

An aerial photograph of a dense forest of tall, thin evergreen trees, likely spruce or fir, covering a hillside. The trees are dark green and densely packed, with some lighter green areas visible in the lower foreground. The background is a hazy, light-colored sky.

SUPERDRY®

SUSTAINABILITY REPORT

2024



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A Better Future



I'm incredibly proud of the work we've done at Superdry, moving at pace on our Sustainability journey. Despite a challenging year in retail, we're closer to achieving our overarching goals and have continued to make significant progress.

Sustainability remains integral to our brand DNA, demonstrated this year through the teamwork and partnership with our supply base, whom I thank for their ongoing support.

The leadership we have shown has set an example for both the fashion industry and our customers. It's impossible to ignore the current climate emergency, and we have demonstrated what can be achieved in our sector by adopting the right mindset, even in adverse circumstances.

I'm particularly proud of the strides we have taken with our decarbonisation goals. This year, we received approval from the SBTi for our net zero targets and we are now into the second year of measuring ourselves against those targets. These targets influence many of the decisions we make throughout our product choices and supply chain, and it's great to see the positive impact coming through in our results.

I'm pleased to see the growing levels of low-impact materials being used in our product ranges. Our journey began with cotton, which remains at the heart of our strategy as we continue to support farmers through the crop conversion process. We now support enough farmers to produce organic cotton for 100% of our needs.

The amount of recycled polyester used in our outerwear has overtaken conventional polyester, and we have successfully transitioned 86% of the range to recycled fill and linings, moving to include outer-shells this year. In total, 64% of our volume bought has been converted to low impact, organic or recycled materials, just 1% away from our 2025 target. Creativity and adaptability have always been at our core, which makes me very proud of where we are today.

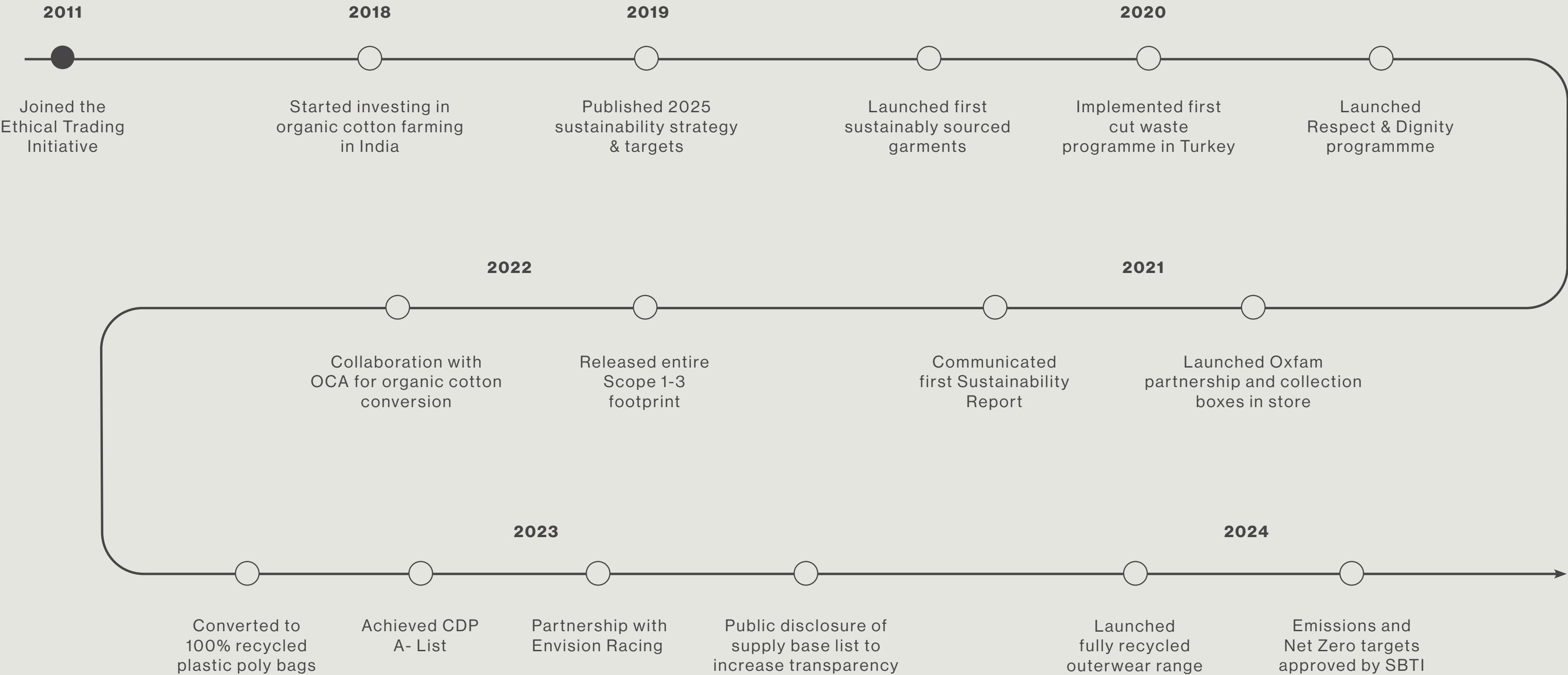
Our commitment has been further displayed through our partnership with Formula E racing team - Envision.

Joining the Race Against Climate Change has been a fantastic opportunity to connect with other industry leaders and advance the crucial dialogue on sustainability. At Superdry, we are deeply committed to our path towards creating a more sustainable future and raising awareness of the essential work still ahead.

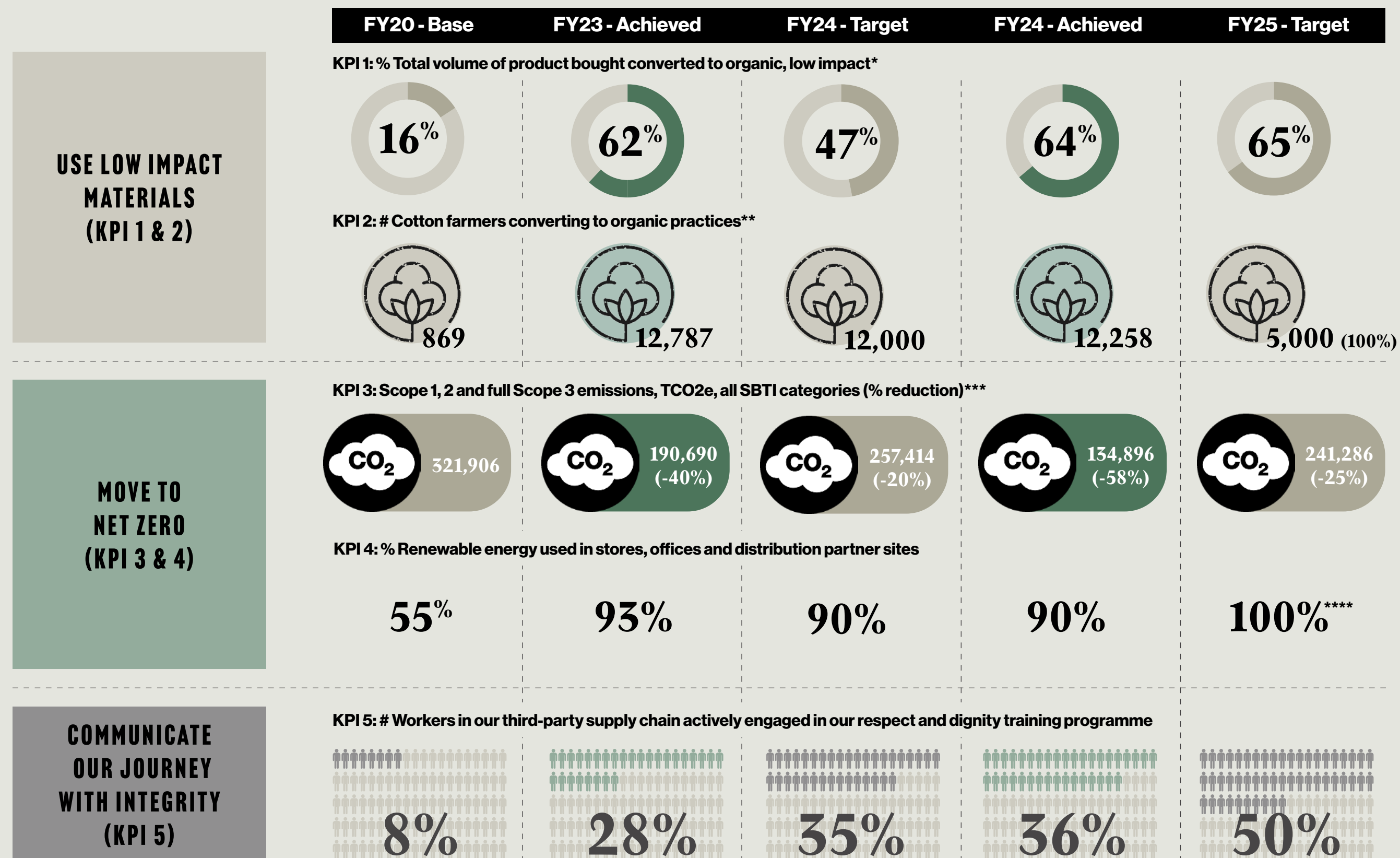
The work now continues as we become even more focussed on reducing emissions and being the most sustainable version of ourselves, working with all areas of our supply chain to increase transparency, efficiency and sustainability, whilst bringing our partners and suppliers with us on our journey. I would like to thank my colleagues, our investors, suppliers, and partners for their continued support.

Julian Dunkerton
Founder & Chief Executive Officer

Our Journey



Our KPI Progress



*Applies to full price owned channels.

**Based on the success of our cotton in conversion programme, we have now fully converted enough farmers to organically produce our total cotton requirement. We have revised the FY25 target to reflect this, but are continuing to support those farmers who remain in the conversion programme.

***We revised our net zero target, aligning with market-leading Science Based Target (SBT) initiative methodologies, with near and long-term decarbonisation pathways of -50% by 2030 and -90% by 2040 for Scope 3. Through completing the SBTI validation process, we have improved the way we report our Scope 1-3 carbon emissions and have agreed to an even more challenging Scope 1 and 2 target (-83.65% by 2030). We are working hard to eradicate fossil fuels at Superdry.

****Our FY25 target has been revised to include electricity only due to the uncertainty of buying renewable gas in Europe; instead we will work on a decarbonisation plan for the retail estate.

FY24 ACHIEVEMENTS

Maintained CDP A-
position for our Climate
Disclosure, placing the
Company in the top 25%
of the sector

64% of all garments,
footwear
& accessories bought
contain a sustainably
sourced material

12,258
farmers participated
in our organic
cotton conversion
programmes

**SBTi (Science Based
Target initiative)**
approved our 2040
pathway towards
Net Zero (Scopes 1-3)

**Achieved our SBTi
Scope 3 2030 targets**
with a 58% reduction
in our global carbon
footprint

36% of workers in
our supply chain
actively participating in
Respect programmes across
India and Turkey

80% of garments
produced
in factories using
renewable electricity

**Our suppliers now buy
100% recycled poly
bags to transport our
goods**

941 MT of fabric donated
or recycled within our
stores, distribution centres
and supply chain

**Joined forces with Formula E Envision
Racing Team in the 'Race Against Climate
Change' with all apparel made with
sustainable materials including recycled
polyester and organic cotton**

**We launched 4 key Outerwear
programmes using fully
recycled lining, fill and shell
materials**

FY25 WHAT'S NEXT

Final coal fired boiler
phased out from Tier 1
factories

We will continue to train and support
enough farmers to meet 100% of cotton
requirements

50% of workers in our supply
chain actively participating
in Respect programmes across India,
Turkey and China

All synthetic padded
jackets converted to
recycled lining, fill and shell
materials

100% of our pure cotton garments to
be low-impact, in conversion or
organic cotton

Introduction of Respect
programme into China for
the first time

Working with our suppliers to understand
and fully map the end-to-end water process,
working towards overall water reduction

Third party verification of
80% of our Tier 1 suppliers' water
and emissions data

CDP A
List

**OUR SUSTAINABILITY
JOURNEY IS BUILT
ON 3 FOUNDING
PILLARS...**



1

LOWER
IMPACT
— ON THE —
ENVIRONMENT

2

MOVING
TOWARDS
NET ZERO

3

COMMUNICATING
— WITH —
INTEGRITY

1

LOWER IMPACT — ON THE — ENVIRONMENT

Low Impact Materials

With the aim of creating a better future - not just for the brand but also for the planet - we have evolved our journey towards becoming the #1 Sustainable Style Brand.

Remaining vital to the reduction of our carbon footprint are the decisions we make around materiality, designing and producing our ranges for durability, long-lasting appeal, and longevity for our customers.

With FY25 just around the corner, we are within touching distance of already achieving our target, meaning 65% of the volume we produce will contain a low impact, organic or recycled material, with our Envision partnership showcasing some key products. We are committed to creating a value chain of prosperous partnerships which benefit both our planet and the people on it.

In the last year, sustainably sourced products accounted for 64% of all volume bought, just 1% away from our 2025 target and accounting for 67% of full price sales.

Choosing low impact, organic or recycled alternative materials, we have seen our sustainably sourced range deliver improvements in our carbon and chemical footprints.

We have seen a slight increase in our water usage due to our deliberate choice to convert more farmers to organic cotton. This has led to a rebase in our target for FY25 as we continue to support this vital programme.



Low Impact Materials

Water

The raw materials we use require significant amounts of water to produce.



Average water volume used per garment (litres, 2020): 898

Average water volume used per garment (litres, 2024): 913.8

2% increase of baseline

Our water footprint has reduced due to the implementation of our degrowth strategy; however, our average volume per garment has increased on our baseline year.

We have taken the strategic decision to support the training of our organic farmers to be fully registered to produce organic cotton. From day one, they start to follow best practice organic cotton farming processes. During this process, it is not recognised by Higg index as using lower water consumption until they are fully registered organic. This is something we are working on with Higg to understand how much water is being used in this process.

Based on the latest Textile Exchange Cotton Market report, although organic cotton production is increasing, it still accounts for less than 2% of the cotton produced. Therefore we have pledged to continue our support for farmers converting their crops to organic. Through the conversion process, more farmers move towards organic, which will help achieve our water reduction KPI -15% by 2025 and -40% by 2030.

Carbon

Our raw material footprint accounts for 62% of our total carbon emissions.



Average emissions per garment (kg, CO2e, FY20): 6.84

Average emissions per garment (kg, CO2e, FY24): 5.66

Saving: 17%

Total carbon avoided: **11,798 MT**

Chemical

At Superdry, we go above and beyond in compliance processes, pushing the boundaries to ensure we are building foundations that protect people and the environment.

Our Chemical Compliance programme supports our sustainability strategy, as well as covering global legislative requirements, and ensures sustainable chemistry and processes are fully adopted by our supply chain.

To support this, we are a member of the Apparel and Footwear International RSL Management (AFIRM) Group, who collaborate to promote chemical management and reduce the use and impact of harmful substances by establishing restricted limits. This year, Superdry is also progressing from being a 'Friend' of the Zero Discharge of Hazardous Chemical (ZDHC) organisation to a 'Signatory' brand of ZDHC, enabling us to work more closely with our supply base to eliminate harmful chemicals and build the foundations for more sustainable manufacturing to protect people and the environment. Our ZDHC roadmap to Zero by 2030 is well underway with key milestones achieved to date.



Waste in fashion contributes to the major environmental concerns of today. At Superdry we believe in driving a more circular economy in fashion by actively reducing the amount of waste we produce through waste reduction strategies such as recycling cut waste from the production tables, which is reprocessed to make new clothing. We are restructuring our buys, limiting the amount of stock we hold in store stock rooms, and working closely with charity partners to channel our seconds product to help raise money and promote circularity in fashion.

Cut Waste

New life

Oxfam

Packaging



Low Impact Materials

Organic, In-Conversion, & Recycled Cotton

By 2025, all pure cotton garments will contain organic, in-conversion, or recycled cotton.

Cotton is the largest single material we use, featuring in 72% of garments bought. Each season, as we replace more conventional cotton with cotton in conversion or organic, we continue to stride towards our 2025 goal and wider low impact strategies.

Working with our suppliers, in FY24 we converted 63% of all pure cotton garments bought, and with forward orders for 2025 at 100% pure cotton fabrics converted, we are on track to deliver our target.

Organic continues to be our largest driver in water savings, and by moving more farmers to fully organic within the next year, we aim to see a 15% reduction in our overall water footprint in FY25.

We continue to support and track garments containing in-conversion cotton with no overall saving in water. Our farm partners have noted a reduction in water usage between years 1 and 3 of conversion; we are working closely with them to move through this process and toward fully organic farms.

Continuing our journey towards a fully traceable supply chain, FY24 was our fourth consecutive year of using cotton sourced from our training programme in India to make our t-shirts and sweats, and our second year following the introduction of our India cotton into our China supply base.

Recycled & Low Impact Materials

Synthetic and cellulosic fibres contribute to 28% of our garments bought. Each season, we aim to convert more conventional polyester, nylon, modal and viscose fibres to low-impact alternatives. In FY24, 41% of materials containing conventional polyester, nylon, modal and viscose fibres were converted to recycled and low-impact alternatives.

A major category for Superdry is outerwear, which contributes to over 15% of our yearly buy volume. With 89% of the range containing synthetic shells, padding and liners, this contributes significantly to our carbon footprint. Using recycled polyester saves 26% of carbon per kilo of polyester produced (HIGG).

In FY24, we successfully converted 82% of the padding in our Jackets to recycled, 77% of liners, and introduced recycled shells, which we are now building on for FY25.

95% of our swimwear range contains recycled materials.

We continue to search and track new opportunities for lower impact materials within our ranges, manmade cellulosic fibres being a continued focus due to its higher impact on water usage and accounting for 3% of our volume.



2

MOVING
TOWARDS
NET ZERO

Net Zero - Significant Progress

In FY24, the SBTi has verified Superdry's near-term Net Zero target.

Based on their guidance, we have updated our original carbon reduction target in November 2023 from the one set in 2020, including restating our original baseline.

Our short (near) term target to 2030

- To reduce absolute Scope 1 & 2 Greenhouse Gas (GHG) emissions by 83.65% from a *FY20 base year (revised).
- To continue active annual sourcing of 100% renewable electricity through FY30. *The target boundary includes land-related emissions and removals from bioenergy feedstock.
- To reduce absolute Scope 3 Greenhouse Gas Emissions by 50% from *FY20 base year (revised).

Our long-term target to 2040

- To reach net-zero GHG emissions across the value chain from a FY20 base year.
- Decarbonising our business by 90%, and investing in upto 10% certified emissions reduction offsets, only after meeting our long-term goal.

Scope 1: Direct use of fuels within our owned company facilities. Scope 2: Purchased electricity, steam, heating, and cooling for own use within our owned company facilities. Scope 3: Indirect emissions associated with upstream and downstream activities in our value chain. (SBTi target covers circa 70% of our total Scope 3 emissions).



Current Performance

Direct Emissions // Scope 1 & 2

Superdry has adopted the SBTi guidelines around gas reporting. All gas included is natural gas except where inclusive green gas contracts have been sourced. Instead, we are working on removing gas from our retail estate.

After restating our 2020 baseline to include joint venture models, we have achieved a 54% reduction despite the variable usage of refrigerants. We have also started to use reclaimed refrigerants in the UK. We know it's the small things we do to make a difference that add up over time.

We continued to buy 100% renewable electricity over our entire global retail and office estate. We achieved this via a combination of inclusive renewable contracts and unbundled certificates.

Our Indirect Emissions // Scope 3

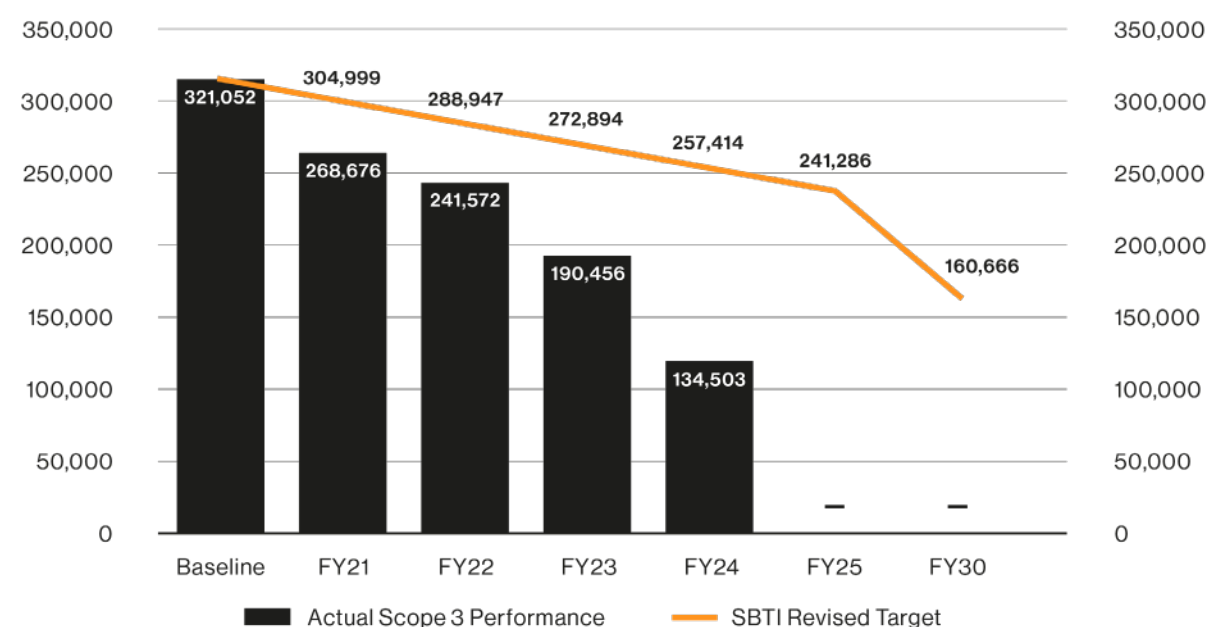
We have managed to reduce our (SBTi targeted) Scope 3 emissions this year to below our FY30 target.

This is partly due to Superdry buying smarter, and our global focus on emissions reduction.

The more we continue to incorporate sustainability into every element of our supply chain, the more our emissions will reduce. 64% of garments bought used materials with reduced carbon footprints, and our Tier 1 suppliers produced 80% of FY24 garments using renewable electricity.

We have made our basis of reporting publicly available this year, further demonstrating our commitment to transparency.

Superdry SBTi - Progress to date



What's Next?

There are lots of opportunities out there to continue reducing our impact as we move towards our 2030 targets, through a significant focus on our emissions.

- 25% improvement in carbon efficiency through converting more of our products to lower impact materials – pure cotton products to 100% organic or recycled cotton, and 80% lower impact materials overall.
- Working with our supply chain (Tiers 1-4) to make all energy data available, validated and supporting factories with decarbonisation plans.
- 10% reduction potential from reusing or reducing as much cut waste as possible through the supply chain process.
- Working with our logistics and procurement teams to focus on the most sustainable transport.
- Reducing returns from internet sales.

By understanding the footprint of our suppliers, we can significantly impact our own Scope 3, whilst continuing to improve data and transparency across the industry.

Energy Efficiency

The most renewable energy is the KW that's never used at all.

We have achieved our FY25 target on global energy efficiency per square metre this year. We have reduced this from 226.4 to 159.1 driven by our continued use of LED lighting front of house in stores. We will continue to work to reduce our usage wherever possible.

3

COMMUNICATING — WITH — INTEGRITY

Communicating Our Journey With Integrity

Representing the 3rd strategic pillar in our journey, 'communicating with integrity' means working closely with our suppliers, partners and colleagues to help drive our goals forward with accountability and transparency.

Superdry was ranked 9th in our sector in the 2024 Financial Times European Climate Leaders table, a pan-European survey.

We achieved a CDP score of A- in 2024; placing the Company in the top 25% of the sector, and being one of the few companies in its peer group to show continual high scores since 2019.

We made significant steps in enrolling more workers into our Respect and Dignity training programme, with 8% growth as we amplified trained workers in both India and Turkey.

In the UK, Superdry has our very own force of Sustainability Warriors:



Definition of **'warrior'**: *a brave or experienced fighter*

A team of over 50 internal activists form a collective voice to drive change across the brand, communicating our goals throughout our company, from Design to Delivery, filtering through our retail estates, and into our customers' minds.



I like to think I am quite the eco person! I try to always pay attention to what I buy in general, and how is best to do something, for the planet. I thought it would be very interesting to become a Warrior from a more professional point of view and see what I could bring from my personal experiences. As a member of the E-commerce and Customer Service team, we've recently ceased offering exchanges for customers - this means they can only return for a refund. This is quite a step for sustainability, as it reduces the amount of back and forth for a singular order.

Sustainability Warrior, Superdry

Commitments - 2025 & 2030 Outlook

FY25 Commitments

50% of workers enrolled in our Respect programme globally by 2025 - focusing on gender equality, effective grievance mechanisms & empowered worker committees (on track).



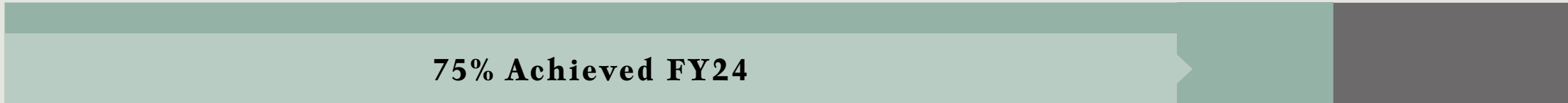
65% of volume bought contains fully traceable, certified lower impact materials (on track).



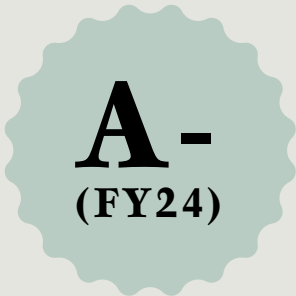
100% of pure cotton products to be lower impact in-conversion, organic or recycled (on track).



Increase our HIGG reporting data validation with supplier partners to 85%, ensuring greater transparency and accuracy of information (on track).



Achieve
A- List for
CDP climate
reporting.



FY24	FY25	FY30
------	------	------

FY30 Commitments

80% of total volume
bought converted to
organic, low impact or
recycled alternatives

In Progress

40% of water saving
per garment

In Progress

100% of garments
produced using
renewable electricity
(80% achieved in FY24)

On Track

86.5% reduction
in Scope 1 & 2

In Progress

Scope 3 (SBTI)
50% reduction

Achieved

Respect - Equal Voice & Equal Treatment for All Workers

By 2030 all workers in our direct factories will be actively engaged in our Respect programme.

Working closely with our suppliers, this squad is led by our local offices with oversight from our Head Office sustainability function to ensure global consistency.

Our core KPI in this area is our Respect programme, which is based on the UN Guiding Principles (UNGP) and promotes an inclusive and equitable work environment for all employees, particularly women, who contribute to 62% of the 45,623 people in our supply chain.

Our commitment is to go beyond basic supplier compliance, driving awareness in five key areas: fair and transparent recruitment, equality in pay and performance, maternity rights, health and safety measures that work for everyone, and effective grievance mechanisms.

We work with factory owners, managers, supervisors, HR teams and workers to ensure they have access to workplaces that treat them with respect and dignity and equal opportunities to raise their voices through effective worker committees, and robust grievance mechanisms with remedial processes in place.

The programme launched in 2018, and since then we've seen the enrolment of 14 factories in India and Turkey, some of whom are now in their 6th year enrolled. We continue to refresh training and data points, working closely to ensure programme sustainability whilst researching future expansion opportunities.

So far globally, we have reached over 17,000 workers, 36% of the people in our Tier 1 supply chain.

For 2025, we plan to extend the programme to a further 1,800 workers in India, and introduce the Far East (China and Cambodia), continuing the work with local experts, the Inosculation Hub.

Our target is to raise awareness and implement training processes and procedures for a further 6,000 workers, over 50% of the people in our Tier 1 supply chain.

What our factories say about our Respect & Dignity programme:



Fair & Safe Conditions in Our Supply Chain

The significant positive shifts in our supply base continue to evolve – from compliance to adopting our sustainability goals within factories; the links between sustainable materiality and energy goals, and sustainable social practises are evident within our grading system.

We use 73 third-party owned Tier 1 factories to source raw materials and make our products in line with our strategy, and 92 Tier 2&3 specialist process, fabric and trim sites located in India, Sri Lanka, Turkey, China, Cambodia, and Vietnam. Production is overseen by three sourcing offices covering each territory to ensure we can quickly respond to opportunities and risks.

We have established mechanisms to closely monitor and manage risks, and a dedicated ethical trading function in each key sourcing territory, ensuring our manufacturers are operating factories that meet our baseline Code of Practice requirements.

In FY24, 97% of our Tier 1 factories were ranked in line with or above, social and environmental compliance – a 3% increase since last year. The 3% who fall below our social and ethical requirements are actively engaged in improvement over a defined period through our Intensive Care Programme (ICP) or exited in line with our Responsible Exit Process. The programme involves targets and milestones agreed between the supplier and Superdry leadership teams and local experts – additional training is then delivered by third-party specialists, with regular visits to monitor improvement.

In line with the ETI Corporate Transparency Framework and to demonstrate our commitment to communicate with integrity, Superdry publishes Tier 1 factory list information through Open Supply Hub, driving greater accountability, and awareness, continuing our journey towards a transparent supply chain.

FY24 Factory Grading	
12%	Leading social and environmental compliance, sustainability systems including: 1. Being an active partner in our Respect Programme; 2. Installing solar panels; 3. Certified energy efficiency; 4. Procuring cotton from Superdry ‘In-Conversion’ farms.
25%	Leading social and environmental compliance.
60%	Performed in line with our social and environmental compliance requirements.
3%	Demonstrated orange grade severe failures, falling below our social and ethical requirements. Actively engaged in improvement over a defined period or exited. Typical issues found in these factories include excessive working hours, non-compliant payroll systems, and weak recruitment processes.
0%	Demonstrated red grade critical failures, requiring urgent resolution, or exit.





SUSTAINABLE DEVELOPMENT GOALS



# Key Performance Indicator (KPI)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
1. Sustainably sourced volume mix												●					●
2. Cotton in-conversion farmer training	●		●			●		●				●			●		●
3. Water footprint reduction						●						●					●
4. Packaging												●		●			●
5. Renewable energy							●				●		●				●
6. SBT carbon emissions reduction							●				●		●				●
7. Respect programme	●			●			●	●	●	●		●					●

Our Partners

We rely on great partners to help deliver our initiatives and positively contribute to the communities within which we operate. We would like to thank each partner whose work we have been able to showcase in this report.

BRITISH RETAIL CONSORTIUM (BRC) CLIMATE ROADMAP - *Proud Supporter*: Committed to supporting customers to collectively deliver the industry’s net zero ambition.

OUR ETHICAL AUDIT PARTNERS - Bureau Veritas, Social Compliance Services Limited and The Reassurance Network.

ETHICAL TRADING INITIATIVE (ETI) - *Member*: A leading alliance of companies, trade unions and NGOs that promotes respect for workers’ rights around the globe.

NEW PLASTICS ECONOMY GLOBAL COMMITMENT (NPEGC) - *Proud Signatory*: This initiative has been rallying businesses and governments behind a common vision of a circular economy for plastic.

ORGANIC COTTON ACCELERATOR (OCA) - *Affiliate Member*: OCA unites the global organic cotton sector. From field to fibre to fashion, OCA enables measurable improvements to farmers’ livelihoods and local communities, creating the conditions for change to secure the future of organic cotton.

OUR ORGANIC COTTON IMPLEMENTING PARTNERS - Changemakers, The Rimef Foundation, Suminter Organics.

OXFAM - *Partner*: Superdry has partnered with Oxfam to offer a ‘Give Back’ scheme across all full-price UK and Republic of Ireland (ROI) stores, in order to collect and extend the life of clothes by reuse, resale or recycling.

NEWLIFE - *Partner*: Superdry has partnered with NewLife for ‘second quality’ garments, including rejections through our supply chain that may have ended up in landfill as part of our ‘Saved from Landfill’ initiative.

SCIENCE BASED TARGETS INITIATIVE - *Validated Targets*: Superdry has responded to the SBTi’s urgent call for corporate climate action and has approved near and long-term science-based emissions reduction targets with the SBTi.

CASCALE - *Member*: Their mission is to transform business for exponential impact through ground-breaking tools, collaborative partnerships, and trusted leadership for industry sustainability.

ZERO DISCHARGE OF HAZARDOUS CHEMICALS (ZDHC) - Through collaborative engagement, standard setting, and implementation, Superdry will advance towards zero discharge of hazardous chemicals.



Further Information

For more information beyond this report, please scan the QR codes below:

Seasonal
Sustainability
Updates



Initiatives,
Policies,
& Reports

