


SUPERDRY® 冒險魂

*LEADING THROUGH
SUSTAINABILITY*





The world is facing an environmental crisis.
The time for talking is behind us.
The time for action is now.

Everybody needs to be held to account for turning things around. Superdry included. We've already achieved a lot and are recognised for what we've done. But we need to do more.

We will become the most sustainable listed global fashion brand by 2030. Achieving this won't be easy, but nothing worth doing ever is.

It's not something we can do alone – we need to work closely with all our partners across the world. Together we can make change happen and build a better future.



This is our first dedicated sustainability report. It's everything we have committed to, achieved and ultimately challenged ourselves on in the past year.

This report brings together everything we have been doing to become the 'most sustainable listed global fashion brand by 2030'.

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Our statutory disclosures are provided in our Annual Report alongside information on our brand performance.

To keep consumers and investors informed on our sustainability journey, we host our 'Truth About' news series on our corporate website, which is updated regularly.



To find out more visit our corporate website:

<https://corporate.superdry.com/investors/annual-reports/>
<https://corporate.superdry.com/sustainability/sustainable-stories/>

SUPERDRY KEY FY21 HIGHLIGHTS

We set a clear vision and ambition – to become the most sustainable listed global fashion brand by 2030.

**Donated over
5 million
organic
cotton seeds**

to our organic farmers,
growing over 440 tonnes
of organic cotton, used to
make Superdry garments

97%
reduction

in our normalised direct
emissions (Scopes 1 & 2)
since 2014

**50
Superdry
Sustainability
Warriors**

provide a collective voice
to drive change across
the brand

46%

of our garments produced
in factories using renewable
energy or with certified
energy optimisation

**1 in 3
garments**

contain organic,
lower impact
or recycled materials

84%

of the energy we use
across our stores,
offices and third-party
warehouses is from
renewable sources

**39.5m
recycled bottles**

used in our jacket padding
diverted from landfill,
marine pollution
and incineration

52%
reduction in the use
of airfreight from factory
to warehouse since FY19

93%
of our packaging
moved to recyclable,
reusable or
compostable alternatives

Drapers

Winner

Positive Change Award for contributing to a greener future for fashion



Completed Phase 1 of our Respect and Dignity

programme in India, empowering over 37% of our third-party factory workforce

FT

Climate Leaders 2021 Winner

Topped the Financial Times list of climate leaders for highest reduction in direct carbon emissions



5.9m

garments converted to organic cotton, representing 30% of our cotton ranges

BOOM

Winner

Julian Dunkerton won the Best Organic Ambassador at the Soil Association's 2021 BOOM (Best of Organic Market) Awards for his excellence and success in this sector



1,824

farmers

participating in our organic cotton conversion training programme

WHAT'S NEXT FOR SUPERDRY?

**Over
6,500
farmers**

participating in our organic cotton conversion training programme in FY22, 20,000 farmers by FY25

At least 95%
of our packaging will be recyclable, reusable or compostable in FY22,

**100%
by FY25**

Launching our first **fully recycled collection**

produced from Superdry factory fabric waste, a

95%

reduction in water consumption

**100%
recycled
padding in
our jackets
from FY22,
diverting an
estimated**

43.9m

bottles from landfill, incineration and oceans

50%
of our garments produced in factories using **renewable or optimised energy in FY22.**

**60%
by FY25**

90%

of our energy across our stores, offices and warehouses will be renewable in FY22, 100% by FY25

**Respect
and Dignity**

programme extended to Turkey from FY22 onwards

39%

of all garments will move to organic, lower impact, or recycled materials in FY22,

65%

of all garments by FY25

Over 57 million seeds

donated to participating Indian farmers in FY22, supporting their conversion to the best organic farming practices

Airfreight capped at 2%

2%

from FY22 onwards,

versus an estimated industry average of 17%

17%

LED bulbs installed in 55% of our estate,

with £1m investment to achieve 100% by FY25

2,200 tonnes of organic cotton in conversion

being introduced into Superdry garments, supporting farmers on their three-year conversion process to become

fully certified

Oxfam

partnership launching September 2021.

Supporting customers to donate pre loved garments via an in store 'Give Back' scheme



OXFAM

LEADING THROUGH SUSTAINABILITY



The fashion industry continues to be called out for incentivising over-consumption and is estimated to contribute 4% of global total greenhouse gas emissions (GHG), an enormous 2.1 billion tonnes. We cannot just continue hoping the system will right itself. We have less than nine years to make radical, systemic changes to limit the global temperature rise to 1.5°C.

Today's consumer is also far more informed about sustainability. The intent to preserve the environment is at the forefront of their decision making, and they expect brands to be doing the right thing. Over the last year, we have listened to our consumers and reset our brand ambition to do just that. Core to our mission statement includes the commitment 'to leave a positive environmental legacy',

and we have moved sustainability to one of our three core strategic pillars. Our aim is to become 'the most sustainable listed global fashion brand by 2030'.

We are already in a strong position to lead in sustainability. Superdry has never been a fast fashion brand. We pride ourselves on crafting quality garments that are made to last.

Being an organic farmer and involved in the organic movement for 30 years, I am particularly proud of our achievements in organic cotton. Organic farming regenerates ecosystems by only using natural fertilisers and pesticides that rebuild healthy soil, uses up to 80% less water and draws carbon back into the ground. It also pays a better and more consistent livelihood to farmers. Converting all of our 'pure cotton' garments to organic by 2025 has become my personal mission.

The challenge we face is that organic cotton remains niche in its supply and only represented 1% of last year's cotton harvest. We all need to support an industry movement to establish organic cotton as the new baseline standard. Superdry will commit to doing its part by investing in the conversion of 20,000 farmers to the best organic practices by 2025. These 20,000 farmers will represent 10% of today's total organic cotton market. Superdry is the only global brand to commit to converting enough organic farmers to meet its cotton demand. We are also supporting these farmers on their three-year organic conversion journey by using 'cotton in conversion' in our ranges from next year.

We are committed to reducing our GHG emissions and are adopting a more close to consumer sourcing model; this will also improve our ability to service our consumers and wholesale partners by reducing lead-times.

We know there is a lot left to do, but I hope that through this report, you will be able to get a good idea of what we have achieved, and what we are doing to meet our goals. Our aim is to continue to share clear and transparent information in an honest and accountable way.

Julian Dunkerton
Founder and Chief Executive Officer

Our sustainability framework



Our sustainability strategy

At Superdry we have an obligation to make better choices. The urgency of the climate crisis has broadened how we think about ourselves and the way we approach business. We want to lead positive change for present and future generations and build a positive environmental legacy.

We are a business that is passionate about doing the right thing. That means doing what’s right for our consumers, our products, our colleagues, our partners, and most importantly, our planet. It is through the commitment and passion of everyone at Superdry that we will achieve our ambition.

We are committed to supporting the Paris Agreement, in playing an active role in limiting global temperature rise to 1.5°C. The challenge ahead of us won’t be easy. But then nothing worth doing ever is. We also know we don’t have all the answers and that success will depend on us forming strong partnerships.

While we’re worried about the climate crisis facing the planet, we’re confident that we will collectively find ways to reverse the current climate trend. The time for action is now, and our strategic plan is already well underway.

Our sustainability strategy is built upon three key pillars linked to seven clear KPIs.

LOW IMPACT MATERIALS

- 1 65% of our cotton and non-cotton garments will be converted to organic, low impact or recyclable alternatives by 2025, with 100% of cotton moving to organic by 2030.
- 2 100% of packaging will be converted to recyclable, reusable or compostable alternatives by 2025.
- 3 We will baseline our water footprint in 2022, with the aim to reduce the water we use in manufacturing our garments by 20% by 2025 and 40% by 2030.

NET ZERO CARBON EMISSIONS

- 4 100% of our owned stores, offices and third-party distribution centres (DCs) will utilise renewable energy by 2025.
- 5 Achieve net zero in our own and third-party logistics operations by 2030, and in our supply chain by 2040.

LEAD POSITIVE CHANGE

- 6 20,000 farmers trained and converted to organic production by 2025.
- 7 50% of workers in our third-party factories will be directly supported with market leading and locally tailored gender empowerment and worker voice frameworks by 2025.

LOW IMPACT MATERIALS

Fashion needs to change

ファッションには変化が必要

It must be a force for good

それは永久に力に違いない

We're making this happen

それが私たちのやり方です

SUPERDRY® 冒険魂

The fashion industry's use of cheap and easily available materials has created a 'fast fashion' demand for low-cost and low-quality garments. This presents social and environmental issues that need to be addressed. The right balance between quality, price, fairness and sustainability must be struck. This is what sustainable fashion is all about. This is what Superdry is all about.

We are already leading on the use of organic cotton in our garments and our ambition goes even further – to convert all of our cotton garments to organic. We are also driving forward our ambitious plans to convert non-cotton garments to low impact or recyclable alternatives. Along the way, we'll be minimising the water we use and eliminating any discharge of hazardous chemicals.

We know our plans are ambitious. But then so are we. Our vision for clothing made solely from low impact materials lies in our knowledge that it's the right thing to do, and will create a value chain full of prosperous partnerships that benefit the planet and the people on it.

FY21 LOW IMPACT KEY FIGURES, TARGETS AND HIGHLIGHTS

As part of our sustainability journey, we continue to explore every opportunity to make better choices to lower our impact on the planet.

New lightweight recycled paper retail bag

produced close to market
in Wales – saving 356
tonnes of carbon per year

**Over 4m
plastic
polybags
recycled into
new polybags
containing
70%
recycled
content**

**418
tonnes of
fabric waste
converted
into new
yarns.**

In FY22 we are expanding
to include India, increasing
to 2,000 tonnes by FY25

**30%
cotton**

volume already converted
to organic with all pure
cotton garments moving
to organic by 2025

36%

of all non-cotton product
uses lower impact or
recycled materials,
expanding to 65% by 2025

**We have
launched**

a recyclable paper bag for
Ecommerce customers,
saving 165 tonnes of
plastic per year

**68 tonnes of
faulty returns
collected**

by children's charity
Newlife, of which 60%
was resold generating

£247k
for the charity

Superdry is the only brand that is committed to training and converting enough farmers to meet

100%
of our cotton requirements



Organic cotton in conversion

Meet Mansharam Gyan Singh, who has been farming organically for the last four years – and is a lead farmer supporting farmers converting to organic in his village of Dhabla, Madhya Pradesh, India.

For Mansharam, the main benefit of organic farming is in saving costs by no longer needing to buy expensive and harmful chemical pesticides.

He has also found that showing farmers his own organic farm helps convince them that the effort required to convert is worth it.

Organic, in conversion and recycled cotton

In FY21, 72% of the product volume we bought contained cotton, which remains our largest single material accounting for 51% of our overall material footprint.

Accelerating our targets, 65% of our cotton garments will contain organic cotton by 2025, including all ‘pure cotton’ products. We have already converted our Underwear, Basic Non-Printed Tees and Polo categories to organic.

We have also made commitments to start using cotton in conversion and recycled cotton through our ranges from FY22 onwards. Our Original & Vintage collection remains a core leader in converting T-Shirts, Sweats and Underwear, and will drive significant organic volume to 2025.

To ensure we continue to give our consumers more choice, we have also significantly grown sustainable content in our ‘Studios’ collection with 39% of the range now converted to organic cotton; we are targeting to expand this to 90% in FY22 and 100% by 2025.

Supply chain traceability

100% of factories supplying organic cotton are certified by the Global Organic Textile Standard (GOTS) and/or Organic Content Standard (OCS). This year we sourced almost one fifth of our organic cotton direct from our Superdry supported farmers.

This cotton is fully traceable back to source (i.e. farm), through our partnerships with suppliers and mills who produce our Underwear, Vintage Logo and Woven collections.

We have entered into validated agreements upfront to secure the supply of organic cotton when farmers sow their seed – these agreements are overseen by the Organic Cotton Accelerator (OCA).

“Farming practices used in organic agriculture, such as crop rotation, green manure, composting, reduced tillage, and the recycling of crop residue, can help increase the amount of organic matter – including carbon – in the soil. As a result, soil structure is improved and soil erosion is reduced, making nutrients more easily available to the crops while also increasing the abundance of soil fauna.”

**Textile Exchange,
Organic Cotton Market Report 2021**

Recycled, low impact materials

In FY21, 49% of our total material footprint was non-cotton; this includes synthetics (43%), wider cellulosic fibres (3%), and other fibres including leather, down and wools (3%).

We will be introducing recycled and low impact alternatives at scale across our non-cotton ranges by 2030. These low impact materials are defined by the Textile Exchange Materials Benchmark.



Based on what we know so far, there are clear low impact alternatives for 80% of our volume. But we won't stop there, and we'll continue to challenge ourselves and the industry to seek low impact alternatives and innovate to address the remaining 20%.

In FY21 36% of our non-cotton product contained recycled or low impact content – this includes all padding in our heavyweight jackets moving to recycled fibres, with all lightweight casual jackets converted from FY22.

We are using Tencel in more products throughout our range, alongside linen and hemp which are proven to have a lower water and carbon footprint.

Supply chain traceability

100% of factories supplying recycled content are certified to Global Recycling Standard (GRS) and/or Recycled Content Standard (RCS).

All down is Responsible Down Standard (RDS) certified.

Recycled cotton

418 tonnes of recycled yarns produced from factory fabric waste in 2020.

Our new fully recycled collection is launching in September 2021 using our factory fabric waste.

This collection will use 95% less water and 25% less carbon to produce.

Cotton and non-cotton material footprint

In addition to measuring the proportion of garments bought, we also keep track of our material footprint, which is measured in tonnes (MT), and is reported to Textile Exchange annually.

Cotton footprint in FY21 was 5,383 MT out of a total material weight of 10,465 MT – 51% of our total footprint.

Non-cotton footprint in FY21 was 5,082MT out of a total material weight of 10,465 MT – 49% of our total footprint.



Recycled padding

All padding in our heavyweight jackets is made using recycled bottles with an average of 25 bottles in each jacket. We bought 1.6 million jackets in FY21, equating to

39.5m bottles

that are now keeping our customers warm instead of going to landfill or polluting our oceans.

Chemical commitments

In 2021 we joined Apparel & Footwear International RSL Management (AFIRM) and Zero Discharge of Hazardous Chemicals (ZDHC) to enable collaboration and to help us with our roadmap.

We have committed to ZDHC compliance by 2030.

We are now formulating our roadmap to eliminate any potentially harmful substances or processes from Superdry products, replacing them with more environmentally friendly alternatives, and adopting the ZDHC guidelines for the production and dyeing of viscose and other man-made cellulosic fibres.

Water reduction

Through use of sustainably sourced raw materials and introducing new and innovative technology in factories, we will continue to challenge ourselves and supplier partners to reduce, recycle and reuse 40% of our water footprint by 2030.

Being a cotton-led brand, with 72% of our products containing cotton, we are part of a sector that accounts for 70% of annual freshwater withdrawals.

We already know that we can drive significant change by converting to the best organic farming practices that use up to 80% less water.

This year we started to utilise the HIGG Index, accessing their extensive data platform providing standardised measurements of material, product and value chain sustainability.



We will reduce

our total water footprint by

20%

by 2025

Using the HIGG we have started to baseline measure the impact of our ranges and the positive changes that we have already actioned. We will start to report our initial footprint figures by the end of FY22.



Tracing our waste

Waste has become a resource. This is something we are starting to see today through innovations in our business and supply chains.

Whether we are talking about packaging or garments, through our targets we intend to reduce, recycle or repurpose our waste. To do this we focus on where we can have a direct impact operationally, and where we are able to influence change through sustainably sourced raw materials and supply chains.

Operationally

We already reuse or recycle waste generated from our offices, stores and distribution centres, and offer effective waste management and recycling facilities.

Faulty returns

No faulty products are sent to landfill. Despite the fact that our faulty returns are market leading at 0.6% of sales (versus an estimated industry average of over 3%), we will continue to challenge ourselves to limit waste in any form through better tracking, and by making continued improvements in quality.

If we cannot sell a product, we either donate it to our charity partner or recycle it. 68 tonnes of faulty returns have been collected by children’s charity Newlife, of which 60% was resold, generating £247k for the charity.

We started a pilot this year to send pressing and spot cleaning packages to our distribution centres and stores, aiming to increase resalable returns. Targets will be set in this area following completion in FY22.

In FY21 our faulty returns were an

industry leading

0.6%

of sales



New lightweight paper packaging

In the last year we have introduced new, rebranded, lightweight and recyclable ecommerce and retail bags as part of our sustainable brand reset.

We buy around 8 million retail bags per year, and in FY21 we sent out 5.4 million individual ecommerce parcels to our consumers.

Balancing function and sustainability, we now ensure our products reach their new home in good shape, in packaging that is recyclable, and saves up to 60% of its carbon footprint.

Packaging

Some packaging is essential for getting products to our stores and customers in good shape. But it creates waste and uses valuable resources unless designed and reused in a circular way.

We have already converted 93% of our packaging to recyclable, reusable or compostable alternatives and will convert the balance in line with our 2025 target.

% PRODUCT VOLUME CONVERTED TO ORGANIC, RECYCLED OR LOWER IMPACT MATERIALS	FY19	FY20	FY21	TARGET FY22	GOAL (2025)	GOAL (2030)
1 Product containing organic, recycled or lower impact materials	5%	17%	33%	39%	65%	96%
% PACKAGING CONVERTED TO RECYCLABLE, REUSABLE, OR COMPOSTABLE ALTERNATIVES	FY19	FY20	FY21	TARGET FY22	GOAL (2025)	GOAL (2030)
2 Packaging converted to recyclable, reusable or compostable alternatives	75%	90%	93%	95%	100%	100%
SUPPLY CHAIN WASTE	FY19	FY20	FY21	TARGET FY22	GOAL (2025)	GOAL (2030)
3 % Water recycled out of the production process	-	-	-	Baseline	20%	40%

NET ZERO CARBON EMISSIONS

Temperatures are rising

気温が上昇している

It's time for us all to act

みんなが行動する時間

No more excuses

言い訳無用

SUPERDRY® 冒険魂

The planet is getting hotter and we're fast approaching a tipping point where recovery will be extremely challenging; or worse, impossible. Collectively we know what needs doing to avoid a climate catastrophe. It's time for us to walk the talk.

Superdry has set a commitment to achieve net zero carbon by 2030. We're changing the way we do things: in fields, factories and stores. This will mean using more efficient technology, renewable energy and changing how our products are distributed.

Change is never easy, and we don't have all the answers. We're going to be working with lots of partners along the way; learning and adapting as we go. We know that our most important partners are our consumers – they hold us to account while also helping to deliver positive change.

FY21 NET ZERO CARBON KEY FIGURES, TARGETS AND HIGHLIGHTS

To align with the 1.5°C pathway over the next 10 years, we all need to intensify our efforts and explore all opportunities to lower our carbon emission across our supply chains.

100%

renewable electricity

used in all global stores and offices since 2017, saving 29,000 tonnes of CO₂e to date

97%

reduction

in our direct carbon emissions (Scopes 1 & 2) between 2014 and 2021, topping the Financial Times Climate Leaders league table in 2021

41%

reduction

in our total Scope 1, 2 & 3 emissions

Introducing barges

instead of lorries to transport up to 39% of our garments from port to our Belgium warehouse, reducing carbon by 56%

Increased

our CDP climate score to a B Grade, with a commitment to get to an A Grade by 2023

52%

reduction in the use of airfreight

when moving our garments from factory to warehouse

46%

of our garments produced in factories using renewable energy or optimised energy

Journey to net zero

Since the Industrial Revolution, greenhouse gas (GHG) emissions have contributed to atmospheric warming that has lifted global temperatures by around 1.1°C. Without an ambitious decarbonisation plan, the projected global temperature rise is over 4°C by 2050 – with disastrous consequences to both people and the planet.



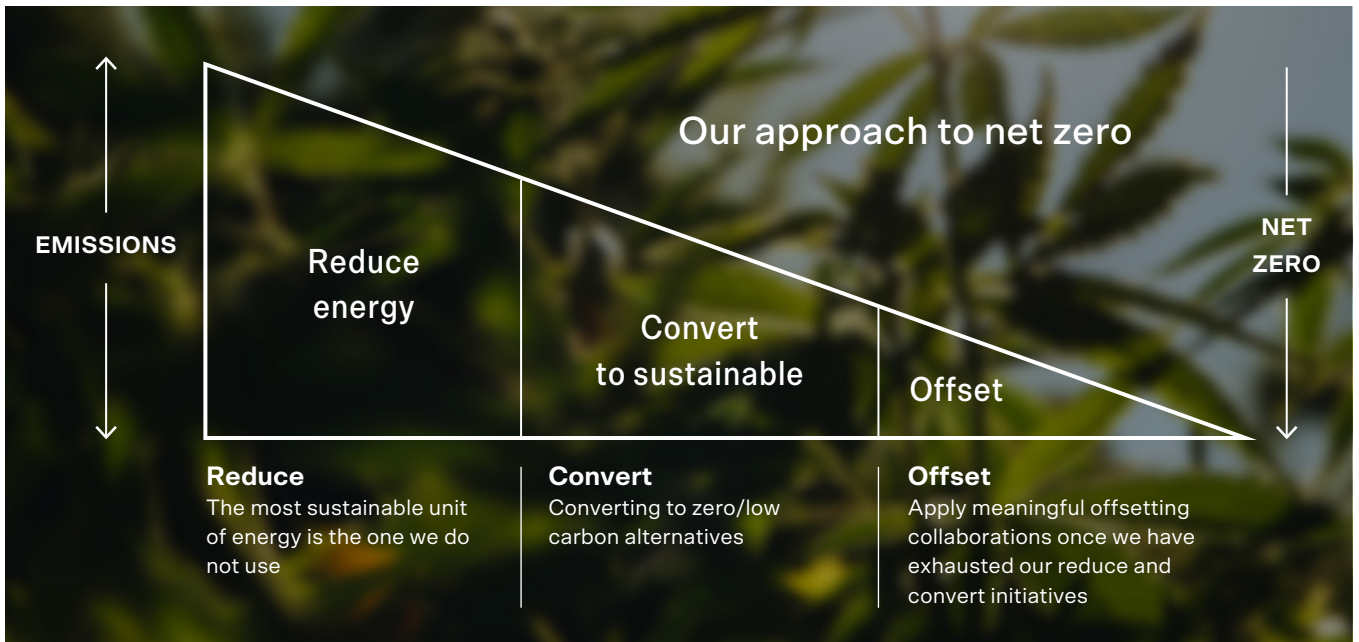
Our net zero plan supports the Paris Agreement, aligned with the UN Fashion Charter for Climate Action and the British Retail Consortium’s Climate Action Roadmap, to work towards limiting temperature rise to 1.5°C.

As a fashion brand, we understand that around 70% of our emissions come from upstream activities like materials production, preparation and processing; with the remaining 30% associated with downstream retail operations, the use-phase, and end-of-use activities.

Net zero means we are actively working to a point where we have no net impact on the climate from our greenhouse gas emissions through balancing them with removals.

We are already making changes to how we operate. Recognising the strides so far, we topped the Financial Times Europe Climate Leaders league table in 2021 for our 97% reduction in direct carbon intensity (Scopes 1 & 2) between 2014 and 2021.

All carbon emissions data in this section has been audited by Avieco Ltd to the ISO 14064-3:2019 standard, and full information on the methodology used to calculate these emissions, alongside mandatory disclosures, provided in our Annual Report – Our sustainability performance section.



Case study – Optimising our own operations

By focusing our efforts on energy efficiency between 2014 and 2020 we reduced our global energy footprint (per square metre) by 35% in our own stores and offices.

We have also converted to 100% renewable electricity across our own retail stores, offices and two out of our three main third-party distribution centres, but we are also conscious that we must challenge ourselves to continue to reduce consumption.

BMS

BMS is a centralised, remote, smart control system that optimises use of our energy intensive equipment, such as lighting, air conditioners and door heaters.

According to the Energy Saving Trust, LED bulbs use **70% less** energy than traditional bulbs – and last, on average, **10 times** longer.

Over the next three years we have committed to a million-pound investment into two tried and tested technologies: LED lighting and Building Management Systems (BMS).



Since 2014 we've installed BMS in 55% and LED in 45% of our own retail estate, reducing our electricity use by 35% – equivalent to 13 million kWh – also saving 3,900 tonnes of CO₂e each year.

We will now maximise this with installations across 100% of our sites and main distribution warehouses, fully optimising energy and reducing electricity consumption by a further 25% from where we are today.

Reduce – indirect operations

We are making significant reductions by making better decisions. By scrutinising how we move our garments from factory to warehouse, we have more than halved our airfreight over the last two years and will be setting a maximum cap of 2% of our production from FY22 onwards.

We are now working to set further targets to reduce our wider Scope 3 emissions.

We have committed to cap airfreight at

2%

versus est. 17% industry average



Case study – Global Freight – Scope 3

We track the journey of each Superdry garment from factory to consumer. Millions of Superdry garments travel great distances each year to reach their final home. The decision relating to how these garments are transported significantly impacts their overall carbon footprint.

Despite the fact that we have reduced our normalised Scopes 1, 2 and 3 emissions by 41%, moving our products around the world still contributed to more than 26,000 tonnes of CO₂e emissions in FY21. The same amount of carbon used for over 4,900 round trip flights to New York.

Sourcing our products

Our sourcing decisions can have a significant impact on the product journey, and we are now adopting a more local approach, ensuring that our products are produced close to their final destination wherever feasible.

Airfreight

Through improved planning and discipline, we have reduced airfreight over the last two years by 52% to get our products from factory to distribution centre ('DC'), saving more than 16,000 tonnes of CO₂e each year.

We have now agreed to cap airfreight at 2%, down from more than 11% in 2019. This is a vital move in reducing our emissions, as carbon emissions from airfreight are 89 times higher than the equivalent by seafreight.

Barges

Garments that are headed to our European DC in Belgium, known as 'The Baron', (servicing all European stores and ecommerce customers, 45% of all product) arrive on the Belgian coast where they are then transported inland to our warehouse. In 2020 we collaborated with our local logistics partners to get the barges back on the canal, reducing our use of road transport. Our DC is ideally positioned along the canal route to facilitate fast and safe unloading of stock. 39% of our garments now take the final leg of their journey by barge, avoiding congestion and delays, while simultaneously reducing the CO₂ emissions from these journeys by 56%. This is because emissions from barges are more than nine times lower than the equivalent on road.



Barges

39% of our garments from port to 'The Baron' warehouse are now moved by barge – avoiding congestion and delays – and reducing carbon for this leg of the journey by 56%.

Intermodal

In Turkey we have introduced an intermodal route for delivering to our UK or European DCs. A mix of sea and rail minimises carbon and reduces our reliance on road transport, which emits nearly five times more carbon comparatively. 500,000 garments moved this way in FY21, reducing emission by 47 tonnes.

We are now starting to work with our logistics partners to establish a clear, transparent and trackable roadmap to net zero through reducing, converting and offsetting.

Convert

The impact of using energy, however much it is, can further be reduced by converting the source of energy to zero/low carbon alternatives.

Own operations

We've used 100% renewable electricity across all owned retail stores and offices since 2017. This continues to drive our significant savings when calculating our carbon emissions using market-based methodologies.

Indirect operations

We have extended our reporting to include our third-party distribution centres ('DCs').

We have already converted two out of the three largest DCs to renewable electricity with the final warehouse converting this year.

Offset

Our current focus is on reduction and conversion; we will be looking for opportunities to support meaningful offsetting programmes closer to our 2030 goal.

We know there are a lot of opportunities; once we have explored every opportunity to reduce and convert, we will then ensure that we offset any remaining carbon through meaningful and impactful collaborations.

Over the next two years our priority is to map all Scope 3 emissions (beyond the five categories reported to date). We will use this to set a Science Based Target ('SBT') to ensure our decarbonisation pathway is aligned with a 1.5°C temperature rise.

Task Force on Climate-related Financial Disclosures (TCFD)

For more information on our climate risks and opportunities please refer to our Annual Report – Our sustainability performance section, and our CDP report available on our website.



Aquarelle, based in Samudra, South India, produces our men's shirts and recently moved into their new LEED Platinum factory.

The factory has a rooftop solar array that generates 40% of Aquarelle's energy needs. Enhanced natural light capture reduces their lighting needs by 30%. Rainwater harvesting is used to manage and enhance the water table. Energy optimisation established as a part of their ISO 50001 certification in 2020 has reduced their energy footprint by 5% to date. We recognised Aquarelle as our 'Most Sustainable Supplier' for 2020 during our first virtual supplier conference.

**Target to achieve
CDP A Grade by
2023**

Currently rated B Grade

RENEWABLE ENERGY	FY17 - Baseline	FY20	FY21	TARGET FY22	GOAL (2025)	GOAL (2030)
④ % Renewable energy used in our stores, offices and distribution partner sites	55%	79%	84%	90%	100%	100%
NET ZERO CARBON EMISSIONS - SCOPES 1, 2 & 3	FY17 - Baseline	FY20	FY21	TARGET FY22	GOAL (2025)	GOAL (2030)
TOTAL EMISSIONS (tCO₂e) *	76,776	38,865	33,308	-	-	-
⑤ % Change in normalised emissions (tCO ₂ e/£million)	-	-46%	-41%	-	-60%	-100%
% Change in total emissions (tCO ₂ e)	-	-49%	-57%	-	-	-

* Market based emissions reporting will account for the use of renewable electricity at an emission factor of 0gCO₂e/kWh. See page 28 for more detail on how this metric is calculated. Scope 3 categories include 'Fuel related activities', 'Upstream distribution & transportation', 'Staff business travel' and 'Upstream leased assets'.

LEADING POSITIVE CHANGE

Wherever you are

君はどこにいても

Inequality has no place

不平等には場所がありません

No ifs, buts, maybes

それが私たちのやり方です

SUPERDRY® 冒険魂

A fairer world is a better world for everyone. Everybody has the right to be respected and treated fairly and should have the opportunity to improve their lives. There is no place in society for inequality.



As a global business, we know we can touch the lives of many people. As a local business, we know how important it is to engage with communities. Our social initiatives mean we get to work with thousands of individuals and organisations across the world to improve their lives. We have our very own 'Sustainability Warriors' that ensure we're doing the right thing wherever we operate.

Whether you're an employee, a supplier, a consumer or you partner with us in some other way, we want you to be successful. We are committed to treating everybody equally and fairly. We lead positive change because it's the right thing to do.

FY21 LEADING POSITIVE CHANGE KEY FIGURES, TARGETS AND HIGHLIGHTS

We are committed to treating everybody equally and fairly.
We lead positive change because it's the right thing to do.

**Training
1,824**

farmers

in best organic farming practices, on track to reach 20,000 farmers by 2025

Supply chain partnership.

We worked closely to maintain strong partnerships with our supplier partners during the COVID pandemic

We reached over a third of the workers in our Indian third-party operated factories in Phase 1.

Over 10,000 workers engaged to date in our Respect and Dignity programme

Launched our COVID helpline

in key Indian factories – 'Telecare' – to provide afterhours advice on COVID-19 symptoms, benefits available and counselling

Supplied 5 million seeds

to organic farmers, growing over

440

tonnes of organic cotton used in Superdry garments

Donated

300,000

individual pieces of Personal Protective Equipment (PPE) to NHS Trust, to support key frontline workers



Our approach to leading positive change

We're committed to leading positive change – in our own operations, and through our supply chains from the factory to the field.

We have started telling people about our journey through our 'Truth Series', available on our corporate site. We will continue to share our journey through this platform and look at how we can provide our consumers, investors and wider stakeholders with clarity.

We've covered organic cotton extensively in this report so far, but we think it's valuable to share more details on the support we've provided to farmers to help them convert to organic, get a fair premium and lead positive change in the field.

We also go into detail on traceability, decent work, and fair and safe conditions. Providing more information on the progress we have made with our suppliers to establish empowered workplaces that go above and beyond compliance.



Sustainability Warriors

Sustainability teams do not deliver sustainability in isolation. We have learned that the only way to make real change is by harnessing the passion and energy of our colleagues across the business.

We have built a community of 50 'Sustainability Warriors' that engages colleagues and customers, discussing new ideas and turning them into reality. From moving signage in store to reusable options, to sourcing reusable masks for colleagues, and ensuring all size stickers are moved to a fully recyclable option – this group continually challenges us to question the norm, while championing practical and sustainable solutions across the business.



Converting organic farmers

According to Textile Exchange (2021),

“About a third of the world’s soil is already degraded... generating two to three centimetres of topsoil takes 1,000 years.”

Organic has many positive environmental impacts and is crucial to our journey in not only reducing our water footprint. Organic soil is known to lock away, or sequester, far more carbon than conventional soils.

Organic was less than 1% of last year’s cotton harvest – and as we said earlier, to meet our 100% organic goal sustainably, we need to invest in its supply.

Since 2018, we have been investing in organic farming in India. This year was our biggest yet – training 1,824 farmers on organic farming practices. At the time of writing this report, we have signed agreements with an additional 4,700 farmers to bring them into our training programme, directly connecting Superdry with over 6,500 farmers in FY22.

To grow any organic crop, the land must go through a conversion period. This is the time between the start of a farmer implementing organic practices, and the acceptance of crops as certified organic by the market. This process takes three years.



At the time of writing this report, we had signed commitment agreements with an additional **4,700 farmers** to bring them into our training programme, directly connecting Superdry with over **6,500 farmers** in FY22.

Over the course of the project, organic farming experts from bioRe Foundation and SymbioFarms in India provide regular training, tools such as GMO-free seeds, organic fertilisers and pesticides, and market access for their cotton.

The Organic Cotton Accelerator (OCA) keeps in touch with the projects to validate the impacts of the training, organic inputs, and any premium earned on the market.

We are supporting these farmers through this three-year journey by buying their ‘in conversion’ cotton at a premium.

With increasing demands on seeds, and challenges in part due to a rise in COVID cases, we also donated seeds upfront to farmers – helping them avoid interest charges from borrowing early in the season.

The reality is that from day one of conversion, the farmer follows stringent organic farming practices and sees better soils and lower production costs. ‘In conversion’ cotton is emerging as a sustainable cotton option and will likely become more recognisable to customers in coming years.

In the meantime, farmers in this group have two years left until they can call their cotton organic – and we will continue to support them every step of the way.

We have just signed off plans to extend this programme substantially next year, with the aim of reaching 20,000 farmers by 2025.

Our third-party supply chain

We keep close track of the factories we use to make Superdry products – applying strict approval processes to ensure we only work with factories that provide fair and safe conditions; ongoing monitoring to ensure these are maintained; and responsible exit processes to ensure the interests of the factory and its workforce are respected.

107,000 people help to make Superdry products – across our manufacturing and production sites. Of these workers, **62%** are women, **38%** are men.



We work with 112 'Tier 1' third-party main production sites in India, Sri Lanka, Turkey, Bulgaria, China, Cambodia and Vietnam. We also work with 192 'Tier 2' and 'Tier 3' factories which supply ancillary processes and trims to our main production sites.

We know that as a brand we have significant impact on how our factories operate and it is our responsibility to ensure that all factories we work with provide decent work, under fair and safe conditions.

We have strict policies to ensure workplaces are free from discrimination, where people are respected and associate freely and collectively bargain.

These principles are enshrined in how Superdry does business – our Code of Practice, human rights disclosures and environmental policies are all hosted on our corporate sustainability site.

Our third-party suppliers

Our approach starts with visibility.

We respect and uphold human rights wherever we operate and are aware that risks can arise within our own business and supply chains.

We review our core human rights risks annually and publish our assessment on our corporate site.

We work with local and international experts, auditors and organisations to engage, monitor, and drive positive change in our factories. All improvement is driven locally through our dedicated ethical experts located close to factories to enable transparency and partnership with factories and auditors.

Each factory is audited (at least) annually by a recognised third party auditor. We only approve factories that meet our compliance standard – covering all social and environmental principles defined in our Code of Practice. Detailed information on our approach taken to monitor our factories is available on the Ethical Trading section of our corporate site.

80% of the factories that we work with have been ranked with the highest ratings of social and environmental compliance.

Factories that require support to improve compliance in line with our standard are enrolled in our 'Intensive Care' programme – accounting for 20% of our supply base.

If factories fail to make the improvements agreed to align with our Code of Practice, we commit to exit in line with our Responsible Exit Policy.





Respect and Dignity. A core KPI within our supply chain, we are committed to ensuring that 100% of workers have access to workplaces that treat them with respect, with means to raise issues safely.

37% of workers in India have taken part in our Respect and Dignity programme across nine factories since 2017. This year, we added two of our largest factories in the programme, employing over **3,000 workers**.

This programme raises awareness on gender rights – involving management, supervisors and workers, ensures committee structures are in place to best represent workers, trains all parties on effective communication and sets up sustainable worker engagement systems in workplaces.

Visibility of conditions in factories

While our standard is strict, we are passionate about making a difference and therefore work closely with our factories to understand the true situation.

We use multiple mechanisms to achieve this.

Firstly in applying detailed capacity plans with 100% of our factories to ensure workers do not need to work overtime to produce our orders.

We have taken a leadership role in areas where we have found deep rooted industry wide challenges.

This year, one key priority has been in ensuring everyone in our supply base has access to all types of social insurance – critical to workers’ long-term financial security. While Indian and Turkish factories provide social insurance as standard, in China social insurance provision is not widely adopted.

34 factories have been leading positive change in social insurance enrolment. Since launching detailed milestones, training and capacity with our factories, we have seen social insurance coverage across all categories increase from an average of 45% to 68% of workers per factory. Our minimum threshold from FY22 is 70%, with all factories agreeing a road-map to increased coverage.

Operating safe conditions is a basic condition for our production – monitored regularly through audit and regular unannounced visits by our dedicated local ethical trading experts.

We have been working closely with our factories to ensure their workplaces are COVID safe, risk assessed, and local lockdown restrictions are followed.

During the COVID pandemic we worked closely with factories to establish baseline safety measures, and updated systems to prioritise COVID. We continue to closely monitor our factories to ensure they are complying with local requirements – including payment of wages where factories have faced quarantine or lockdown.

LEADING POSITIVE CHANGE	FY20	FY21	TARGET FY22	GOAL (2025)	GOAL (2030)
6 Organic farmer conversion – total # farmers enrolled in training	869	1,824	6,500	20,000	–
7 % Factory workers engaged in Respect and Dignity programme	11%	13%	18%	50%	100%

Sustainable Development Goals (SDGs)

We have seven core KPIs across our three strategic pillars – we have aligned our KPIs with the Sustainable Development Goals (SDGs).

The SDGs were set up in 2015 by the United Nations General Assembly and are specific targets intended to be achieved by countries by 2030. It is an urgent call to action and our blueprint to achieve a better and more sustainable future for everyone.

LOW IMPACT MATERIALS

Supporting SDGs 6, 12, 14

Our vision for clothing made solely from low impact materials lies in our knowledge that organic farming regenerates ecosystems by building healthy soils that draw carbon back into the ground, uses less water, and is safer for all involved. It also pays a better and more consistent livelihood to farmers.

1

65% of our cotton and non-cotton garments will be converted to organic, low impact or recyclable alternatives by 2025, with 100% of cotton moving to organic by 2030.

2

All packaging will be converted to recyclable, reusable or compostable alternatives by 2025.

3

We will baseline our water footprint in 2022, with the aim to reduce the water we use in manufacturing our garments by 20% by 2025 and 40% by 2030. We will be Zero Discharge of Hazardous Chemicals (ZDHC) compliant by 2030, eliminating any discharge of hazardous chemicals.

Building partnerships for the goals (SDG 17), we have linked up with conveners including ZDHC and the New Plastics Economy Global Commitment (NPEGC).

NET ZERO CARBON EMISSIONS

Supporting SDGs 7, 11, 13

Superdry has set a commitment to achieve net zero carbon by 2030. We are changing the way we do things: in fields, factories and stores. This will mean using more efficient technology, renewable electricity and changing how our products are distributed.

We will continuously challenge ourselves and our partners to minimise our carbon footprint.

4

100% of our owned stores, offices and third-party distribution centres ('DCs') will utilise renewable energy by 2025.

5

We will achieve net zero in our own stores, offices, and in our third-party DCs and logistics operations by 2030, and within our supply chain by 2040.

Building partnerships for the goals, we have joined and aligned our decarbonisation pathway with targets set by UN Fashion Charter for Climate Action and the British Retail Consortium's (BRC) Climate Roadmap.

LEAD POSITIVE CHANGE

Helping the achievement of SDGs 5, 8, 12

As a global business, we know we can touch the lives of many people. We are committed to treating everybody equally and fairly. We lead positive change because it is the right thing to do.

Building equitable supply chains from the bottom up we are working directly with organic and in conversion farmers to train and link them into our factory base, while also building workplace cultures that inspire respect and dignity.

6

20,000 farmers trained and converted to organic production by 2025.

7

50% of workers in our third-party supply chain will be directly supported with market leading and locally tailored gender empowerment and worker voice frameworks by 2025.

Building partnerships for the goals, we remain an active member of the Ethical Trading Initiative (ETI) and an affiliate member of the Organic Cotton Accelerator (OCA).



	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
① Sustainable product mix												●					●
② Packaging												●		●			●
③ Water use						●						●					●
④ Renewable energy							●				●		●				●
⑤ CO ₂ reduction							●				●		●				●
⑥ Organic in conversion farmer training	●		●			●		●				●			●		●
⑦ Respect and dignity	●				●		●	●	●	●		●					●

Sharing our KPI performance

The below consolidates all KPIs in this report – core KPIs which are reported to our Executive Committee and Board on a quarterly basis to measure delivery of our ‘Lead Through Sustainability’ strategic objective. We have also included visibility of our supporting KPIs within this section. Full methodology is provided in our statutory sustainability report.

KPI	FY21	TARGET - 2025	TARGET - 2030	METHODOLOGY/REFERENCE	ASSURANCE
Low impact materials					
① % PRODUCT CONTAINING ORGANIC, LOW IMPACT & RECYCLED MATERIAL	33%	65%	96%	% of total volume of garments bought in FY21 containing sustainably sourced materials, defined in scope in line with our environmental policy.	N/A
% Cotton product volume converted to organic, in transition & recycled	30%	65%	100%		
% Non-cotton product converted to recycled, lower impact	36%	65%	80%		
② % PACKAGING RECYCLABLE, REUSABLE, OR COMPOSTABLE	93%	100%	100%	Ellen MacArthur New Plastics Economy Global Commitment.	N/A
③ % WATER RECYCLED / REDUCED OUT OF TOTAL PRODUCTION PROCESS	-	-20%	-40%	To be reported from FY22 onwards.	N/A
Net zero carbon emissions					
④ % RENEWABLE ENERGY USED IN OUR STORES, OFFICES AND DISTRIBUTION PARTNER SITES	84%	100%	100%	Renewable energy contracts, certification through Energy Attribute Certificates (EACs), and on-site generation.	
% Garments bought from factories using renewable or optimised energy	46%	70%	100%	% of total volume of garments bought in FY21 produced in factories with on-site renewable energy generation or have certified to ISO 50001 Energy Management System.	N/A
⑤ % CHANGE IN NORMALISED CARBON EMISSIONS PER £1M SALES REVENUE (tCO₂e / £M) (SCOPE 1, 2 & 3 VS. FY17 BASELINE)	-41%	-60%	-100%	Market based emissions – reporting will account for the use of renewable electricity at an emission factor of 0gCO ₂ e/kWh. Scope 3 categories include – ‘fuel related activities’, ‘upstream distribution & transportation’, ‘staff business travel’, ‘upstream leased assets’ and ‘franchises’.	Audited by Avieco Ltd to ISO 14064-3:2019 standard
Scopes 1, 2 & 3 – total emissions (tCO ₂ e)	33,308	-	-		
Scopes 1, 2 & 3 – % change in total emissions (tCO ₂ e)	-57%	-	-		
Scopes 1 & 2 – total emissions (tCO ₂ e)	332	0	0		
Scopes 1 & 2 – % change in total emissions (tCO ₂ e)	-90%	-100%	-100%		
Scopes 1 & 2 – emissions per £1m sales revenue (tCO ₂ e)	0.6	0	0		
Scopes 1 & 2 – % change in normalised carbon emissions per £1m sales revenue (tCO ₂ e)	-87%	-100%	-100%		
Scope 3 – total emissions (tCO ₂ e)	32,976	-	-		
Scope 3 – % change in total emissions (tCO ₂ e)	-55%	-	-		
Scope 3 – emissions per £1m sales revenue (tCO ₂ e)	59.2	0	0		
Scope 3 – % change in normalised carbon emissions per £1m sales revenue (tCO ₂ e)	-39%	60%	-100%		



KPI	FY21	TARGET - 2025	TARGET - 2030	METHODOLOGY/REFERENCE	ASSURANCE
Leading positive change					
6 ORGANIC FARMER CONVERSION – TOTAL # FARMERS ENROLLED IN TRAINING	1,824	20,000	-	Training delivered by local expert field offices. Farmer Commitment Agreement (FCA) covers 100% farmers enrolled in training, defining scope of commitment, signed by all parties (Superdry, Organic Cotton Accelerator, Implementing Partner).	N/A
7 % FACTORY WORKERS ENGAGED IN RESPECT AND DIGNITY PROGRAMME	13%	50%	100%	Training delivered by local gender empowerment experts. All factories baselined against UN Women’s Empowerment Principles (UNWEP).	N/A

OUR RECOGNITION AND PARTNERS

External recognition

In April 2021 we were proud to have won the **Drapers Positive Change Award** – recognising our ‘year of reset’ – calling out our leading approach to organic farmer training and lower impact packaging solutions.

In May 2021, we topped the **Financial Times Europe’s Climate Leaders 2021 Leader Board** – topping the list of the 300 companies across Europe that have achieved the greatest reduction in their greenhouse gas emissions intensity between 2014 and 2019, for reducing our year-on-year core emissions by more than 50%.

At the time of writing this report, July 2021, Julian Dunkerton was also recognised by the **Soil Association BOOM awards**, as Best Organic Ambassador, for organic initiatives at Superdry, as well as within his wider business portfolio.

This is great recognition as a part of our sustainability journey.

We value working with others, to build partnerships for our goals and to ensure we are using industry recognised frameworks, externally validated data and certification in practice.



We are proud partners of:

Organic Cotton Accelerator (OCA) – Affiliate Member.

OCA is the only multi-stakeholder organisation fully dedicated to organic cotton, committed to bringing integrity, supply security and measurable social and environmental impact to organic cotton.

UN Fashion Charter for Climate Action – Proud Signatory.

The Fashion for Global Climate Action initiative calls on the fashion industry to acknowledge the contribution of the sector to climate change and our responsibility to strive towards climate neutrality for a safer planet.

British Retail Consortium (BRC) Climate Roadmap – Proud Supporter.

Committed to working with other retailers, their suppliers, government and other stakeholders, and to support customers to collectively deliver the industry’s net zero ambition.

The HIGG Index – Customer.

Utilising HIGG’s suite of tools for the standardised measurement of value chain sustainability, central to the Sustainable Apparel Coalition’s mission to transform businesses for exponential impact.

New Plastics Economy Global Commitment (NPEGC) – Proud Signatory.

The Initiative has been rallying businesses and governments behind this common vision of a circular economy for plastic.

Zero Discharge of Hazardous Chemicals (ZDHC) – A Friend.

Through collaborative engagement, standard setting and implementation, we will advance towards zero discharge of hazardous chemicals.

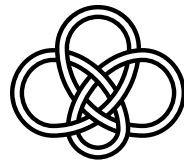
Ethical Trading Initiative (ETI) – Achiever Level Member.

A leading alliance of companies, trade unions and NGOs that promotes respect for workers’ rights around the globe.





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**GROW FUTURE
THINKING**