



OUR HISTORY IS STILL IN THE MAKING



↑  
upfront about our clothes



↑  
upfront about our environmental impact

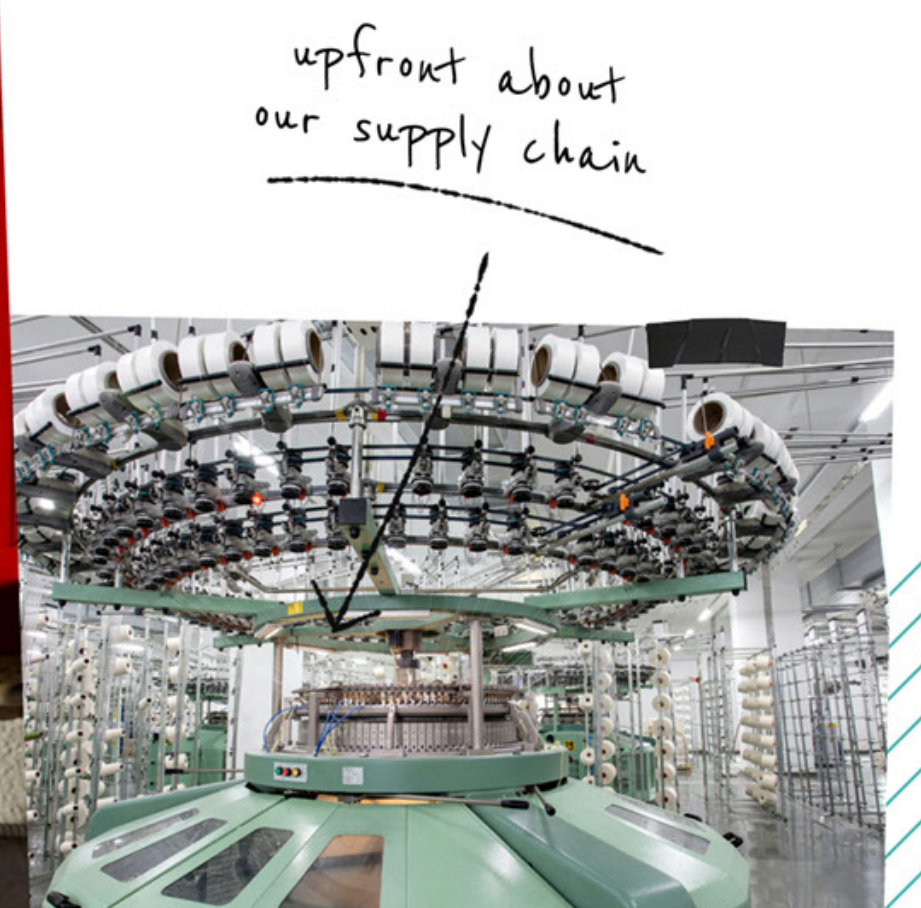


**UP.FRONT**  
FASHION.READY FOR THE FUTURE  
**BOOHOO GROUP SUSTAINABILITY PLAN**

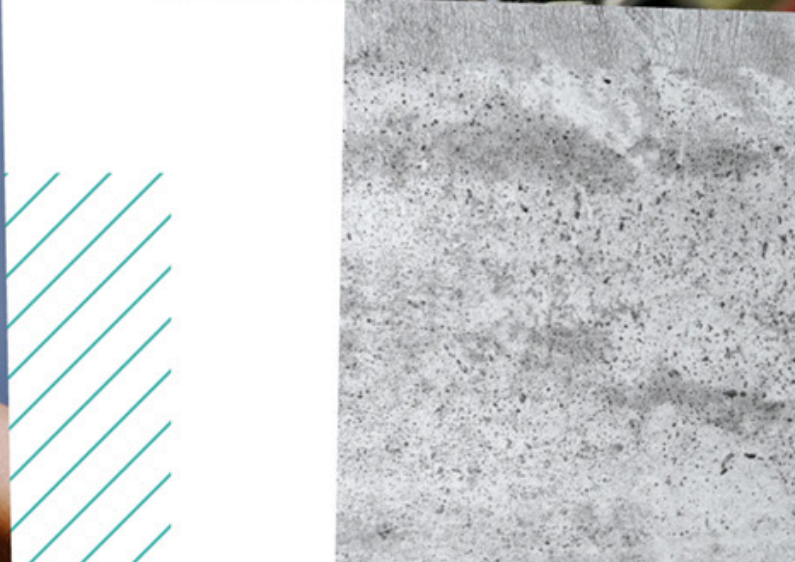
↑  
upfront about how we run our business



WEAR SOMETHING THAT CHANGES SOMETHING



↑  
upfront about our supply chain



“ The boohoo group is a young, fast-paced fashion business. We have grown rapidly since our launch in 2006, and are now a leading online retailer with 13 brands, delivering a range of on trend products to our customers.

We know that fashion faces social and environmental challenges, and we want to play our part in creating a better fashion future. That's why we've made significant changes to the way we run our business. We've published our agenda for change, which is driving improved standards throughout our UK and international supply chains, and we are delivering against our commitments.

But it doesn't stop there. We have developed our first sustainability plan: UP.FRONT FASHION READY FOR THE FUTURE. We've set bold goals against our priority issues, and we'll be open and honest about the progress we make.

I am excited to launch this strategy, the group's board is committed to it, and our teams are already working hard to make it happen.

It's not going to be easy, and there will be challenges along the way. But we are determined to make progress on re-imagining fashion. We'll be UP.FRONT about how we're creating change, what we learn, and what we'll do to keep moving towards our goals.

**Our history is still in the making.”**



**John Lyttle**  
CEO | boohoo group

**We're facing up to the future, doing more for our clothes, our suppliers, their communities and our impact on the environment.**

We've looked hard both inside and outside our business, and come up with a plan that will help us be ready for the future.

There is work to be done, and we're going to be open, upfront, and frank on the progress we are making. Our next chapter is still in the making.

**UP.FRONT**

FASHION.READY FOR THE FUTURE

## How we developed our plan

Over the past year, we've been working behind the scenes to build the foundation for things to come. We've strengthened our team, and we're collaborating across our industry to make the biggest impact we can on shared challenges, joining groups like the Sustainable Apparel Coalition, Textiles 2030 and the Microfibre Consortium.

We've designed this plan to tackle the issues that matter most to everyone who's connected to our business. To do this, we've explored the impacts of fashion, and talked to our colleagues and customers about the future they want. And to make it happen, we've set clear goals and targets based on best practice.

We'll communicate our progress and challenges openly and honestly, steering clear of technical lingo. This way, you can see what we've achieved, and get a sense of where there's still work to do.

# UP.FRONT

FASHION.READY FOR THE FUTURE

1



## FOCUS AREA 1: CLOTHES.MADE SMARTER

Making our clothes in a smarter way - with better materials, more sustainable design and less waste and packaging.

2



## FOCUS AREA 2: SUPPLIERS.ON BETTER TERMS

Doing more for our suppliers - transparent supply chains, improved standards and management and a long-term commitment to those that work in fashion.

3



## FOCUS AREA 3: OUR BUSINESS. TAKING ACTION

Running our business responsibly - strong governance, a great place to work, tackling climate change, responsible marketing and a role in communities we can all be proud of.

## What we're doing

We're focusing our efforts on the areas where we can have the biggest impact on creating more sustainable fashion - materials, design, waste, packaging - and finding ways to keep our clothes in use for longer.



### FOCUS AREA 1: **CLOTHES.MADE SMARTER**

Why and how

#### **Better materials**

We've analysed our material mix and developed guidelines for more sustainable materials, with a big focus on polyester and cotton which are the materials we use the most across the group. We're launching a READY FOR THE FUTURE strapline across our brands to help customers know which products are helping us meet our goals.

#### **Packaging**

We've made a lot of progress on key types of packaging and labelling. For example, our despatch bags now contain over 80% recycled plastic. We're working with our suppliers to ensure a consistent approach across all our garment packaging, and we'll keep exploring more sustainable, recyclable packaging materials.

#### **Textile waste**

Building on the work we've done to divert textile waste in our own operations from landfill, we're extending this to our UK supply chain. We're also committed to developing different ways for customers to recycle their garments and investigating resale platforms to keep clothes in use for longer.

#### **Future focus**

We will develop dedicated goals on water, chemicals, biodiversity and microfibres and work with experts to understand the best role we can play in addressing these issues. As an active member of WRAP's Textiles 2030 initiative, we will be working with others in the industry to find solutions for these complex areas.





### **Why it's important**

There's an environmental and social cost to producing and selling clothes. Including the materials used, how they are designed, what happens at the end of life and the packaging used to get them to our customers in the best condition.

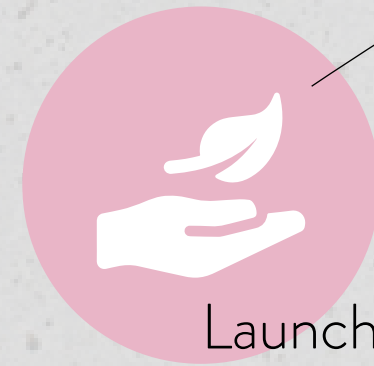
So we're finding ways to be smarter and leave a lighter footprint.

# FOCUS AREA 1: CLOTHES.MADE SMARTER

## Our goals

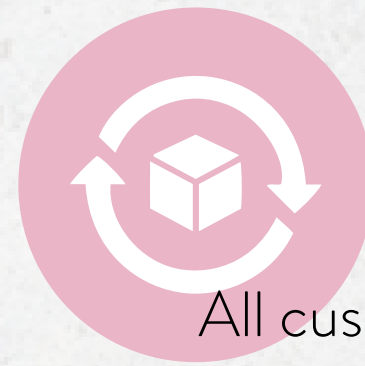
-  Sustainable design
-  Packaging
-  Textile waste
-  Better materials

2021



Launch READY FOR THE FUTURE product lines and collections across our brands to make it easier for our customers to make more sustainable choices.

2023



All customer garment packaging will be reusable, recyclable or compostable; any plastic used will contain over 50% recycled content.



Launch resale and recycling offers across our brands.

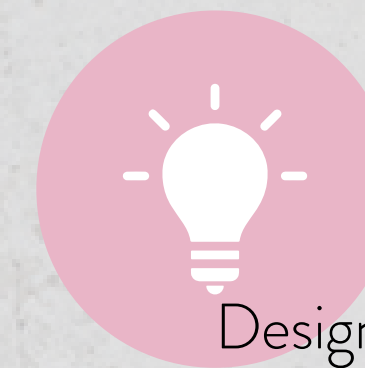
2025



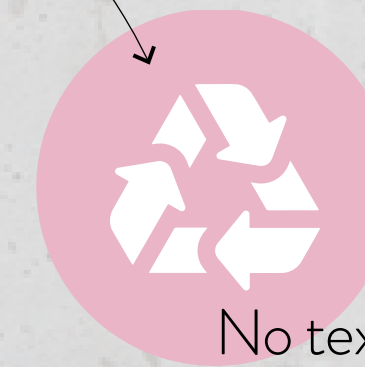
All our polyester and cotton products will contain recycled or more sustainably sourced materials.

Over half our synthetic cellulose will come from more sustainable sources.

All our leather, wool, feather and down will be sourced in line with industry best practice.



Design innovation to reduce waste, increase durability and improve recyclability.

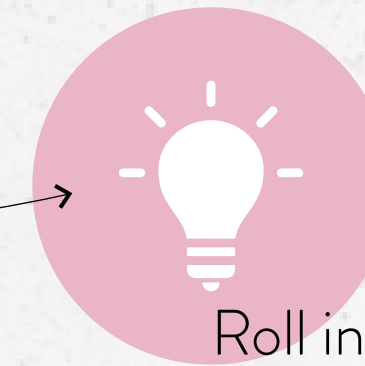


No textile waste direct to landfill in our UK supply chain.

2030



All the materials we use in our garments will be more sustainable.



Roll innovations out across our ranges.



**FOCUS AREA 2:**  
**SUPPLIERS.ON**  
**BETTER TERMS**

Why and how

## What we're doing

To make this happen, we've been building our team, so we know where all our factories are and we can keep a close eye on how suppliers are performing against our standards.

### Standards

In addition to a more rigorous supplier management programme, we're improving the systems we use to order, monitor and track our products. All this work will drive positive changes for suppliers, factories and workers, we'll monitor the impact of these improvements and publish the findings.

### Transparency

We have published Alison Levitt QC's independent review of our supply chain, disclosed our list of UK suppliers, and shared updates by Sir Brian Leveson. Longer term, we're going to work with key suppliers to map priority raw materials right back to the fields and factories where they were produced.

### Why it's important

Our business is growing. We rely on strong relationships with our suppliers to provide our customers with on trend products at great prices. So it's vital we can trust that suppliers are respecting our ethical, environmental and product quality standards. In particular, we want them to treat workers well and pay them fairly. And to build stakeholder confidence and brand loyalty, we need to communicate our progress clearly and openly. That's why transparency runs through all our UP.FRONT goals.

### Programmes

We're setting up a Garment Workers Trust in Leicester to help champion workers' rights and provide support for vulnerable garment workers in Leicester. We've also purchased a site in Leicester where we want to establish a best practice manufacturing facility.

**FOCUS AREA 2:**  
**SUPPLIERS.ON**  
**BETTER TERMS**

Our goals

 Transparency

 Programmes

 Standards

**2021**



Disclose our supplier and factory list.  
Publish our purchasing practices.

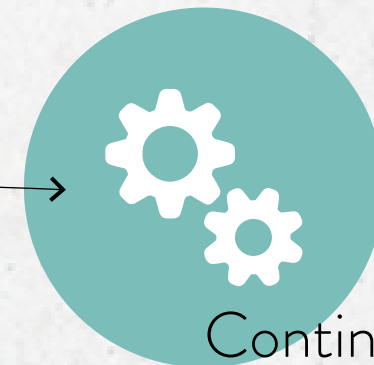


Set up and donate £1 million to the Garment Workers Trust in Leicester.  
Launch manufacturing centre of excellence.



Raise supplier standards through an improved supplier management programme and measuring progress.

**2023**

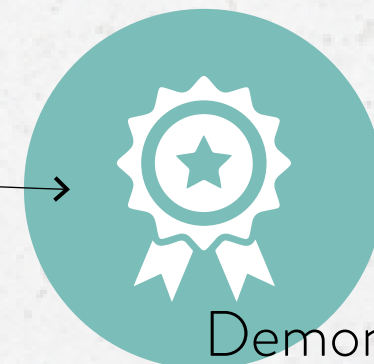


Continue disclosing our supplier information and improving our purchasing practices.

Map our raw materials supply chain for key fibres.

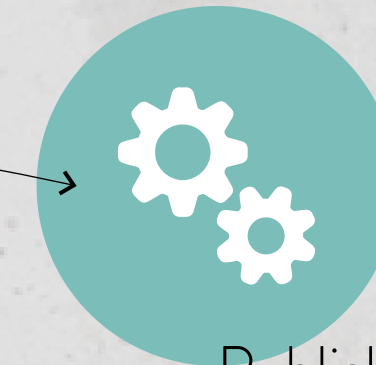


Showcase through our manufacturing centre of excellence that our products can be made legally, ethically and safely in the UK.

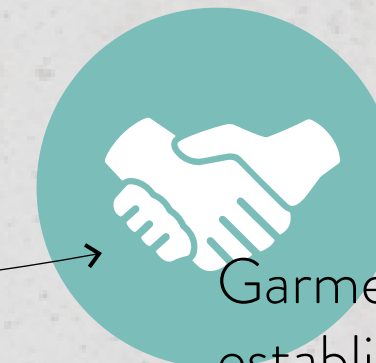


Demonstrate improvements in UK garment factories and the positive impact on workers.

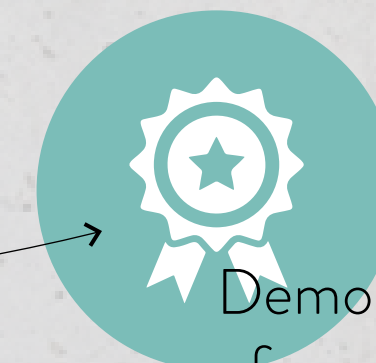
**2025**



Publish key raw material supply chain information.



Garment Workers trust is established and becomes a recognised and trusted source of support for garment workers.



Demonstrate the impact of our improved supplier management programme over 5 years.



# What we're doing



## FOCUS AREA 3: **OUR BUSINESS. TAKING ACTION**

Why and how

### Why it's important

We're passionate about fashion, our business and the role we can play in creating a better fashion future. Taking responsibility for the way we run our business and manage our impacts is the best way to achieve this. That's why caring for people and the environment will be central to our decisions. This starts with making sure we have strong governance practices and a great team of people. With talented people behind us, we'll be able to deliver our goals and make more sustainable choices easy and desirable for consumers. And by making a difference in our communities, we'll be able to give back to society.

### Governance

In 2020, we established a Supply Chain Compliance Committee, which reports to our Risk Committee and the group's board. We're focusing in particular on supplier standards, and will also discuss broader sustainability issues. To drive change, teams across our business will have KPIs linked to our sustainability strategy.

### People

We want to attract and retain the best talent in the industry, building a diverse, inclusive Boohoo Family where all our colleagues feel valued, have the opportunity to reach their full potential and are proud of what we achieve together. We'll listen to colleagues' needs, make diversity and inclusion a part of everything we do, and create a thriving workplace culture. We'll focus on health and wellbeing and provide first-class learning and development opportunities as well as market-leading reward and benefits packages. And we'll improve the way we monitor performance and plan for the future.

### Climate change

We've calculated our carbon emissions in our own operations and through our value chain, and in 2021, we'll develop a dedicated programme to make progress on our carbon goals, focusing on our product supply chain and logistics.

### Marketing

We've published our marketing principles. Our teams are also working hard to make it easier for customers to make more sustainable choices. And we'll continue to make sure that customers from all walks of life are able to access our on trend products at great prices.

### Community

Our teams are passionate about giving back to their local communities and supporting charities. To amplify our positive impact, in 2021, we plan to launch a group-wide social impact strategy to reach more people and measure the impact on their lives.

**FOCUS AREA 3:**  
**OUR BUSINESS.**  
**TAKING ACTION**

Our goals

 Governance

 Marketing

 Climate change

 Community

 Our people

**2021**



Embed sustainability risks and opportunities in business decisions and KPIs.



Publish marketing principles.



Publish our social impact strategy to support local communities.



Chief People Officer in charge of creating a diverse, inclusive and thriving workplace.

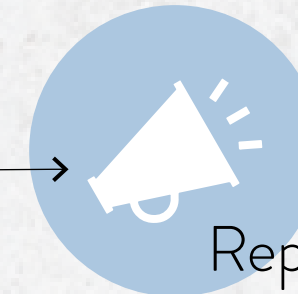


Based on our operational and supply chain carbon footprint, develop a roadmap for change.

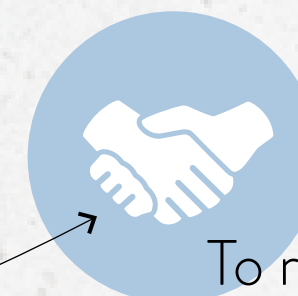
**2025**



Track progress and keep sustainability at the centre of business decisions.

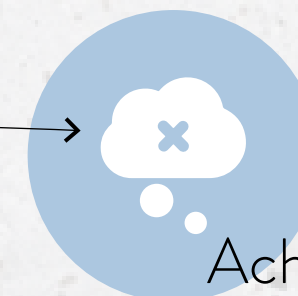


Report on how we've made it easier for customers to make sustainable choices with us.



To receive independent external recognition via an award, accreditation or kitemark for:

- » Being an organisation that cares about doing things right and values it's people; or
- » Being an organisation that has a genuine and authentic commitment to driving D&I change in the workplace and wider society



Achieve a 4.2% absolute reduction in operational emissions each year, and 7% reduction in value chain emissions each year relative to our growth.

**2030**



Achieve carbon reductions across our value chain aligned with science based targets equivalent to 52% reduction in emissions relative to our growth .

**What's next?**

**In the coming  
weeks / months  
we will be....**

**UP.FRONT**

FASHION.READY FOR THE FUTURE

**Running** a series of events and training sessions in our company to make sure everyone at boohoo knows how they can get involved and what the plan means for the work they do.

**Embedding** the core themes of the Agenda for Change programme across our business and into our daily work.

**Engaging** with our investors on our new commitments and how we plan to achieve them.

**Working** closely with our suppliers to make the move to more sustainable materials.

**Collaborating** with industry groups to put our joint plans for change into action.

**Publishing** our sustainability report to share more on the progress we've made and what we're doing next.