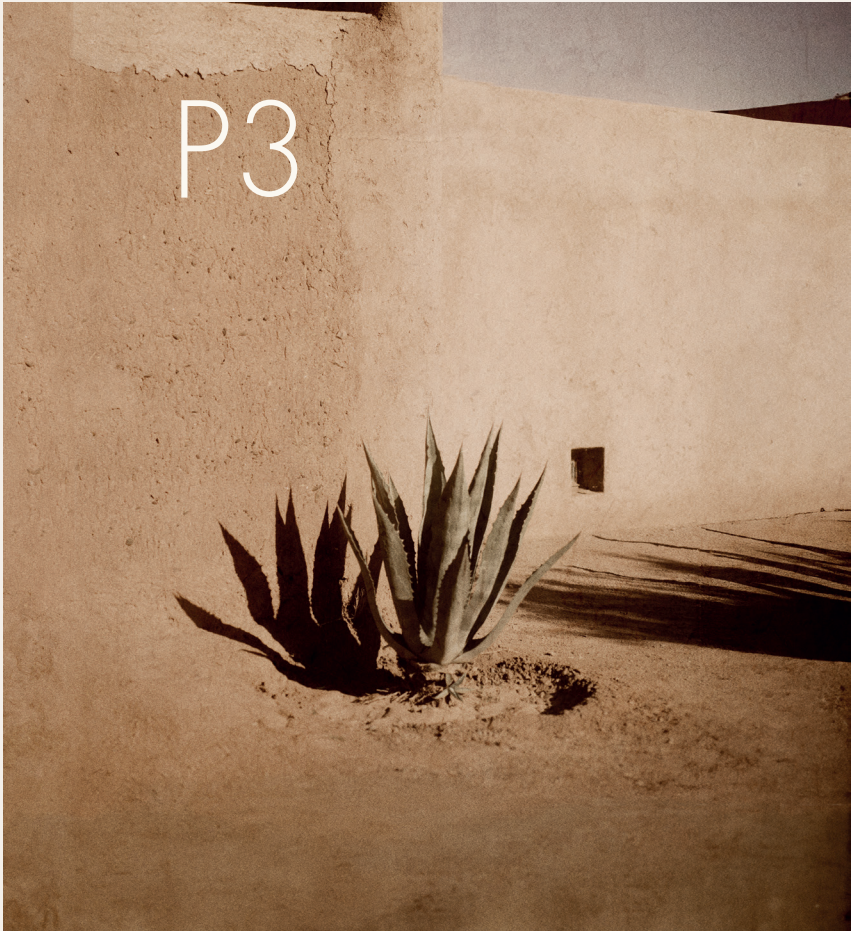


A woman with long dark hair, wearing a patterned dress, is shown in profile. She is holding a large, textured leaf or piece of fabric up to her face, partially obscuring it. The background is a warm, golden sunset with a bright sun low on the horizon, creating a strong silhouette effect. The overall mood is serene and contemplative.

ba&sh

CARBON FOOTPRINT 2024

Content



What is a carbon footprint?



ba&sh’s carbon footprint
in 2024



CO₂e emissions
by scope



CO₂e emissions
by category

| | |
|------------------------------------|-----|
| Split of CO2 emissions by category | p8 |
| Raw materials & confection | p9 |
| Transport | P13 |
| Purchases of services & assets | P15 |
| Travels | P16 |
| Products use & end-of-life | P17 |
| Packaging | P18 |
| Energy | P20 |
| Waste | P22 |

What is a carbon footprint?

Definition

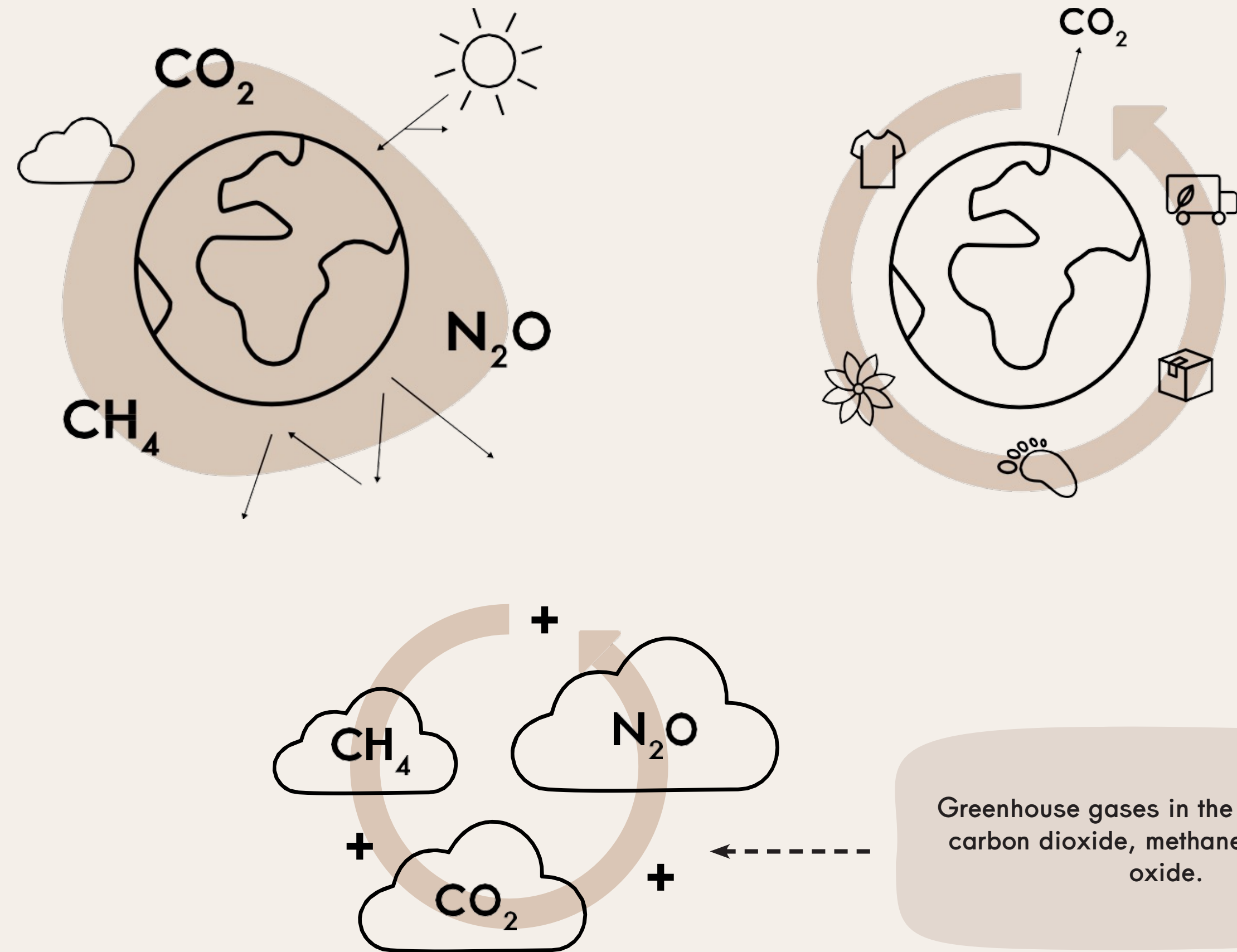


The term greenhouse gases refers to gases naturally present in the atmosphere that trap the sun's rays and keep the earth at a habitable temperature. However, for several decades, human activity has caused an accumulation of these climate change gases.

CO₂ (carbon dioxide) is one of the gases that contributes to the greenhouse effect and thus to global warming. As the most common greenhouse gas, we use it as a reference to measure our carbon footprint in tonnes (tCO₂e).

CO₂e is short for 'carbon dioxide equivalent'. It is a measure used to quantify the impact of different greenhouse gases (GHGs) on global warming, converting them into CO₂ equivalents.

The carbon footprint represents the total amount of carbon emitted by an individual, a product, a process, a country or a company. The green- house gases present in the atmosphere are carbon dioxide, methane and nitrous oxide.



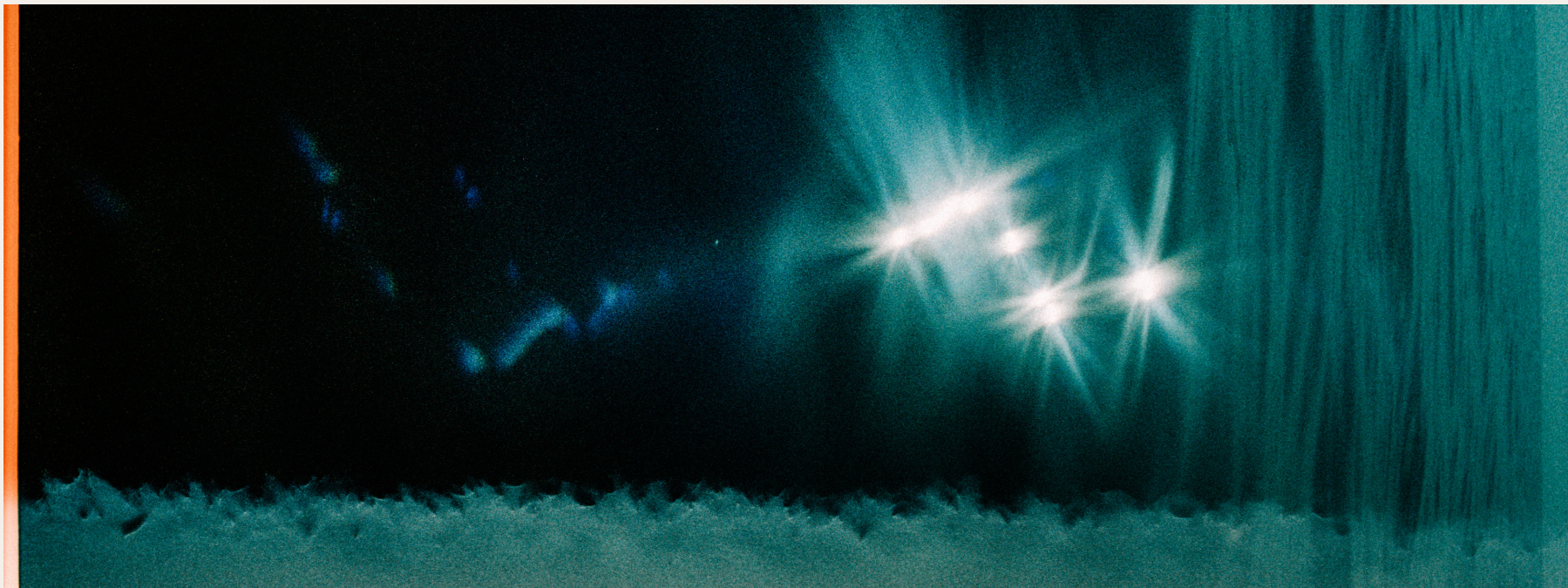
ba&sh’s carbon footprint in 2024

Evolution since 2021

ba&sh has been calculating its carbon footprint annually since 2021.

We use the GHG Protocol method, an international assessment framework developed by the World Business Council for Sustainable Development (WBCSD) and the World Resources Institute (WRI), which covers all the company's activities, i.e. scopes 1, 2 and 3 (for more details, see next page).

Since 2024, our carbon footprint assessment has been carried out using our new SWEEP management tool, enabling us to automate data collection and improve reliability, while centralizing information.



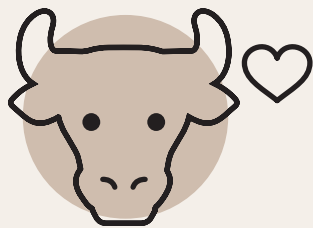
In 2024, ba&sh’s activity generated 65 575 tCO₂e
the equivalent of :



7 538 times
around the world by car



37 020 round trips
between Paris and New York by plane



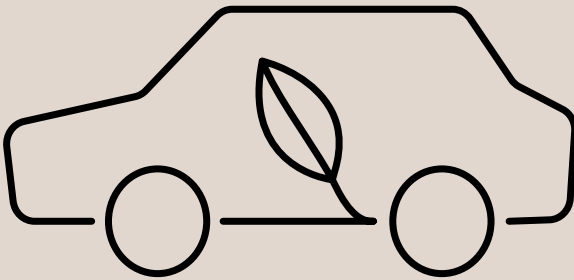
7,97 millions
of meals with beef

Source : *ImpactCO₂.fr*

A comparative
perspective:



423 729 km
by high-speed train = 1
tonne CO₂e



4 596 km
by car = 1 tonne CO₂e

ba&sh’s carbon footprint

ba&sh reduced its CO₂e emissions

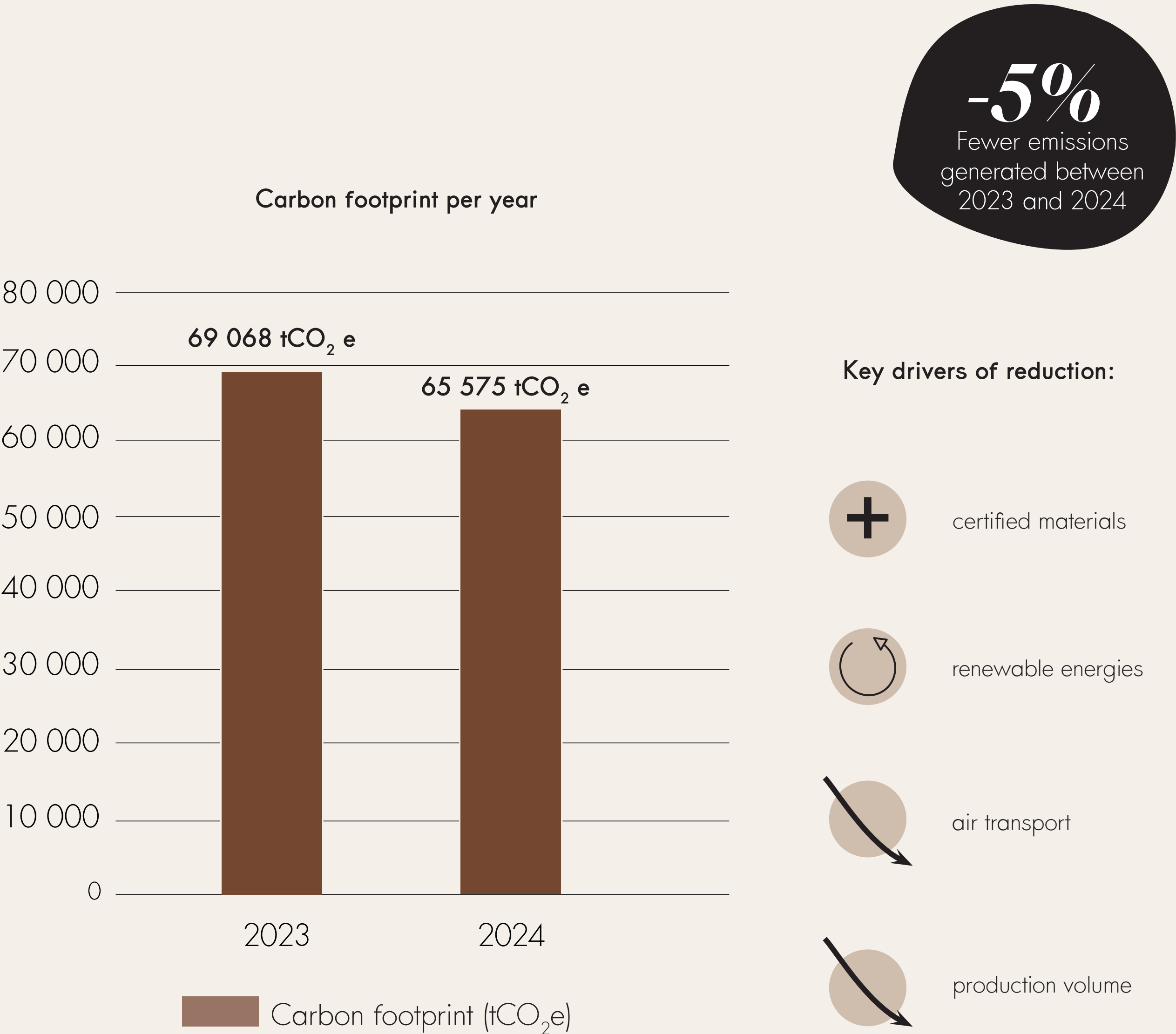
between 2023 and 2024

ba&sh reduced its carbon footprint by 5% between 2023 and 2024.

Reducing our carbon footprint year on year is a challenge and is one of our primary objectives.

Between 2023 and 2024, ba&sh recorded a reduction in its carbon footprint, as a result of several interrelated dynamics. By increasing the proportion of certified materials in our collections, we have been able to limit the impact of our manufacturing processes. Emissions linked to the purchase of goods and services were also reduced, as did those associated with transport, thanks to a reduction in the use of air travel.

Lastly, lower production volumes over the period also contributed to this overall reduction.



Carbon footprint

Carbon footprint comparison between 2023 and 2024

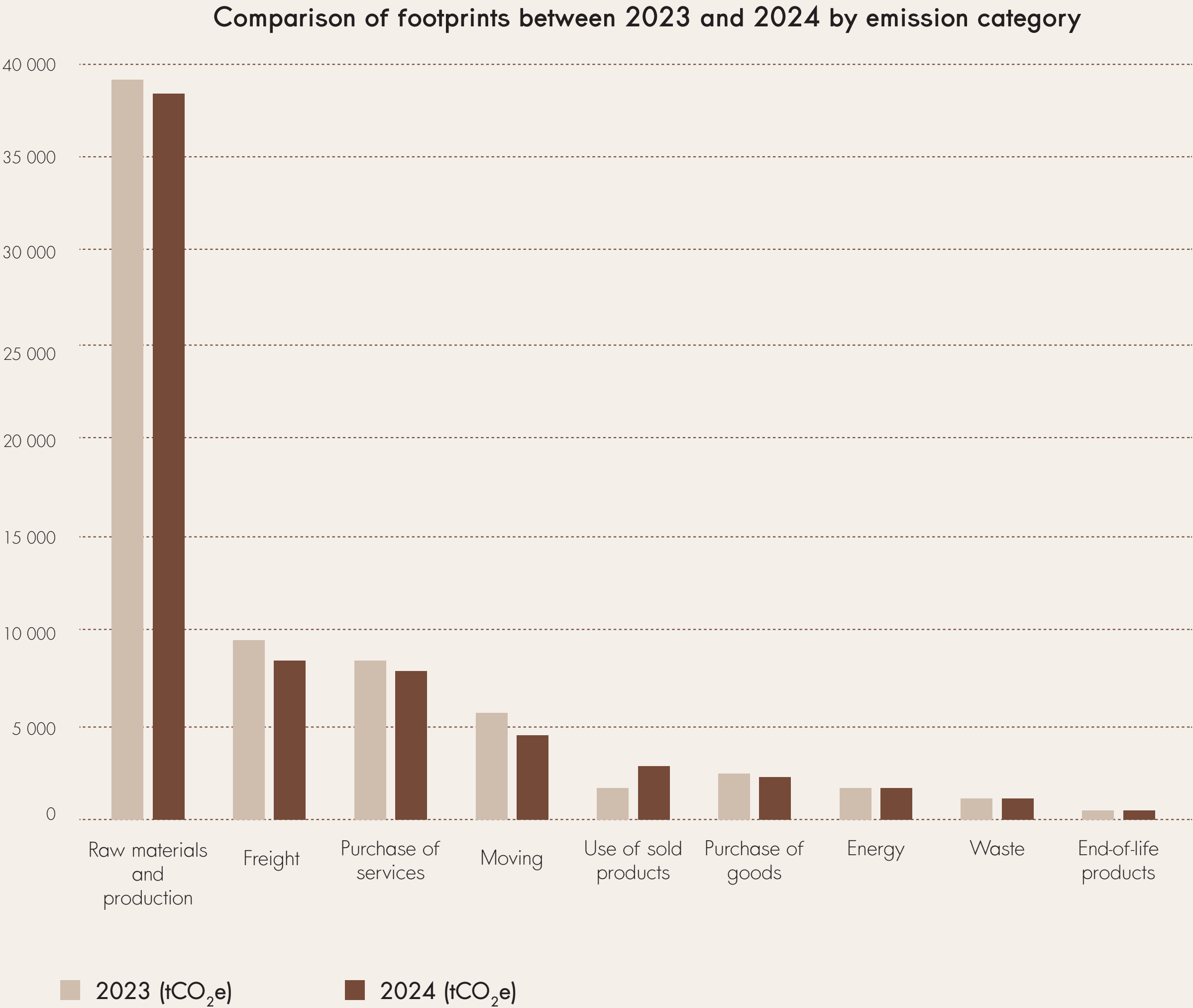
-5%

CO₂e emissions between 2023 and 2024

ba&sh reduced its carbon footprint by 5% between 2023 and 2024, i.e. by 3493 tCO₂e.

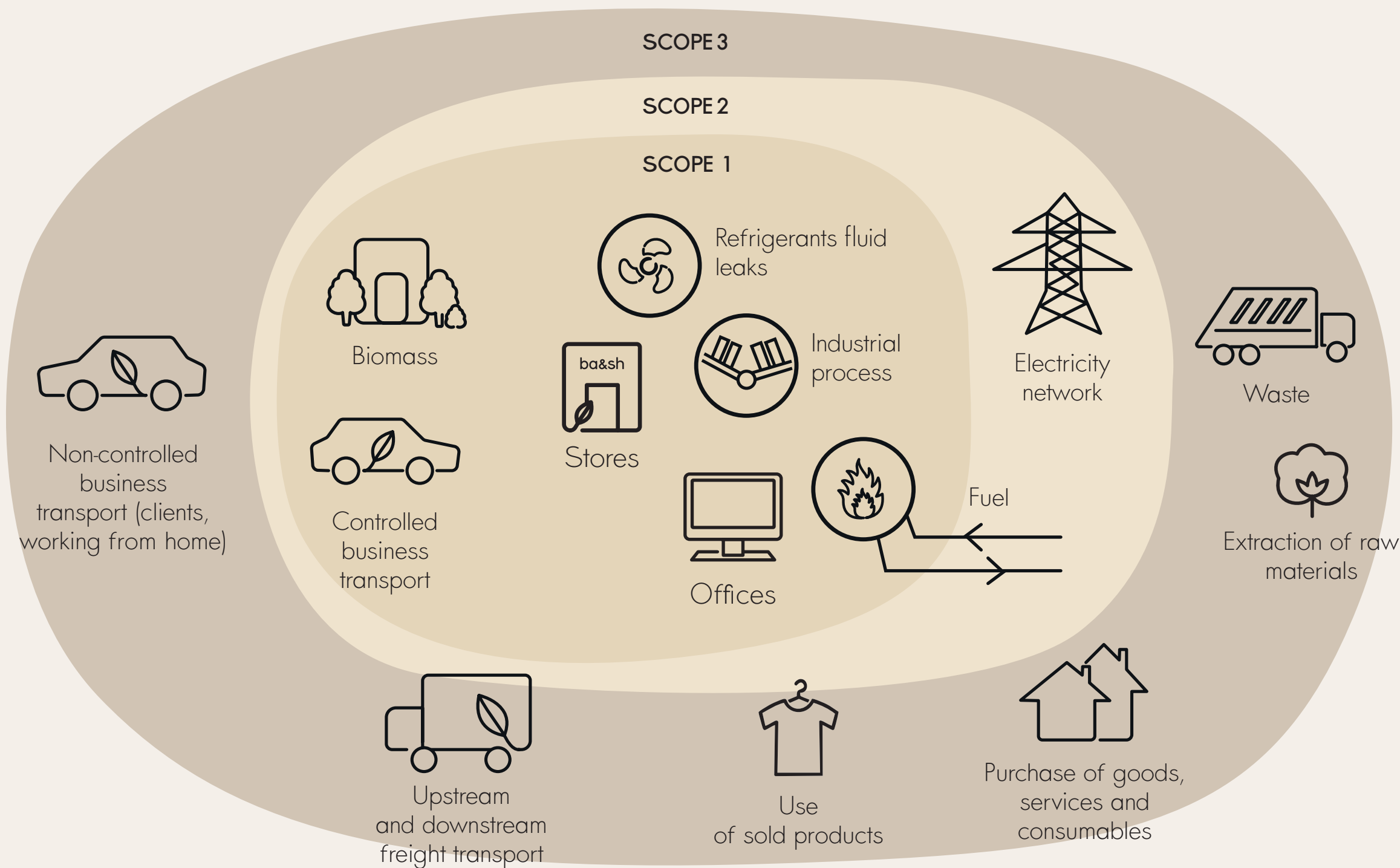
Reducing our carbon footprint year on year is a challenge and one of our primary objectives. In 2024, our carbon footprint will be reduced by 5% compared with 2023. This reduction is the result of an overall effort on all the emission references shown in the graph opposite. It reflects the ongoing transformation of our business model, through a number of driving forces:

- **Raw materials and garments:** In 2024, we used more noble and heavier materials of animal origin, with higher carbon impacts. However, the use of certified materials (+12% between 2024 and 2023), combined with lower overall production in 2024, has reduced this number overall.
- **Transport:** By 2024, the proportion of upstream air transport fell by 1%. This development has reduced the carbon footprint of transport, despite a slight increase in the tonnage shipped. The result is a reduction of around 1 100 tons of CO₂e compared with 2023.
- **Use of products sold & end-of-life of products sold:** These references correspond to emissions generated by the use of ba&sh products by our customers (particularly during washing), and by the end-of-life of these products. The reduction in overall production between 2023 and 2024 has led to a reduction in associated emissions.
- **Purchase of goods and services:** the optimization efforts made in this area, notably in the choice of packaging, have also led to a reduction in associated emissions.



CO₂e Carbon Footprint

Breakdown of CO₂e emissions in 2024



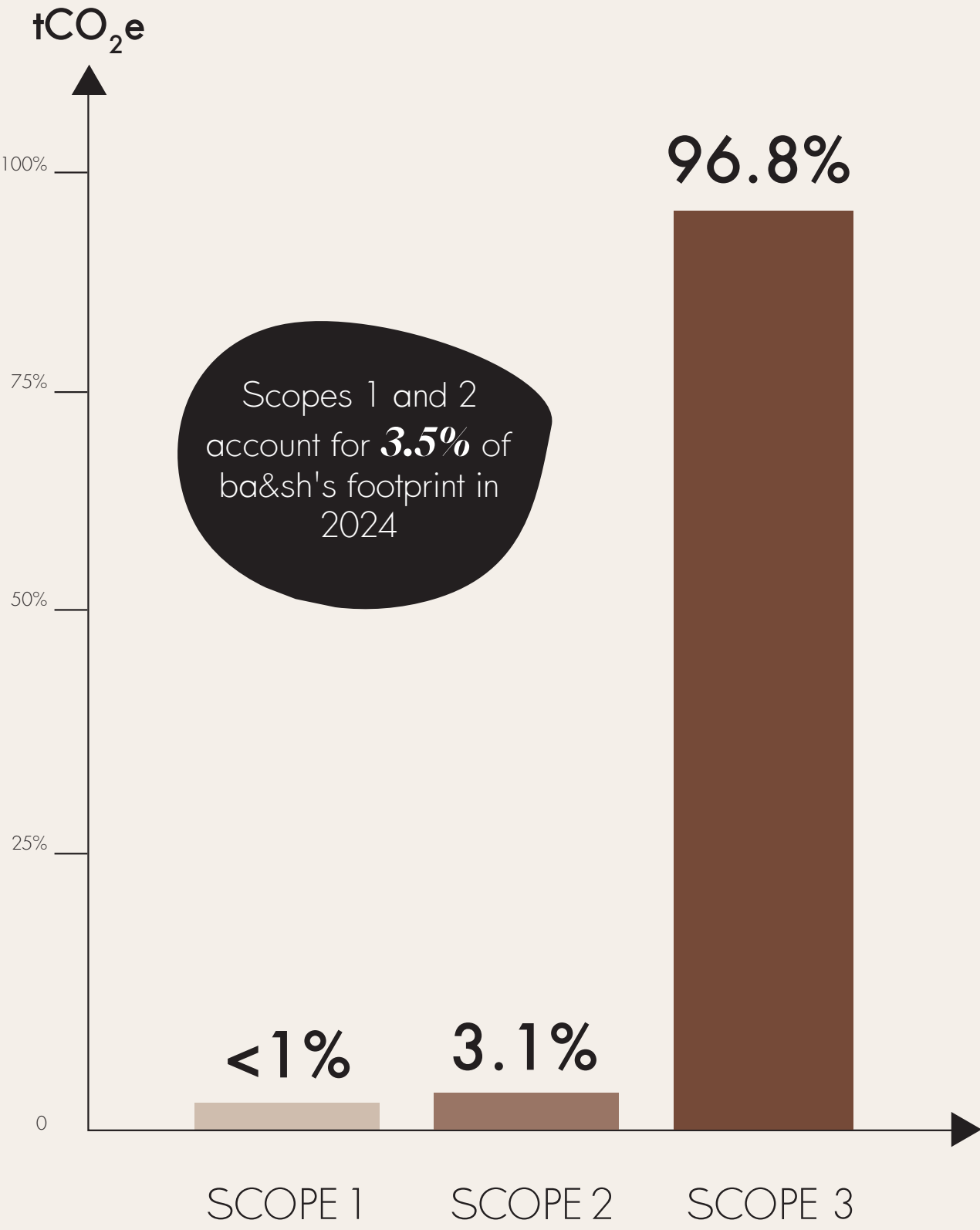
SCOPE 1: Direct emissions from facilities controlled by ba&sh
SCOPE 2: Indirect emissions linked to purchased energy consumption
SCOPE 3: Indirect emissions generated along the value chain, upstream and downstream

- *Full disclosure* -

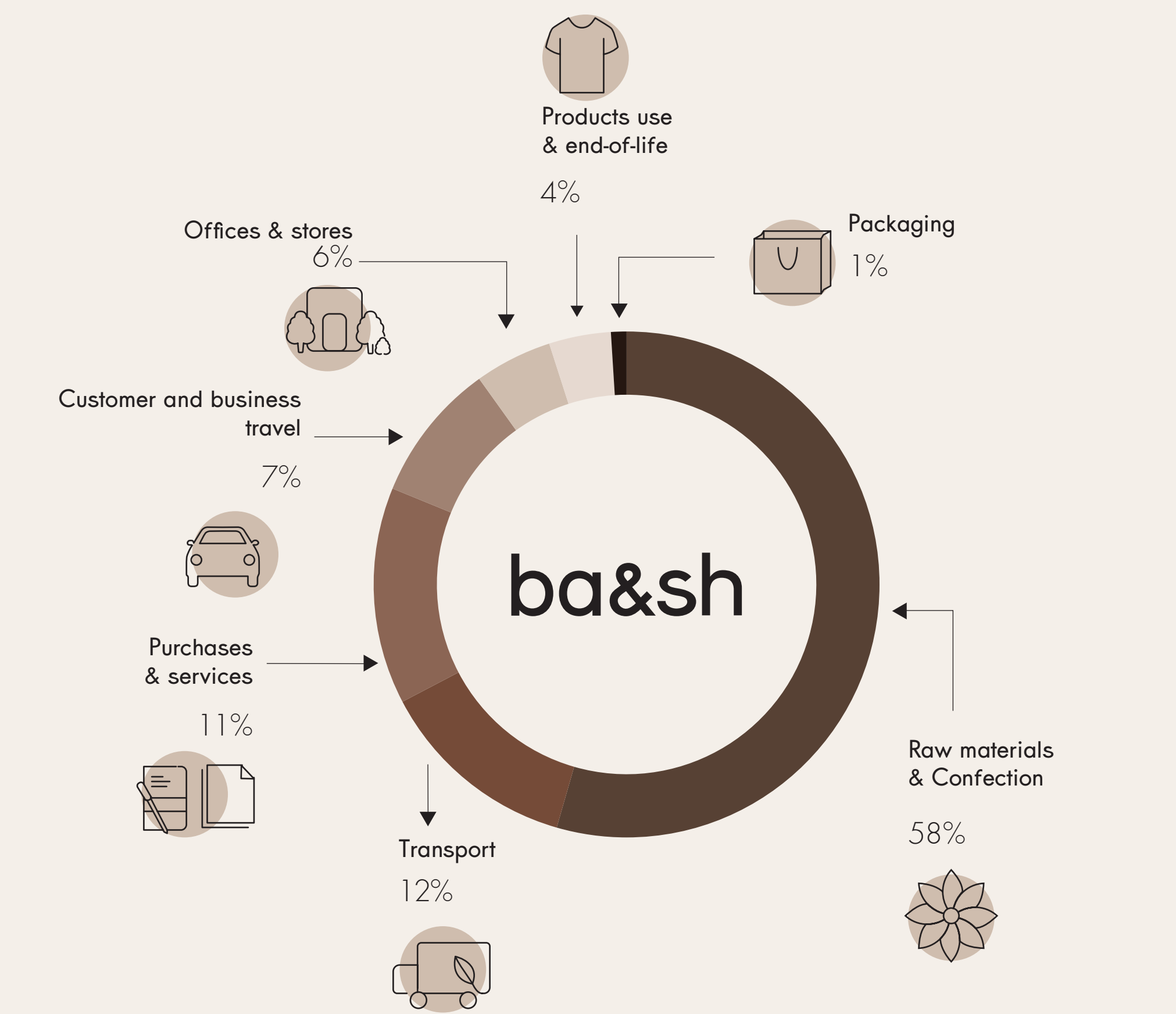
In 2024, we changed our methodology for calculating energy-related emissions. This update, which concerns scopes 1 and 2, means that this year's data are not directly comparable with those from previous years. This approach is part of our ongoing drive to refine the management of our environmental impact, based on more reliable, accurate and representative data.

In particular, it involves updating the emission factors used, in order to reflect more accurately the reality of our energy consumption and the specific features of our energy sources

Breakdown of emissions by scopes 1, 2 and 3 in 2024



Breakdown of CO₂e emissions by category



The production of raw materials and the confection of products are the upstream part of our value chain. Ba&sh’s emissions are mainly generated at this stage.

Raw materials & confection
Production of raw materials, and transport to the manufacturing factories where the garments are made.

Transport
Shipments from the manufacturing factories to our warehouse and then to our shops or customers

Services purchases
To ensure the efficient running of ba&sh: insurance, advertising, maintenance, etc.

Travel
Employees (business travel and commuting), customer travel to point of sales

Products use and end-of-life
Production des matières textiles, transport des matières premières jusqu’aux usines de confection, confection des pièces

Purchase of goods
Assurant le bon fonctionnement de ba&sh: Matériel logistique, informatique...

Energy
Energy consumption in offices, warehouse and stores

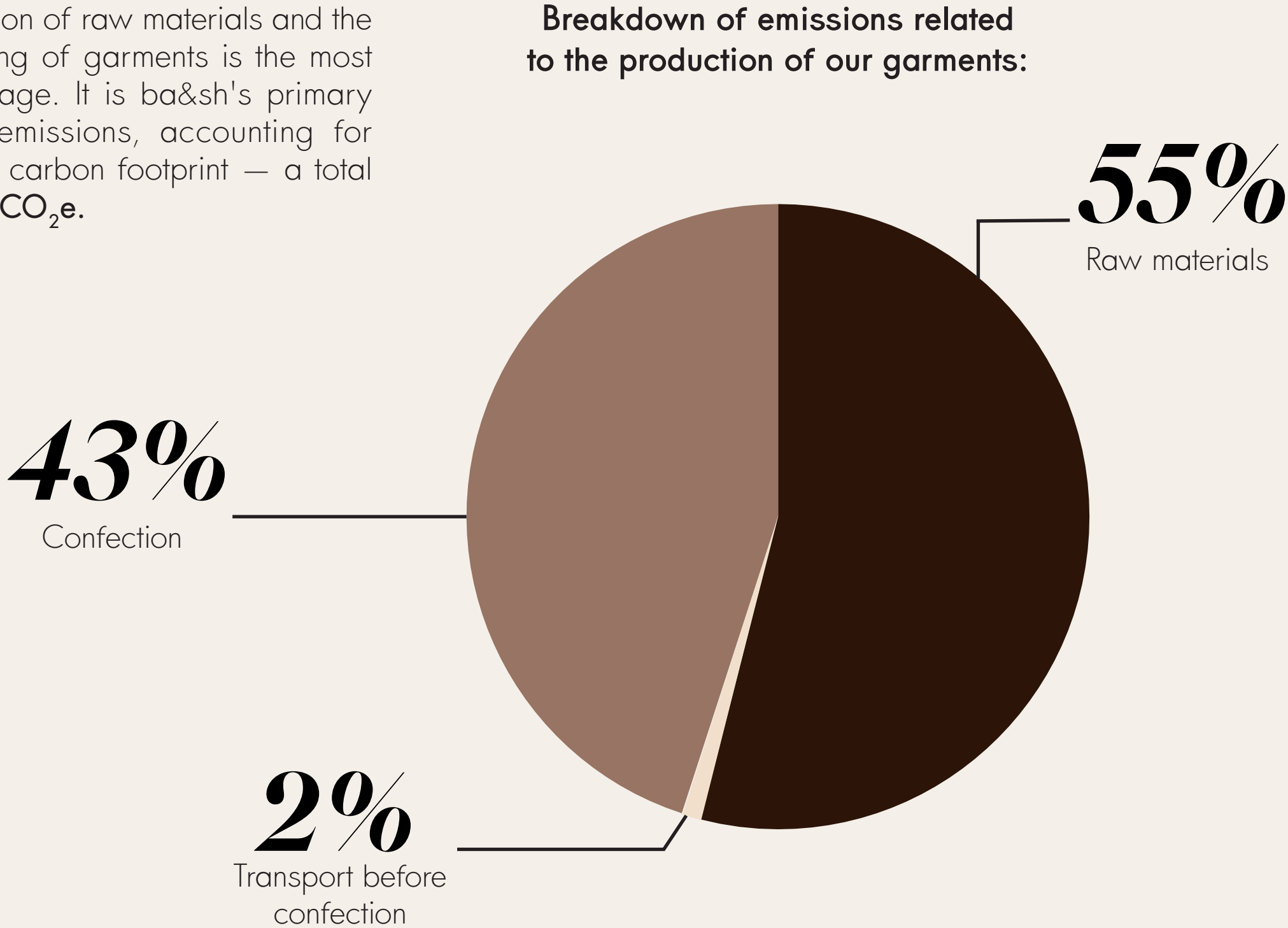
Waste
End-of-life of waste produced in the offices and warehouse

Packagings
Purchase of the packaging required to protect, transport, and deliver our products — from storage to customer shipment.

CO₂e emissions by category

Raw materials and confection

The production of raw materials and the manufacturing of garments is the most impactful stage. It is ba&sh's primary source of emissions, accounting for **58%** of our carbon footprint — a total of **38,265 tCO₂e**.

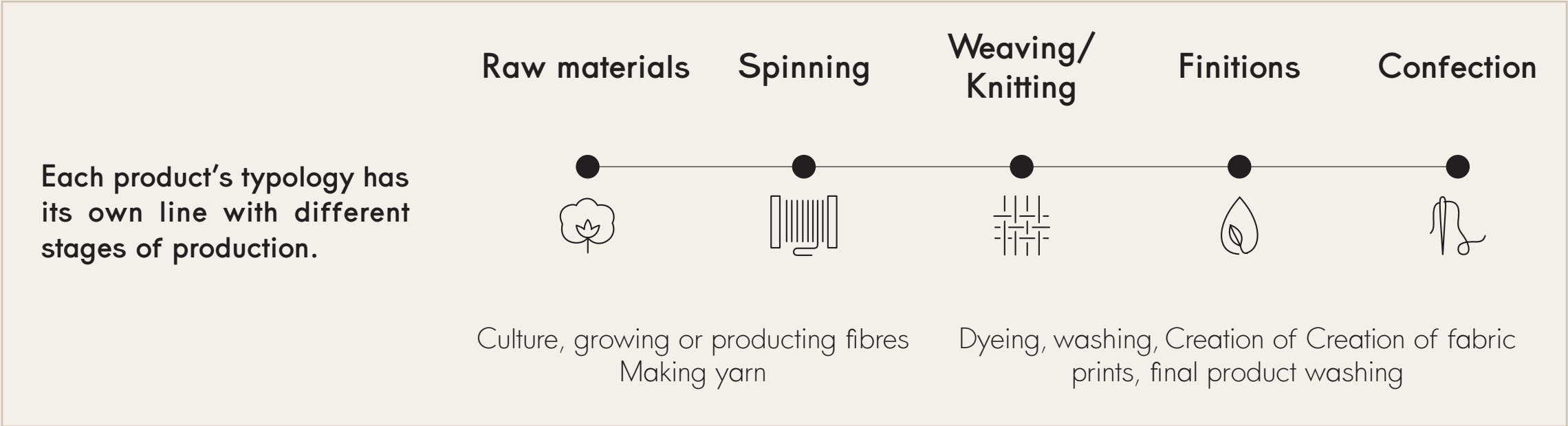


- Emissions linked to products and raw materials have been calculated using the following two methodologies:
- Emissions linked to raw materials were calculated by multiplying the weight of the material required to make the products by the emission factor of the material. (source of EFs: HIGG INDEX)
- Emissions linked to manufacturing and shipping were calculated using ADEME's Ecobalyse tool, based on hypotheses representative of ba&sh's activity. These emissions are included in the input item because they are linked to the products manufactured.

From the raw material to the finished product, a serie of different steps unfold: extraction or cultivation of mate- rials, spinning, dyeing, printing, knitting or weaving, finishes, transport, etc... All the stages in this chain are re- corded here.

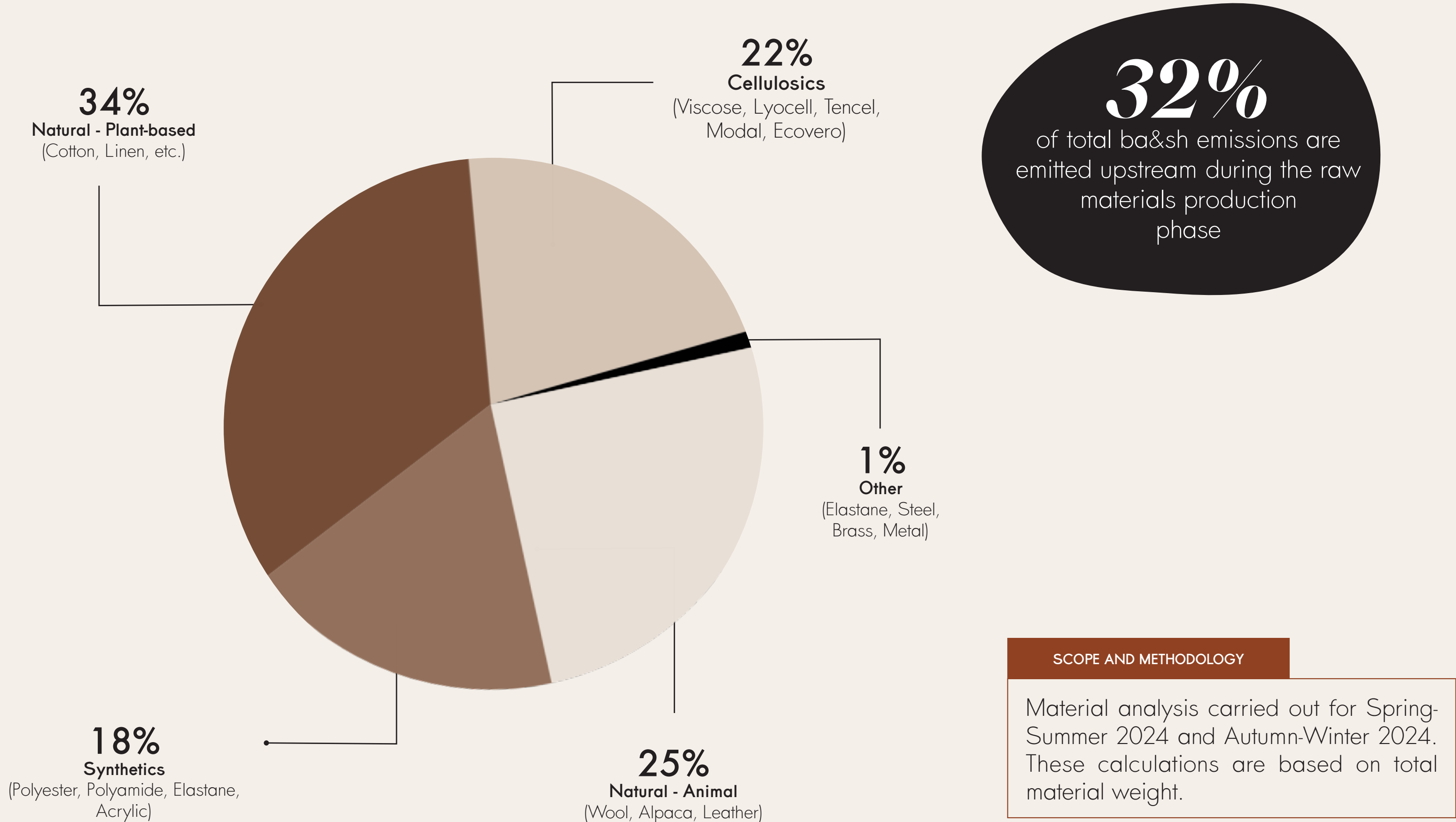
Supply chains are generally split into four or five stages, with tier 1 the closest to the final item of clothing and tier 5 the furthest away.

- Tier 1: Manufacturing
- Tier 2: Textile precessing (dyeing, printing)
- Tier 3: Fabric creation (weaving or knitting)
- Tier 4: Thread creation (spinning)
- Tier 5: Production of raw material (growing cotton, farming)

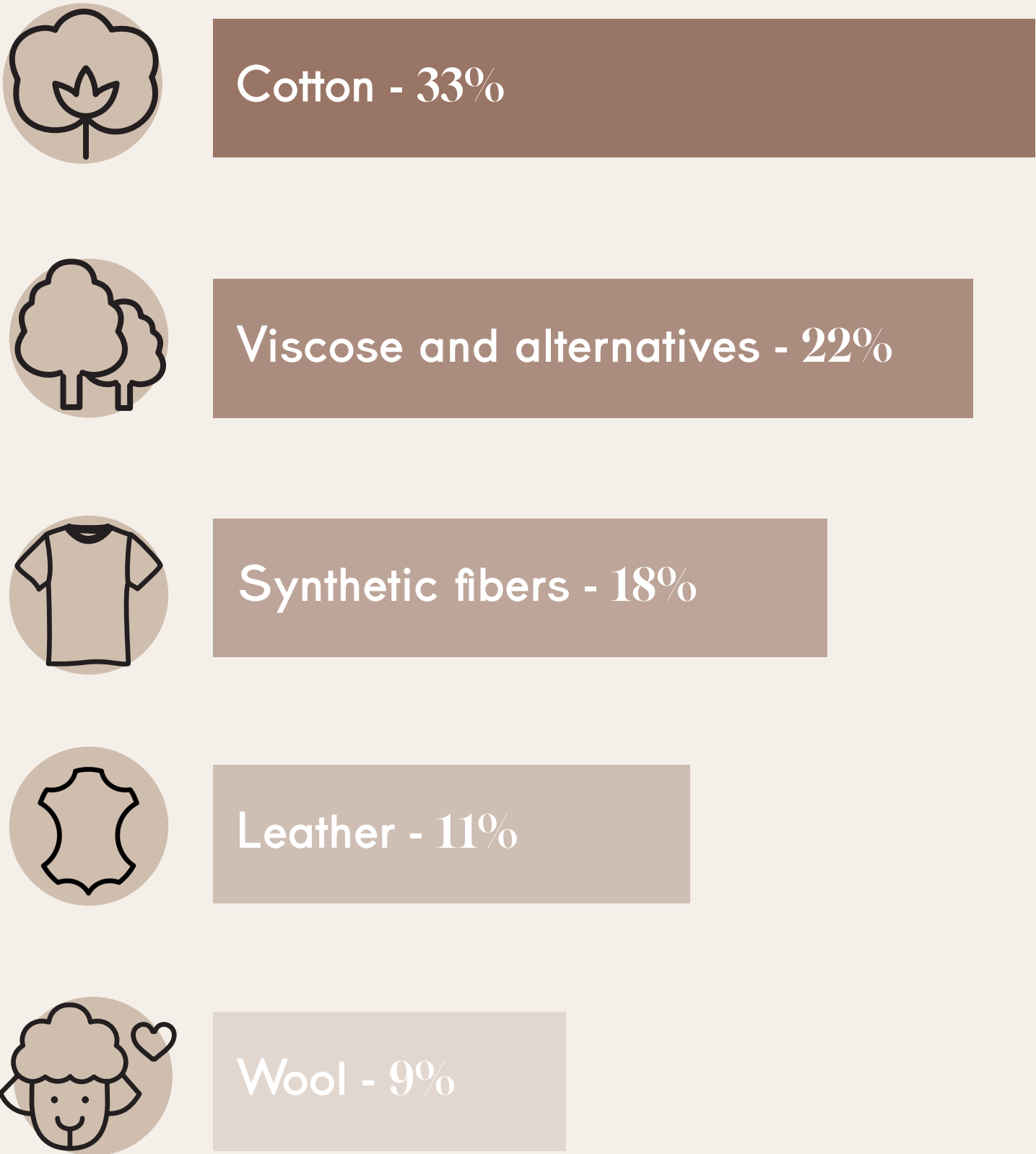


Reducing our impact: materials

Our 2024 results



Top 5 materials



Reducing our impacts: materials

Reducing our impact by using certified materials

To limit our carbon footprint, we aim to use certified materials that have a lower environmental impact: recycled fibres, organic materials, ecological alternatives to conventional viscose, etc. We carefully select the most demanding international standards.



78%
of certified materials in
our collections in 2024

+12%
Of certified materials
compared to 2023

2028 OBJECTIVES

- 90% organic, recycled or regenerative cotton
- 90% FSC viscose, of which 50% alternative viscose types Tencel, Ecovero, Modal, Circulose, Refibra, Enka, Naïa,...
- 79% RWS certified, recycled or regenerative wool
- 100% certified cashmere, of which 60% recycled and 40% GCS certified
- 75% of synthetic materials are of recycled origin (GRS, RCS certified)
- Maintain 100% LWG-certified tanneries. In case of partnerships with new tanneries, they must be certified LWG Gold or Silver. 100% of tanneries in India and China are LWG Gold or Silver certified.

Reducing our impact: materials

Carbon intensity of raw materials

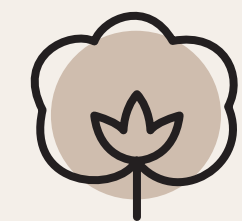
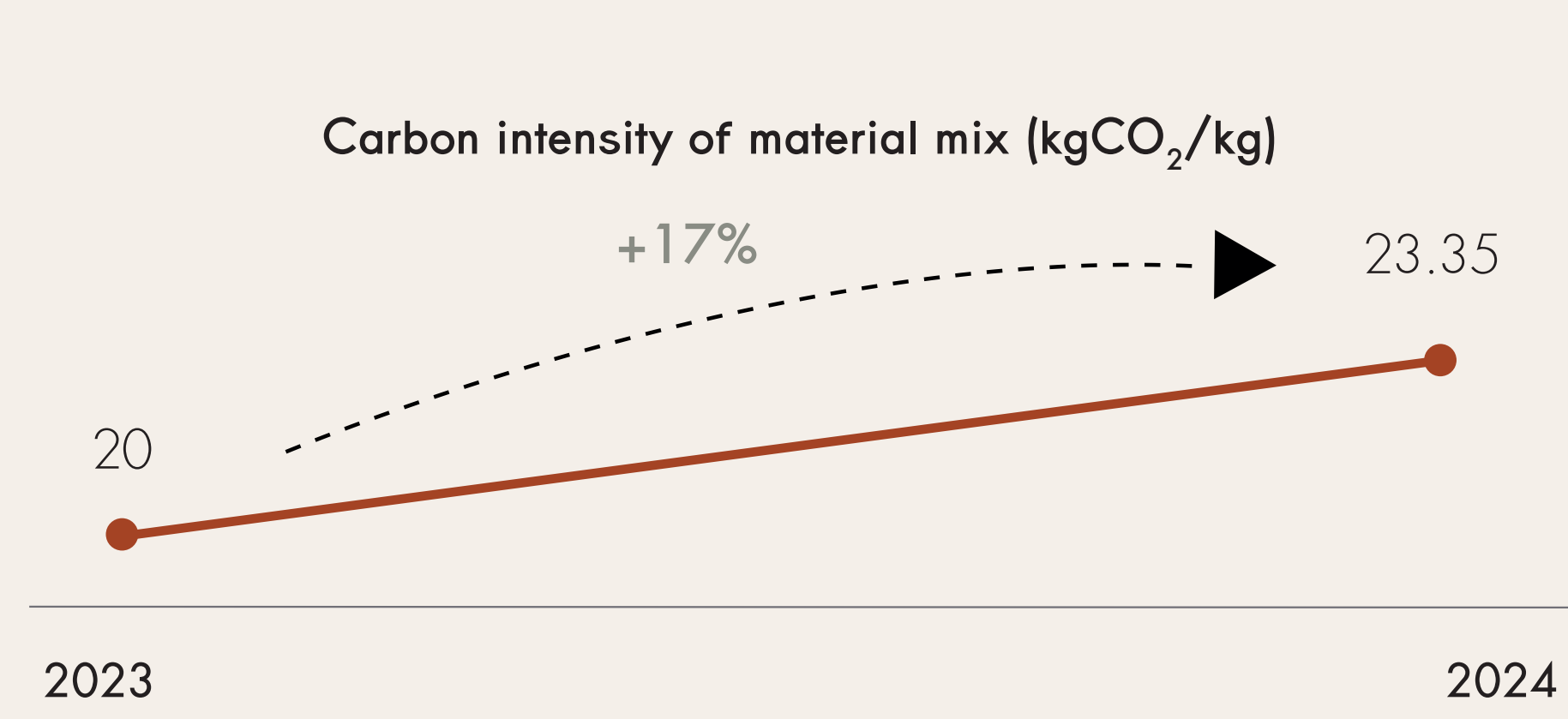
Between 2023 and 2024, the carbon intensity of our materials mix (i.e. the amount of CO₂ emitted per kilogram of material used) increased by 17%.

Why this increase?

Despite a +12% increase in certified materials in our collections, this improvement was not enough to offset other changes in our sourcing. In 2024, ba&sh integrated a greater proportion of animal materials (wool, leather, cashmere), recognized for their quality and sustainability. However, these materials have a higher carbon footprint, which has contributed to the overall increase in our carbon intensity.

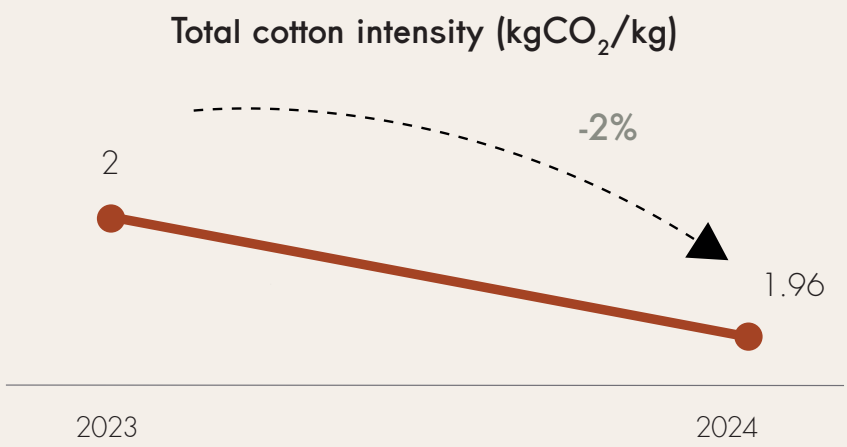
What about certified materials?

We have pursued our efforts in favor of certified materials, which take into account biodiversity and animal welfare issues. However, the potential carbon benefits of these certifications have yet to be reliably quantified. They therefore cannot be included in our carbon footprint at this stage.



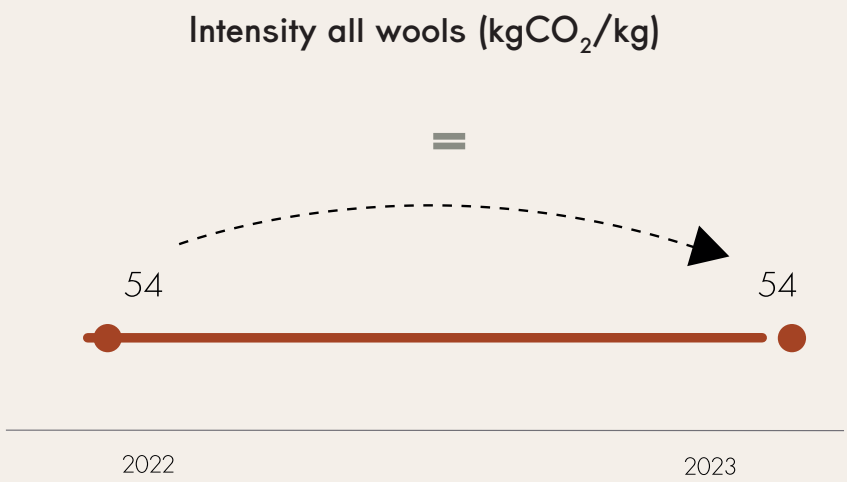
Cotton

The carbon intensity of cotton used in ba&sh collections has been reduced by 2% compared to 2023. Every year, our cotton pieces contain more organically grown or recycled cotton.



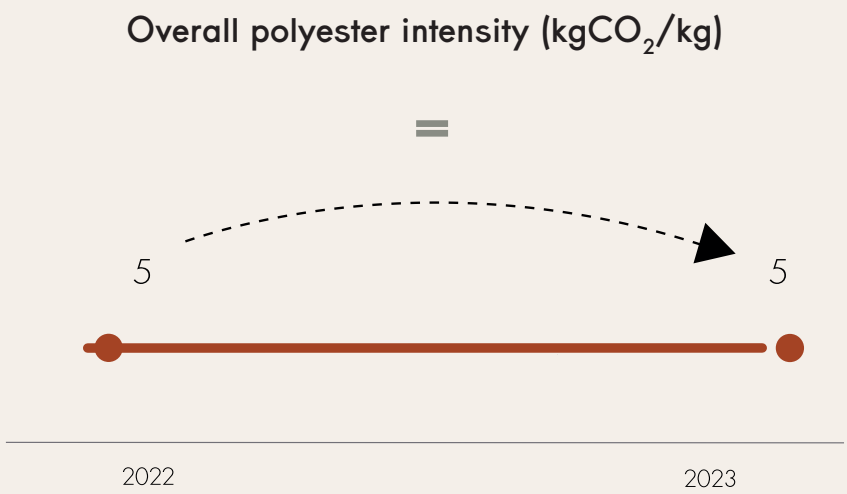
Wool

The carbon intensity of the wool used in ba&sh collections remained stable between 2024 and 2023. Our wool pieces contain more RWS-certified wool (+20%), and now include regenerative wool. But the carbon reduction associated with using these certifications, which guarantee animal welfare and sustainable pasture use, has yet to be calculated. Even though we use more certified wool, this is not reflected in our carbon footprint. However, we do so because we believe in the importance of this certification from an animal welfare and biodiversity standpoint.



Polyester

The carbon intensity of the polyester used in our collections remained stable between 2024 and 2023. We are actively pursuing our efforts to limit the use of synthetic materials. By 2024, polyester will account for 12% of ba&sh's materials mix (by total weight). Wherever possible, we prefer to use recycled polyester. In all transparency, we only use this material when its technical properties justify it, in particular to guarantee good color fastness or optimal drape, as is the case for pleated effects, where viscose is not suitable. Our teams carefully select every material used, including recycled fibers.



Reducing our impact: transport

Impact of transport

Transport is ba&sh's second largest source of emissions. By 2024, it will account for 12.2% of ba&sh's overall carbon footprint.

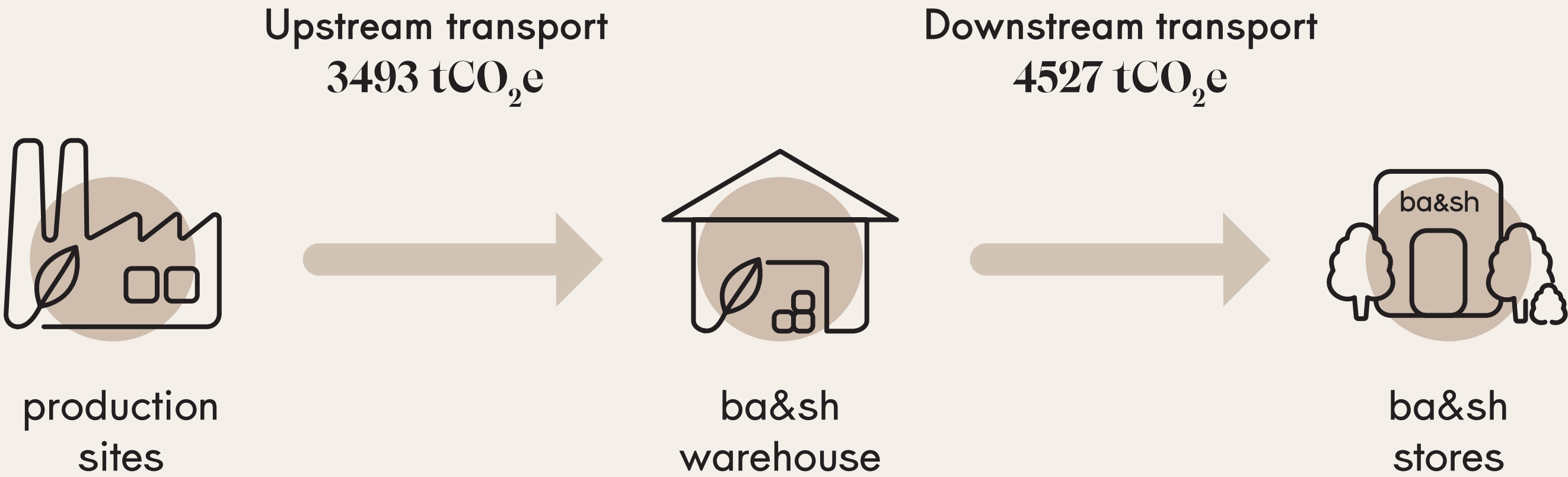
There are three essential factors when calculating the impact of transport:

- **Weight:** the heavier the product, the greater the impact
- **Distance:** the greater the distance covered, the greater the impact
- **Mode of transport:** Different modes of transport have varying degrees of impact on the environment. Air freight is 205 times more carbon-intensive than cargo ship freight and 21 times more carbon-intensive than road freight*

Our transport flows are divided into two categories: upstream and downstream. Upstream involves transport between our production sites and our ba&sh warehouse, located in the Ile-de-France region of France. Downstream means delivering our products to our stores and to our customers who have ordered via our ba-sh.com website.

The high proportion of emissions from upstream transport is partly explained by the variety of countries in which our suppliers are based.

Breakdown of CO₂e emissions from transport flows in 2024 (upstream and downstream)



Environment

Reducing our impact: transport

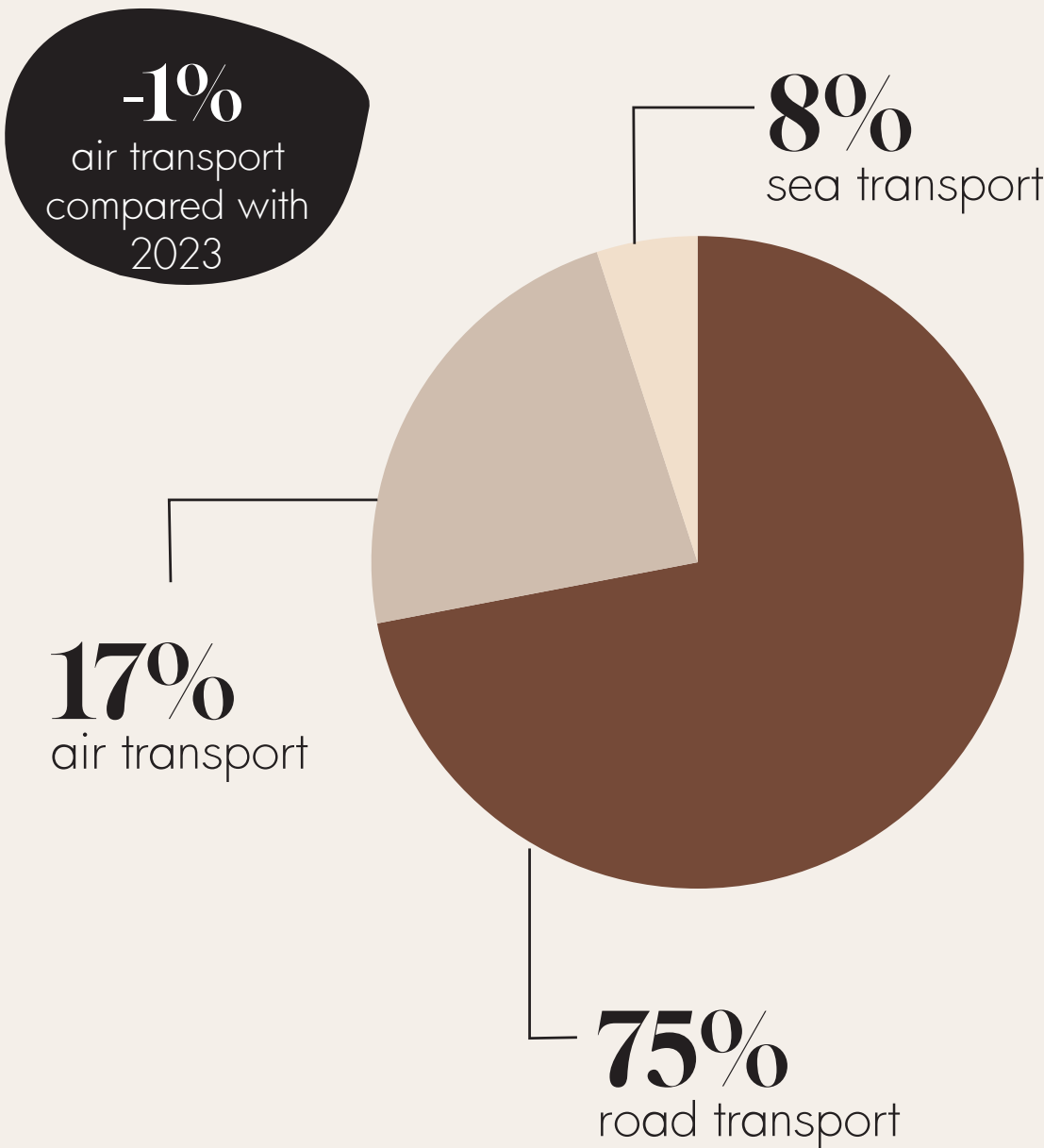
SCOPE 3

8 531 tCO₂e – 13%

Modes of transport



Breakdown of modes of transport in 2024



- 1100 tons
of CO₂e on inbound transport
between 2023 and 2024, despite
a slight increase
in the weight transported

SCOPE AND METHODOLOGY

All transport flows carried out in 2024 were included in the calculation. Calculated based on tons transported per mode of transport.

- For upstream, pieces arriving in our warehouse between January 1, 2024 and December 31, 2024 are included
- For downstream, pieces shipped between January 1 and December 31, 2024 are included.



OBJECTIVES ACHIEVED
IN 2024

- Development of a relay point delivery option
- Development of a free standard delivery service for e-commerce orders in Europe
- Use of alternative fuel for 20% of our Colissimo transporters



2028 OBJECTIVES

- 15% air travel
- Looking into le dernier kilomètre à vélo (the last mile by bike) in the city of Paris

CO₂e emissions by category

Purchases of services and assets

7 229 tCO₂e – 11%

In this section we have brought together the following categories:

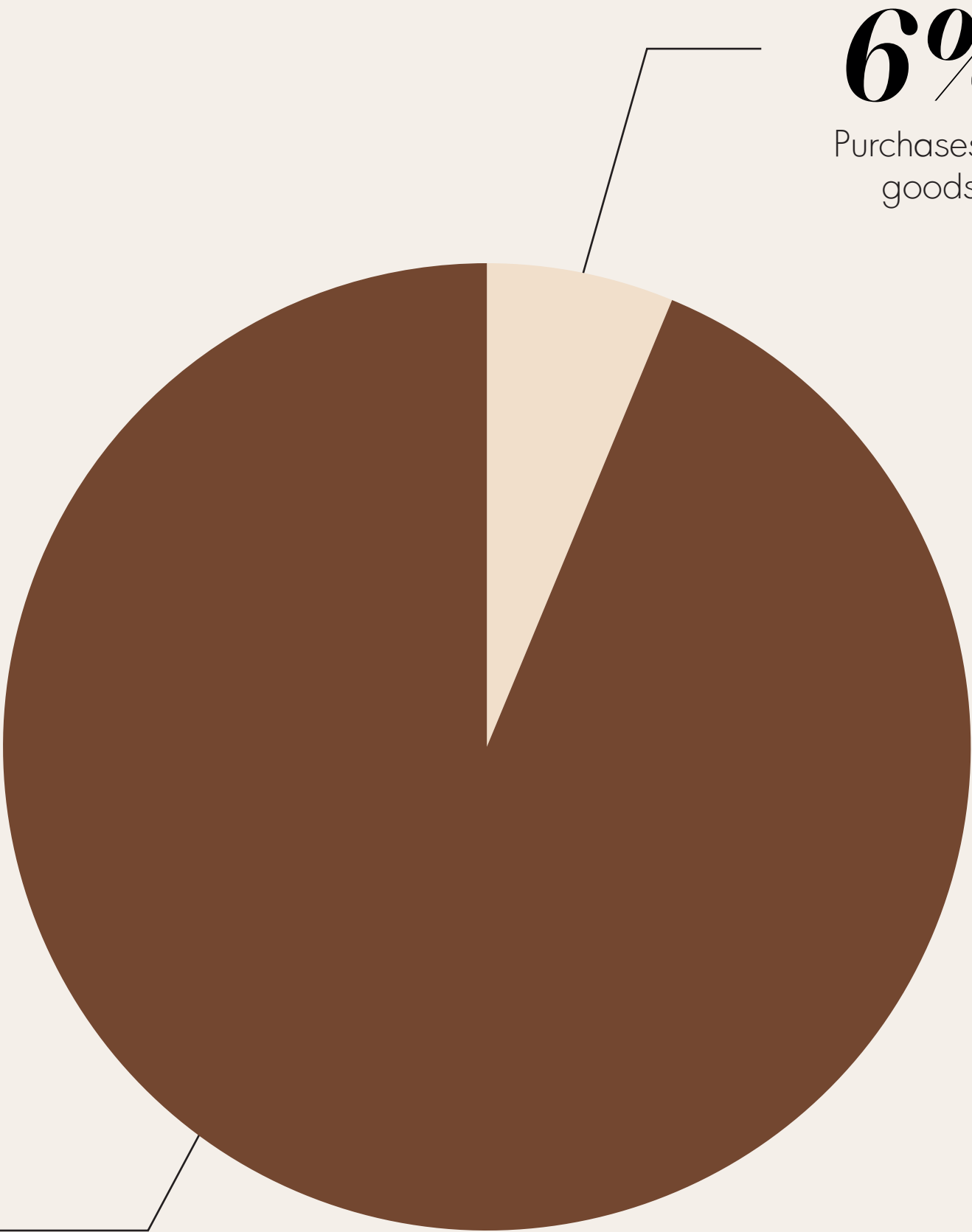
Purchases of services

(Purchases of services to ensure the efficient running of ba&sh: Insurance, advertising, maintenance..)
10,3% of the overall footprint

Purchases of goods

(IT equipment and furniture acquired during the year)
0,7% of total footprint

94%
Purchases of services



CO₂e emissions by category

Products use and end-of-life

The impact linked to energy consumption are taken into account here from washing and ironing to the end of the garment’s life.

We have estimated that most of our garment categories are washed 60 times (t-shirts, skirts, jeans), while jumpers and cardigans are wa- shed only 20 times before their end of life. This figure is quite uncer- tain, as the the data taken is based on hypotheses*.

To extend the lifespan of our products, and reuse them after their first life, we are working **on maintenance, repair and re-use (rental, second-hand) and recycling.**



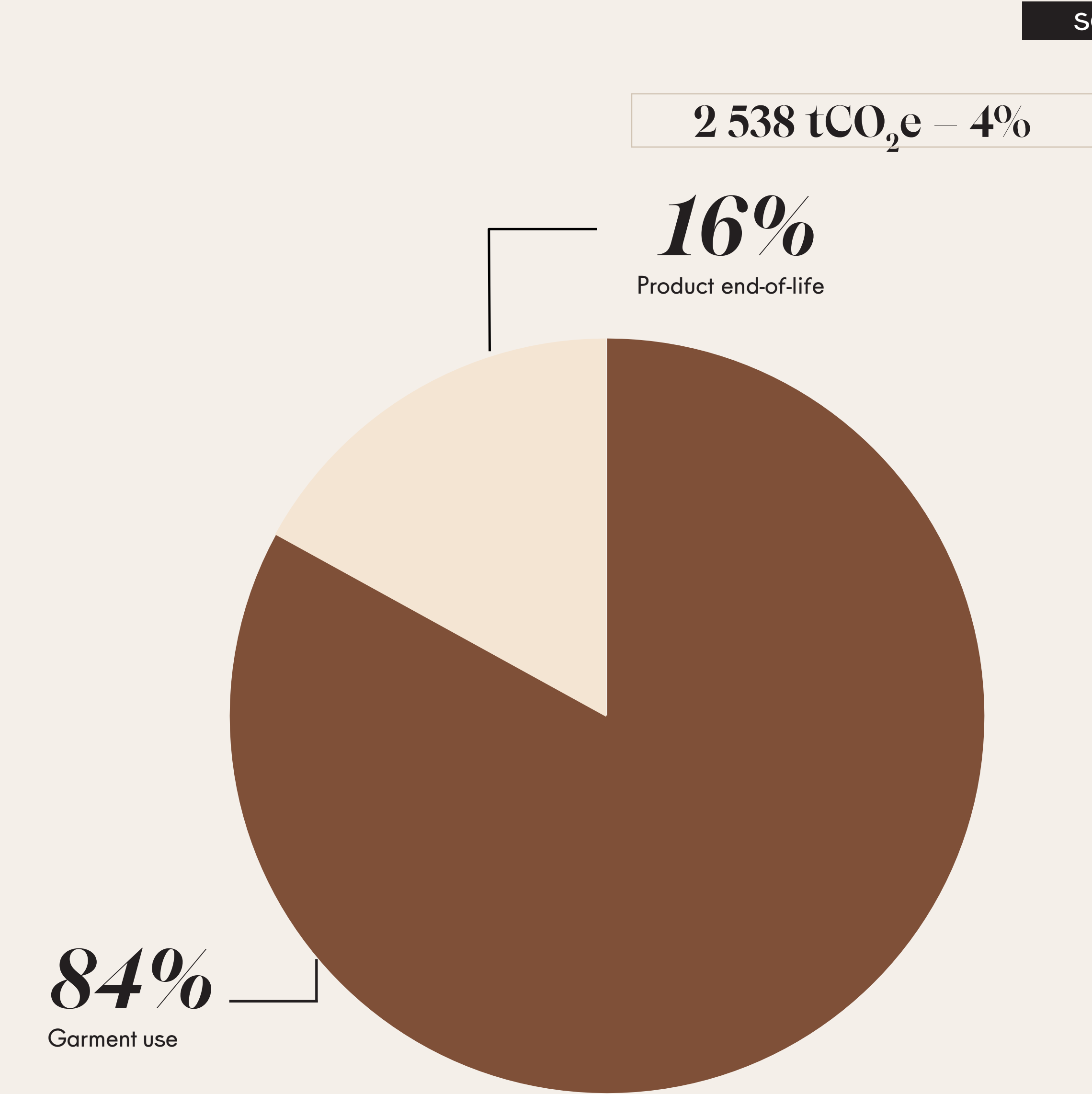
OBJECTIVES
ACHIEVED IN 2024

- Extend our second-hand offer to Germany, Belgium, the Netherlands the and Spain countrieswhere
- Launch trade-in program in stores across France and certain Euro ba&sh countries



2025 OBJECTIVES

- Extend our second-hand offer to UK and all European a first-hand ba&sh offer exists
- Extend trade-in offer to all stores in Europe



CO₂e emissions by category

Travels

This category takes into account three types of travel:

- Business travel by ba&sh employees
- Home-to-work travel by ba&sh employees
- Visitor flows to ba&sh’s stores

It is very difficult to measure accurately the distance travelled by ba&sh’s customers to get to the stores. To determine this figure, hypotheses have been based on the number of customers and the location of stores.



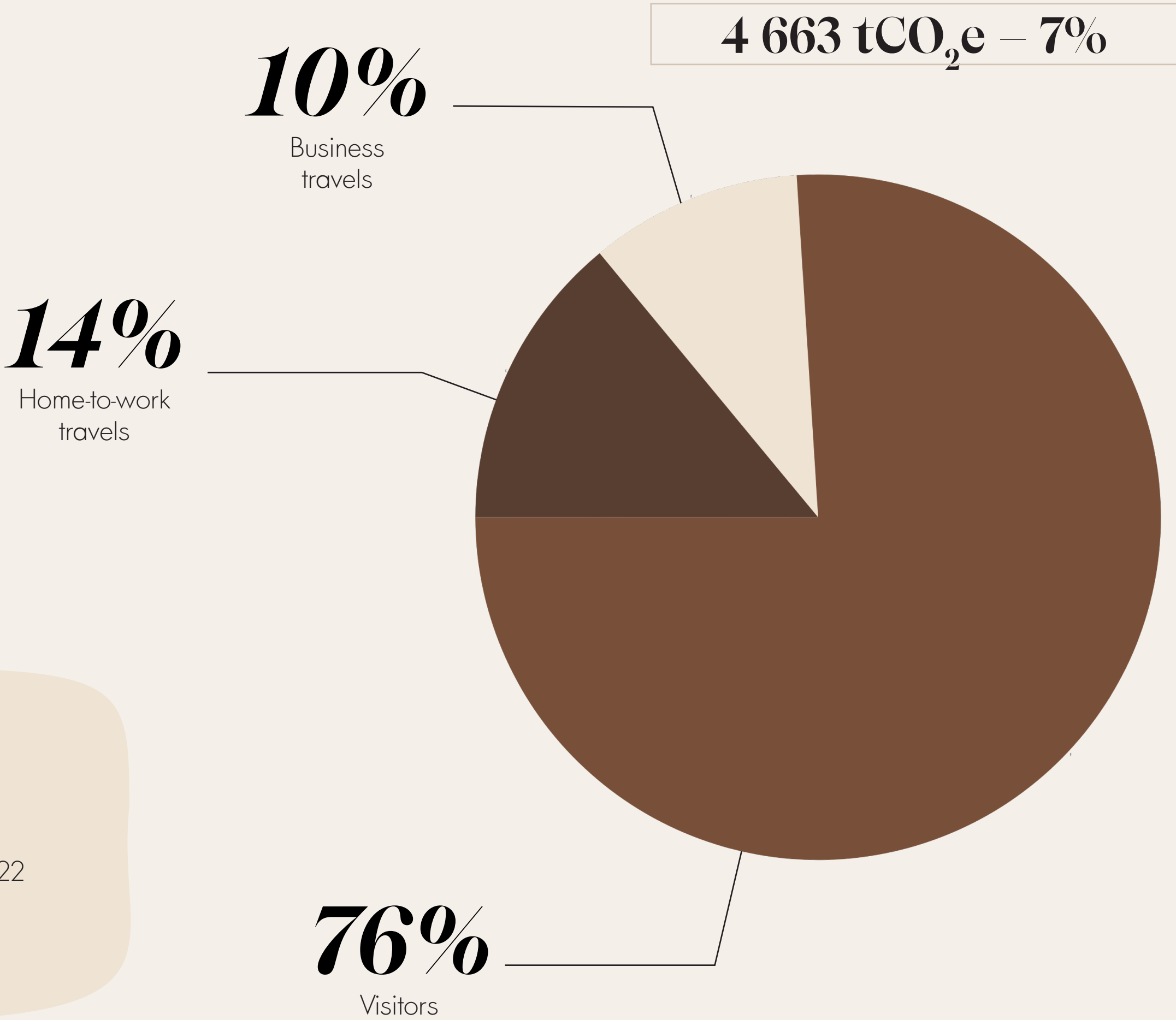
OBJECTIVE ACHIEVED IN 2024

Implementation of a business travail policy to reduce emissions from this category



2028 OBJECTIVE

25% reduction in air travel compared to 2022

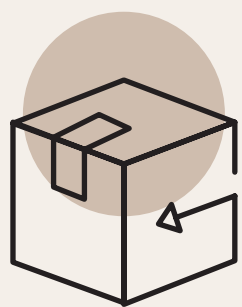


Reducing our impact: packaging

Paper and cardboard packaging

SCOPE 3

860 tCO₂e – 1%



Packaging accounts for 1.4% of ba&sh's carbon footprint. Even if this reference is less significant than others, and because all progress is a good thing, here too we are seeking to improve. Therefore ba&sh is a signatory to the Pack4good initiative of the NGO Canopy. We are gradually eliminating virgin plastic from our packaging, and using recycled and certified materials (from sustainably managed forests) for superfluous packaging.

Paper packaging
for our customers
are made of **79%**
recycled paper.

SCOPE AND METHODOLOGY

The analysis covers all our B2C customer paper packaging. The indicator has been calculated by volume, based on total weight. One-off packaging used by customer services, representing marginal quantities, has been excluded from the scope.

- **Full disclosure** -

Due to its lack of sturdiness, some retail packaging cannot be made from 100% recycled paper. In 2024, we are only 21% away from achieving our 2025 objective.



2025 OBJECTIVE

Achieve 100% paper and cardboard packaging made exclusively from recycled materials and from wood pulp sourced from sustainably managed forests.



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

Our e-commerce packaging and tissue paper are 100% recycled paper, made from wood pulp from sustainably managed forests and 100% recyclable.

Reducing our impact: packaging

Logistics plastic packaging

Throughout its life cycle, plastic releases micro-particles that pollute soil, water and air. Reducing the amount of plastic is a priority: either by eliminating it, or by switching to an alternative material such as paper. As a last resort, when no alternative is available, we use recycled plastic.



Since 2022, polybags, which are the little pouches designed to protect your ba&sh pieces during transport, have been made from the same material, LDPE, which is 100% recycled and recyclable. This solution facilitates recycling.

We looked into the possibility of "bio-sourced" plastics, considered compostable, but ruled out this option, as its environmental benefits have yet to be proven. Furthermore, there are no large-scale composting facilities. In addition, ba&sh's mechanized warehousing operation means that it has very tight constraints and could not turn to a paper-based solution.

E-commerce plastic packaging

Since 2023, we have extended our circular approach to our packaging, in partnership with Hipli. The Hipli parcel is designed to be reused 100 times; made from polypropylene, its impact is significantly lower than that of conventional packaging, with a carbon footprint 83% lower than that of a cardboard parcel. The Hipli parcel is now available for all e-commerce deliveries in France.



In 2024, there is only 0.2% of virgin plastic in the packaging for our customers.

SCOPE AND METHODOLOGY

The analysis covers all our B2C customer paper packaging. The indicator has been calculated by volume, based on total weight. One-off packaging used by customer services, representing marginal quantities, has been excluded from the scope.

860 tCO₂e – 1%

- *Full disclosure* -
What does this 0.2% correspond to? In 2024, we will still be using plastic sleeves for e-commerce deliveries to other European countries.

2030 OBJECTIVE

0% virgin plastic
for all our packaging

CO₂e emissions by category

Energy

SCOPE 1 & 2

3 257 tCO₂e – 5%

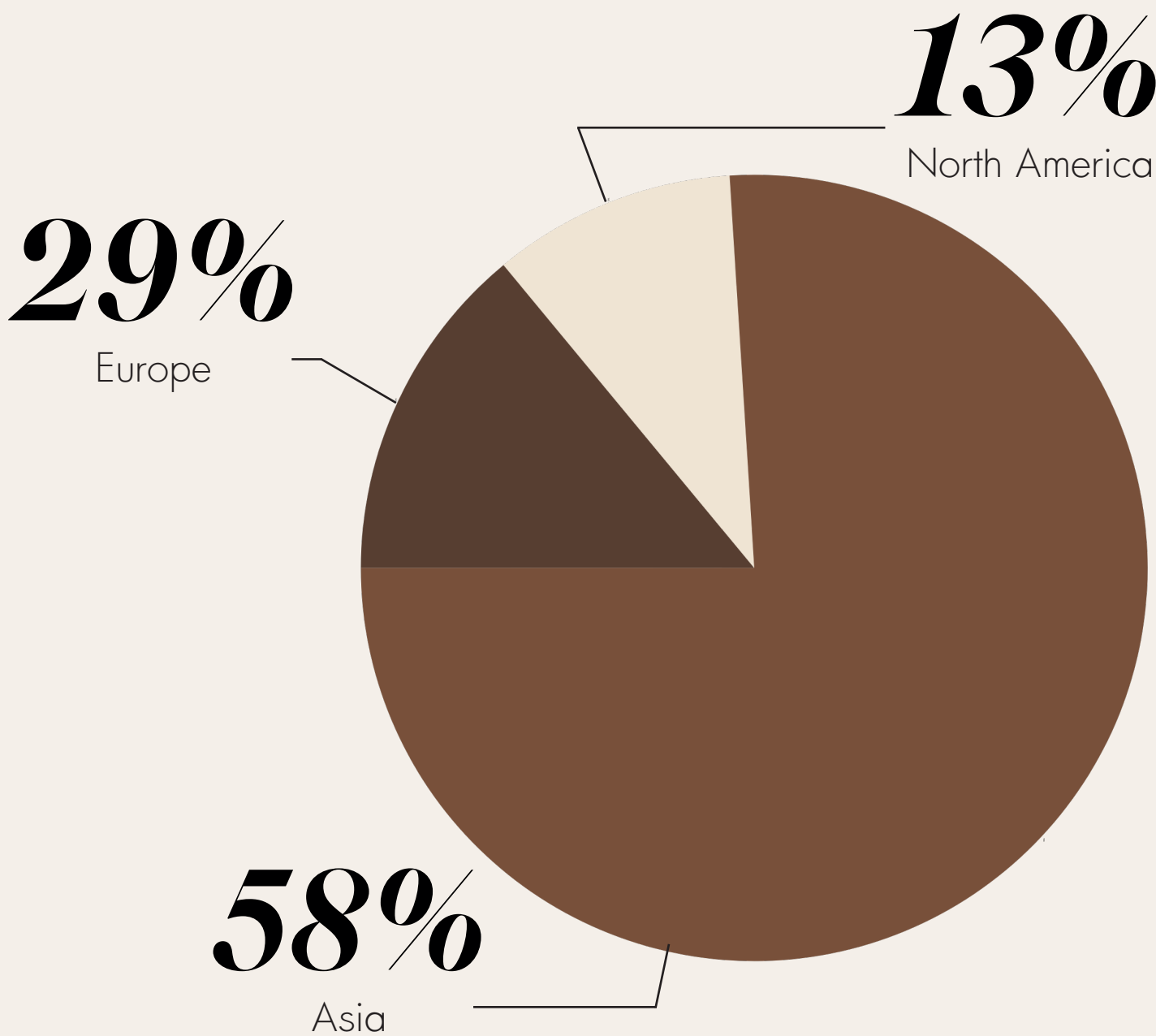
This category includes:

- CO₂e emissions linked to the use of energy (electricity, gas, fuel) required to run the stores, offices and the warehouse
- Emissions linked to servers (secure infrastructure used to store, process and share digital data)

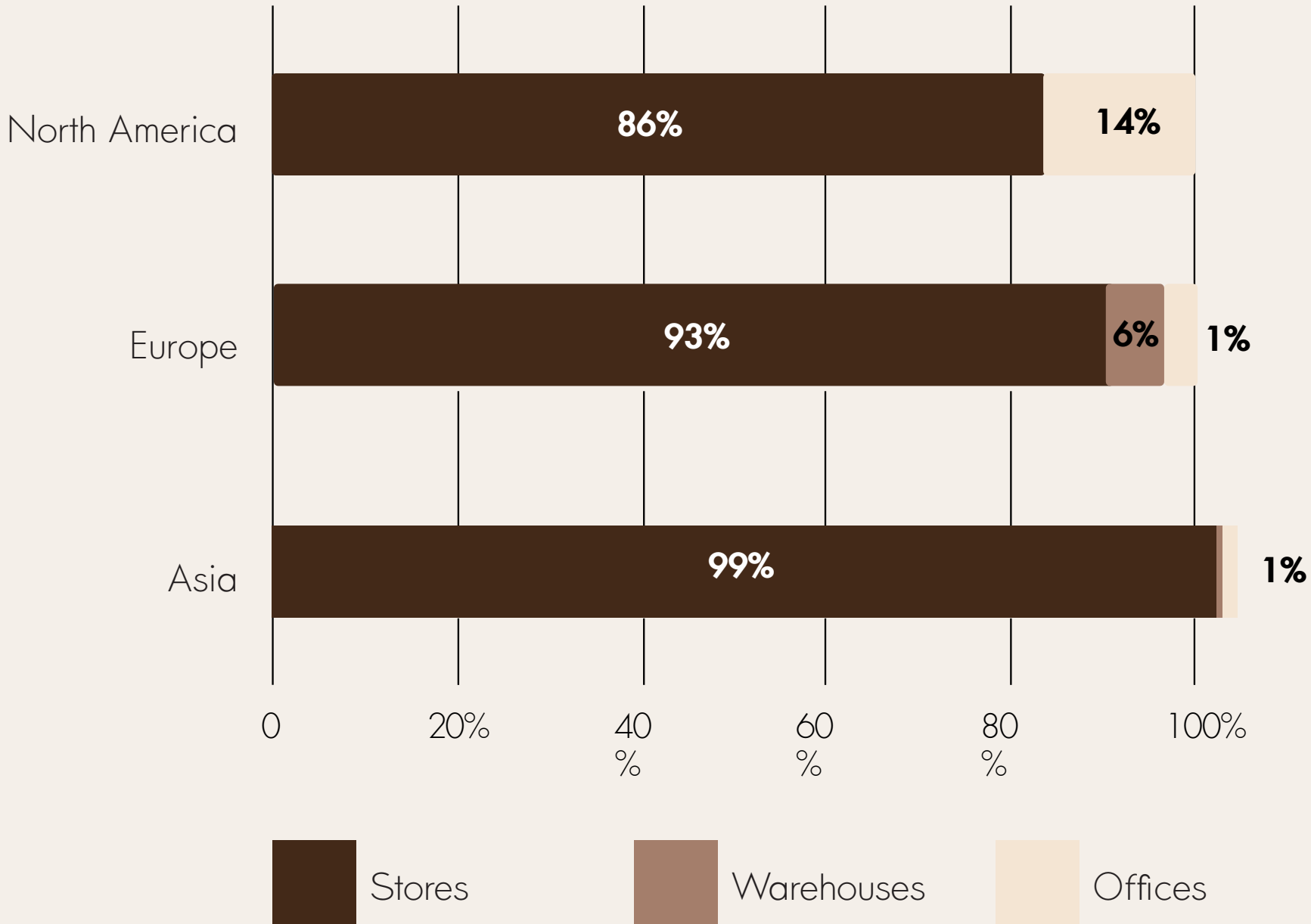
Although the majority of ba&sh’s activities are carried out in Europe, the activities in Asia are the ones that generate the most CO₂e emissions.

This is due to the disparity between the energy mixes of the countries. For example, China has a much more carbon-intensive energy mix.

Breakdown of energy-related emissions by region



Share of emissions by zone and building type



CO₂e emissions by category

Use of renewable energies

SCOPE 1 & 2

- **Full disclosure** -

In 2024, we changed the way we calculate our energy-related emissions, with a finer and more precise method. This new approach reflects our determination to improve our impact monitoring every year. This change in methodology is linked to the updating of the emission factors used to better reflect the reality of our energy mix.

The 2024 energy data are therefore not directly comparable with those for 2023



In order to reduce the direct emissions generated by ba&sh’s activities within its infrastructure — offices, stores, and warehouse — we have acted on two complementary levers: the switch to lower-carbon energy sources and the reduction of overall consumption.

As of the end of 2024, both the headquarters and the warehouse are powered entirely by renewable energy.

Back in 2021, ba&sh set a target to power 100% of its stores located in countries with carbon-intensive energy mixes* with renewable energy. Today, this target is nearly achieved: 92% of ba&sh-managed stores are powered by either renewable energy or nuclear energy. For our stores located in Asia and the United States, where coal dependency remains high, we are still exploring alternative solutions.

In addition, all our stores are equipped with LED lighting — a system that consumes three times less energy than a low-energy bulb and nine times less than an incandescent bulb.

**Countries with a low carbon-emitting energy: Switzerland, Norway, France, Sweden*
Countries with a carbon-emitting energy mix: Chine, Germany, Beligum, Denmark, Spain, Luxembourg, Netherlands, Portugal, UK, US, Canada

- **Full disclosure** -

For full disclosure, ba&sh faces several obstacles:

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

2028 OBJECTIVE

100% renewable energies for our stores in the United States and China

CO₂e emissions by category

Waste

SCOPE 3

743 tCO₂e – 1%

The waste category accounts for emissions related to the end-of-life treatment of direct waste.

Head office

In terms of sorting and recycling waste at our Paris headquarters, we established a partnership with Lemon Tri in 2021. Lemon Tri is a certified B-Corp company operating within the social and solidarity economy. It is responsible for collecting waste, sorting and packaging it, and ensuring it is sent to responsible recycling channels.In 2024, 3.10 tonnes of waste were collected and recycled at our offices, saving an estimated 47,000 litres of water and 21,000 kWh of energy

Warehouse

Waste generated by ba&sh’s logistics activities at our warehouse is collected and sorted for recycling, mainly by the companies Paprec and Lemon Tri. This includes plastics, paper, cardboard, and general industrial waste (non-hazardous waste). Currently, 49% of the recyclable waste collected at our warehouses is effectively recycled. This indicator highlights the need to strengthen awareness around waste sorting, which we address through dedicated awareness weeks and participatory workshops.

Stores

In France, 100% of stores with the appropriate infrastructure sort their waste for recycling.The only exceptions concern locations facing constraints such as limited space or the absence of nearby collection services.



**OBJECTIVE ACHIEVED IN
2024**

Implementation of waste recycling in 100% of stores across Europe.



ba&sh

SUSTAINABILITY