

# PEOPLE

Here are some examples of the achievements we are proud of related to our focus area People:

**ginatricot**

**60%**

female employees on the board of directors

**43%**

female employees in leadership positions

**92%**

female employees

We map the most significant sustainability impacts within our supply chain and use a double materiality approach to assess both social and environmental impacts. This approach identifies how our operations affect workers and local communities and evaluates potential risks related to climate change, resource use, and human rights.

At Gina Tricot we work with a few carefully selected suppliers reflecting our commitment to long-term business relationships. In 2024, our supplier base consisted of 54 suppliers and 91 % of our total production was consolidated to 20 of these suppliers.

During 2024, Gina Tricot decided to initiate three in-store fundraising campaigns in support of UNICEF's work for children affected by conflicts and disasters. A total of **383 902 SEK** were donated by Gina Tricot customers.



Through amfori BSCI our suppliers are regularly and systematically audited, setting our baseline and minimum requirements in the supply chain. These audits are based on 13 principles, covering areas such as child labour, forced labour, fair remuneration, decent working hours, and discrimination. During 2024, 51 amfori inspections were completed in Tier 1 units connected to Gina Tricot.

**270** audits performed by Gina Tricot personnel to Tier 1 and 2 production units.

*We are committed to transparency, and on our website, we publicly disclose information about both our Tier 1 and Tier 2 production units.*

We are pleased to share that our Employee Net Promoter Score (eNPS) across the entire organization reached a score of 25. In 2024, we measured the engagement of the entire organization and this outcome highlights the strong engagement and positive sentiment among our employees, indicating that a significant number of our team members are willing to recommend Gina Tricot as a great place to work.

# PRODUCT

Here are some examples of the achievements we are proud of related to our focus area Product:

Through certification on brand level, we are enabled to make assured, consumer-facing claims on product level at the same time as we are advancing traceability to the farm and fiber producer stages. In the second year of being certified, we extended the scope of our certifications to further strengthen our progress toward achieving comprehensive traceability across our product range. This means that Gina Tricot is now certified to the following standards:

- **Organic Content Standard (OCS)**
- **Global Recycled Standard (GRS)**
- **Responsible Wool Standard (RWS)**
- **Responsible Alpaca Standard (RAS)**
- **Responsible Mohair Standard (RMS)**
- **Recycled Claim Standard (RCS)**

We are piloting new revenue streams that support the shift to a circular fashion industry. This commitment comes to life for example through our new resale concept for Gina Tricot Young, which was introduced in March 2024. The concept is called Pre-Loved Gina Tricot Young and gives our members the opportunity to hand in outgrown Gina Tricot Young jeans in selected stores in Sweden for resale. The customer receives a value check possible to use on any Gina Tricot product as a reward for their circular action and the jeans get a chance to find a new owner.



**In 2024,  
only 0,29% (0,31%)**

of products were returned due to quality-related complaints, with no products withdrawn from stores due to quality issues. Importantly, there were no product recalls linked to safety noncompliance.

Summarizing the data from 2024, we can observe significant progress in our use of more sustainable fibers, which now account for 77% of our total fiber consumption. Cotton remains our largest fiber, followed by polyester and viscose. Since 2022 we've increased the share of organic cotton

**from 9%  
to 37%  
in 2024**

TexTex™ fiber, a trademark of Earth Protex, is a key innovation addressing the fashion industry's polyester waste circularity challenges. Gina Tricot actively supports research and innovation projects to advance new fibers and technologies, and we are proud to have developed our first collection using Tex2Tex™ RPET.



During 2024, we continued our dedicated efforts to reduce our return rate. The most significant improvement is seen in the German (-9.5%) and Dutch markets (-9.3%), but all markets show a positive trend. In terms of product categories, knitwear and homewear have contributed the most to this positive trend, but our partywear has also shown a significantly lower return rate.

# PLANET

Here are some achievements we are proud of related to our focus area Planet:

**The actions we implemented in 2024 yielded positive results, achieving a per-product reduction of 5% compared to 2023.**

Through our partnership with the World Wide Fund for Nature (WWF), we continued our long-term work to improve soil and water health for ecosystems, businesses, and communities.

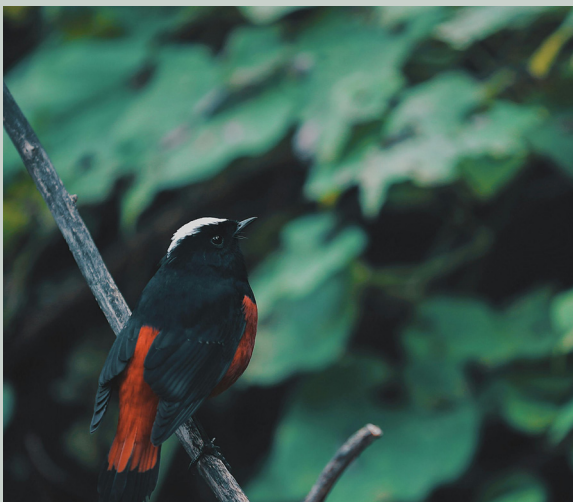


**In 2024, we strengthened our ZDHC MRSL (Manufacturing Restricted Substances List) implementation across Tier 1 and Tier 2 wet processing suppliers. Using chemical formulations that conform to the ZDHC MRSL ensures that restricted substances are not intentionally used during the production process, protecting both workers and ecosystems.**

During the past year, we continued our commitment to climate action by implementing strategic measures in the supply chain aimed at reducing greenhouse gas (GHG) emissions. We concentrated our efforts on key decarbonization strategies, such as increasing our reliance on renewable energy and by increasing awareness in the supply chain in this topic. Our focus has been on engaging our Tier 1 suppliers in the transition toward renewable energy, with initial contact also made with key Tier 2 suppliers. This has been done through 1-2-1 meetings with suppliers, as well as country specific webinars with several suppliers in several Tiers and multiple brands.

In 2024, we achieved a continued reduction in consumption across our own operations, with a total decrease of 9% compared to 2023, and 22% lower than our 2021 base year. Energy use per square meter also declined by 4% year-on-year, and by 10% since 2021. These improvements are the result of our long-term energy efficiency initiatives — including the rollout of LED lighting in stores and more energy-conscious routines across our operations.

During 2024, we conducted a biodiversity risk analysis to identify the key risks within our supply chain linked to viscose production.



**-22%**  
electricity consumption  
in our own operations  
compared to base year 2021.

**73%**  
of our Tier 1 production  
units use renewable  
electricity

**26,4%**  
of the total electricity use in Tier 1  
production units was sourced from  
renewable energy.