

A woman with long dark hair, wearing a wide-brimmed black hat, a denim vest over a light-colored top, and blue jeans, is sitting on a large, mossy rock. She is also wearing brown cowboy boots. The background features a natural landscape with dry grass, a small stream, and mountains under a clear blue sky with some clouds.

# ba&sh

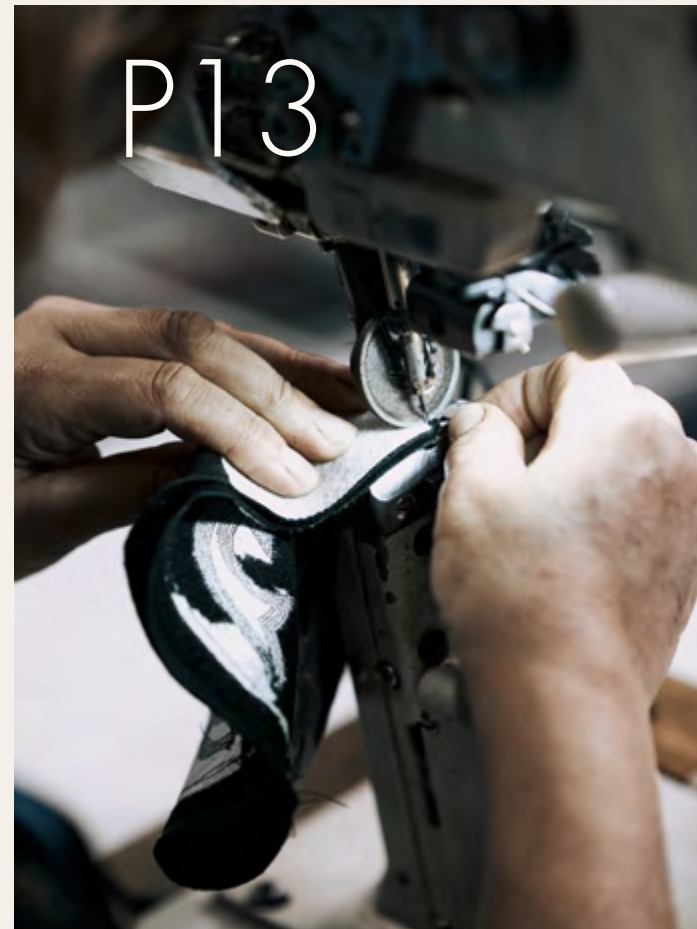
SUSTAINABILITY REPORT 2023

# CONTENTS



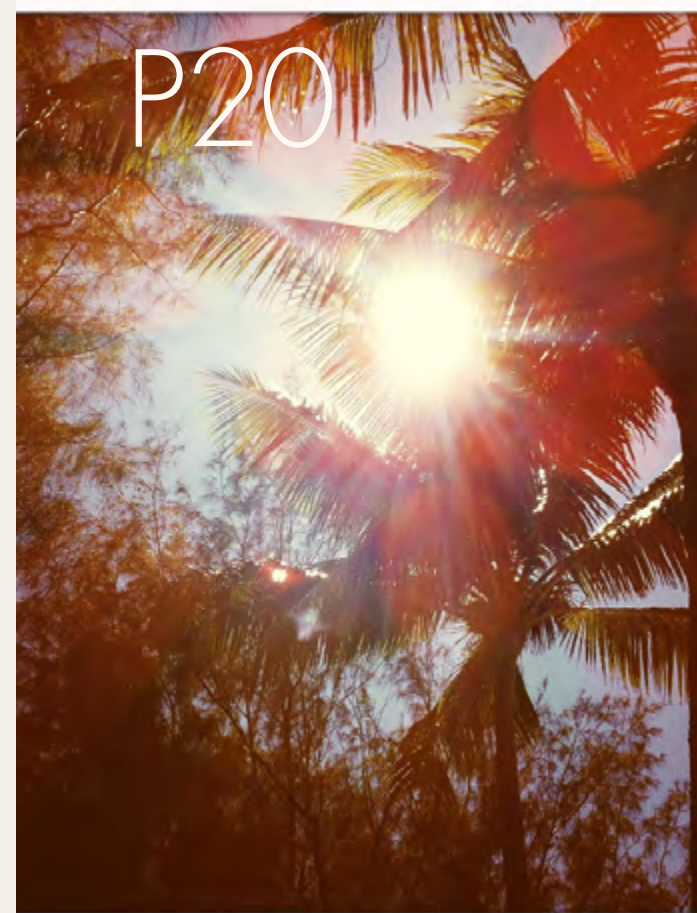
## ba&sh world

All about ba&sh	p4
Our manifesto	p5
Sustainable Development Goals	p6
Stakeholder relationships	p7
Double materiality assessment	p8
Key figures for 2023	p9
#justfacts	p12



## Social

Social compliance	p16
Geographic distribution of production in 2023	p18
Traceability and transparency	p19



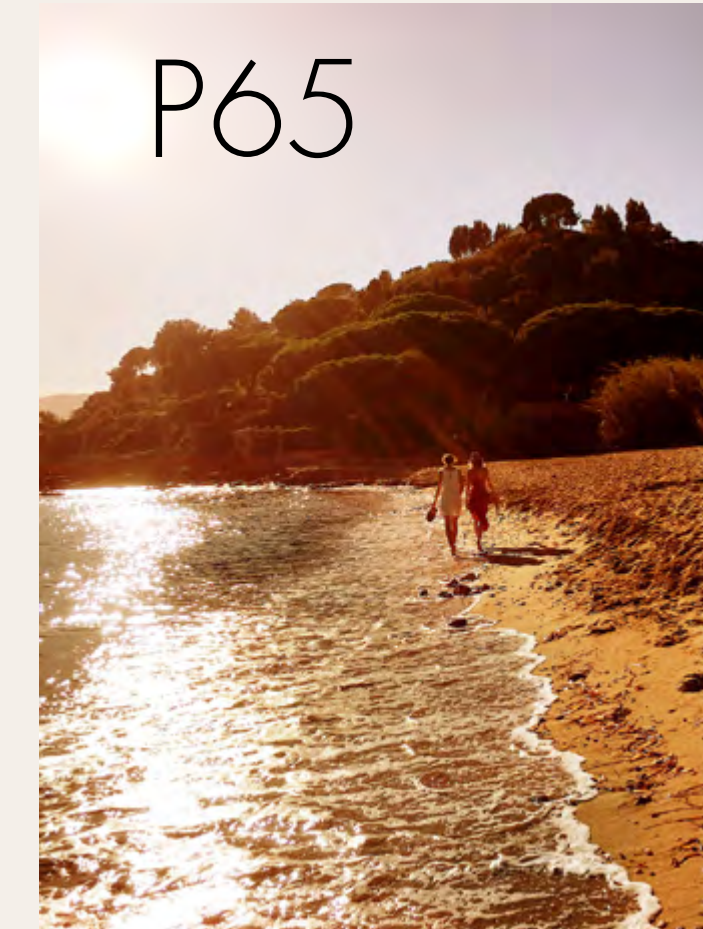
## Environment

Carbon footprint	p22
Climate strategy	p27
Biodiversity footprint	p28
Biodiversity strategy	p29
Water footprint	p30
Water strategy	p31
Reducing our impact	p32



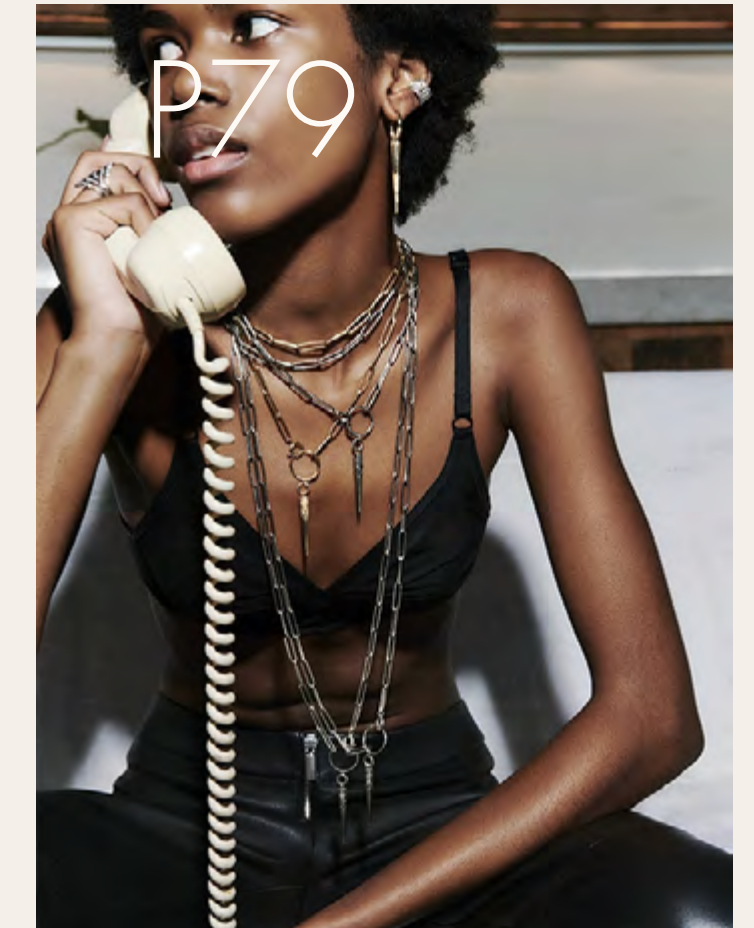
## Circularity

Establishing circular business models and practices	p63
Recycling and upcycling	p64



## Societal

Equal pay and opportunity	p66
Ethics	p67
Parenting policy	p68
Health and security	p69
Training	p70
Diversity and inclusion	p72
Philanthropy	p75



## Appendices

Appendix 1: ba&sh's contribution to the SDGs	p80
Appendix 2: Double materiality assessment	p81
Appendix 3: Carbon footprint categories according to the GHG Protocol	p82
Appendix 4: ba&sh approved labels	p83
Appendix 5: Audited indicators	p84



ba&sh

WORLD

## ba&sh world

### All about ba&sh

ba&sh was born in 2003, blending the names of founders Barbara Boccara & Sharon Krief in a spirit of sisterhood and audacity that still drives the company today - emboldening women is what ba&sh is all about! This mission is reflected in the brand's collections as much as in its longstanding societal commitments, from combating violence against women to creating new socio-economic opportunities for them. The empowerment of women is a golden thread that unites the brand's many philanthropic initiatives.

As a dynamic brand with a strong international presence, ba&sh is deeply aware of the ecological and societal challenges of our times. This is why, in 2017, ba&sh crafted the company's Corporate Social Responsibility (CSR) strategy, established on **5 major pillars**: environmental action (climate, biodiversity, water), social compliance & traceability, certified & innovative materials, circularity and community, which includes diversity & inclusion.

Though the road ahead is long, ba&sh stands more committed than ever to continuous improvement, together with our stakeholders - because together is the only way to truly make an impact and transform our industry for the better.

**Optimism**  
**Sisterhood**  
**Freedom**  
**Engagement**





## ba&sh world

# Our manifest

In an uncertain world, it takes courage to be optimistic.  
It takes strength not to feel powerless regarding the stakes we are facing.

ba&sh is above all a resolutely positive state of mind, and a collective movement.  
A conviction that it is always possible to do better,  
That it is possible to collectively meet the challenges of our planet, by setting ambitious goals.

An energy that drives us to transform ourselves on social and environmental issues,  
Bringing alongside us our partners and our sector.  
A joy of living, which turns each progress into a reason to celebrate.

Whether it is significantly increasing the circularity of our garments, giving them many lives,  
Reducing our carbon footprint, helping to preserve ecosystems and water,  
Rethinking the culture of the lands which give birth to our materials,  
Understanding and acting on our manufacturing chains to make them more virtuous,  
Choosing materials that are less impactful for humans, nature and animals,

Supporting women in different areas that are dear to us, such as entrepreneurship, education or health,  
Transforming ourselves in depth, step by step, until becoming a certified B Corp™ company.

We are on the way.  
We have taken big steps.  
We believe in the power of actions.

**ba&sh. Walk on the bright side.**

## ba&sh world

# Sustainable Development goals

Approved by the 193 member states of the United Nations in 2015, the SDGs were developed in response to the economic, social and environmental challenges faced by our planet.

These 17 goals cover a wide range of issues, including poverty, discrimination, inequality, education, energy, water, biodiversity and climate.

**ba&sh's sustainable development strategy is part of this framework and contributes to the achievement of 12 goals\*.**

*See the appendix for details of our contribution to the SDGs.*



## ba&sh world

# Relationships with stakeholders

As part of its CSR policy, ba&sh is committed to communicating transparently and including its stakeholders, both internal (management, employees, etc.) and external (NGOs, customers, suppliers, etc.), in the company's decision-making.

In line with its materials and sustainable sourcing strategy, ba&sh is an active member of NGO Textile Exchange and participates in a number of its working groups, such as the Regenerative Agriculture Community of Practices, the Leather Round Table, the Animal Fibers Round Table and the Man-Made Cellulosic Fibers Round Table. ba&sh is also working together with NATIVA™ to develop and finance the transition of three sheep farms in Uruguay towards regenerative agriculture practices over 8,000 hectares. ba&sh is also a member of the Leather Working Group (LWG) and takes part in a working group with a focus on traceability. As part of our animal welfare policy, ba&sh works with animal welfare nonprofit FOUR PAWS, is a signatory to the NGO's Brand Letter of Intent and is a member of the Fur Free Retailer Program, run in France by the NGO One Voice. ba&sh has also partnered with environmental not-for-profit Canopy and is a signatory to both the CanopyStyle and Pack4Good initiatives. Our OBJECTIVE? To help preserve forests by sourcing viscose and cardboard packaging from sustainably managed forests that do not contribute to deforestation.

As for our social compliance and traceability policy, ba&sh joined the Amfori Social and Environmental Compliance Initiative (BSCI & BEPI) in 2021, aiming to improve working conditions and social performance at every step of our value chain. We work closely with all our suppliers to engage them in our transformation process. To this end, in September 2022 we invited several of our suppliers to our annual convention to take part in workshops on cotton and viscose, together with our employees.

As for circularity, ba&sh donates its unused window displays every year to *Réserve des Arts*, an association promoting culture and art that collects and makes them available to art students and professionals. Furthermore, ba&sh has joined the Circul'R Club, a community of companies working to make the circular economy a reality in France. Today, the Circul'R Club gathers more than 100 companies and institutions, from large groups to local authorities, including ESG funds and committed startups. Each participant contributes to the transition towards a circular economic model. ba&sh is also a member of C3D, an association dedicated to transforming business models to be both environmentally sustainable and socially responsible. ba&sh is also a member of the *Fédération de la mode circulaire*.

ba&sh works with specialized consulting firms. Our carbon footprint is measured every year by EcoAct, and the 25 extra-financial performance indicators were audited by Mazars or Utopies for the double materiality assessment. We are also in regular contact with a number of other brands and institutions.

At ba&sh, our CSR policy is woven into the fabric of every department. It is a collaborative effort championed by our teams across the board. At our headquarters, each executive is entrusted one or more CSR OBJECTIVES every year. Additionally, a portion of our Executive Committee's bonus is tied to CSR OBJECTIVES. To ensure robust governance, we convene a Strategic Sustainability Committee (also known as our Sustainability Advisory Board) biannually. It consists of four external experts who meet biannually to thoroughly evaluate, question, and enrich ba&sh's CSR strategy.

Finally, ba&sh is committed to providing customers with more transparency. For example, QR codes have been added to ba&sh labels providing customers with instant access to information about each item's lifecycle, thanks to our partnership with Fairly Made. Surveys are also organised annually to measure customer awareness of our sustainability policy and assess which topics are most important to them.

## ba&sh world

# Double materiality assessment

In 2023, we carried out our first **double materiality assessment**. This method charts a company's CSR challenges along two distinct axes: **the company's impact on its ecosystem** (impact materiality) and **the ecosystem's impact on the company** (financial materiality).

**This framework helped us identify and prioritize ba&sh's key sustainability challenges and assess how well the company's CSR policy addresses them.**

The assessment involved stakeholders, both internal (Executive Committee, management, department heads, employees) and external (biodiversity and climate experts, shareholders, representatives from companies specialized in circularity and traceability).

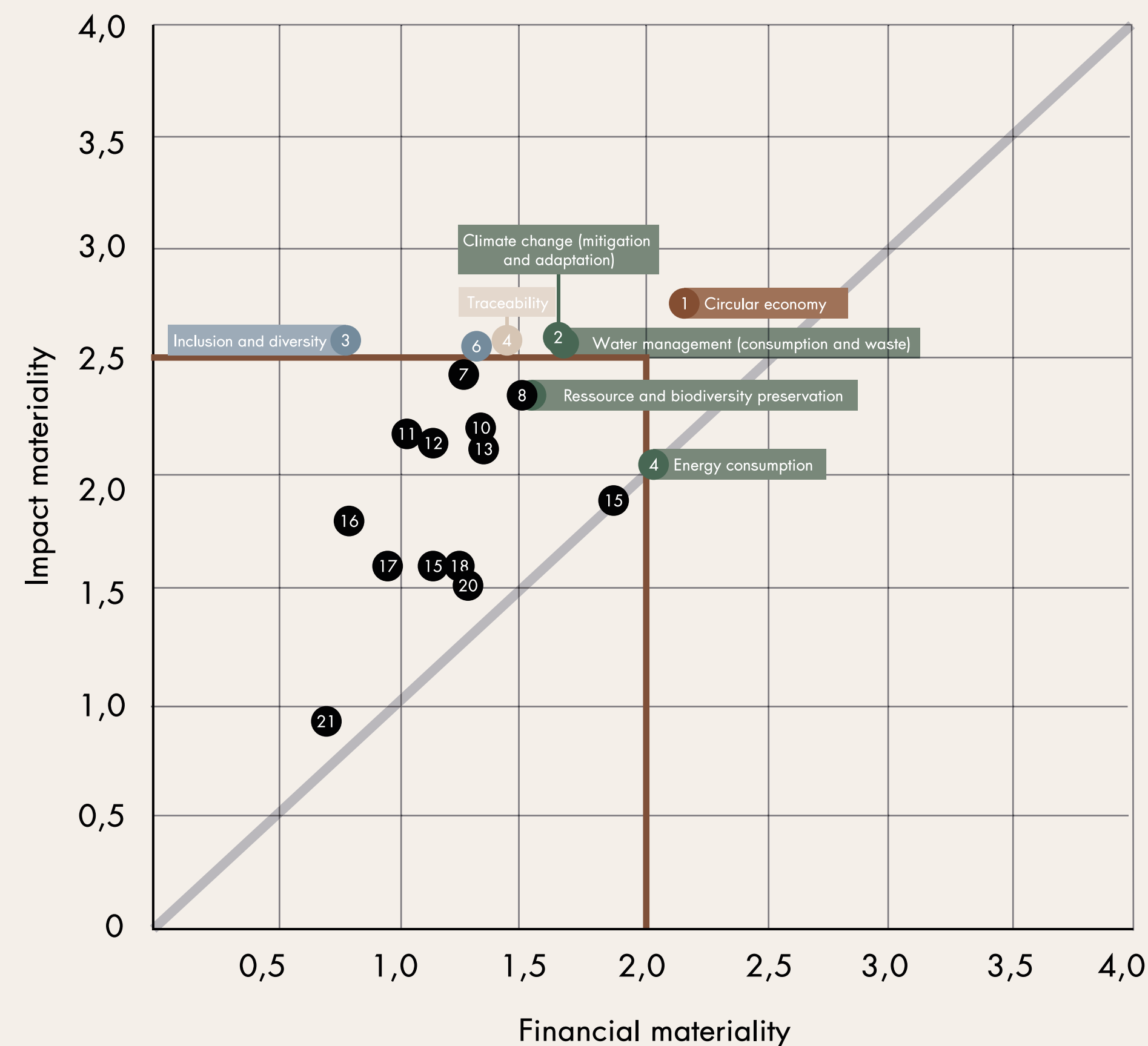
Over 30 people contributed to this assessment through individual interviews, participatory workshops and surveys.

The results showed that the priorities established in ba&sh's CSR Strategy in 2017 effectively address the company's key issues. These priorities are backed by solid action plans, highlighting a mature approach to CSR.

## ba&sh's 8 most material issues

8 material issues were identified and divided into 4 categories: environment, supply chain, products and communication, HR and business management.

- Environment
- Products and communication
- Human resources and business management
- Supply chain





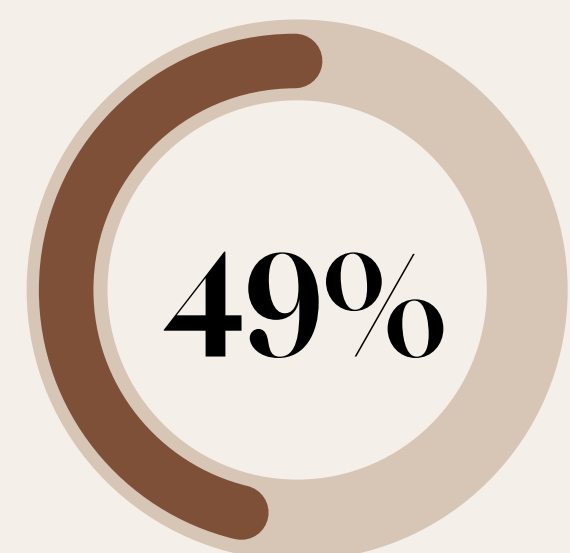
# ba&sh world

## Key figures for 2023

### Stores

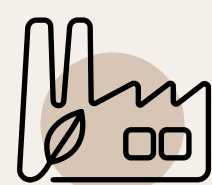


### Distribution of production



of our products were made in nearby countries in 2023, 25% of which in Europe in volume

### Social compliance and traceability



**82%**

of our tier 1 production sites featured valid audits (less than two years old) using only the most rigorous methodologies identified by ba&sh in 2023



**60%**

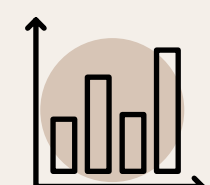
of our products could be traced to tier 3, in other words, up to the thread (Autumn-Winter 2023 and Spring-Summer 2023)



**400**

references traced via the Fairly Made tracker by the end of 2023

### Carbon footprint



**-5%**

less CO<sub>2</sub>e emitted on average by a ba&sh product in 2023 compared with 2022

*This means that for each ton produced we emitted less carbon than last year*

### Transport (upstream and downstream)



**73%**

road transport in 2023



**-4%**

air freight in 2023 vs. 2022

### Energy



**-5%**

CO<sub>2</sub>e emitted on scopes 1&2 in 2023 vs. 2022

### Indeed



**-21%**

less carbon intensity in ba&sh's electricity mix

### Because



Growing proportion of renewable energy powering our stores and warehouse

### Packaging

- 100% of our paper bags are made from 80% recycled paper, using wood pulp from sustainably managed forests, and are 100% recyclable
- 100% of our cardboard packaging is made from 100% recycled paper and cardboard, using wood pulp from sustainably managed forests, and is 100% recyclable

# ba&sh world

## Key figures for 2023

### Materials



# 66%

certified materials in 2023 (Autumn-Winter 2023 and Spring-Summer 2023), representing a **9% increase** compared with 2022

# 75%

of items contained at least 70%\* certified materials or materials with less environmental impact such as linen or raffia

\*with the exception of recycled fibres, which achieved a rate of 40%



**62%** of **cotton** is certified organic or recycled



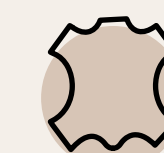
**87%** of certified **viscose** is made from wood pulp from sustainably managed forests, of which 27% alternative viscose (LENZING®, ECOVERO®, TENCEL®, Modal®)



**58%** of **wool** comes from certified suppliers ensuring animal welfare, sustainable pasture management, recycled origin or organic production



**60%** of **polyester** is of recycled origin



**97%** of **leather** is sourced from Leather Working Group certified tanneries

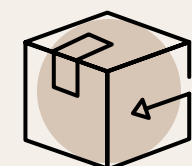
# ba&sh world Key figures for 2023

## Circularity

3 ways to extend the life of our products



**5%**  
of online sales in France



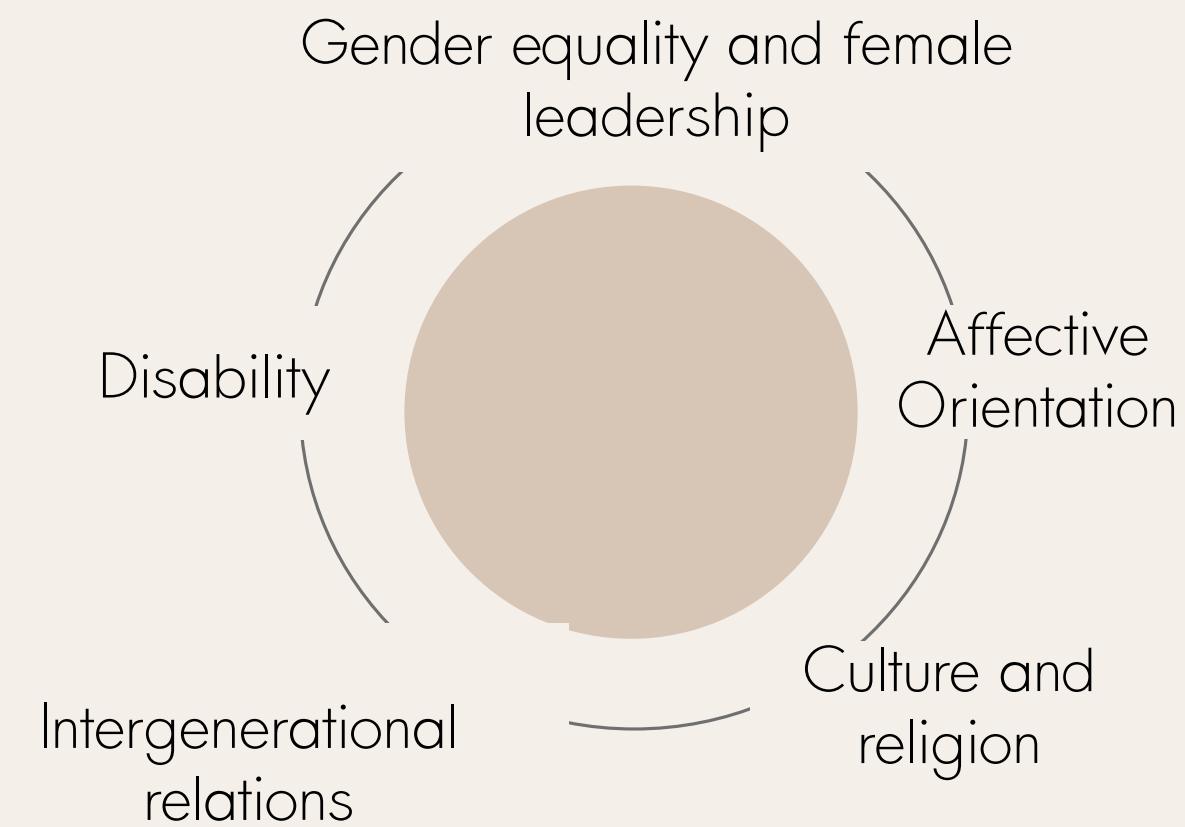
**74%**  
of second-hand stock sold



**1 917**  
new customers buying our second-hand offer

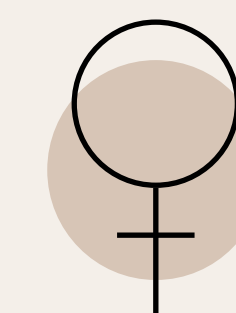
## Societal

5 priorities of diversity and inclusion



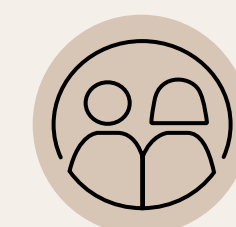
**651,697 €**

donated to non-profits through ba&sh's Fund and Action philanthropy program



**79%**

Women on the Executive Committee



**90%\***

of employees say they are proud to work for ba&sh

*\*HR Survey conducted in 2023 on a sample of 302 respondents worldwide (excluding Asia)*

**3,037 hours**

of training provided to our teams on average in France

ba&sh world  
#Justfacts



CLIMATE & BIODIVERSITY



MATERIALS



TRACEABILITY & SOCIAL COMPLIANCE



CIRCULARITY



WOMEN SUPPORT

RESULTS

<p>Reduce our carbon footprint, contribute to safeguarding ecosystems and water resources</p>	<p>Choosing materials that have less impact on humans, nature and animals</p>	<p>Understanding and acting on our supply chains to make them more sustainable</p>	<p>Significantly increase the circularity of products through multiple lives</p>	<p>Helping women in fields dear to ba&amp;sh (entrepreneurship, health, education, etc.)</p>
<p>-5% CO<sub>2</sub>e emissions per ton of products produced in 2023 compared with 2022</p> <p>Funding of 3 regenerative agriculture wool farms</p>	<p>66% of materials certified in 2023 VS 52% in 2022</p>	<p>60% of references traced up to the thread in 2023</p>	<p>20,000 second-hand products collected in 2023</p>	<p>Launch of the Fund &amp; Action charity program in 2023, bringing together and perpetuating our long-standing commitment to women.</p>

AMBITIONS

<p>Relocation of 60% of production nearby, 25% less flights on business trips, 100% of stores powered by renewable energies by 2025</p> <p>30% of regenerative wool in our collections by 2025</p>	<p>100% certified materials in 2025*</p> <p>*except for alpaca (OBJECTIVE 2027)</p>	<p>100% of references traced back to the origin of raw materials in 2025</p>	<p>50,000 second-hand products collected in 2026</p>	<p>Amplify our actions and offer all ba&amp;sh teams 2 days per year to commit to women by 2025</p>
--	---	--	--	---

**We believe in the power of actions.  
WALK ON THE BRIGHT SIDE**

A close-up photograph of a fashion designer's workspace. In the foreground, a hand with a ring is resting on a desk. In the background, another hand is using a pencil to draw a sketch on a piece of paper. The desk is covered with various items: a piece of leopard-print fabric, a ruler, a black marker with the text 'COOL GREY 1 / GRIS FROID 1 / GRIS FRESCO 1 CG1' and 'PROMARKER™', and several sheets of paper with hand-drawn sketches and handwritten notes. The sketches include a long, narrow piece of fabric and a more complex, curved shape. The overall scene is a detailed and creative fashion design process.

ba&sh

SOCIAL

# Social

## Social compliance

### In it for the long term

Walk on the bright side is a philosophy we share with our suppliers. How could it be otherwise? We've been working hand in hand with most of them for over 10 years! 10 years of phone calls, meetings, and projects carried out together. 10 years of cementing bonds of lasting trust. Chosen for their expertise as well as their social and environmental know-how, our suppliers are actively involved in ba&sh's ambitious transformation project. We work with them every day to improve the quality and durability of our products.

### Social compliance policy

Concerning the production conditions of our garments and accessories, we have established a rigorous social compliance policy to ensure our standards are met.

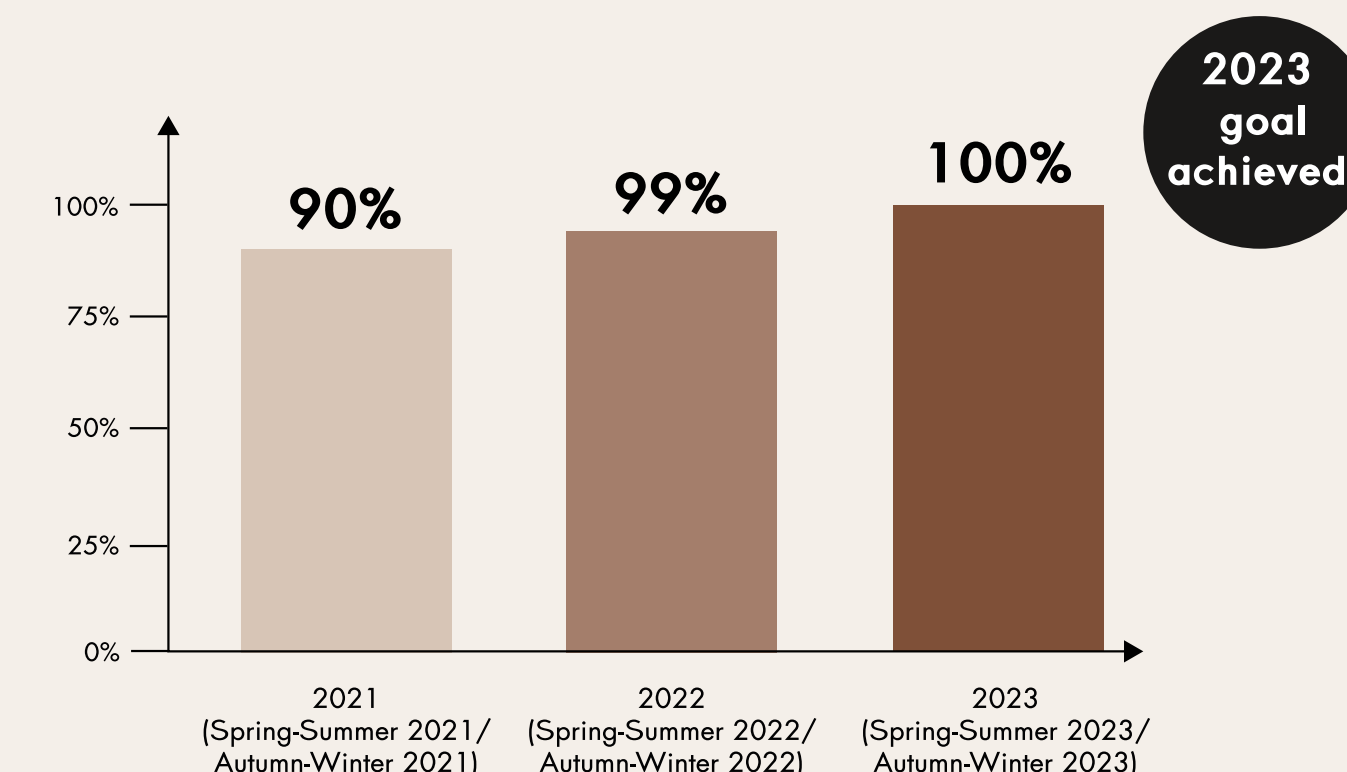
This social compliance policy includes the mandatory signature of our Code of Conduct by all our suppliers, an analysis of their social and environmental performance prior to any new partnership (garment production - tier 1), mandatory social audits for all production sites followed by corrective action plans where necessary, a supplier rating system at the end of each season (tier 1), the identification, geolocation and tracing of suppliers from product manufacturing to raw materials, a policy of terminating contracts in the event of non-compliance with ba&sh standards...

### ba&sh Code of Conduct

Each year our suppliers sign our Code of Conduct and commit to the ethical principles it contains, which are based on the fundamental principles and rights defined by the International Labour Organisation (ILO).

Our suppliers communicate the Code of Conduct to their employees and subcontractors. This document is made available in multiple languages: French, English, Italian, Portuguese, and Chinese.

Percentage of tier 1 suppliers that have signed the Code of Conduct in 2023 vs 2022 and 2021



### 🔍 OBJECTIVES achieved in 2023 !

100% of our tier 1 suppliers have signed the Code of Conduct

Policies on social compliance, responsible purchasing and animal welfare have been added to the appendix to the General Terms and Conditions signed by all suppliers, which also include the Code of Conduct

### 🔍 OBJECTIVE 2024

Strengthening ba&sh's duty of care policy

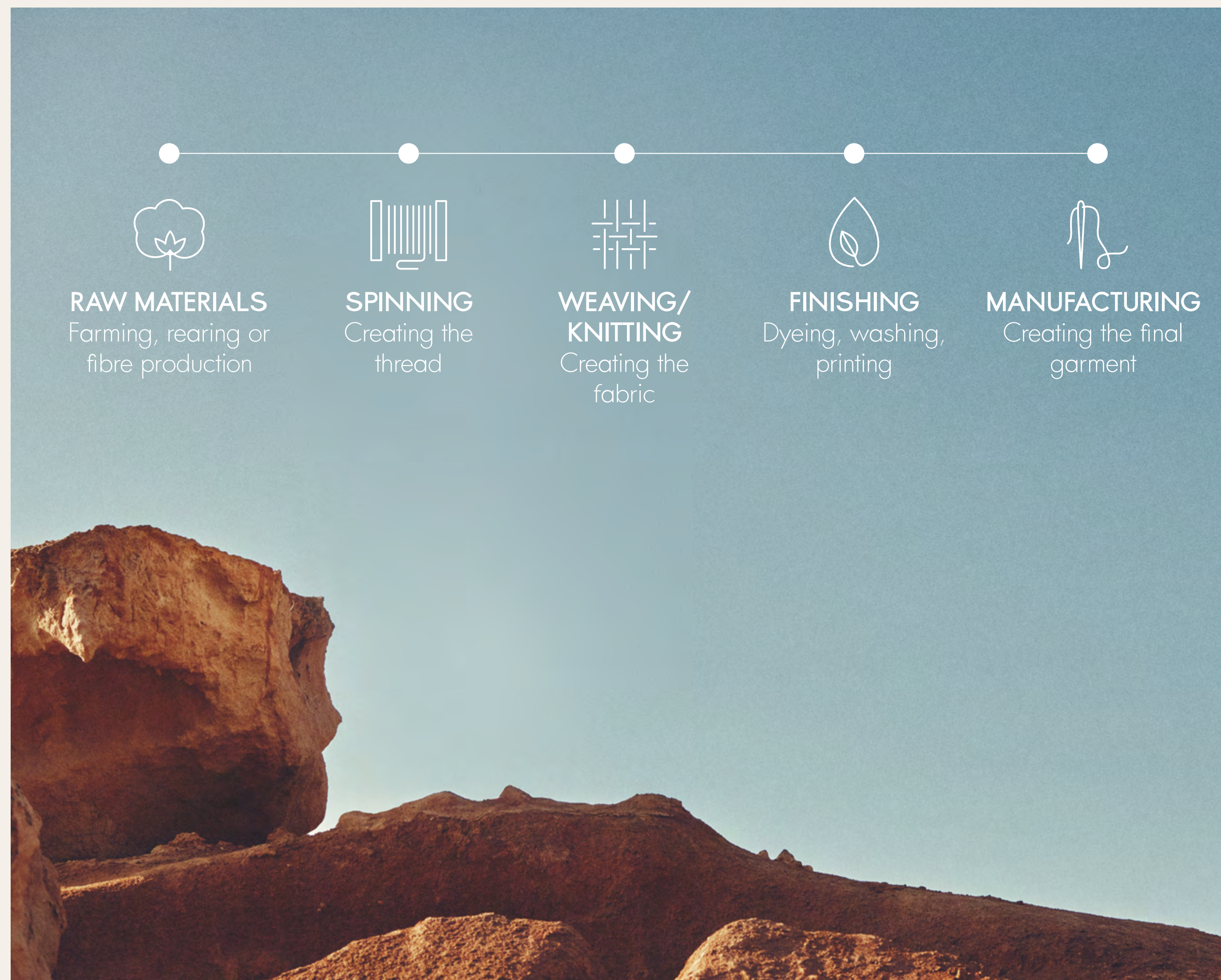
## Social Social compliance

### What exactly is a supply chain?

From the fields and farms where raw materials are produced, to the finishing touches that give the final garment its distinctive look, the fashion industry's supply chain consists of several stages: extraction or cultivation of raw materials, spinning, dyeing, printing, knitting or weaving, finishing, transportation, and more. Mastering this production process involves tracing each step of the chain from inception to completion. Supply chains typically consist of four main stages, ranging from tier 1, which produces the final garment, to tier 5, the origin of raw materials.

- Tier 1: Manufacturing, factory assembly of the product
- Tier 2: Textile processing (dyeing, finishing)
- Tier 3: Raw materials processing (spinning mills, textile converters)
- Tier 4: Raw materials suppliers (farms)
- Tier 5: Production of raw materials (cotton cultivation, farms, etc.)

This is a simplified overview of a supply chain. Each product type has its own unique supply chain, with its own stages of production.



# Social

## Social compliance

### Social audits and corrective action plans

Since 2022, ba&sh has applied a strict social audit policy requiring all production sites (our direct suppliers - tier 1) and their subcontractors (subject to ba&sh's approval) to conduct social audits. Furthermore, all new suppliers must provide a social audit ensuring their practices align with ba&sh's social standards before an order can be placed.

**To be considered valid, the social audit must be less than 24 months old and have been conducted by an approved independent third party. We recognise only the most demanding international standards: BSCI, SMETA, ICS and WCA.** If a supplier scores lower than grade C, they are required to conduct a follow-up audit within 12 months.

Following a social audit, **ba&sh works together with suppliers in implementing corrective measures to address any non-compliance.**

After an audit, suppliers have 30 days to present a plan of corrective measures. These measures must be implemented within 1 month for critical non-conformities, 3 months for major ones, or 6 months for minor ones.

ba&sh relies on the Amfori BSCI System Manual to make recommendations and suggestions for improvement to its suppliers.

### ba&sh member of Amfori BSCI & BEPI a social and environmental compliance initiative



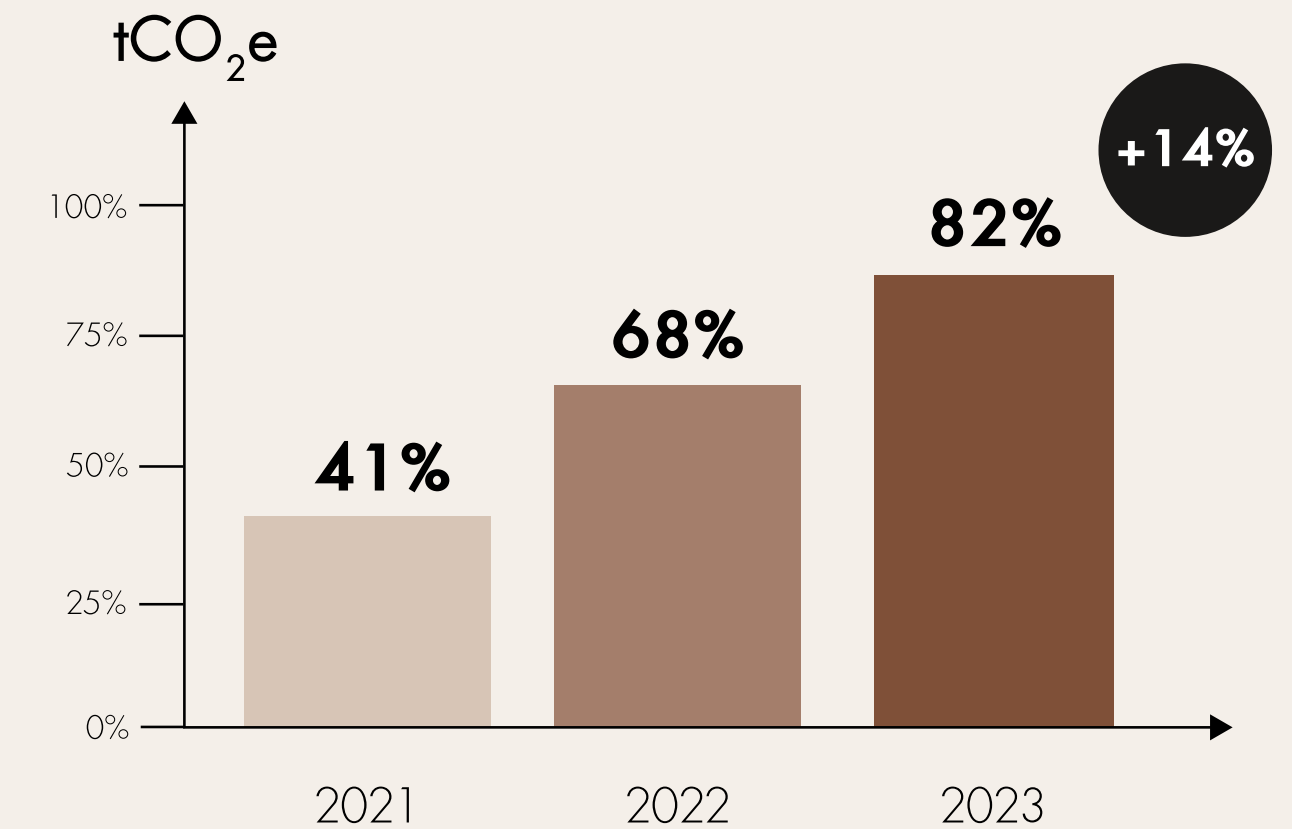
Since August 2021, ba&sh has been a member of Amfori, a business association that helps companies operate responsible supply chains. On the social front, our collaboration focuses on improving working conditions and social performance at every step of our value chain: mapping suppliers, launching and monitoring social and environmental audits, tracking corrective measures, early detection of potential problems, and providing suppliers with resources and training in several languages.

#### AUDITED INDICATOR

**82% of production sites (tier 1) audited to ba&sh's high standards in 2023.** Autumn-Winter 2023 and Spring-Summer 2023

**Scope and methodology:** All production sites that manufactured finished products for ba&sh's Autumn-Winter 2023 and Spring-Summer 2023 collections were taken into account. If a production site hosted several suppliers, it was only counted once.

Percentage of tier 1 production sites audited to ba&sh's high standards in 2023 vs 2022 and 2021



### - Full disclosure -

In 2023, our OBJECTIVE was to have 100% of tier 1 production sites audited. On average, 82% were audited that year. By the end of 2023, 93% of production sites had been audited. The remaining 7% had audits underway at the end of the year.

### OBJECTIVES

#### 2024

100% of tier 1 production sites audited, and 10% of tier 2

#### 2025

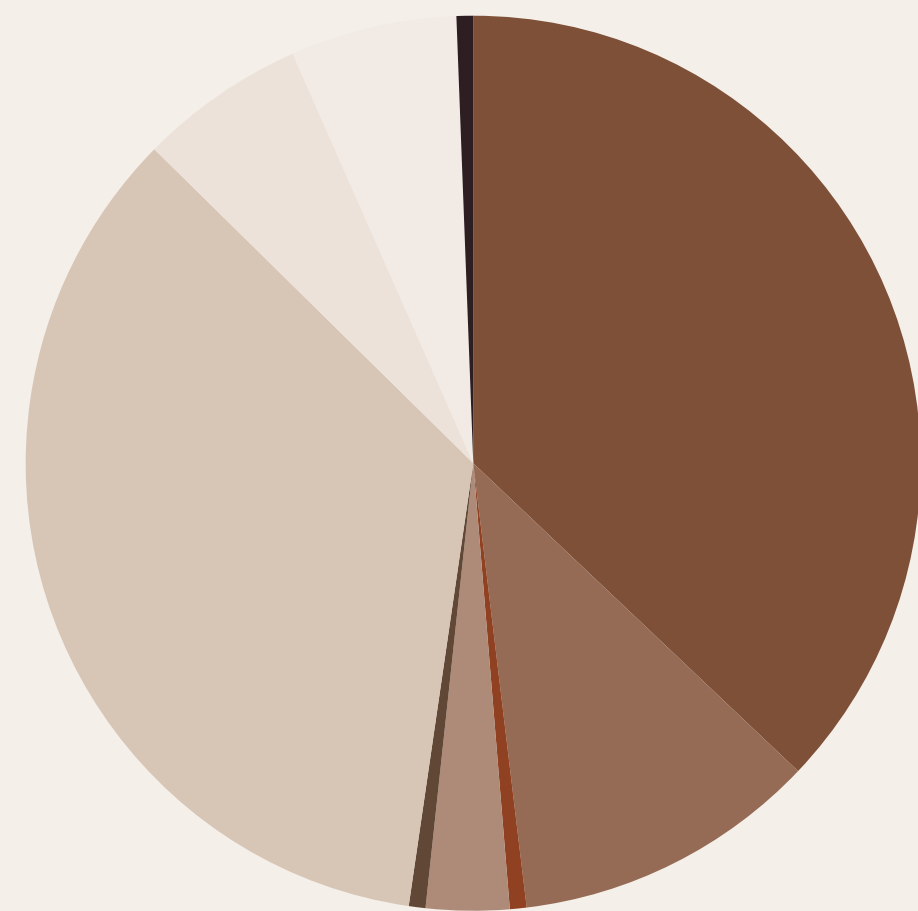
100% of tier 1 and 2 production sites audited, and 30% of tier 3



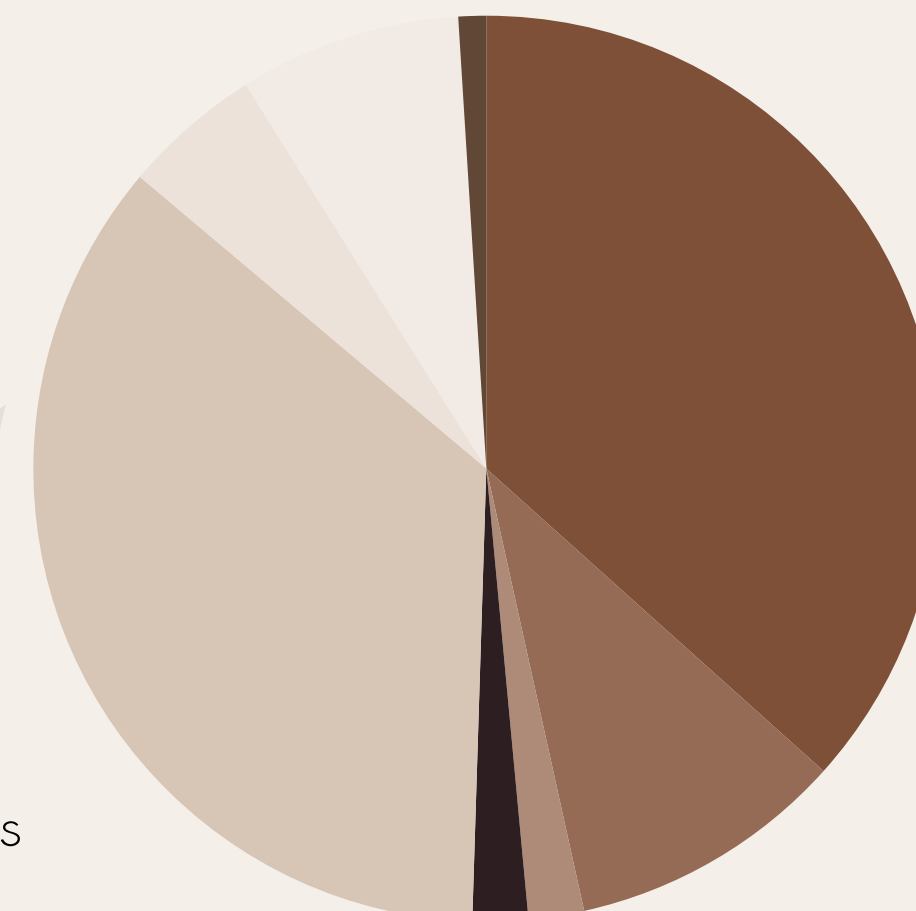
## Social

### Geographical distribution of production in 2023 (in number of pieces)

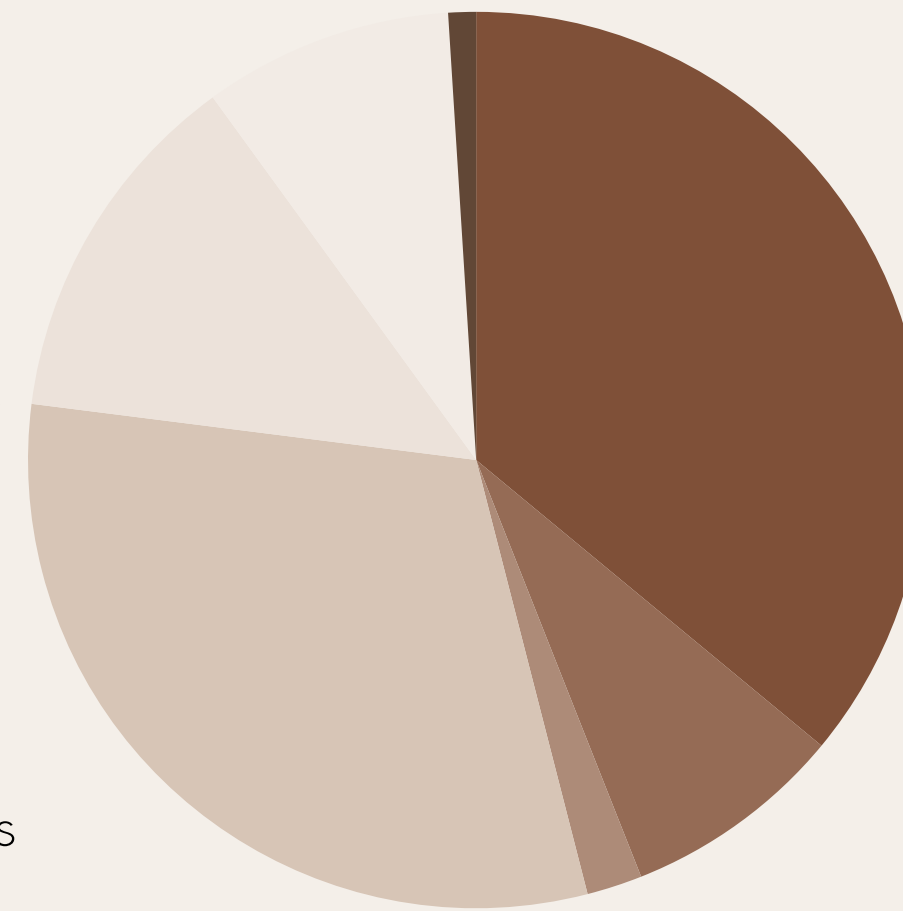
In 2021,



In 2022,



In 2023,



-20%  
long-haul imports

+40%  
near imports  
between 2022  
and 2023

-40%  
long-haul imports

#### - Full disclosure -

Our relocation targets are based on the number of items pieces, not the volume. Items are assigned to suppliers at the beginning of each season.

#### 🔍 OBJECTIVE 2025

60% near imports (Europe, North Africa, Turkey) and 40% long-haul imports (30% China, 10% India)

## Social

### Geographical distribution of production in 2023 (in volume)

#### - Full disclosure -

Our relocation targets refer to the number of pieces produced. However, to provide a more realistic assessment of our impact, we also measure our environmental footprint based on the volume produced.

AUDITED INDICATOR

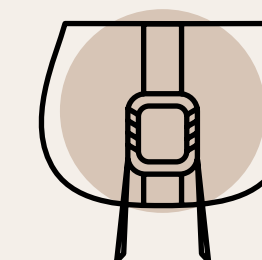
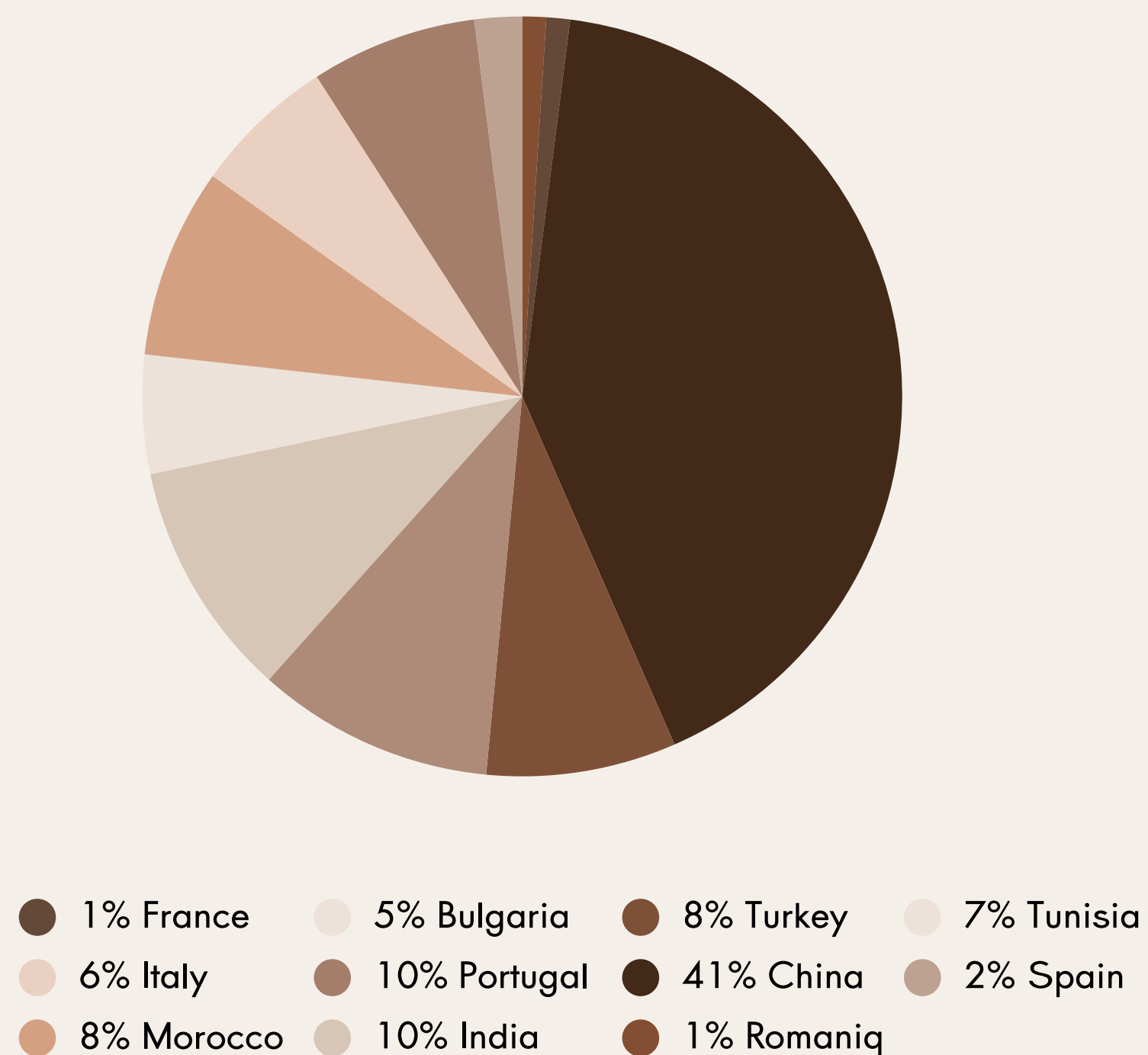
#### Geographical distribution of production in 2023 (in volume)

Autumn-Winter 2023 and Spring-Summer 2023

#### Scope and methodology:

This indicator takes into account all production sites that manufactured ba&sh garments for the Autumn-Winter 2023 and Spring-Summer 2023 seasons - the same scope used to calculate our carbon footprint. As the fashion industry operates on a staggered calendar, we opted to include the two seasons produced in 2023. ba&sh manufactures its pieces in four additional countries, which have not been represented in this chart for clarity: Madagascar (0.16% of production), Brazil (0.086% of production), Thailand (0.28% of production), and Belgium (0.004% of production).

Geographical distribution of 2023 ready-to-wear and accessories production (in volume)



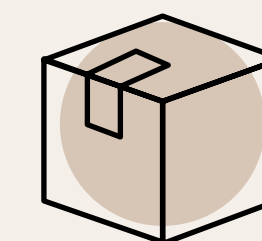
**92%**

of our leather accessories produced in Europe in 2023 (in volume)



**49%**

near imports, 51% long-haul imports (in volume)



**7%**

of our production relocated from Asia to Europe and North Africa between 2021 and 2023 (in volume)

# Social

## Traceability and transparency

The textile industry's supply chains are complex and opaque. The production of a single garment typically involves a network of suppliers across different locations, from cultivating raw materials to the finishing touches. Starting in 2020, we made it our mission to shed light on the production conditions of each ba&sh piece, and provide our customers with high levels of traceability and transparency.

ba&sh's ambition is to trace the origin of raw materials for each piece, despite the supply chain's complexity. This quest for transparency is key to our transformation process, as it is the only way to guarantee high environmental and social performance at every stage of production, and foster continuous improvement with our suppliers.

To this end, we require our suppliers to provide a detailed history for each product, in line with our responsible purchasing policy. To make this information accessible to consumers, in 2022 we joined forces with Fairly Made, a French platform that helps trace and measure the impact of products in the fashion industry.

Alongside this tool, each season ba&sh identifies, locates and traces its suppliers, production sites and subcontractors, as well as their various processes:

- Mapping of direct suppliers and associated production sites
- Mapping of laundries
- Mapping of tanneries
- Mapping our viscose suppliers with the help of environmental non-profit Canopy, in line with our commitment to the CanopyStyle Initiative

Undeclared subcontracting is not permitted without prior agreement from ba&sh.

### AUDITED INDICATOR

**60% of references traced through tiers 1, 2 and 3 in 2023**

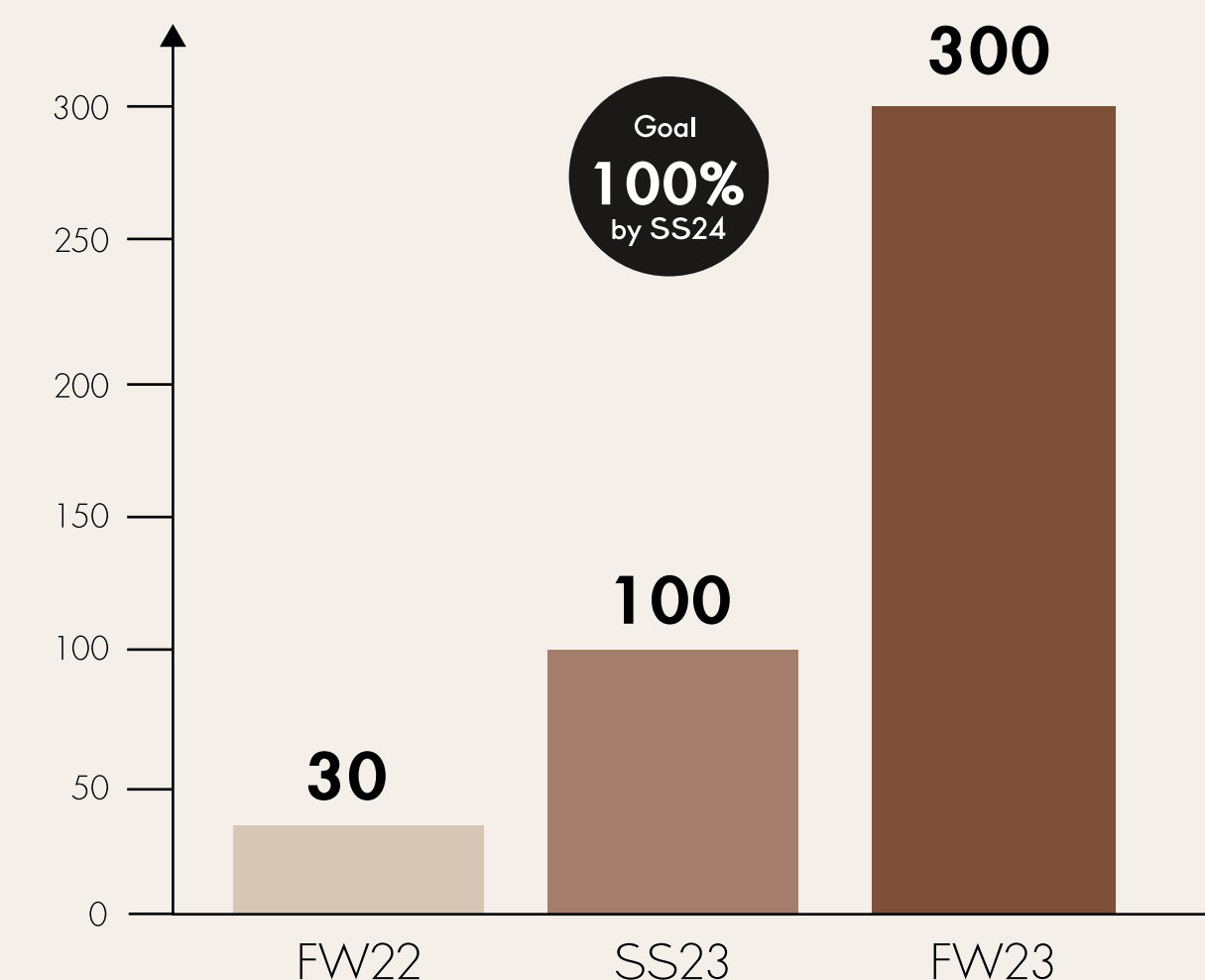
Autumn-Winter 2023 and Spring-Summer 2023

**+15%**  
compared with 2022

**Scope and methodology:** This analysis covers all references produced for the Autumn-Winter 2023 and Spring-Summer 2023 collections. The following references were considered as traced:

- Viscose: all items made of at least 70% viscose
- Leather: all items made mostly of leather
- Denim: all denim pieces
- All pieces traced by Fairly Made.

Evolution of the number of references traced by Fairly Made



### OBJECTIVES

**2024**

100% of references traced back to the thread (tier 3)

**2025**

100% of references traced back to the origin of raw materials



ba & sh

ENVIRONMENT

## Environment

### **A holistic approach: reducing our carbon footprint while striving to preserve ecosystems and water resources**

To walk on the bright side means working to reduce our impact on the climate, biodiversity and water all at once, since these environmental issues are intrinsically linked - and our business depends on all three.

It means better understanding, mapping and measuring our impacts.

It means taking action to reduce our impact, starting where we have the most room for improvement.

It means seeking and contributing to the development of innovative solutions to do better.

**Since the launch of our CSR strategy, we have championed a holistic approach that takes into account the interplay between climate, biodiversity, and water issues.**



# Environment

## Carbon footprint

### What exactly is a Carbon footprint?

Greenhouse gases are naturally occurring gases in the atmosphere that capture the sun's rays and keep the earth at a habitable temperature. Over the past few decades, however, human activities have led to the accumulation of these gases, which are responsible for global warming.

CO<sub>2</sub> (carbon dioxide) is one of the gases that contribute to the greenhouse effect and thus to global warming. As the most widespread greenhouse gas, it is commonly used as a reference for measuring a company's carbon footprint. It is measured in tonnes (tCO<sub>2</sub>e).

CO<sub>2</sub>e stands for "carbon dioxide equivalent". It is a measure used to quantify the impact of other greenhouse gases (GHGs) on global warming, by converting them into CO<sub>2</sub> equivalents.

The carbon footprint therefore measures the total quantity of carbon emitted by an individual, a product, a process, a country or a company.

The greenhouse gases in the atmosphere are carbon dioxide, methane and nitrous oxide.

### Carbon footprint 2023

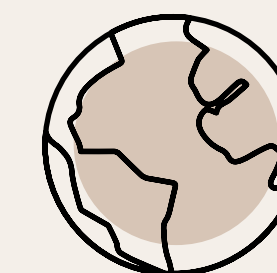
ba&sh has been calculating its carbon footprint annually since 2020 for fiscal 2019 (except for fiscal 2020 due to the covid 19 pandemic).

We use the GHG Protocol, an international framework for carbon footprint assessment developed by the World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI). This methodology covers the full range of the company's activities, including scopes 1, 2 and 3 (for more details, see next page).

Our carbon footprint is established by an independent third party. ba&sh works with EcoAct, a consultancy specializing in climate action.

**Between 2022 and 2023, ba&sh's carbon footprint grew by 1,530 tonnes of CO<sub>2</sub>e, representing a slight 2% increase.**

**In 2023, ba&sh's activity generated 65,320 tCO<sub>2</sub>e, equivalent to:**



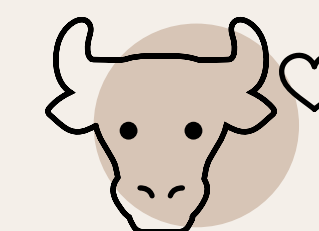
**7 500 times**

around the world by car



**36 900 round trips**

between Paris and New York by plane

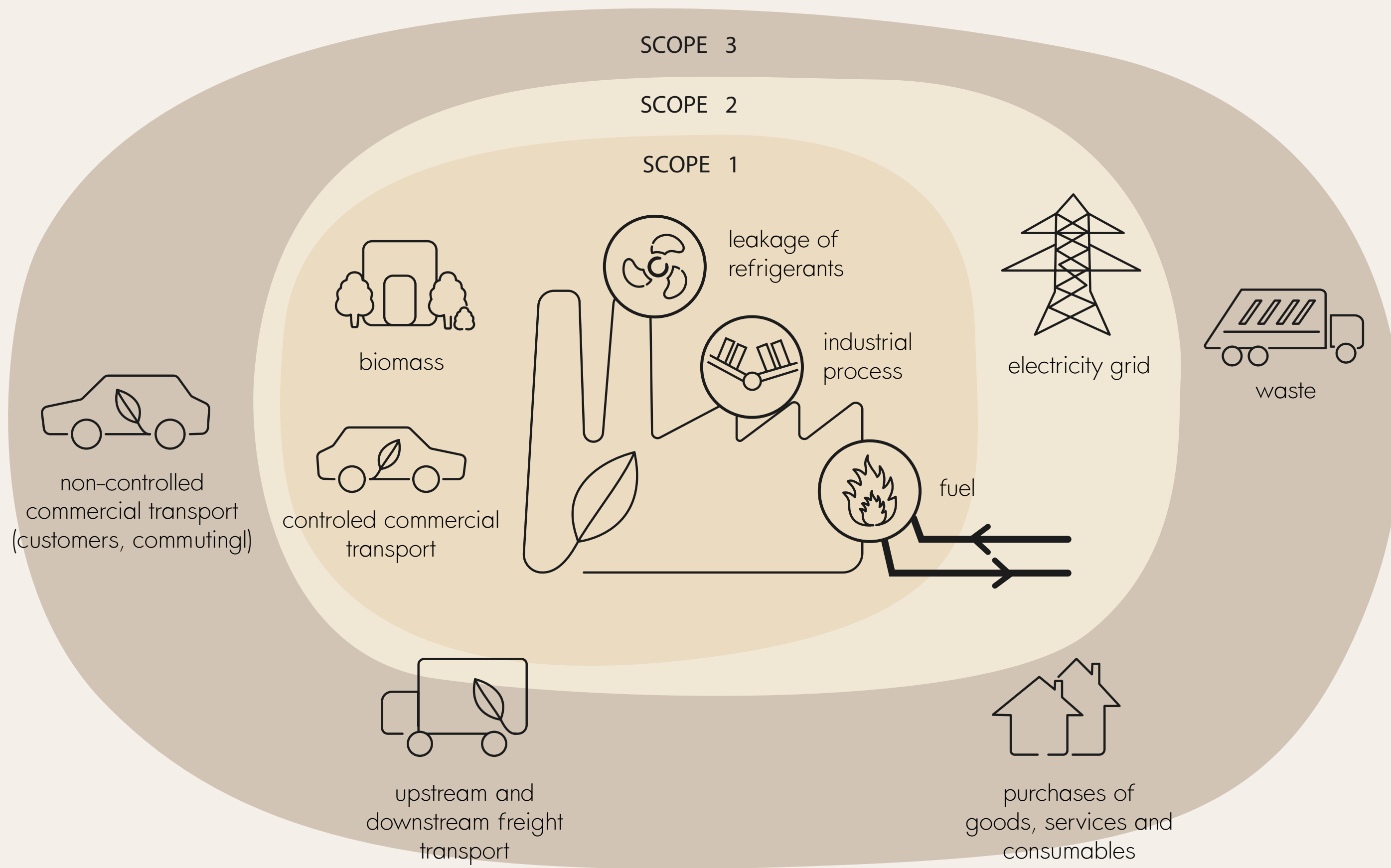


**8 millions**

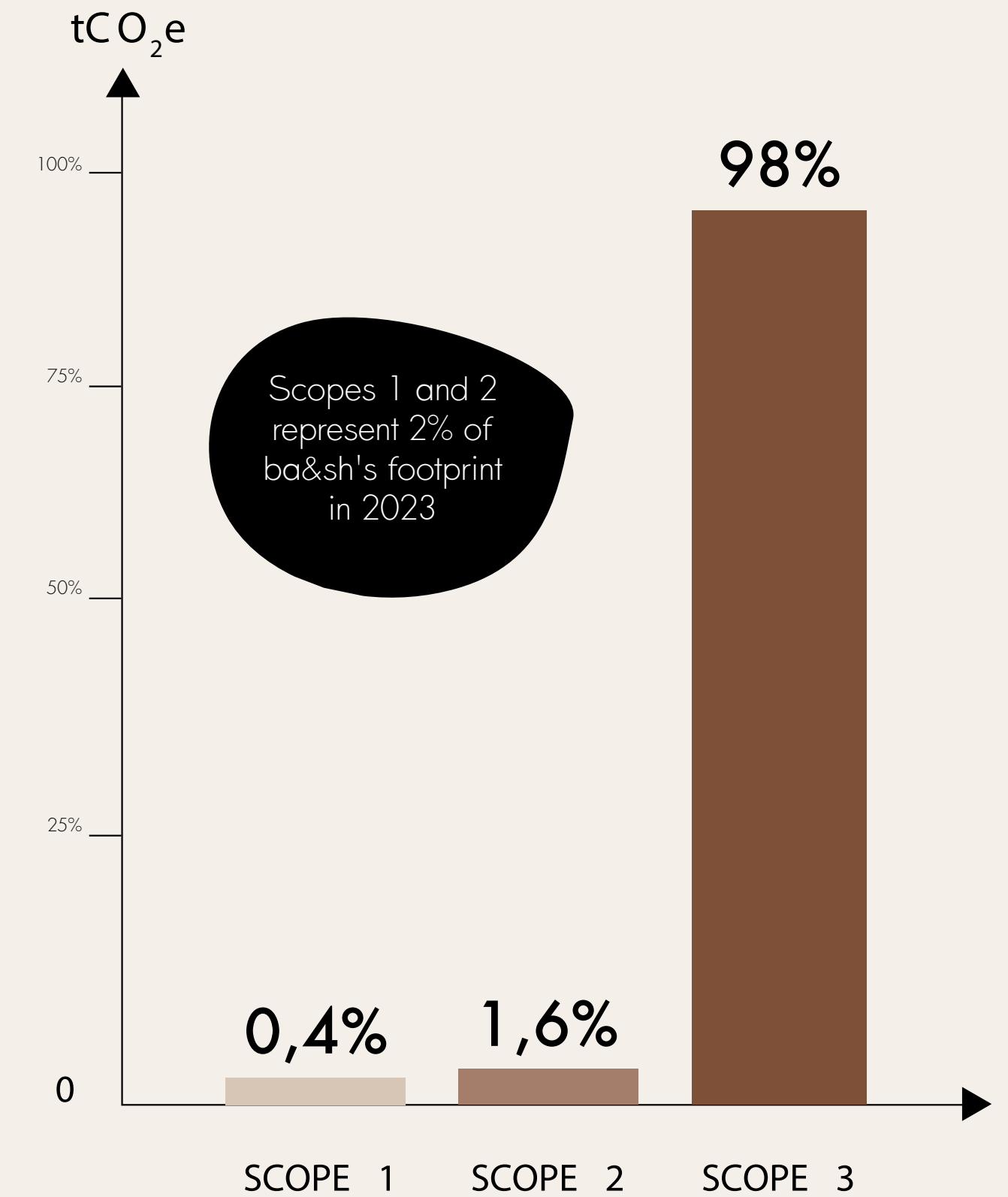
of meals with beef

# Environment

## Carbon footprint



Breakdown of emissions by scopes 1, 2 and 3 in 2023

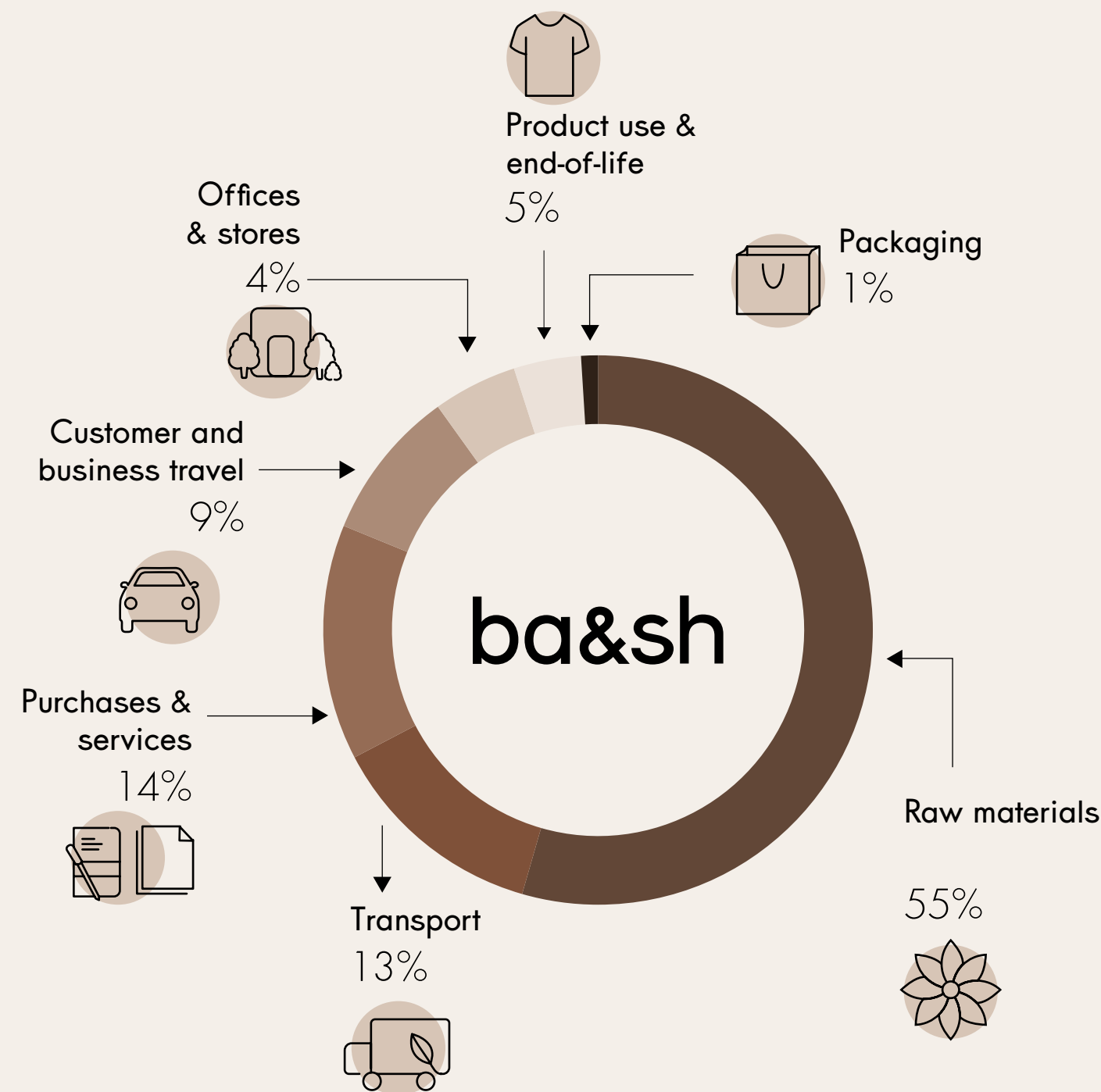


# Environment

## Carbon footprint

### Breakdown of CO<sub>2</sub>e emissions in 2023

Year after year, we pursue our reduction targets for all our scopes!



AUDITED INDICATOR

#### GHG intensity reduction per product manufactured (in 2023 compared with 2022, 2021 and 2019) - Scopes 1, 2 and 3

##### Scope and methodology:

All products manufactured in 2019, 2021, 2022 and 2023 have been accounted for.

The carbon footprint for each year was calculated by EcoAct using the GHG protocol.

##### Results:

Year	Carbon intensity per ton produced (kgCO <sub>2</sub> /product manufactured)
2022	68
2023	64

**-5%**  
less CO<sub>2</sub>e emitted per product in 2023 vs. 2022





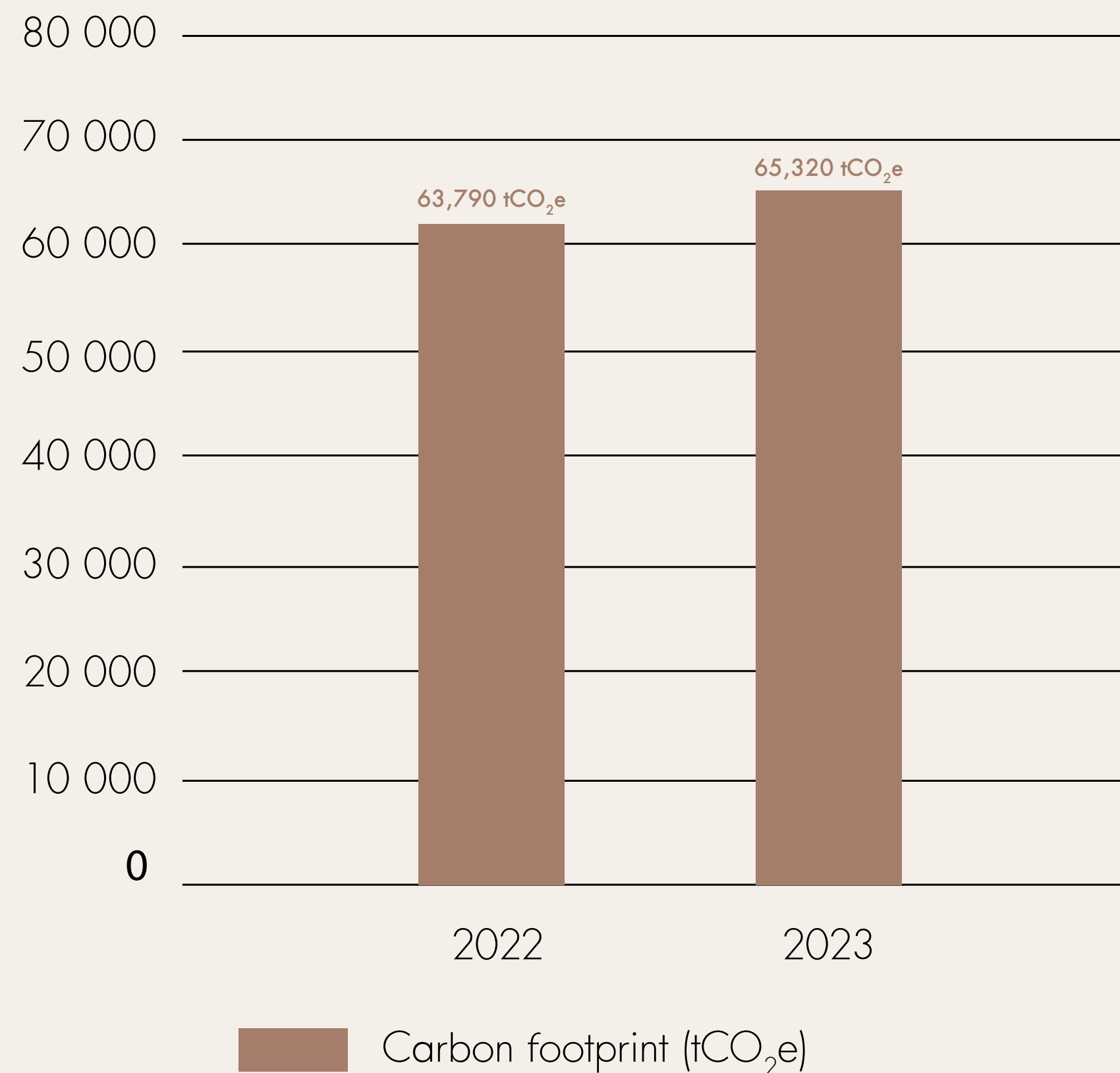
# Environment

## Carbon footprint

### ba&sh slightly increases its CO<sub>2</sub> emissions between 2022 and 2023

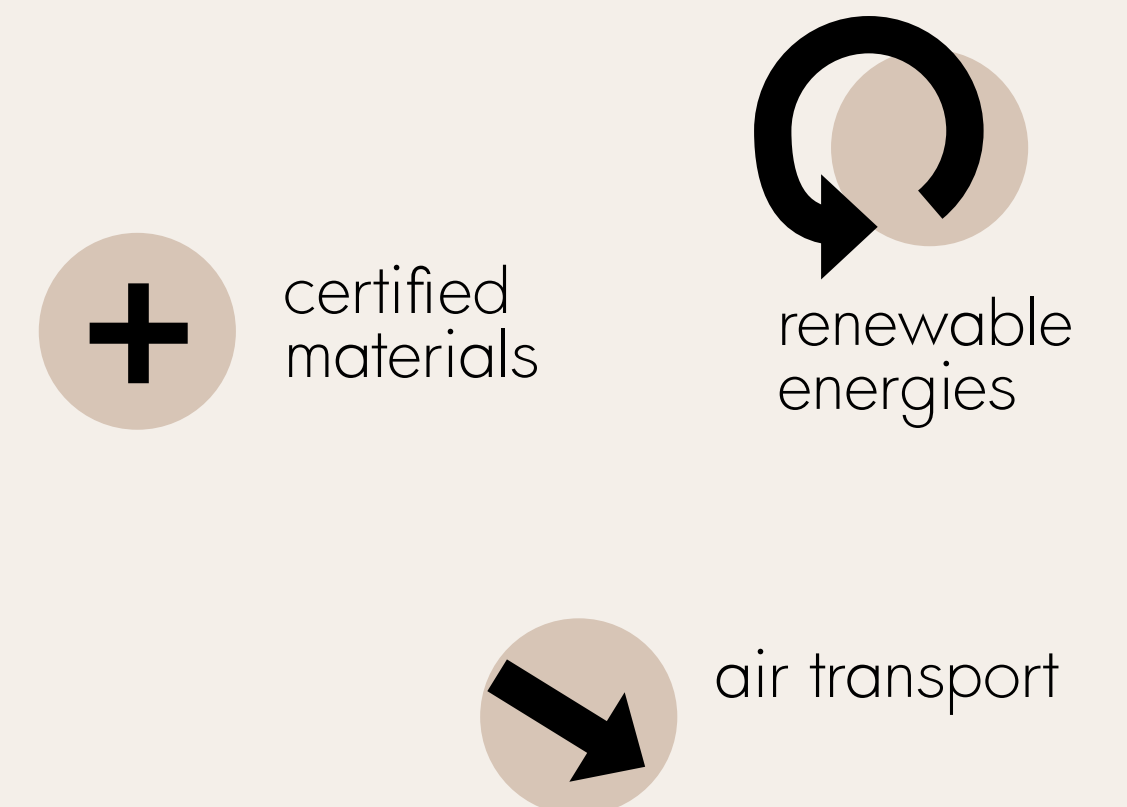
ba&sh has succeeded in containing the increase of its carbon footprint to just 2% between 2022 and 2023.

While ba&sh continues to grow, its carbon footprint remains stable. This is the result of a joint effort involving teams across all departments to revolutionize how they work.



**2%**  
more emissions between  
2022 and 2023

### Three main levers for action:



# Environment

## Carbon footprint

### Comparison of carbon footprints between 2022 and 2023

#### - Full disclosure -

Reducing our carbon footprint year after year is a challenge and one of our main OBJECTIVES.

By 2023, we have managed to limit the increase of our emissions to 2%, mainly thanks to our three main levers of action: Using certified materials, reducing air transport and switching to renewable energies.

This 2% increase between 2022 and 2023 is mainly due to :

**Raw materials:** In 2023, we used more precious and heavier materials, such as cashmere, which have a higher carbon impact. However, thanks to the increased use of certified materials (+12% between 2023 and 2022), we managed to contain the increase in emissions generated.

**Transport:** In 2023, the share of upstream air transport declined further in favour of sea transport for major import flows. However, the share of customer returns (downstream transport) increased in 2023.

**Use of products sold:** This category includes emissions generated by the use of ba&sh products by our customers (washing stage). As our products were heavier in 2023, this figure rose automatically beyond our control.

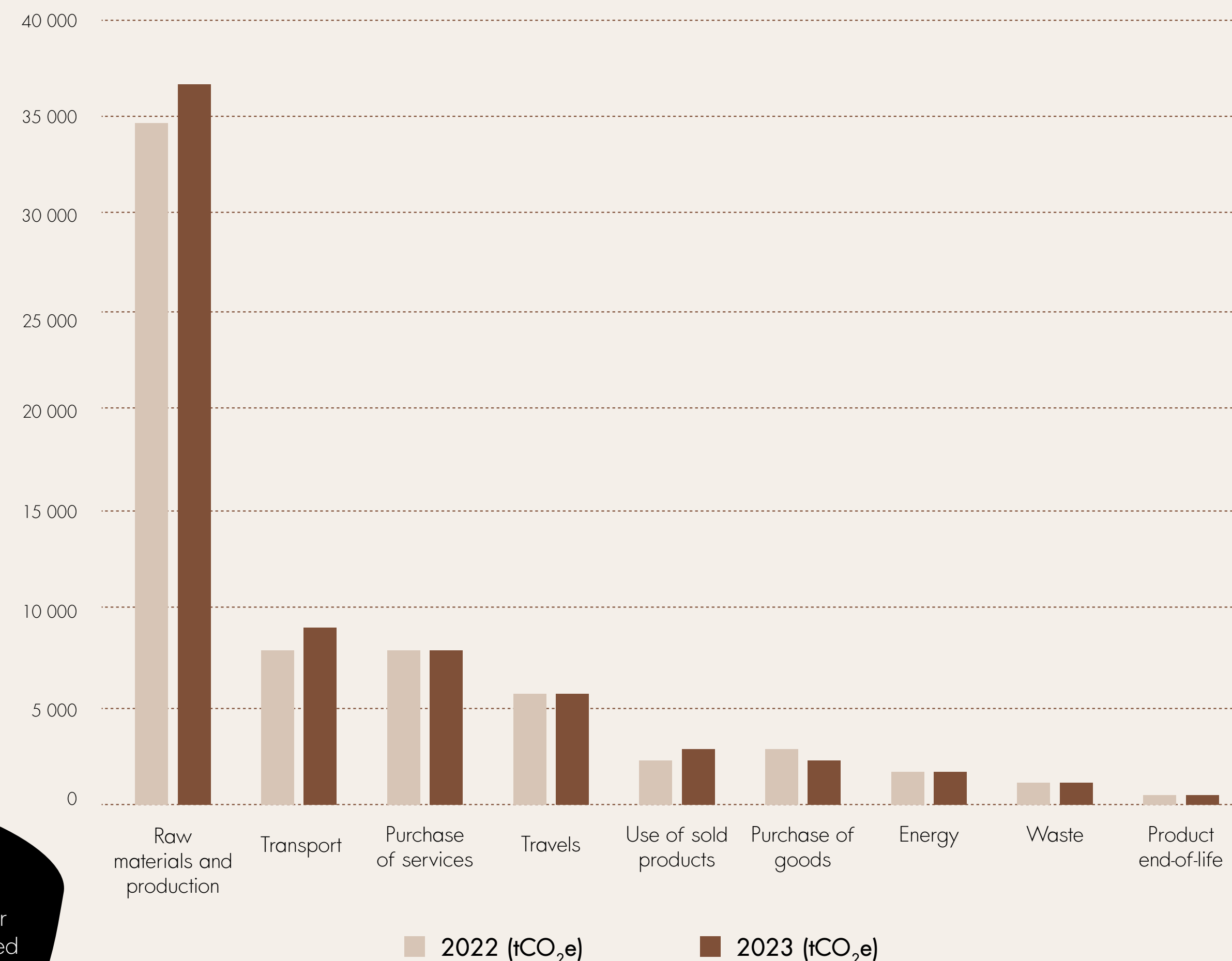
#### Reduction in carbon intensity per tonne of product:

This means that, compared with 2022, a tonne of pieces produced by ba&sh emits less CO<sub>2</sub>e.

**-5%**  
carbon intensity per ton of parts produced between 2023 and 2022

To understand the meaning of the different categories, please refer to the appendices.

Comparison of carbon footprints between 2022 and 2023 by emission category



# Environment

## Climate strategy

In 2023, ba&sh strengthened its climate strategy and quantified emission reductions for each action undertaken. The full list of ba&sh's climate actions in 2023 is detailed alongside our climate targets in the following sections.

Some of our goals :

### 🔍 OBJECTIVES BY END 2024

- Energy: 75% of European sales outlets powered by renewable energies in countries with a carbon-based energy mix
- Defective products: 100% of defective products upcycled or recycled by our vocational rehabilitation partner
- Business travel: 10% reduction in air travel by 2022
- Waste: 100% of polybags recycled across all European stores
- Packaging: 100% recycled paper/cardboard + 0% virgin plastic packaging
- Refrigerants: 100% of new air-conditioning systems using the highest standard of low-environmental impact fluids

### 🔍 OBJECTIVES BY END 2025

- Relocation: 60% of production in near import regions
- Transport: 58% road transport, 28% maritime transport, 14% air transport
- Suppliers: From the Winter 2025 collection onwards, 100% of new tier 1 suppliers must prequalify before joining our roster: no use of coal-fired heat or power
- Energy: 100% of offices powered by renewable energies; 100% of our sales outlets powered by renewable energy in countries with a carbon-based energy mix (Europe and US)
- Business travel: 25% reduction in air travel compared with 2022
- Waste: 100% of polybags recycled across all stores worldwide

### 🔍 OBJECTIVES BY END 2027

- Suppliers: 20% of production sites (tier 1) powered by renewable energies in countries with a carbon-intensive energy mix
- Suppliers: 100% of new tier 1 and tier 2 suppliers must prequalify before joining our roster: no use of coal-fired heat or power
- Business travel: 50% reduction in air travel compared with 2022
- Waste: 100% of recyclable waste recycled across all stores worldwide

**By implementing our climate strategy, ba&sh will cut the company's future emissions by *25,000 tonnes of CO<sub>2</sub>e by 2025, and + 55,000 tonnes of CO<sub>2</sub>e by 2030.***

# Environment

## Biodiversity footprint

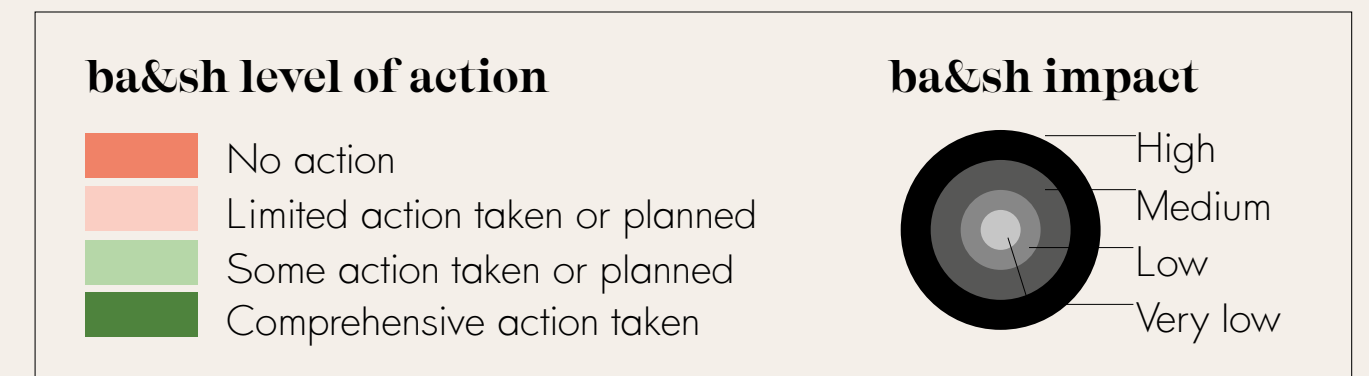
### Impact assessment

Our activities exert pressure on biodiversity, yet our business relies on biodiversity and services provided by various ecosystems to operate (natural materials such as cotton, linen or hemp, water used for growing these materials or for processing our garments, etc.).

At ba&sh, we advocate a holistic approach that simultaneously addresses climate and biodiversity, which are themselves interdependent.

In 2021, ba&sh joined forces with I Care & Consult to assess the company's impact on biodiversity and evaluate our contribution to 5 main pressure points, from the production of raw materials to product end-of-life.

In the absence of consensus on how to account for biodiversity, we opted for a qualitative approach, as recommended by the Science Based Targets Network (SBTN). This initial analysis helped us map the company's main spheres of influence as well as identify levers for action, providing a basis to prioritize impact categories, for each type of material, at every step of the value chain.



# Environment

## Biodiversity strategy



In 2022 ba&sh established a biodiversity strategy on the basis of the company's impact assessment. A strategy which, year after year, we strive to improve to better meet the challenges we face.

In the following sections we have detailed our main accomplishments.

Our efforts have been focused on the following areas: the preservation of natural ecosystems, sustainable, organic and regenerative agriculture, forest conservation, land preservation, reducing our water consumption, as well as air, water and soil pollution and greenhouse gas emissions.

### **🔍 OBJECTIVES achieved in 2023!**

- ✓ ba&sh became a member of Textile Exchange
- ✓ Launch of a regenerative wool farming program
- ✓ Growth in proportion of denim with a low EIM in our collections
- ✓ Strengthening ba&sh's animal welfare policy

### **🔍 OBJECTIVES 2024**

- Establish an action plan to reduce water consumption and pollution based on ba&sh's water footprint
- 100% of denim laundries feature environmental audits that meet ba&sh requirements
- Launch environmental audits in our dyehouses
- 100% of ba&sh denim made from certified materials scoring under 40 on the EIM (Environmental Impact Measuring)
- 100% of viscose fibres comply with Canopy's Hot Button report, ensuring they are not sourced from ancient and endangered forests
- Strengthening ba&sh's duty of care policy and developing a specific duty of care policy for leather

### **🔍 OBJECTIVES 2025**

- 30% regenerative wool in our collections
- Launch a regenerative agriculture program for cotton
- Reduce the use of chemicals in our supply chains, focusing first on the processing of materials
- Identify and work with less impactful dyes to color our collections

# Environment

## Water footprint

### Impact assessment

To walk on the bright side is to confront the crucial issue of water in the textile industry, which both consumes significant amounts of water and can contribute to polluting it.

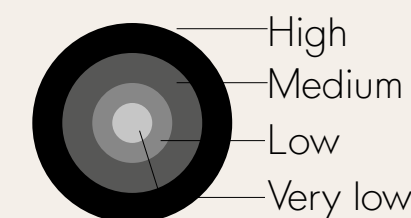
The pressures exerted on biodiversity via water consumption and pollution vary widely depending on raw materials, processing methods and, above all, local context.

ba&sh is actively working to reduce water consumption and pollution in its supply chain. Seeking to step up our commitment, we partnered with I Care Consult to assess **ba&sh's water footprint, both in terms of consumption and pollution, at every step of our value chain, from the production of raw materials to transformation processes and product use.** The geographical data of our sourcing and processing areas, collected through the Fairly Made tracker, have been integrated into this study.

In the wake of this water footprint assessment, we set out to establish an ambitious action plan to reduce our water consumption as well as water pollution associated with our activities.

**Pressures exerted by ba&sh**

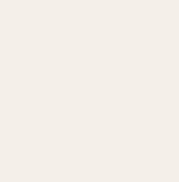
Major contributor to these pressures



*Pressure data assessment:  
Volume x LCA x bonus-malus linked to certifications and local water context*



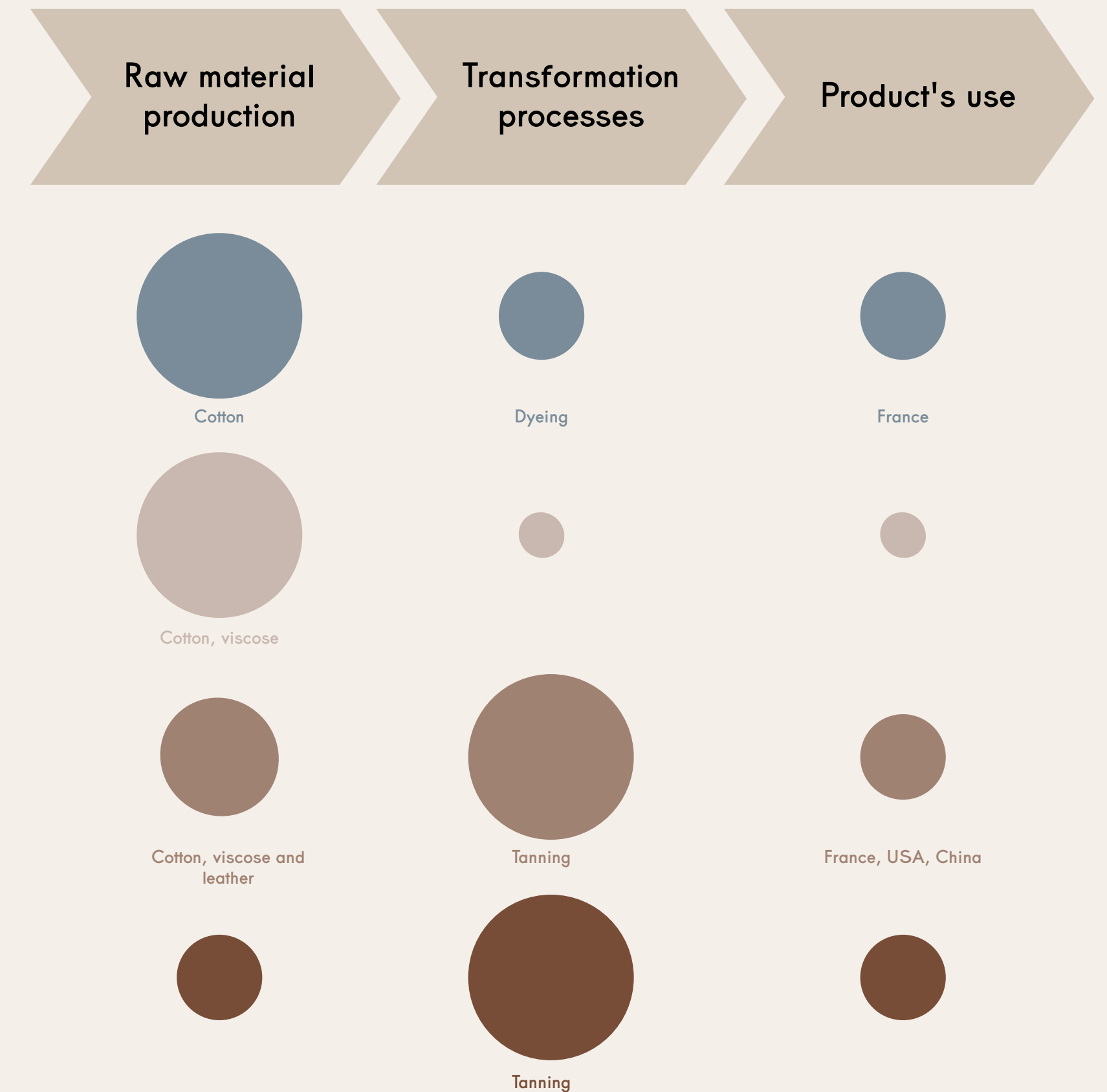
**Net water consumption (m³)**



**Water pollution**

- Eutrophication freshwater (kg P eq)
- Acidification (mol H+eq)
- Eco-toxicity freshwater (CTUe)

**Pressures exerted by ba&sh on water consumption and pollution in its supply chain**



# Environment

## Water strategy

The full list of actions undertaken to reduce water consumption and pollution in 2023 is detailed below.

### 🔍 OBJECTIVES 2025

- 100% certified or low-impact materials
- Introduction of innovative materials that have less impact in terms of water consumption and pollution
- 80% LWG Gold tanneries, 20% Silver tanneries
- 100% of ba&sh denim made from certified materials scoring low on the EIM (between 0 and 33)
- 100% FSC and Canopy-friendly certified viscose (dark green or green shirt level), including 50% alternative viscose such as TENCEL®, ECOVERO®, Modal, etc.
- 100% of denim laundries feature an environmental audit in line with ba&sh requirements
- Launch environmental audits at our dyeing and printing plants
- Implementation of a PRSL (Product Restrictive Substances List)

### 🔍 OBJECTIVES 2026

- 100% organic cotton is GOTS (-20% impact on water quality compared with OCS organic cotton)
- 90% of tanneries are located in Europe
- 50% of dyehouses feature clean chemistry certification
- 100% of our denim complies with the ba&sh denim charter
- 30% of our tier 2 suppliers (laundries, dry cleaners, etc.) have an environmental audit in line with ba&sh requirements
- Yearly inventory suppliers equipped with water recycling facilities
- 40% of our parts are Oeko-Tex standard 100 certified
- 100% of references comply with ba&sh's PRSL as of W26

### 🔍 OBJECTIVES 2027

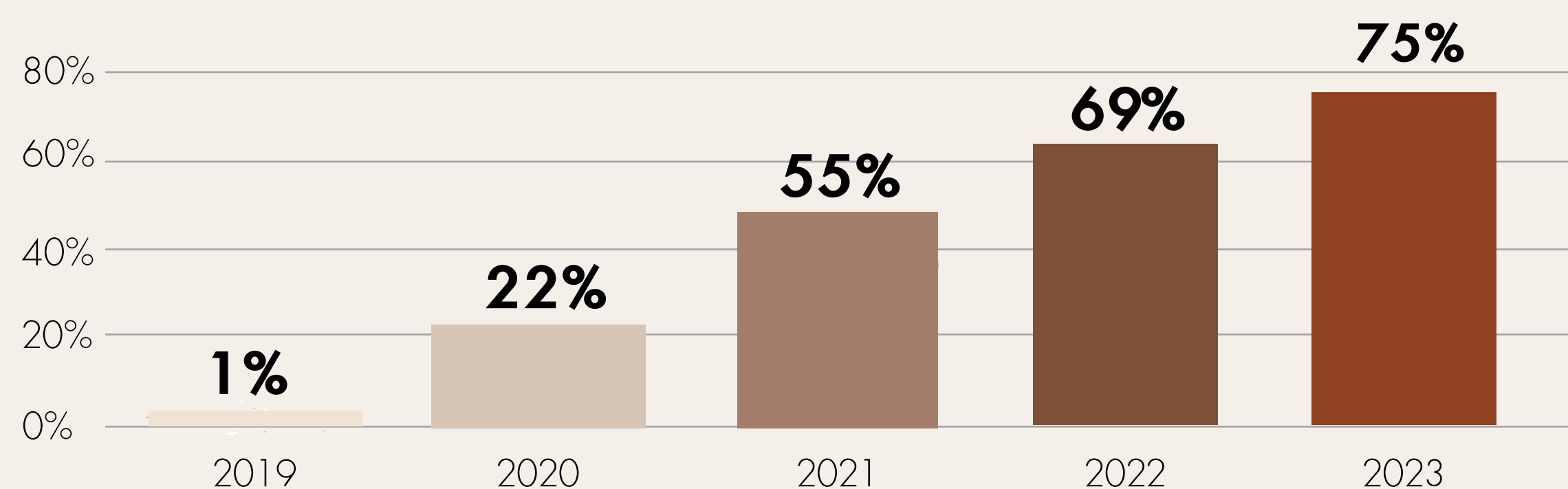
- ba&sh achieves GOTS certification
- 100% of tanneries located in Europe
- Introduction of innovative tanning processes (CO<sub>2</sub>, enzymes, etc.)
- 80% of dyehouses feature clean chemistry certification
- Introduction of dyeing and printing techniques that require less (or no) water
- 50% of our tier 2 partners (laundries, dry cleaners, etc.) have an environmental audit in line with ba&sh requirements.
- 80% of our parts are Oeko-Tex Standard 100 certified
- ba&sh awarded Oeko-Tex Standard 100 certification

## Environment

### Reducing our impacts: materials

Percentage of ba&sh items made from a minimum of **70% certified materials\*** or less environmentally impactful materials such as linen, raffia or hemp

\* except for recycled fibres where the threshold is set at 40%.



This achievement was made possible by the daily dedication of ba&sh teams to reducing the company's environmental impact.

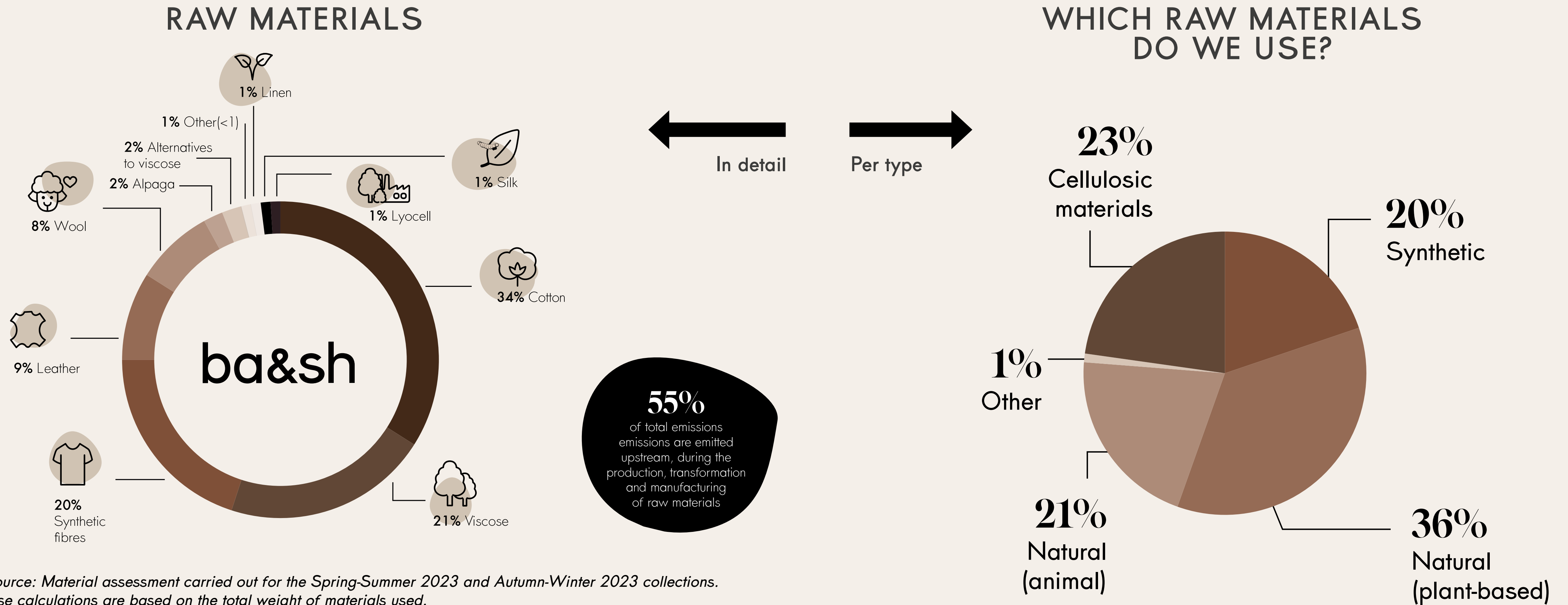
To walk on the bright side means choosing high quality materials with the least possible environmental impact, ensuring animal welfare and sourcing only recycled synthetic materials.





# Environment

## Reducing our impacts: materials

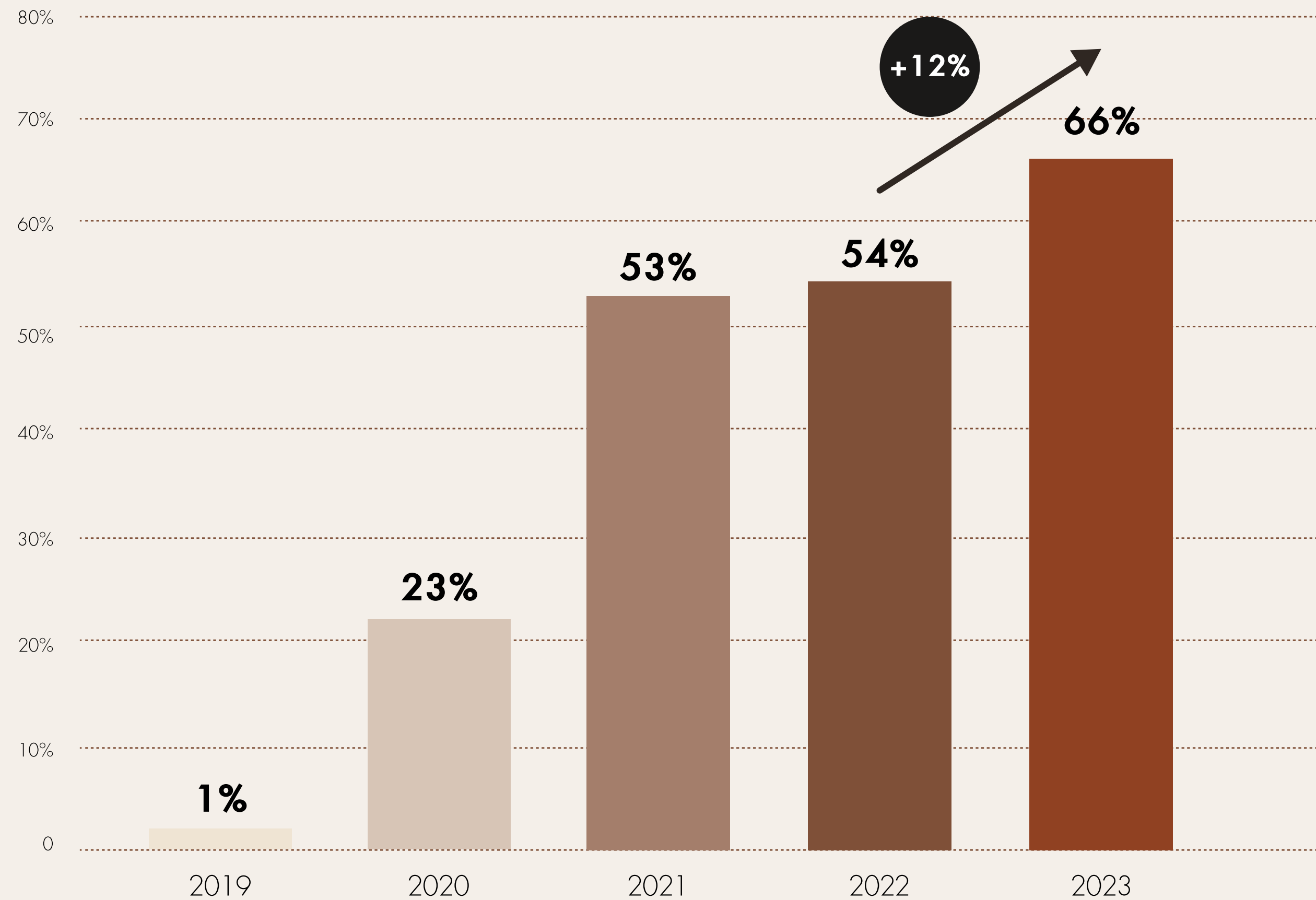


\*Source: Material assessment carried out for the Spring-Summer 2023 and Autumn-Winter 2023 collections. These calculations are based on the total weight of materials used.

# Environment

## Reducing our impacts: materials

Proportion of certified materials per year



AUDITED INDICATOR

### 66% certified materials in 2023

Spring-Summer 2023 and Autumn-Winter 2023

**Scope and methodology:** This indicator takes into account all production sites that manufactured ba&sh garments for the Autumn-Winter 2023 and Spring-Summer 2023 seasons - the same scope used to calculate our carbon footprint. As the fashion industry operates on a staggered calendar, we opted to include the two seasons produced in 2023.

### 🔍 OBJECTIVE 2025

100% certified materials\*  
\*Except for alpaga (end 2027)

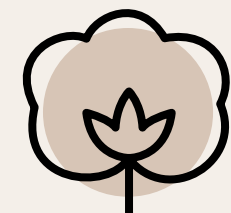
## Environment


### Reducing our impacts: materials

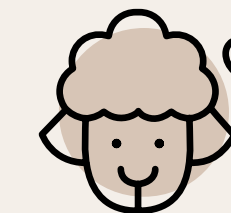
AUDITED INDICATORS

**The following indicators were audited:** Percentage of certified material for cotton, viscose and alternative viscose, wool and synthetic materials.

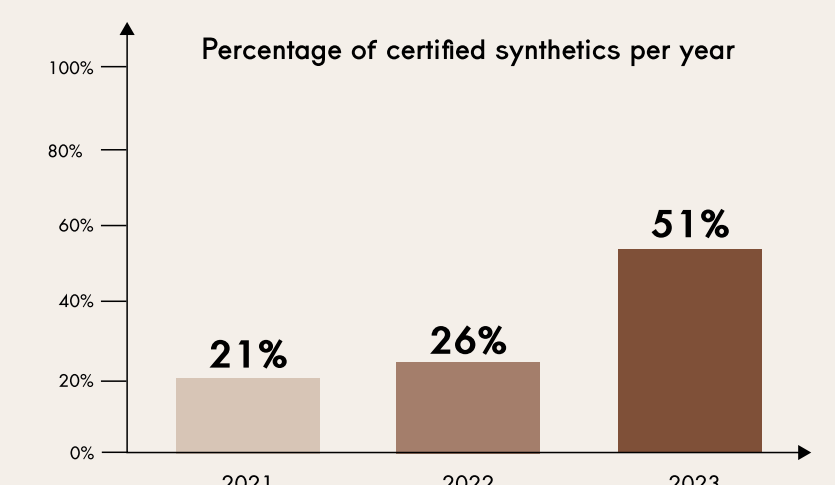
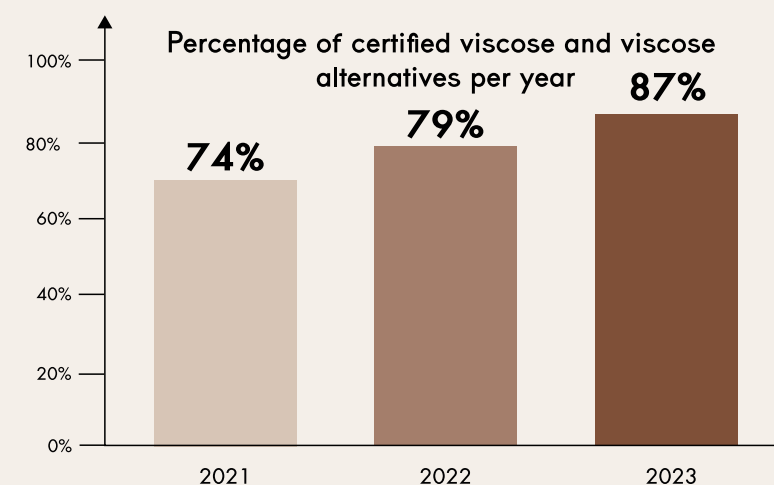
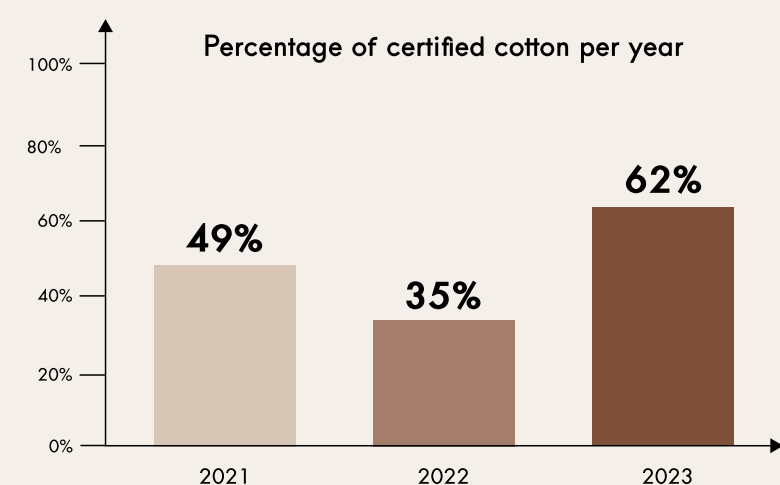
**Scope and methodology:** These indicators are calculated in material weight, taking into account all production sites that made ba&sh pieces for the Fall-Winter 2023 and Spring-Summer 2023 collections.

 **62%**  
of cotton is either organic (59%) or recycled (3%);

 **87%**  
of viscose comes from sustainably managed forests (60%) or alternative viscose (27%), such as LENZING® Viscose, LENZING® Lyocell or TENCEL® Modal. Made from wood pulp and diluted with a natural solvent, these fibres feature lower environmental impact than conventional viscose, both in terms of CO<sub>2</sub>e emissions and water and energy consumption.

 **58%**  
of wool is sourced from certified suppliers guaranteeing animal welfare and sustainable pasture management (31%), recycled (16%) or organic (11%) provenance.

 **51%**  
of synthetic materials (polyester, polyamide, elastane, acrylic) are of recycled origin.



 **OBJECTIVE 2025**

100% organic, recycled or regenerative cotton

 **OBJECTIVE 2025**

100% FSC and Canopy-friendly certified viscose (dark green or green shirt level according to the Hot Button Report), including 50% alternative viscose such as TENCEL®, ECOVERO®, Modal®, Circulose, Refibra, Enka, Naïa, etc.

 **OBJECTIVE 2025**

100% certified wool of which 30% RWS, 30% recycled (post-consumer), 30% regenerative wool, 10% French wool

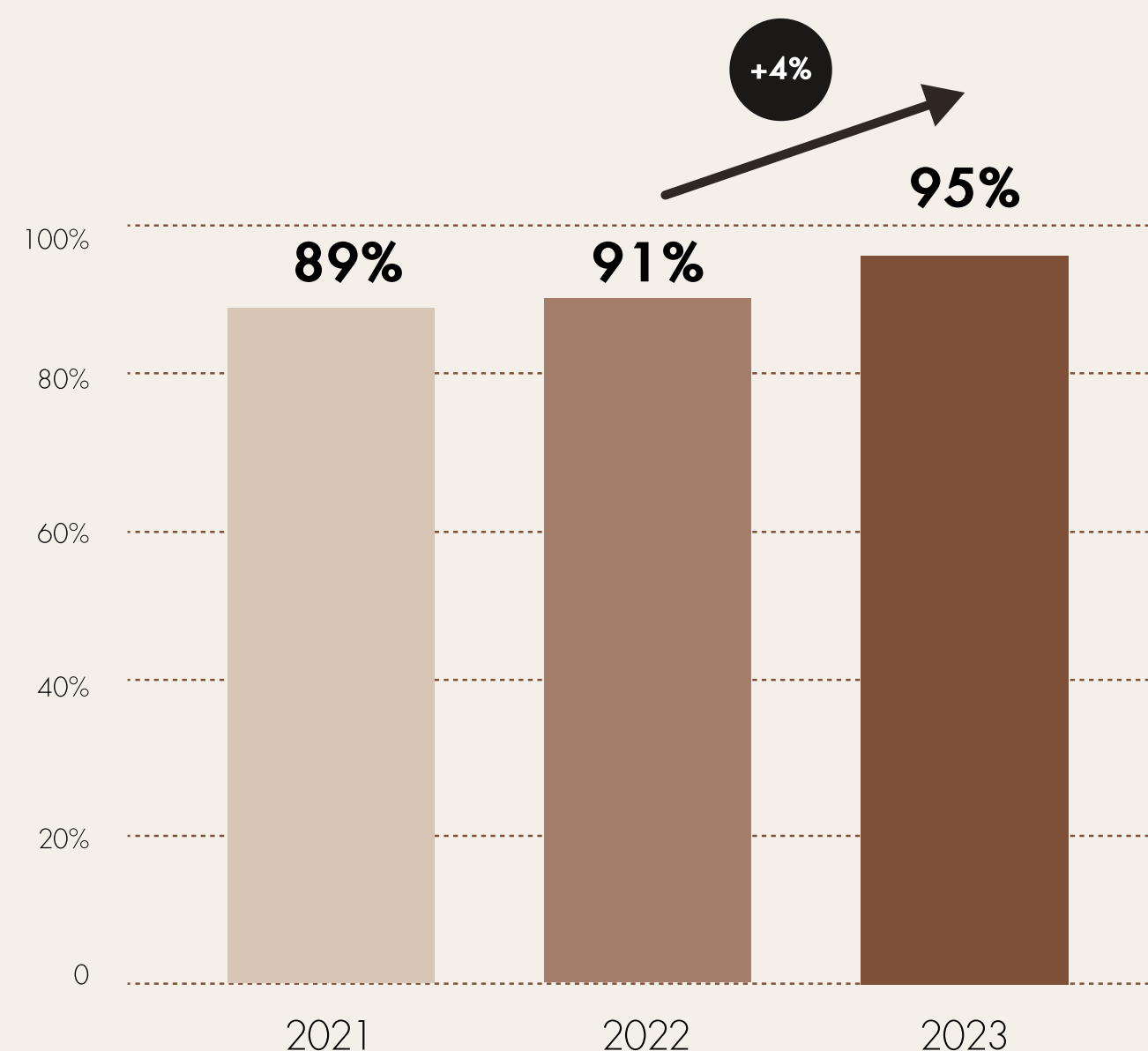
 **OBJECTIVE 2025**

less than 5% synthetic materials in ba&sh collections, 75% of which are of recycled origin (GRS, RCS)

## Environment

# Reducing our impact: focus on leather

Proportion of LWG-certified tanneries per year



At ba&sh, we are committed to protecting the environment and animals by banning the use of exotic leather in our collections. All the leather we use is a by-product of the meat industry. ba&sh also prioritizes sourcing leathers tanned in Europe, where regulatory standards for the use of chromium are the highest.

We work with tanneries that are Leather Working Group (LWG) certified, ensuring good environmental performance in terms of water and energy consumption, chemical use, and more.

AUDITED INDICATOR

**95% of tanneries were LWG-certified in 2023**

Spring-Summer 2023 and Autumn-Winter 2023

**Scope and methodology:** This indicator was calculated for the Spring-Summer 2023 and Autumn-Winter 2023 seasons, including all tanneries working with ba&sh during this period. We considered only items where leather is the main material, excluding those with minimal leather content (e.g., a leather insert on a dress or sweater).

**- Full disclosure -**

In 2023, our OBJECTIVE was to reach 100% certified tanneries. By the end of the year, we were almost there: 95% of tanneries had been audited by the Leather Working Group (LWG), while the remaining 5% had launched the certification process but had not yet completed it by the end of the year.

**97%**

of leather from LWG-certified tanneries in 2023

**🔍 OBJECTIVES 2025**

100% leather from LWG-certified tanneries  
80% LWG Gold, 20% LWG Silver

\*Source: Material assessment carried out for the Spring-Summer 2023 and Autumn-Winter 2023 collections, based on total weight of materials.

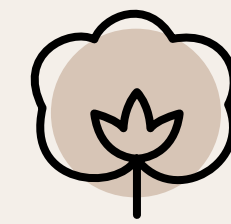
## Environment

# Reducing our impact: materials

### Carbon intensity of raw materials

The carbon intensity of our materials mix, defined as the quantity of carbon dioxide (CO<sub>2</sub>) emitted per kg of material, remained stable between 2022 and 2023, while the volume of materials purchased increased.

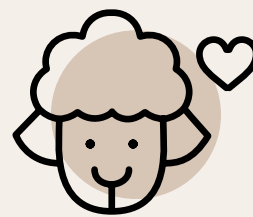
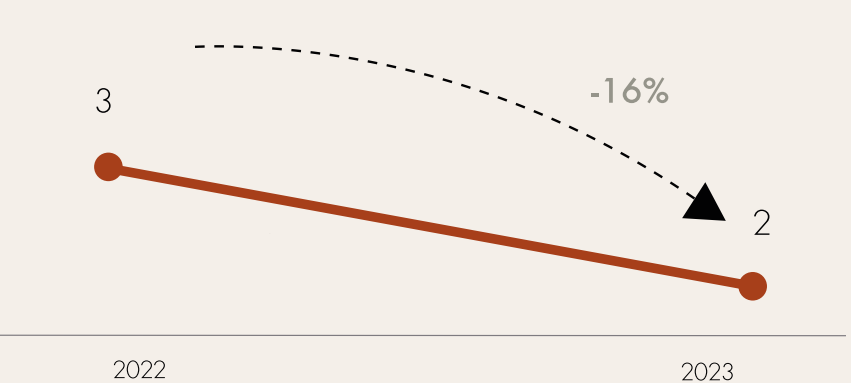
This has been achieved by increasing our use of certified materials, which have a lower environmental impact compared with conventional materials.



### Cotton

The carbon intensity of the cotton used in ba&sh collections **decreased by 16% since 2022**. Every year, our cotton pieces contain more organically grown or recycled cotton.

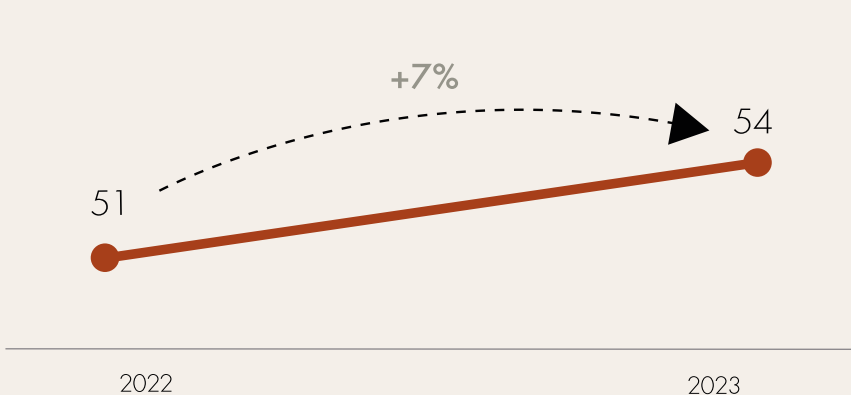
Overall carbon intensity of cotton (kgCO<sub>2</sub>/kg)



### Wool

The carbon intensity of wool used in ba&sh collections **increased by 7% since 2022**. Our wool items featured more RWS-certified wool (+9%), although the reduction in carbon intensity associated with this certification, which guarantees animal welfare, has yet to be assessed.

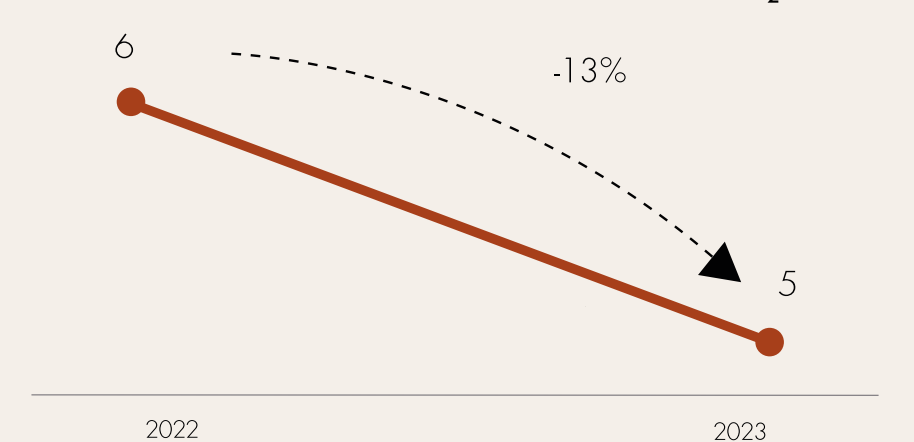
Overall carbon intensity of wools (kgCO<sub>2</sub>/kg)



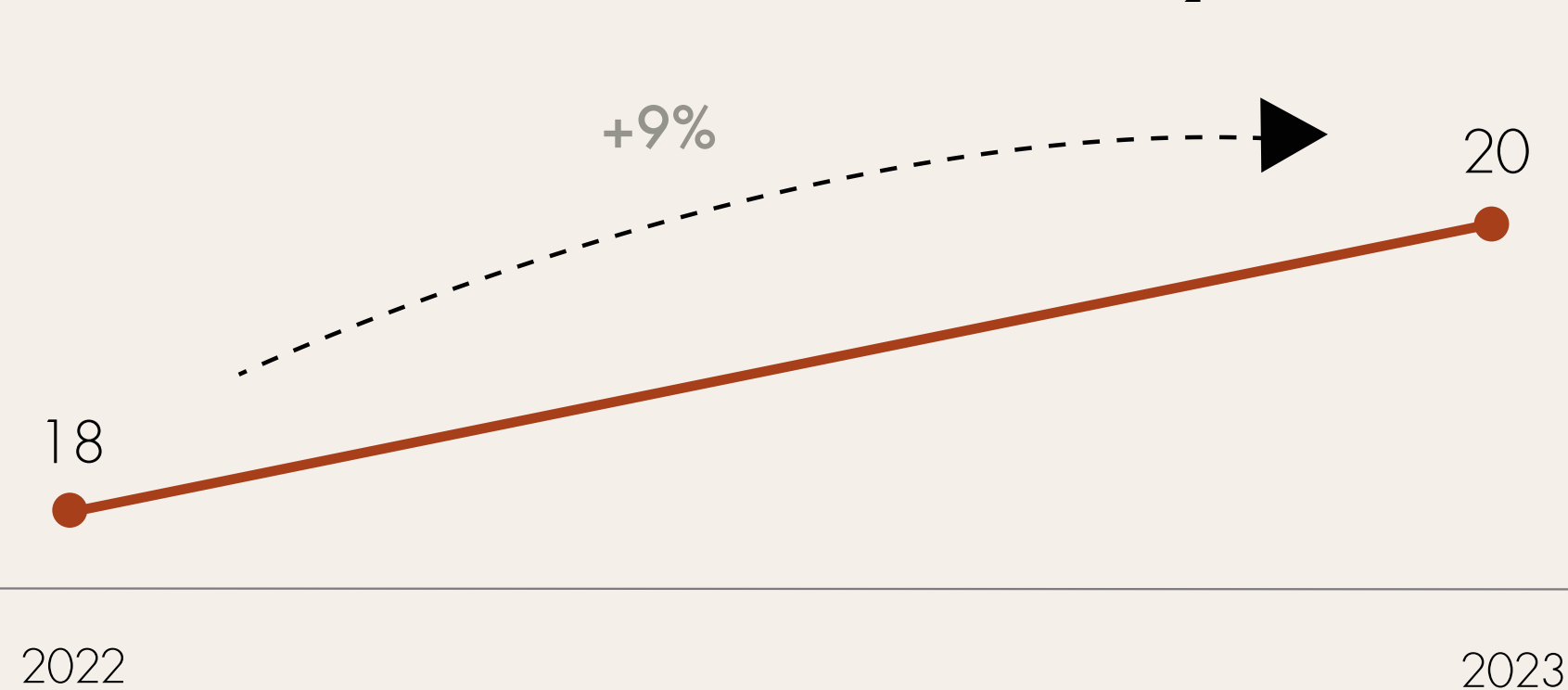
### Polyester

We are actively working to reduce the use of synthetic materials in our collections. In 2023, polyester accounted for 14% of ba&sh's material mix (by total weight). We prioritize the use of recycled polyester where possible. As a result, the carbon intensity of polyester used in ba&sh collections **decreased by 13% since 2022**.

Overall carbon intensity of polyesters (kgCO<sub>2</sub>/kg)



Carbon intensity of materials mix (kgCO<sub>2</sub>/kg)



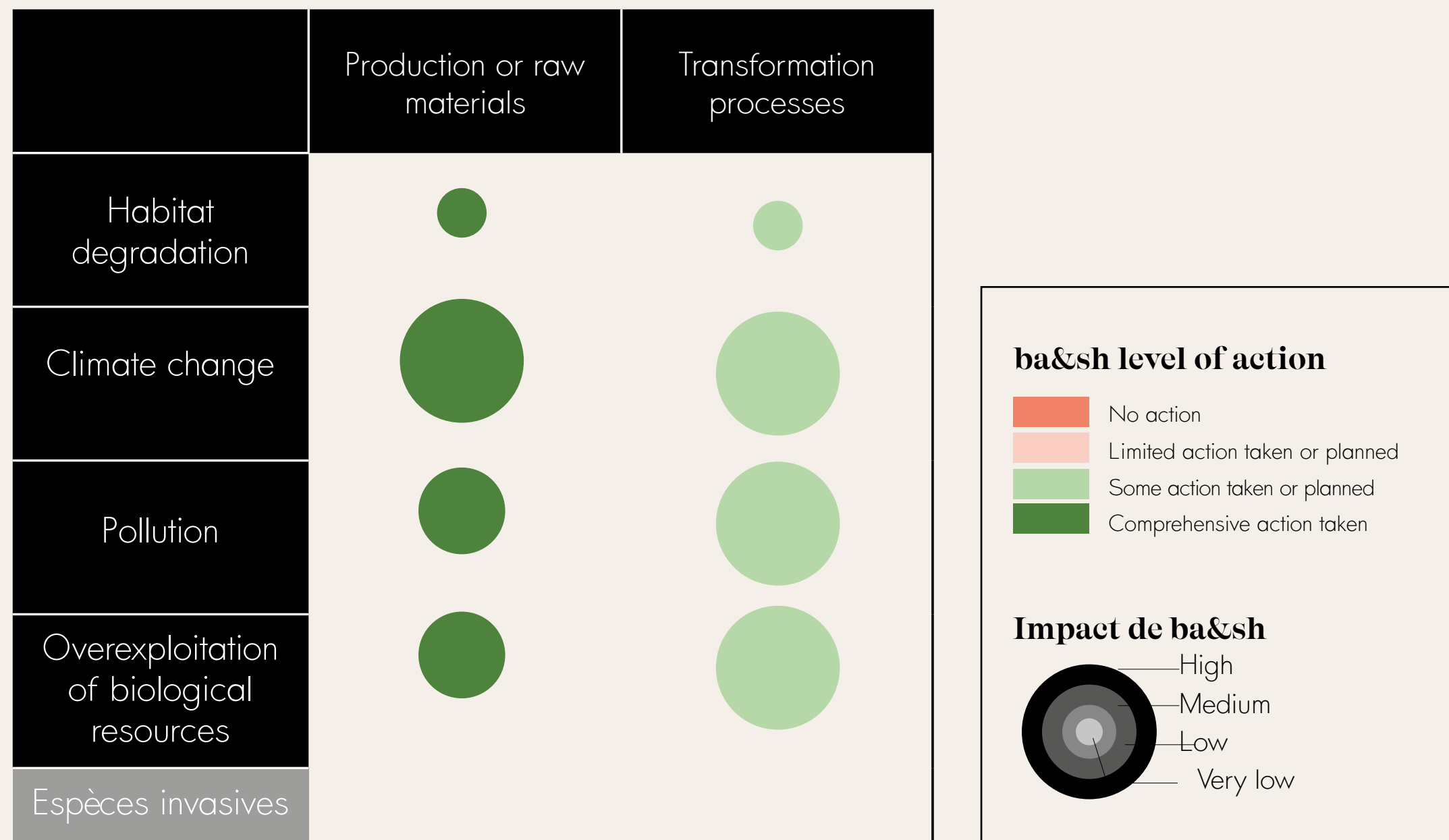
In all transparency, we still use polyester to achieve certain colors or guarantee the distinctive style of certain pieces, in particular when creating pleats, for which viscose is not suitable. There are also different qualities of polyester. Our teams select each material with the utmost care, including recycled fibres.

# Environment

## Reducing our impact: preserving biodiversity

### Impacts on biodiversity

From the production of raw materials to the processing and manufacturing of our products, ba&sh's operations have a significant impact on biodiversity:



\*Source: I Care & Consult's 2023 assessment of ba&sh's impact on biodiversity.

## Environment

# Reducing our impact: sourcing restrictions

### Sourcing restrictions & ba&sh standards (labels)

Our sustainable sourcing policy includes the following restrictions per material and per region.



Cotton

ba&sh bans cotton from China's Xinjiang region, Syria, Uzbekistan, Turkmenistan and any other areas considered to be at high risk of forced and/or child labor, as well as war zones. ba&sh also bans cotton from Brazil, as cotton crops contribute to deforestation in states such as Mato Grosso and the Cerrado savannah region.



Wool

Our animal welfare policy strictly prohibits the practice of live lamb cutting (mulesing) as well as any other mutilation practices (such as steining) in our supply chain. For this reason, ba&sh bans wool from Australia, where mulesing is widespread, and considers the National Wool Declaration (NWD) insufficient, as it permits the practice of steining.



Viscose

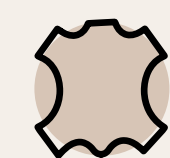
ba&sh bans viscose sourced from old growth forests and/or habitats of endangered species.

Due to high risks of deforestation, ba&sh bans viscose from the Amazon (Brazil, Colombia, Peru, Bolivia), Gran Chaco (Paraguay, Argentina), Cerrado (Brazil), Choco-Darien (Colombia, Ecuador), Maya forests (Mexico, Guatemala) and Eastern Australia.

Viscose sourced from Indonesia must be certified to ensure that the wood pulp comes from sustainably managed forests.

In 2021, ba&sh partnered with the environmental non-profit Canopy. As a signatory to the CanopyStyle Initiative, ba&sh is officially committed to the preservation of endangered forests. All of ba&sh's viscose suppliers are required to have a green shirt rating according to Canopy's Hot Button Report. Each season, in collaboration with Canopy, ba&sh carries out an audit of our viscose suppliers.

ba&sh also favors alternatives to conventional viscose (LENZING®, TENCEL®, ECOVERO®, etc.).



Leather

ba&sh strictly prohibits exotic leather. Sourced leather must be a by-product of the meat industry. We do not source leather from the Amazon (high risk of deforestation), regions on the IBAMA's embargo list, or from conflict zones.

ba&sh favors sourcing leather from European farms, particularly for bovine leather. As for goat leather, the availability of European supply is restricted by the size of the goat meat industry. When sourcing leather outside Europe, ba&sh conducts due diligence with added vigilance, especially in countries with heightened animal welfare risks.

As for tanning, ba&sh prioritizes leathers tanned in Europe, where the European Union upholds higher regulatory standards, in particular concerning the use of chromium. Conversely, there are no international regulations on leather treatment processes and chromium management. Morocco and India, for example, have no legislation on effluent management.

ba&sh systematically sources leather from LWG-certified tanneries.

## Environment

# Reducing our impact: focus on viscose

### Canopy x ba&sh

ba&sh partnered with the environmental not-for-profit Canopy and became a signatory to both the CanopyStyle Initiative and Pack4Good programs starting in January 2022.

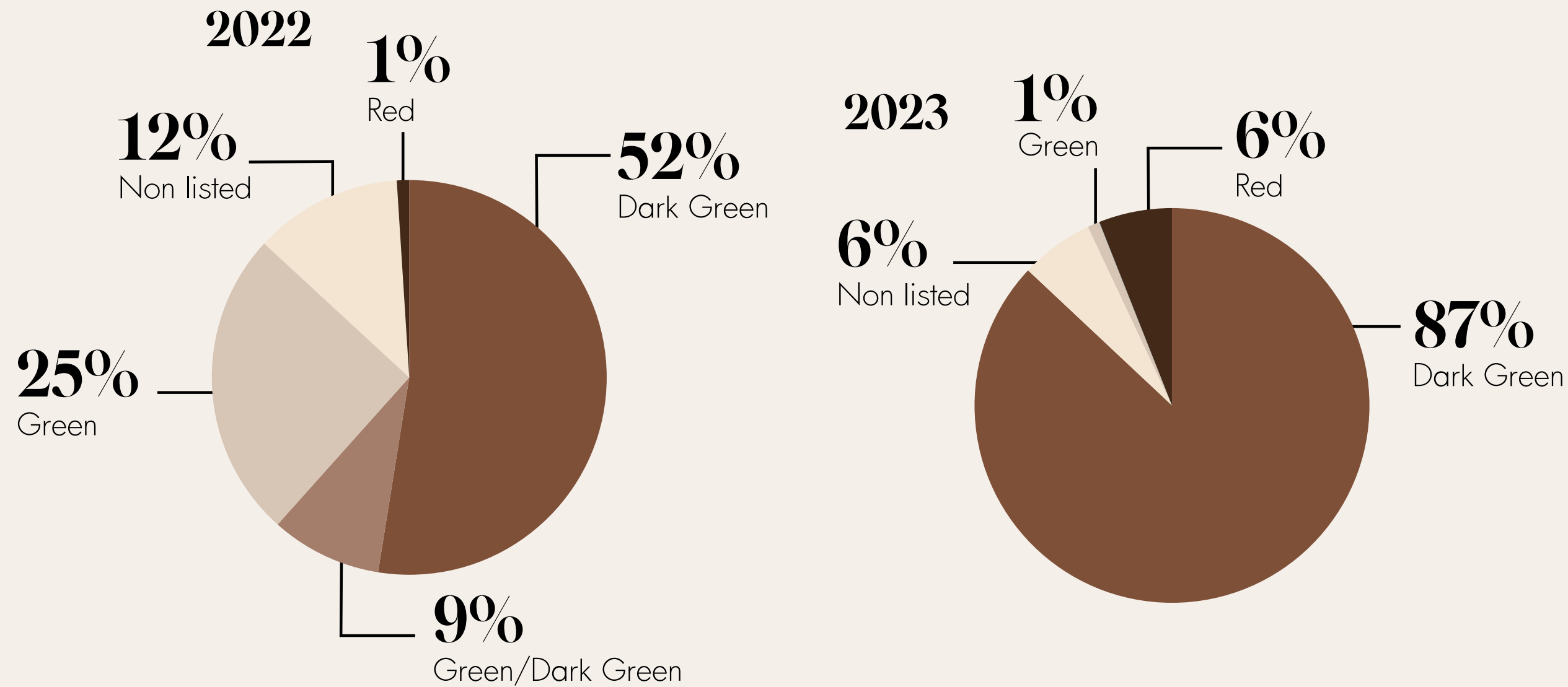
Since the 2021 Winter collection, ba&sh has worked together with Canopy to identify viscose suppliers (tier 3) in our supply chain each season.

By guaranteeing that no ba&sh product made from viscose contributes to deforestation, this project contributes to our objective of preserving forests. It reflects our commitment to making enlightened choices in selecting our materials: always prioritizing the best possible option.

In 2023, 88% of viscose (in quantities produced) was sourced from producers classified as "Canopy-friendly - green shirt" according to Canopy's Hot Button Report.



Breakdown of viscose suppliers according to Canopy's Hot Button Report in 2023 vs. 2022

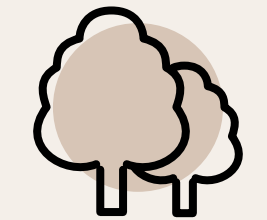


+35%

Dark green rated viscose in 2023 vs. 2022

+2%

Canopy-friendly viscose in 2023 vs. 2022



95%

Canopy-friendly viscose in the Autumn-Winter 2023 collection



We are on the right path!

**OBJECTIVE 2024**

100% Canopy-friendly viscose in our collections



## Environment

# Reducing our carbon footprint while striving to preserve ecosystems and water resources: regenerative agriculture

## NATIVA™ x ba&sh: towards regenerative wool

In 2023, ba&sh signed a partnership with NATIVA™ to support sheep farms in Uruguay in their transition to regenerative farming. ba&sh's approach aligns with the principles set forth by the Regenerative Organic Alliance (ROA), focusing on soil regeneration, biodiversity conservation, elimination of synthetic inputs, enhancing farmers' livelihoods, promoting social equity, and ensuring animal welfare.

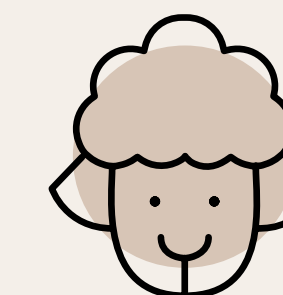
NATIVA™'s requirements are based on a rigorous triple-impact system rooted in scientific research. Among the practices implemented on NATIVA™ farms: introduction of perennial grasses into natural pastures, reintroduction of native trees to provide shade for sheep, shelter for wildlife, and promote biodiversity, restoration of local ecosystems using streams, natural banks, and watering holes.

Focusing on fibres as a starting point means establishing new ways of creating and developing our collections.

Indeed, working to the rhythm of sheep shearing implies a paradigm shift. ba&sh had to rethink its creative process, logistics, and collaboration with our partners throughout the supply chain to align with farming calendars.

**"To truly succeed in our transition, we must return to the source of most materials: the fields. That's why we've committed to developing and funding regenerative agriculture projects"**

Julie Bottino Hamadouche, Head of Sustainability at ba&sh



Thanks to the ba&sh-funded program, 3 sheep farms are currently **transitioning towards regenerative farming** practices, equivalent to **8,000 hectares in the process of regeneration since the summer of 2023.**

**The wool harvested on these farms at the end of the summer of 2023 will enter our winter 2024 collections.**

### OBJECTIVES 2024

30% regenerative wool in our collections

Launch of a regenerative agriculture program for cotton

## Environment

# Reducing our carbon footprint while striving to preserve ecosystems and water resources: animal welfare

Since 2022, we have been working closely with FOUR PAWS, an animal welfare nonprofit, to continually improve our animal welfare policy. Our policy is based on the Five Freedoms defined by the Farm Animal Welfare Council (FAWC) and the World Organization for Animal Health (WOAH), as well as the Five Domains of animal welfare outlined by FOUR PAWS in their 2021 Animal Welfare in Fashion report.

Among ba&sh's animal welfare commitments:

- A ban on fur
- A ban on exotic leathers such as crocodile, snake...
- A ban on angora
- A ban on mulesing, a cruel and commonly practiced mutilation of lambs, mainly from Australia.
- Near-exclusive use of recycled cashmere

### OBJECTIVES achieved in 2023!

- ✓ Enacting a permanent ban on feathers and down in ba&sh collections
- ✓ Signing the FOUR PAWS Brand Letter of Intent to affirm our commitment to mulesing-free fashion
- ✓ Joining the Fur Free Retailer Program
- ✓ Joining the Textile Exchange's Animal Fibers Round Table and Leather Round Table working groups, as well as the Leather Working Group's traceability working group, which addresses animal welfare issues in leather supply chains.

✗ For the year 2023, ba&sh had set a target of sourcing 75% certified animal fibres, ensuring animal welfare and sustainable pasture management, from organic or recycled origins. By the end of 2023, 52% of animal fibres were certified, which was 23% below our initial target.

### OBJECTIVES

#### 2024

85% certified animal fibre guaranteeing animal welfare and sustainable pasture management; organic or recycled origin

#### 2025

100% certified animal fibre guaranteeing animal welfare and sustainable pasture management; organic or recycled origin - except for alpaca

#### 2027

100% certified animal fibre guaranteeing animal welfare and sustainable pasture management; organic or recycled origin

## Environment

# Reducing our carbon footprint while striving to preserve ecosystems and water resources: preserving water resources

The production of raw materials as well as the processing and manufacturing of our products have a significant impact on water consumption and pollution.

### OBJECTIVES achieved in 2023!

#### Choosing certified or alternative materials

- ✓ ba&sh uses alternative, more « ecological » materials such as ECOVERO®, which requires 50% less water than conventional viscose.
- ✓ 59% of cotton entering our collections is organically grown, which requires 20% less water than conventional cotton on average, and 3% of the cotton we use has been recycled, requiring no water at all.

#### 53% of our denim for the Autumn-Winter 2023 collection was washed in an eco-responsible way

- ✓ Scoring low (less than 33) on the EIM (Environmental Impact Measurement), each piece required less than 35L of water to be washed - down from 80L for a conventional wash. A low EIM score also implies less chemical use, and therefore less risk of water pollution.

#### 60% of our denim laundries feature a valid environmental audit

#### 95% of our tanneries are LWG-certified

- ✓ This certification is a guarantee of good environmental management - particularly with regard to water. ba&sh also prioritizes sourcing leathers tanned in Europe, which upholds higher standards in terms of water management, chemicals and wastewater treatment.



### OBJECTIVES

Please refer to the section on our water strategy on page 34.

## Environment

# Reducing our impact: transport

## Impact of transport

In 2023, transport accounted for 13% of ba&sh's carbon footprint, making it our second most significant source of emissions.

Three factors are key to reducing the impact of transport:

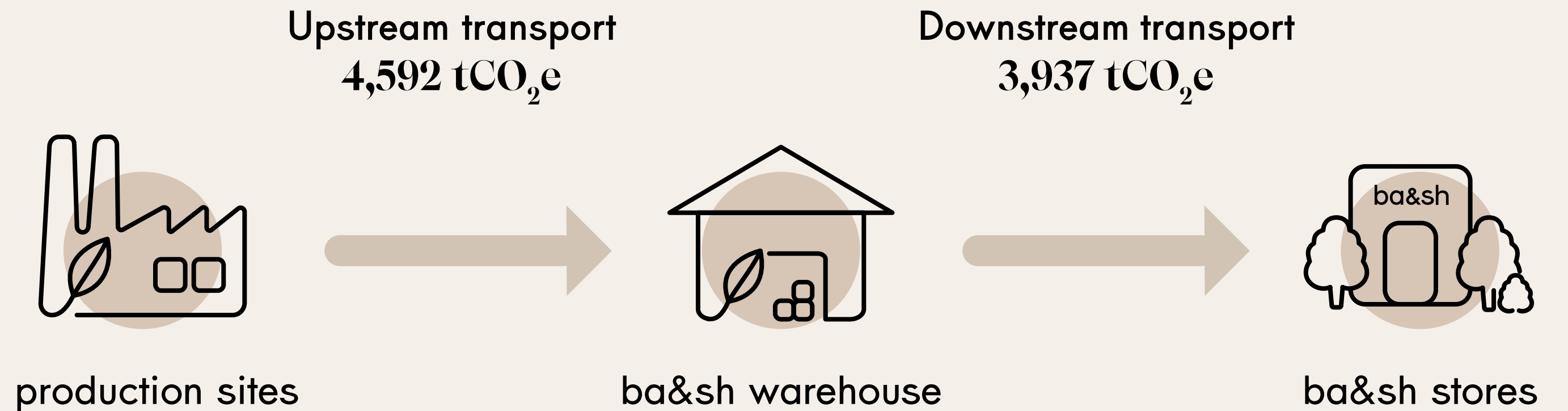
- **Weight:** the heavier the product, the greater the impact
- **Distance:** the greater the distance covered, the greater the impact
- **Transport mode:** each mode of transport impacts the environment differently. For example, air freight is 205 times more carbon-intensive than maritime freight, and 21 times more carbon-intensive than road freight\*

Our transport operations consist of two main segments: upstream and downstream. Upstream transport connects our production sites with ba&sh's warehouse on the outskirts of Paris, in France. Downstream transport involves delivering ba&sh products to our points of sale and customers who order online via ba-sh.com.

The significant proportion of emissions associated with upstream transport can partly be explained by the diverse geographic distribution of our suppliers.

\*Source: ba&sh 2023 carbon footprint by EcoAct

### Breakdown of CO<sub>2</sub>e emissions for transport in 2023 (upstream and downstream)



# Environment

## Reducing our impact: transport

### Transport modes

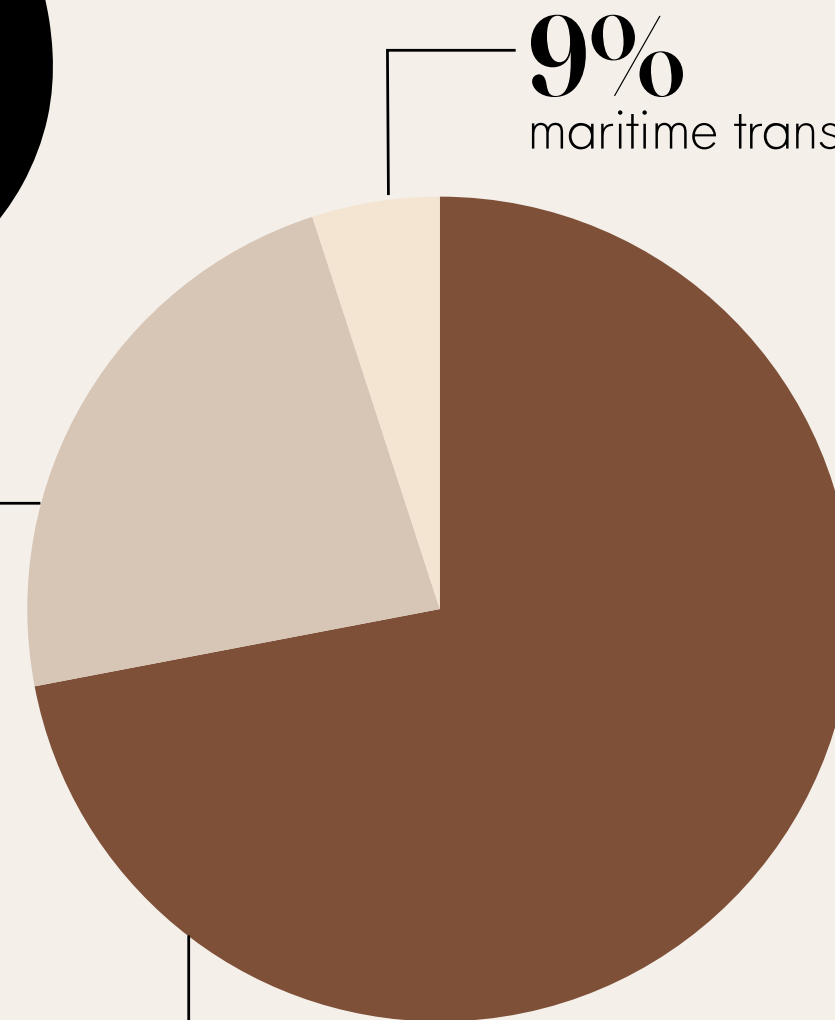
AUDITED INDICATOR

**Distribution of transport modes in 2023: 73% road freight, 18% air freight, 9% maritime freight**

**Scope:** All transport flows for 2023 have been accounted for by calculating tons transported per mode.

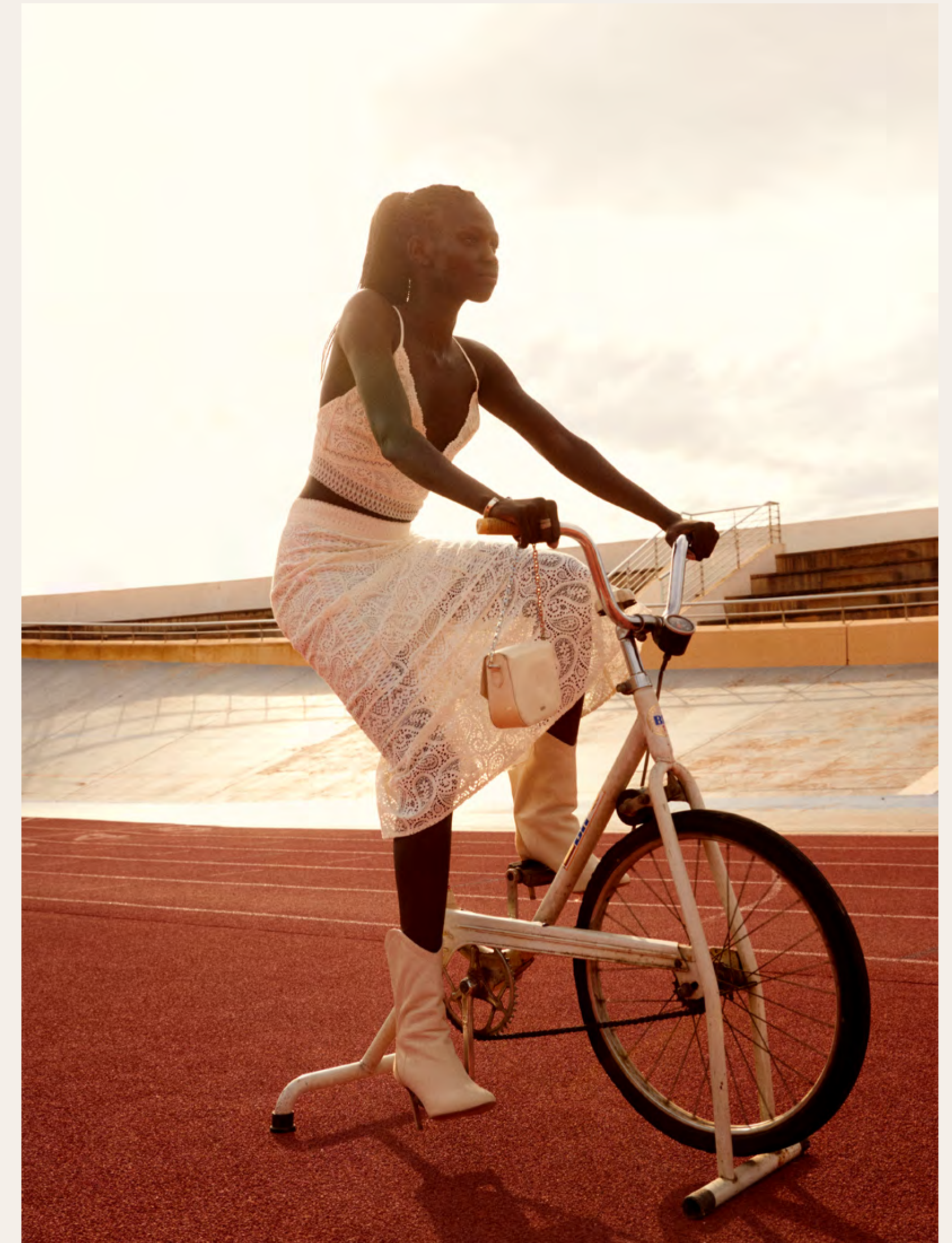
- Upstream, all items arriving in our warehouse between January 1, 2023 and December 31, 2023 were taken into account.
- As for downstream, all items shipped between January 1 and December 31, 2023 were taken into account.

Breakdown of transport modes in 2023



**- 434 tonnes**

CO<sub>2</sub>e between 2022 and 2023 despite an increase in freight volumes



## Environment

# Reducing our impact: transport

### Commitment to FRET21

To reduce CO<sub>2</sub>e emissions associated with our freight and logistics activities, ba&sh joined FRET21 in 2023, a freight-related emissions reduction program run by the French ecological transition agency ADEME with support from the Ministries of Ecological Transition and Territorial Cohesion and Energy Transition.

### ba&sh has set an ambitious target of reducing its transport-related CO<sub>2</sub>e emissions by 38% by the end of 2025\*.

As part of the FRET21 program, we have identified reduction levers that support our transport reduction action plan, both upstream and downstream.



**- 7,4%**  
CO<sub>2</sub>e emissions  
in 2023 compared with 2022\*

\*FRET21 scope: upstream and downstream flows managed by ba&sh, representing 76% of ba&sh's overall transport flows (tonne-kilometres).

#### OBJECTIVES achieved in 2023!

- ✓ - 7.4% of CO<sub>2</sub>e emissions in 2023 compared with 2022 on the FRET21 perimeter
- ✓ Reducing air transport: we have reduced the share of air freight by 4% between 2023 and 2022, by giving priority to maritime transport.
- ✓ Standard deliveries: In 2023, we added the option of standard delivery in 8 European countries: Denmark, the Netherlands, Germany, Ireland, Belgium, Spain, Portugal and Sweden.
- ✓ Joining the FRET21 program

#### OBJECTIVES 2025

- Relocation of 60% of production to nearby import markets (Europe, Turkey, Maghreb)
- Reduce the share of air transport to achieve the following breakdown: 58% road transport, 28% sea transport, 14% air transport
- Set up a relay point delivery option
- Expand free standard delivery for e-commerce orders in Europe
- Establish last-mile bicycle deliveries in Paris and use alternative fuels for 20% of our Colissimo fleet

## Environment

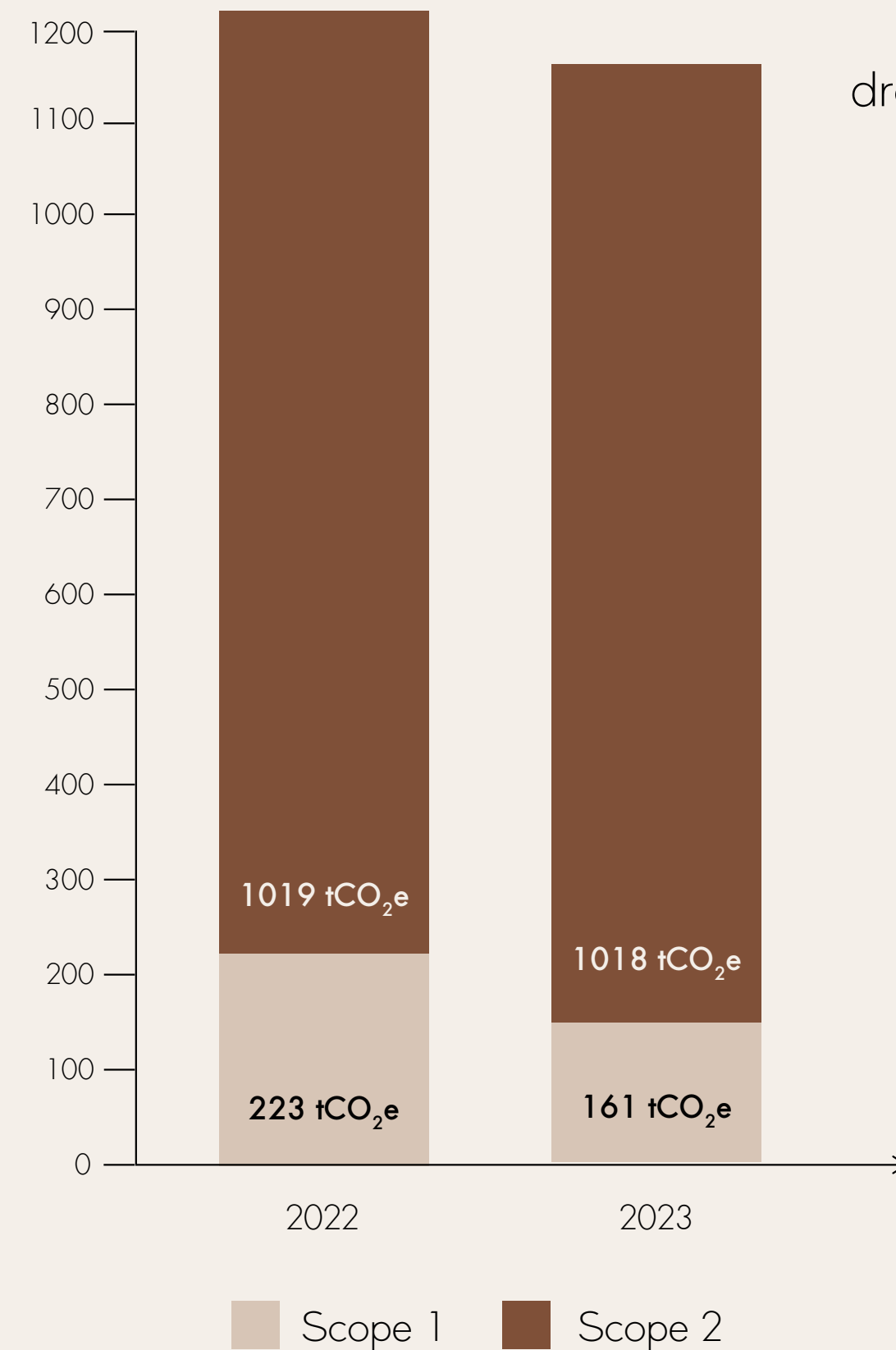
### Reducing our impact: infrastructure (stores, headquarters, warehouse)

#### Infrastructures (stores, headquarters, warehouse)

**Between 2022 and 2023, ba&sh's direct greenhouse gas emissions (scopes 1 & 2) dropped by 5%.**

From 2022 to 2023, we reduced the carbon intensity of our energy mix by 21% through increased reliance on renewable energies.

Steps taken to achieve this reduction are detailed in the following pages.



**-5%**

drop in CO<sub>2</sub>e between 2022 and 2023



## Environment

### Reducing our impact: infrastructure (stores, headquarters, warehouse)



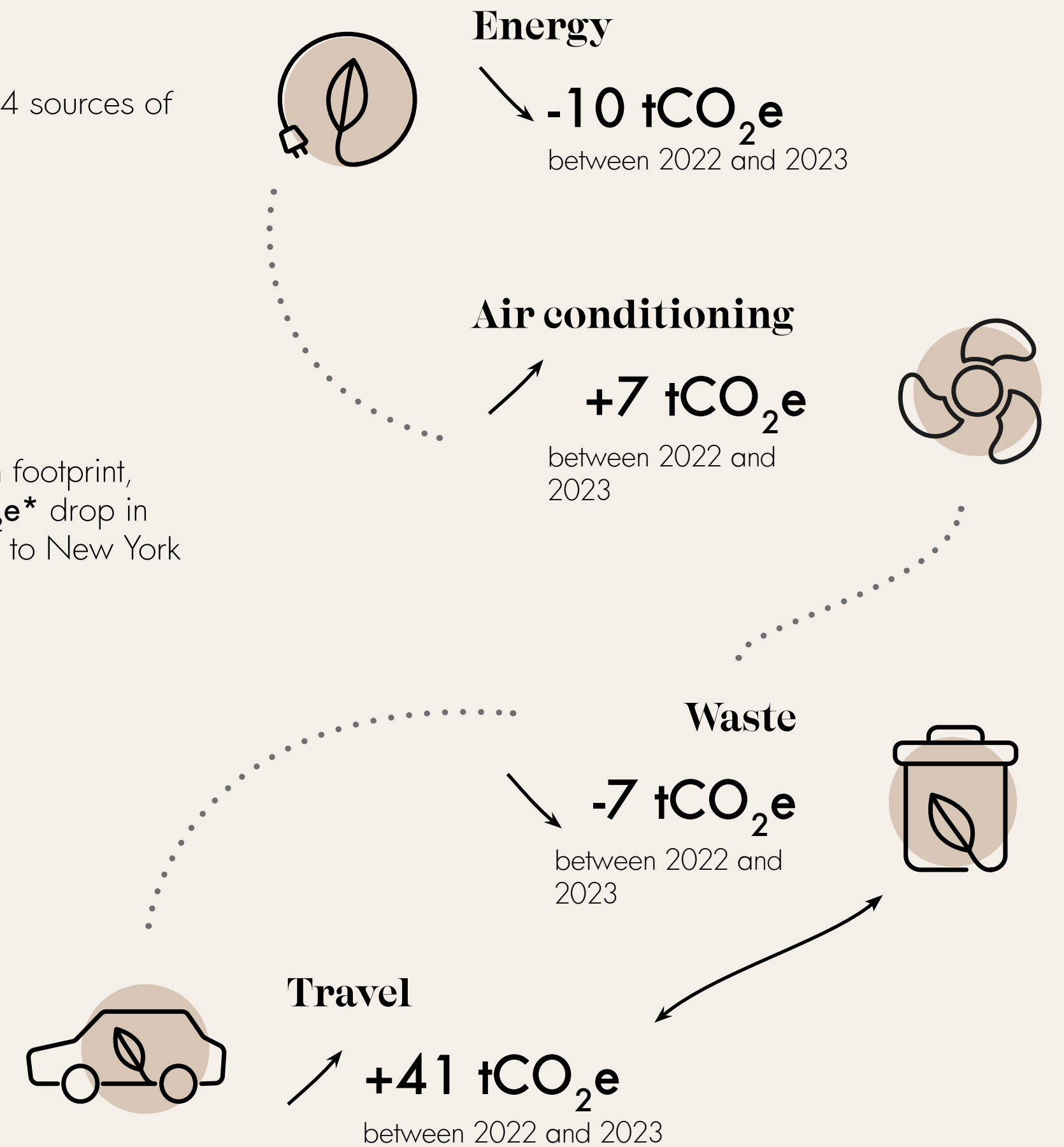
#### Stores

To calculate the carbon footprint of our sales outlets, 4 sources of emissions are taken into account:

- Electricity consumption
- Air conditioning and heating
- Waste production
- Your journey to our stores

In 2021, our stores accounted for 11% of our carbon footprint, compared with **10%** in 2023, representing a **31 CO<sub>2</sub>e\*** drop in CO<sub>2</sub>e emissions, the equivalent of 2 flights from Paris to New York or 28 drives from Paris to Lyon\*.

\* 2 870 t = 12 480 km by plane. The distance between Paris and New York is 5,836 km  
2 870 t = 13 189 km by plane. The distance between Paris and Lyon is 466 km  
Source: <https://datagir.ademe.fr/apps/impact-co2/>





## Environment

# Reducing our impact: infrastructure (stores, headquarters, warehouse)

Our stores account for 10% of our carbon footprint. Our main lever for reducing emissions associated with our stores is to switch to renewable energy supplies.

**93%**  
of our European outlets were powered by low-carbon energy (renewable or nuclear) in 2023

## Energy

In order to reduce ba&sh's direct emissions, we have taken steps to reduce our sales outlets' energy consumption.

In 2021, almost 100% of our stores were equipped with LED lighting that consumes 3x less energy than a low-energy bulb and 9x less than a conventional one.

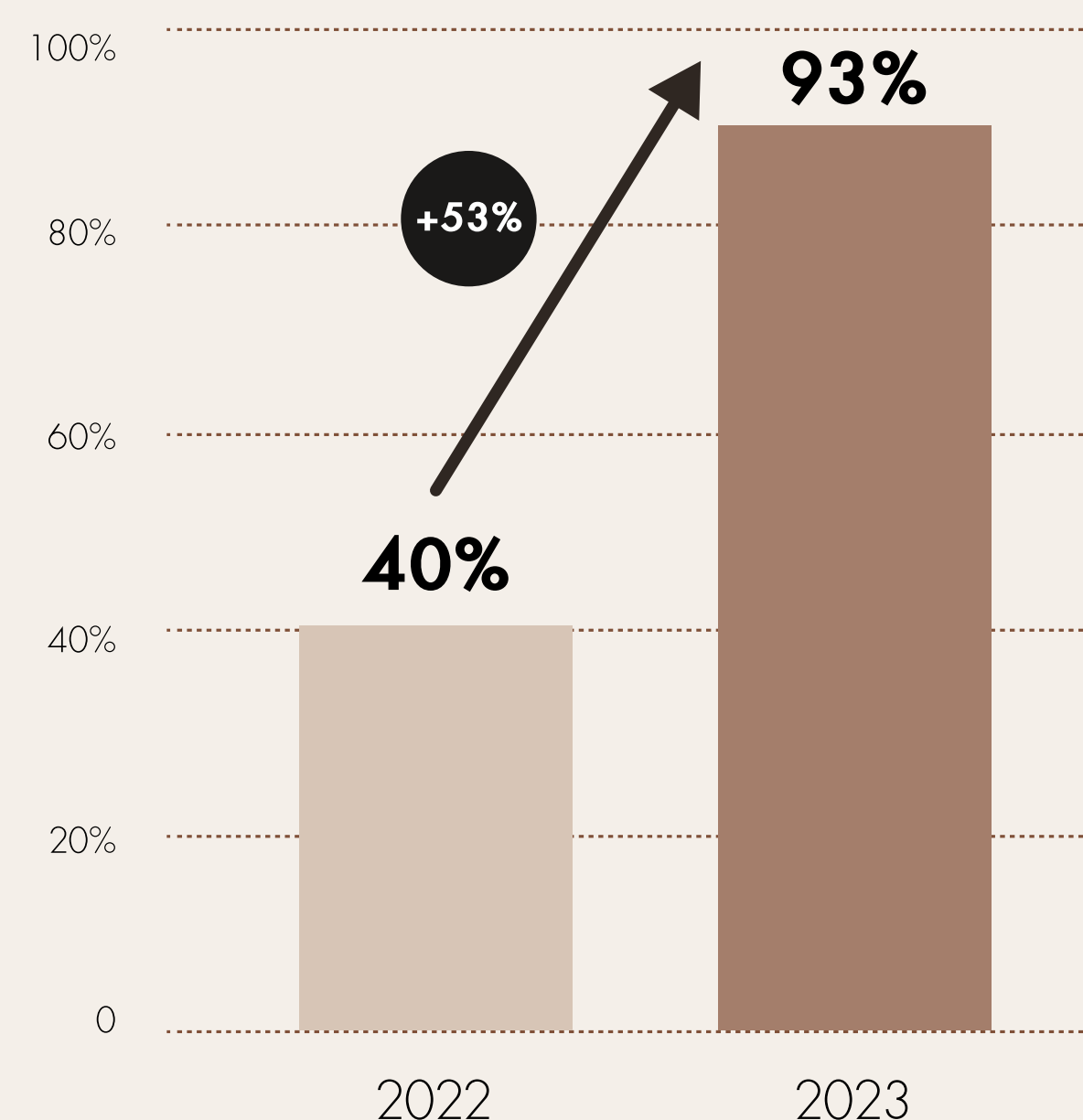
In 2021, ba&sh set a target of powering 100% of our stores located in countries with carbon-intensive energy mixes\* with renewable energies.

Today, this OBJECTIVE has almost been achieved! 93% of ba&sh stores are powered by renewable energy (over 87%) or nuclear power. As for our points of sale in Asia and the United States, where reliance on coal remains prevalent, we're actively exploring alternative solutions.

\* Countries with a low-carbon energy mix: Switzerland, Norway, France, Sweden.

\* Countries with a carbon-intensive energy mix: China, Germany, Belgium, Denmark, Spain, Luxembourg, Netherlands, Portugal, UK, USA, Canada.

European stores powered by low-carbon energy (renewable or nuclear) in 2023



### - Full disclosure -

ba&sh has faced several obstacles that have delayed the achievement of our OBJECTIVE, mainly:

- The reliability of renewable energy contracts and certificates in certain countries
- The short-term impossibility of modifying our contracts for sales outlets located in shopping malls. This is the case in China, for example.

### 🔍 OBJECTIVE 2025

100% of our stores in Europe and North America powered by renewable energies

## Environment

# Reducing our impact: infrastructure (stores, headquarters, warehouse)

### New stores

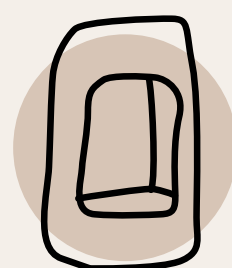
In 2023, ba&sh opened 15 new stores. ba&sh prioritizes opening in existing locations by taking over premises or setting up in unused spaces in shopping centres.

### Responsible store charter

In 2022, we established a strategy to improve the environmental performance of our stores, with a special focus on selecting eco-friendly materials for their construction.

To guide our teams in this ambitious transformation process, we established a responsible store charter, detailing best practices from design to construction to daily use by our sales teams: choice of materials, energy consumption, air conditioning, furnishings, waste management... It outlines every aspect of a stores lifecycle along with detailed recommendations for each step.

The charter also provides specific instructions to our sales teams in each country, in line with local regulations. These guidelines specify best practices for the use of heating and air conditioning (optimal temperature, closing the doors) and lighting (turning off the lights at night in window displays and stores) and are regularly reinforced.



### Displays

Every year, ba&sh donates its unused window displays to *Réserve des Arts*, an association promoting culture and art that collects and makes them available to art students and professionals. In 2023, we entrusted them with a series of sculptures that adorned our store windows in winter, which were crafted by artisans in Paris.



### Waste

In France, 100% of stores with the ability to sort waste are dedicated to recycling. Exceptions are rare and typically involve space limitations or distant recycling bins.

#### OBJECTIVES 2024

Implementation of waste recycling in 100% of our stores in France

Data collection on water consumption at all our stores

#### OBJECTIVES 2025

Implementation of waste recycling in 100% of our stores in Europe

Implementation of a plan to reduce in-store water consumption

## Environment

# Reducing our impact: infrastructure (stores, headquarters, warehouse)



### Waste

To enhance our waste sorting and recycling efforts at our Paris headquarters, we partnered with Lemon Tri in 2021.

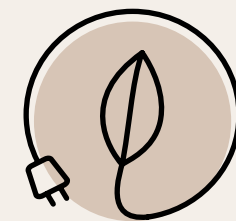
Lemon Tri is a certified B Corp from the social economy sector that collects and recycles waste. Their subsidiary, which is dedicated to inclusion through economic activity, collects, packages and sends our waste to environmentally-friendly outlets. Together we recycle 100% of our waste in France.

In 2023, 4.6 tonnes of waste were collected from our offices and recycled, saving 76 thousand liters of water, 8 tonnes of raw materials and 21 thousand kWh of energy.

AUDITED INDICATOR

**100% of waste is recycled**

**Scope:** All waste collected by Lemon Tri from offices in France in 2023.



### Energy

Our offices in France are supplied by conventional electricity contracts that rely on France's energy mix, which consists mainly of low-carbon nuclear power.

As for our offices in the USA and China, they also operate on conventional electricity contracts, drawing on each country's energy mix. However, unlike France, the energy mix in these two countries is predominantly carbon-based.

### ba&sh is moving!

In 2024, ba&sh's teams will relocate to new offices in Paris that have been renovated to meet BREEAM certification standards, which guarantee high environmental performance.

Ten criteria will be assessed, covering aspects such as water management, materials selection, user comfort, and construction waste management.

ba&sh is aiming to achieve an Outstanding rating for its new offices, the highest level of environmental performance awarded by BREEAM.

### OBJECTIVES 2024

100% renewable energy for our offices in France

BREEAM Outstanding certification for our new offices in France

### OBJECTIVE 2025

100% renewable energy for our offices in the United States and China

## Environment

# Reducing our impact: infrastructure (stores, headquarters, warehouse)

## Warehouse

### Our warehouse is certified High Environmental Quality (HEQ), level Excellent

ba&sh's worldwide logistics hub is located in our warehouse north of Paris, in the city of Louvres.

During construction, 95% of the site's waste was recycled. Toilets are supplied by rainwater recovery tanks. The warehouse features multiple rows of windows to maximize natural light. Ponds surrounding the warehouse provide natural water treatment with reeds and rhizome plants, preventing soil and water contamination.

A photovoltaic power plant was due to be installed on the site's roof in 2023, but due to construction delays it will be installed at a later date.

#### Focus on HEQ certification

Established in 2004, the HEQ (High Environmental Quality) certification standard for buildings was designed to balance environmental protection with quality of life and economic performance. Rather than a collection of standards, HEQ is a set of OBJECTIVES defined at the design stage.

The HEQ approach focuses on 4 main OBJECTIVES:

- **Eco-construction:** Harmoniously embedding the building within its immediate environment, integrated choice of construction materials, systems and processes, low- nuisance construction sites
- **Eco-management:** High quality energy management, water management, waste management, repair and maintenance management
- **Comfort:** Hygrothermal, acoustic, visual and olfactory comfort
- **Health:** Ensuring the sanitary quality of spaces, air and water

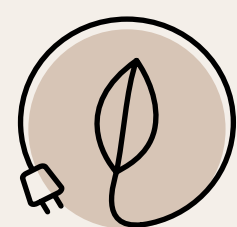


#### **+** OBJECTIVE 2026

Install a photovoltaic power plant on the warehouse roof

## Environment

### Reducing our impact: infrastructure (stores, headquarters, warehouse)



#### Energy

In 2023, we achieved our OBJECTIVE of signing a biogas contract. Hence, our warehouse is now 100% powered by renewable energy.

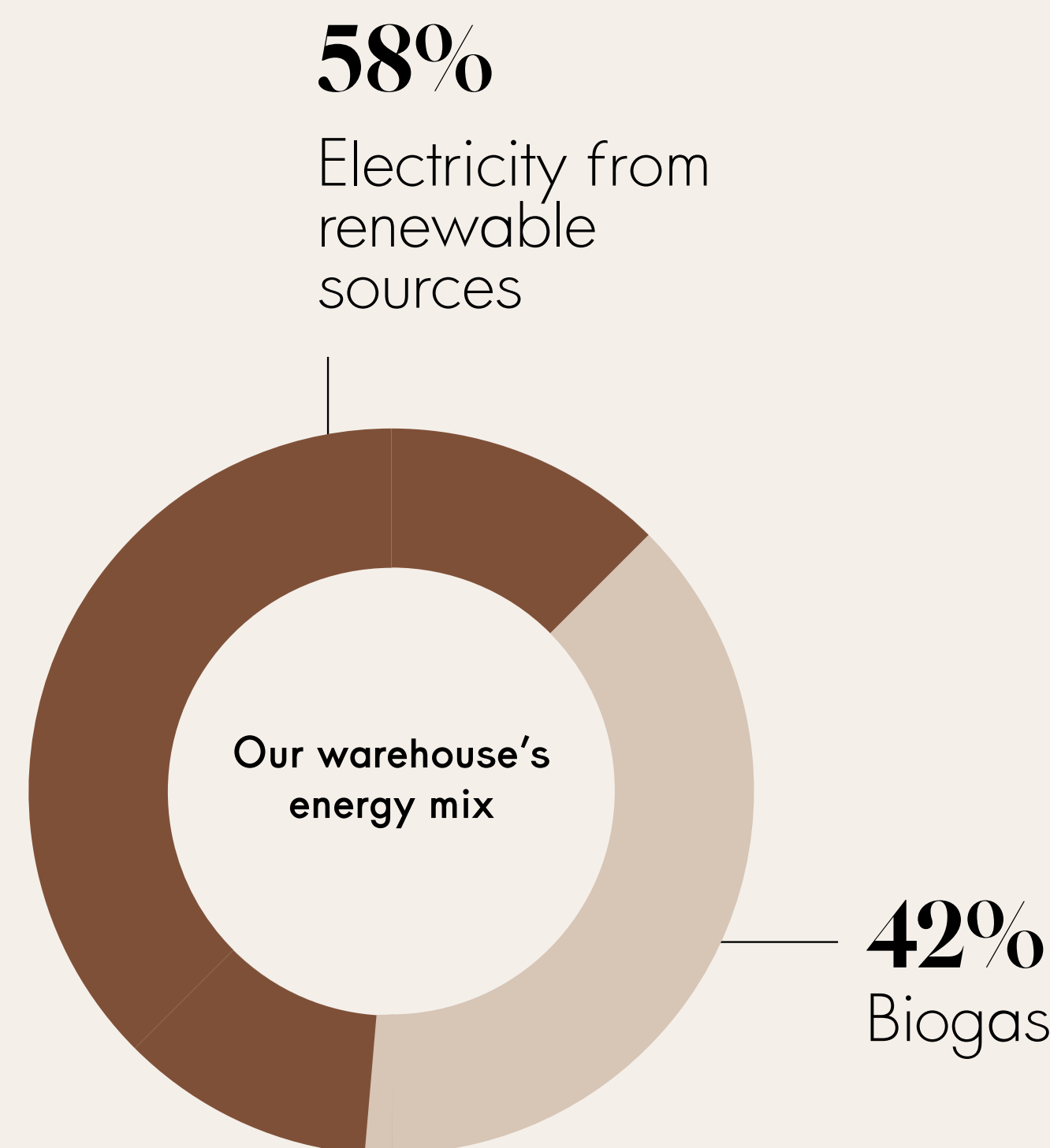
AUDITED INDICATOR

**Warehouse powered by 100% renewable energy**

**Scope:** All contracts supplying energy to the warehouse for the year 2023.

**+ OBJECTIVE achieved in 2023!**

✓ 100% renewable energy in our warehouse



#### Waste

The waste generated by ba&sh's logistics activities in our warehouse is collected for recycling by Paprec, a French company specialized in industrial waste management. This includes plastic, paper, cardboard and non-hazardous industrial waste.

As for waste generated by our employees on site, it is collected and recycled by Lemon Tri, the same company that manages waste at our Paris headquarters.

Paprec recycles 100% of our paper and plastic waste, contributing to a 67% recycling rate for waste generated in our warehouse. The remaining 33% consists of standard industrial waste that is not recyclable.

AUDITED INDICATOR

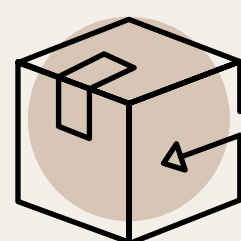
**67% of the waste collected in our warehouse is recycled**

**Scope:** All waste collected by Paprec in our warehouse in 2023.

## Environment

# Reducing our impact: packaging

## Paper and cardboard packaging



Packaging accounts for 3% of ba&sh's carbon footprint. Though not the most significant source of emissions, and because any progress is good progress, we are also seeking to improve on this front: ba&sh has joined the Pack4good initiative led by the environmental not-for-profit Canopy and is phasing out virgin plastic while gradually getting rid of superfluous packaging. We're also prioritizing recycled and certified materials (sourced from sustainably managed forests) for all packaging.

AUDITED INDICATOR

**88% of our customer packaging is made from recycled paper**

**Scope and methodology:** All our B2C (customer-facing) packaging was taken into account, measured by volume (total weight). Occasional packaging for customer service was not included in this analysis as it represents negligible quantities.

### - Full disclosure -

To guarantee the strength and durability of our packaging, we are currently unable to produce it entirely from recycled paper. In 2023, we were just 12% away from achieving our OBJECTIVE of using only paper and cardboard from recycled and certified sources, utilizing wood pulp from sustainably managed forests. We are actively working with our suppliers to reach 100% by 2025.

### **OBJECTIVE 2025**

Achieve 100% of packaging made exclusively from recycled paper and cardboard, using wood pulp from sustainably managed forests



Our shopping bags are made from 80% recycled paper, are 100% recyclable, and are manufactured from wood pulp sourced from sustainably managed forests, and fully recyclable.

As for our e-commerce packaging and tissue paper, they are made from 100% recycled paper, made from wood pulp sourced from sustainably managed forests, and fully recyclable.

## Environment

# Reducing our impact: packaging

### Plastic logistics packaging

Plastic is known to release micro-particles throughout its lifecycle, polluting the soil, water and air. For this reason, using less plastic is a priority for ba&sh. Firstly, by eliminating it wherever possible. Secondly, by prioritizing alternatives such as paper. In the absence of a suitable alternative, we use recycled plastic as a last resort.



Starting in 2022, our polybags - those little pouches that protect your ba&sh pieces during shipping - have been upgraded! Previously, they were made from two different types of plastic, which complicated the recycling process.

All our polybags are now made from the same material, LDPE, which is 100% recycled and recyclable.

Seeking to go further, we explored the possibility of using bio-sourced, compostable alternatives to plastic. However, after careful consideration, we decided against it. While these alternatives show promise, their environmental benefits remain to be proven, and large-scale composting facilities are currently unavailable. Furthermore, ba&sh's mechanized warehouse system does not allow for a paper-based solution.

**Our polybags, originally made from several plastics, have been made from 100% recycled LDPE since 2022, making them easier to recycle.**

### Plastic e-commerce packaging

In 2023, we broadened the scope of our circularity strategy to include packaging, in partnership with Hipli. Designed to be reused 100 times, the Hipli parcel is made from polypropylene, resulting in a significantly lower environmental impact than conventional packaging - its carbon footprint is 83% lower than that of a cardboard parcel. The Hipli parcel is now available for all e-commerce deliveries in France.



**In 2023, only 1% of our customer packaging was made from virgin plastic.**

#### - Full disclosure -

Where does this remaining 1% come from? In 2023, we still used plastic sleeves for e-commerce deliveries to other European countries.

#### AUDITED INDICATOR

#### Customer packaging contains 1% virgin plastic

**Scope and methodology:** All our B2C (customer-facing) packaging was taken into account, measured by volume (total weight). Occasional packaging for customer service was not included in this analysis as it represents negligible quantities.

#### 🔍 OBJECTIVE 2025

0% virgin plastic in all our packaging

## Environment

# Reducing our impact: goodies

### Goodies

Reducing the amount of waste we produce is a priority at ba&sh, and this also applies to our goodies. Goodies are promotional items created for special events, such as tote-bags, mugs, candles and notebooks.

In 2021, we created a goodies charter that sets the standards for all ba&sh goodies. These guidelines prohibit the manufacture of single-use, non-reusable goodies (with the exception of food and beverages), as well as the use of virgin plastic or non-certified textiles in countries where ba&sh does not produce its pieces.





## Environment

# Reducing our impact: decarbonizing our supply chain at the tanning stage

### LWG-certified tanneries

LWG (Leather Working Group) certification is a certification standard for leather production that guarantees good social and environmental performance. The evaluation protocol takes into account several criteria, such as water management, waste management, energy consumption, air quality and the company's social commitment.

An LWG-audited tannery ensures lower carbon emissions and less pressure on biodiversity during leather tanning.

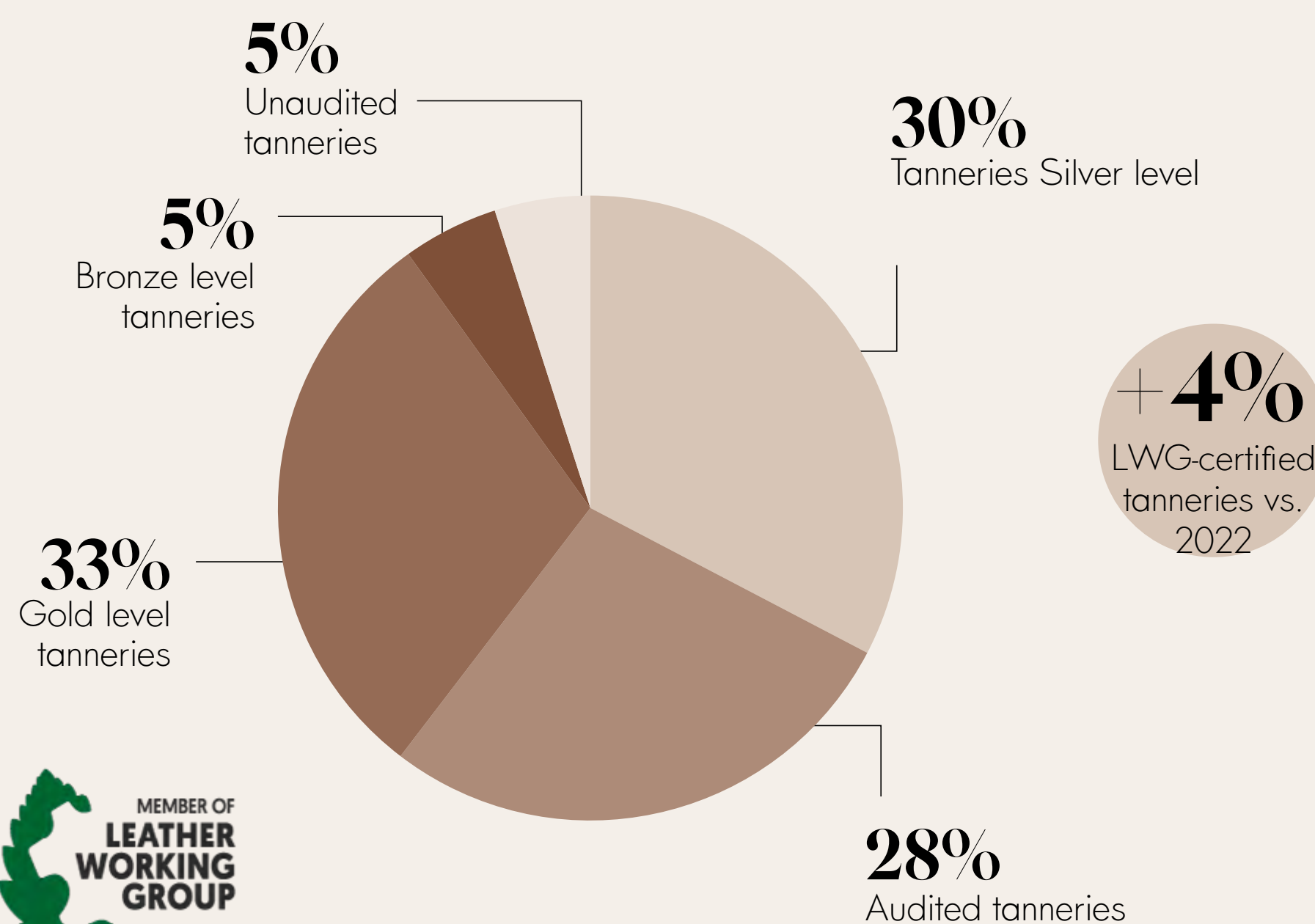
LWG-certified tanneries are classified according to their level of compliance with the protocol: Gold, Silver, Bronze and audited.

#### - Full disclosure -

In 2023, our OBJECTIVE was to reach 100% certified tanneries. By the end of the year, we were almost there: 95% of tanneries had been audited by the Leather Working Group (LWG), while the remaining 5% had launched the certification process but had not yet completed it by the end of the year.



Ranking of ba&sh's LWG tannery partners  
(Spring-Summer 2023, Autumn-Winter 2023)



AUDITED INDICATOR

**95% of tanneries were LWG-certified in 2023: 33% Gold, 30% Silver, 5% Bronze, 28% audited and 5% non-audited.**

Spring-Summer 2023 and Autumn-Winter 2023

**Scope and methodology:** This indicator was calculated for the Spring-Summer 2023 and Autumn-Winter 2023 seasons, including all tanneries working with ba&sh during this period. We considered only items where leather is the main material, excluding those with minimal leather content (e.g., a leather insert on a dress or sweater).

#### 🔍 OBJECTIVE 2025

100% leather from LWG-certified tanneries  
80% LWG Gold, 20% LWG Silver

## Environment

# Reducing our impact: decarbonizing our supply chain at the washing stage

### Denim laundries, reducing the impact of denim washing

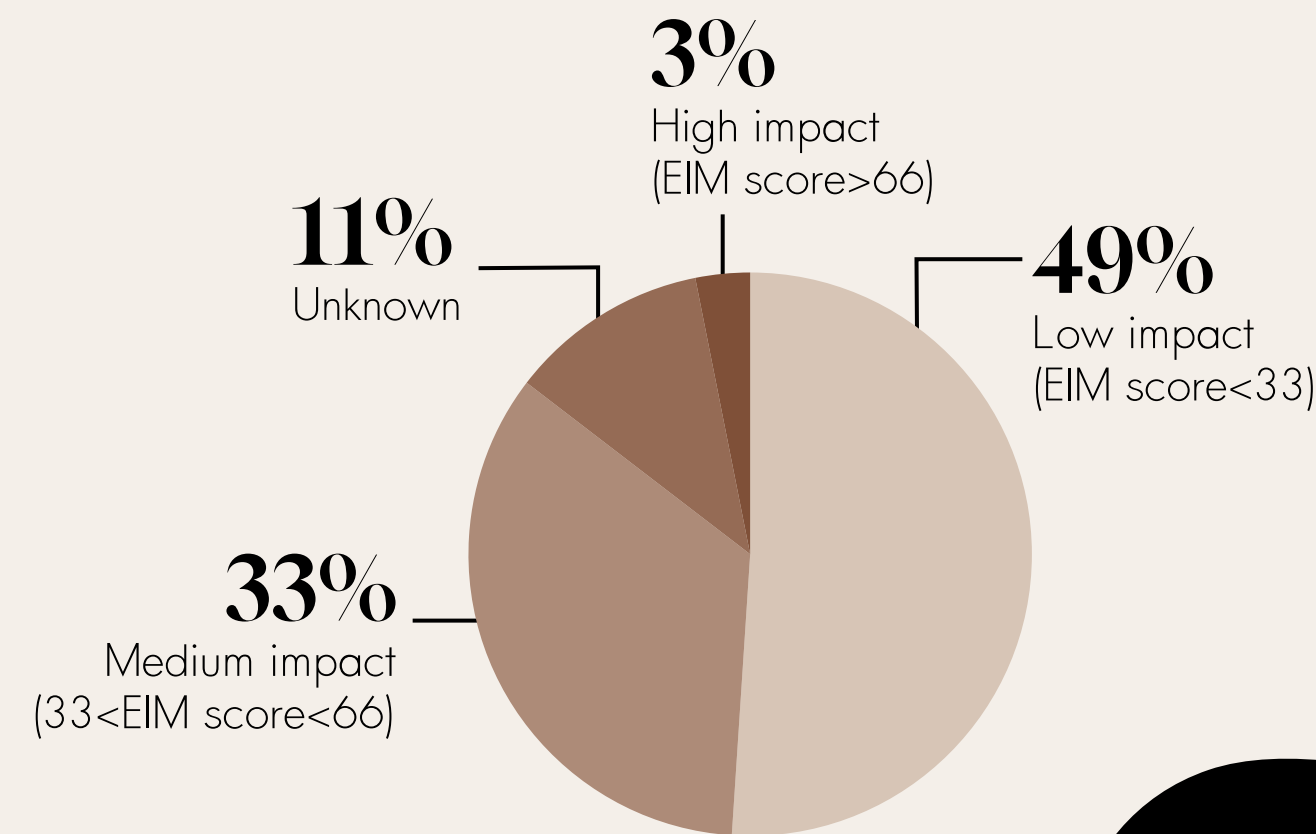
Washing is an essential step in the production of denim, giving each piece its distinctive style and suppleness. It is, however, a particularly water- and chemical-intensive process.

Since 2022, ba&sh has been working to reduce the environmental impact of its denim pieces. **Two key levers of action have been identified:**

- **Using certified materials**, especially GOTS or OCS organic cotton. This ensures that no chemicals or genetically modified organism (GMO) are used.
- **Choosing low-impact, eco-responsible washing techniques:** that require less energy, water and chemicals, and exploring new, more responsible alternatives such as laser washing, ozone washing, etc.

ba&sh uses the EIM (**Environmental Impact Measuring**) to assess the environmental performance of its collections. To determine the EIM score of our denim pieces, we utilize specialized software developed by Jeanologia and the University of Valencia in Spain. This software, designed for laundries and textile finishers, **evaluates the environmental impact of textile production based on four criteria: water consumption, energy usage, chemical use, and workers' health.**

**Breakdown of ba&sh denim EIM scores in 2023**  
(Spring-Summer 2023, Autumn-Winter 2023)



**35**  
Average EIM score for ba&sh denim in 2023

AUDITED INDICATOR

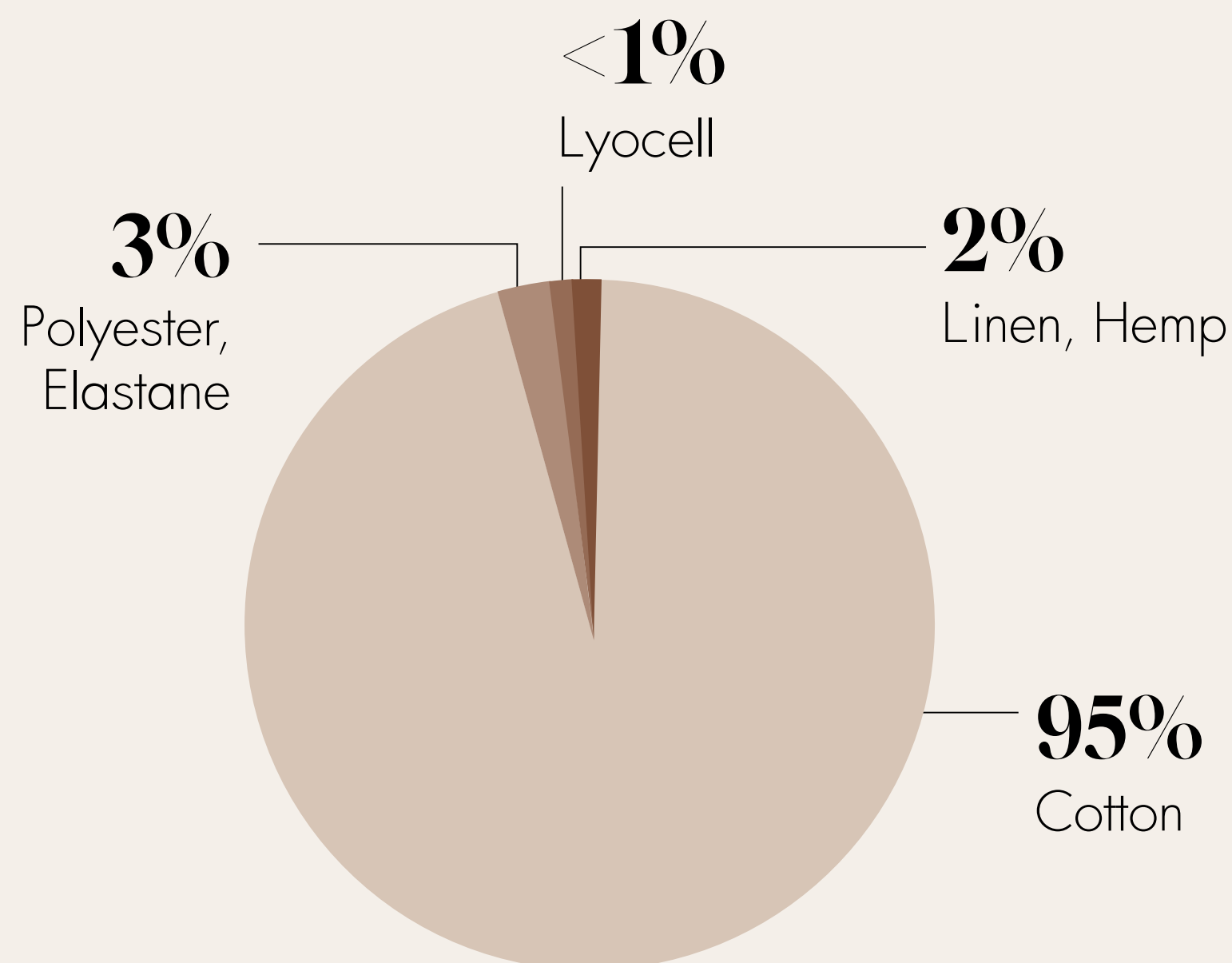
**3% of ba&sh items had a high impact (over 66 points), 33% had a medium impact (EIM score between 33 and 66), 49% of items scored Low (EIM below 33), and 18% of references could not be analyzed because our partner did not have the calculation software.**

**Scope and methodology:** This indicator was calculated for the Spring-Summer 2023 and Autumn-Winter 2023 collections. All denim references produced over these two seasons were taken into account.

## Environment

# Reducing our impact: decarbonizing our supply chain at the washing stage

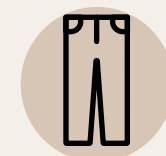
**Breakdown of materials used in ba&sh denim references in 2023**  
(Spring-Summer 2023, Autumn-Winter 2023)



**97%**  
of ba&sh denim made from natural materials (cotton or linen)



**78%**  
certified organic cotton in our denim references



**75%**  
of our denim is made in Turkey and 16% in Tunisia



**75%**  
certified materials in our denim references

### - Full disclosure -

In 2022, we set a target of making 100% of our denim references from certified materials scoring between 0 and 40 on the EIM.

Of the 114 items in our Spring-Summer 2023 and Autumn-Winter 2023 collections, **75% contain certified materials, and almost half were washed with eco-responsible washing techniques (scoring under 30 on the EIM).**

Creating denim pieces from certified materials using low-impact washing techniques has proved more difficult than we thought, as certain stylistic effects are hard to achieve with eco-responsible washing.

In 2023, we therefore decided to extend our initial target to 2027. Washing techniques are evolving very rapidly, and we hope that by 2027, thanks to the joint efforts of our teams and our suppliers, we'll be able to offer denim pieces made from certified materials with low-impact washing techniques.

### 🔍 OBJECTIVES

#### 2024

100% of ba&sh denim made from certified materials scoring on average under 40 on the EIM

#### 2025

100% of ba&sh denim made from certified materials scoring on average under 33 on the EIM

#### 2027

100% of ba&sh denim made from certified materials scoring under 33 on the EIM

## Environment

# Reducing our impact: decarbonizing our supply chain via environmental audits

## Environmental audits

In 2023, ba&sh identified all the sites where our denim items are washed.

## 60% of denim laundries feature environmental audits that meet ba&sh requirements in 2023.

Following an audit, ba&sh works together with suppliers in implementing corrective measures to address any non-compliance. ba&sh relies on the Amfori BEPI System Manual to make recommendations and suggestions for improvement to its suppliers.

Moving forward, ba&sh intends to work with the BEPI methodology, which is based on 11 criteria, including energy consumption, greenhouse gas emissions, water consumption, pollution prevention and the use of chemicals.

### AUDITED INDICATOR

**60% of denim laundries feature environmental audits that meet ba&sh requirements in 2023.**  
Spring-Summer 2023 and Autumn-Winter 2023

**Scope and methodology:** This indicator was calculated for our Spring-Summer 2023 and Autumn-Winter 2023 collections. All washing sites used by our suppliers of finished denim items were taken into account. For this initial analysis, ba&sh only accepted environmental audits conducted with the most rigorous methodologies: BEPI, ICS, and HIGG FEM

## OBJECTIVES

### 2025

100% of partner washing sites audited

15 environmental audits carried out at our partner dyehouses (tier 2)

---

### 2027

50% of our tier 2 partners (laundries, dry cleaners, etc.) audited using ba&sh approved methodologies

## Environment

# Reducing our impact: the major challenges of decarbonizing our supply chain



### 🔍 OBJECTIVES

#### 2025

- From our Winter 2025 collection onwards, 100% of new tier 1 suppliers must prequalify before joining our roster: no use of coal-fired heat or power

---

#### 2027

- 20% of production sites (tier 1) powered by renewable energies in countries with a carbon-intensive energy mix
- From our Winter 2027 collection onwards, 100% of new tier 1 and 2 suppliers must prequalify before joining our roster: no use of coal-fired heat or power



ba&sh

CIRCULARITY

## Circularity

# Establishing circular business models and practices

ba&sh is dedicated to promoting more circular practices. Every day, our teams work to provide practical solutions that help our customers care for their ba&sh pieces and offer options for repair, reuse (through rental and second-hand), and recycling. Our aim is to extend the life of each piece and ultimately decouple our revenue from the production of new items and the use of natural resources. These innovative practices also help reduce our impact on the climate and biodiversity.

### Care and repair

Since the beginning of 2021, ba&sh provides repair tutorials and maintenance tips on ba-sh.com to help customers extend the life of their ba&sh pieces.

ba&sh also offers customers in France a home service for upcycling, repairing, and tailoring their ba&sh items in partnership with Tilli (a French home tailoring service).

### Second hand


Since November 2022, a second-hand platform operated by Faume allows customers to buy and sell second-hand ba&sh items.

In 2023, 20,000 second-hand items were returned and 15,000 second-hand ba&sh items were sold. This avoided generating 28.8 tonnes of CO<sub>2</sub> compared with the purchase of new pieces, equivalent to 16 Paris/NYC round-trips by plane or the production of 1,148 pairs of jeans.

Our second-hand service is also available in the USA, thanks to a consumer-to-consumer sales model powered by Archive. In 2023, 1,317 pieces were sold, generating a financial return 11 times greater than the initial investment.

### Rental

Rental services of ba&sh items have been rolled out in various countries. In 2020, HURR was launched in the UK. Since 2021, the Borrow rental service has also been available in the USA in partnership with CaaStle.



### OBJECTIVES

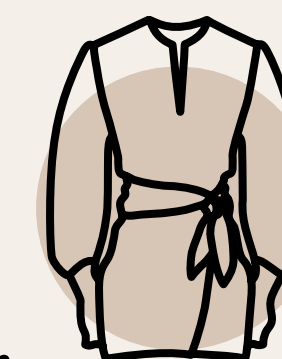
2024	2025
8% of online sales in France from second-hand items	10% of online sales in France and 6% of online sales in Europe from second-hand items
Extend our second-hand offer to Germany, Belgium, the Netherlands and Spain	Extend our second-hand offer to the UK and all European countries where a first-hand ba&sh offer exists
Launch trade-in program in stores across France and certain European countries	Extend trade-in offer to all ba&sh stores in Europe

### In 2023:



**15 000**

second-hand pieces sold



**20 000**

second-hand pieces returned



**3**

second-hand pop-up stores opened



**Long term objective:**  
*partly replace end-of-season sales*

## Circularity

# Recycling and upcycling

### Upcycling dormant fabric

ba&sh has never destroyed stocks of dormant fabric.

We donate our dormant fabrics and haberdashery to fashion schools or associations. We also use discounters that buy back our stock so that it can be reintegrated into the market.

For several years now, whenever possible, we've also been reusing our old fabric stocks to create Remake upcycled capsules.

### Defective and unsold pieces

Unsold pieces are items from previous collections that remain the property of ba&sh. A piece is labeled unsold after a 24-month period. In 2023, only 3% of items remained unsold.

Defective pieces are items that cannot be offered as first choice. They cannot be reintroduced into distribution networks or sold at staff jumble sales.

In 2023, we started working with a vocational rehabilitation expert to improve the management of defective and unsold pieces, while aiding previously unemployed individuals in reintegrating into the workforce. Together, we recovered 21,043 defective or unsold parts with a total value of 544,295 euros.

This partnership helps us give each piece multiple lives, marking a meaningful step towards achieving circularity.

#### 🔍 OBJECTIVE 2024

100% of defective products upcycled or recycled by our vocational rehabilitation partner







# ba&sh

SOCIETAL

# Societal

## Employment & equal pay

### Equal pay

Our values and strong DNA attract new talent and foster employee loyalty. Providing opportunities for professional growth, fair compensation, work-life quality, and promoting diversity and inclusion are fundamental pillars of career development at ba&sh, across all roles and regions where we operate.

At ba&sh, we practice inclusive recruitment for all positions, focusing only on each candidate's skills, motivation, work ethic and *savoir-vivre*.

We strive to provide our employees with a variety of career opportunities within the company - horizontal, vertical and geographical.

We provide these professional development opportunities regardless of origin, nationality, gender, religion, age or affective orientation, focusing solely on each employees skills, performance and potential.

We believe that every ba&sh employee must find the right balance between their personal and professional lives. Active listening and total availability to all our employees help foster constructive communication. Also, in line with ba&sh's innovative spirit, we offer hybrid work possibilities for all eligible functions.

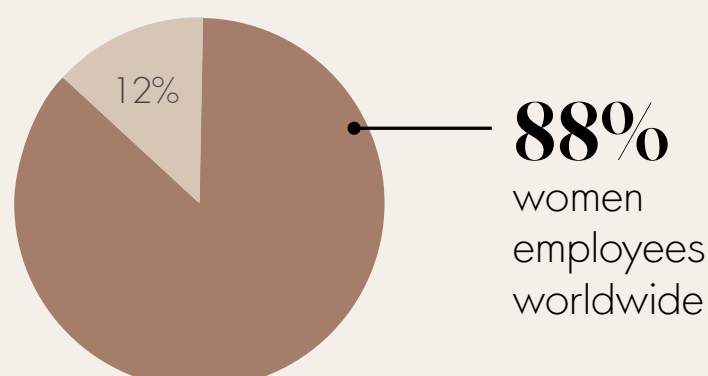
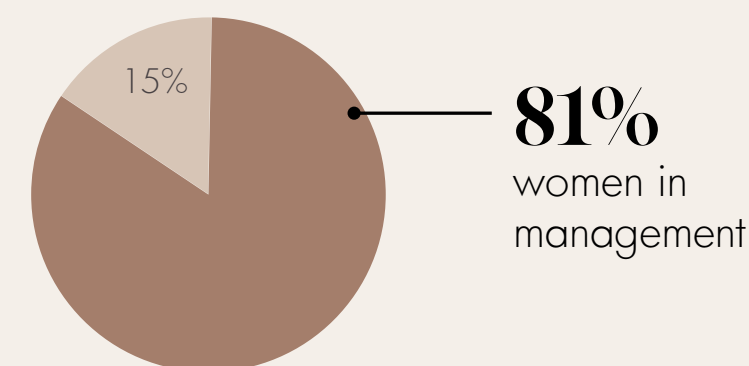
In 2023, we recruited a total of 718 people on permanent contracts worldwide.

In 2023, our gender equality index stood at 78/100. It is calculated on the basis of 5 criteria:

- The gender pay gap
- Annual pay-rise gap
- Promotions gap
- Number of women employees who receive a raise on return from maternity leave
- Number of women in the company's top 10 earners

At ba&sh, we guarantee equal pay for men and women in equal positions. This commitment was highlighted by ba&sh's previous score of 65 points in 2022. After implementing corrective measures, ba&sh achieved a score of 78 points in 2023.

Committed to continuous improvement, ba&sh has taken additional corrective measures aiming to reach 85 points by 2025.



INDICATEURS AUDITÉS

**Gender equality index 2023:**  
**78/100**

**79% women on the Executive Committee**

**+ OBJECTIVE 2025**

85 points on the gender equality index

## Societal

# Ensuring business ethics

At ba&sh, we work hard to make sure our business is ethical, positive, and respectful to people, the planet, and the law.

### Ethical Charter

The ba&sh Ethics Charter provides guidelines for ethical behavior within the company. It is meant for all internal stakeholders and outlines the steps to take when encountering actions that do not align with our ethical standards.

The charter is issued to all employees upon arrival, and is available on the ba&sh intranet. All employees must sign the ba&sh Ethics Charter upon joining the company.

### Whistleblower program

ba&sh is committed to transparency and high ethical standards. We ensure the safety and respect of everyone working with our company.

A whistle-blowing system is also available internally so that all employees can report breaches or potential breaches of the ba&sh Ethics Charter. Such breaches may concern the health and safety of our employees, discrimination and harassment, corruption, fraud, counterfeiting or data protection.

This totally anonymous alert system takes the form of a virtual, anonymous mailbox developed in partnership with Whistleblowing. Only two representatives from the Human Resources Department have access to the messages and can dialogue with the whistleblower directly via the Whistleblowing backoffice. The system is available in three different languages, and guarantees confidentiality and protection from retaliation for potential whistleblowers worldwide.



## Sociétal

# Parental policy

ba&sh makes a point of respecting the balance between professional life and personal & family life.

ba&sh fosters a work environment that accommodates all forms of parenthood and offers high flexibility for parents.

Since 2022, ba&sh has established a special policy to support breastfeeding mothers.

Since 2022, ba&sh has been a signatory to the Parental Challenge Charter of Commitment.

The Parental Challenge is inspired by, and freely follows on from, the Parental Act, the movement that led to the extension of second-parent leave. Within this framework, 12 measures will be implemented at ba&sh:

bliss.



### 🔍 OBJECTIVES achieved in 2023!

- ✓ Allow all permanent employees, regardless of seniority, to benefit from parental support measures
- ✓ Comply with the law and advise all employees of their rights
- ✓ Provide enhanced support for extended periods of leave relating to parenthood (maternity, adoption, second parent and parental leave)
- ✓ Allow employees who are applying for adoption paid time off for mandatory appointments during working hours
- ✓ Ensure our managers have the right tools to support and embrace parenthood, and raise their awareness of discrimination issues
- ✓ Give all eligible employees who are parents the opportunity to work from home full-time during the critical periods just before and after becoming parents
- ✓ Arrange work schedules in such a way that they do not exclude any employee
- ✓ Introduce paid three-day bereavement leave for miscarriage, applicable to both biological mothers and second parents
- ✓ Encourage the involvement of second parents from the early stages of parenthood
- ✓ Provide financial support for periods of maternity, second-parent and adoption leave, while reducing the related administrative burden
- ✓ Give five 'sick child' paid leave days
- ✓ ba&sh offers new parents additional days on their return from maternity and paternity leave
- ✓ Finally, to further our efforts to destigmatise parenthood in the workplace and truly transform our company into a safe space for future parents, ba&sh will roll out #Blissatwork for all employees in France. This will include:
  - ✓ Month-by-month audio guides on pregnancy, a pregnancy booklet and audio support for postpartum care via the intranet
  - ✓ Access, via the intranet, to 20 podcasts featuring bliss stories that address various forms of parenthood
  - ✓ A bliss vanity kit offered on the announcement of a pregnancy containing essential products and care items to pack in the maternity bag

## Societal

### Health and safety



### Health, safety and well-being

At ba&sh, employee well-being is key. To promote a better quality of work-life balance, we have implemented two key measures:

- **On-site fitness classes:** ba&sh offers yoga, aerobics and Pilates sessions at our headquarters
- **Hybrid working:** ba&sh employees can work remotely two days a week, depending on the nature of their position.

### Safety

Ensuring the safety of our teams and partners is a priority at ba&sh. To minimise accidents and injuries in the workplace, we have established a series of policies and procedures, which are easily accessible to all employees and visitors on-site.

We have set clear health and safety OBJECTIVES, which we monitor with a set of specific indicators. We implement recommendations from occupational health professionals as outlined in the company records and during multidisciplinary audits.

Our facilities are designed according to the recommendations in the risk assessment conducted by the Works Council (CSE) and its Occupational Health and Safety Committee (CSSCT). It lists the hazards and risks identified within the company (relating to air quality, exposure to hazardous substances, psycho-social risks, etc.).

# Societal Training

Upon recruiting new talent, we seek candidates who resonate with ba&sh's entrepreneurial spirit and demonstrate strong potential for professional development. Hence, training is an essential part of our human resources strategy. Our teams are proactive and cultivate agility. We provide them with support throughout their careers to help them acquire new skills and adapt.

ba&sh offers multi-disciplinary training to help employees evolve or transition in their career, for instance by providing management training for employees in non-executive positions. To foster our employees' personal development, the company also offers non-career-specific training such as financial education, English as a second language, and more.

## 3,037 hours of training provided in 2023 in France.

In parallel, we offer training on CSR, data, and management-related topics, such as empathy, emotional leadership, retail strategy, and more.

We have also earmarked a portion of our training budget for external professional development opportunities, such as conferences or online courses.

In addition, we hold hybrid masterclasses (ba&sh breakfast & Curious) on a regular basis to share achievements and provide updates on current projects. These sessions aim to improve communication and bring teams together on a common project.

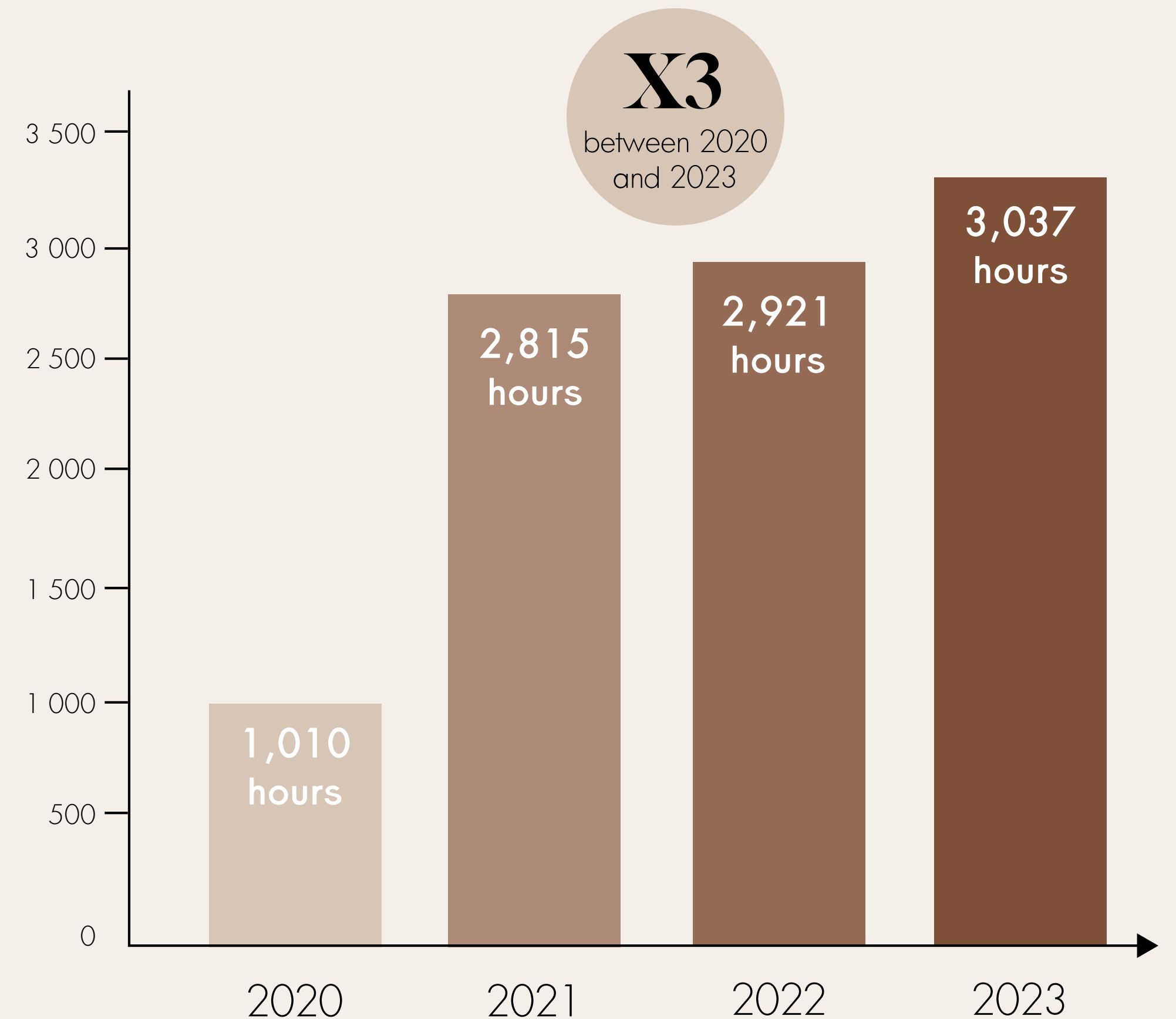
Furthermore, as part of our onboarding process, ba&sh encourages new employees to work in one of our retail outlets - the best possible way to get to know our customers! Warehouse visits are also offered to help them get a clearer sense of how the company operates.

AUDITED INDICATOR

**250 employees trained in 2023 with 12 hours of training per employee**

**Scope and methodology:** This indicator was calculated for France.

Number of training hours per employee per year in France



## Societal Training

### A case of career development at ba&sh

As part of our career development and advancement policy, we launched the Challenger Club in May 2022.

#### What is the Challenger Club?

Bringing together a cohort of highly motivated employees from our headquarters in France, the US and Asia, the Challenger Club is an 18-month program providing each participant with guidance and support in their field of expertise, as well as in areas such as management, leadership and communication.

The OBJECTIVE is to develop soft skills and provide each individual with the necessary tools for relationship building.

In addition, the Challenger Club actively contributes to numerous strategic cross-functional projects. At ba&sh, everyone's voice and ideas are heard and acknowledged

#### 🔍 OBJECTIVE 2025

Relaunch the Challenger Club



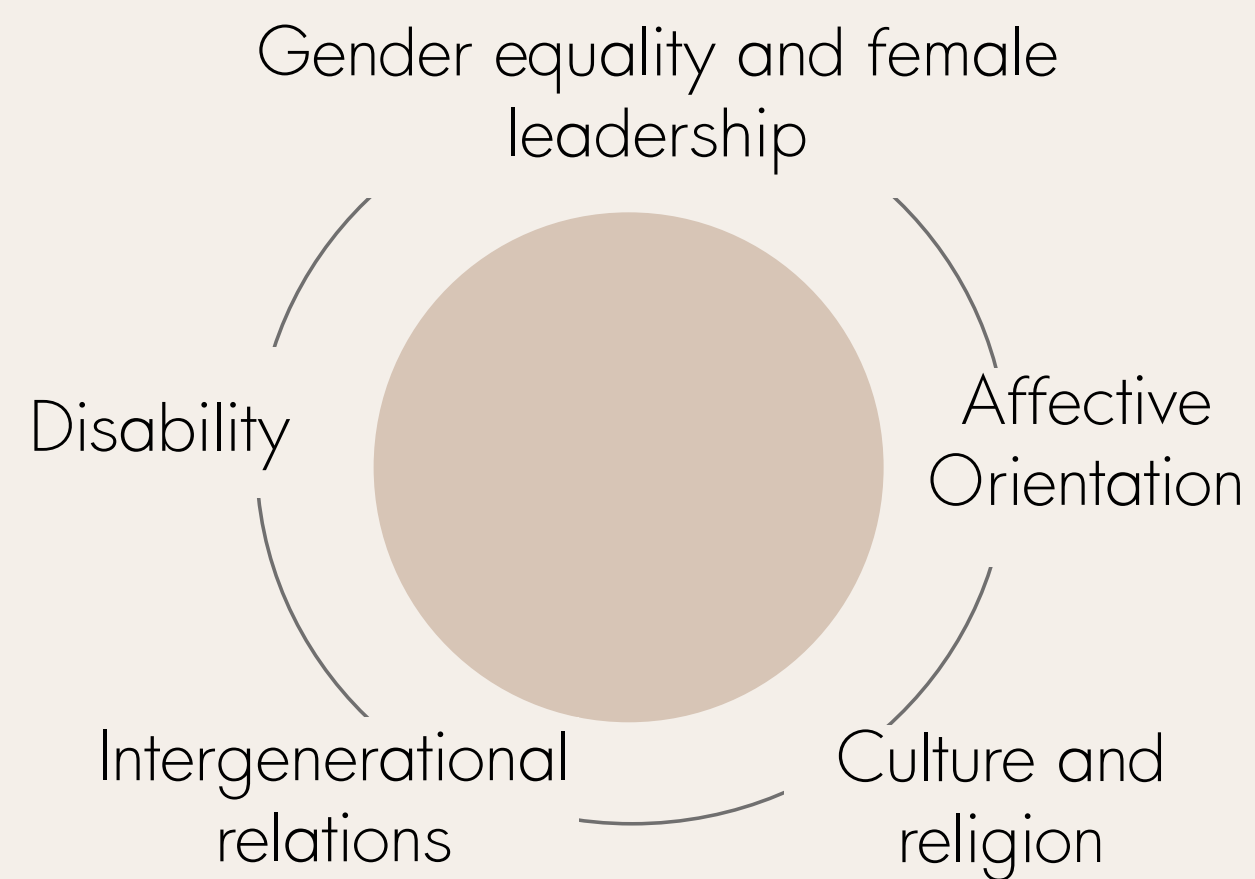
## Societal Diversity and inclusion

**At ba&sh we believe diversity is a source of strength and we are committed to cultivating it.**

Diversity in all its forms (gender, age, nationality, culture, religious beliefs, affective orientation, etc.) enriches our interactions and overall work environment. It is a source of growth for the company, as well as each individual employee.

### Priority areas

In early 2022, ba&sh established a D&I roadmap together with SOS Consulting. It includes five main priorities:





# Societal

## Diversity and inclusion

### Our action plan to 2025

These priority areas are broken down into actions and sub-actions. Here are some of the main measures we have committed to:

#### Establish long-term governance to promote diversity and inclusion

Establish the D&I Committee as the steward of ba&sh's diversity and inclusion policy to ensure a long-term strategy, showcase actions taken, and foster internal commitment.

Set up a system to monitor and prevent discrimination risks or biases, and better understand employees' D&I expectations.

Promote ba&sh's commitment to diversity and inclusion by signing up to relevant charters and labels.

#### Acknowledge and celebrate the diversity of our customer base to embrace all women

Gain a better understanding of the D&I expectations of our customers and incorporate them in the design, marketing and communication of ba&sh collections.

Ensure an inclusive customer experience in our retail outlets and train our sales teams accordingly.

#### Develop an inclusive work environment for all employees

Provide training and awareness-raising sessions for all employees on non-discrimination and challenge any existing stereotypes.

Promote the recruitment and inclusion of people with disabilities.

Raise awareness of and support front-line managers in managing cultural/religious diversity at work while ensuring respect for secular values.

Promote gender equality to ensure equal opportunities for all and address inequalities through the parental support policy. Set up a

support system for parents in the first weeks following the birth of their child, including signing the Parental Challenge and implementing of the Bliss at Work program at ba&sh.

Support women's entrepreneurship through philanthropic partnerships or dedicated programs.

Facilitate the sharing of expertise between senior and junior staff, and provide professional development opportunities for employees with senior-level experience.

#### Foster societal commitment to diversity and inclusion

Develop and reinforce ba&sh's philanthropic strategy in terms of D&I.

Establish inclusive purchasing practices and incentive systems for suppliers.

# Societal

## Diversity and inclusion

### ba&sh's Diversity & Inclusion Committee

Founded in 2020, the D&I Committee consists of 11 permanent members who work together to promote ba&sh's diversity and inclusion policy. Working with the sustainability team, it highlights ba&sh's diversity achievements and encourages our teams to get involved and take action.

**OBJECTIVE:** Implement actions in France and internationally to promote, develop, recognize and celebrate diversity and inclusion in all its forms. To this end, the Committee organises events within the company, such as conferences or capsule collections, as well as external events together with partner associations.

**Frequency:** The Committee meets once a month

#### OBJECTIVE 2025

Hold a Citizen Day, a day which employees can devote to a charitable cause of their choice. The aim is to encourage employees to commit to environmental or societal causes.



**Yasmina**

Global Buyer Director



**Alice**

Strategy, Transformation & Sustainability Director



**Fanny**

Customer Care Director



**Blandine**

Seamstress



**Giulia**

Human Resources Manager



**Tiphaine**

Global Human Resources Director



**Houzmah**

Customer Care Assistant Manager



**Julie**

Head of Sustainability



**Emma**

Foundation Diversity & Inclusion Project Coordinator



**Huynh Tri**

Retail Trainer

## Societal

# Fund and Action: ba&sh's philanthropic program

Barbara and Sharon's philanthropic commitment is driven by a practical philosophy: to extend a helping hand to those most in need. Every year, ba&sh provides financial support to various associations around the world and takes part in a number of solidarity sales for nonprofits such as AIDES, Coopération Féminine, etc.

Fund and Action leads philanthropic initiatives aimed at combating violence against women and fostering socio-economic opportunities for women.

Beyond ba&sh's longstanding commitment to empowering women, the company supports several other causes by funding nonprofits around the world every year:

- ASAMA x ba&sh: handcrafted by artisans in Madagascar, this collection of raffia baskets raises funds to support ASAMA, an educational project providing 210 pupils with the educational materials they need for an entire school year.
- Necker Fashion Show: since 2022, we participate in the Necker Fashion Show, dressing hospitalized children and providing them with a moment of joy and glamour in the presence of French model and actress Noémie Lenoir.
- Solidarity initiatives: throughout the year, ba&sh initiates several in-house collections of essential goods to aid associations, such as French nonprofit Secours Populaire in September 2023.

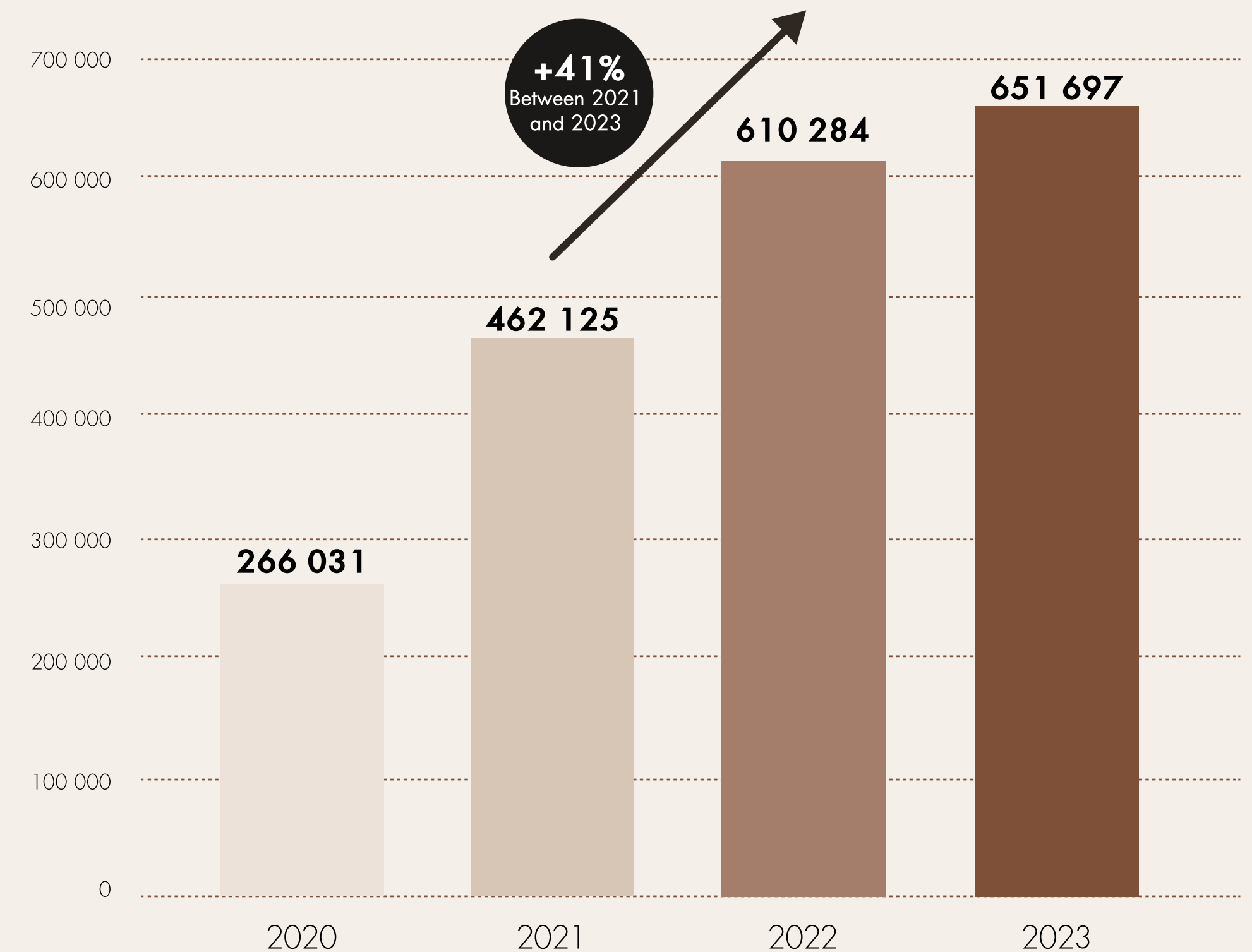
AUDITED INDICATOR

**Scope and methodology:** All donations made between January 01, 2023 and December 31, 2023 were taken into account.

**651,697**

euros were donated to charities in 2023

### Amount of donations per year



## Societal

# Fund and Action: ba&sh's philanthropic program

## Supporting women in meaningful ways (entrepreneurship, health, education)

Both ba&sh's collections and its societal commitments reflect the brand's dedication to empowering women. In 2023, ba&sh launched its philanthropic program, Fund and Action, seeking to structure and strengthen its longstanding commitment to combating violence against women, as well as fostering socio-economic opportunities for them. To carry our message and broadcast it widely, we created the ba&sh crew - a community of inspirational women led by our founders, Barbara Boccara and Sharon Krief.

Our initiatives include:

- **Women are FUNdamental** capsule collection: launched in March 2023 and co-created with members of the ba&sh Crew, the capsule exists to support female entrepreneurship and empowerment. 100% of profits from the collection were donated to Women Safe and Children in France, Step Up in the USA and the Canadian Women's Foundation in Canada.
- **Power Blazer**: female entrepreneurship is at the heart of the ba&sh story. Every year since 2021 we hold Power

Blazers, an initiative supporting 12 women entrepreneurs around the world, funded by our sales of ba&sh blazers.

- **Institut Rafaël x ba&sh**: twice a year, ba&sh and the Institut Rafaël en Santé Intégrative hold a joint makeover workshop. The idea is simple: to offer a moment of pleasure and luxury to 15 women undergoing medical treatment at the Institute, and a chance to put together a look they love.
- **Women Safe & Children x ba&sh**: in 2023, we donated over 40,000 euros to the association, which supports women who are victims of violence.
- **Sport dans la ville x ba&sh**: we run a number of initiatives to help young people from disadvantaged neighborhoods, particularly young women, take their first steps in joining the workforce.

### 🔍 OBJECTIVE 2025

Continue to support women's empowerment and entrepreneurship by promoting individual and collective initiatives, such as the second edition of the Women are FUNdamental capsule collection, the proceeds of which will benefit the Shanti Sahyog association, which supports craftswomen in India.



## Societal

# Fund and Action: ba&sh's philanthropic program

## Promoting the recruitment and integration of people with disabilities

At ba&sh, we believe that an inclusive working environment is a source of opportunity.

ba&sh welcomes and considers all qualified and competent applications, without distinction. For many years, we have been working alongside CAP EMPLOI and AGEFIPH to promote the recruitment and integration of people with disabilities.

- Cap Emploi x ba&sh: in collaboration with Cap Emploi, ba&sh regularly organises recruitment sessions to integrate people with disabilities. In 2023, we also took part in several recruitment forums in the Paris region.
- Duodays x ba&sh: this initiative pairs a person with a disability with a ba&sh professional who freely provides career coaching and professional advice. ba&sh is also proud to renew its inclusion scheme 2023, which was initiated in 2022.

### - Full disclosure -

In 2022, we made our ba-sh.com website accessible to people with visual or hearing impairments, cognitive disabilities or epilepsy, in all our markets.

#### AUDITED INDICATOR

### 1% people with disabilities in ba&sh teams in 2022

**Scope and methodology:** this indicator is based on the number of employees granted disability status in France by the Ministry of Labour, Health and Solidarity.

### 🔍 OBJECTIVES 2024

- 100% of our stores in France fitted with ramps and bells to ensure they can be accessed by people with reduced mobility
- Continue to work on the integration and support of people with disabilities (anticipate and assess the difficulty of workstations for all)
- Initiate a partnership with an project devoted to the integration of people with disabilities in the workforce

# Societal

## Fund and Action: ba&sh's philanthropic program

### Promoting and encouraging social commitment

Every year, ba&sh engages its employees in various ways: participation in "B.A"s (*Bonnes Actions*, i.e. good deeds) such as in-house collections of essential goods to aid associations, participation in charity events, etc.

In 2023, 60 female employees took part in *La Parisienne*, a charity race in Paris in support of medical research.

#### 🔍 OBJECTIVES

##### 2024

Participate in another charity run in 2024: the *Odyssée*

##### 2025

Amplify our actions and offer all ba&sh teams 2 days a year dedicated to charity work for women (Citizen & Volunteer days)



A woman with dark, wavy hair is wearing a shimmering, long-sleeved gold dress. She is adorned with multiple necklaces, including a chunky pearl necklace and several gold chains. Her right hand is raised, showing a gold ring and bracelet. The background is a white, draped fabric with soft shadows.

ba&sh

APPENDICES



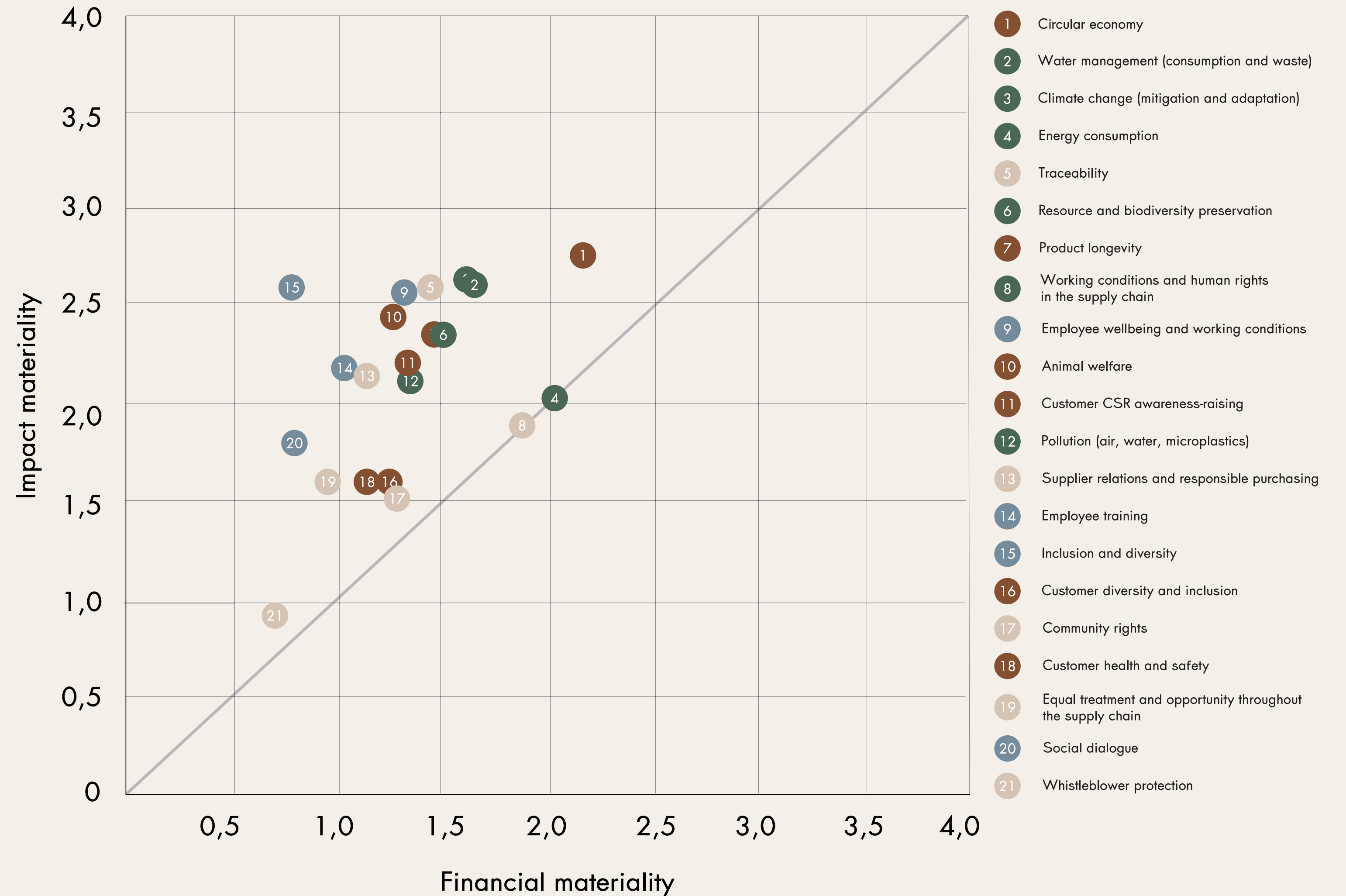


# Appendix

## Double materiality assessment

ba&sh double materiality assessment carried out in collaboration with Utopies in 2023

- Environment
- Products and communication
- Human Resources and business management
- Supply chain



- 1 Circular economy
- 2 Water management (consumption and waste)
- 3 Climate change (mitigation and adaptation)
- 4 Energy consumption
- 5 Traceability
- 6 Resource and biodiversity preservation
- 7 Product longevity
- 8 Working conditions and human rights in the supply chain
- 9 Employee wellbeing and working conditions
- 10 Animal welfare
- 11 Customer CSR awareness-raising
- 12 Pollution (air, water, microplastics)
- 13 Supplier relations and responsible purchasing
- 14 Employee training
- 15 Inclusion and diversity
- 16 Customer diversity and inclusion
- 17 Community rights
- 18 Customer health and safety
- 19 Equal treatment and opportunity throughout the supply chain
- 20 Social dialogue
- 21 Whistleblower protection

## Appendix

### Carbon footprint categories according to the GHG Protocol

Category	Scope	Definition
Raw materials	3	Textile production, transport of raw materials to garment factories, garment manufacturing
Upstream and downstream transportation	3	Transport of products from garment factories to customers
Energy	1, 2, 3	Energy consumption of offices, warehouses and sales outlets
Purchase of services	3	Purchase of services necessary for ba&sh activities: insurance, advertising, maintenance, postage, etc.
Purchase of goods	3	Purchase of materials necessary for ba&sh activities: packaging, logistics equipment, etc.
Business travel	3	Employee travel (business trips and commuting), customer travel to points of sale
Product use	3	Energy consumption associated with product use (washing, ironing, etc.)
Product end-of-life	3	Estimates for end-of-life products
Waste	3	End-of-life of office and warehouse waste
Fixed assets	3	Real estate, vehicles, IT equipment, furniture acquired during the year under review
Non-energy processes	3	Air conditioning and servers

# Appendix

## ba&sh approved labels

LABELS								
MATERIALS	Cotton	Polyester/Polyamid	Viscose	Leather	Wool	Mohair	Silk	Alpaga
ALTERNATIVES	Bio  	Recycled   REPREVE	From renewable resources 	Certified 	Bio  	Bio  	Bio  	Certified 
	Recycled  	Biosourced Rilsan® (Arkema) ecodear®PET (Toray) EVO® (Fulgar)	Ecological artificial fibre    	Recycled  	Certifé 	Certified 	Recycled  	Recycled  
	Regenerative agriculture 				Recycled  	Recycled  		
CHEMICALS	 							

# Appendix

## Audited Indicators

Extra-financial audit of 25 indicators by Mazars for 2023

Indicator	Confirmed data
<b>Environmental indicators</b>	
Breakdown of transport modes	73% road transport, 18% air transport, 9% maritime transport
Percentage of waste recycled by French offices	100%
Percentage of warehouse waste recycled	67%
Breakdown of cotton certification	38% conventional cotton, 59% organically grown, 3% recycled cotton
Breakdown of viscose certification	13% conventional viscose, 60% viscose from sustainably managed forests, 27% viscose alternatives
Breakdown of wool certification	42% conventional wool. 31% wool from a certified chain that guarantees animal welfare and sustainable pasture management, 16% wool of recycled origin and 11% wool from organic farming
Breakdown of synthetic materials certification	49% conventional synthetics, 51% recycled synthetics
Total certified materials	66%
Percentage of washing sites with an environmental audit	60%
GHG intensity reduction per ton of product manufactured	64 kgCO <sub>2</sub> e/ton produced
Share of recycled paper in B2C packaging	88%
Share of virgin plastic in B2C packaging	1%
Share of renewable energies powering the warehouse	100%
Breakdown of denim EIM scores - LOW, MEDIUM and HIGH	49% EIM Low, 33% EIM Medium, 3% EIM High

Indicator	Confirmed data
Carrying out biodiversity and water impact assessments and integrating biodiversity into ba&sh's strategy	Yes
Definition of a climate plan and quantification of reduction actions	Yes
<b>Social indicators</b>	
Number of people with disabilities among employees	14 employees, i.e. 1% of workforce
Gender equality index	78%
Percentage of women in Executive Committee	79%
Percentage of Executive Committee and Board members trained in the climate fresh	74%
Training data	74 training courses completed. 250 employees trained, 3,037 hours delivered, 12 hours per employee
Total donations to charities	651,697 euros
<b>Societal indicators</b>	
Geographic distribution of production	China:41%. India: 10% Portugal: 10%. Morocco: 8%. Turkey: 8%. Tunisia: 8%. Italy: 6%, Bulgaria: 5%, Spain: 2%, Romania: 1%, France: 1%, Thailand <1%, Madagascar <1%
Percentage of references traced through tier 1, 2 and 3	60%
Percentage of tier 1 production sites audited in 2023	82%
Percentage of LWG-certified tanneries in 2023	95%
Environmental policies, sourcing, animal welfare, code of conduct, social compliance	Yes

**ba&sh**  
SUSTAINABILITY