

Environmental Policy

Reviewed annually, updated October 2025.

Introduction

We recognise that sustainability drives value creation, protects and enhances the reputation of our company, ensures future resilience, and is the right way to run the business for our stakeholders. This Environmental Policy sets out our approach to operating as a Global Sustainable Brand and aligns with the UN Sustainable Development Goals (SDGs) – particularly Goals 12 (Responsible Consumption and Production), 13 (Climate Action) and 15 (Life on Land). It is also informed by emerging global sustainability frameworks including the EU Corporate Sustainability Reporting Directive (CSRD) and the ISSB S2 Climate-related Disclosures.

We are currently completing an updated assessment of our material environmental impacts and revised KPI's, which will be published in FY2026.

We accept that as a fashion brand we impact both the local and global natural environment in a variety of ways. Reflecting this, our mission is to integrate environmental consideration into our core business operations, decision making and evaluation procedures.

Scope

This policy applies to all Superdry operations, including owned and operated facilities, franchisees, licensees, and joint ventures where Superdry has operational influence. It extends to our entire supply chain and is embedded in our commercial relationships globally.

The Policy

This environmental policy comprises of three sections:

1. Principles
2. Governance
3. Application of the Principles

1. Principles

Superdry is committed to continuous improvement in environmental management and performance across all areas of influence. Our key environmental impacts are in carbon emissions, energy use, transport, waste and packaging, chemicals, water and effluent, raw material sourcing, and biodiversity.

All operations must comply fully with applicable environmental legislation, laws, and regulations. Required environmental permits must be obtained and maintained by each relevant site.

i. Carbon Emissions

We measure and report on our Greenhouse Gas (GHG) emissions and act to reduce them across our operations and value chain.

- a. Achieve net zero carbon emissions within direct operations by 2030 and across the supply chain by 2040.
- b. Interim target: 50% reduction in Scope 1 & 2 emissions by 2030 (vs FY2020 baseline).
- c. Climate change risks and opportunities are fully integrated within Superdry's Enterprise Risk Management framework.
- d. Our net zero roadmap follows the Science Based Targets initiative (SBTi) guidance for the apparel sector.

ii. Energy Use

- a. Monitor and measure energy consumption annually to track improvement.
- b. Improve efficiency through system optimisation, technology upgrades, and employee engagement.
- c. Maximise renewable energy use via certified renewable procurement.
- d. Energy data will be independently verified annually.

iii. Transport

- a. Work with logistics partners to calculate and reduce transport-related emissions (Scope 3).
- b. Prioritise low-carbon transport solutions and mode shifts (e.g., from air to sea freight)
- c. Minimise business travel by promoting virtual collaboration.

iv. Waste and Packaging

- a. Apply the waste hierarchy to reduce, reuse, and recycle across operations.
- b. Maximise textile recycling (pre- and post-production, pre- and post-consumer).
- c. Eliminate unnecessary packaging and ensure all packaging is at least 99% reusable, recyclable, or compostable including using recycled material wherever practicable.

v. Chemicals

- a. We have strict standards in place on harmful and hazardous substances, including compliance with REACH requirements throughout our supplier base, which we uphold on an individual supplier basis through our dedicated locally based teams, and our nominated global independent third-party testing lab.
- b. We will test for harmful and hazardous substances - as defined by REACH and other globally recognised standards – applying a comprehensive risk-based due diligence approach to product
- c. testing, whereby if problematic substances are identified, we will work quickly and appropriately to ensure customer safety remains the top priority.
- d. We are signatory members of ZDHC, and actively work with our Tier 1 & 2 Suppliers to eliminate any hazardous chemicals from sites that manufacture Superdry products by implementing ZDHC's MRSList (Manufacturing Restricted Substances List. This involves Suppliers uploading monthly chemical inventories and issuing wastewater reports. From 2025, our progress will be audited by KPMG.
- e. We will prioritise the identification of any asbestos at any site and monitor the conditions. Should work need undertaking or the conditions of the site deteriorate, then remedial action will be taken immediately, and regulations followed.

vi. Water and Effluent

- a. Monitor water consumption and risks across our supply chain using tools such as WRI Aqueduct.
- b. Identify water used in individual products using LCA's and target water reduction on higher consuming products
- c. Ensure compliance with local water use regulations and discharge permits.
- d. Promote water stewardship and collaboration with suppliers in water-stressed regions.

vii. Raw Material Sourcing

- e. We will identify areas where lower impact materials can be used across our products, packaging, buildings, and operations. We will progressively and consistently increase the use of more sustainable alternatives – certified, where possible. We utilise industry recognised benchmarks including Textile Exchange's Preferred Fiber and Material Matrix to define what are considered to be more sustainable, lower impact and certified materials.
- f. Transition to 100% organic cotton: 100% of compositions to organic or cotton in conversion by 2025, and total cotton footprint by 2030. Cotton in conversion is the cotton grown within the three-year period converting farms from conventional to organic cotton.
- g. We will trace and keep records of all raw material source locations to abate environmental concerns and, where required, restrict sourcing from certain geographies.
- h. Implement digital traceability solutions to verify fibre origins.
- i. Report annually on certified material use through the Textile Exchange Material Benchmark.

viii. Biodiversity

- j. We are working to investigate biodiversity within our current supply chain and identify material risk.
- k. We will work closely with our suppliers globally to implement best practices to maintain and improve the biodiversity, safeguard ecosystems and genetic diversity at a regional, relevant, and meaningful level.
- l. Launch regional projects to enhance biodiversity linked to our sourcing and packaging materials.

We will share these principles with all staff and external suppliers. We will apply these principles throughout our supply chain to encourage continual improvement in environmental performance holistically and, where appropriate, we will give support to help meet our principles. We expect all staff and external suppliers to support in meeting these needs and making Superdry a Global Sustainable Brand.

We will aim for best practice in environmental, social and governance (ESG) reporting and explain the medium to long term value of environmental improvement measures to our stakeholders. Where possible, we will report on environmental issues in the context of financial, as well as social and environmental, consequences. We will report performance against our environmental policy, and wider sustainability goals, within our annual reporting.

Our supply chain has access to this environmental policy and all other relevant policies via our supplier manual and our corporate website (<https://corporate.superdry.com/sustainability>).

2. Governance

Whilst all Superdry staff are required to take an active role in maintaining an environmentally conscious workplace, additional responsibilities lie with the following groups or teams:

a. Board of directors / Executive committee

Ultimate accountability for environmental performance lies with the Board and Executive Committee. Each director is responsible for integrating environmental principles into decision-making regarding plans, processes, and products. The Chief Operating Officer (COO) holds executive accountability for environmental governance.

b. Heads of department and management functions

Department heads are accountable for environmental performance within their areas. This responsibility is equivalent in importance to other business objectives. Each team must designate environmental leads and participate in the Sustainability Champions programme.

c. Sustainability Champions

A global network of representatives promoting sustainable practices across retail and central departments. They ensure collaboration between local teams and the Global Sustainability Team to deliver environmental targets.

d. Global Sustainability team

Drives Superdry's environmental programme through goal setting, monitoring, reporting, and continuous improvement. Responsible for integrating ESG performance into annual business planning and reporting to the Audit & Risk Committee.

3. Application of the Principles

The principles of this policy will be supported through the following tools:

i. Environmental Management Protocols

The following protocols detail how we manage certain environmental matters. You must read these protocols to ensure you understand how you are impacted by them:

- Waste Management Protocol
- Energy Management Protocol

ii. Ethical Trading Code of Practice

Outlines the ethical, environmental, and social standards expected of all colleagues and suppliers to support responsible and sustainable operations globally.

iii. Green Claims Policy

Outlines standards expected of all colleagues and suppliers to ensure that all environmental and sustainability-related claims are transparent, evidence-based, and compliant with applicable legislation.

Ownership and Contact Information

Document Owner: Head of Quality and Sustainability

Approved by: Chief Operating Officer

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