FOUNDATIONS
AUDEMARS PIGUET
Le Brassus

ACTION NOW

Report on a solidarity initiative led by the Audemars Piguet Foundations
2020 — 2025



CONTEXT OF THE ACTION NOW PROGRAMME

October 2020. François-Henry Bennahmias is invited to appear on the RTS TV show T.T.C. (Toutes Taxes Comprises). After a profile of this enfant terrible of watchmaking, the interviewer addresses the remarkable rise of Audemars Piguet under his leadership. Then comes the question of the moment: what impact has the Covid-19 pandemic had on the company? Bennahmias states that compared with predictions, Audemars Piguet has been doing rather well. As for the RHT – the short-time work compensation payments granted by the canton – the sums received will be donated in their entirety to charitable organisations. While this decision was taken on the spot by Audemars Piguet's shareholders and management, the Foundations first heard the news when it was announced on television. From that moment on, they were mandated by AP to put more than 4.5 million Swiss francs to good use.

This is how the Action Now initiative came about. Its aim was to help people in vulnerable situations as a result of the economic and social consequences of Covid. The strategy developed by the Foundations was to provide financial support to partner organisations of the AP corporate volunteering programme – which they were already piloting – in deploying charitable initiatives with a real and measurable impact. Audemars Piguet thus contributed to improving the daily lives of people living near its production sites and its employees' homes.

The **Action Now** programme, conducted over a five-year period, has recently come to an end, coinciding with the full redistribution of funds allocated by Audemars Piguet. It provided tailored support to around twenty organisations located in French-speaking Switzerland and neighbouring France, with durations ranging from a few months to several years.

> "The whole world, and in particular those who are more advantaged than others, have a duty of benevolence."
>
> **François-Henry Bennahmias, former CEO of Audemars Piguet**

ACTION NOW IN FIGURES

23

Organisations supported

4.6

Million CHF distributed

5

Categories of action

5

Years of donations



Prepared bags of groceries in Palexpo, Geneva.



Swingolf at the Institution de Lavigny.

CATEGORIES OF ACTION

1 Help for people experiencing hardship 4 – 8

2 Support and care for vulnerable people 9 – 11

3 Financial aid for students 12 – 14

4 Support for the self-employed and SMEs 15

5 Others 16

HELP FOR PEOPLE EXPERIENCING HARDSHIP

Beneficiary organisations: Caritas Vaud, Fondation Colis du Cœur, CSP Neuchâtel, Association neuchâteloise des Cartons du Cœur, EKIR, La Main Tendue Nord-Ouest, Association La Virgule, Restos du Cœur du Doubs, Restos du Cœur du Jura.

Crucial support in the face of growing hardship
During the Covid-19 pandemic, non-profit organisations that provide aid for people experiencing hardship faced a very high level of demand that their resources were insufficient to meet. Through the Action Now programme, Audemars Piguet helped these organisations provide high-quality social assistance to a large number of beneficiaries.

> Audemars Piguet has helped organisations to provide high-quality social assistance to a large number of beneficiaries.

Helping the socially excluded
Donations to Caritas Vaud were used to set up the Pouvoir d'Agir fund, which served to strengthen the association's "multi-purpose social service". Every year, the social assistance provided by Caritas supports hundreds of individuals and households who are unable to access state social services (illegal migrants, people with short-term residence permits or who are severely marginalised). The support offered includes help with administrative procedures, such as registering for health insurance or obtaining grants. It also provides one-off financial assistance designed to meet users' basic needs, particularly for food, housing and medical expenses. The Pouvoir d'Agir fund also distributed vouchers for use at Caritas grocery store and Migros shopping cards so that families supported by the charity could buy Christmas presents for their children.

Food sorting in Lausanne.



CHF 640,000
in financial and material support

48%
of payments related to housing

480
households assisted

19,250
hot meals and breakfasts distributed

CARITAS Vaud

OVERVIEW
Project duration
Five years

Amount allocated
CHF 840,000

1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
10 REDUCED INEQUALITIES

Professionalising food distribution
Due to the Covid-19 crisis, the Geneva-based Colis du Cœur foundation experienced a doubling in its number of weekly beneficiaries, rising from 3,500 to 7,000 people. To respond to this surge, the organisation had to triple its number of volunteers, who were deployed across four distribution sites instead of the usual one. The Action Now programme played a key role in supporting this scale-up, actively contributing to the organisation's professionalisation. Three major milestones marked this transformation:

- Structuring volunteer engagement: The Bénévolat Plus programme strengthened volunteer management by establishing a stable and sustainable framework.
- Logistical and analytical optimisation: Efforts focused on enhancing logistical processes and developing statistical tools to better guide operations.
- Transformation of the food distribution model: The final phase saw the creation of ColiShops, digitalised grocery outlets launched across two sites. Thanks to technical equipment and digital tools, food is no longer handed out in pre-packed bags, but instead selected directly by beneficiaries from shelves, in a functional and welcoming environment that respects their dignity.

"Colis du Cœur offers me a great deal and significantly reduces my expenses. It's a fantastic organisation, and I'm always warmly welcomed. Seeing people and chatting with them adds something positive. I always leave with a smile. I've been coming to Colis for a while, back when we still received pre-packed bags. Now it's much better – we have more choice and a wider range of products available, and I can take exactly what I really need."

A Colis du Cœur beneficiary

colis du cœur

OVERVIEW

Project duration
Five years

Amount allocated
CHF 830,000



ColiShop grocery distribution site in Geneva.

190
volunteers trained to welcome and guide beneficiaries

CHF 402,979
in logistical, IT and technical purchases



Set up at ColiShop, Geneva.

"Audemars Piguet's support, combined with that of other foundations and companies, made it possible to offer rapid and concrete assistance to thousands of families financially affected by the pandemic. Without it, these people would have found themselves in a situation of food insecurity, which is intolerable in our country today."

Pierre Philippe, former director of Fondation Colis du Cœur

The financial support provided by Audemars Piguet to the Colis du Cœur foundation followed on from a first initiative carried out in Geneva, in partnership with CSP Genève and Partage, the canton's food bank. As early as 28 March 2020, an emergency scheme was set up to respond to the crisis. It consisted of issuing food vouchers, allowing people experiencing hardship to purchase groceries. By 20 May, 11,329 individuals had already benefited from the scheme. Each week, nearly 800 new families registered with Colis du Cœur to access this support, illustrating both the scale of the need and the effectiveness of the initiative.

A general lack of resources

The organisation CSP Neuchâtel faced similar challenges to those encountered by Caritas Vaud and Fondation Colis du Cœur. The funds available to respond to emergency requests for assistance were quickly depleted, and its teams were overworked. Action Now not only enabled it to continue providing aid, but also to produce information materials designed to guide individuals affected by income loss or reduction.

Various forms of assistance

Audemars Piguet also lent its support to the Association neuchâteloise des Cartons du Cœur, EKIR, and La Main Tendue Nord-Ouest. Staffed by volunteers, Cartons du Cœur provides one-off assistance in the form of food and hygiene products to individuals temporarily unable to meet their basic needs. The Action Now programme financed the purchase of equipment, including a delivery vehicle for collecting goods. La Main Tendue, meanwhile, offers a listening and dialogue service for adults in difficulty. Its activities saw a sharp rise in demand as a result of the Covid crisis. Finally, EKIR is a solidarity-based restaurant, run entirely by volunteers. The donation from Action Now helped cover the association's 2025 rent, food expenses, and other operating costs. It also funded the purchase of a high-performance, energy-efficient refrigerator.

la virgule association pour les sans abri

OVERVIEW

Project duration
Two years

Amount allocated
CHF 140,000



31
women accommodated



8
women with children accommodated

Providing safe shelter for homeless women

La Virgule is a Geneva-based organisation that offers accommodation to people experiencing homelessness, often facing difficult circumstances that have led to the loss of both employment and housing. The charity also runs a social reintegration programme.

In Switzerland, the Covid-19 pandemic highlighted the precarious situations of many people, including women, whose safety is also often at risk. The donation from the Action Now programme provided essential support to the association. Thanks to this funding, La Virgule was able to open a flat in Petit-Lancy, offering a secure refuge for women experiencing homelessness. More than just accommodation, this space helped restore a sense of stability and dignity. The contribution from Action Now also funded a personalised social support programme over three years, including psychological, administrative and professional assistance, aimed at strengthening beneficiaries' autonomy and supporting their reintegration.

"Thanks to Audemars Piguet's support, we have opened a new shelter for homeless women."

Anne-Lise Thomas, former director of Association La Virgule

Strengthening nonprofit organisations in neighbouring France

As part of Action Now, the Audemars Piguet Foundations made a point of supporting nonprofit organisations in neighbouring France, where a proportion of AP employees are based. Restos du Cœur du Doubs and Restos du Cœur du Jura were chosen as partners to assist people experiencing hardship in these regions. Audemars Piguet's contribution was used primarily to purchase equipment essential for the smooth running of their operations: refrigerated vehicles for food collection, pallet stackers, refrigeration and freezing units, furniture, and a suitable IT infrastructure. Thanks to this support, the Restos du Cœur were also able to move into new premises and carry out various extension and renovation works. These investments enabled the organisations to improve the services offered to beneficiaries, while also enhancing working conditions for volunteers.

15,000
people welcomed each week

1,200
volunteers engaged

OVERVIEW

Project duration
Five years

Amount allocated
EUR 800,000



New Restos du Cœur vehicle.

Baby room (Besançon).





Stacker (Chalezeule).

Café area (Pontarlier).



> The Audemars Piguet Foundations made a point of supporting organisations in neighbouring France, where a proportion of AP employees are based.

SUPPORT AND CARE FOR VULNERABLE PEOPLE

Beneficiary organisations: Foyer Agapê, Pro Senectute Vaud, Institution de Lavigny, Société de Jeunesse des Charbonnières.

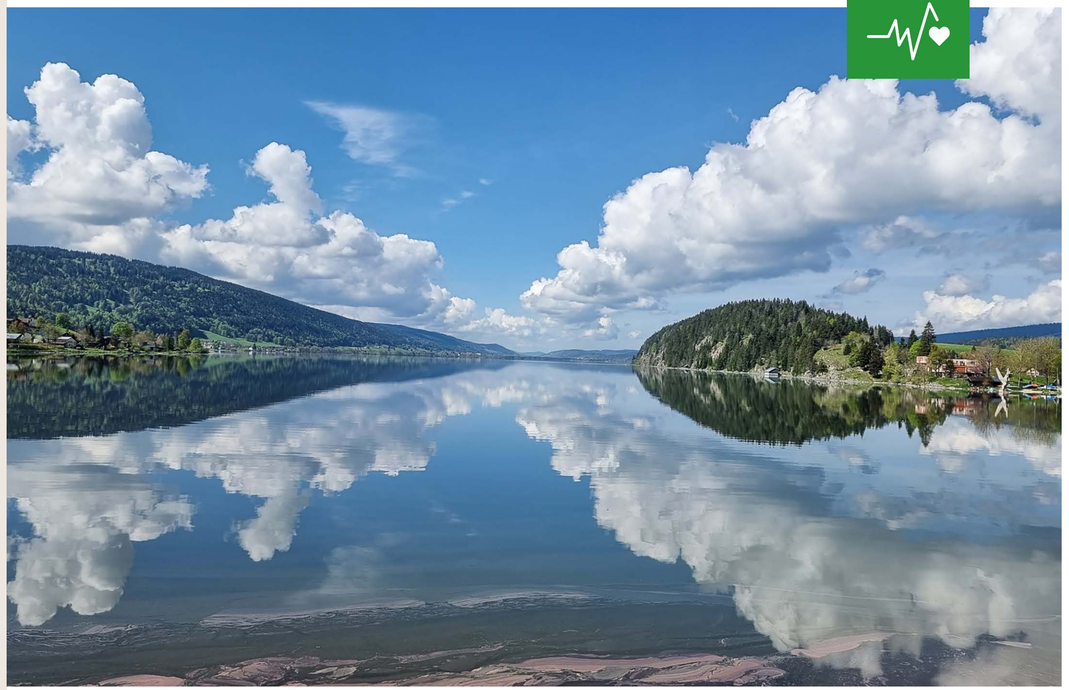
> Action Now has brought relief to organisations providing support and care for vulnerable people that lacked the means to carry out their work.

An essential response to a sector in difficulty

Elderly people and care home residents were hit particularly hard by the Covid-19 crisis. This was felt not only through the number of deaths sadly recorded in these structures, but also through the preventive isolation measures they were forced to introduce. The Action Now programme relieved the burden on several organisations providing support for vulnerable people that lacked the means to carry out their work, purchase equipment or adapt their infrastructure to meet the new health requirements.

Supporting the work of a local institution

Foyer Agapê in the Vallée de Joux cares for elderly people experiencing a loss of autonomy and requiring medical and social assistance. This small-scale home hosts around twenty residents and employs a similar number of staff. The Covid-19 pandemic severely impacted the organisation, leading to a drastic reduction in staff and forcing a temporary closure. Its reopening was made possible thanks to renovation and refurbishment work carried out both inside and outside the premises. Keen to support this local institution, Audemars Piguet provided financial assistance to cover the costs of upgrading the infrastructure. The donation also helped fund direct expenses, as well as the purchase of medical, IT, and catering equipment, contributing to the sustainable relaunch of the home's activities.



3 GOOD HEALTH AND WELL-BEING

Vallée de Joux.

Foyer Agapê

OVERVIEW

Project duration
One year*

Amount allocated
CHF 200,000

* This funding was supplemented by two years of financial assistance totalling CHF 400,000 for Foyer Agapê as part of AP's local donations.

"The lift allows me to go up and down much more easily with my rollator. It's a real relief in everyday life – much more practical than the stair lift, which is slow and can only carry one person at a time."

A Foyer Agapê beneficiary

Combating isolation and promoting the social integration of senior citizens

Pro Senectute Vaud is an association committed to combating social isolation and financial insecurity among elderly people. It offers sporting and cultural activities, personalised advice, and financial support to help seniors in their daily lives. During the pandemic, public health measures severely disrupted its activities and impacted its target audience. In this context, the donation from Audemars Piguet enabled the launch of several essential initiatives to address the urgent needs of seniors in the canton of Vaud:

- The Bus Info Seniors, deployed for six weeks outside vaccination centres, provided an innovative mobile information point to answer seniors' questions. This initiative has since been made permanent through Pro Senectute Vaud's travelling buses, which now operate across the canton.

- Les Petites Fugues, which had been suspended for several months, were relaunched thanks to financial support from Audemars Piguet and other donors. This assistance helped cover losses related to fixed costs, ensuring the continuity of this programme, which enables hundreds of seniors to travel each year.

- Digital drop-in sessions, created in 2021 to support seniors in response to the rapid digitalisation of services, were expanded thanks to the donation. Initially based in Lausanne, they are now available throughout the canton.

Part of the donation was also used to provide individual financial assistance to beneficiaries for essential expenses exceeding their budget: food, housing, household equipment, transport, healthcare, dental care, and social activities.



The Bus Info Seniors, which handled more than 600 requests and interviews.

PRO SENECTUTE
PLUS FORTS ENSEMBLE

OVERVIEW

Project duration
Five years

Amount allocated
CHF 280,000

1 NO POVERTY
3 GOOD HEALTH AND WELL-BEING
10 REDUCED INEQUALITIES



Petite Fugue Horlogère at the Musée Atelier Audemars Piguet.

IN NUMBERS
Data for the period 2023—2024.

2,475
participations in day trips

1,572
digital support and guidance sessions

"For me, the pandemic was a turning point: I suddenly found myself alone, and it was tough. So when Pro Senectute Vaud organised digital drop-in sessions in my town, I jumped at the chance to learn how to make video calls and use WhatsApp. That way, if it happens again, I'll be better equipped!"

A Pro Senectute Vaud beneficiary



Chalet outing in the Vallée de Joux.

Two new joëlettes
Through the Action Now programme, the Institution de Lavigny, which also welcomes AP volunteers, was able to purchase two new Joëlette all-terrain wheelchairs for the use of its beneficiaries with disabilities or reduced mobility. These joëlettes have been used during various corporate volunteering activities organised by the Audemars Piguet Foundations.

Mobilised youth
Special support was also provided to the organisation Société de Jeunesse des Charbonnières, which worked during the pandemic to help the elderly and those at risk of contracting Covid-19. Audemars Piguet contributed to transport costs related to urgent services, such as shopping or medical appointments.

Sports and disability day at the Institution de Lavigny.





Sports and disability day at the Institution de Lavigny.

> The Joëlette wheelchairs acquired thanks to Action Now have been used during various corporate volunteering activities organised by the Audemars Piguet Foundations.



Joëlette outing in the Vallée de Joux.

FINANCIAL AID FOR STUDENTS

Beneficiary organisations: ECAL, HEAD, HEM, HEMU, La Manufacture.

Enabling young people to pursue their studies
For students whose financial situation was affected by the Covid-19 crisis, the Audemars Piguet Foundations decided to offer its support. Five higher education institutions were able to provide financial help to their students. While the amounts awarded varied from one institution to another, they never exceeded CHF 5,000 per person for a maximum of two consecutive years. Beneficiaries were generally selected by an internal committee within each school, based on detailed information provided by students and in accordance with specially agreed regulations. In most cases, the aid granted was used to finance four types of expenses:

1. Day-to-day needs (food, accommodation, transport, health insurance, etc.).
2. Tuition fees.
3. Essential supplies (including computer equipment).
4. Costs related to the requirements of their course.

A total of CHF 458,400 was distributed to dozens of students from ECAL — École cantonale d'art de Lausanne, HEAD — Haute école d'art et de design de Genève, HEM — Haute école de musique de Genève et Neuchâtel, HEMU — Haute école de musique, and La Manufacture — Haute école des arts de la scène.

The students reported that the Action Now grants they were able to claim played a decisive role in their ability to pursue and succeed in their studies. Numerous beneficiaries expressed the relief and peace of mind that this financial aid brought them. They were all extremely grateful for the assistance they received.

> The students reported that the Action Now grants they were able to claim played a decisive role in their ability to pursue and succeed in their studies.

OVERVIEW
Project duration
Two years

Amount allocated
CHF 458,400

écal | HEAD Genève | hem Genève Neuchâtel | HEMU Haute école de musique Vaud Valais Fribourg | Manufacture

“I was in a difficult financial position and had fallen two months behind with my rent. This situation was causing me a lot of anxiety, and I didn’t know what to do about it. Thanks to this donation, I was able to pay my rent and get out of this bad situation. The financial support has had a significant positive impact on my life as a student and allowed me to concentrate on my studies. I felt supported and encouraged. It gave me the strength to persevere and bounce back.”

A student at HEAD



Master’s degree work.



Master’s degree work.



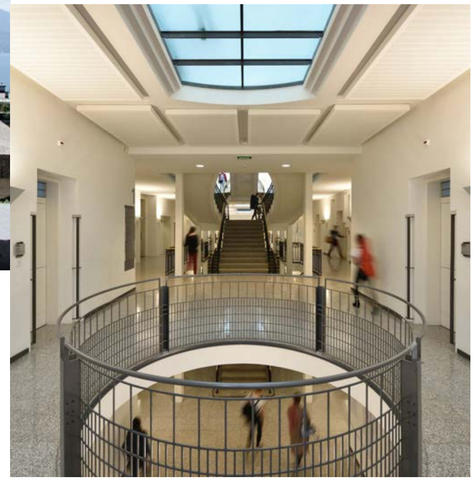
Students at La Manufacture.

“I’ve been working since the beginning of my studies to support myself, but I had to face a reduction in the hours I was allocated – just enough to cover my basic expenses. Unfortunately, I can’t rely on family support, as my relatives live very modestly abroad. The cost of living in Switzerland, combined with the pandemic crisis, was a constant source of stress throughout my first year of studies. So it was with great relief that I learned I could benefit from the support fund made possible by your donation. I’m truly grateful – thank you!”

A student at La Manufacture



HEMU — Haute école de musique and Lausanne Conservatory.



HEMU — Haute école de musique and Lausanne Conservatory.

Providing a musical escape for care home residents
In allocating grants, HEMU — Haute école de musique distinguished itself from its peers by linking the donations to a musical project. In recognition of the support they received, HEMU encouraged its students to perform for people with disabilities, offering them moments of comfort. The students responded enthusiastically, organising a series of events designed to provide the public with musical interludes and moments of escape. The project, entitled "Porteur-es de musique", was a practical form of social support. In total, students organised 29 concerts for 19 care homes, associations and foundations.

29
concerts organised by HEMU students

19
beneficiary care homes, associations and foundations

"Bringing classical music to places where it is less present, to me, means creating a more direct connection between musicians and the audience – moving beyond the traditional format of presentation, performance, and applause. It's more about close communication, which benefits everyone – both the public and the artists. From the moment we arrived and set up, I felt there were no barriers or predefined frameworks for the pieces we played. On the contrary, it was the people present and the music itself that shaped the space and the context. For me, it was both a challenge and a great source of motivation to create a musical moment in close harmony with the other two members of the trio and with the audience. We began this musical journey in an ordinary room, not a concert hall, on a regular afternoon rather than a theatre evening. The aim was to offer something special to a smaller, but very close and attentive audience."

A student at HEMU

SUPPORT FOR THE SELF-EMPLOYED AND SMEs

Beneficiary organisations: Chambre de commerce, d'industrie et des services de Genève (CCIG), Chambre vaudoise du commerce et de l'industrie (CVCI).

Helping small businesses make a successful transition
The Covid-19 pandemic and its consequences were at the forefront of the Swiss people's concerns in 2020, overtaking the AHV (retirement and survivors' insurance) and pension provision. The health crisis led to the forced interruption of much economic activity. The Chambers of Commerce have been particularly active at a political level to ensure that as much economic aid as possible was provided to compensate for the impact of the health restrictions. As part of their ongoing efforts, they set up a recovery unit for the Lake Geneva region, conceived by the Audemars Piguet Foundations to lend a helping hand to companies suffering the full force of the crisis.

Funded by the Action Now programme, this unit offered the self-employed and directors of SMEs free services in two main areas:

1. Administrative assistance and legal advice for companies experiencing difficulties due to complex formalities.
2. Diagnostic assessment and advice provided by external specialists in the field of digital transition.

A total of 42 companies benefitted from this support, which had a positive impact on their development during and after the pandemic.





OVERVIEW
Project duration
One year

Amount allocated
CHF 40,000

"Covid-19 made us aware of the need to digitalise our processes. However, implementing such an approach requires time, resources and, above all, knowledge that we didn't have. Without this external help, we probably wouldn't have made this transition, which is now enabling us to save time and increase efficiency in a way that is important not only for the company, but especially our staff."

"As we emerged from the health crisis, we had an urgent and critical need to recruit engineers. We needed to understand how the market was evolving, what the new generation expected, and to carry out precise profiling. We had tried recruiting on our own and with the help of an agency, but were unable to find suitable candidates. Without these recruitments, we believe we probably wouldn't exist today."

Two companies that benefitted from the Chambers of Commerce recovery unit

OTHERS

Beneficiary organisations: Fondation Compétences Bénévoles, Juraparc, Association Pour les beaux yeux d'Emma.

Supporting French-speaking Swiss associations in managing their structures

In addition to the main areas of support defined by the Action Now programme, the Audemars Piguet Foundations provided ad hoc financial assistance to other institutions affected by the Covid-19 crisis, such as Compétences Bénévoles. A partner of the AP corporate volunteering programme, the organisation supports associations in French-speaking Switzerland in managing their structures, so that they can pursue their public-interest activities effectively and autonomously. The donation from Action Now helped ensure the continuity of coordination activities carried out by the salaried team at Compétences Bénévoles, whose fundraising efforts had been severely impacted by the pandemic. In total, 159 non-profit organisations received support, allowing Compétences Bénévoles to continue its essential work with them.

Maintaining the infrastructure of a regional park and caring for its animals

At the same time, the Foundations provided support to the Vallorbe wildlife park, Juraparc, which had been forced to close its doors. Deprived of visitors, Juraparc could no longer sell entry tickets, losing its main source of income to fund site maintenance, animal feed, and the salaries of animal keepers. The park, which received no public support, had urgent needs including the planting of shrubs, installation of cameras, signage elements, benches for elderly visitors, and improved safety measures along the adjacent road. Thanks to this contribution, the park was able to enrich its vegetation by planting various indigenous species. It was also used to equip an enclosure with a water pipe and a drinking trough.

Fighting Leber congenital amaurosis

Audemars Piguet also made a special donation to the Association Pour les beaux yeux d'Emma, which fights Leber congenital amaurosis, a rare genetic disease of the retina characterised by a severe sight loss during the first year of life. More specifically, these funds were used for the medical research project "Sight in front of you", which aims to develop a protocol for treating people with this condition using gene therapy.



Workshop with Fondation Compétences Bénévoles.

LIST OF ORGANISATIONS SUPPORTED

Caritas Vaud
Fondation Colis du Cœur
CSP Neuchâtel
Association neuchâteloise des Cartons du Cœur
EKIR
La Main Tendue Nord-Ouest
Association La Virgule
Les Restos du Cœur du Doubs
Les Restos du Cœur du Jura
Foyer Agapê
Pro Senectute Vaud
Institution de Lavigny

Société de Jeunesse des Charbonnières
ECAL — École cantonale d'art de Lausanne
HEAD — Haute école d'art et de design de Genève
HEM — Haute école de musique de Genève et Neuchâtel
HEMU — Haute école de musique
La Manufacture — Haute école des arts de la scène
Chambre de commerce, d'industrie et des services de Genève (CCIG)
Chambre vaudoise du commerce et de l'industrie (CVCI)
Fondation Compétences Bénévoles
Juraparc
Association Pour les beaux yeux d'Emma

COVER PHOTO
Food sorting day with the Association neuchâteloise des Cartons du Cœur.

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Haute école de musique Vaud, Valais, Fribourg (HEMU)
La Manufacture, Haute école des arts de la scène
Les Restos du Cœur Doubs
Les Restos du Cœur Jura
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Action Now
2020—2025
Audemars Piguet Foundations

FOR COMMON GOOD | FOR TREES