

Animal Welfare Policy

Reviewed annually, updated October 2025

Superdry firmly believes it is not acceptable for animals to suffer in the name of fashion or cosmetics. Animal derived materials used in our products should come from sources that respect animal welfare and the conserve biodiversity.

We consider the use of animal fibres very carefully during our design process and are actively working to provide our customers with alternatives derived from non-animal origins.

In cases where animal derived fibres provide unique or sustainable benefits to our products, we will utilise them as long as they are sourced in line with our Animal Welfare policy. Where recycled animal fibres are available, we will consider their use as an alternative to virgin fibres.

We recognize the responsibility we share with the fashion industry to guarantee animal welfare in the supply chain, and our aspiration is to further strengthen our relationship with suppliers to mutually learn from experiences and jointly work on solutions to ensure considerate treatment of animals in the fashion supply chain.

Scope

This policy is applicable to suppliers producing Superdry products.

Responsibilities.

To adhere to this policy, suppliers of Superdry products must ensure that, as a minimum they:

-

1. Provide documentation covering the name of the species of animal used in any animal derived materials (common and Latin name), the source including company name, farm or source region where the animal was reared.
2. Utilise available industry recognised certification/due diligence with suppliers of animal derived components to ensure:
 - a. All animal materials used must be by-products of the meat industry.
 - b. No animals are be slaughtered specifically to produce Superdry products.
 - c. Animal material suppliers to adopt industry best practice rearing, transportation and slaughter standards, based on the internationally recognised Five Freedoms which recommend animals should be afforded:
 - i. Freedom from hunger and thirst.
 - ii. Freedom from discomfort.
 - iii. Freedom from pain, injury and disease.
 - iv. Freedom to express normal behaviour.
 - v. Freedom from fear and distress.

Certification standards that adopt the Five Freedom principles while tracing to farm or source enable validation of the above.

3. Are familiar with our banned materials and processes list defined below and ensure they are not used in any Superdry products.
4. Ensure that synthetic materials made to look like animal products are clearly labelled to avoid confusion.

We pride ourselves on maintaining high standards of integrity and honesty in carrying out our business activities. We expect the support of our colleagues, suppliers and associates in pursuing these goals.

Supporting our colleagues and suppliers

We have put measures in place to educate our colleagues and suppliers on our Animal Welfare Policy including: -

1. Completion of seminars with suppliers to update them on the policy.
2. Distributing guidelines and procedures in complying to detailed elements of this policy including Certification processes.

What happens if this policy is breached?

Random checks and testing are in place to ensure that any claimed products are not substituted during production stages with any products listed above.

On breach of this policy, Superdry will reject sample, production or shipment and require the Supplier to remedy any noncompliance. In the unlikely event that any products containing banned materials and processes on sale we will remove them from sale.

Banned Materials and Processes

The following materials and processes do not comply with our business principles for animal welfare and therefore must not be used in Superdry products.

MATERIALS DERIVED FROM VULNERABLE OR ENDANGERED SPECIES	This includes species listed on CITES (the Convention on International Trade in Endangered Species of Wild Fauna and Flora ⁱ) or IUCN (International Union for Conservation of Nature) ⁱⁱ lists of vulnerable or endangered species.
BONE, HORN, SHELL (including MOTHER OF PEARL) & TEETH	Bone, horn, shell (including mother of pearl) & teeth must not be used in Superdry products.
FUR	<p>Superdry is a fur free brand.</p> <p>All real fur or pelts are banned. This includes both farmed fur and fur which may be a by-product of the meat industry, Mongolian Lambs Fur, Karakul or any other skin materials that are the products of unnatural abortions.</p> <p>We have produced a guide for suppliers, Superdry colleagues and AQL Partners to help identify faux (fake) fur from real fur and complete checks through sampling, production and AQL to ensure faux fur is not substituted with real fur.</p>
LEATHER OR SKIN PRODUCTS	<p>Obtained from live skinning, live boiling, exotic and wild caught animals.</p> <p>All leather must be a by-product of the meat industry.</p>

Leather or skin must not be obtained from animals kept in confinement systems i.e. in veal or sow crates.

COSMETICS ANIMAL TESTING	<p>The use of non-human animals to test any cosmetics or ingredients is not permitted.</p> <p>All Superdry branded licensee cosmetics are to comply with the requirements of the EU animal testing ban.</p> <p>Should a licensee or wholesaler sell Superdry branded products within markets that require Animal Testing, the licensee or wholesaler is to declare this requirement to Superdry. Superdry is committed to working with the industry to achieve a worldwide ban on animal testing.</p>
---------------------------------	---

FEATHERS AND DOWN	Feathers and down must not be used in trims and other accessories.
--------------------------	--

ANGORA & OTHER RABBIT HAIR	Angora and other rabbit hair must not be used in Superdry products.
---------------------------------------	---

GOAT HAIR HARVESTED THROUGH LIVE PLUCKING	Goat hair harvested through live plucking must not be used in Superdry products.
--	--

MOHAIR	Mohair wool must not be used in Superdry products.
---------------	--

VICUNA	Vicuna wool must not be used in Superdry products.
---------------	--

CAMEL HAIR	Camel hair must not be used in Superdry products.
-------------------	---

ALPACA	Alpaca wool must not be used in Superdry products.
---------------	--

MERINO WOOL FROM SHEEP WHERE MULESING IS PRACTISED	<p>Due to high risk of mulesing Suppliers must not source Merino wool from Australia.</p> <p>All other wools must be sourced from certified farms where standards are in place (for example the Responsible Wool Standards, Good Cashmere Standard or otherwise).</p>
---	---

ii <http://www.cites.org/>

ii <http://www.iucn.org/>

Ownership and Contact Information

This policy is owned by the Head of Quality & Sustainability, overseen by the Chief Operating Officer and managed by the Junior Sustainability & Ethical Manager. For further information

please contact the Sustainability and Ethical Trading Department at:
ethicalandsustainability@superdry.com