

# Sustainability Report 2023

**STRONGER**





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# About the report


This report reflects the activities performed at Stronger as well as the social and environmental impact we have through our value chain. The reporting period corresponds to Stronger's financial year of 1 January 2023 to 31 December 2023, and the information in this report refers to this period unless otherwise stated. This is Stronger's second Sustainability brief and our previous report was published in May 2023.

The information in this report has been obtained from internal monitoring systems and external service providers. We are committed to openly sharing our progress based on the best available data, as well as to improving our level of disclosure year by year.

The report has not been reviewed in full by any third party.

Any questions related to this report, or the sustainability work carried out by Stronger can be directed to: [bryony.bennett@stronger.se](mailto:bryony.bennett@stronger.se)





**01** New Turkey factory for closer shoring

**02** Started chemical testing according to Reach

**03** Improved our eNPS score from -7 to 13

**04** Ongoing support to the kvinna till kvinna foundation





# A Statement from the CEO of Stronger



**Martin Hanson**  
CEO

At Stronger, our quality activewear not only delivers premium, bold, and playful designs but also embodies our dedication to sustainability. We strive to minimize our environmental footprint and promote social responsibility, ensuring that every product we create supports both our customers and the planet.

In 2023, we made significant strides towards our climate goals whilst undergoing a period of organizational transformation. We continually refine our business model to achieve profitable growth whilst also focusing on producing high quality garments and minimizing our climate footprint. This year, as well as continuing to focus on recycled materials we also introduced new more sustainable materials into our collection such as organic cotton. We have onboarded key new manufacturing partners in Turkey to prioritize closer-to-shore production. As well as focusing on social initiatives internally such as regular company workouts and afterworks, flexible work policy’s and additional bridging days to encourage work life balance, which was reflected in an improved ENPS score from -7 to 13 . I am also proud to continue Stronger’s support of the Kvinna till Kvinna Foundation. This heartfelt commitment is integral to our brand mission, reflecting our passion for empowering women worldwide.

The progress we have made is a testament to the passion, teamwork, and entrepreneurial spirit of our colleagues. I am deeply impressed by their

commitment and drive, which have been pivotal in our sustainability journey. Our strong culture and shared values have been essential in driving these improvements.

Despite global uncertainties, Stronger remains resilient. Our long-term vision enables us to continually enhance our customer offerings, delivering exceptional value. We are closely monitoring geopolitical developments and taking proactive measures to mitigate their impact on our operations.

As we move forward into 2024, we remain dedicated to our mission of creating expressive, premium activewear that enables you to embrace an active life through bold and playful styles with great fit and quality. With a strong customer focus, dedicated colleagues, and an accelerated pace of growth, we are well-positioned for continued profitable and sustainable growth.

“  
**Together,  
we are  
Stronger**  
”



# A Statement from the Design and Sustainability Director of Stronger



**Bryony Bennett**  
Design and Sustainability Director

I was honored to join Stronger in March 2024 as the Design & Sustainability Director, signaling a new chapter for Stronger with increased focused and accountability towards sustainability. According to the Ellen MacArthur Foundation, 80% of a product's environmental impact is determined at the design stage. This shows the critical role design has in sustainability, and why it makes so much sense to combine the two roles hand in hand. Our responsibility is to ensure that our design process prioritizes sustainability while maintaining the bold and expressive nature of our activewear.

Creating any product inevitably impacts the environment and uses resources. Therefore, the foundation of our design philosophy is built upon producing activewear of high quality and longevity, so our customers can enjoy our products for a long time. We are committed to selecting more sustainable and safe materials and employing smart design principles that enable repair and eventual recyclability.

- For Stronger, sustainable design is about:
- Extending Product Lifespan: We focus on creating high-quality, durable activewear that supports our customers' active lifestyles for as long as possible. Our designs emphasize longevity, repairability, and recyclability.
  - Incorporating Circular Design Principles: We aim to design the way our clothes are made and used, ensuring they are crafted to be used more, made to be made again, and produced from safe, recycled, or renewable inputs.
  - Ensuring Product Safety: We prioritize the safety of our products, adhering to stringent social, environmental, and ethical standards throughout our supply chain.

- We achieve this by:
- Focusing on Sustainable Materials: Increasing the percentage of recycled or sustainably sourced materials in our collections, with our initial target of 70% by 2025.
  - Enhancing Circularity: Adopting methods and strategic partnerships to promote circular business models, enabling our customers to embrace a more sustainable lifestyle.
  - Improving Sourcing Practices: Shifting towards suppliers in nearby markets to create better conditions for shorter lead times, as well as focusing on more accurate forecasting to minimize overproduction and waste.

In 2024, we will intensify our efforts to solidify our sustainability framework, focusing on environmental, social, and governance pillars. Gearing up as new legislation comes into force we plan to take significant steps to strengthen the role, structure, and processes of our materiality assessments ensuring that ESG considerations are fully integrated into our risk management practices.

In 2024 I am looking forward to designing products that embody the Stronger spirit of bold and playful activewear, whilst also focusing on less harmful impact to the environment and continuing our journey towards a more sustainable future.

“Together,  
we are  
Stronger”





# This is Stronger

Stronger is a Swedish activewear brand founded in 2014. We sell activewear through global e-commerce and wholesale partners. Our headquarters is in Stockholm, Sweden. We design bold and unique collections to inspire an active lifestyle.

**Welcome to [strongerlabel.com](https://strongerlabel.com) and our selected partners!**

This sustainability report concerns Stronger AB with company registration number 556981-4121. Stronger is since 2021 primarily (51%) owned by Danish private equity company Polaris Management A/S.



# Our value chain



The textiles industry is a highly complex, interconnected value chain that plays an important role in global economies. However, it is also accountable and social aspects. Responsibility and transparency from both the social and ecological perspectives are equally important. At the same time, traceability is the key to having control and being transparent.

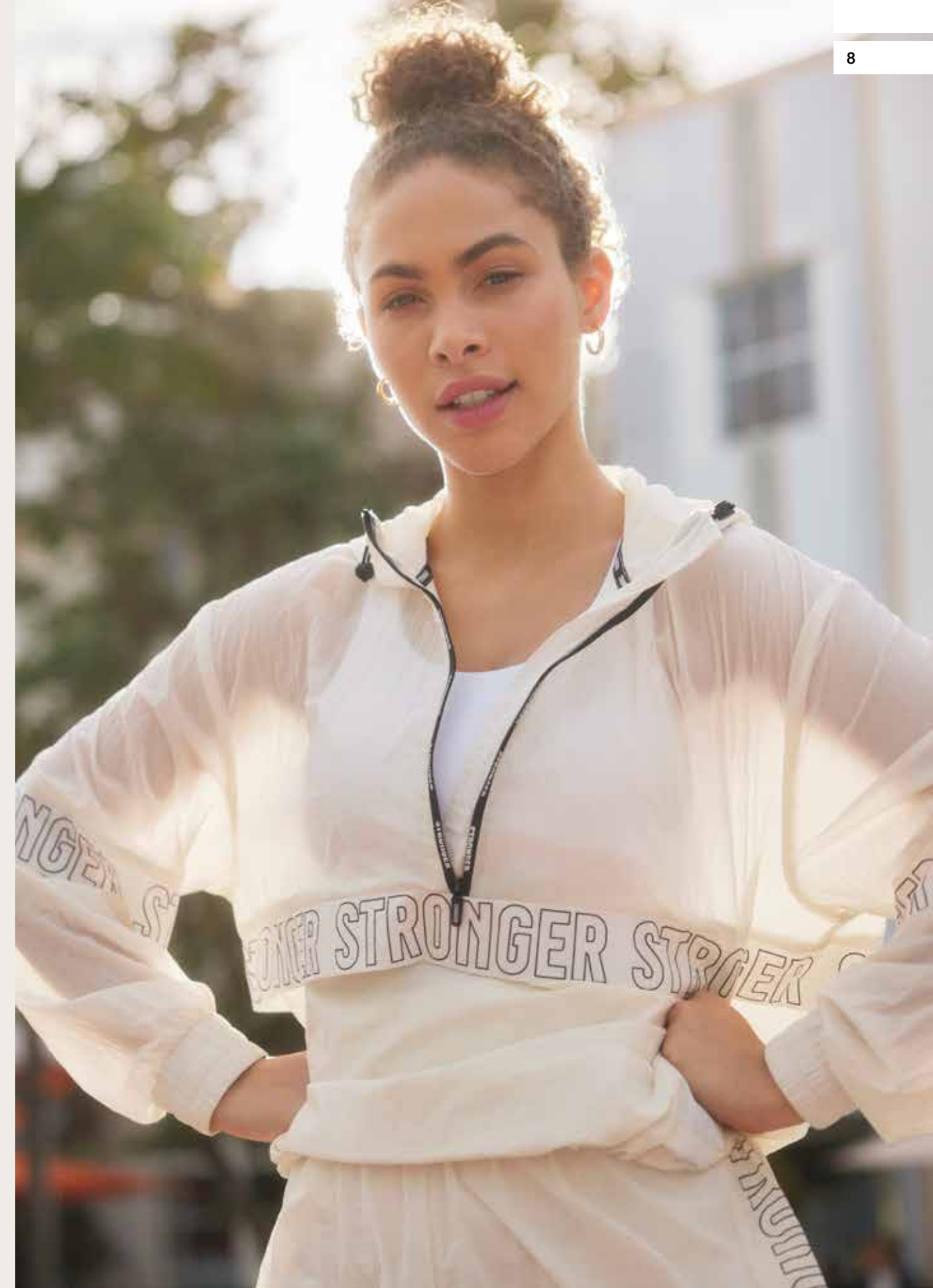
By implementing routines and systems to enhance traceability throughout the value chain, Stronger can not only gain better control over our operations but also achieve a higher degree of transparency which can strengthen our relationships with our stakeholders as well as ensure compliance with laws and regulations. Managing the value chain in a fashion company involves balancing risks and opportunities at each stage, from design to end of use.

Environmental and climate impact, unethical labor practices and regulatory non-compliance are some of the risks involved in our value chain but also risks connected to technology and innovation are highly relevant to consider and manage. We acknowledge the substantial social and environmental implications of our sourcing and purchasing methods. Adopting responsible practices in these areas is crucial to mitigate any adverse effects stemming from our business activities within the supply chain.

Stronger does not own any factories. Instead, we collaborate closely with a select group of external suppliers worldwide, including risk countries, to craft our garments. These suppliers are essential to our success, emphasizing the importance of fostering long-term and intimate relationships as a key element of our production strategy.

Working with external partners entails inherent risks, especially without daily on-site oversight of working conditions and safety measures. Therefore, it's imperative to establish clear guidelines and engage in continuous monitoring and corrective actions to mitigate risks effectively. We focus on building long-term relationships with our primary suppliers and conducting business in alignment with our Code of Conduct and other related policies. Sharing a collective vision for a more sustainable industry, we engage closely with our suppliers to transcend mere compliance and strive for ongoing enhancements in environmental, social, and quality standards.

Enhancing traceability and visibility in the supply chain is crucial for measuring, monitoring, and improving the operations in the factories and manufacturing facilities we collaborate with. Additionally, maintaining transparency with our customers and stakeholders by providing them with insights into all our value chain activities is essential.





# The fashion value chain

## Tier 4



### RAW MATERIAL EXTRACTION

Cultivation and extraction of raw materials from earth, plants, and animals.

## Tier 3



### RAW MATERIAL PROCESSES

Processing of raw materials into yarn and other intermediate products.

## Tier 2



### MATERIAL PRODUCTION

Production and finishing of materials (fabrics and trims) that go directly into finished product.

## Tier 1



### FINISHED PRODUCT ASSEMBLY

Assembly and manufacturing of final products.

## Tier 0



### BUSINESS PARTNERS

- Business partners not involved in the production process (e.g. suppliers, agents, traders)
- Wholesale partners
- Warehouse operations/partners

### END OF USE

- Reuse
- Recycle
- Landfill

### CONSUMER USE AND CARE

- Washing
- Drying
- Repair

### OWN OPERATIONS

- Design & Product development.
- Sourcing
- Sales and marketing



# Our impacts and identified risks



Conducting regular assessments to identify and mitigate sustainability-related risks, such as environmental impact, social issues, and regulatory compliance are crucial to understand our impact. It enables us to prioritize and mitigate risks, it provides us with valuable insights for decision-making processes, helping us make informed decisions and to ensure compliance with relevant laws, regulations, and industry standards.

In 2022, a thorough mapping and risk analysis of Stronger's supplier base was conducted. We also conducted an overarching risk analysis of the products that we purchase, along with the origins of materials. Stronger's operations affect both individuals and [the environment, with the most potentially harmful impacts occurring across our value chain. The most crucial risks that were identified and that form the basis for our continued work to prevent and mitigate risks are related to human rights and fair working conditions. On the environmental side, the most critical concerns are climate, energy, water, pollution, and chemical hazards. We do also identify risks related to the

geopolitical situation in the world as fluctuations in raw materials prices and resources and currency exchange rates. Also, unreliable transportations and logistics could impact the company's ability to deliver its offering to customers. As e-commerce company, cybersecurity is of high importance. With increasing digitization, cybersecurity threats such as data breaches, ransomware attacks, or intellectual property theft pose significant risks to companies' operations and reputation.

By conducting thorough risk assessments and implementing mitigation strategies, Stronger can better manage these risks and safeguard their operations and reputation. In 2024, we will deepen our focus on addressing risks within our value chain to enhance our understanding and work proactively to mitigate potential negative impacts on our operations as well as on stakeholders within our value chain.





# Sustainability governance



Effective governance for sustainability within a company involves a structured approach to ensure that sustainability goals are integrated into the company's overall strategy and operations. At Stronger the board is responsible for the overall governance of the organization. The management board is responsible for all decisions, including decisions on economic, environmental, and social topics. The responsibility for our sustainability performance is held by the CEO. The Design & Sustainability Director leads, develops, reports on sustainability initiatives, and develops strategies, policies, and goals.

Key elements involved in such governance are clear leadership commitment to prioritize sustainability and integrate it into the company's mission and vision as well as decision-making processes. Dedicated sustainability roles to drive initiatives, developing strategies and ensuring alignment with business objectives are key for progress and achieving our goals. We believe that collaboration across departments and to integrate sustainability into overall business strategy and all aspects of the business, from product development to supply chain management, is key to achieve continuous improvements.

Policies and codes, regulate unethical behavior and increase transparency. Development and

implementation of policies and frameworks that define our company's approach to sustainability and establishing ethical guidelines to ensure responsible business conduct across all operations are crucial for several reasons. Implementing ethical guidelines helps mitigate various risks associated with unethical conduct, such as financial losses, operational disruptions, and damage to brand image.

Acting ethically and transparently enhances a company's reputation and builds trust among stakeholders, including customers, employees, and owners. We require all employees, consultants, owners, and board members of the company to sign our internal code of conduct. In our code of conduct you can read about our basic ethical standards and the principles that everyone at Stronger should follow. All employees, consultants, owners, and board members of the company have a responsibility to comply with laws, regulations, and internal policies. Additionally, stakeholders can utilize our whistleblowing function to anonymously report instances of corruption, unethical behavior, or other misconduct.





# Stronger and the sustainability development goals



In 2015 United Nations adopted Agenda 2030, and its 17 sustainable development goals (SDGs) to address challenges such as poverty, inequality, climate change, and environmental degradation. The SDGs aim to promote sustainable development by balancing economic, social, and environmental aspects to ensure a better future for all people and the planet. We have identified six goals to focus on where our operations have a daily impact. They connect to our key sustainability issues, as well as our overall vision.

We find the following six SDGs as central for us:



We have also identified 11 underlying targets that we need to address further. Find more information about the Sustainable Development Goals and Targets at [globalgoals.org](https://globalgoals.org).





# Our key sustainability issues and stakeholder engagement



In 2022 we performed our first materiality analysis to identify areas of interest for our identified stakeholders, our impact on humans, environment, and society throughout our value chain, (upstream, in our own operations and downstream) and what possibilities and challenges these areas and concerns means for our own operations.

To collect information on our actual and potential, negative, and positive impacts across our value chain we conducted a stakeholder dialogue with our primary stakeholders. Primary stakeholder groups are those assessed to have the greatest impact on the company's operations and are most affected by them and were identified by an internal evolution. Based on the information collected through the process as well as our internal knowledge of our impact and an analysis of risks and opportunities we identified our most material sustainability aspects. The result of our materiality analysis is reflected by our sustainability focus areas, people, products, and operations.

Apart from the materiality analysis, we continue to have dialogues with our primary stakeholders. The table shows who our key stakeholders are, how we engage with each other, and prioritized areas

depending on stakeholders. We believe that the dialogues with our primary stakeholders improve the way we do business and help us to focus our efforts on the right direction concerning among others quality and environmental responsibility in design, product second life, and product end-of-life, as well as environmental impact from production and from transportation.

As we continue our sustainability efforts, we will place additional emphasis on quality and environmental responsibility in design, the second life of products, and their end-of-life stages, along with the environmental impact from both production and transportation. However, as our world is constantly changing and so are we as a company, in 2024 we will reassess our material issues and focus areas to ensure that we are aligned with the expectations and demands of our stakeholders. In addition to the materiality analysis, we maintain ongoing dialogues with our primary stakeholders, see table on the following page. By engaging in these dialogues, we gain a deeper understanding of their concerns and expectations, allowing us to adapt our business accordingly. We believe that these conversations enhance our offerings and improve our business practices.





Dialogues with our primary stakeholders improve the way we do business and help us focus our efforts on quality and environmental responsibility.

STAKEHOLDER	Customers	Employees		Society	Owners
DIALOGUES	<ul style="list-style-type: none"><li>– Customer surveys conducted quarterly yearly in key countries: SE, DE, BE, NL</li><li>– Continuous dialogue with customers via customer service and social media</li></ul>	<ul style="list-style-type: none"><li>– The Employee Net Promoter Score (eNPS) twice yearly among employees</li><li>– The Stronger Spirit is developed by the employees together with HR</li><li>– Monthly employee meetings</li></ul>	<ul style="list-style-type: none"><li>– Continuous dialog in the daily work</li><li>– Seasonal supplier evaluation</li></ul>	<ul style="list-style-type: none"><li>– Continuously monitoring and risk assessments</li><li>– Collaborations with organizations to help each other to raise sustainable topics.</li></ul>	<ul style="list-style-type: none"><li>– Continuous dialog in the daily work with Stronger ´s management team</li><li>– Polaris representation in all Board Meetings</li><li>– Quarterly overview of the sustainability work, goals, and reporting</li></ul>
MOST IMPORTANT SUSTAINABILITY ISSUES	<ul style="list-style-type: none"><li>– Human Rights and Working conditions in the value chain.</li><li>– Harmful chemicals</li><li>– Product quality</li></ul>	<ul style="list-style-type: none"><li>– Environmental impact from production</li><li>– Resource efficiency/materials</li><li>– Human Rights and Working conditions in the value chain</li></ul>	<ul style="list-style-type: none"><li>– Human Rights and Working conditions in the value chain.</li><li>– Environmental impact from production</li><li>– Harmful chemicals</li><li>– Transparency</li><li>– Anti-corruption</li></ul>	<ul style="list-style-type: none"><li>– Human Rights and Working conditions in the value chain.</li><li>– Environmental impact from production</li><li>– Transparency</li><li>– Resource efficiency/materials</li><li>– Anti-corruption</li><li>– Common principles and Equality</li></ul>	<ul style="list-style-type: none"><li>– Environmental impact from production</li><li>– Common principles and Equality</li><li>– Internal working conditions</li><li>– Human Rights and Working conditions in the value chain.</li></ul>



This is  
Stronger



# Corporate culture

At Stronger, attracting, motivating, and retaining highly qualified and engaged employees at all levels in our organization is essential.

Our Employee Code of Conduct intends to make clear who we are and what we stand for, and all new employees are required to sign it.

We offer onboarding training that covers our values, mission, and sustainability initiatives to all new employees. We prioritize maintaining a safe work environment for everyone involved with our products and strive to cultivate a culture of equality in status, rights, conditions, and opportunities for all employees.

Stronger aims to enable all employees to grow, develop and make a meaningful impact and we provide various shared activities and benefits, such as company workouts, wellness benefits and after works, to build a strong and united team.





# Working environment



**Sofie Romero**  
Chief Human Resources Officer

Our reason to be is to make life more active and enjoyable. Reaching this goal requires dedicated employees who work responsibly as a team and share our core values. We aim to provide good working conditions and development for everyone connected to Stronger, including employees, partners, and suppliers.

As a company with dynamic activities, we face work-related risks that must be managed proactively to prevent harm to our people and organization. We have implemented processes to address work environment issues and our commitment to a safe workplace is supported by audits, trainings and educations. We continuously follow up on possible incidents concerning a safe and inclusive working environment, to avoid risks potentially to harm individuals and the company.

“

We are dedicated to ensuring excellent working conditions and providing opportunities for personal growth and empowerment to everyone who works with us. To uphold these values, we regularly measure engagement and well-being at our head office. Moreover, we require our suppliers to care for their employees and meet our rigorous standards, with 100% of our partners committed to these expectations.

In 2023, our commitment to continuous improvement and adaptation to global, environmental, and health standards remains strong. We have set clear objectives and taken a significant step forward by appointing a Director of Sustainability. This important move underscores our dedication to sustainable practices and our aspiration for a better future.

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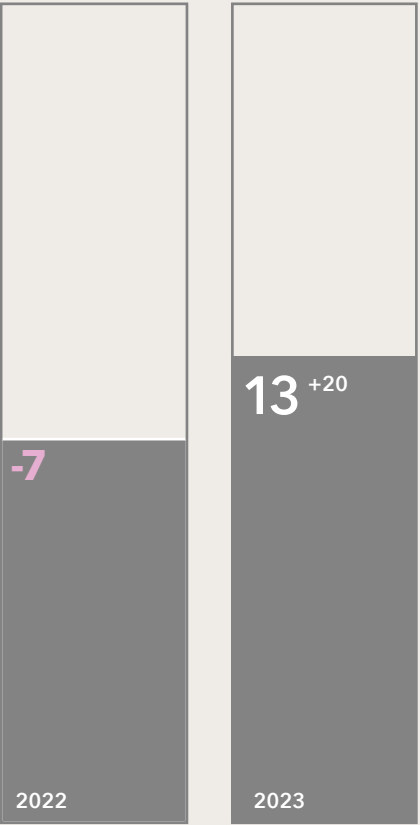
# Engagement and leadership

We have engaged our employees to identify work environment risk factors related to daily stress and work-life balance, and we have a preventive action plan in place since last year. The plan emphasizes clear goal communication, improving feedback culture, and recognizing achievements and focus on prevent. During 2023 we have had a Mental Awareness Month to highlight mental health which was highly appreciated by our employees.

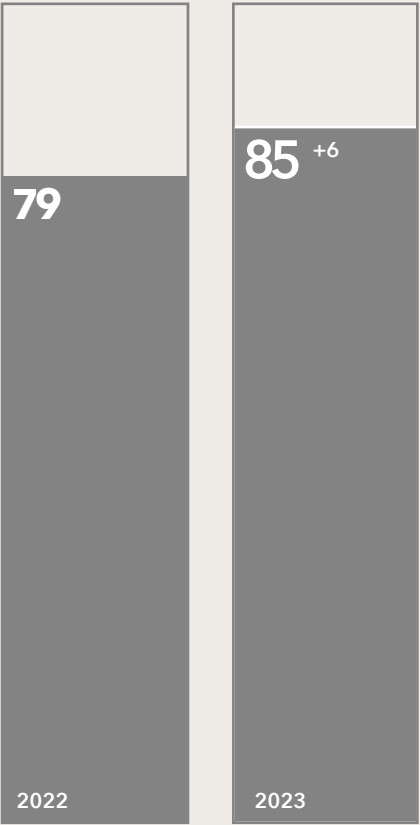
We measure the Employee Net Promoter Score (eNPS) to gain insights into organizational health and respond to employee feedback. In 2023, our eNPS improved from -7 to 13 (on a scale from -100 to +100), which indicates that our efforts addressing organizational challenges and employee well-being during last year has been efficient.

Our leadership performance survey also improved and scored 85 (79 in 2022) (on a scale from 0-100), showing progress in improving our working environment.

EMPLOYEE NET PROMOTER SCORE



LEADERSHIP PERFORMANCE





# Employee turnover and sickness absence



After a period with organizational changes Stronger during 2023 started to build a strong and motivated team of employees. We have 47 employees working at our head office in Stockholm. In 2023 we had an Employee-initiated turnover (ETI) rate of 20% and a total turnover rate of 39%.

Our sickness absence rate decreased from 1.49% in 2022 to 1.09% in 2023. We will continue to evaluate and proactively enhance our work environment and employee health, including measuring self-assessed well-being in 2024.

Data refers to 2023. Data from payroll and time reporting system.

NUMBER OF EMPLOYEES

47

SHARE OF FULL-TIME

90%

EMPLOYEE-INITIATED TURNOVER (ETI)

20%

SICKNESS ABSENCE RATE

1.09%





# Gender distribution



Stronger is committed to offer equal opportunities to all employees across the organization, regardless of sex, gender identity, ethnicity, disability, sexual orientation, or age. We strive for a balanced distribution of genders in leadership positions. In 2023, our management team comprised one male (28%) and seven females (72%), while our board consists of 100% males.

SHARE OF WOMEN AT STRONGER	2022	2023
Employees	88,8%	89%
Management	87,5%	72%
Board	16,6%	0%
Total	82,3%	83%

Share of women based on data from payroll and time reporting system

## SHARE OF WOMEN IN MANAGEMENT

72%





# People in the supply chain

	2023	GOAL 2024
Factories with approved 3rd party audits	100%	100%
Suppliers and Factories signed our Code of Conduct and Supplier agreement	100%	100%
Suppliers signed our chemical guideline and latest version of REACH		100%

At Stronger, we respect human rights across our entire supply chain. As a member of UN Global Compact, we follow the 10 principles regarding human rights, labor issues, environment, and anti-corruption. We have established processes for social and environmental compliance within our supply chain, based on our risk assessments, to avoid, mitigate and eliminate any violations of human rights and labor conditions. Yet we are aware of the general industry risks. Traceability, as collecting data and identifying risks, and transparency as disclosing the findings to our stakeholders, is key to tackling inequality and injustice in complex supply chains. Our industry's value chain is complex, and we are fully committed to be part of the solution.

Stronger does not have own production units and we value long-term relationships with external suppliers for our outsourced production to reach efficiency, good communication, and the ability to

contribute to a sustainable development for people in our supply chain.

Our risk assessment from 2022 focused on our supplier base and production countries, utilizing several international sustainability indexes related to human rights, workers' rights, environmental performance, and anti-corruption. It gives us a better understanding for our supply chain and identifies ways to improve and mitigate risks.

We require that all suppliers sign the Supplier Code of Conduct as part of the purchasing agreement and provide a valid audit result from a third-party audit standard. New suppliers and factories must agree to and sign the Code of Conduct and undergo an audit against a third-party audit standard with accurate results. Compliance with these requirements is a minimum standard for becoming a supplier to Stronger. Failure to comply with our Supplier Code of Conduct and

provide a valid audit result jeopardizes human and workers' rights and poses risks to our brand reputation and customer loyalty. We therefore actively work to ensure its adherence, by building long-term relationships with our suppliers, as well as conducting both external and internal annual audits and follow-ups for all suppliers.

Our goal is to achieve responsible production in all aspects that complies with the code of conduct, and where we can monitor suppliers' continuous progress. The majority of Strongers' goods are produced in high-risk countries in Asia. In 2023, we began building a more diversified supplier base with increased focus on local markets. We onboarded a Turkish supplier, and in 2024, we are further focusing on onboarding new suppliers from Portugal, India, and Lithuania. Our Code of Conduct for suppliers is reviewed and updated when needed every second year. Next review will be in 2024.





# Collaborations

We believe that achieving our targets can only be done by strong partnerships and collaboration across all levels, whether it's global, regional, national, or local. We are members of UN Global compact and RISE Chemical group and we seek to participate in various industry initiatives.

**RISE**



## STRONGER SUPPORTS THE KVINNA TILL KVINNA FOUNDATION

It is essential for Stronger to highlight the neglect of gender equality and women's rights in societies and support initiative that promote and raise awareness.

We support The Kvinna till Kvinna Foundation, which supports women's rights in conflict-affected areas around the world. The Foundation works with 140 local partners on gender-based violence prevention, equal participation, economic empowerment, and women's security. The Foundation also promotes research and advocacy to influence policies on regional, national and at global levels. Stronger continued to financially support their efforts during 2023.

**KVINNA  
KVINNA**





**Stronger  
products**





# Our sustainability framework and key sustainability issues

Stronger ´s current sustainability framework consists of three focus areas; People, Planet and Operations, and are based on the materiality assessment that was performed in 2022, where our material impacts were identified. In 2024, we will initiate efforts to concretize our sustainability initiatives, focusing on the three pillars of environmental, social issues, and governance.

**Environment** - This pillar focuses on the impact of an organization's activities, products, and operations on the natural environment. It encompasses efforts for us to reduce carbon emissions, enhance resource conservation and circularity, and to protect ecosystems and biodiversity.

**Social** – This pillar addresses the social impact of our organization's activities on stakeholders, including employees, communities, customers, and suppliers. It encompasses aspects such as labor rights, diversity and inclusion, human rights, community development, and social welfare.

**Governance** - This pillar pertains to the systems and processes that govern our organization's

decision-making, accountability, and transparency. It includes principles of ethical conduct, compliance with laws and regulations, risk management, and stakeholder engagement.

We have identified a need to be more in line with new CRSD reporting measures that came into effect. This will make it easier for to assess our materiality impacts, to create a solid strategy with corresponding metrics and to align with different partners and stakeholders needs. By allocating resources to our material concerns, we can enhance our efforts and extend them across our entire value chain.

The following illustrates our current framework and focus areas.

Read more about our efforts in each chapter, People, Products and Operations.



## PEOPLE

- Common principles and Equality
- Human Rights and Working conditions in the value chain
- Internal environmental impact
- Internal working conditions
- Transparency



## PRODUCTS

- Customer service
- Harmful chemicals
- Innovation and Design
- Product quality
- Resource efficiency/materials
- Responsible communication



## OPERATIONS

- Anti-corruption
- Environmental impact from production
- Logistics optimization
- Profitability
- Renewable energy and Energy efficiency



# To redesign the way clothes are made and used



Each year millions of tons of clothes are produced, worn, and thrown away. To solve this problem, we must redesign the way our clothes are made and used. Building an industry that designs products to be used more, made to be made again and made from safe and recycled or renewable inputs are crucial for this change.

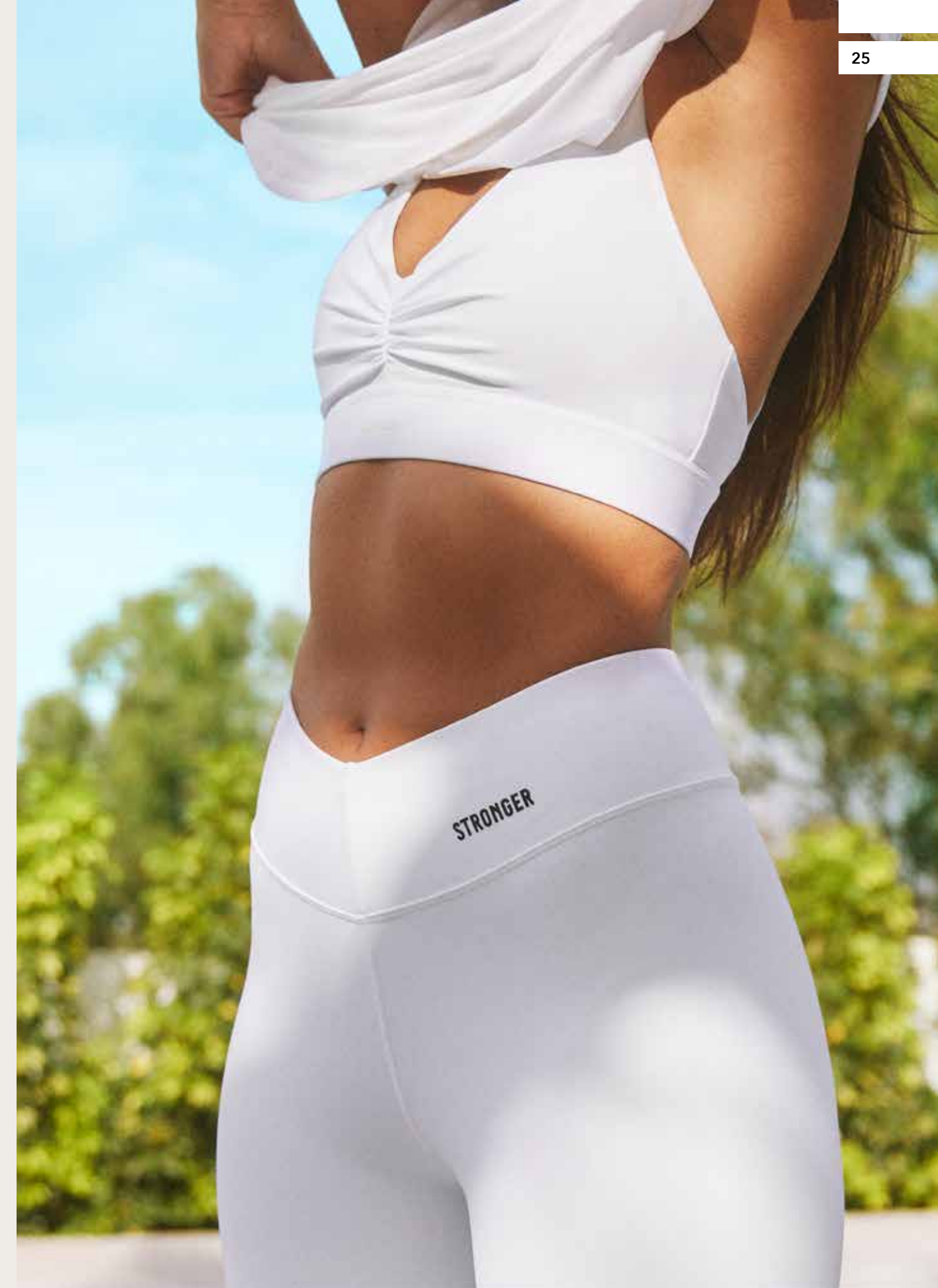
Our ambition is to design products that are used more, are made to be made again and made from safe and recycled or renewable inputs, in line with Ellen Macarthur foundations vision of a circular economy for the fashion industry. The foundation of our design philosophy is built upon quality & longevity, more sustainable and safe materials, and smart design that enables repair and eventually recycle them when they are no longer usable. Additionally, we prioritize the safety of both people and the planet, which drives us to ensure our products are produced in accordance with social, environmental, and ethical standards.

At the start of 2024, Stronger hired a combined Design and Sustainability director to strengthen the company's efforts in sustainability. Along with assortment planning, design is a crucial initial step in creating more circular products. It affects every stage of production, from choosing materials to processing, and determines the potential for

recyclability and durability. According to Ellen MacArthur foundation, 80% of a products impact is decided at design stage. By having the combined title of design and sustainability director to focus on circular design as the key principle designing products for durability, repairability, and recyclability.

Our sourcing strategy going forward is based on increasing the proportion of suppliers in nearby markets to create better conditions for shorter lead times and to run small production lines. By producing smaller batches closer to the season our forecasting can be more accurate, and we can aim to increase the sell-through rate to minimize over production and unsold garments.

We continuously look for better ways to produce our products. Processes such as washing, dyeing, and printing use energy, chemicals and water. Creating anything inevitably impacts the environment and uses resources. Therefore, we believe the best approach is to produce high-quality, long-lasting designs that our customers will love for a long time.





# Our materials

To date, no textile fiber or material can be considered 100% sustainable. We seek to source and use fibers that have less impact on the environment – this may involve less water and chemical consumption, preserved biodiversity, conservation of our planet's resources or fewer greenhouse gas emissions.

More sustainable materials, defined by us as a fiber of material that is less harmful to the environment and humans compared to conventional fibers/materials, are a top priority for our customers and other stakeholder groups. We recognize the risks of decreased customer attraction and the negative environmental impact associated with using conventional raw materials.

Synthetic fibers as polyester, polyamide and elastane are extensively utilized in our industry because of their distinctive performance characteristics but also pose several challenges to the environment; in the production process that involves the use of petrochemicals, non-biodegradability, resource intensive, microplastic pollution and end-of-life management. Addressing these challenges requires a combination of technological innovations, consumer awareness, and policy interventions to promote sustainable

alternatives and improve the environmental footprint of the textile industry. Stronger want to be a part of this change and we believe that collaboration within the industry, with suppliers and other stakeholders is important to accelerate a necessary change. The following materials build our foundation of more sustainable materials:

## Recycled polyester and polyamide

Polyester and polyamide come from non-renewable sources. Using recycled polyester and polyamide reduces the use of new fibers from these sources and conserves our planet's resources. 53 % of all synthetic fibers bought consists of recycled fibers.

## ECONYL®

Econyl is a high-tech and high-performance material made from polyamide waste from landfills and oceans in a closed-loop process and is infinitely recyclable.

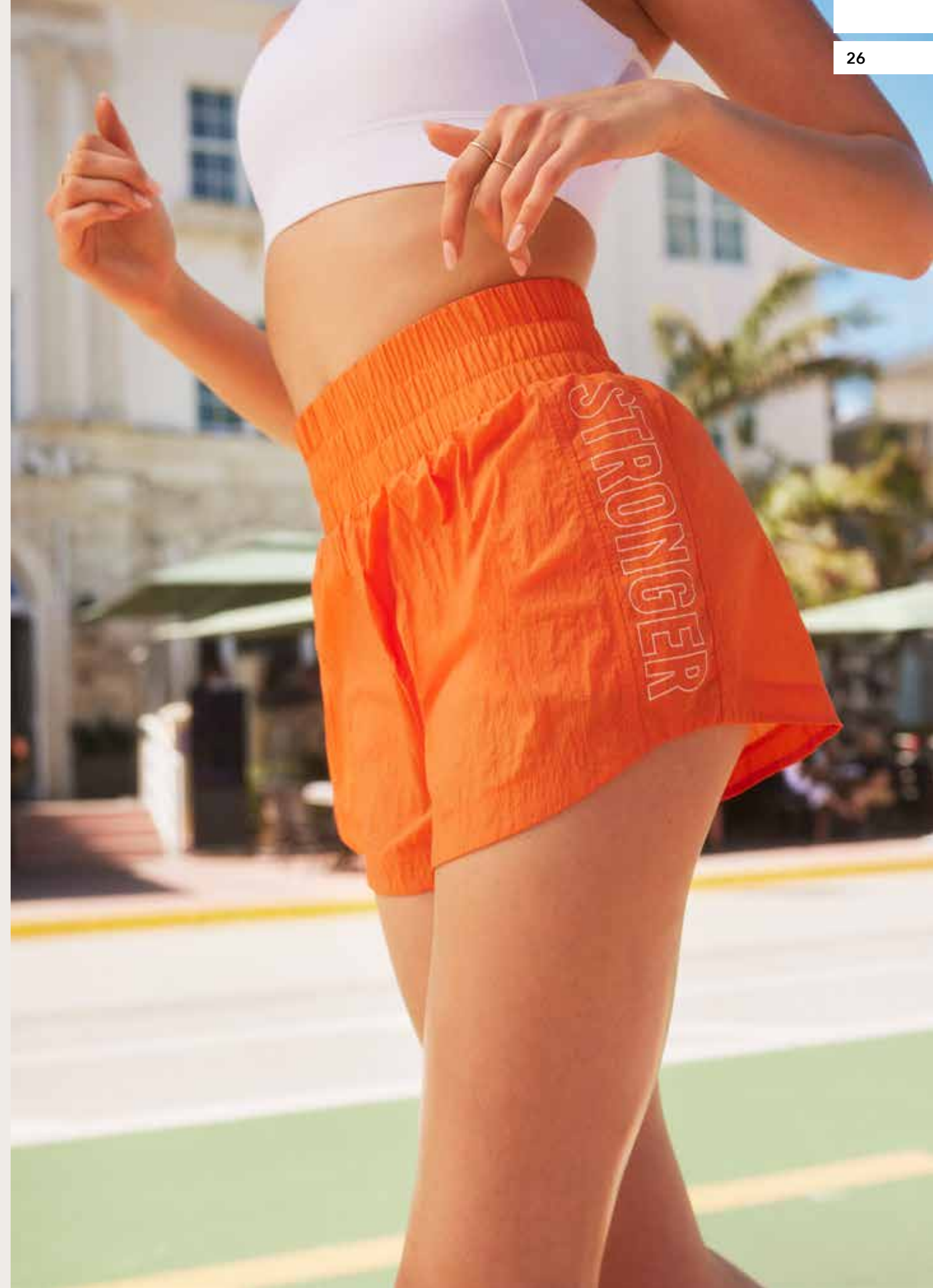
## Organic cotton

Is grown without the use of synthetic pesticides or fertilizers. This cultivation process is better for the environment and better for the cotton growers.

## Global organic textile standard (GOTS)

Is a world-leading standard and certification for textiles made of natural fibres. For a product to be certified, it must be made from organically grown cotton and be processed throughout the entire manufacturing chain in factories that are GOTS-certified by an independent body.

The transition to using more sustainable materials is essential to building a more sustainable and circular fashion industry along with scaling circular business models. It is our belief that preparing for a circular future will be a central pillar for the fashion industry. Legislation and consumer behavior will set demands for product design, product quality and transparency. This will create challenges, and it demands that we as a company find new way of doing business.





# Product quality and chemical management



Implementing best practices in chemical management is crucial for mitigating both human and environmental risks during the production process. In 2020, we joined the Rise Chemicals Group, marking a significant milestone in our efforts to enhance our chemical management practices and prevent hazardous substances from entering our value chain. Our suppliers are required to adhere to the Rise Chemical Guidance, ensuring compliance with regulations outlined in European chemical legislation such as REACH, including the candidate list of SVHC substances, and other regulations applicable to Stronger's product range.

Our entire range of products undergoes a thorough product compliance procedure, assessing and guaranteeing their overall quality in terms of durability, functionality, and adherence to legal standards. Testing occurs in-house, at supplier locations, and in external independent labs. These tests may take place during product development, production, or upon completion of the final products. All products are required to meet our quality, chemical, and safety standards, which are aligned with legal regulations.

We actively strive to eliminate from our production and products any chemicals or substances that pose allergenic, carcinogenic, or environmental risks. This is one of our most important

sustainability initiatives, benefiting everyone in our value chain, the environment, and our customers. Consistent with this commitment, we continuously seek to minimize the usage of unnecessary chemicals, given the various treatments involved in activewear production.

We recognize our impact within the value chain associated with chemicals and aim to take responsibility for minimizing the risks and negative effects it may have on both people and the environment. We will delve deeper into this work during 2024, aligning with our updated focus areas.





# Climate and environment impact



Reducing climate change is urgently needed and a prioritized topic for Stronger and all our key stakeholders. Stronger is making efforts to reduce climate emissions steamed from our business, as well as decreasing the environmental pollution, water overuse, and deforestation which are all factors that harm humans and the environment.

A major part of a garment's climate impact appears in the production phase through fossil fuel energy used in the supply chain and transportation. As a producing company we must take actions to reduce our climate impact and mitigate risks throughout our supply chain, including suppliers, production, and product-use to avoid harm on the environment and contribute as much as possible to the transition into a sustainable society.

Stronger has an ambitious focus on climate impact in everything we do. During 2023 we worked towards our goal to increase the use of on-demand production to decrease over-production risks which led to a direct decrease in our carbon emissions. We are constantly expanding the use of recycled materials in our clothing which led to less virgin fabric produced.

Additionally, we are tracking emissions since 2021 to reduce our negative impact all over the

organization and in our value chain. Stronger has been taken further steps in coverage in 2023 years calculation of CO2e emissions and it is now covering all 3 scopes according to the Green House Gas protocol.





# Climate impact reduction



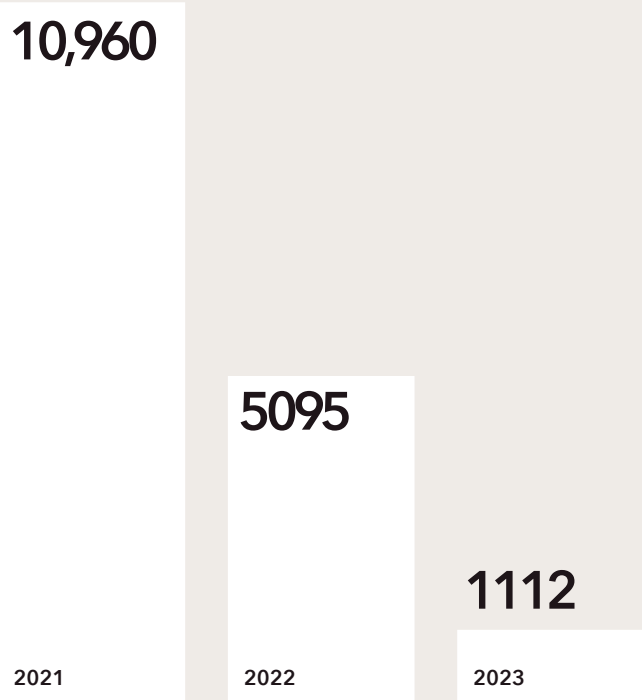
In this year’s calculation we have continued to refine the methods and emission factors used to reach as a correct result of our caused emissions as possible. When we started calculating our emissions, we used several assumptions and the calculation resulted in a rough estimation as a start. Now the calculation gives a realistic picture of emissions from our business, showing a significant 78% reduction compared to 2022.

Part of this result originates from Strongers effort to reduce emissions along our value chain. A big part of the reduction is the result of less purchased material, more exact calculation methods, primary data, and more accurate emission factors. Still, most of our emissions derive from Scope 3, which concerns our products and transportation/ distribution, and we still have a long way to go.

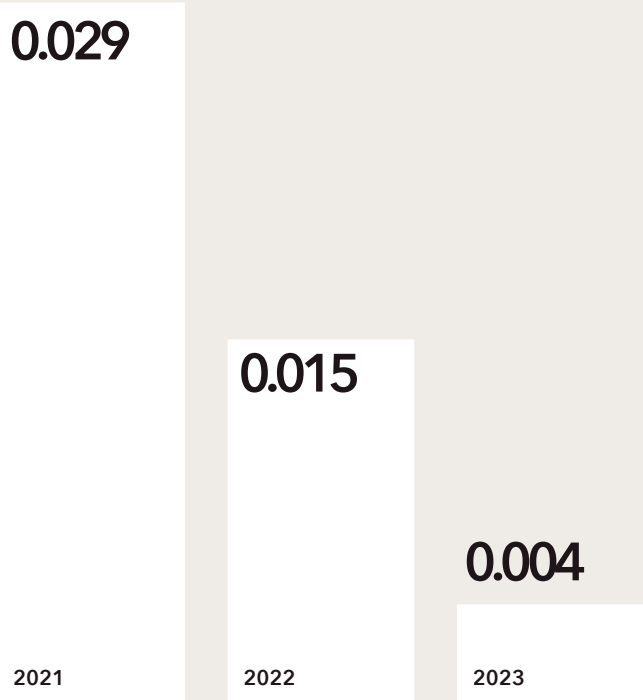
Our responsibility is to reduce our climate impacts in line with the Paris Agreement and the 1.5 C warming pathway. Managing the environmental impacts at our sites and along the entire value chain is a key focus of our work.

## EMISSIONS, CO2E

TOTAL CO2E,



CO2E INTENSITY, KG/NET SALES SEK



	2021	2022	2023
Scope 1	0	0	11
Scope 2	24	24	14
Scope 3	10,936	5071	1087

Calculation and reporting of emissions are made in accordance with the Greenhouse Gas Protocol. Our emissions are reported broken down into Scope1, 2 and 3.



# Sustainable packaging

We have chosen to manufacture our product packaging in recycled and recyclable materials. From the cardboard boxes to the inner plastic bags and hang tags for our products. We choose our packaging material aiming to protect the products with environmental and climate impact in mind and we strive to optimize design while minimize material used.



**STRONGER**

