and resilience of vulnerable people. To achieve this, it supports local initiatives that aim to combat precariousness through food aid and emergency shelter, and social isolation through sport and culture.

Combating precariousness

Millions of people around the world live in poverty. For these people, enjoying a nutritious meal is often a daily challenge. Food banks and organisations that prepare and distribute food parcels and meals play an essential role, notably by providing basic necessities.

The Audemars Piguet Foundation for Common Good supports a network of around fifteen food banks and food redistribution organisations that include **Pane Quotidiano** (Italy), **Fundación Banco de Alimentos de Madrid** (Spain), **Les Restaurants du Cœur – Les Relais du Cœur** (France), **The Felix Project** (United Kingdom), **Food from the Heart** (Singapore), **Citymeals on Wheels** (USA), **Taiwan People's Food Bank Association** (Taiwan), **Second Harvest Japan** (Japan), **Green Food Bank** (China) and **Voedselbank Amsterdam** (Netherlands). These organisations were selected in collaboration with Audemars Piguet's subsidiaries and regional teams.

Fighting social isolation

Sport and culture foster connections and interpersonal relationships. They also strengthen a feeling of belonging and help to prevent social isolation.

In Switzerland, the **Théâtre de Carouge** regularly organises mediation activities to give isolated people easier access to culture. The Foundation supported the introduction of a pilot project for elderly people who are at risk of social isolation. In March and April 2025, between 70 and 90 senior citizens will be invited to take part in theatre workshops based on the play *Romeo and Juliet*. They will be encouraged to discuss the themes of love, family, birth and youth in the hope that this will give them a taste for interaction and group activities, as well as the desire to return to the theatre.

A beneficiary of Food from the Heart, Singapore.





The Felix Project volunteers in the kitchen, United Kingdom.

Education

Through its Education pillar, the Audemars Piguet Foundation for Common Good aims to help young people gain access to high-quality education and training to prepare them for the world of today and the future, while enhancing their job prospects.
To accomplish this mission, it focuses on training educators and trainers while promoting vocational training and craftsmanship.

Training educators and trainers

The Foundation is a partner of the international **Teach For All** organisation, which trains and supports a network of local organisations working to improve the education system in their respective countries. Each organisation recruits young graduates (known as "fellows") to the teaching profession and provides training, inspiring them to become committed leaders. Fellows complete two-year placements in schools located in communities where access to quality education is limited. At the end of this period, they join an alumni network and continue to do important work within the education system as teachers, decision-makers, social entrepreneurs, etc.

In addition to supporting Teach For All, the Foundation is helping to expand and strengthen the activities of the local organisations **Teach For Italy** and **Teach For Uganda**.

Promoting vocational training and craftsmanship

The Audemars Piguet Foundation for Common Good aims to give young people – particularly those from disadvantaged backgrounds – the opportunity to learn a trade and discover a talent or vocation.

In Switzerland, it supports the activities led by the Geneva-based association **Yojoa**, which helps marginalised and deprived young people. By working with local businesses, Yojoa helps them to establish a career plan and seek out opportunities for internships, apprenticeships and first jobs.

In France, the Foundation funds two organisations that promote manual professions. The first, **De l'or dans les mains**, was founded in Paris with the aim of incorporating manual skills into the French education system. It develops educational programmes for secondary schools that enable pupils to make an object or try out a craft supervised by an artisan, linked with the school curriculum.

Acta Vista, the second association supported in France, specialises in providing vocational training and employment opportunities on projects in the restoration of historic buildings. In Marseille, the project financed by the Foundation will provide training and employment support for around 300 vulnerable young people.



Young people in training, France.

The Audemars Piguet Foundation for Common Good was created in 2023 in response to the Audemars Piguet Group's desire to consolidate its philanthropic vision and strengthen its commitment to communities. It acts primarily in favour of social equity and education.

PHILANTHROPY/DONATIONS

Organisational Development (OD)

In addition to their respective scopes of intervention, the Audemars Piguet Foundations support the charitable sector through Organisational Development (OD) initiatives that contribute to the institutional stability, empowerment and sustainability of their partner organisations.

Created in 2024, the Foundations' OD pillar complements the support already provided to NGOs. It is a cross-disciplinary area of focus that has the following two main objectives:

To strengthen the effectiveness, efficiency and resilience of NGOs: OD support provides NGOs with the resources and tools they need to adapt and progress in a constantly changing environment.

To promote good practices and knowledge sharing: through OD support, the Foundations aim to encourage the dissemination of good practices and enable NGOs to capitalise on lessons learned from past experience, while fostering a spirit of continuous improvement within the philanthropic sector.

The Foundations' OD pillar reinforces a commitment to partner relationships that go beyond simply funding projects. It covers five types of activities that are beneficial for NGOs:

- Performing organisational diagnostics
- Providing material and human resources
- Building capacity and expertise
- Connecting people and facilitating partnerships
- Sharing knowledge and skills

OD funding can either be allocated directly by the Foundations to their partner organisations, or indirectly through intermediary structures.

OD initiatives designed to test their models have already been supported by the Foundations. Since the end of 2023, the Foundations have been working with intermediaries that select and support associations with their Organisational Development. **Philanthro-Lab** in France is one such example. This indirect support means that a single grant can contribute to the OD of several NGOs. They also have the added advantage of enhancing the support skills provided by the intermediary structures.

The Foundations' OD pillar reinforces a commitment to partner relationships that go beyond simply funding projects.

A masterclass at Philanthro-Lab, France.





A coworking space at Philanthro-Lab, France.



A multi-faceted commitment
Audemars Piguet Foundations

AP CORPORATE VOLUNTEERING

Since 2019, the Audemars Piguet Foundations lead the AP corporate volunteering programme, which gives every eligible employee the opportunity to contribute to community life and the world around them.

Five main areas of volunteering work are available:

Environment: preserving and restoring forests, biodiversity and natural habitats.

Sport & disability: promoting the autonomy and inclusion of people with disabilities.

Precariousness: fighting against all forms of precariousness to improve the quality of life of disadvantaged people.

Social isolation: combating the social isolation of the elderly and promoting intergenerational relationships.

Driving change for young people: supporting young people on their life paths to help them reach their full potential.

AP employees also have access to skills-based volunteering including personalised support:

Skills transfer: sharing know-how and transferring skills to the teams of non-profit organisations to foster mutual enrichment.

Sports and disability day at the Institution de Lavigny.

Since the start of the AP corporate volunteering programme in 2019, more than 500 employees have participated in at least one mission in Switzerland.

Food sorting at the Association neuchâteloise des Cartons du Cœur.



In Switzerland, the following activities have been offered to AP employees so far:

- Maintenance work at the Arboretum du Vallon de l'Aubonne
- Maintenance work at the Parc naturel régional Jura vaudois
- Maintenance work in the Risoud Forest
- Sports day involving participants with disabilities
- Joëlette excursion alongside people with disabilities
- Handicap 0 – swingolf involving players with disabilities
- Food sorting for Partage, the Geneva food bank
- Food sorting for Caritas Vaud and Centrale Alimentaire de la Région Lausannoise (CA-RL)
- Food sorting for Cartons du Cœur
- Food sorting for Centrale Alimentaire du Nord Vaudois (CA-NOV)
- Food distribution at Colishop by Colis du Cœur
- Personal shopper at the Vestiaire Social of Croix-Rouge-Caritas-CSP Genève
- Petite Fugue Horlogère (watchmaking escape involving seniors)
- Chalet getaway for seniors and vulnerable people
- Farm day with early school leavers
- Seach and rescue training with REDOG

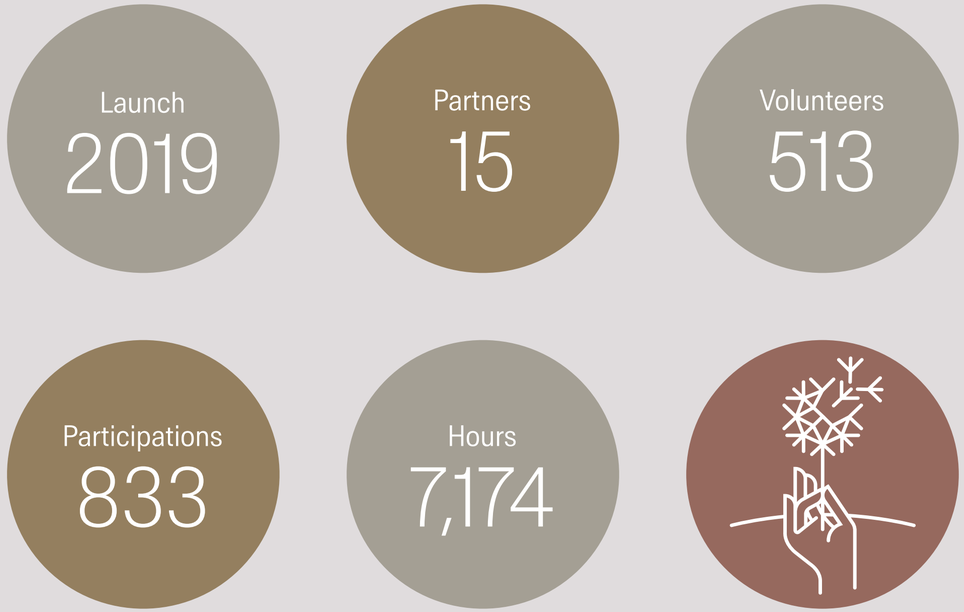
Since the volunteering programme began five years ago, over 500 employees have contributed to at least one mission in Switzerland. This commitment is equivalent to more than 7,000 hours of work devoted to the community.

By implementing the corporate volunteering programme in Switzerland, the Foundations have been able to trial it to see how best to export it to the Audemars Piguet affiliates.

This stage, which has already begun, is the result of close collaboration with local teams and the Foundations' partners on an international level.

To date, six affiliates have already carried out volunteering missions, totaling nearly 180 participants and over 700 hours in service of seven NGOs.

Due to the Covid-19 pandemic, the AP corporate volunteering programme was paused for nearly two years from the start of 2020.



Figures as of 31.01.2025

CHARITY AUCTIONS

The 2023 AP x Marvel auction helped raise $8.5 million for the “Time for Change: Dream. Act. Change our World” programme, while the AP x 1017 ALYX 9SM sale garnered $1.5 million to fund play-based learning.



A football match in Uganda.



Mwendo Bora campus in Lamu, Kenya.

In 1992, the Audemars Piguet Foundation for Trees raised its first funds thanks to the auction of a one-of-a-kind Royal Oak model unveiled to mark its creation. Today, the Foundations supervise the donations made by Audemars Piguet in conjunction with charity auctions. One of the ways in which they help is to identify recipient organisations and track the beneficiary projects over time to ensure the donations are put to good use.

AP x Marvel (2021 & 2023)
The AP x Marvel 2021 sale allowed the charities First Book and Ashoka to roll out the “Time for Change: Dream. Act. Change our World” programme to 750,000 young people in the United States. The second sale, which took place in Dubai in May 2023, will enable both NGOs to continue to give young people from vulnerable communities aged 5 to 18 the means to become changemakers. This next step, which involves a collaboration with international organisation Teach For All, will allow the initiative to be rolled out to other countries, including Brazil, Canada, Indonesia, Nigeria and the United Kingdom.

AP x 1017 ALYX 9SM (2023)
This sale, which took place in Tokyo in partnership with American designer Matthew Williams, who founded the 1017 ALYX 9SM brand, will support the programmes of the Right to Play and Kids in Motion organisations, while reinforcing their capacity building. Both NGOs work in the field of play-based learning and are dedicated to training and empowering underprivileged young people in East Africa.

International organisation Right to Play has already supported more than 2.78 million children in 15 countries. The proceeds of this sale will allow it to consolidate its actions, particularly in Tanzania and Uganda, where the organisation has already had a positive impact on the lives of more than 100,000 children.

Kids in Motion, which Matthew Williams has supported for several years, will use the money raised for a project in Lamu, Kenya. This donation will help to improve the infrastructure of the Mwendo Bora campus and support the recreational and sports-based learning activities offered by the school.

COMMUNITIES LINKED TO SUPPLY CHAINS

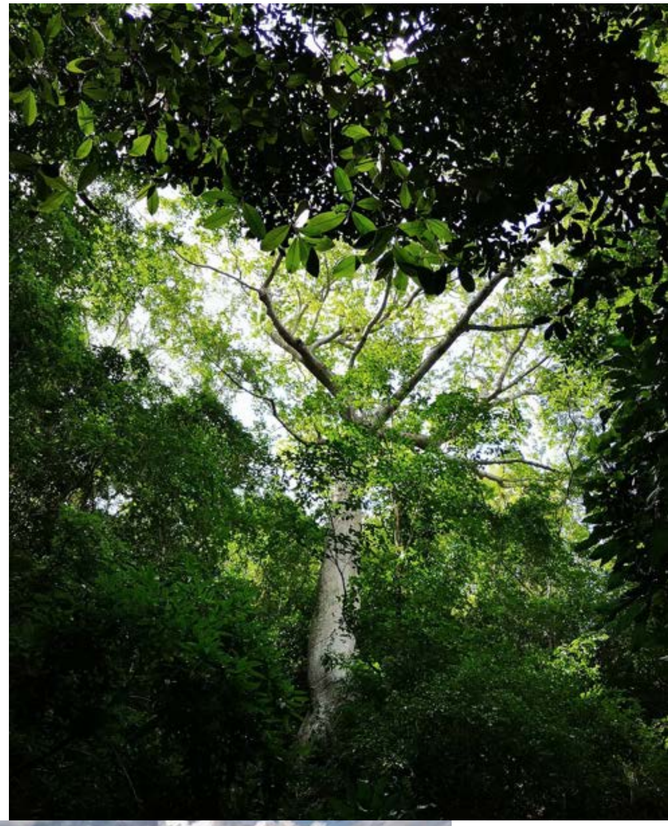
Ethics are a core component of Audemars Piguet’s business. The company makes a point of managing its operations and supply chains with integrity and morality.

To meet Audemars Piguet's ethical requirements, all the company’s suppliers sign the sustainable development charter based on the 10 principles set out by the United Nations Global Compact, covering human rights, labour, the environment and anti-corruption. Audemars Piguet also favours suppliers certified by the Responsible Jewellery Council and who comply with the strictest requirements in their field, such as those established by the World Diamond Council and the Kimberley Process for diamonds; CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) and AQC (Association for the Quality Assurance of Leather Strap Manufacturers) certifications for leather; and the FSC-CoC (Forest Stewardship Council, Chain of Custody) certification for wood.

As the spiritual godmothers of Audemars Piguet’s ESG policy, the Foundations support the company to ensure the ethics and sustainability of its supply chains. They share their expertise on these topics while helping to implement social and environmental projects that aim to improve the life of communities established in the regions that produce the raw materials used by Audemars Piguet. The Foundations also help the company’s suppliers to professionalise their initiatives in favour of the communities related to their supply chains.

Audemars Piguet’s ambition is to pursue its commitment to being a responsible, uncompromising and forward-thinking company that creates long-term value beyond business and has a positive impact.

Maya Nut forest in Colombia.





Amazon forest.

SPECIAL DONATIONS

In addition to their main activities, the Audemars Piguet Foundations help people affected by natural disasters in the regions where Audemars Piguet's subsidiaries are based.

Emergency aid during natural disasters
In recent years, the Foundations have carried out several emergency relief actions, particularly in the wake of natural disasters. In August 2023, for example, they coordinated volunteering efforts in Switzerland that involved 40 AP employees to help the municipality of La Chaux-de-Fonds, which had been hit by storms. This initiative was complemented by the financing of a reforestation project for the town, including support from an urban environmental planning specialist.

In November 2024, the Foundations granted donations to four emergency response NGOs in Japan, Spain, and the Czech Republic. This aid helped provide relief to the victims of the floods, landslides, and storm that affected these three countries.

In January 2025, the Foundations intervened in the United States to support communities affected by the devastating wildfires that broke out in Los Angeles, California.

Emergency aid in La Chaux-de-Fonds.



The Action Now programme, launched in 2020 and led by the Audemars Piguet Foundations, helped step up the efforts of some 20 organisations supporting people affected by the consequences of Covid-19.

Action Now

Audemars Piguet launched the Action Now programme in April 2020 to assist people made vulnerable by the economic and social consequences of Covid-19. This initiative was funded by the short-time work compensation awarded to the company by the canton authorities, equivalent to nearly CHF 5 million, which Audemars Piguet decided to fully allocate to solidarity projects identified and supervised by the Audemars Piguet Foundations.

From the start of the pandemic, AP was involved with its corporate volunteering programme partner organisations and with local stakeholders directly to provide them with immediate and tangible support. The projects were selected in collaboration with identified organisations to address the following issues:

- Fighting against precariousness
- Food aid
- Support for seniors and vulnerable people
- Combating debt and providing direct financial assistance
- Legal advice

Action Now wound down in the final quarter of 2024, when all the funds received by Audemars Piguet had been redistributed. At its close, the programme had supported some 20 organisations in French-speaking Switzerland and neighbouring France over a period of one to five years.

A selection of partnerships developed as part of this initiative may be taken over by the Audemars Piguet Foundation for Common Good and integrated into its Social equity pillar.

Pro Senectute Vaud's bus.





Prepared bags of groceries in Palexpo, Geneva.

COVER PHOTO
Fisherman at Belo sur Mer, Madagascar

PHOTO CREDITS
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A multi-faceted commitment
Audemars Piguet Foundations
February 2025

FOR COMMON GOOD | FOR TREES