



Superdry & Co

AUTHENTIC PREMIUM OUTFITTERS

IMPACT REPORT FY25



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CEO Statement - Building a Better Future Together

FY25 was a year of resilience, purpose, and progress. Despite the challenges facing the fashion industry, Superdry continued to take bold steps towards reducing our environmental impact.

We're proud to report that our calculated carbon footprint is now lower, with direct emissions reducing by 80% since FY20. This achievement reflects the commitment of our teams, the strength of our partnerships, and our belief that fashion can be a force for good.

Our efforts were recognised with the **Drapers Award for Positive Change (2025)**, highlighting our leadership in responsible fashion. We also maintained our **CDP Climate Change A- rating** and achieved **Pioneer Status** in the **Zero Discharge of Hazardous Chemicals (ZDHC)** programme - a global standard for cleaner manufacturing.

Our current strategy focuses on three key pillars: **Low-Impact Materials, Moving Towards Net Zero,** and **Communicating with Integrity.** Over the next five years, we'll deepen our understanding of our supply chain, enhance biodiversity protection, and refine our KPIs as we continue to learn and innovate.

By focusing on what matters most, we're making meaningful progress - learning from our challenges while helping shape a more responsible, forward-thinking future for fashion.

Julian Dunkerton
Founder & Chief Executive Officer

Governance & Responsibility

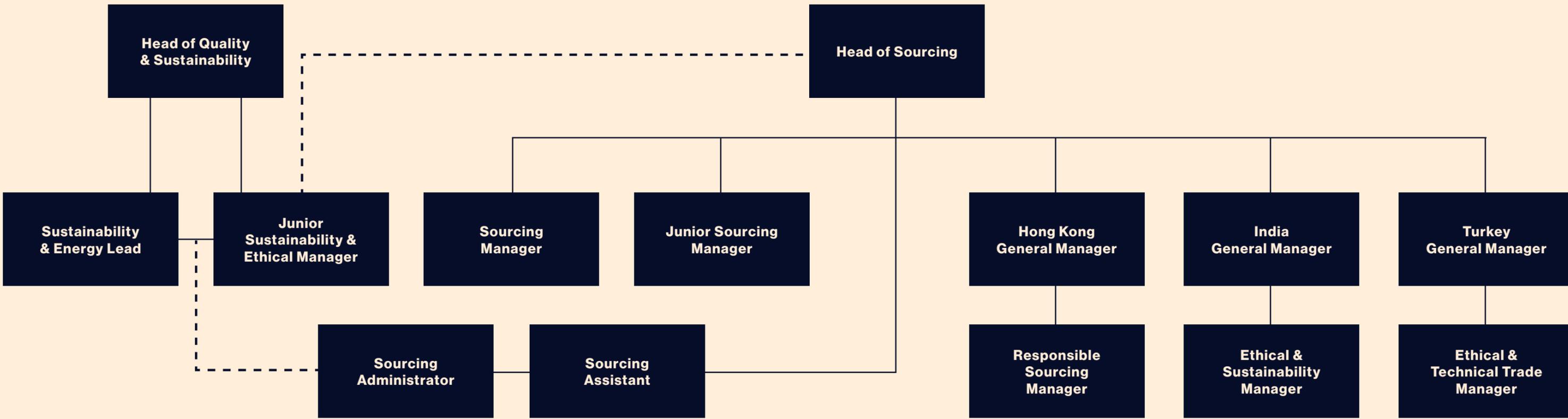
Embedding Sustainability Everywhere

Accountability begins at the top, with our CEO overseeing progress and our Chief Operating Officer and Head of Quality & Sustainability leading delivery. By integrating Sustainability into our Quality & Technical function, we ensure every product and process reflects our shared responsibility.

A network of **50+ Sustainability Warriors** from across Retail and Head Office helps embed change in every department - from Design to Logistics. Regular reporting to our Leadership Team ensures that Sustainability remains a company-wide priority.



Sourcing, Ethical & Sustainability | Reporting



- - - - Reporting dotted line on Ethical Trading

Collaboration, Advocacy & Honesty

Progress Through Partnership

We know no product is entirely sustainable, but every choice we make can reduce our impact. Our approach is built on transparency and collaboration across our global Supply Chain.

FY25 | Highlights

Maintained our
CDP
Grade
A-

Improved our
Water Score
to B-

We have started life cycle assessments on our most popular products and look forward to sharing results with customers soon

Our suppliers continue to use
100%
 recycled polybags for all our goods

82%
 of product made during FY25 contained low impact materials

We can trace
27%
 of organic and CIC (cotton in conversion) used in FY25 back to our farm partners

For the first time, we have enrolled six factories in the Far East in our Respect & Dignity programme

Estimated
£4000+
 raised for Oxfam through resalable customer donations

Drapers Award for Positive Change

85%
 of products in FY25 were made by Tier 1 Suppliers using electricity from renewable sources

By streamlining the business, our Scope 1 & 2 figures have decreased by 80% vs the FY20 baseline (fuel, gas and refrigerants)

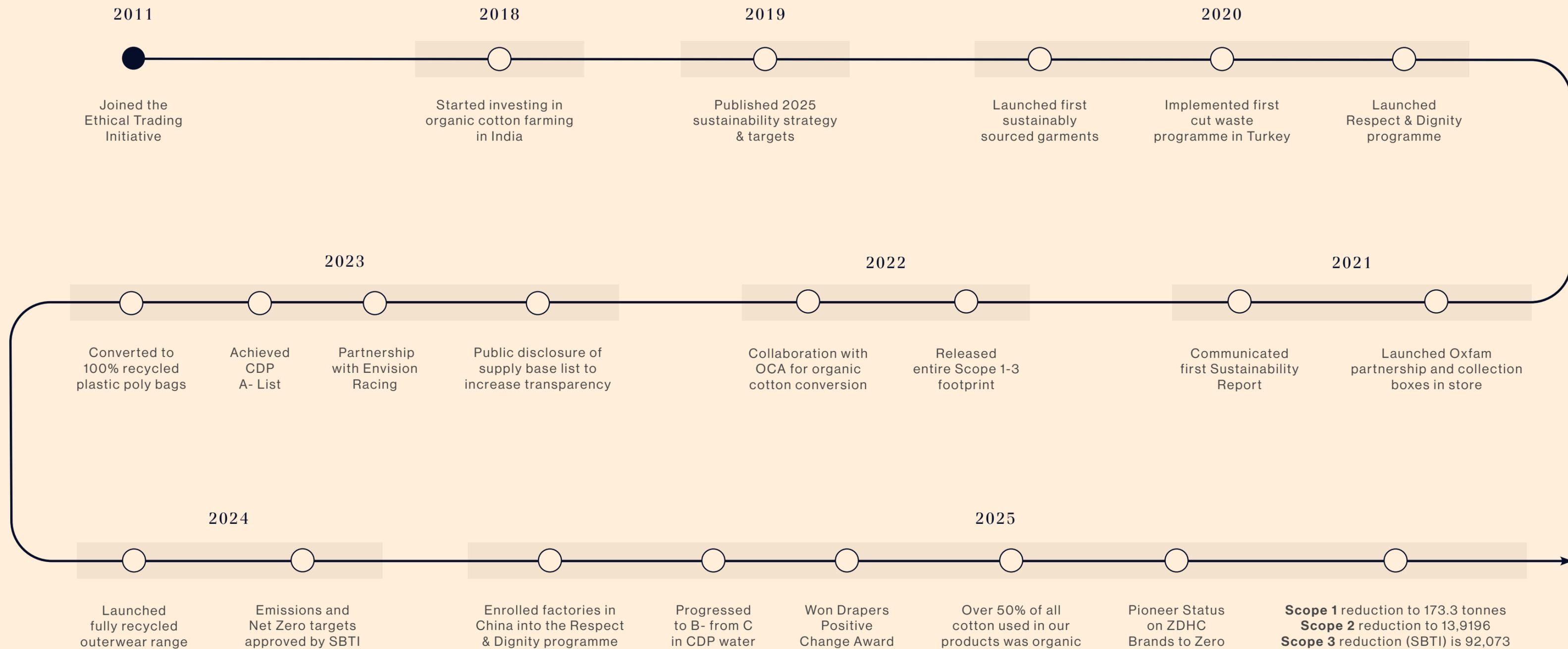
We reduced our full Scope 3 footprint by
68%

Over
50%
 of cotton used was organic

Achieved Pioneer Status on the ZDHC Brand to Zero initiative

Our factories in Turkey repurposed over
220 tonnes
 of factory textile waste, which is used by manufacturers to make other products

Our Sustainability Journey



FY26 Onwards | What's Next?

Report on Tier 2 & 3 direct emissions

Reset our calculation of materials footprint based on more specific product data

Fully map our supply chain - even down to the raw materials!

Increase our positive impact on biodiversity

Ambition to convert **100%** of our cotton to organic by 2030

Deliver a carbon transition plan to achieve our Net Zero targets

90% saving on both our direct and indirect emissions by 2040

100% of tier 1 factories using renewable energy (85% currently)

Continue our charity partnerships with Oxfam and Newlife, as well as finding solutions to improve the circularity of our products

Greater savings on direct emissions by 2030, reducing carbon by a further **33 tonnes** (Gas and Electricity usage in stores, offices and DCs)

Revisit our **SBTi** targets

Work with Suppliers to reduce their reliance on fossil fuels

Our FY30 Roadmap

Key Goals

Year

Reset KPIs and finalise Climate Transition Plan 2030

FY26

Resubmit Science Based Targets (SBTi); fully map Supply Chain Tiers 1–4, achieve ZDHC Accelerator status

FY27

100% Tier 1 production powered by renewable energy

FY28

Introduce Biodiversity projects and Carbon Taxonomy framework

FY29

Scope 1 & 2 emissions reduced to 140 tonnes; aim to source 100% organic cotton, ZDHC Champion status

FY30

Our 3 Pillar Approach to Sustainability

Our KPIs

We set seven core KPIs to measure the first 5 years of progress from our baseline set in 2020. These were developed to recognise three key areas of our business and value chain and to capture our most material risks and opportunities.

PILLAR 1

LOW IMPACT MATERIALS

Designing With Responsibility

At Superdry we define Low-Impact, Organic, and Recycled using the Textile Exchange's Preferred Fibre and Materials matrix.

In FY25, **82%** of our total product volume was made from organic, low-impact, or recycled materials - exceeding our **65%** target. Over half of all cotton used was organic, and **40,000+** farmers are now trained in sustainable agriculture.

By choosing better materials, we're protecting natural resources through certified programmes such as the Organic Cotton Accelerator and verified Life Cycle Assessments (LCAs), reducing emissions, and creating a more resilient fashion system.

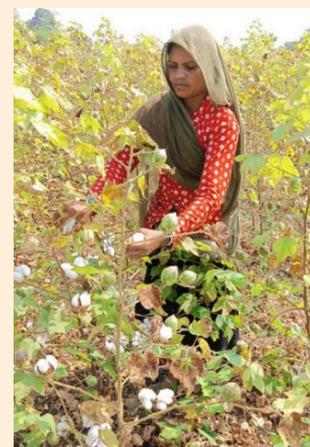
Low Impact Materials & Biodiversity | Better Choices, Stronger Planet

The goods we make account for nearly 60% of our carbon emissions and are the greatest area of impact on the environment. By focusing on organic, recycled, and low-impact alternatives, we've achieved meaningful progress.

Over 50% of the cotton used in FY25 was organic, and 27% of our organic and in-conversion cotton can be traced back to the farms we support. These efforts save water, lower emissions, and protect soil health.



Change Makers Agro Pvt Ltd



We're also expanding recycled synthetics in outerwear and swimwear, reducing dependence on virgin fibres. Our suppliers in Turkey repurposed over 220 tonnes of textile waste into new fibres and fabrics.

Water & Chemical Compliance | Smarter, Safer Manufacturing

Water Efficiency

We've reduced the average water used per garment by **16%** since 2020. By conducting Life Cycle Assessments (LCAs), we're identifying high-consumption areas and partnering with mills to reduce water use further.



Chemical Compliance - Protecting People and the Planet

We're committed to using safer, cleaner chemistry across our Supply Chain to protect people and the environment. In FY25, **100% of Tier 1 Suppliers** joined the ZDHC Supplier to Zero programme, and **77% of Tier 2 Suppliers** completed Level 1 verification. **Over 98% of chemical tests** met our Restricted Substances List standards, and **95% of wastewater samples** complied with ZDHC guidelines.

We also achieved **ZDHC Pioneer Status**, targeting Accelerator Level by FY27 and Champion Status by FY30.

Through these actions, we continue to strengthen chemical safety and transparency across our manufacturing partners.

Through our international initiatives and verified best practices, we continue raising the bar for chemical safety - ensuring every Superdry product is made responsibly - defined through third-party audits, recognised certifications, and compliance with international standards - with care for people and the planet.

PILLAR 2

MOVE TOWARDS NET ZERO

Powering Change

We're on track for a **90% reduction in emissions across all scopes by 2040.**

- 99% of packaging is designed to be recyclable (where infrastructure exists) or reusable.
- Scope 1 & 2 emissions have fallen by 80% since FY20.
- Scope 3 emissions have reduced by 68%.

Energy, Packaging & Net Zero | Efficiency in Action

We've achieved **100% renewable electricity** in all stores and offices, and our packaging is **99% recyclable or made from recycled content.**

By 2027, we aim to remove the final unrecyclable components and further reduce virgin plastic.

We've already **cut Scope 3 emissions by nearly 70%** since FY20 - proof that smart design and efficient logistics create real-world impact.



Circularity | Closing the Loop

We're reducing waste at every stage - from manufacturing to product care.

- **Repair & Reuse:** Over 46,000 items repaired or repurposed.
- **Charity Partnerships:** We've supported Newlife for 10 years, donating nearly 100,000 items. For the past 4 years, our customers have joined us in supporting Oxfam through in-store donation boxes - raising over £4,000 this year.
- **Factory Recycling:** 220 tonnes of textile waste repurposed in Turkey.
- We follow **WRAP's waste hierarchy**, designing every garment to last and, where possible, to be repaired, reused, or recycled for a second life.



PILLAR 3

COMMUNICATING WITH INTEGRITY

People First

This year 29% of our workers were enrolled in our **Respect & Dignity** training. This programme, based on the UN Guiding Principles (UNGP), promotes an inclusive and equitable work environment for all employees, particularly women. Although participation declined due to Supplier changes, we successfully extended the programme to China for the first time, where workers received gender equality training and benefited from new family-friendly spaces.

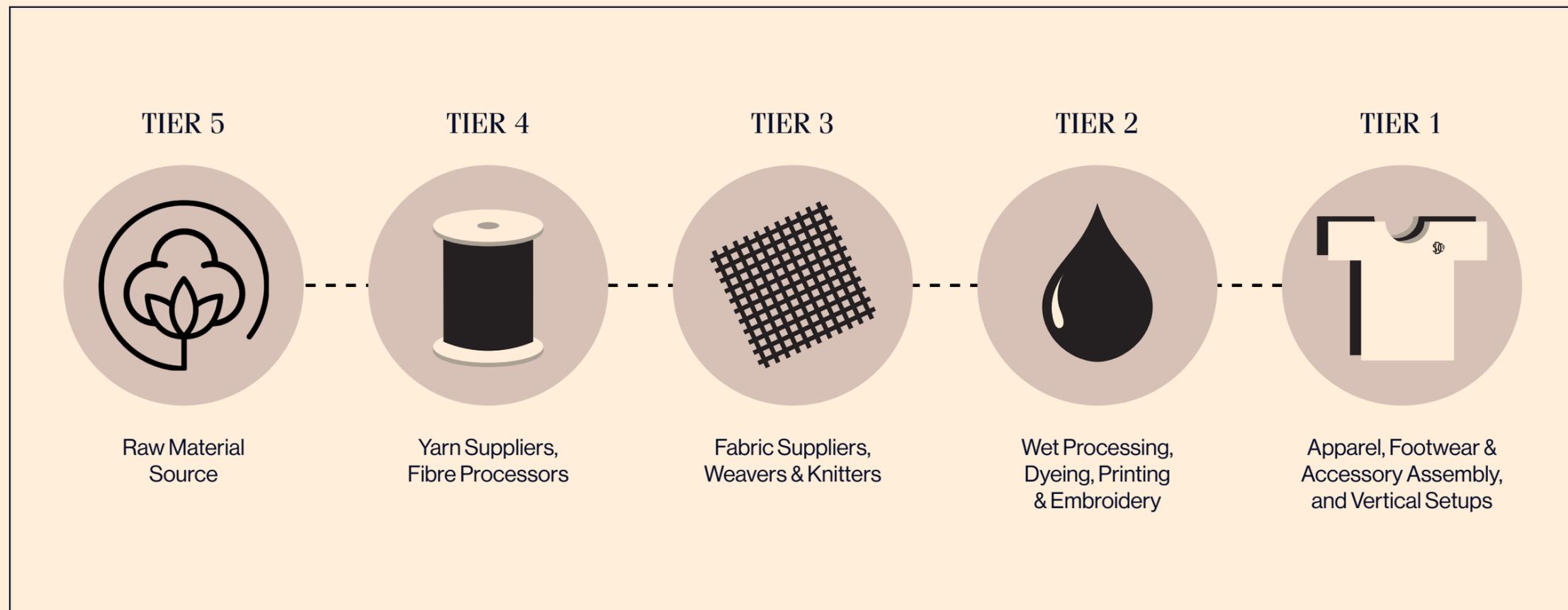
By FY30, we aim to engage at least half of all Supply Chain workers in this programme.

Transparency & Traceability | Knowing Our Impact

We've mapped our global Supply Chain down to Tier 3, increasing visibility and accountability. Each certified material we use is traceable, giving us and our customers confidence in its origin.

Our aim is to support communities and improve livelihoods while mitigating environmental impact.

Global Supply Chain



Respect & Dignity | Empowering People Everywhere

Our **Respect & Dignity Programme** ensures fair, inclusive workplaces across our Supply Chain. This year, 6 factories in China and 2 in India joined the initiative, supporting over 4,800 new workers. We'll continue expanding this programme to reach more people each year.

As part of our Respect and Dignity Programme in China, we introduced these family-friendly spaces in factories to provide rest areas and child-friendly facilities, supporting working parents and promoting a more inclusive workplace environment.



HRX Fashion Co., Ltd



Ningbo Isun Fashion Co., Ltd



Henan Sumec Garment Technology Development Co., Ltd

Ethical Trading & Human Rights | Raising Standards, Building Trust

97.5% of our Tier 1 factories meet or exceed our social and environmental standards. Factories needing improvement enter our **Intensive Care Programme**, supported with training and follow-ups until full compliance is reached.

We also publish our Tier 1 factory list on the **Open Supply Hub**, strengthening transparency and accountability.

Giving Back | Partnerships that Make a Difference

We're proud of our long-standing collaborations:

- **Newlife:** Nearly a decade of partnership, providing funds and clothing for disabled children.
- **Oxfam:** Promoting circular fashion through donations and Second Hand September.



Looking Ahead | Our Roadmap to FY30 & Beyond

By 2040, we aim to:

Source
100%
organic cotton

Cut calculated
emissions by
90%

Achieve
ZDHC
Champion
Status

Embed
biodiversity
protection at
every stage of
production

We're working to create fashion that looks good, feels good, and makes a positive impact - reducing our environmental footprint and supporting fairer production




# 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 | Collaborations & Memberships

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.

AFIRM - Member: The Apparel and Footwear International RSL (Restricted Substance List) Management Group is a member-driven organization of apparel and footwear companies collaborating to promote chemical management in the global supply chain including phasing out or limiting restricted substances to established limits.

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

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

MARINE CONSERVATION SOCIETY - Superdry has donated over 20k to MCS since 2015. They are the recipients of our carrier bags donation in Wales.

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.

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.

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.

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.

TREES FOR LIFE - Superdry has donated £86k to Trees for Life since 2015. They are the recipients of our carrier bags donation in Scotland.

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



Policies & Due Diligence

While our Respect & Dignity KPI reflects our ambition to go beyond compliance, our work with partners and Suppliers is grounded in clear policies and robust due diligence. These provide the framework to manage the risks and opportunities inherent in a complex garment supply chain.

Our human rights and environmental policies form the foundation of this approach, setting minimum standards, expectations and processes in line with UK and international laws and conventions. They guide how we identify, assess, and address risks and opportunities across our business and supply chain.

All Suppliers, whether we work directly with or through a licensed partner, must comply with relevant local legislation as well as our business principles. As part of our contractual requirements, every supplier of Superdry-branded product is required to sign and comply with our Supplier Manual.

The Supplier Manual is updated annually to ensure compliance with our latest goals and KPIs, including any relevant new legislation.

This manual brings together our human rights and environmental policies, due diligence processes, and long-term sustainability targets, as well as setting our technical and quality standards.

Suppliers are evaluated twice a year through a cross-functional scorecard that includes sustainability and ethical performance, with feedback provided to support continuous improvement.

Human rights, environmental, and climate-related risks are monitored on a quarterly basis, and an annual review of the wider impacts of our business activities on people, communities and the environment is published on our website.

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

Seasonal
Sustainability
Updates



Initiatives,
Policies &
Reports





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