

ba&sh

Sustainability Report 2021

#bashblossom

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01

ba&sh
world

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About us

Groundbreaking female entrepreneurs and friends Barbara Boccaro and Sharon Krief founded ba&sh in 2003, blending their two names, alongside Dan Arrouas and the Vog group.

Designed to be the perfect wardrobe, with its optimistic femininity, ba&sh is a premium brand that has become a must-have in record time. With its distinctive and joyful vision of the French exception, ba&sh offers its unique style through more than 292 points of sale in more than 15 countries.

Investment from the L Catterton fund, LVMH, and the Arnault group in 2015 was accompanied by the arrival of Pierre-Arnaud Grenade as the brand's DG whose goal was to manage its ambitious multidirectional development strategy, and digital in particular.

As a fast-growing, omnichannel business, ba&sh is always at the cutting edge, both in terms of its designs and its eco-friendly innovations. The brand is on course for sales of 250 million euros, equalling a 20% growth compared to 2019.

The Blossom philosophy

Founded by two women, Sharon & Barbara, ba&sh empowers all women, not only through its collections, but also in society. Since its creation, ba&sh has made a commitment to major struggles which are important to it, charitable commitments for the protection of women and children as well as the fight against breast cancer, against violence against women, and support to orphans.

ba&sh is a brand with a powerful international dimension along with a genuine awareness of its societal responsibilities in the face of the new challenges confronting the world, and this awareness extends to every level of the company. It was for this reason that ba&sh launched its BLOSSOM sustainable development programme in 2017. Because deeds rather than words are more important to us, we then determined not to issue communications until concrete actions had been successfully completed. In 2020, we calculated our carbon footprint for the first time.

The extent of these changes requires time to complete them successfully. We are also aware of just how much we still have to achieve. Above all, what we want is to make progress and to do that, we are convinced of the necessity to involve our entire ecosystem in this transformation in order to make a genuine impact. Therefore, we make it a point of honour to support our partners in this work on a daily basis.

We strongly believe in social & environmental sustainability, supported by every department within the company, as a driver of innovation and part of a collaborative approach with all of the stakeholders in the markets.

BLOSSOM : GROWING TOGETHER FOR GOOD.

ba&sh and the SDGs

Approved by 193 Member States of the United Nations in 2015, the **Sustainable Development Goals (SDGs)** are intended to respond to the economic, social and environmental challenges facing our planet.

These 17 goals cover a range of challenges such as poverty, discrimination, inequality, education, energy, water, biodiversity, climate, ...

The ba&sh Blossom programme is part of this framework and is contributing directly or indirectly to the achievement of 12 goals.

See attached the detail of our contribution to the SDGs.



02

Procurement and products

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Raw materials

The environmental impact of a textile product is essentially due to the production of the material (farming, extraction), via processing and through to the manufacture of the finished product. At ba&sh, we are working to provide an ever wider range of eco-friendly products.

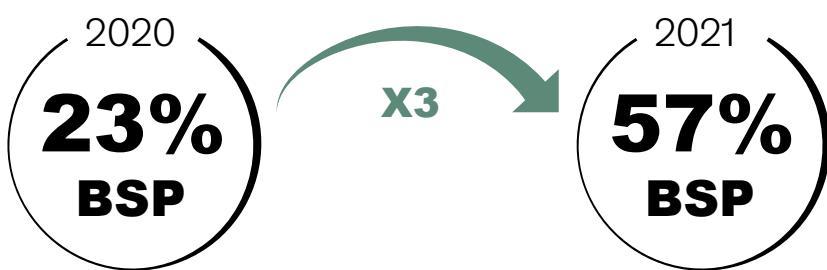
ba&sh sustainable product (BSP)

At ba&sh, **we consider a product to be eco-friendly if it is composed of at least 70% sustainable materials.**

For reasons of quality and durability, we make an exception for recycled fibres, where the threshold is set at 40%.

57% of BSPs in our 2021 collections (in terms of production volume)

Evolution in the number of BSP products in our collections since 2020 (in terms of production volume)



OBJECTIVE **95%** BSPs in our collections by 2023

Standards & labels

We favour materials certified as having a low environmental impact and carefully select the most rigorous international standards and labels.

In 2021 :

By weight:

- 44% of the cotton used is organic (GOTS or OCS)
- 76% of the viscose used is FSC or is a greener alternative (Tencel, Ecovero, etc.)
- 40% of the wool used is GOTS, OCS, RWS or GRS

By production volume:

- 64% of our leather pieces and accessories are derived from LWG-certified tanneries, that's almost three times more than in 2020 (+250%)

Raw materials

CERTIFICATIONS								
MATERIALS	Cotton	Polyester/Polyamide	Viscose	Leather	Wool	Mohair & Down	Silk	Alpaga
	 Organic   Recycled 	 From renewable resources 	 Certified	 Organic 	 Organic 	 Organic 	 Organic 	 Certified
ALTERNATIVES	 Recycled  Rilsan® (Arkema) ecodear®PET (Toray) EVO® (Fulgar) 	Bio-sourced    	Eco-friendly fibers  Recycled	 Certified	  Certified Recycled	 Recycled 	 Recycled 	
CHEMICALS	 							

Animal welfare

At ba&sh, we believe that responsible fashion is also cruelty-free fashion.

All our suppliers are committed to respecting our animal welfare charter which ensures respect for the five fundamental freedoms for animals:

- Absence of hunger, thirst and malnutrition
- Absence of fear and distress
- Absence of heat or physical stress
- Absence of pain, wounds and disease
- Ability for the animal to express normal behaviours for its species

In 2019, we also banned the use of fur, angora and exotic leathers from our collections.

With regard to our products made of animal fibres (wool, cashmere, mohair, alpaca, etc.), we look to the international labels RWS, RMS and RDS. For example, the RWS label forbids mulesing, a cruel and painful procedure that sheep undergo on conventional farms, and the RDS label that forbids the plucking of live birds.

100% of our suppliers have signed our animal welfare charter

Partners

At ba&sh, we've been working with most of our suppliers for more than 10 years, some of them since the beginning. All these years of collaboration have enabled us to create very strong ties of trust. We work hand in hand to improve the sustainability and exemplary nature of our networks.

Social compliance

Our wish is that everyone involved in the manufacture of a ba&sh product should be able to live in dignity and with their rights respected.

We have always asked our partners to commit to complying with our **Code of Conduct for suppliers** and to conform to the ethical principles that it contains: combatting child labour and forced labour, respect for legal working times, guarantee of fair pay, a safe and healthy working environment and freedom of association, etc.

Our suppliers must ensure that their own suppliers and sub-contractors respect these principles. In the event of a failure to respect any of these principles, we reserve the right to terminate the commercial relationship.

Every year, **100% of our suppliers** sign our code of conduct.

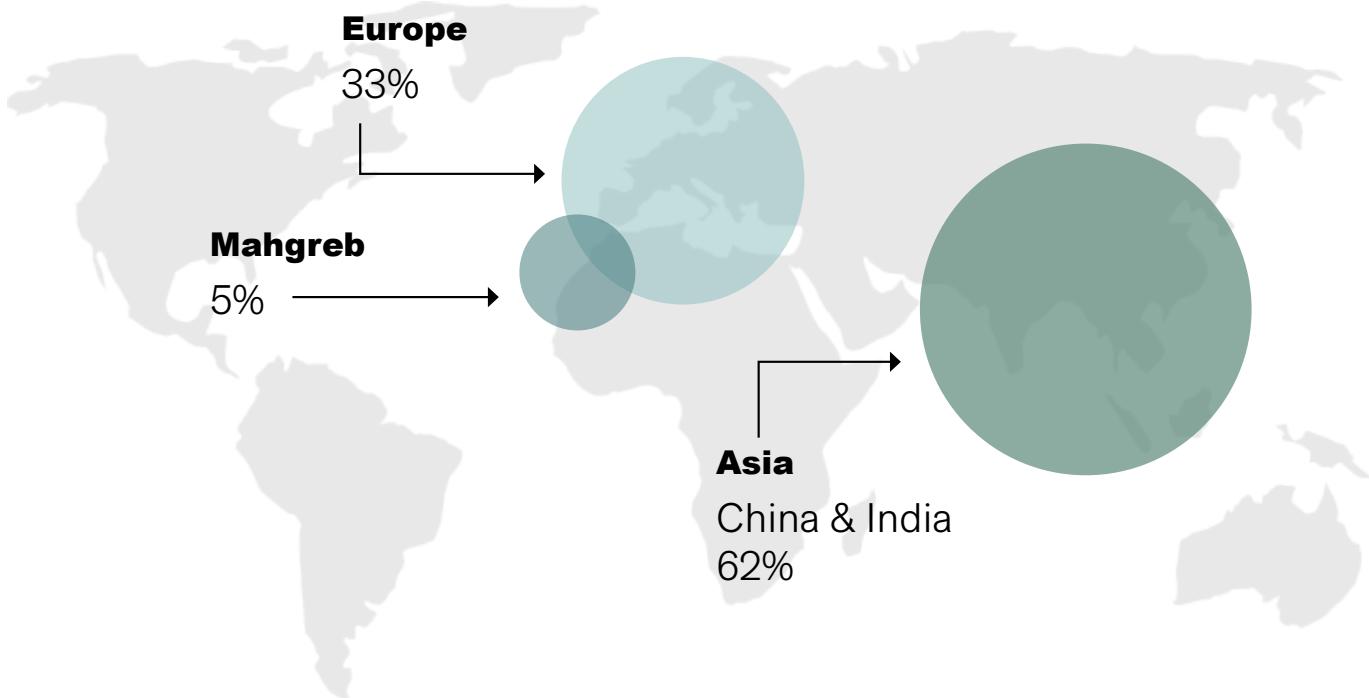
The trust in relation to our partners is also based on audits. At ba&sh, we have implemented **a rigorous policy of social audits**. ba&sh conducts around twenty audits annually in accordance with the BSCI or Pur Projet methodology. ba&sh only recognises the most demanding international methodologies: PUR PROJET, BSCI, SMETA, ICS and WCA.

We also support our suppliers in correcting any areas of non-compliance identified, via **corrective action plans**. We make it a point of honour to include them in our sustainable transformation.

In August 2021, ba&sh joined the **BSCI (Business Social Compliance Initiative)**, which aims to improve working conditions in companies' international supply chains. This tool provides a framework for **monitoring and improving the social performance in our supply chain**: mapping of suppliers, early detection of problems, audits, corrective measures and training.

Partners

Geographical distribution of production by region in 2021



OBJECTIVE **100%** of our tier 1 suppliers audited by 2023

47% of tier 1 production sites audited by 2021

Traceability and transparency

Since mid 2020, we have been working to implement **increased traceability of our products**: retracing the life of our products, from the production phase of the raw material to the manufacture of the finished product.

To achieve this, we have been working with Trustrace, an Indo-Swedish start-up.

For the Winter 2021 collection, we deployed the tool on 17 products. Our aim is to gradually deploy the solution to all our collections.

17 products traced back to the origin of the raw material in 2021

03

Environment

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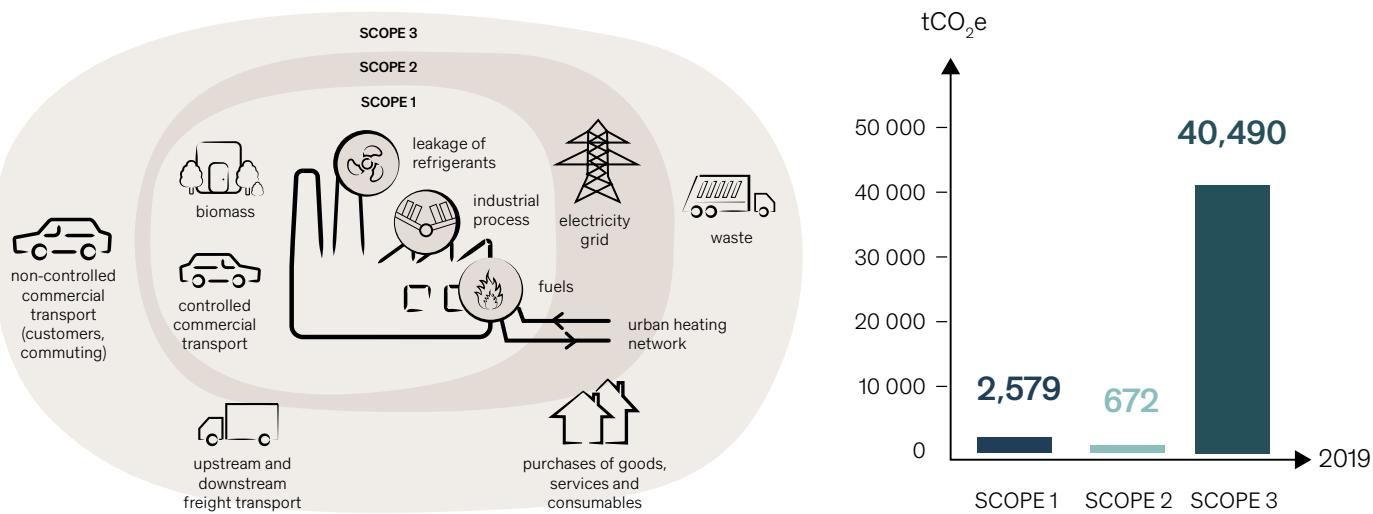
Climate

Carbon footprint

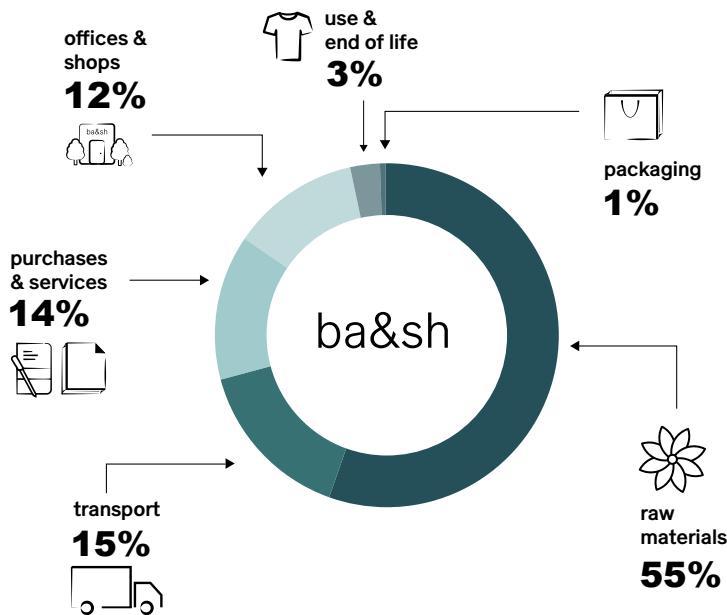
We calculated our **carbon footprint** for the first time (benchmark year: 2019). Examining our CO₂ emissions is crucial to preparing an action plan and measuring our progress.

In 2019, **ba&sh's activity generated 43,741 tonnes of CO₂ eq**, i.e. the equivalent of 5,700 round-the-world car journeys and 8,000 Paris-New York return trips by air.

We have included all CO₂ emissions linked to our direct (Scope 1 & 2) and indirect (Scope 3) activities in this calculation.



Breakdown of ba&sh's CO₂ emissions in 2019.



Scopes 1 and 2 represent
7%
of ba&sh's carbon footprint

Climate

Carbon footprint



Textiles used in the production of ba&sh products: viscose, cotton, polyester, wool, etc.



Upstream and downstream transport of all materials used in the production (viscose, cotton, wool, leather, polyester, etc.) of finished products, as well as employee travel (business trips and commuting).



Purchases and services to ensure the proper functioning of ba&sh: paper, supplies, insurance, advertising, maintenance, postage, etc.



Energy consumption linked to **washing, ironing and the end-of-life of products**.



Energy consumption of **buildings and shops**, air conditioning, direct waste, real estate, IT, furniture, etc.



Paper bags, polybags, tote bags, labels, gift boxes, shoe boxes, etc.

To find out more: Carbon Footprint Report 2021

- The carbon footprint of ba&sh in 2019 was **43 741 tCO₂e**
- The carbon intensity of turnover is **0,3 kgCO₂e per 1€ of turnover in 2019**

What's next

In 2022, we aim to prepare a greenhouse gas emissions reduction strategy in line with the Paris Agreement which advocates limiting global warming to an increase of 1.5 °C.

Climate

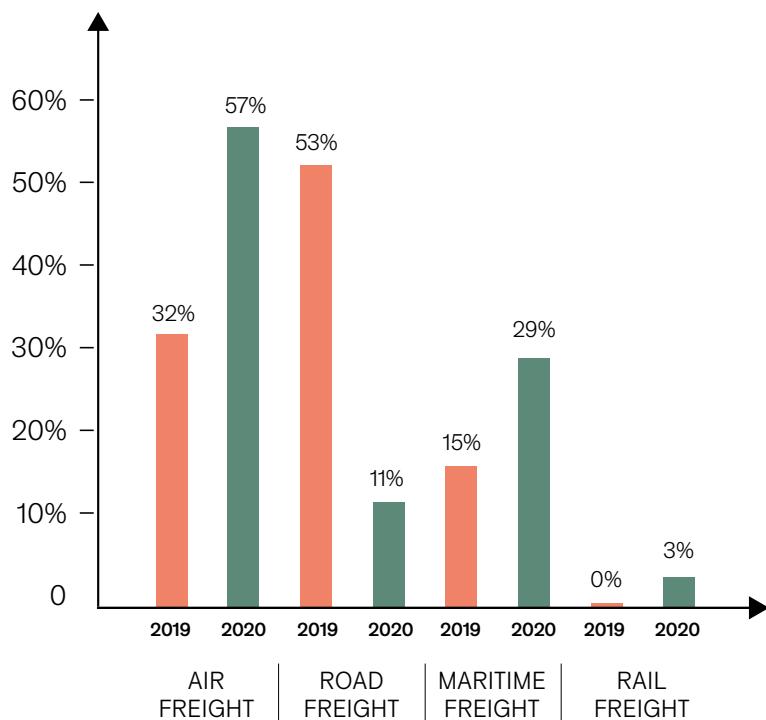
Transport

At ba&sh, transport is the second highest contributor; it represents 15% of our total carbon emissions. It includes the transport of finished products from our suppliers to our warehouse, the delivery of ba&sh products from the warehouse to our stores, e-commerce deliveries to our customers and the travel of our staff.

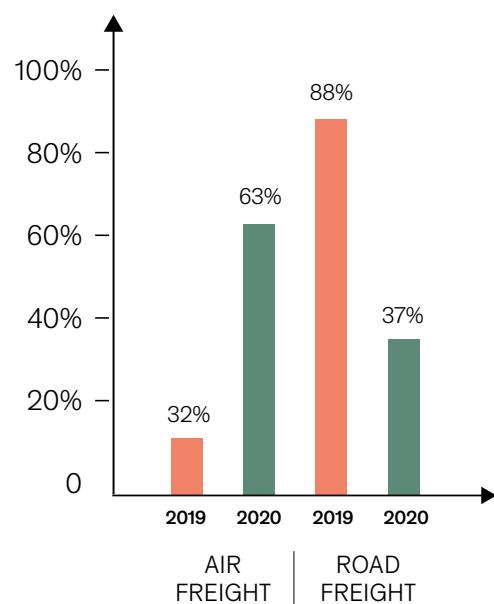
We favour low-carbon forms of transport such as maritime transport. Air freight produces 30 times more carbon emissions than maritime freight.

In 2020, we also tried out transporting our pieces by train from China. The carbon footprint of the train is 66 times smaller than that of the plane, and 15 times smaller than that of road transport.

Upstream freight



Downstream freight



What's next

We are aware that we still have a lot of work to do to reduce our impact on transport. For 2022, we are working on a reduction plan for our emissions on both upstream and downstream transport.

Climate

Buildings

Stores

We know that energy use is a key challenge in the reduction of our carbon footprint. The first step to limiting the energy consumption in our stores was to equip them with LED lighting. More than 95% of our stores benefit from this form of lighting, which consumes three times less energy than traditional low-energy light bulbs and nine times less than incandescent bulbs.

The lighting in our shop windows is turned off at night and the doors are closed below a certain temperature.

Warehouse

Our new warehouse in the Ile-de-France is certified High Environmental Quality (HQE), level - Excellent. 96% of waste from the site was recycled during construction. The toilets are fed from rainwater collection tanks. The natural lighting is optimised in the warehouse via continuous windows on the facade. In 2023, a photovoltaic power plant will be installed on the roof of the building.

Head offices

With regard to the sorting and recycling of the waste from our Parisian head offices, a partnership has been established with Lemon Tri.

Lemon Tri is a BCorp-certified social and solidarity economy structure. Its subsidiary, the social integration company Lemon Aide is responsible for collecting, packaging and sending our waste to virtuous outlets. This guarantees us 100% material recycling of our waste, and carried out within France.

- **95% of our stores** are equipped with LED lighting
- **640.5 kg of recycled waste collected** in our Paris head offices

OBJECTIVES

100%

of our stores, in countries with a carbon-emitting energy mix, to be powered by renewable energy by late 2022

0%

virgin plastic
by 2023

What's next

In 2022, we will be working on an eco-friendly transformation plan for our stores: waste management, energy efficiency, sourcing of environmentally responsible materials...

With regard to energy efficiency, our aim is to convert to renewable energy sources, starting in 2022 with our stores in countries with a carbon-emitting energy mix.

We are also working on reducing our waste and stopping the use of virgin plastic within our warehouse.

Biodiversity

Biodiversity footprint

The companies interact in two different ways with regard to biodiversity. On the one hand, we have an impact, and we exert pressure on biodiversity. On the other hand, our activities depend on different ecosystemic services.

Since 2017, we have launched a range of projects to reduce our environmental impact. Because **climate and biodiversity are profoundly interconnected**, we wanted to understand our more specific impacts on biodiversity.

In partnership with the I Care & Consult firm, we carried out an **appraisal of ba&sh's contribution to the pressures exerted on biodiversity across the entire value chain of products:** raw materials, transformation processes, distribution, usage and end of life.

The study reveals that some measures already in place at ba&sh are contributing directly to the reduction of pressures exerted on biodiversity:

- **Eco-friendly product policy:** use of certified materials with a lower impact (water, energy, chemicals, etc.)
- **Social compliance:** the audit methodologies used by BSCI and Pur Projet include a component on environmental protection
- **Distribution:** e-commerce & retail FSC packaging, 100% recycled & recyclable, reusable RePack packaging, warehouse certified as High Environmental Quality, fitting stores with LED lighting, etc.
- **Usage:** care advice and repair tutorials on bash.com, Guppyfriend laundry bag, to reduce the release of microplastics, on sale on ba-sh.com...
- **Circular economy:** hire service, second-hand service, Remake capsules...

A set of priority actions to be carried out right across the entire product value chain have resulted, enabling us to continue to reduce our impacts on biodiversity:



Focus on our HQE-certified warehouse, level - excellent

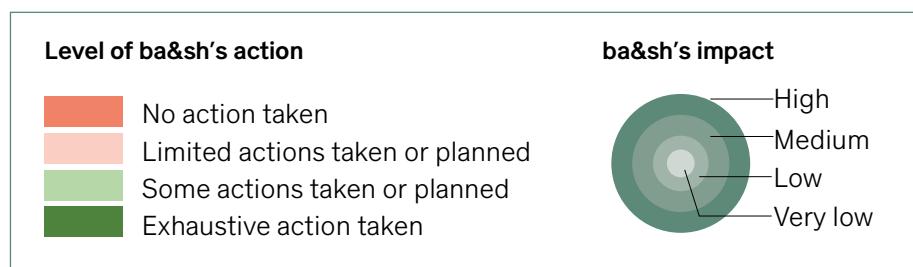
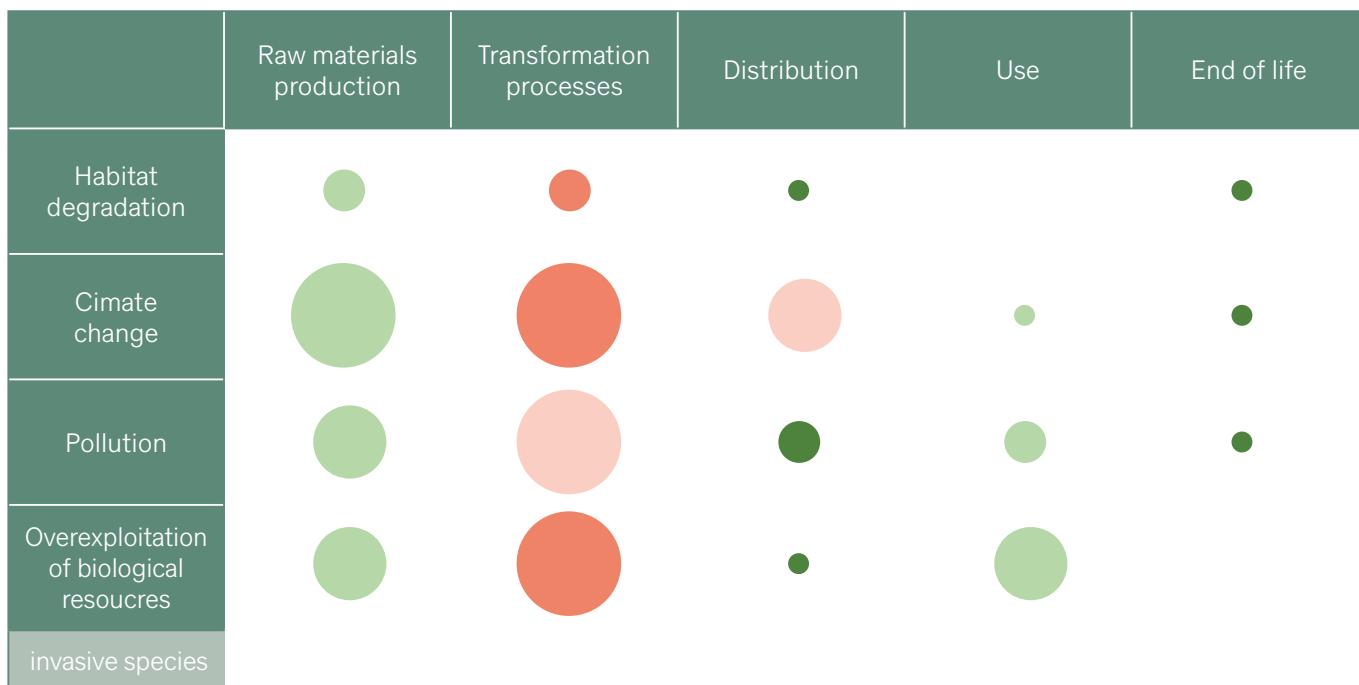
Rainwater from roads and car parks, likely to be full of suspended materials, hydrocarbons and heavy metals, is treated using phytoremediation via panted ponds.

This process enables natural water treatment with reeds and rhizome plants which act as natural hydrocarbon separators. This system also ensures that cleaner water is released into the natural environment and increases the potential biodiversity of the site.

Biodiversity

Biodiversity footprint

Impacts of ba&sh on biodiversity



What's next

Based on an appraisal carried out in 2021, in 2022, we will develop a biodiversity strategy for ba&sh to reduce the pressure of our activities on ecosystems. This roadmap will complement the work already being carried out as part of the plan to reduce our carbon footprint.

Circularity

Rental

In February 2020, ba&sh partnered with Les Cachotières to launch its hire service RENT YOUR BA&SH CLOSET. To roll out this service internationally, ba&sh has also partnered with the Hurr platform in the United Kingdom and Rent the Runway in the United States.

Since its launch, **261 ba&sh pieces** have been hired out

Second-hand

Since early 2021, ba&sh has been playing a part in the development of the second-hand market with its RESELL service. Customers can now put their ba&sh products on sale directly from their customer profiles. By doing this, they trigger the creation of an Arianee digital identity certificate that will support the resale process set up via the Reflaunt solution.

Since its launch in 2021, **630 products** have been resold via RESELL

Video RESELL

Care & Repair

To extend the life of our products, care advice and repair tutorials are available on ba-sh.com.

Upcycling

Since 2020, we have been giving a second life to our old fabrics via our Remake capsules: upcycled models, designed and cut from our dormant fabrics.

In 2020, **16,810 metres of fabric** have been reused and upcycled to create **8,381 new Remake pieces**.

Unsold items

A 24-month sell-off circuit has been set up.

Providing the right offering and producing as precisely as possible enables us to have a 1% rate of unsold items.

Since 2019, our rate of unsold items has been **1%**

Circularity

Dormant fabrics & haberdashery

Since 2020, we have been using our old stock of fabrics to create Remake upcycled capsule collections.

We also donate our dormant fabrics and haberdashery to fashion schools and non-profits. In 2021, we gave more than 500 metres of fabric with a value of around €2,800 to the Louves collective, a female and feminist theatrical troupe that we support as part of our sponsorship work.

22% less dormant fabric between 2019 and 2021

Defective products and rejects

No products are destroyed. Our unsold and defective products are entrusted to Le Relais that recycles or upcycles them. Le Relais is a welfare-to-work company specialising in the recycling of textiles.

In 2020, our partnership with Le Relais led to the upcycling of **25,189 faulty or unsold products**

Packaging

In our stores, our bags are in FSC-certified paper and made from 70% recycled fibres. They are 100% recyclable. From the end of 2021, they will be 100% recycled.

E-commerce packaging is made of FSC-certified cardboard, i.e. derived from sustainably managed forests. They are 100% recycled and recyclable.

From April 2021, we have also been offering **Repack, a reusable packaging solution**, for our e-commerce orders. This service is available for France, the Netherlands, Denmark and Spain. Use of this packaging reduces greenhouse gas emissions by more than 80% compared to 100% recycled and 100% recyclable packaging. It can be reused more than twenty times.

To protect ba&sh pieces during transport and in the warehouse, they are packed in plastic bags, known as polybags. In 2020, our polybags are 70% recycled and 100% recyclable To go even further, we are currently working with a consultancy firm specialising in the circular economy to make them «circular»: eco-design and recycling at end of life. A pilot project will be launched in the first half of 2022.

-
- **1992 deliveries** with Repack in 2021
 - The carbon impact of ba&sh packaging is round **233 tonnes of CO₂** per year.
-

OBJECTIVE

0%

virgin plastic in our
packaging by 2023

04

Social

#bashblossom

Employment and Ethics

ba&sh employer brand

ba&sh's human resources policy is based on several pillars: the employer brand and the recruitment of new talent ; the development of the employees, their careers and compensation, the quality of life at work and the diversity. It is deployed across all business lines and on all geographical plates where ba&sh is located.

At ba&sh, we practice inclusive recruitment for all business lines where only skills, motivation and the willingness to do well count. In 2021, we have recruited 180 people on permanent contracts (CDI) in France.

Career development, whether horizontal, vertical or geographical, is strongly cultivated in the company. The skills, experience, performance and potential of each employee, regardless of their origin, race, nationality, gender, religion or age, are all key factors in their development and promotion.

We believe that our employees must find the right balance between their professional and private lives. Active listening and total availability for all employees helps to foster a meaningful communication. Also, because ba&sh adapts and innovates, hybrid work has been introduced for all eligible functions.

- **1027 employees** in 2020
 - **180 permanent employees recruited** in France in 2021
-

Guarantee of ethics in business

To ensure a healthy working environment and maintain ethical and long-lasting relationships, we have written an **Ethical Charter**. It is available to our employees and shareholders.

An in-house whistleblower programme is also available to enable any member of staff to flag up breaches or risks of breaches of the provisions of the ba&sh Ethical Charter. Such breaches may relate to the health and safety of our employees, discrimination or harassment, corruption, fraud, counterfeiting or data protection.

This whistleblower programme takes the form of a virtual and anonymous letterbox developed in partnership with WhistleB Only two people, authorised by ba&sh, can access the messages and contact the whistleblower via the WhistleB back office. The programme is available in three different languages, it guarantees confidentiality and the absence of victimisation.

Employment and Ethics

Training

The potential for professional development and entrepreneurial value is an essential criterion for recruitment. This is why training is an integral part of our human resources policy. Our teams are proactive and cultivate agility. We provide them with ongoing support to develop their skills and adaptability to their position.

In 2020, 1,010 hours of training* were undertaken by ba&sh employees and 120 training options have been rolled out.

**Due to partial unemployment during the health crisis, the 2020 figures are not representative. The 2019 figures are much higher.*

- **1,010 hours** of training delivered in 2020
 - **120 training** options rolled out
-

Diversity & Inclusion

At ba&sh, we believe that diversity is a strength, and we are committed to promoting it. Diversity in every form (gender, age, nationality, culture, religious beliefs, sexual orientation, etc.) enriches discussions and the working environment, thus promoting development of the company and the individuals who work within it. One

We are committed to continuing to work towards a ba&sh that is ever more inclusive. **A Diversity & Inclusion committee made up of ba&sh employees was formed in April 2021.** In close collaboration with the sustainable development team, the committee contributes to the creation of the D&I strategy and organises a wide range of in-house awareness-raising exercises.

Gender Equality

Our professional gender equality index is 78. The role of this index is to promote equality at work between women and men. Its calculation is based on five criteria:

- The gender pay gap
- The annual pay-rise gap
- The promotions gap
- The number of staff who receive pay rises on return from maternity leave
- The number of people from the under-represented sex among the company's ten highest earners



We want to improve this score even more in the years to come. To achieve that, we are committed to continuing to cultivate our values, our professional equality policy, along with our staff at every level, from their recruitment and throughout their professional life as part of our company.

-
- Egapro index in 2020 : 78
 - **88 % women** in the company
 - **85 % of senior employees** are women
 - **73 % women** on the management team
-

Diversity & Inclusion

Disability

At ba&sh, we want to develop a working environment where diversity in all its forms offers an opportunity.

ba&sh has been sensitive to the issue of disability for many years and welcomes employees with recognised disabilities.

During the year 2021, to mark European Disability Employment Week, ba&sh has made a commitment to promote a disability-friendly working environment, with «**duoday**». To mark the occasion, several departments welcomed disabled trainees for a day of observation and discovery of the working environment. ba&sh also organised two recruitment days in the Val d’Oise, in collaboration with Cap Emploi 95, to recruit disabled people. Several recruits have already started work in our Louvres warehouse.

We have made our website ba-sh.com accessible across all our markets to the visually impaired, hearing impaired, people with cognitive hearing problems, and epilepsy.

ba&sh also got involved in the «Every Step Counts» challenge for **Handicap International**. Our staff swung into action over a week, running and walking to take as many steps as possible, each step helping to finance important projects for the NGO.

€11 497 were raised in aid of Handicap International

Fighting discrimination

With a strong and enterprising policy in relation to diversity, **in December 2021, ba&sh began a new and innovative partnership with UNESCO and the International Institute for Human Rights and Peace.**

This coalition with UNESCO enabled ba&sh to get actively involved in the struggle against discrimination and racism. A programme of masterclasses has therefore been developed including interactive, participative modules based around three central themes: understanding, identification and combatting racism and discrimination. Aimed at all 1,100 ba&sh employees, the content and activities in the programmes are designed to sustainably promote the advantage of difference, including outside the workplace.

In 2022, 100% of staff will have received training as part of the partnership with UNESCO

What's next

To take these issues to the next level, we are planning to deploy our Diversity & Inclusion strategy operationally in 2022.

Philanthropy

For many years, ba&sh has been committed to causes that are particularly dear to our founders, Barbara and Sharon (in favor of children, the combat against breast cancer, support to the APHP (Paris hospitals foundation), the struggle against violence against women, etc.)

Commitments

For several years, ba&sh has been showing its commitment to women through its support for the Women & Children Safe Institute, a charity that offers housing and care to women and children who have been victims of or witnesses to domestic violence. To mark International Women's Day on 8 March 2021, a «Women are heroines every day» T-shirt was offered for sale and all profits were donated to the charity.

In November 2021, to mark ba&sh's Solidarity Week another T-shirt entitled «Every day is a second chance» was sold in aid of Women & Children Safe and the Paris hospitals foundation.

In 2020, ba&sh donated **€266,031 to charities**

B.A ba&sh

ba&sh encourages its staff to swing into action every year for different charities, such as Une Femme un Toit which supports vulnerable women and children who are victims of violence, and also the Women Safe Institute, Restos du Cœur and Règles Élémentaire (period poverty charity). Collections of clothing and feminine hygiene products are regularly organised in our Paris headquarters and elsewhere.

Annex

ba&sh's contribution to the SDGs

	1 NO POVERTY 	2 ZERO HUNGER 	3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 	5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 	7 BEZAHLBARE UND SAUBERE ENERGIE 	8 DECENT WORK AND ECONOMIC GROWTH 	9 INDUSTRIE, INNOVATION UND INFRASTRUKTUR 
RAW MATERIALS									
PARTNERS									
CLIMATE									
BIODIVERSITY									
CIRCULARITY									
EMPLOYMENT & ETHICS									
DIVERSITY & INCLUSION									
PHILANTROPY									

Annex

ba&sh's contribution to the SDGs

	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 NACHHALTIGER KONSUM UND PRODUKTION	13 CLIMATE ACTION	14 LEBEN UNTER WASSER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
RAW MATERIALS			✓					
PARTNERS								
CLIMATE				✓				
BIODIVERSITY						✓		
CIRCULARITY								
EMPLOYMENT & ETHICS								
DIVERSITY & INCLUSION	✓							
PHILANTROPY	✓						✓	

ba&sh

**Growing together
for good**

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