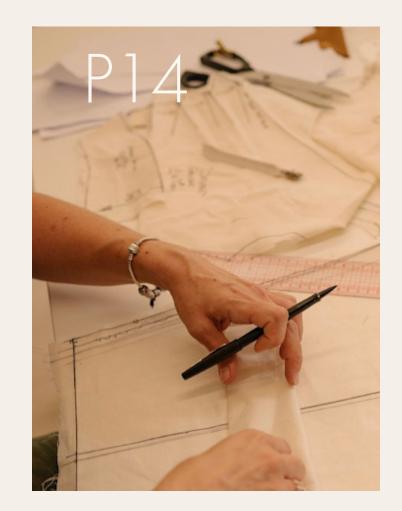


Contents



ba&sh world

About the brand	p4
Our manifesto	p5
Stakeholder ecosystem	р6
Double materiality analysis	p7
Our key figures for 2024	р8
#justfacts	pll
B Corp™ Certification	p12
Disclaimer	P13



2024 SUSTAINABILITY REPORT

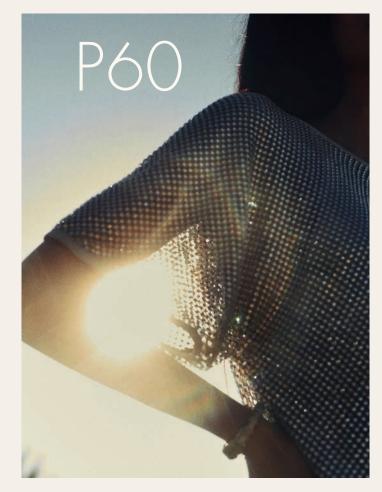
Social

Social compliance	рl
Geographical distribution	рl
of production	
Traceability and transparency	p2



Environment

Carbon footprint	p24
Climate strategy	p29
Biodiversity footprint	p30
Biodiversity strategy	p31
Water footprint	p32
Water strategy	p33
Reducing our impact	p34



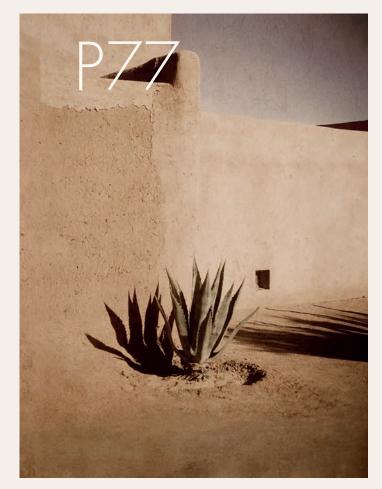
Circularity

Setting up business models and circular practices	рб
Recycling and reuse	рб



Societal

Employment & equal pay	рб
Guaranteeing business ethics	рб
Parenting policy	рб
Health and safety	рб
Training	рб
Diversity and inclusion	p7
Philanthropy	p7



Appendices

, , , p p = 1. 3. 3 3	
ba&sh's contribution to the SDGs	p78
Double materiality analysis	p79
Definition of carbon accounting categories according to the GHG Protocol	p80
Labels recognized by ba&sh	p81
Key figures	p82



SOCIAL

P 4

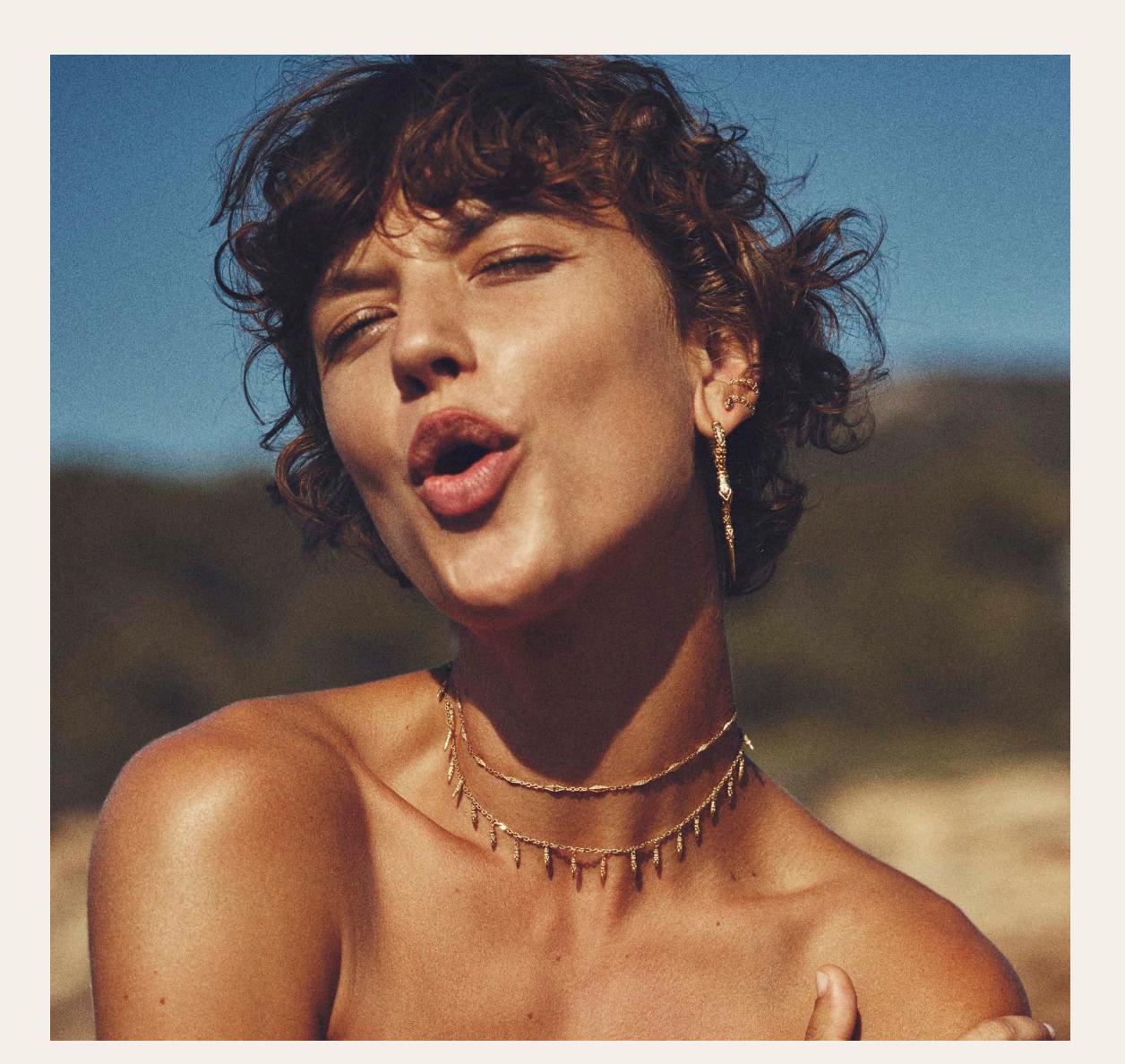
ba&sh world About the brand

ba&sh was born in 2003, from the contraction and association of the first names of its founders Barbara Boccara & Sharon Krief. Driven by a resolutely positive mindset and a desire to be part of women's daily lives and special occasions, the company creates its pieces with the aim to bring a zest for life, momentum and confidence to women. More than twenty years after its creation, ba&sh is a dynamic brand with a strong international dimension.

Guided by its ambition to act responsibly, ba&sh initiated a CSR (Corporate Social Responsibility) policy in 2017, rewarded in June 2024 with B Corp™ certification, with a remarkable score of 98 points, above the average for its sector. This rating indicates that the brand meets high standards of social and environmental performance, placing transparency and accountability at the heart of its commitment, in recognition of its rapid and far-reaching transformation towards positive impact.

Convinced that it is always possible to do better, and aware of the road still ahead, ba&sh is committed to continuous improvement, and approaches future challenges with optimism, humility and the determination to pursue its transformation step by step.

> Optimism
> Sorority
> Freedom Commitment



CIRCULARITY



2024 SUSTAINABILITY REPORT

ba&sh world Our manifesto

In an uncertain world, it takes courage to be optimistic. Strength so as to not feel powerless in the face of challenges.

ba&sh, is above all a resolutely positive mindset, and a collective in motion.

A conviction that it's always possible to do better, and to work together to rise to the challenges of our planet, by setting ambitious targets.

An energy that encourages us to make transformations on social and environmental issues, and bring our partners and our sector along with us.

A shared zest for life that makes every step forward a reason to celebrate.

Whether it's significantly increasing the circularity of our pieces by giving them several lives, reducing our carbon footprint, helping to preserve ecosystems and water resources, rethinking the cultivation of the land from which our materials are derived, understanding and acting on our manufacturing chains to make them more virtuous, choosing materials that have less impact on humans, nature and animals, supporting women in various fields that are close to our hearts, such as entrepreneurship, education and health, we are undergoing a profound transformation, step by step, until we became a B CorpTM-certified company.

We're on the right path.

We've reached some major milestones.

We believe in the power of action.

ba&sh. Walk on the bright side.



ba&sh world The 2024 ba&sh stakeholder ecosystem

At ba&sh, the CSR is a collective project involving all levels of the company. Our approach is based on a strong conviction: transformations can only be achieved in close collaboration with our stakeholders, whether internal or external. We drive change through a dynamic of dialogue and commitment.

Cross-functional CSR governance

- Team involvement: each head office employee has individual CSR objectives.
- Executive Committee commitment: part of the bonus of Executive Committee members is indexed based on whether the CSR objectives are achieved.
- Strategy Committee: our Sustainability Advisory Board, made up of 4 external experts, meets twice a year to question and enrich our roadmap.

Listening to our stakeholders

Customer surveys are conducted every year to better understand their expectations in terms of sustainability. This active listening constantly feeds our strategy.



A network of strategic partners to accelerate our transformation.

Memberships & Certification

- B CorpTM Community
- French Sustainability Directors College (C3D)
- French Federation of Circular Fashion



SOCIAL





Sustainable supply chains, biodiversity & animal welfare

- Textile Exchange
- Leather Working Group
- NATIVATM project
- Four Paws
- Canopy











Traceability & Transparency

- Amfori BSCI & BEPI
- Fairly Made





Circular Economy

- Club Circul'R
- Arts reserve
- FAUME







ba&sh world Double materiality analysis

In 2023, ba&sh carried out its first double materiality analysis, a key step in refining its CSR strategy. The aim of this exercise is to identify and prioritize the most strategic issues for the company, from two perspectives:

- Impact materiality, which assesses the effects of ba&sh's activities on the environment, society and stakeholders.
- Financial materiality, which measures how these issues can impact the company's performance and resilience.

A structured, participatory approach

More than 30 stakeholders were involved throughout the process through interviews, workshops and surveys:

- Internally, this included members of the executive committee, business units, managers and employees.
- Externally, this included climate and biodiversity experts, shareholders and committed circularity and traceability partners.

Results in line with our roadmap

The lessons learned from this analysis confirmed the relevance of the priorities already integrated into ba&sh's CSR strategy. As its maturity in these areas is well recognized, ba&sh has not needed to redefine its priorities, and the material challenges are consistent with the CSR projects identified in the short and medium term. This approach has confirmed the reliability of the existing commitments and the relevance of the actions implemented.

The 8 material challenges at ba&sh

CONTENTS

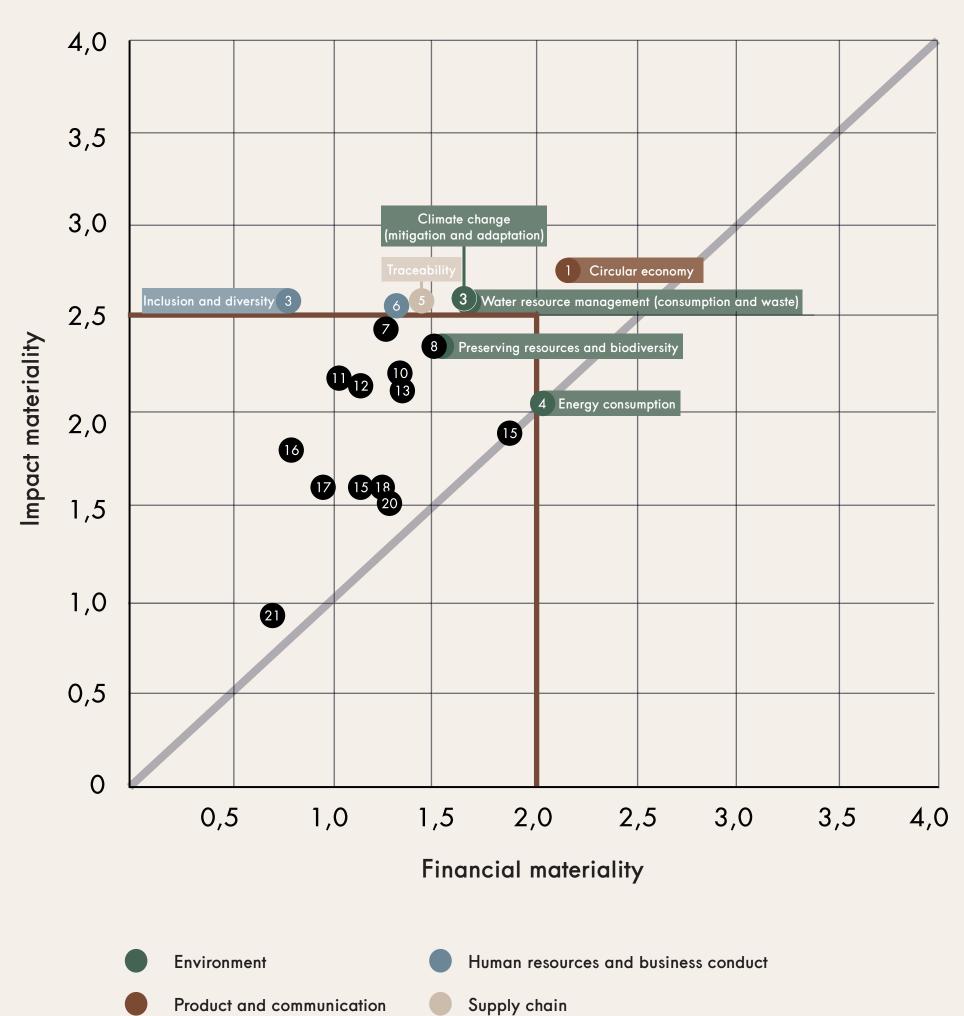
8 material challenges were identified and divided into 4 categories: environment, products and communication, supply chain, HR and business management.



ba&sh's double materiality matrix

SOCIETAL

CIRCULARITY



ba&sh world Key figures for 2024

Stores

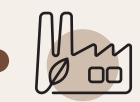


Distribution of production



of production in 2024 is sourced from nearby countries including 27% in Europe (by volume)

Social compliance and traceability



94%

of our tier 1 production sites have a social audit based on one of the most demanding methodologies recognized by ba&sh in 2024.



79%

of our references are traced to tier 3, i.e. up to the thread.

Carbon footprint

SOCIAL



-5%

of CO_2 e emitted in 2024 compared with 2023, i.e. a reduction of 3494 tCO_2 e

Transport (upstream and downstream)



74%

of road transport in 2024



-1%

of air transport in 2024 vs. 2023

Energy



CIRCULARITY

92%

SOCIETAL

of our stores in Europe are powered by low-carbon energy in 2024

Transport



-6%

Carbon emissions linked to upstream and downstream transport in 2024 compared with 2023

Packaging



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



Our cardboard packaging is 100% recycled, made from wood pulp from sustainably managed forests and 100% recyclable.



ba&sh world Key figures for 2024

Materials





88%

of cotton is certified organic or recycled.



85%

of certified **viscose** is made from wood pulp from sustainably managed forests, of which 38% are from alternative viscose (LenzingTM EcoVeroTM, Tencel[®], Modal[®]).



72%

of **wool** comes from a certified supply chain that guarantees animal welfare and sustainable pasture management, or is recycled or organic certified.



55%

of synthetic materials are of recycled origin.



100%

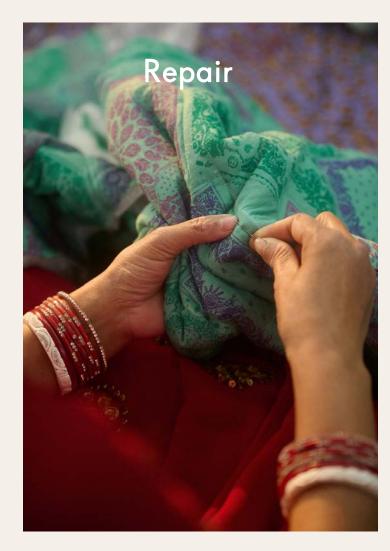
of **leather** comes from a Leather Working Group-certified tannery

ba&sh world Key figures for 2024

Circularity

3 ways to extend the life of our pieces







Second hand in detail



of online sales in France



90% of flow rate *

*proportion of pieces recovered that were actually resold



new customers

Societal

SOCIAL



87.5%*

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

*Source: HR Survey 2024 (excluding Asia)



€875,000

donated to associations through the philanthropic Fund and Action program

3183 hours

of training courses given to company employees in France



83% Proportion of women on the Executive Committee

ba&sh world #Justfacts











CLIMATE & BIODIVERSITY

MATERIALS

SOCIAL COMPLIANCE

CIRCULARITY

SUPPORTING WOMEN

preserve ecosystems and water resources

Reduce our carbon footprint, help

Choose materials that have less impact on humans, nature and animals

Understand and act on our manufacturing chains to make them more virtuous

Significantly increase the circularity of pieces by giving them several lives

Supporting women in fields that are important to ba&sh (entrepreneurship, health, education, etc.)

RESULTS

-5% CO₂e emitted in 2024 than in 2023, i.e. a reduction of 3494 tCO₂e

Financing of 6 regenerative wool farms

78% of materials certified in 2024 vs. 66% in 2023

79% of references traced up to the thread in 2024

22,268 second-hand pieces recovered in 2024 in Europe

In 2024, ba&sh is continuing the Fund & Action program, launched in 2023, to support women through sustainable actions to create socio-economic opportunities for all women and combat domestic violence.

AMBITIONS

Relocate 60% of production to nearby countries by 2028 (in number of references, excluding jewelry)

80% certified materials by 2028

100% of the raw material origins of our references will be known by 2028

70,000 secondhand pieces will be recovered since the launch by the end of 2026

Amplify our actions in favor of women and enable each employee to devote one day a year to a cause close to their heart by 2025.

We believe in the power of action.

WALK ON THE BRIGHT SIDE



ba&sh world Profound transformation, step by step, until we became a B $Corp^{TM}$ -certified company



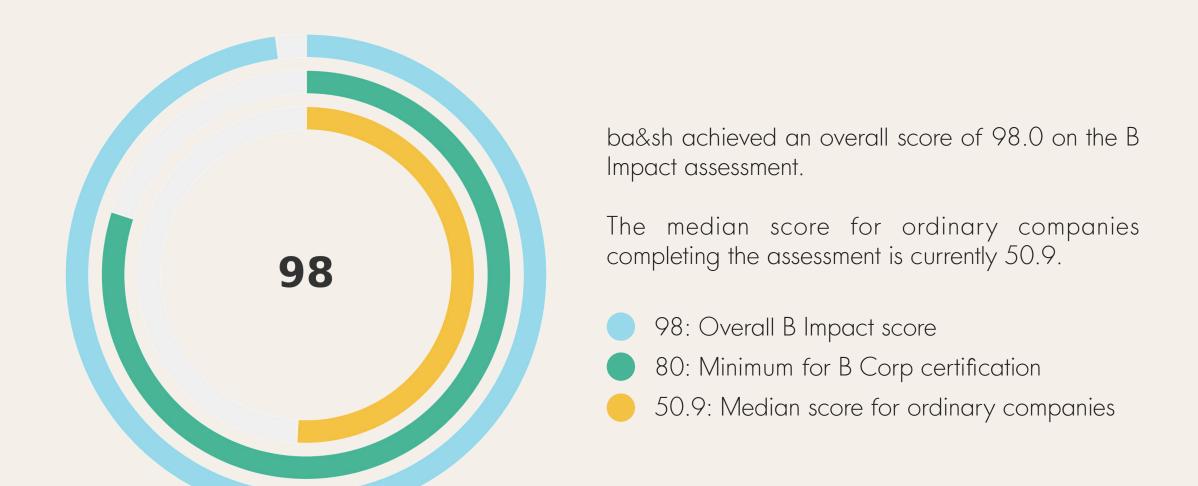
ba&sh has been a B Corp™-labeled company since June 2024 with an exceptional score of 98 points, of which we are very proud!

This label measures a company's overall impact. This means that ba&sh upholds high social and environmental standards, with transparency and accountability at the heart of its commitment.

All our teams worked together for this certification, a symbol of the brand's rapid and profound transformation. It will be audited every three years. This long-term adventure has only just begun!

ba&sh has been awarded the B CorpTM label with a score of 98 points in June 2024

Overall B Impact score



Score details



www.bcorporation.net

ba&sh world

ba&sh

Walk on the bright side, always with pragmatism

For several years now, the textile sector has been marked by a turbulent economic climate. In this demanding environment, ba&sh has been able to adapt and restructure sustainably.

In 2024, the efforts made over several years to anchor ba&sh on a path of sustainable transformation came to fruition with the award of B Corp certification and, as a bonus, an excellent score. This structuring step rewards our commitment and confirms our compliance with the most demanding social, environmental, governance and transparency standards.

With almost 80% of our references now traced right down to thread manufacturing, we have continued to improve our knowledge of our production lines. With regard to circularity, we recovered over 22,000 second-hand pieces in Europe, an increase of 25% on the previous year. Reducing our carbon footprint and helping to preserve ecosystems and water resources have obviously remained priorities: we have therefore measured our water footprint to identify areas of major pressure and build an appropriate action plan.

Finally, true to our DNA, we continued our long-standing commitment to women's issues, launching a unique in-store program with the association 125 et après to enable our customers to find out about and receive support on the subject of domestic violence. As a reflection of this internally, we were one of the first companies to join the Safe Place label to make our premises into places of refuge, protection and support for our female employees.

After five years of major steps development, ba&sh is entering a new phase of consolidation and transformation. This has led us to revise some of our objectives, which are proving more complex and time-consuming to achieve.

Our ambition was to reach 100% certified materials by 2025 (excluding alpaca). In view of the challenges encountered in identifying alternatives for certain materials and product families, we are now aiming to reach 80% certified materials by 2028. However, we are very proud to have already increased the proportion from 66% in 2023 to 78% in 2024.

Similarly, our ambition to gradually relocate our production to 60% import from nearby countries and 40% import from distant countries (excluding jewelry) by 2025 has also been postponed to 2028, in view of the industrial, logistical and human adjustments this will entail. These decisions, though difficult to make, reflect our determination to resolve these challenges with humility and pragmatism, in line with the continuous improvement approach advocated by B Corp. We are still wholly committed to our ambition to amplify our positive impact. We're proud of the progress we've already made, and we're determined to keep moving forward, with just as much determination and (a little more) patience.





BA&SH WORLD

P 15



Social Social compliance

What is a supply chain?

The textile industry's supply chains are complex and highly opaque, often involving a large number of different stages and suppliers, from cultivating raw materials to manufacturing the garment. Tracing your production chain means knowing about every link in the chain. Supply chains are generally divided into five stages, with tier 1 being the closest to the final garment and tier 5 being the furthest from the finished product.

What are the social challenges facing the textile industry?

These different stages involve major social risks. As you move up the tiers, visibility is reduced, and with it, the ability to monitor and guarantee working conditions in line with social standards. In producer countries, particularly at the front line, workers may be exposed to precarious conditions: inadequate wages, lack of social protection, child labor or failure to respect fundamental rights. In clothing factories, risks can relate to production rates and health and safety at work. For ba&sh, identifying and supporting partners to address these human issues is essential to building a responsible value chain that respects human rights.





2024 SUSTAINABILITY REPORT

Social Social compliance

A long-lasting story

Walk on the bright side is a mindset that we share with our suppliers; this is why we've been working with most of them for over 10 years.

Over 10 years of conversations, phone calls, meetings and projects carried out together, which have enabled us to create bonds of trust. They are chosen for their know-how in both skills and in social and environmental terms, and are involved in our ambitious transformation project. We work with them every day to improve the quality and sustainability of our pieces.

ba&sh social compliance policy

ba&sh's commitment to social compliance is part of a global approach to responsibility, ethics and transparency throughout its supply chain.

Our policy is based on the following principles:

Fundamental principles

- Mandatory code of conduct
- Contractual appendices

Evaluation & control of suppliers

- Mandatory social audit
- CSR performance sheet
- Corrective action plans
- Member of Amfori BSCI initiative

Monitoring & Rating

- Seasonal assessment of direct suppliers (tier 1)
- Possibility of termination of the partnership

Traceability & Transparency

- Supplier identification and mapping
- Traceability from raw material to finished product



Social compliance

Code of conduct, social audits and corrective action plans

Our suppliers sign our Code of Conduct, based on the fundamental principles and rights of the International Labour Organization (ILO). They undertake to follow the code and to pass it on to their teams and subcontractors. In addition, since 2022, ba&sh has applied a strict social audit policy, which is mandatory for all its direct suppliers, i.e. its production sites (tier 1) and those of any subcontractors (if subcontracting is authorized by ba&sh). All new suppliers must provide a compliant social audit prior to the first order.

To be considered valid, the audit must be less than 24 months old, be carried out by an accredited independent third party and follow one of the methodologies recognized by ba&sh: BSCI, ICS, SMETA, WCA. If the audit grade is below C, a follow-up audit is required within 12 months.

Following a social audit, ba&sh supports its suppliers in implementing action plans to correct identified non-conformities. Suppliers then have 30 days to formalize corrective measures. They must then implement these within 1 month for critical non-conformities, 3 months for major ones and 6 months for minor ones.

ba&sh uses the Amfori BSCI system manual to make recommendations and suggestions for improvement to its suppliers.

ba&sh as a member of Amfori BSCI & BEPI: a social and environmental compliance initiative.

Since August 2021, ba&sh has been a member of Amfori, an organization dedicated to social and environmental compliance. On the social front, our objective is to improve working conditions and, more generally, social performance in our supply chains: supplier mapping, launch and follow-up of social and environmental audits, follow-up of corrective measures, early detection of problems and making resources and training available in several languages and available to our suppliers.

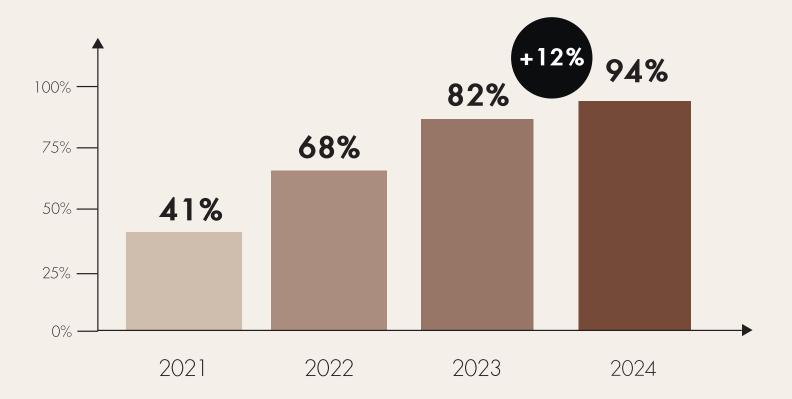




SCOPE AND METHODOLOGY

All production sites that made finished products for ba&sh for the Autumn-Winter 2024 and Spring-Summer 2024 collections were included. If a production site was used by several suppliers, it was only counted once.

Proportion of tier 1 production sites audited to ba&sh's high standards



- Full disclosure -

CIRCULARITY

In 2024, we aimed to have 100% of our tier 1 production sites audited; we reached an average of 94% over the year. What about the remaining 6%? 4 plants had a social audit carried out according to standards not recognized by ba&sh. The other plants' audits were in progress.

OBJECTIVE

100% of tier 1 production sites audited

① 2028 OBJECTIVE

100% of tier 1 production sites audited and 30% of tier 2 plants audited

SOCIAL



Social Social compliance

Auditing beyond the production line

Since 2023, ba&sh has undertaken an initial social assessment process on tier 2, with the objective of strengthening the traceability and steering of our social commitments throughout our supply chain, beyond the clothing sites (tier 1).

2024 SUSTAINABILITY REPORT

Aware of the inherent complexity of the textile industry's value chains, and the difficulty in intervening effectively on all links at once, we have opted for a progressive, rigorous and prioritized approach, guided by the principles of duty of care.

Initially, we targeted the dyeing plants that are recurring partners, considered to be strategic links in the chain. Among our supply zones, India and China have been identified as priority territories: both because they house a significant proportion of our dyeing operations, and because they present social risks, particularly in terms of working rights and safety conditions.

We have chosen to build this audit campaign on a collaborative model, by directly proposing to the partners concerned to integrate a social audit process, with full support, in order to initiate a constructive dialogue around compliance.

So, in 2024, we launched social audits at 9 factories of the dyeing plants that are recurring partners: 4 in China, 3 in India, 1 in Spain and 1 in Portugal.

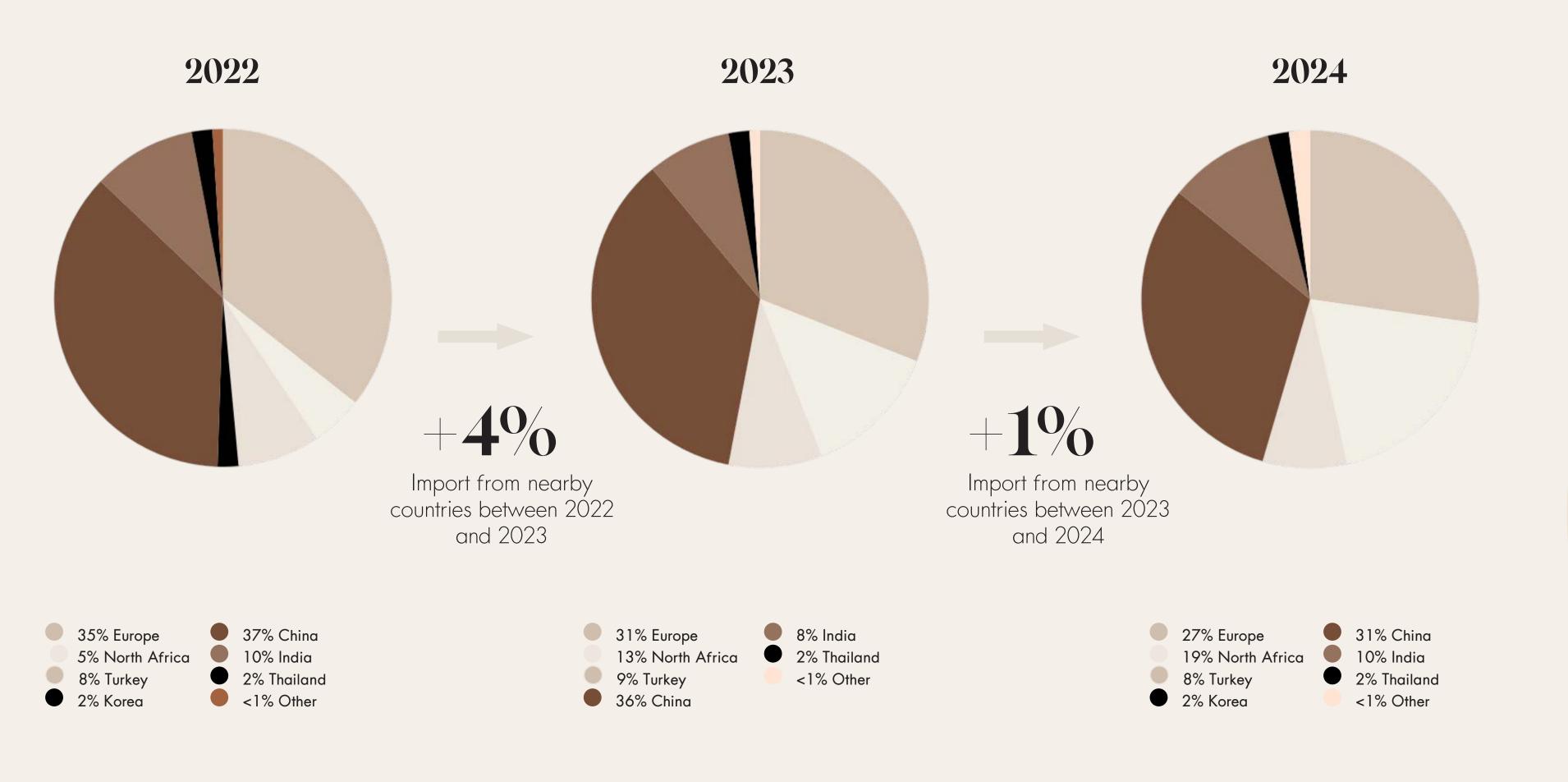


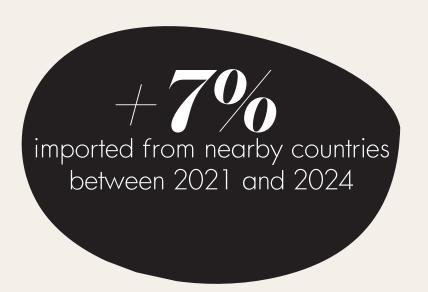
CIRCULARITY

ba&sh

Social Geographical distribution of production

Ready-to-wear clothing and accessories in 2024 (number of references)







60% of production achieved by importing from nearby countries and 40% from distant countries (in number of references, excluding jewelry)

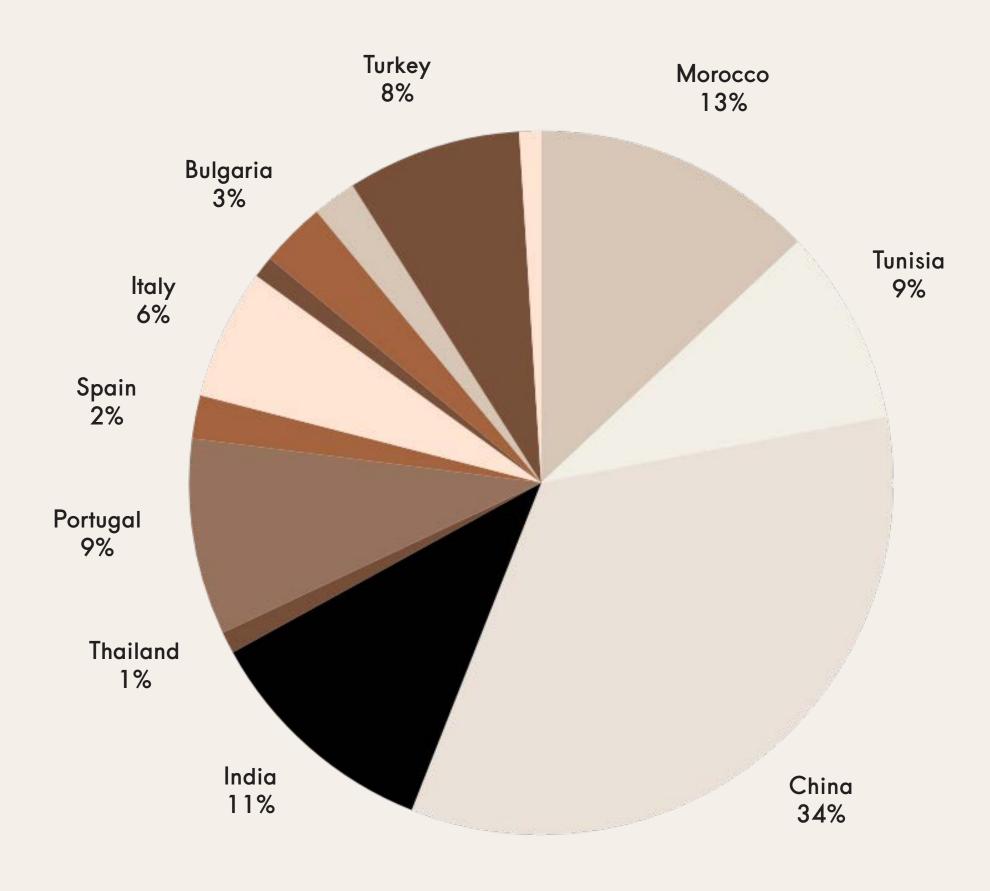
ENVIRONMENT

ba&sh

Social Geographical distribution of production

2024 SUSTAINABILITY REPORT

Ready-to-wear clothing and accessories in 2024 (volume)



- Full disclosure -

Our relocation objectives are set based on the number of references produced. However, we measure our environmental impact in terms of production volume, to better reflect reality.



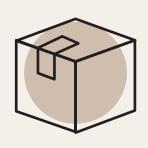
88%

of our leather accessories are produced in Europe (by volume)



53%

import from nearby countries, 47% from distant countries (by volume)



of our production relocated from Asia to Europe, Turkey and North Africa between 2023 and 2024 (by volume)

ENVIRONMENT

Social

Traceability and transparency

Achieve a high level of traceability and transparency on the manufacturing conditions of ba&sh pieces

2024 SUSTAINABILITY REPORT

Despite the complexity of the subject, ba&sh aims to trace the origins of the raw material. A real driving force for action and transformation to ensure that our environmental and social requirements are respected throughout the chain, and to encourage our partners to improve their practices.

Our suppliers must therefore provide details of the history of each product. To ensure that this information is at your fingertips, in 2022 we partnered with Fairly Made, which offers a traceability and impact measurement solution for pieces of clothing.

In addition to this tool, each season, ba&sh identifies, locates and traces its suppliers, production sites and subcontractors, and their various transformation processes:

- Mapping of direct suppliers and associated production sites
- Laundry mapping
- Tannery mapping
- Mapping the viscose producers of our suppliers of viscose pieces in collaboration with the NGO Canopy, in line with our commitment to the CanopyStyle Initiative

Undeclared subcontracting is not permitted without prior agreement.





① 2025 OBJECTIVES

100% of references traced on tiers 1, 2 and 3

75% of our references are made from raw materials with a known origin

2028 OBJECTIVE

100% of our references are made from raw materials with a known origin



CONTENTS

SOCIAL

BA&SH WORLD

ba&sh

Environment

A holistic approach: Reduce our carbon footprint, help preserve ecosystems and water resources

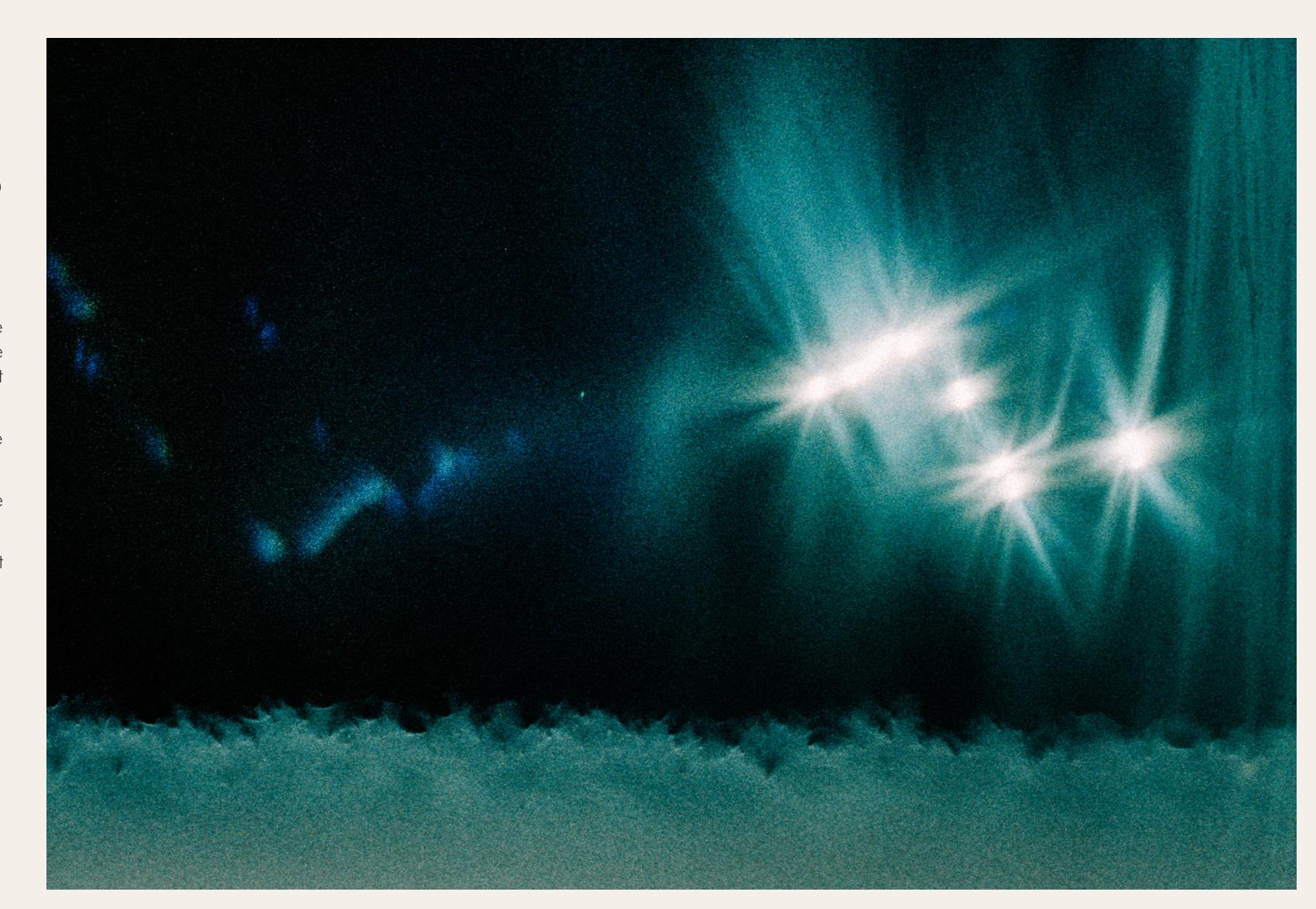
Walk on the bright side means working together to reduce our impact on climate, biodiversity and water, since they are intrinsically linked - and since our business is closely dependent on all three.

It means better understanding our impact, and where its essence lies, by measuring it regularly.

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

Finally, it also means seeking and contributing to the development of more virtuous solutions.

Since the launch of our CSR strategy, we have advocated a holistic approach that takes into account the interdependence of climate, biodiversity and water issues.



Environment Carbon footprint

ba&sh

What 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. However, over the last few decades, human activities have led to the accumulation of these gases, which are responsible for global warming.

 ${\rm CO_2}$ (carbon dioxide) is one of the gases that contribute to the greenhouse effect and therefore to global warming. As ${\rm CO_2}$ is the most widespread greenhouse gas, we use it as a benchmark to measure our carbon footprint, which we quantify in tons of ${\rm CO_2}$ equivalent (${\rm tCO_2}$ e).

2024 carbon footprint

CONTENTS

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 generated 65,575 tCO₂e, equivalent to:



7538 times around the world by car



37,020 round trips
between Paris and New York by plane



SOCIAL

Environment Carbon footprint

ba&sh reduced its CO₂e emissions between 2023 and 2024

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

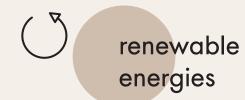
Reducing our carbon footprint year on year is a challenge and is one of our primary objectives.

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.

Key reduction factors

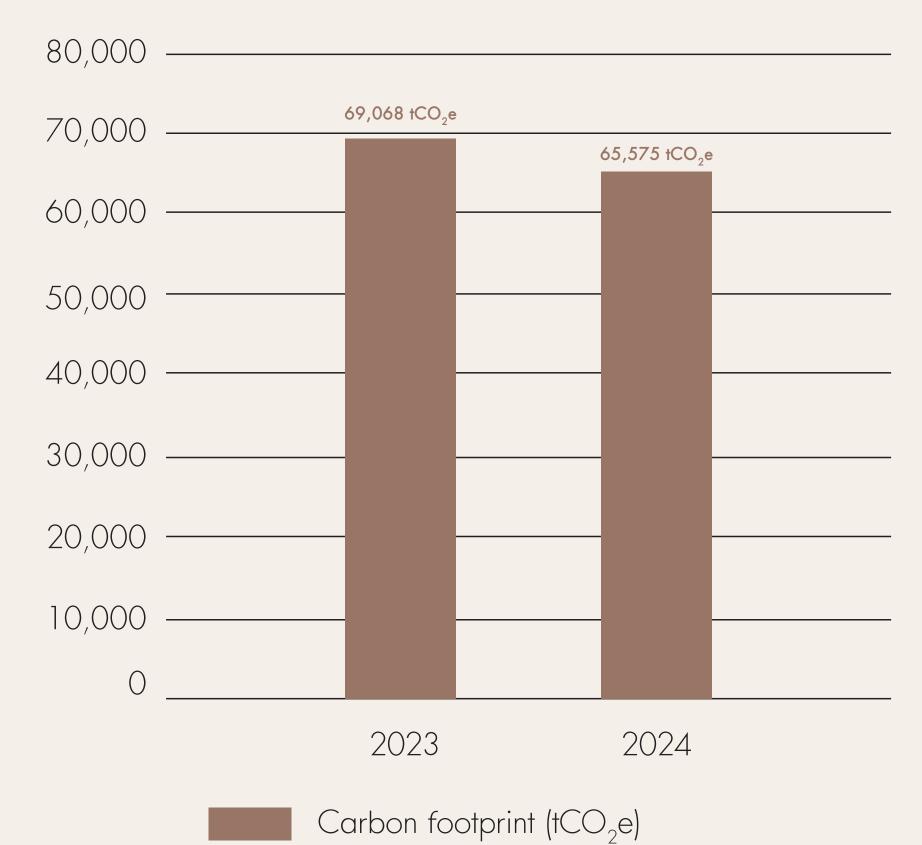








Carbon footprint per year (tCO₂e)



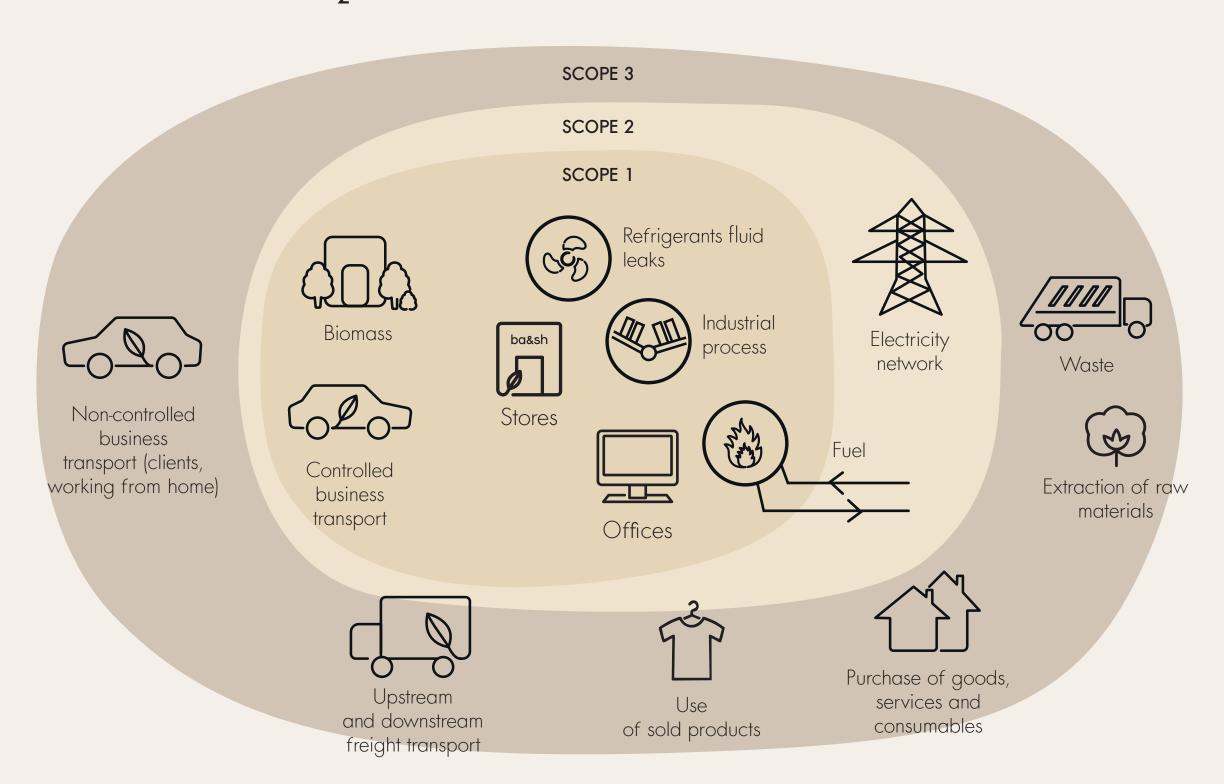


CIRCULARITY

CONTENTS

ba&sh

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 -

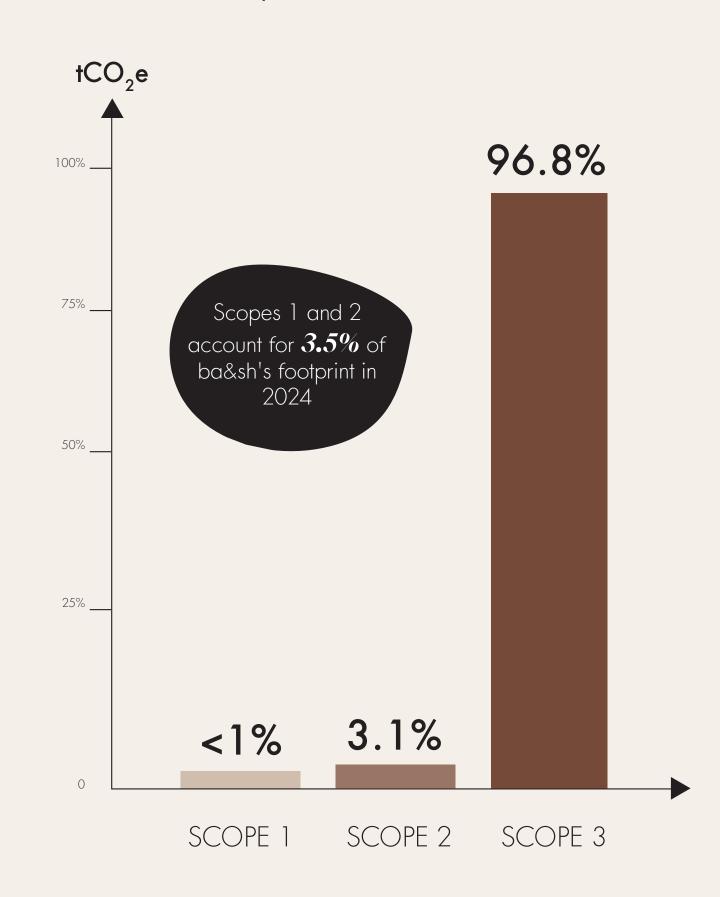
SOCIAL

BA&SH WORLD

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

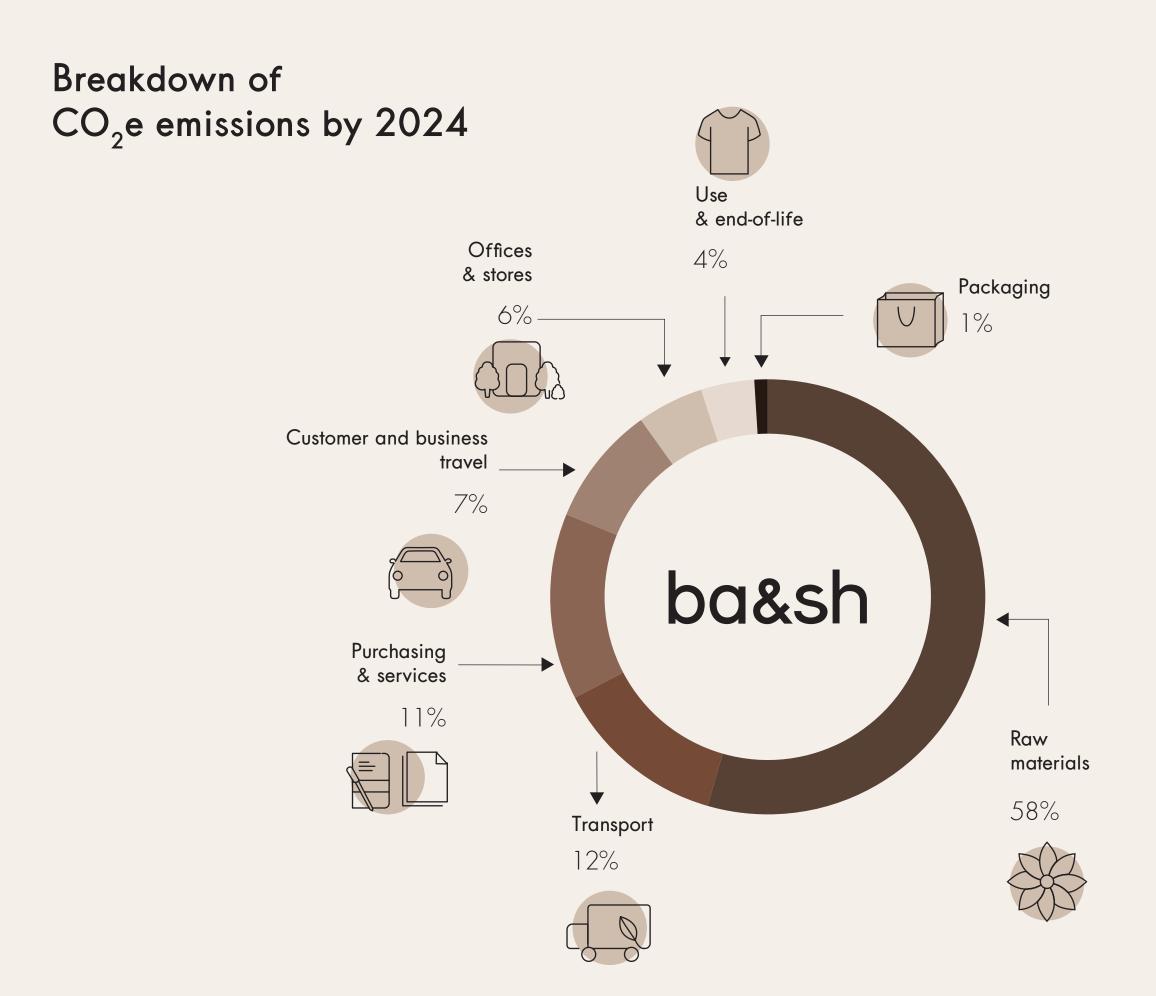


CONTENTS

BA&SH WORLD

Environment Carbon footprint

ba&sh
sustainability







CONTENTS

BA&SH WORLD

SOCIAL

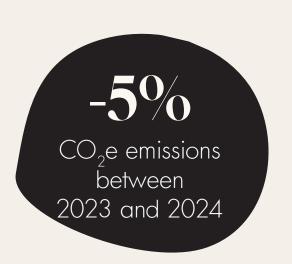
ENVIRONMENT

2024 (tCO₂e)

SOCIETAL



Environment Carbon footprint



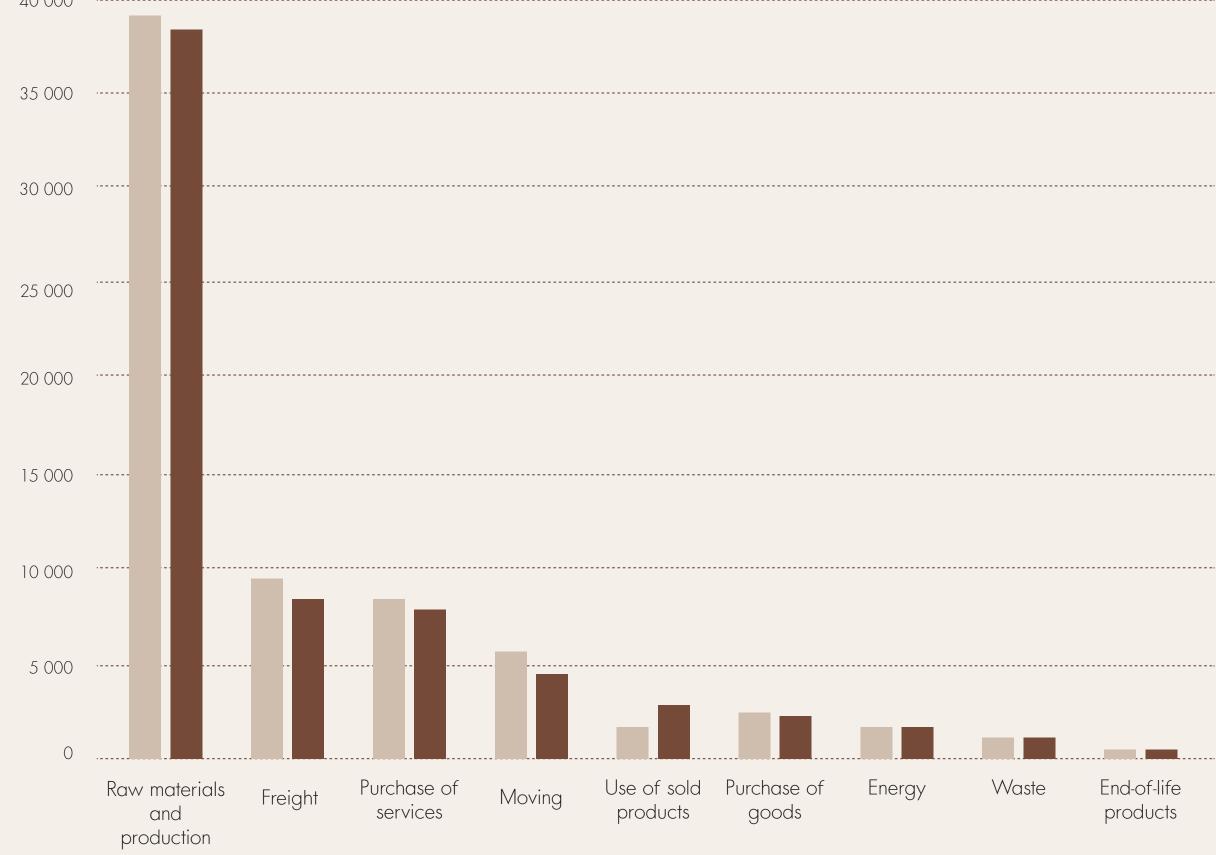
Carbon footprint comparison between 2023 and 2024

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 1100 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.

Comparison of footprints between 2023 and 2024 by emission category 40 000



2023 (tCO₂e)



Environment Climate strategy

In 2024, ba&sh has strengthened its climate strategy and quantified the emissions reduction associated with each of the actions identified.

CONTENTS



OBJECTIVES ACHIEVED IN 2024

- Energy: 92% of our stores in Europe are powered by low-carbon energy sources (renewable or nuclear).
- **Defective products:** 100% of defective products are upcycled or recycled by our partner employment organization

2028 OBJECTIVES

- Raw materials: 80% certified materials
- Relocation of production: 60% imported from nearby countries (by number of references, excluding jewelry)
 - Transport: 15% air travel
- Energy: 100% of our offices are powered by renewable energies; 100% of our stores are powered by renewable energies in countries with a carbon-intensive energy mix (Europe and US)
- Business travel: Reduce air travel by 25% by 2022
- Waste: 100% of polybags recycled in all our stores

Our new training objectives linked to the Climate Fresk!

SOCIETAL



150 employees taken part in a Climate Fresk



100% of head office employees taken part in a Climate Fresk



CONTENTS

BA&SH WORLD

SOCIAL

SOCIETAL

P 30

Environment Biodiversity footprint

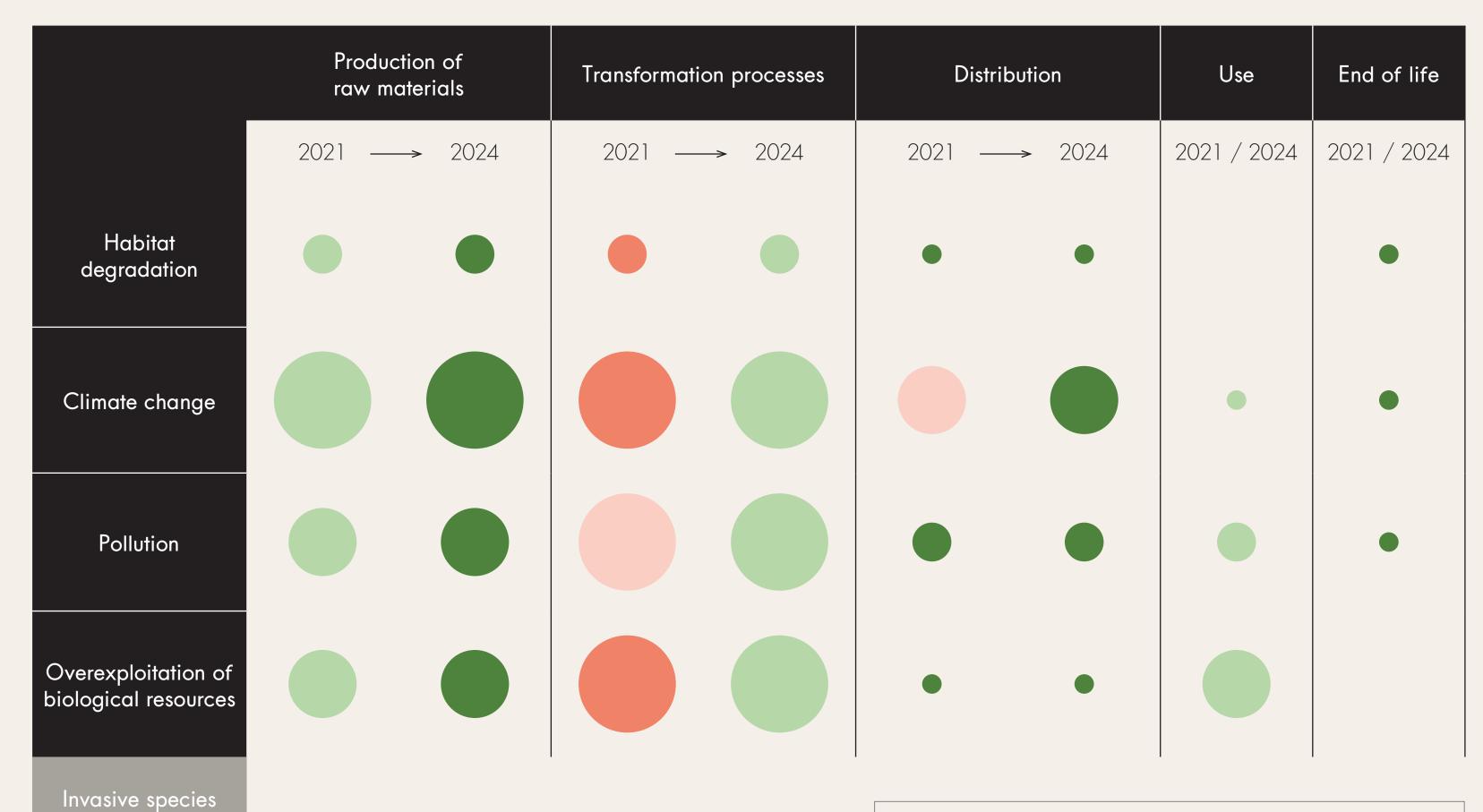
Impact study

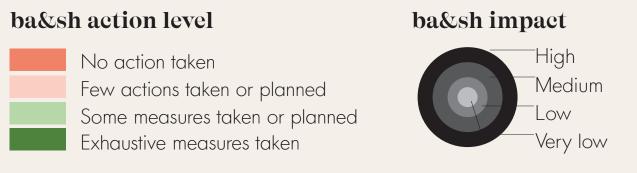
Our activities exert pressure on biodiversity, even though they depend on the various ecosystem services it provides (natural materials such as cotton, viscose or linen, water used for growing or processing our pieces, etc.).

At ba&sh, we advocate a holistic approach that addresses climate and biodiversity, which are dependent on each other. Therefore, in 2021 we will be working with I Care & Consult to assess the contribution of ba&sh to the pressures on biodiversity. In other words, a study of the impact of our activities on the 5 pressures exerted on biodiversity, from the production of raw materials to the end of the product's life.

As there is no consensus to date on how to account for biodiversity, we have opted for a qualitative approach, as recommended by the Science Based Targets Network (SBTN) as a first step.

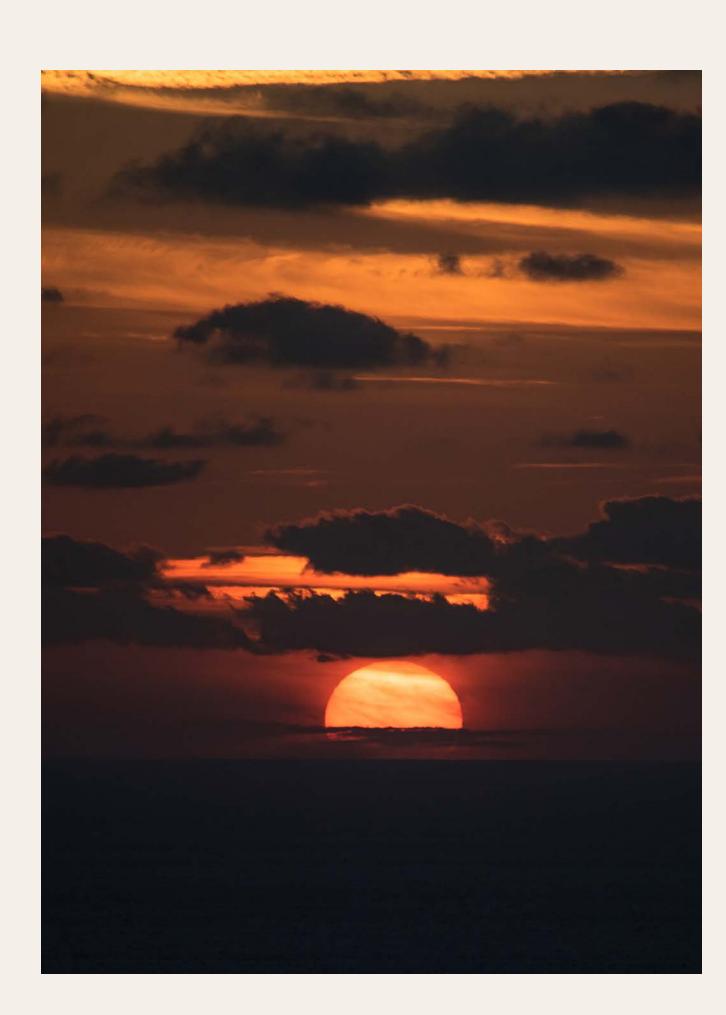
This study enabled us to identify our main spheres of influence and driving forces, and also to prioritize according to impact categories across the value chain and by type of raw material.





Environment **Biodiversity strategy**

2024 SUSTAINABILITY REPORT



A biodiversity strategy has been drawn up based on the impact study to be carried out in 2021. We strive to improve it year after year to address all the challenges we face.

The actions carried out in 2024 are detailed in the following sections.

Globally, we work on the following areas: preservation of natural ecosystems, sustainable, organic and regenerative agriculture, forest conservation, land preservation, reduction of water consumption, air pollution, water pollution, soil pollution and greenhouse gas emissions.





CIRCULARITY

OBJECTIVES ACHIEVED IN 2024

- A specific action plan was drawn up to address water consumption and pollution issues based on a study of water consumption and pollution at ba&sh.
- 100% of denim laundries have an environmental audit in line with ba&sh requirements.
 - Launch of environmental audits in our dyeing plants.
 - Reinforced animal welfare policy.

2025 OBJECTIVES

- Reinforcement of ba&sh's duty of care policy and development of a specific duty of care policy for leather.
- 100% of viscose fibers comply with Canopy's Hot Button report, which ensures that the wood does not come from ancient or endangered woodland.

2028 OBJECTIVES

- Reduce the use of chemicals in our supply chains, with priority given to the materials processing stage.
- Work on the types of dyes used for our collections and resort to less impactful alternatives.

CONTENTS

SOCIAL



Environment Water footprint

Impact study

Walk on the bright side confronts the crucial issue of water for our textile industry, which both consumes a lot of it and contributes to its pollution.

2024 SUSTAINABILITY REPORT

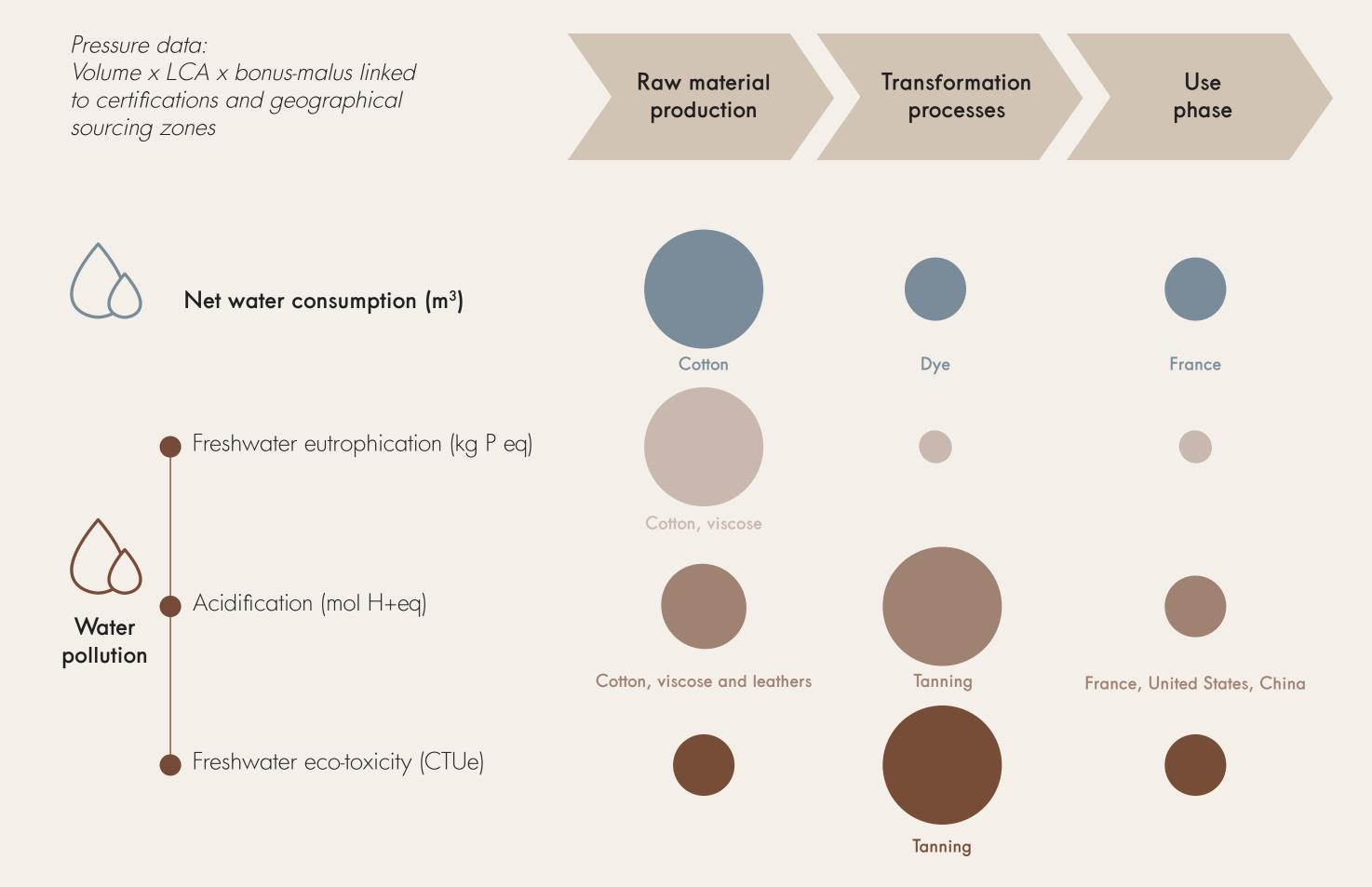
Pressures on biodiversity linked to water consumption and pollution vary greatly depending on the type of raw material, the processing methods used and, above all, the geographical area in which these pressures are exerted.

ba&sh works actively to reduce water consumption and pollution in its supply chains. To take things a step further, in 2024 we conducted a water footprint study of ba&sh's activities (consumption and pollution) across the entire value chain: raw material production, transformation processes and use phase for the pieces, in conjunction with I Care & Consult. Geographical data on our sourcing and processing zones, retrieved via the Fairly Made traceability tool, were included in this study.

Following this water footprint, a plan was drawn up to reduce our water consumption and the water pollution associated with our activities.

Pressure exerted by ba&sh Majority contributor to pressure -Very Iow

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





Environment Water strategy

All the actions taken in 2024 to reduce our water consumption and pollution are detailed in the following sections.

2025 OBJECTIVES

- Keep 100% of our tanneries LWG-certified.
- If we partner with new tanneries, these must be LWG GOLD or SILVER certified. 100% of tanneries in India and China are LWG GOLD or SILVER certified
- 100% viscose made from wood pulp from sustainably managed forests "Canopy friendly" (Dark Green or Green Shirt level)
- Conduct environmental audits at our dyeing and printing plants

2026 OBJECTIVES

CONTENTS

- Introduce innovative materials that have less impact in terms of water consumption and pollution
- Deploy a PRSL (Product Restrictive Substances List)
 - 90% of tanneries located in Europe
- 100% of our denim compliant with the ba&sh denim charter

+ 2028 OBJECTIVES

SOCIETAL

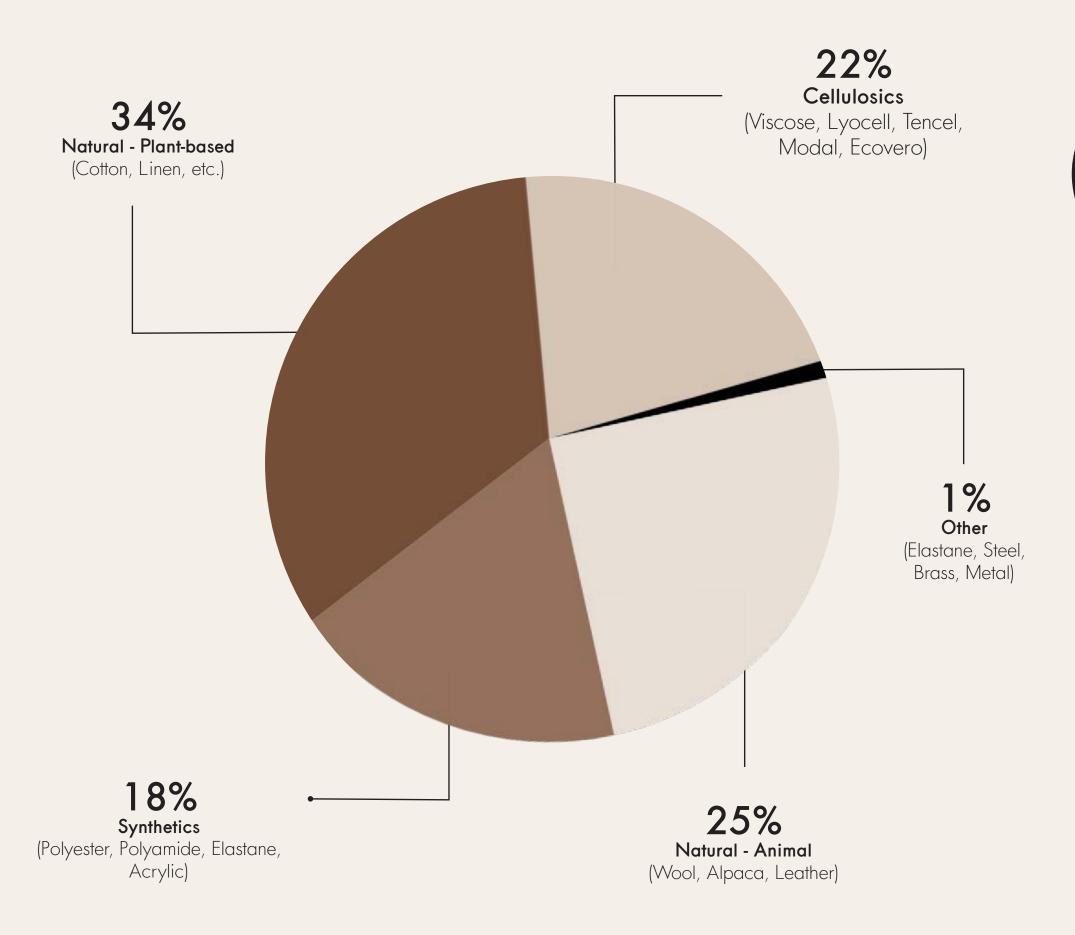
CIRCULARITY

- 100% of ba&sh denims made from certified materials with a low-impact EIM score (between 0 and 33)
- 100% GOTS organic cotton (20% less impact on water quality than OCS organic cotton)
 - 50% of our pieces certified with Oeko-Tex standard 100
- 100% of viscose made from wood from sustainably managed forests "Canopy friendly" (Dark Green or Green Shirt level) including 50% alternative viscose such as EcoVero™, Tencel®, Modal® etc.
- 30% of our tier 2 partners (laundries, dyeing plants, etc.) with an environmental audit in line with ba&sh requirements
- Make an annual list of our suppliers who have installed water recycling facilities in their plants.
 - Introduce innovative tanning processes (CO2e, enzymes, etc.)
 - 50% of dyeing plants with Clean Chemistry certification

Environment Reducing our impact: materials

2024 SUSTAINABILITY REPORT

Our 2024 results



of total ba&sh emissions are emitted upstream during the raw materials production phase

Top 5 materials



CIRCULARITY





Synthetic fibers - 18%



Leather - 11%



Wool - 9%

SCOPE AND METHODOLOGY

Material analysis carried out for Spring-Summer 2024 and Autumn-Winter 2024. These calculations are based on total material weight.

SOCIAL

CONTENTS



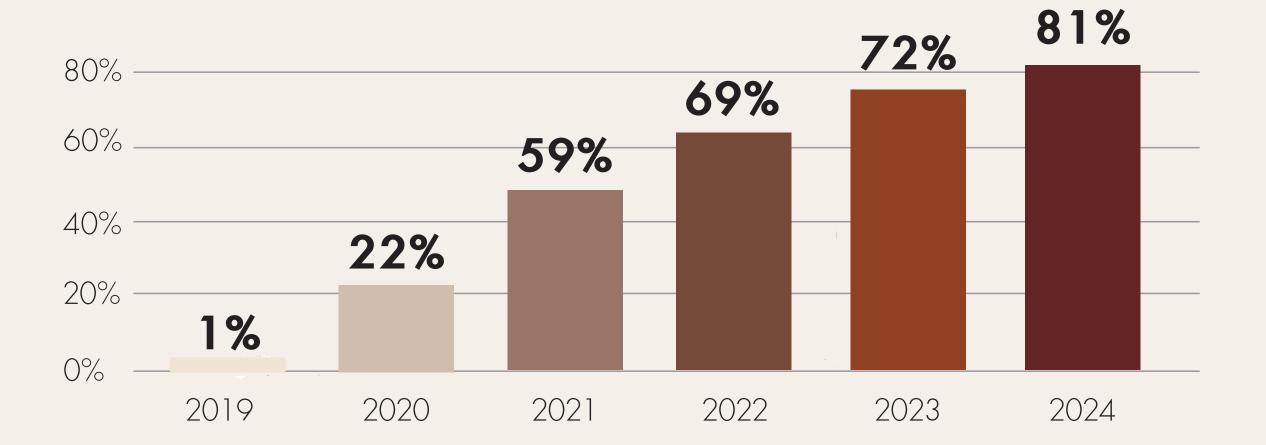
Environment Reducing our impact: materials

Percentage of ba&sh pieces composed of at least 70% certified* and lower-impact materials

*with the exception of recycled fibers, which are at least 40%

Walk on the bright side means ensuring that the materials we use are not only high quality, but also environmentally friendly, respectful of animal welfare, and of recycled origin in the case of synthetic materials.

This is the result of the hard work of the ba&sh teams.



Data prior to 2024 have been methodologically reprocessed, as part of the continuous improvement of our reporting approach. This development strengthens the reliability of the indicators and establishes an updated, more accurate benchmark.

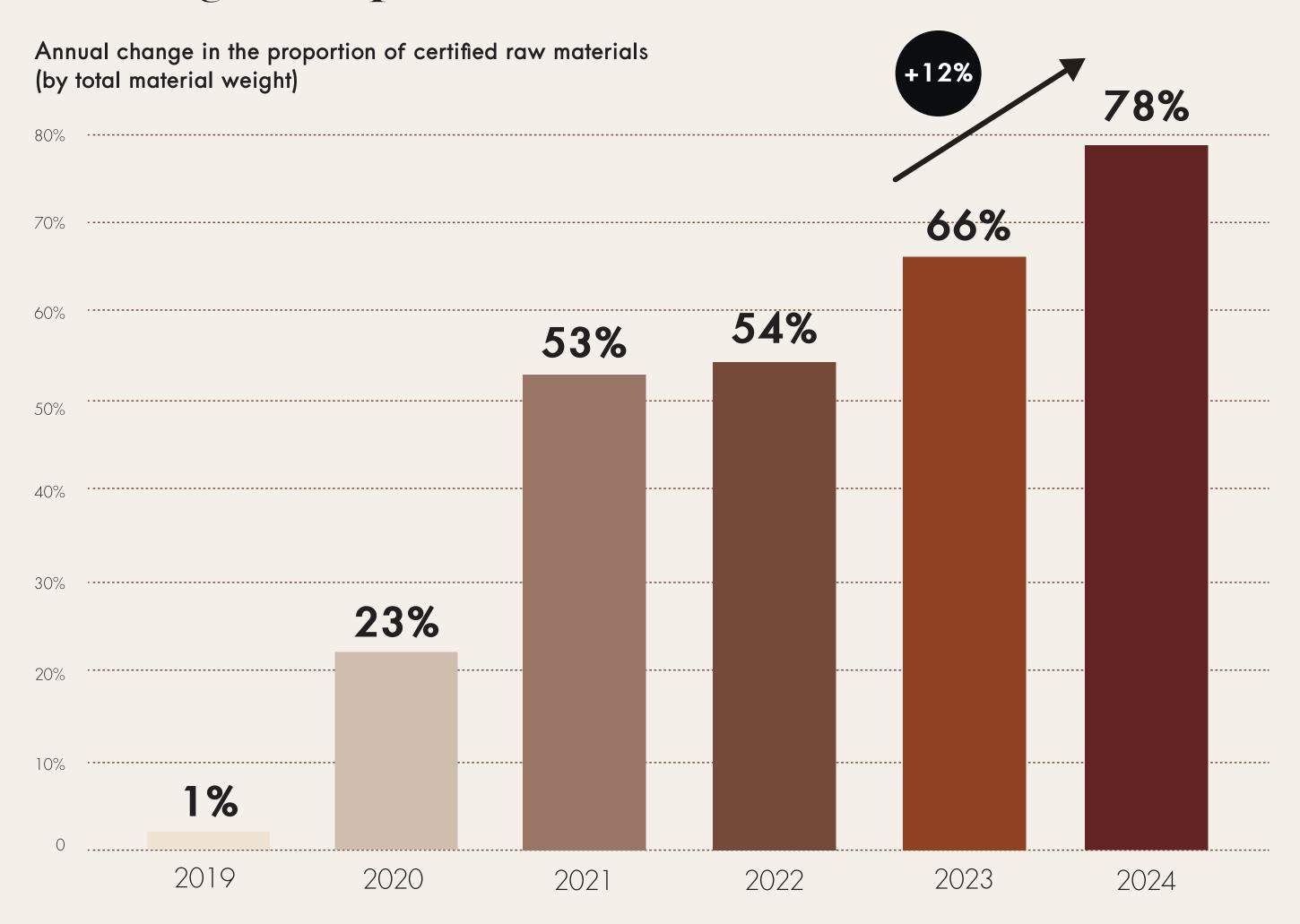


ENVIRONMENT

Environment

Reducing our impact: materials

2024 SUSTAINABILITY REPORT





2028 OBJECTIVE

80% certified materials in our collections

Reducing our impact: materials



Cotton is either organic certified (84%) or of recycled origin (4%).



Some viscose comes from sustainably managed forests (46%) or is derived from alternative viscose (38%) such as LenzingTM Viscose, LenzingTM Lyocell, Tencel[®] or Modal[®]. These fibers, derived from wood pulp and diluted with a natural solvent, have a lower impact than conventional viscose, both in terms of CO_2 e emissions generated and water and energy consumption.

BA&SH WORLD

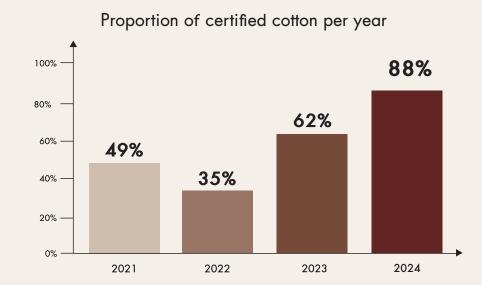


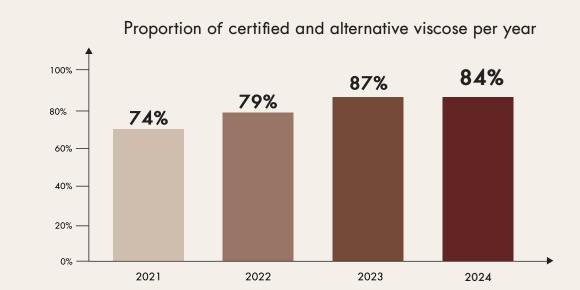
SOCIAL

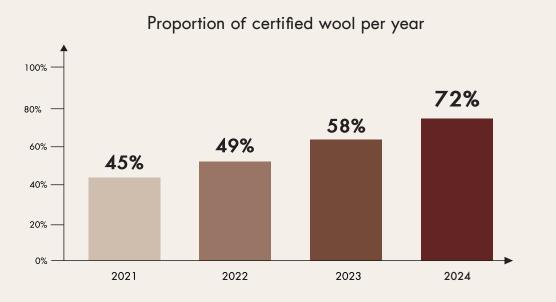
Wool is sourced from a certified chain that guarantees animal welfare and sustainable pasture management (51%), recycled (14%), organically grown (5%) or regenerated (2%).

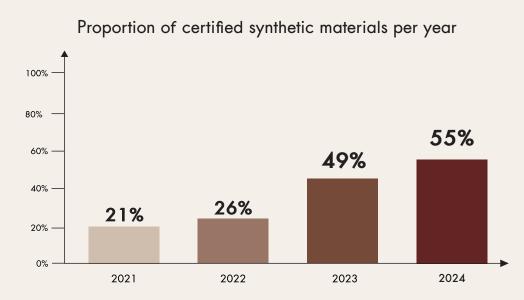


Synthetic materials (polyester, polyamide, elastane, acrylic) are of recycled origin.









€ 2028 OBJECTIVE

90% organic, recycled or regenerative cotton

• 2028 OBJECTIVE

90% viscose made from wood pulp sourced from sustainably managed forests, of which 40% are from alternative viscose such as EcoVero™, Tencel®, Modal®, Circulose, Refibra, Enka, Naïa, etc.

① 2028 OBJECTIVE

70% RWS-certified, recycled or regenerated wool

① 2028 OBJECTIVE

50% synthetic materials of recycled origin (GRS, RCS).



Environment Reducing our impact: materials

Carbon intensity of raw materials

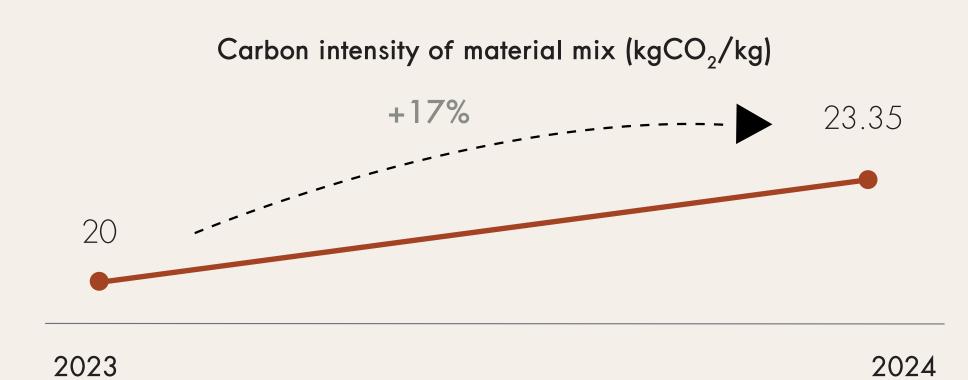
Between 2023 and 2024, the carbon intensity of our materials mix (i.e. the amount of CO_2 emitted per kilogram of material used) increased by 17%.

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

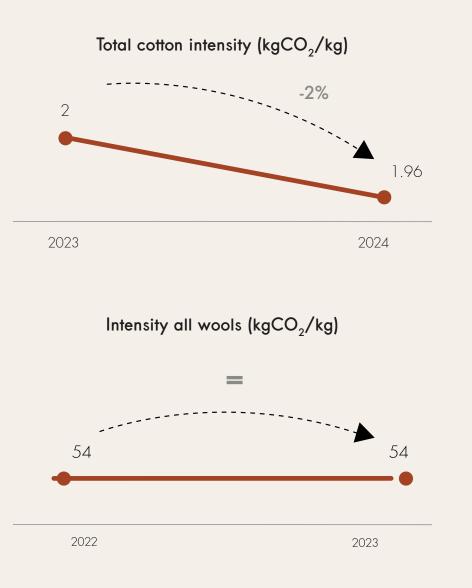
The carbon intensity of the wool used in ba&sh collections remained stable between 2024 and 2023. Our wool pieces contain more RWS-certified wool (+20%), and now include regenerative wool. But the carbon reduction associated with using these certifications, which guarantee animal welfare and sustainable 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.

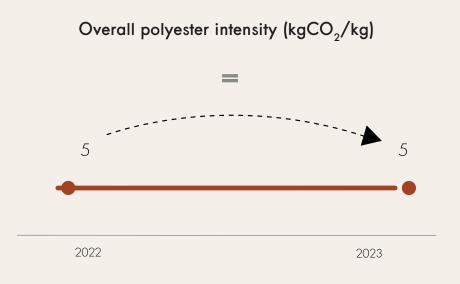


Polyester

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.



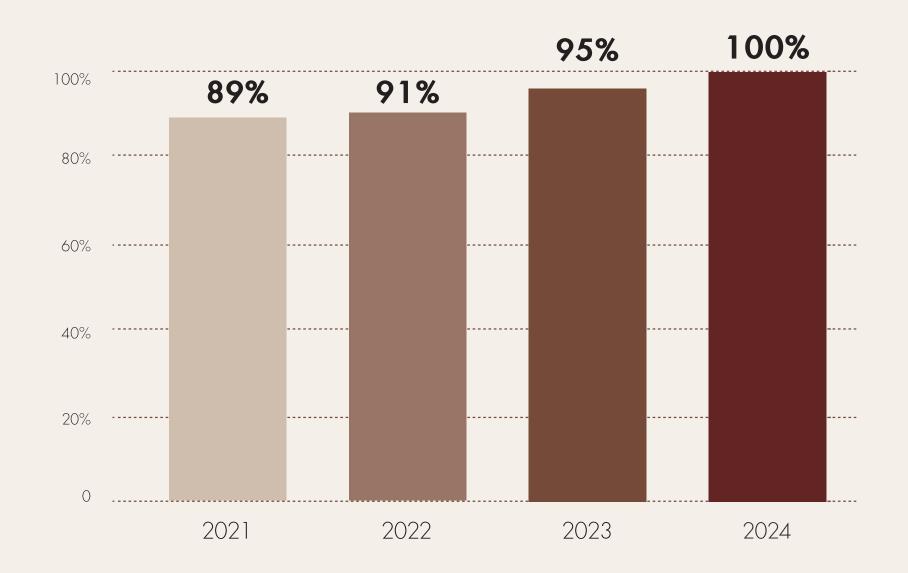




2024 SUSTAINABILITY REPORT

Environment Reducing our impact: focus on leather

Evolution of the proportion of LWG-certified tanneries (Leather Working Group)



SCOPE AND METHODOLOGY

This indicator was calculated for Spring-Summer 2024 and Autumn-Winter 2024. All the tanneries with which ba&sh worked over the two seasons were taken into account. Only pieces whose main material is leather have been considered.

At ba&sh, we are committed to doing everything we can to respect the environment and animals by banning the use of exotic leather in our collections. The leather used comes exclusively from the meat industry, as a co-product. We also prefer the tanning to be performed in Europe, where regulations on the use of chromium are stricter.

ba&sh works with tanneries certified by the Leather Working Group (LWG), which attests to the tannery's environmental performance (water and energy consumption, use of chemicals, etc.).





OBJECTIVE ACHIEVED IN 2024

100% of tanneries to be LWG-certified by 2024



2028 OBJECTIVES

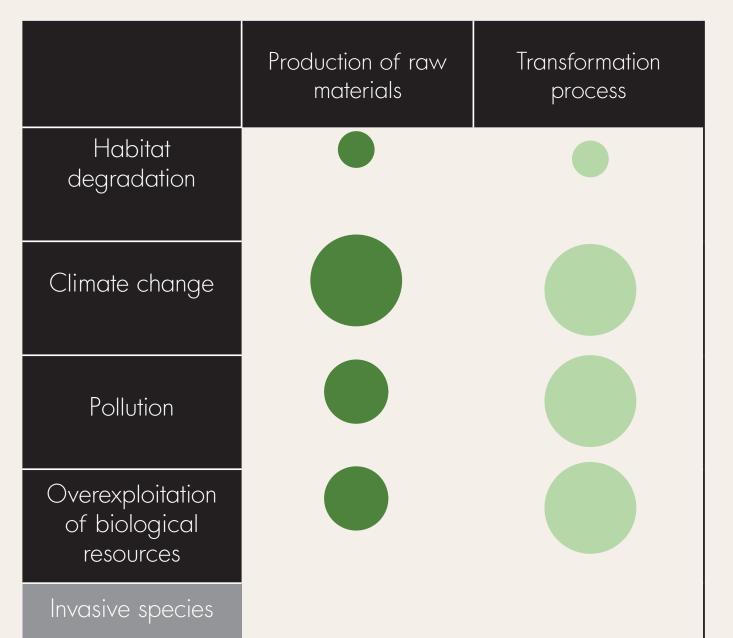
- Maintain objective of 100% LWG-certified tanneries
- If we partner with new tanneries, these must be LWG GOLD or SILVER certified.
- 100% of tanneries in India and China are LWG GOLD or SILVER certified

ba&sh

Reducing our impact: preserving biodiversity

Impact on biodiversity

The production of our raw materials as well as the production and transformation stages of our pieces have been identified as having a strong impact on biodiversity:





ned planned



^{*}Source: study of the impacts of ba&sh on biodiversity in 2022, carried out by I Care & Consult

Reducing our impact: sourcing restrictions

Sourcing restrictions & ba&sh standards (labels)

Our sustainable sourcing policy includes local and material sourcing restrictions.



ba&sh has banned cotton from the Xinjiang region of China, Syria, Uzbekistan, Turkmenistan and any other area considered to be at high risk of forced and/or child labor, as well as from war zones. Cotton from Brazil is also banned, as cotton farming is directly linked to deforestation in some of the country's states, such as Mato Grosso and the Cerrado savannah region.



In line with its animal welfare policy, ba&sh strictly prohibits mulesing and other mutilation practices on live lambs (e.g. steining) in its supply chains.

In this respect, ba&sh bans conventional wool from Australia, where there is a high risk of mulesing. The National Wool Declaration (NWD) cannot be considered as sufficient proof, as steining is permitted.



ba&sh has banned viscose from ancient woodland and/or from endangered species. Because of the high risk of deforestation, 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 is banned by ba&sh. Viscose from Indonesia must be certified and made from wood pulp from sustainably managed forests.

In 2021, ba&sh established a partnership with the NGO Canopy. As a signatory to the CanopyStyle Initiative, ba&sh is officially committed to preserving endangered forests. This means that all viscose fiber producers must be classified as "green shirt" according to Canopy's Hot Button Report. Each season, in collaboration with Canopy, ba&sh carries out a verification of viscose producers.

ba&sh also promotes alternatives to conventional viscose (Lenzing, Tencel, Ecovero etc.).

ba&sh strictly prohibits exotic leather. Sourced leather must be a co-product of the meat industry, and must not come from the Amazon (high risk of deforestation), from areas on the IBAMA embargo list, or from countries at war.



ba&sh favors sourcing leather from European farms, particularly for bovine leather. European leather sourcing may be limited for goat leather, which is not present on the European meat market. For sourcing outside Europe, ba&sh applies a heightened duty of care, particularly for countries with high animal welfare risks.

As for the tanning stage, ba&sh favors tanning in Europea. The European Union offers a number of regulatory guarantees, notably 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 effluent management legislation.

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



Reducing our impact: viscose in detail

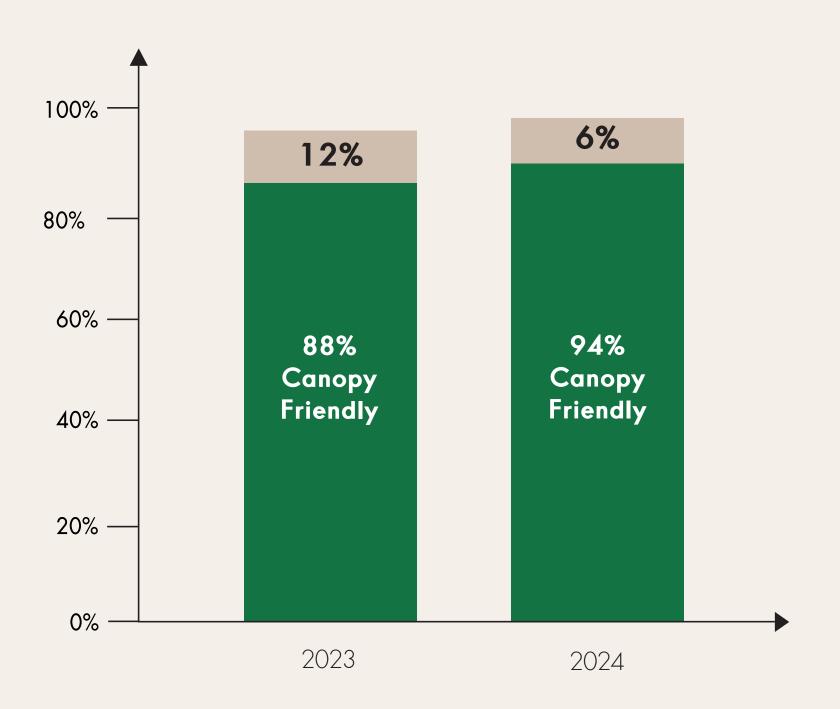
Canopy x ba&sh

ba&sh has been a partner of the NGO Canopy since January 2022, and is a signatory of the CanopyStyle Initiative and Pack4Good programs.

As part of this, ba&sh is identifying its viscose fiber suppliers in its supply chains season after season, starting with the Autumn-Winter 2021 collection. This project meets our objective of preserving forests, by ensuring that no ba&sh product composed of viscose is derived from deforestation and thus staying true to our philosophy of making an informed choice about our materials in order to choose the best possible option.

In 2024, 94% of our viscose fibers (by volume) are "Canopy-Friendly": this means they come from "Green Shirt" or "Dark Green Shirt" -rated suppliers in Canopy's annual Hot Button Report. This ranking assesses manufacturers according to their commitment to preserving ancient and endangered woodland, guaranteeing the traceability of raw materials and applying high standards of environmental responsibility.







89% classified Dark Green

CIRCULARITY

Dark Green fibers between 2023 and 2024



We're on the right track!



100% of the viscose fibers used in our collections come from "Canopy-friendly" suppliers





Environment

Reducing our impact: regenerative agriculture

NATIVATM x ba&sh: towards regenerating wool

Since 2023, ba&sh has been funding the transition to regenerative agriculture on sheep farms located in Uruguay via the NATIVATM Regen program.

The ba&sh approach is based on the pillars defined by the Regenerative Organic Alliance (ROA): soil regeneration, protection of biodiversity, elimination of synthetic inputs, social equity, improvement of farmers' economic situation and animal welfare.

NATIVATM's requirements are based on a demanding triple-impact system based on scientific research. The program uses a placebased approach: each farm is analyzed individually according to its environmental, social and economic characteristics. By doing so, we can build a farming system adapted to the local context and guarantee a realistic, measurable and sustainable transition.

Among the practices implemented on NATIVA™ farms: introduction of perennial grasses in natural meadows, reintroduction of native trees to provide shade for sheep, shelter for wildlife and promote biodiversity, restoration of the local ecosystem thanks to streams, natural banks and watering troughs.

First results in 2024:

- The Ecological Integrity Index (EII) calculated for each farm is between 3 and 4 out of 5, reflecting a good ecological balance and significant conservation of local biodiversity.
- The wool's carbon footprint was assessed by Quantis, providing an initial estimate of the climate benefit.
- On all the farms involved, no artificial irrigation is used.

"The transition will not be complete without returning to the origin of the material, i.e. the field." That's why we decided to get involved in the development and financing of regenerative agriculture projects"

Julie Bottino Hamadouche, Head of Sustainability at ba&sh





Environment

Reducing our impact: regenerative agriculture

NATIVATM x ba&sh: The MEDEE dress

In 2024, ba&sh gave concrete expression to its commitment with the launch of the MEDEE dress, the first piece to emerge from the NATIVATM regenerative agriculture program.

100% traceable and made from 55% NATIVATM regenerative wool from farms supported by ba&sh in Uruguay and 45% organic cotton. This piece embodies a new way of creating, designing and manufacturing.

Starting with fiber, a new creation and development process...

Working to the rhythm of sheep shearing implies a paradigm shift: ba&sh had to rethink its creative process, adjust its logistics and strengthen its collaboration with industry players to align itself with the farms' calendar.

Thanks to NATIVATM's traceability system, every step in the process is documented and verified, from the farm to the finished product.





In 2024, ba&sh uses 1700 kg of regenerative wool from farms supported by ba&sh in their agricultural transition.



Increasing the proportion of regenerative wool in our collections



Environment

Reducing our impact: animal welfare

Since 2022, we have been a member of Textile Exchange's Animal Fibers working groups, and have been working closely with animal protection NGO Four Paws to continually improve our animal welfare policy.

This is based on the Five Freedoms defined by the Farm Animal Welfare Council (FAWC), the World Organization for Animal Health (WOAH) and now on the 5 Domains as advocated by the NGO Four Paws, in its report Animal Welfare in Fashion 2021.

Among ba&sh's animal welfare commitments:

- Ban on fur, confirmed by our membership of the Fur Free Retailer Program
- Ban on exotic leather (e.g. crocodile, snake, etc.)
- Ban on angora
- Ban on the use of feathers and down
- Ban on the practice of mulesing or live lamb cutting, materialized by the signing of the Brand Letter of Intent against live lamb cutting by the NGO Four Paws
- Favor use of recycled cashmere

ba&sh was ranked Green in the Four Paws Wear It Kind ranking for 2024!

Among the 256 brands evaluated, ba&sh was one of the first 17 to be awarded the "green" distinction. This represents just under 7% of the brands evaluated. ba&sh stands out by fully meeting these requirements, demonstrating its leading role in an industry where only 10% of brands have completely banned down and 13% source only certified mulesing-free wool.

Brands were assessed and rated on the basis of the commitments they have made publicly against cruelty to animals. They have been divided into 4 color indicators, ranging the highest level of commitment (dark green) to the lowest (red).

- 1 Discloses wool is 100% certified live lamb cutting free or recycled, or does not use wool, or has a timebound target to end wool use.
- **2 -** Discloses robust strategy to help ensure live plucking is ruled out, does not use virgin down, or has a timebound target to end down use.
- **3 -** Discloses a commitment against fur and is an official Fur Free Retailer.
- **4 -** Sells multiple products made of next-gen materials or invests in developing next-gen materials.

By 2024, 71% of animal materials were certified





2028 OBJECTIVES

- 70% of animal materials are certified according to standards integrating animal welfare and sustainable pasture management criteria, or are of organic or recycled origin.*
- 60% recycled cashmere and 40% GCS cashmere

ba&sh

Environment 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:

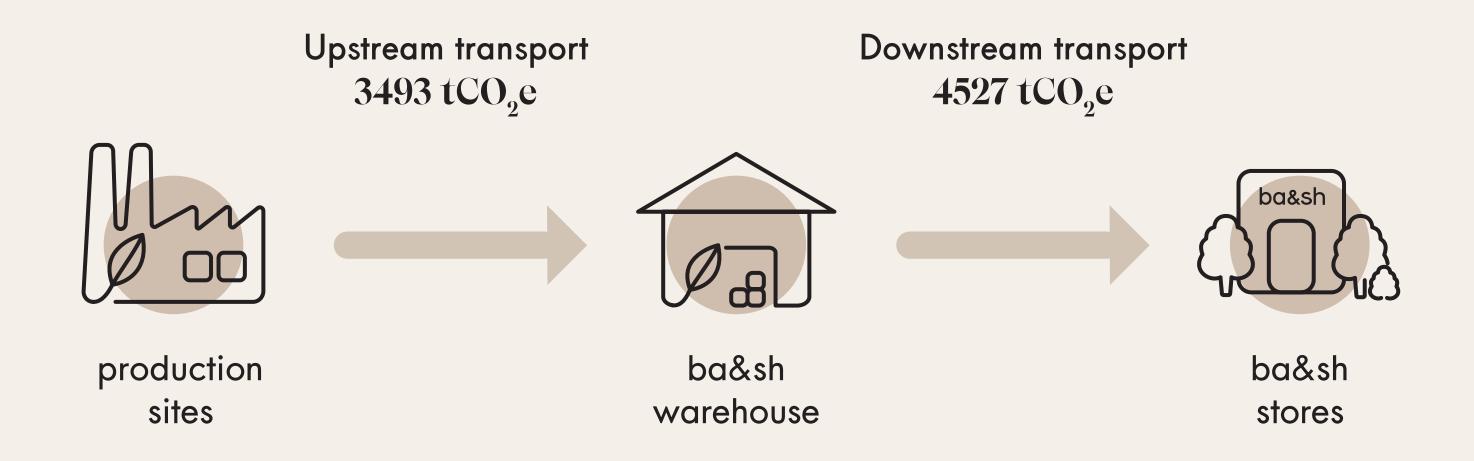
- Weight: the heavier the product, the greater the impact
- Distance: the greater the distance covered, the greater the impact
- Mode of transport: Different modes of transport have varying degrees of impact on the environment. Air freight is 205 times more carbon-intensive than cargo ship freight and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



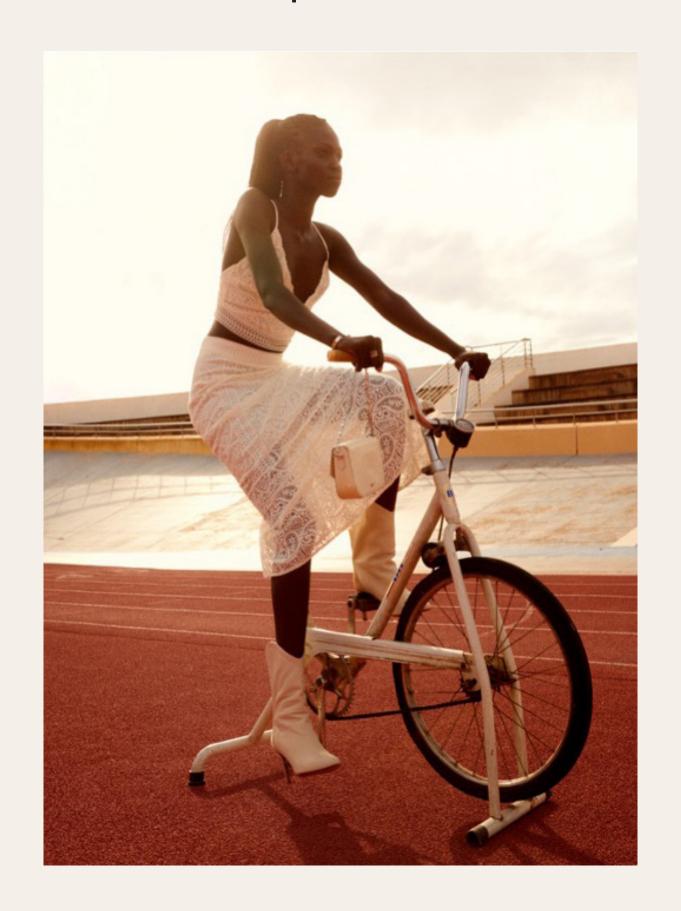
^{*}Source: ba&sh carbon footprint 2024



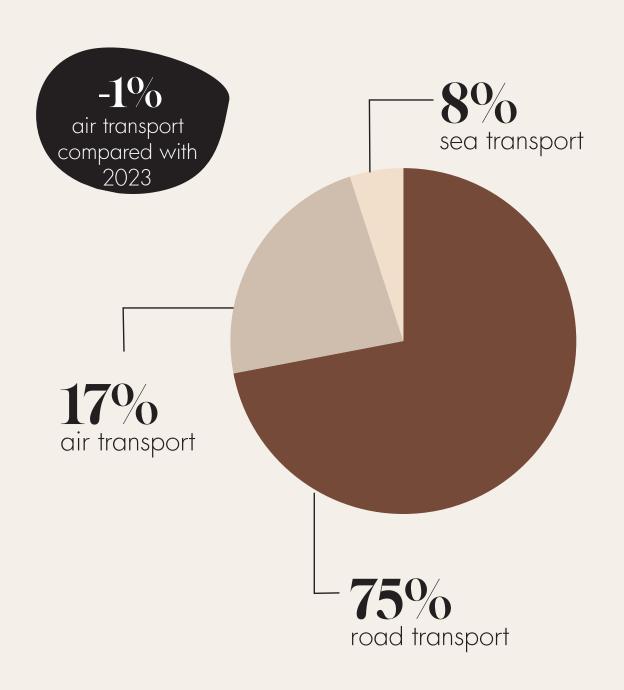
Environment Reducing our impact: transport

2024 SUSTAINABILITY REPORT

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

CIRCULARITY

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



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

Reducing our impact: infrastructures (stores, head office, warehouse)

Energy

In order to reduce the direct emissions generated by ba&sh's activities in its infrastructures - offices, stores and warehouse - we have taken two complementary paths: switching to less carbon-intensive energy and reducing consumption.

As a result, by the end of 2024, the head office and the warehouse will be powered by 100% renewable energy.

By 2021, ba&sh had set itself the target of powering 100% of its stores in countries with a low-carbon energy mix* with renewable energy. Today, this objective has almost been achieved! 92% of stores managed by ba&sh are powered by renewable or nuclear energy. For our stores in Asia and the United States, which are still heavily dependent on coal, we are still looking for alternative solutions.

Furthermore, all our stores are equipped with LEDs, a lighting system that consumes 3x less energy than an incandescent bulb.

*Countries with a low-carbon energy mix: Switzerland, Norway, France, Sweden / Countries with a high-carbon energy mix: China, Germany, Belgium, Denmark, Spain, Luxembourg, Netherlands, Portugal, UK, USA, Canada.

92%
of our stores
in Europe are powered by
low-carbon
emissions in 2024

Our headquarters and our warehouse are 100% powered by renewable energy



2028 OBJECTIVE

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

- Full disclosure -

For full disclosure, ba&sh faces several obstacles:

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

CIRCULARITY



ba&sh

Reducing our impact: infrastructures (stores, head office, warehouse)



Stores

To calculate the carbon footprint of our stores, 5 emissions are taken into account:

- Electricity consumption
- Waste
- Your journey to our stores
- Purchases of goods and services
- Store staff commuting to and from work

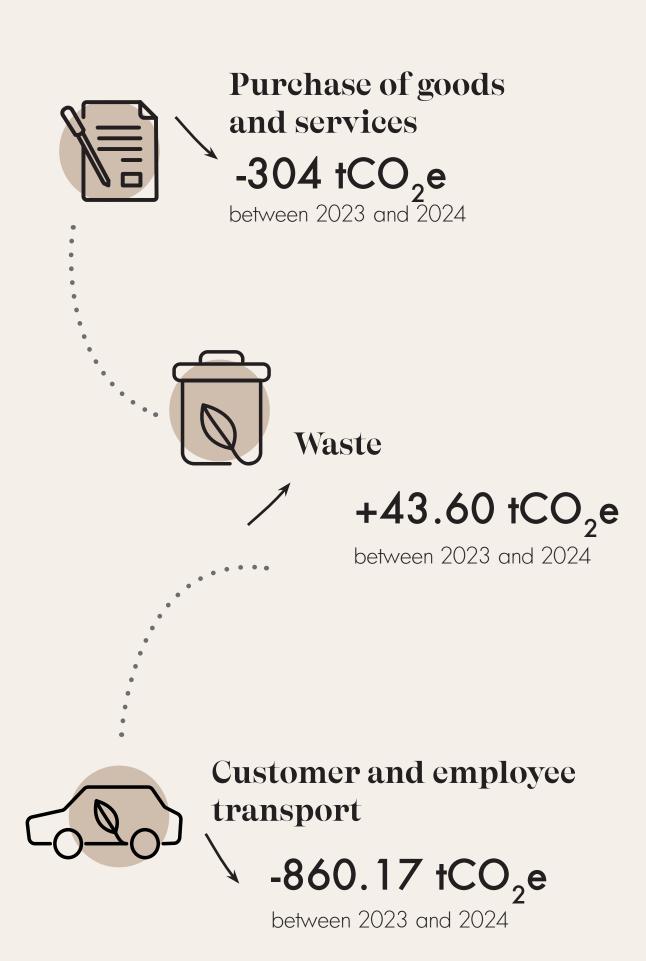
Emissions from stores remained stable in 2024, making up 11% of our carbon footprint. This demonstrates our ability to control our impact.

- 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.



Reducing our impact: infrastructures (stores, head office, warehouse)

Stores Charter for responsible stores

A plan for responsibly transforming of stores has been in place since 2022, notably through the choice of eco-responsible materials during their construction.

To help achieve this objective, a responsible stores charter was drawn up the same year. This best practice guide is available to all teams involved in transforming our stores and sales teams: choice of materials, energy consumption, air conditioning, furniture, waste management, etc. All the elements that make up a points of stores are detailed, along with recommendations.

The charter also includes clear instructions that comply with the regulations in force in the countries where our stores are located.

Sales teams are frequently reminded of these: optimum temperature in stores, heating, air conditioning, window lighting off at night, doors closed if heating or air conditioning is on, etc.



Decorations

Every year, ba&sh donates its unused window decorations to the Arts Reserve. The Réserve des Arts is an association dedicated to culture and creation, that brings new life to these objects before making them available to students and professionals in the sector. In 2024, ba&sh passed on its Summer Fever & Summer Dream decorations, as well as metal elements, benches and carpets.



Summer Dream window display



Waste

In France, 100% of stores that have the resources required sort their waste for recycling. The rare exceptions concern stores faced with space constraints or a lack of nearby collection points.

- Full disclosure -

Our objective of measuring water consumption at all our stores was initially scheduled for 2024 and has been reassessed following an in-depth analysis of our environmental impact.

This shows that water consumption in stores is marginal and does not represent a significant driving force for improvement. With a view to optimizing our actions, ba&sh has therefore chosen to focus its efforts on issues with a greater impact, particularly within its supply chain.

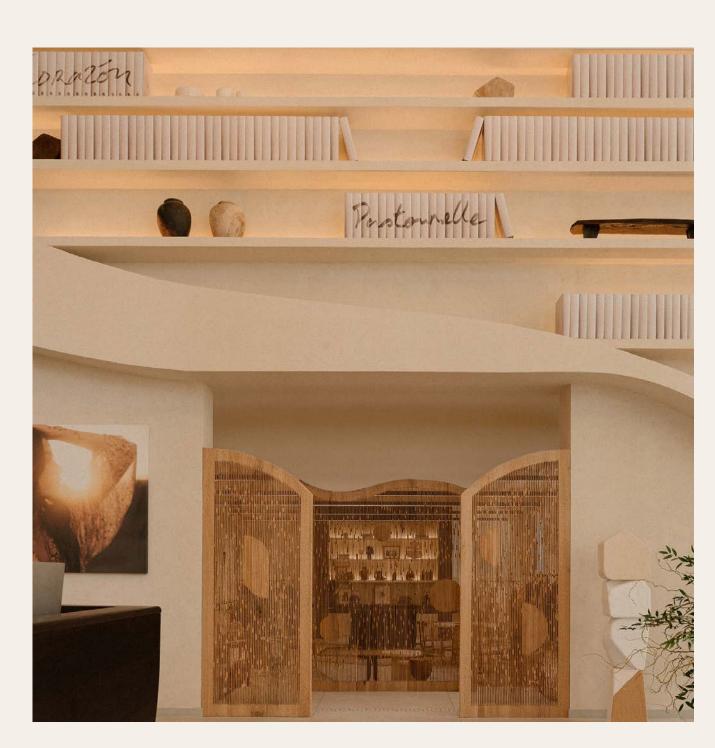
of recyclable waste was

recycled.

Environment Reducing our impact: infrastructures (stores, head office, warehouse)

The ba&sh head office is moving!

In 2024, the ba&sh teams moved to new Parisian offices in the heart of the Marais district.





Waste

When it comes to sorting and recycling our waste at our Paris head office, we set up a partnership with Lemon Tri in 2021.

Lemon Tri is a B-Corp certified social economy organization. This company collects waste, packages it and sends it to environmentally-friendly outlets.

In 2024, 3.1 tons of waste were collected from our offices and recycled, saving 47,000 liters of water and 21,000 kWh of energy.



Energy

In France, our offices are now powered by a 100% renewable electricity contract, certified by Guarantees of Origin. This choice enables us to support the production of green energy while significantly reducing our carbon footprint.

Our offices in the USA and Asia are supplied via conventional electricity contracts, based on the national energy mix. Unlike France, the energy mix in these two countries is carbon-based.

SCOPE AND METHODOLOGY

ENVIRONMENT

All waste collected by LemonTri in 2024 from offices in France was included in the calculation.

SOCIETAL

- Full disclosure -

By revising our accounting method we are now able to distinguish more precisely between recyclable waste (i.e. that can theoretically be recycled) and that which is actually recycled. We are aware of the growing need to raise sorting awareness among our employees, and are stepping up our actions, in particular through the organization of recycling weeks and participative workshops aimed at improving internal practices.



OBJECTIVE ACHIEVED IN 2024

100% renewable energy for our new offices in France.



2025 OBJECTIVES

- 100% renewable energy for our offices in the USA and China.
- Obtained BREEAM* certification (Building Research Establishment Environmental Assessment Method) with an OUTSTANDING level our for new offices in France.

*BREEAM certification in detail:

This certification assesses the environmental performance of buildings according to 10 criteria, including water management, choice of materials, occupant comfort and waste management during construction.

Reducing our impact: infrastructures (stores, head office, warehouse)

Warehouse

Our warehouse is certified by the French High Environmental Quality (HQE) standard, with an excellent level

It is located north of Paris in Louvres, and centralizes all our logistics activities.

95% of the site's waste was recycled during construction. Sanitary facilities are supplied by rainwater recovery tanks. Natural lighting is optimized in the warehouse by using bay windows on the façade. Ponds have been installed around the warehouse to limit soil and water contamination. This water is treated using reeds and rhizome plants.

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

HQE certification in detail

HQE (French High Environmental Quality standard) certification reflects a balance between respect for the environment, quality of life and economic performance during construction. HQE was created in 2004, and is not a collection of standards, but a set of objectives set at the design stage

The HQE approach is built upon 4 themes:

- Eco-building targets: A harmonious relationship between the building and its immediate environment, integrated choice of products, systems and construction processes, low-nuisance building site;
- Eco management targets: Management of energy, water, waste, upkeep and maintenance;
- Comfort targets: Hygrothermal, acoustic, visual and olfactory comfort;
- **Health targets:** sanitary quality of spaces, air and water.





ba&sh

Environment

Reducing our impact: infrastructures (stores, head office, warehouse)



Energy

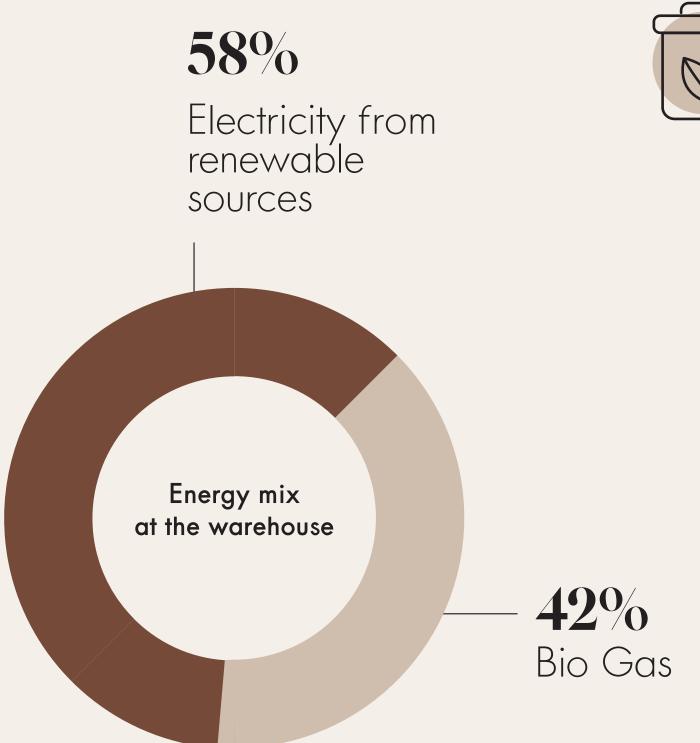
Since 2023, we have achieved our objective by subscribing to a BIO Gaz offer. Our warehouse is now 100% powered by renewable energy.

SCOPE AND METHODOLOGY

100% renewable energy warehouse

All of the warehouse's energy supply contracts for 2024 have been included in the calculation





Waste

The waste generated by ba&sh's logistics activities in our warehouse is collected and sorted for recycling, mainly by the companies Paprec and LemonTri. This includes plastics, paper, cardboard and non-hazardous industrial waste.

Currently, 49% of the recyclable waste collected in our warehouses is actually recycled.

This indicator highlights the need to raise awareness on recycling, and we organize recycling weeks and participative workshops in order to do so.

SCOPE AND METHODOLOGY

All the waste collected in 2024 in our warehouse by the LemonTri company has been accounted for.

CONTENTS

ENVIRONMENT

Environment

Reducing our impact: packaging

2024 SUSTAINABILITY REPORT

Paper and cardboard packaging



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 U 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.



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.

CIRCULARITY



Environment Reducing our impact: packaging

Logistics plastic packaging

Throughout its life cycle, plastic releases microparticles 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.

- 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.



0% virgin plastic for all our packaging

Environment Reducing our impact: goodies

Goodies

ba&sh sustainability

Reducing the amount of waste we produce is a priority at ba&sh and this rule also applies to our goodies. Goodies are objects (tote-bags, mugs, candles, notebooks, etc.) created occasionally by ba&sh for special events.

All our goodies must comply with our goodies charter, created in 2021. Our charter prohibits the manufacture of single-use, non-reusable goodies (with the exception of food and beverages), made from virgin plastic or non-labeled textile materials in countries where ba&sh does not produce its pieces.









ba&sh

Reducing our impact: decarbonizing our supply chains at the tanning stage

LWG certified tanneries

(Leather Working Group)

LWG (Leather Working Group) certification assesses the environmental and social practices of tanneries, to guarantee more responsible leather production.

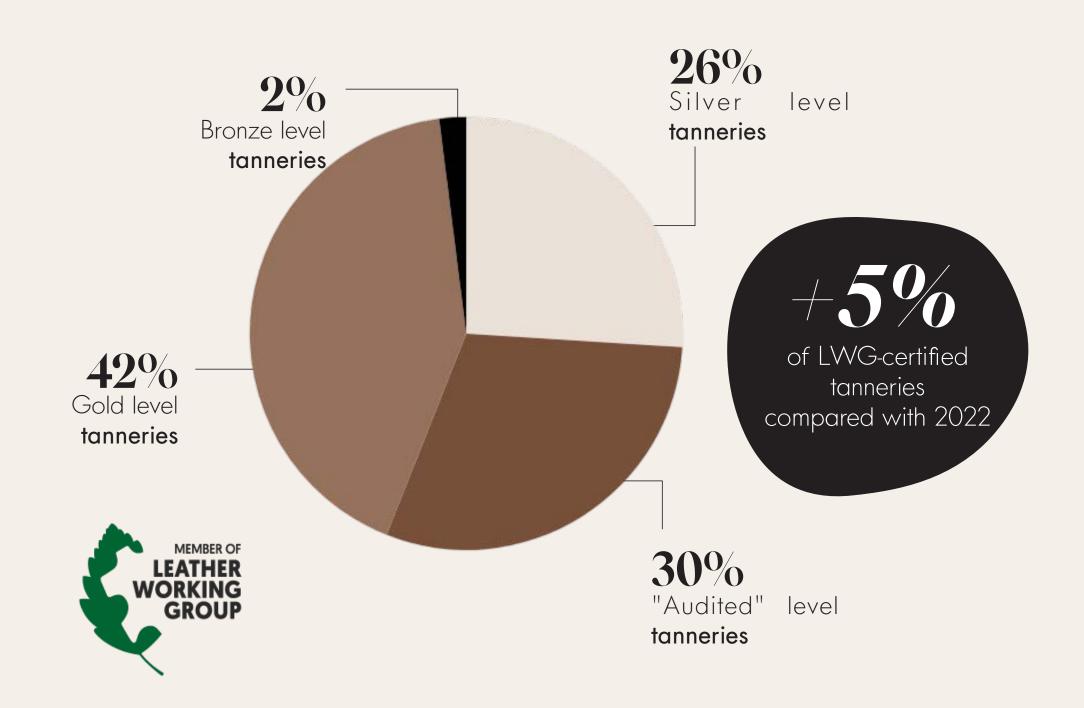
The evaluation protocol takes into account several criteria, such as water and waste management, energy consumption, air quality and the company's social commitment.

An LWG-audited tannery guarantees a reduction in our carbon footprint and in the pressure on biodiversity at the leather tanning stage.

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

70% of our tanneries are located in Europe in 2024

Ranking of ba&sh partner LWG tanneries (Spring-Summer 2024, Autumn-Winter 2024)





2025 OBJECTIVES

- When partnering with new tanneries, they must be LWG GOLD or SILVER certified
- 100% of tanneries in India or China must be LWG GOLD or SILVER certified



2026 OBJECTIVE

90% of tanneries located in Europe

CIRCULARITY



Environment

Reducing our impact: decarbonizing our supply chains at the washing stage

Denim laundries, reducing impacts at the washing stage for ba&sh denim

2024 SUSTAINABILITY REPORT

Washing is one of the processes in the denim manufacturing chain. This step gives the jeans not only their suppleness, but also their distinctive style. This phase is particularly water- and chemical-intensive.

Since 2022, ba&sh has been working to reduce the environmental impact of its denim models.

Two key driving forces have been identified:

- Use certified materials, especially GOTS or OCS organic cotton. This guarantees GMO-free cultivation without the use of pesticides or synthetic chemical fertilizers. For GOTS, this requirement also extends to the processing stages, where only controlled chemicals are allowed.
- Low-impact washing: reduced consumption of energy, water and chemicals. More respectful alternatives exist: laser washing, ozone washing, etc.

ba&sh took the EIM scores (Environmental Impact Measuring) calculated using software developed by Jeanologia and the University of Valencia in Spain as its benchmark. Designed for laundries and converters, this software measures the environmental impact of textile production according to 4 criteria: water consumption, energy consumption, chemical products and workers' health.



99% of our denims are made of natural materials (cotton)



95% of certified materials in our denim composition

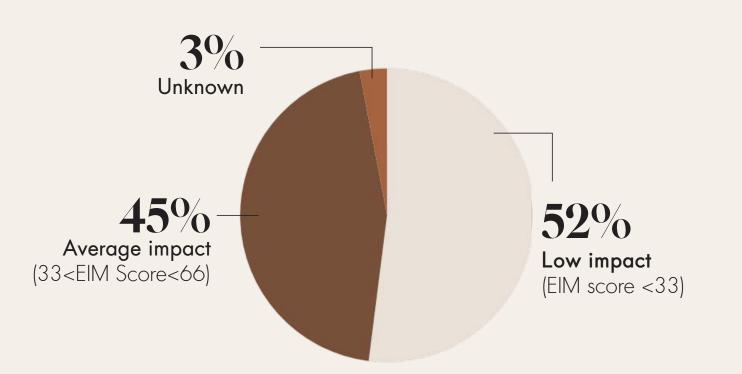


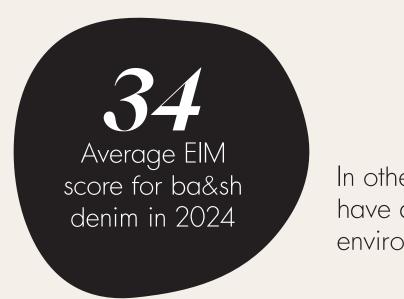
71% of our denims are produced in Turkey and 29% in Tunisia (by production volume)



96% of the cotton used is organic

Distribution of EIM scores for ba&sh denim in 2024 (Spring-Summer 2024, Autumn-Winter 2024)





In other words, our denims have a low average environmental impact

- Full disclosure -

Designing denim made from certified materials with low-impact washing is a real challenge. In order to achieve certain stylistic effects, it is sometimes difficult to resort to low-impact washes.



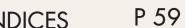
OBJECTIVES ACHIEVED IN 2024

- No references have a high environmental impact in 2024 (EIM score >66) vs. 3% in 2023
- The average EIM score of our denims is less than 40



2028 OBJECTIVE

100% of ba&sh denims are made from certified materials and have an EIM score of less than 33



CIRCULARITY



ba&sh

Reducing our impact: decarbonizing our supply chains through environmental audits

Environmental audits

After receiving the audits, ba&sh helps its suppliers to implement action plans to correct any non-conformities identified. ba&sh uses the Amfori BEPI System Manual as a basis for making recommendations and suggestions for improvement to its suppliers.

ba&sh favors the BEPI methodology, which is based on 11 assessment criteria including energy consumption, greenhouse gas emissions, water consumption, pollution prevention and use of chemicals.

100%

of our denim laundries feature environmental audits that meet ba&sh requirements in 2024

SCOPE AND METHODOLOGY

This indicator was calculated for Spring-Summer 2024 and Autumn-Winter 2024. All the washing sites used by our suppliers of finished denim products were included in this calculation. ba&sh validates environmental audits carried out according to the following methodologies, considered to be the most demanding: BEPI, ICS and HIGG FEM.



100% of denim laundries have an environmental audit in line with ba&sh requirements



+ 2025 OBJECTIVE

Conducting environmental audits at our dyeing and printing plants.



2028 OBJECTIVE

30% of our tier 2 partners (laundries, dyeing plants, etc.) have had an environmental audit in line with ba&sh requirements.



Circularity

Implementing circular business models and practices

Working towards circular practices is a daily task for ba&sh teams, who implement solutions for the maintenance, repair, reuse, second-hand and recycling of ba&sh pieces, by offering facilitating services. Implementing these practices significantly increases the circularity of pieces, giving them several lives. It also decouples income from resource production and use, and reduces the impact on biodiversity and greenhouse gas emissions.

Care & repair

ba&sh has been providing repair tutorials and maintenance tips on its ba-sh.com website since early 2021 to help customers extend the life of their ba&sh pieces.

ba&sh also offers its French customers an upcycling, home repair and alteration service in partnership with Tilli (a French home sewing company).

Second hand

Since November 2022, a second-hand platform deployed by the company Faume has enabled ba&sh customers to buy and sell second-hand ba&sh pieces.

In 2024, 22,268 second-hand pieces were recovered and 12,296 second-hand ba&sh pieces were sold in Europe. This reduced generation of CO₂ by 23.79 tons compared with the purchase of new pieces, which is the equivalent of around 42 Paris/NYC round trips by plane.

The second-hand service is also available in the United States, using a private sales model offered by Archive. By 2024, 940 pieces had been sold, generating a financial return 3.5 times greater than the initial investment.



CONTENTS

OBJECTIVES ACHIEVED IN 2024

SOCIAL

- Expansion of the second-hand offer in Europe: Germany, Belgium, Netherlands and Spain
- Opening piece recovery points in France and selected European countries

(+) 2025 OBJECTIVES

- Expansion of the second-hand offer in the UK and in all European countries where ba&sh has a firsthand offer
- Extend the trade-in offer to all our stores in Europe



SOCIETAL

Circularity Recycling and reuse

ba&sh

Upcycling dormant fabrics

ba&sh has never resorted to destroying its dormant fabrics.

We donate dormant fabrics and haberdashery to fashion schools and associations. We also use discounters to buy back our stock and put it back on the market.

Defective and unsold pieces

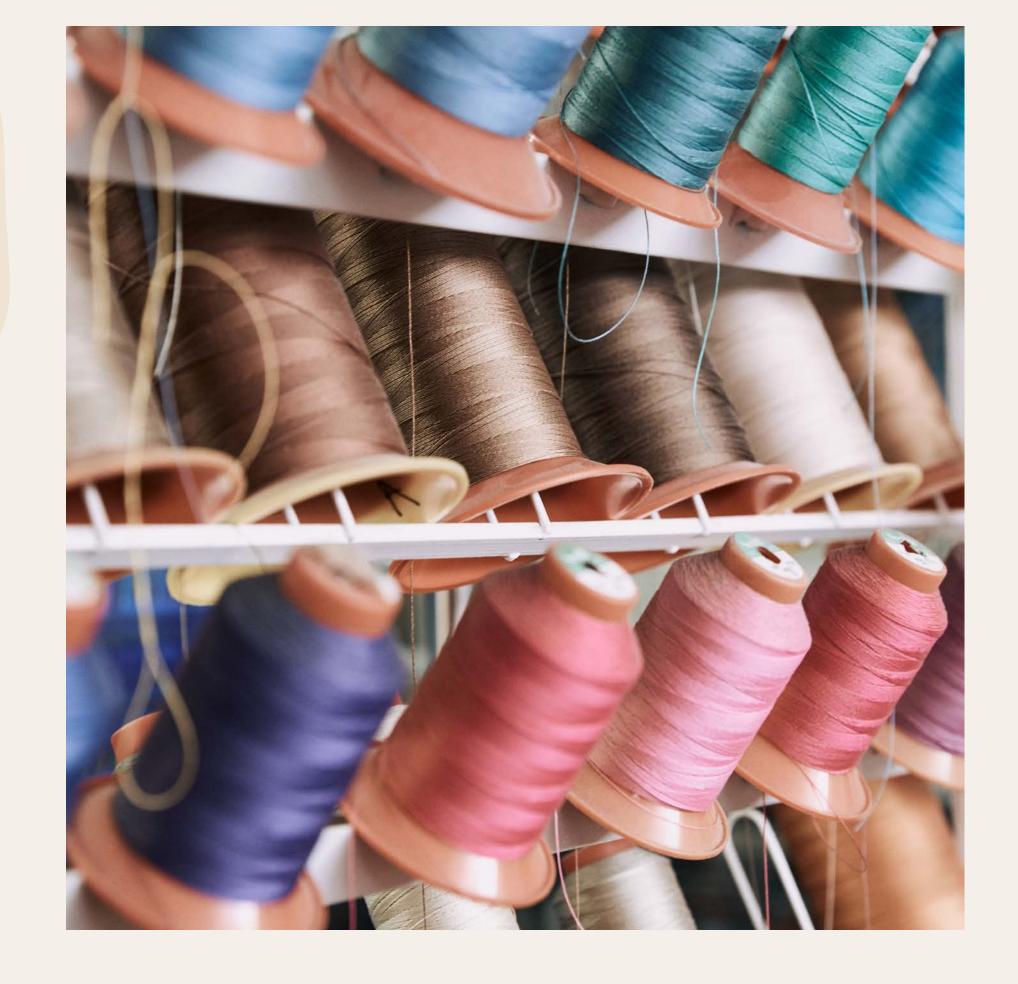
Unsold references are old collections that remain the property of ba&sh. A ba&sh piece undergoes a 24-month process before being considered unsold.

In 2024, the unsold threshold is 5.4%. Pieces that cannot be restored as a first choice are considered defective. They cannot be put back into circulation in the various distribution networks and cannot be sold at staff jumble sales.

In 2024, thanks to our partnership with a social integration organization, we were able to recycle 9,851 defective or unsold pieces, representing a total value of 350,377 euros. This partnership has enabled us to significantly increase the circularity of our pieces by allowing them to have several lives.



100% of defective products upcycled or recycled by our social integration partner organization





SOCIETAL

Societal Employment and equal pay

ba&sh's values and strong DNA enable us to recruit new talent and build team loyalty.

Employee development, career opportunities, compensation, quality of life at work and diversity & are all pillars of the Group's strategy in all business lines and in all regions where the brand is present.

Equal pay

At ba&sh, we practice inclusive recruitment for all professions, where only skills, motivation and the desire to do well, as well as irreproachable interpersonal skills, count.

Career opportunities, whether horizontal, vertical or geographical, are strongly cultivated internally.

The skills, performance and potential of each and every employee, regardless of their origin, nationality, gender, religion, age or romantic orientation, are all factors for development and promotion.

We believe that our employees need to find the right balance between their personal and professional lives. Active listening and total availability for all our employees help foster constructive communication. Also, because ba&sh adapts and innovates, work hybridization has been introduced for all eligible posts. In 2024, we recruited a total of 619 people on permanent contracts worldwide.

In 2024, our gender equality index is 82/100.

It is calculated on the basis of 5 criteria:

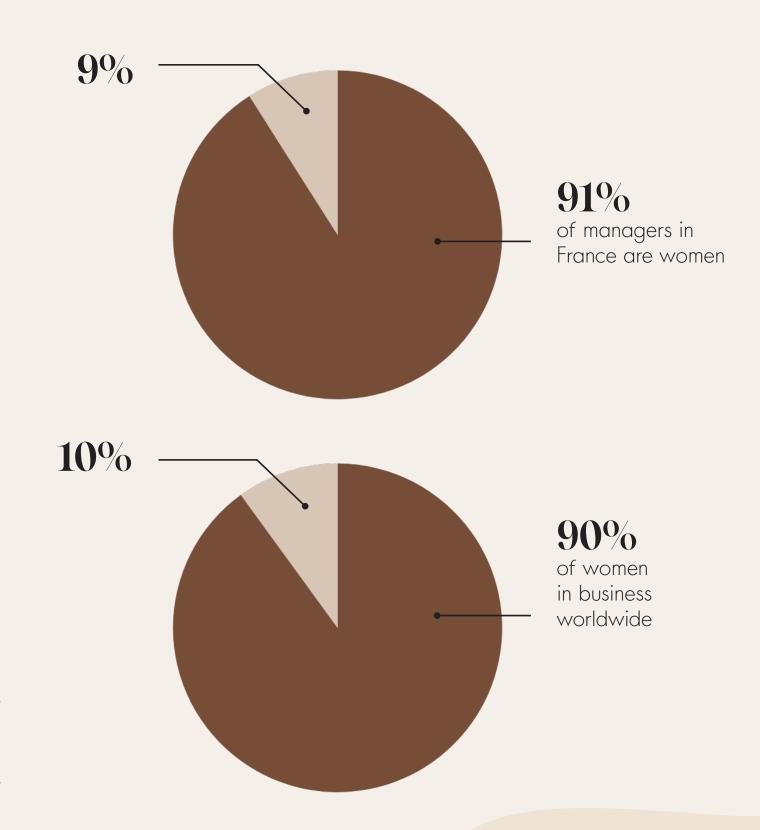
CONTENTS

- The gender pay gap
- The individual pay-rise gap
- The promotion gap
- Number of employees who receive a pay-raise when returning from maternity leave
- Number of people from the under-represented sex among the top 10 earners.

At ba&sh, we guarantee equal pay for men and women in equal positions.

The commitment of ba&sh has enabled us to achieve a score of 65 points by 2022. Following the corrective measures taken by ba&sh, we have reached 78 points in 2023 and 82 points in 2024.

So, in a spirit of continuous improvement, ba&sh has taken new corrective measures with the aim of reaching at least 85 points by 2025.



CIRCULARITY



Improvement in gender equality score to reach at least 85 points

Societal

Guaranteeing ethical business conduct

Ethics Charter

The ba&sh Ethics Charter sets out the framework for our actions and the procedure to be followed in the event of practices that are against the moral rules established by ba&sh. This charter is intended for all ba&sh internal stakeholders.

The charter is issued to employees on arrival, and is available on the ba&sh intranet. All employees receive and sign the ba&sh Ethics Charter as soon as they join the company.

Whistleblowing system

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

An internal alert system is available to all employees, enabling them to report any infringement or risk of infringement of the ba&sh Ethics Charter. These 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 Whistle B. Only two members of the Human Resources Department have access to the messages and can communicate with the whistle-blower via the Whistle B back office.

The system is available in three different languages, and guarantees confidentiality and no retaliations for all our geographic areas.

At ba&sh, we do our utmost to ensure that our company's ecosystem remains ethical, positive and respectful of others, the environment and the law.





CONTENTS

BA&SH WORLD

SOCIAL

ENVIRONMENT

CIRCULARITY

P 66

ba&sh

Societal Parenting policy

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

ba&sh's corporate culture offers a working environment that supports all forms of parenthood and provides parents with a high degree of flexibility.

Since 2022, ba&sh has been implementing a policy to support breastfeeding mothers.

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

The Parental Challenge is inspired by, and follows on freely from, the "Parental Act", the movement that extended second-parent leave.

Within this framework, 12 measures will be deployed at ba&sh.







OBJECTIVES ACHIEVED IN 2024

- Enable all employees with permanent contracts to access parenting measures, regardless of their length of service.
- Apply the law and communicate rights to all employees.
- Better support for long leave (maternity, adoption, second parent, parental) linked to parenthood.
- Protect the confidentiality of employees so that they can assert their rights and access measures without having to divulge their personal life.
- Authorize and pay for employee absence when applying for adoption for compulsory appointments taking place during working hours.
- Give our managers the tools they need to better support and welcome parenthood, and raising their awareness of discrimination.
- Offer all our employees who are parents and whose positions allow it to work fully from home during the key moments before and after parenthood.
- Implement working hours that do not exclude any employees.
- Propose 3 days' paid bereavement leave in the event of miscarriage, for both biological mothers and second parents.

- Encourage the involvement of second parents from the earliest stages of parenthood.
- Provide financial support for maternity, second-parent and adoption leave, and ease the administrative burden.
 - Grant 5 days' paid "sick child" leave.
- ba&sh offers additional leave to parents returning from maternity and paternity leave, to support them as much as possible in their parenthood.
- Finally, to take our approach to parenthood at work to the next level and make our company a real safe space for future parents, ba&sh has deployed #Blissatwork for all its employees in France.
- Pregnancy audio support, month by month, a pregnancy booklet and post-partum audio support via the intranet.
- Access to 20 "bliss stories" podcasts covering all forms of parenthood.
- The bliss vanity kit is offered to all parents with every pregnancy announcement: essential products and care references to add to your maternity bag.



Societal Health & Safety

Health, Well-being and Safety

ba&sh attaches great importance to the well-being of its employees. We have introduced two key initiatives to promote better quality of life at work:

- Sports classes at work: ba&sh offers Yoga, Fitness and Pilates sessions at the head office.
- Hybridization of work: employees can work from home two days a week, when job requirements allow.

Safety

Ensuring everyone's safety is a priority for ba&sh. We have policies in place to minimize accidents and injuries in the workplace.

Our safety procedures are easily accessible to all on-site employees and visitors.

We have clear objectives regarding health and safety issues and specific indicators to track. We implement the recommendations made by the occupational health department and reported in the company files and during the multi-disciplinary audit.

Our structures are designed in line with the recommendations set out in the comprehensive risk document drawn up by the Social and Economic Committee and its Hygiene, Safety and Working Conditions Committee. It presents an inventory of the hazards and risk assessment results identified within the company (air quality, exposure to hazardous products, psychosocial risks, etc.).



Societal **Training**

Professional development potential and entrepreneurial value are essential criteria when recruiting. That's why training is an integral part of our human resources strategy.

Our teams are proactive and cultivate agility. We provide them with ongoing support to develop their skills and adaptability to their jobs.

ba&sh offers multi-disciplinary training courses for career progression or transition (e.g. management training for non-executives). We also offer noncareer-specific training for personal development (e.g. financial education, English as a second language).



SCOPE AND METHODOLOGY

This indicator has been calculated for Europe.

3183 hours of training provided in 2024 in Europe.

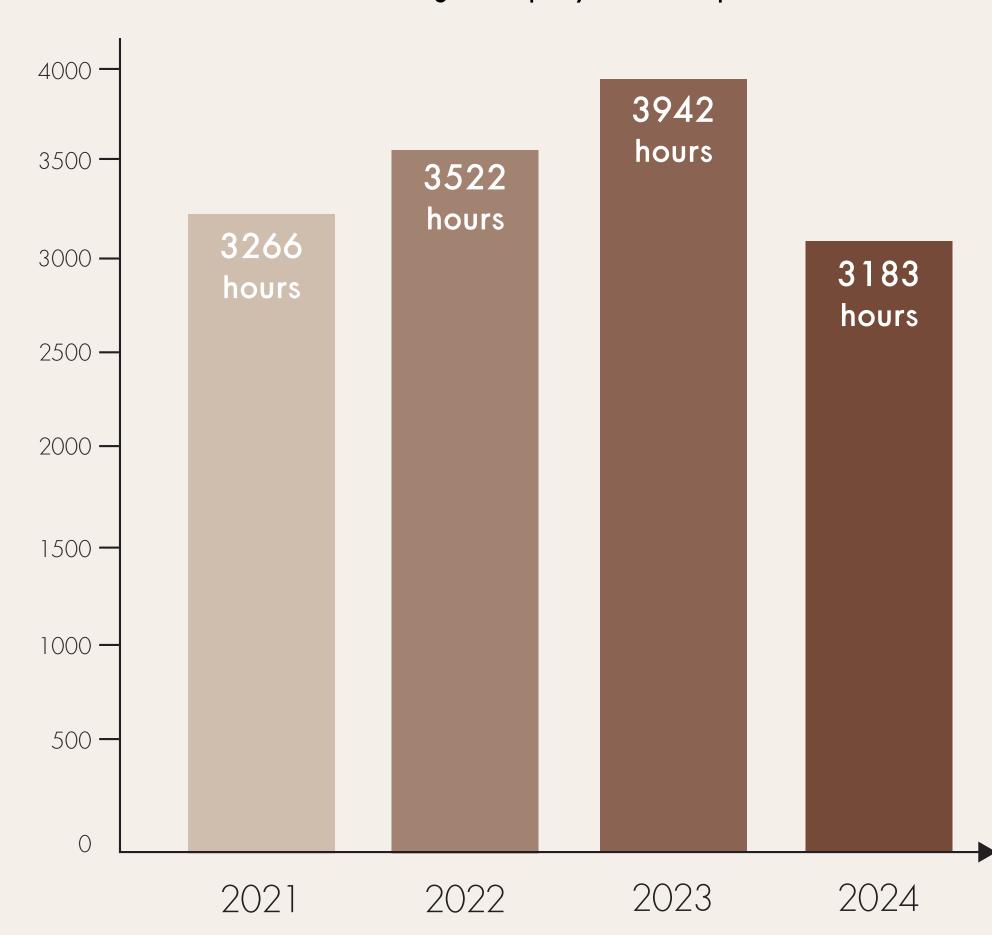
There are also several in-house training courses offered on CSR, Data and managerial themes such as empathy, emotional leadership, retail expertise, etc.

We also have a budget allocated for external professional development opportunities (e.g. participation in conferences, online training)

Hybrid masterclasses (ba&sh Breakfast & Curious) are also organized on a regular basis, providing an opportunity to share not only the objectives achieved, but also the progress of ongoing projects. This provides greater visibility and better communication to unite teams around a common project.

Last but not least, ba&sh offers all new employees an immersive experience in a store as part of their onboarding process, helping them to understand the expectations of our end customers. All employees also have the opportunity to visit our warehouse, giving them a better understanding of our operations.







Societal Training

Career development at ba&sh in detail

As part of our career development and management policy, we are launching the Challenger Club in 2022.

What is it about?

The Challenger Club is a group of employees working at our France, US and Asia head offices who share strong professional aspirations. Over an 18-month period, they receive support not only in their business expertise, but also in management, leadership and communication skills.

The objective is to develop their soft skills and give everyone the keys to relational development.

The Challenger Club is also involved in a large number of cross-functional strategic projects. Everyone's voice and ideas are heard and recognized at ba&sh.



Improvement in gender equality score to reach at least 85 points

The Climate Fresk in detail



With the aim of raising our employees' awareness of climate issues and raising awareness on concrete solutions to reduce our impact, in 2024 we set up a participative and engaging workshop: the Climate Fresk.

An opportunity for our employees to:

- Understanding the causal links between our human activities and climate change
- Discover the driving forces available to them, whether in their day-to-day work, within their professional perimeter, or to contribute to ba&sh's CSR strategy.
- A review of ba&sh's commitments to more responsible fashion, while highlighting the ways in which each employee can contribute to this through their own missions.

This collaborative and fun workshop, based on collective intelligence, is led by trained staff to make the experience interactive and rewarding.



150 employees taken part in a Climate Fresk



100% of head office employees taken part in a Climate Fresk

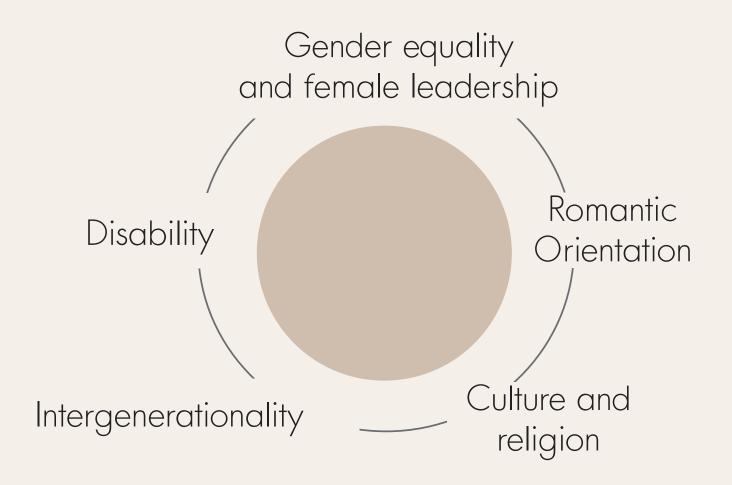
Societal Diversity and inclusion

At ba&sh, we believe that diversity is a strength, and we are committed to cultivating it.

Diversity in all its forms (gender, age, nationality, culture, religious beliefs, romantic orientation, etc.) enriches exchanges and the working environment, promoting the development of the company and each of the individuals who make it up.

Areas of commitment

In early 2022, ba&sh drew up a Diversity and Inclusion roadmap in collaboration with SOS consulting. The ba&sh action plan is structured around 5 identified areas of commitment:





CIRCULARITY

ENVIRONMENT

CIRCULARITY

CONTENTS

P 71

Societal Diversity and inclusion

An action plan for 2025

These areas of commitment are broken down into actions and sub-actions. Among our flagship measures:

Develop a sustainable governance system for diversity and inclusion

- To celebrate the actions of the D&I Committee and position it as the guarantor of ba&sh's "diversity and inclusion" policy, by promoting the actions undertaken and creating internal commitment.
- Set up a monitoring system to better prevent discrimination risks and biases, and identify and qualify employee expectations on D&I issues.
- Promote ba&sh's commitment to diversity and inclusion by signing charters and labels.

Recognize and celebrate customer diversity to appeal to all women

- Better understand and integrate customer expectations D&I into the design, marketing and communication of ba&sh collections.
- Ensure an inclusive welcome for customers at stores, and train sales teams accordingly.

Develop an inclusive work environment for all employees

- Train all employees in non-discrimination and deconstructing stereotypes.
- Promote the recruitment and integration of people with disabilities.
- Raise awareness and support local managers in managing cultural/ religious diversity in the workplace, while ensuring respect for the values of neutrality/secularity.
- Promote gender equity to ensure equal opportunities for all, and correct imbalances as part of our policy to support parenthood. Set up a support system for parents in the first few weeks following the arrival of their child, notably by signing the Parental Challenge and introducing the Bliss at Work program at ba&sh.
- Support women's entrepreneurship through philanthropic partnerships or dedicated programs.
- Facilitate sharing of senior/junior expertise and offer professional development opportunities to employees with senior experience.
- Support women's entrepreneurship through philanthropic partnerships or dedicated programs.

 Facilitate sharing of senior/junior expertise and offer professional development opportunities to associates with senior experience.

Promote and encourage societal commitment to diversity and inclusion

- Develop and affirm ba&sh's philanthropic strategy for D&I.
- Develop inclusive purchasing practices and an incentive system for suppliers.

Societal Diversity and inclusion

ba&sh Diversity and Inclusion Committee

2024 SUSTAINABILITY REPORT

Founded in 2020, the D&I Committee, made up of 12 permanent members, promotes ba&sh's diversity and inclusion policy. In partnership with the sustainability team, it promotes actions and encourages internal commitment.

The objective is to set up actions in France and internationally to promote, develop, recognize and celebrate diversity and inclusion in all its forms. The Committee organizes internal events: conferences, capsule collections, and external events by maintaining partnerships with several associations.



Yasmina
Purchasing Manager



Alice
Transformation, Strategy and CSR Manager



Enrico
Leather Good Collection
Manager



Fanny
Customer Care Manager



Blandine
Seamstress



Giulia
Human Resources
Manager



Set up the Volunteer Day program



TiphaineGlobal HR Manager



Emilie
Social Media, Influence PR & VIP Manager



Houzmah

Customer Care
Deputy Manager



Julie
CSR Manager



Clémentine

D&I and Foundation

Project Manager



Huynh Tri
Retail trainer

SOCIETAL



Societal Fund and Action: the ba&sh philanthropy program

Barbara and Sharon are committed to reaching out to those who need it most. Each year, ba&sh provides financial support to various associations around the world. ba&sh also takes part in numerous solidarity auctions each year (e.g. AIDES and Coopération féminine)

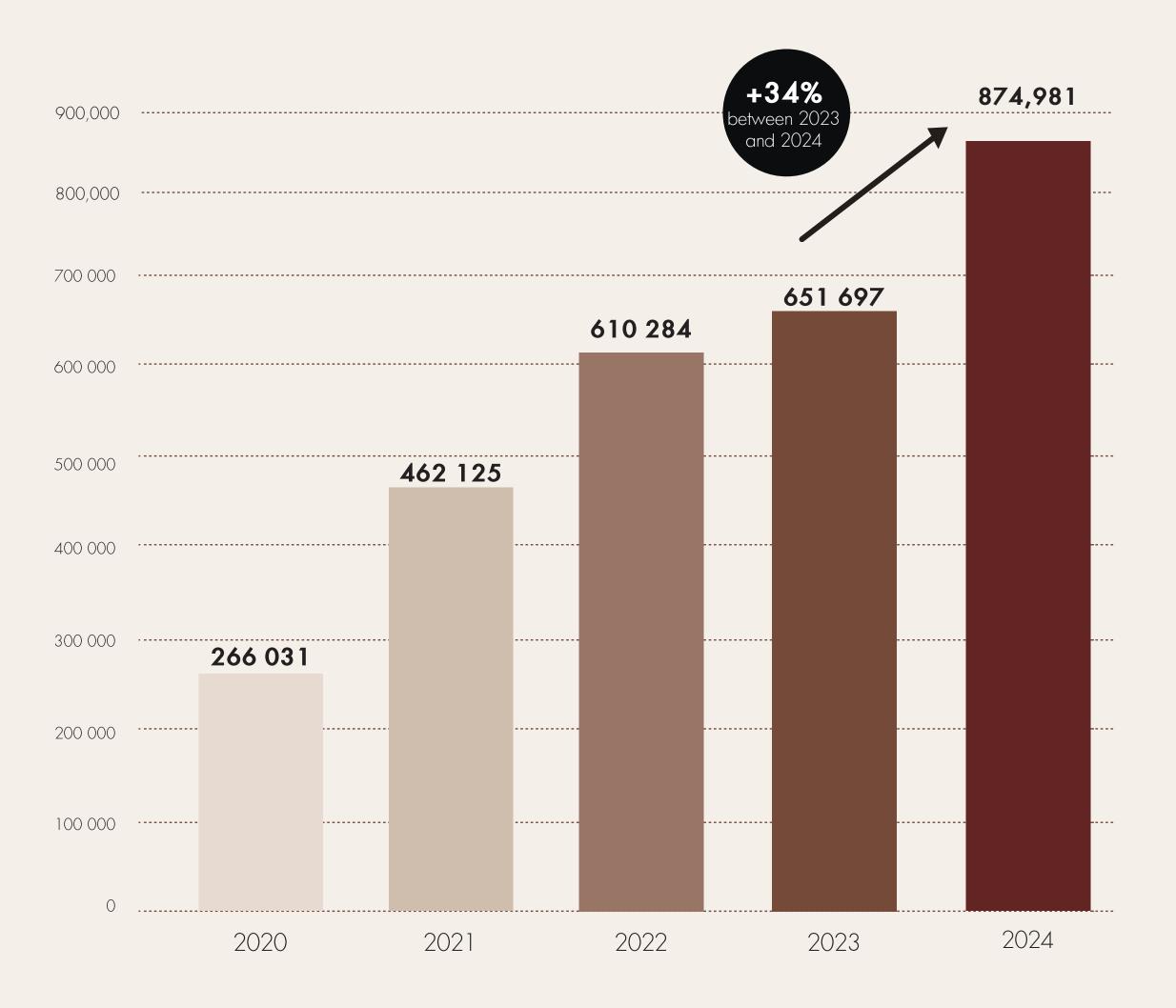
€874,981 was donated to associations in 2024 Fund and Action brings together a number of philanthropic activities aimed at women, focusing on the fight against violence, but also on the creation of socio-economic opportunities for all women. In addition to its historic commitment to women, ba&sh supports several associations around the world every year:

- ASAMA x ba&sh: a raffia collection created in collaboration with artisans in Madagascar; each time a basket is sold, a donation is made to the ASAMA project, which helps 210 students by providing them with the educational materials they need for the school year
- **Necker Fashion Show**: since 2022, we've been taking part in the Necker Fashion Show to provide clothes to sick children and offer them a break from daily life, alongside Noémie Lenoir.
- Collection drives and solidarity commitments: ba&sh organizes a number of in-house collections of essential goods, for the benefit of various associations, such as Secours Populaire at the start of the 2023 school year.

SCOPE AND METHODOLOGY

All donations made between January 1, 2024 and December 31, 2024 were included in this calculation.

Amount of donations per year





CIRCULARITY

P 74

Societal

ba&sh

Fund and Action: the ba&sh philanthropy program

Supporting women in fields that are important to ba&sh (entrepreneurship, health, education, etc.)

Through its clothes and its commitment, ba&sh stands by women. Following the launch of its Fund and Action philanthropy program in 2023, ba&sh continues to place women at the heart of its vision in 2024, by supporting entrepreneurship, education or healthcare.

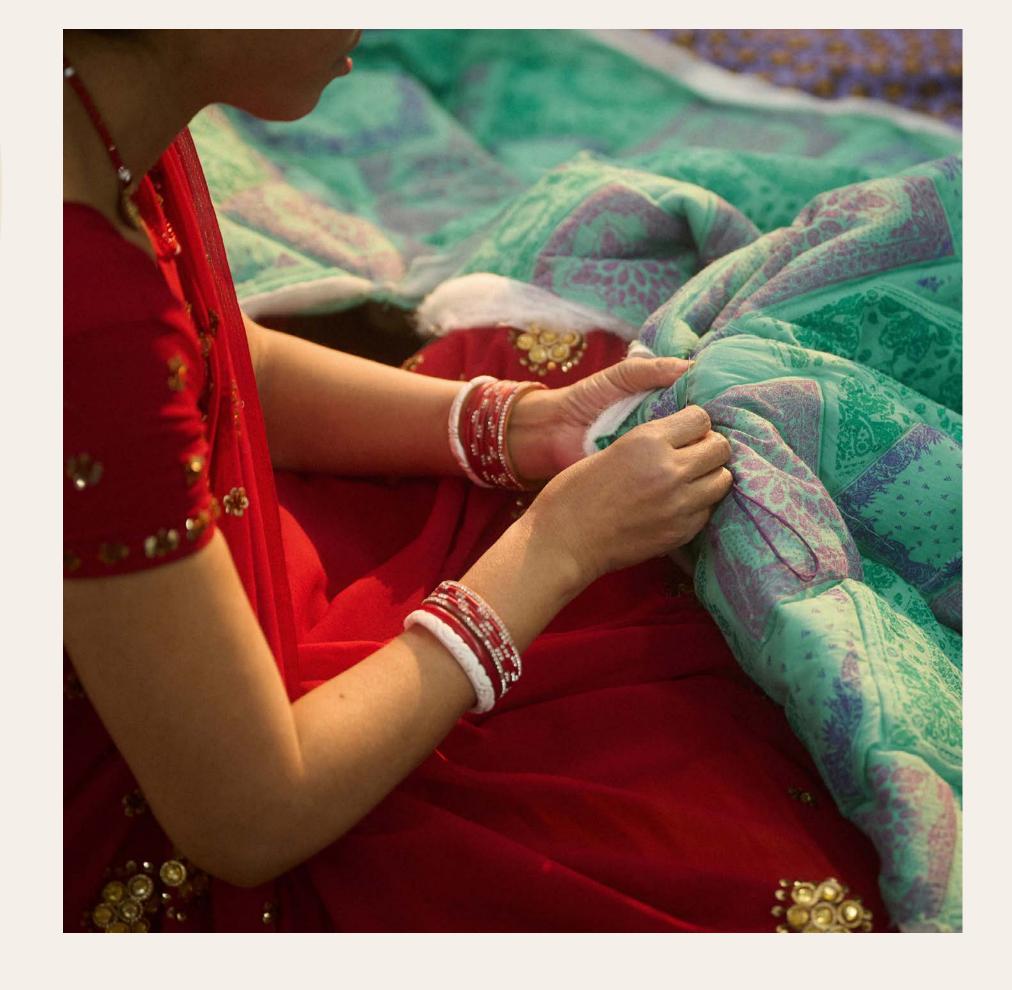
Among our initiatives:

- ba&sh participated in the **Solidarity Tombola** at the Women's Center, with proceeds going to support female victims of violence.
- Institut Rafaël x ba&sh: twice a year, ba&sh and Institut Rafaël for Alternative Medicine co-organize a makeover and image advice workshop, offering 12 women on a treatment path a break from daily life and the opportunity to compose the look of their choice.
- Women Safe & Children x ba&sh: 25,000 euros were donated to the association in 2024, which supports women, children and teenagers who are victims of all forms of violence.
- ba&sh participated in Fashion Week's Solidarity Fashion show with the Paris Townhall to support the M'Panam association. The event financed health and sports initiatives in Senegal and Mali.



+ 2025 OBJECTIVE

Continuing to support entrepreneurship and female empowerment by promoting individual and collective initiatives with the launch of an engaging new capsule.



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Fund and Action: the ba&sh philanthropy program

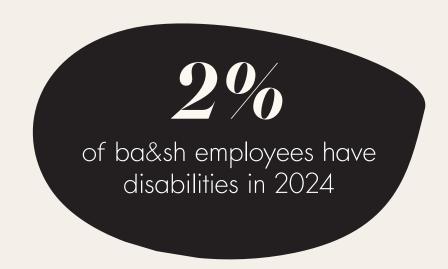
Promoting the recruitment and integration of people with disabilities

At ba&sh, we believe that developing an inclusive working environment is an opportunity. We welcome and consider all qualified and competent applications, without distinction.

For many years, ba&sh has 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 organizes recruitment sessions to integrate new recruits with disabilities. In 2023, we also took part in several recruitment forums in the Paris region.
- **Duodays x ba&sh**: gives a person with a disability the opportunity to meet a ba&sh employee, to share feedback and clarify their career plans. ba&sh is also proud to be renewing its inclusion scheme in 2023, which it initiated in 2022.

In 2022, we made our ba-sh.com website accessible to people with impaired vision, hearing, cognitive problems or epilepsy in all our markets.

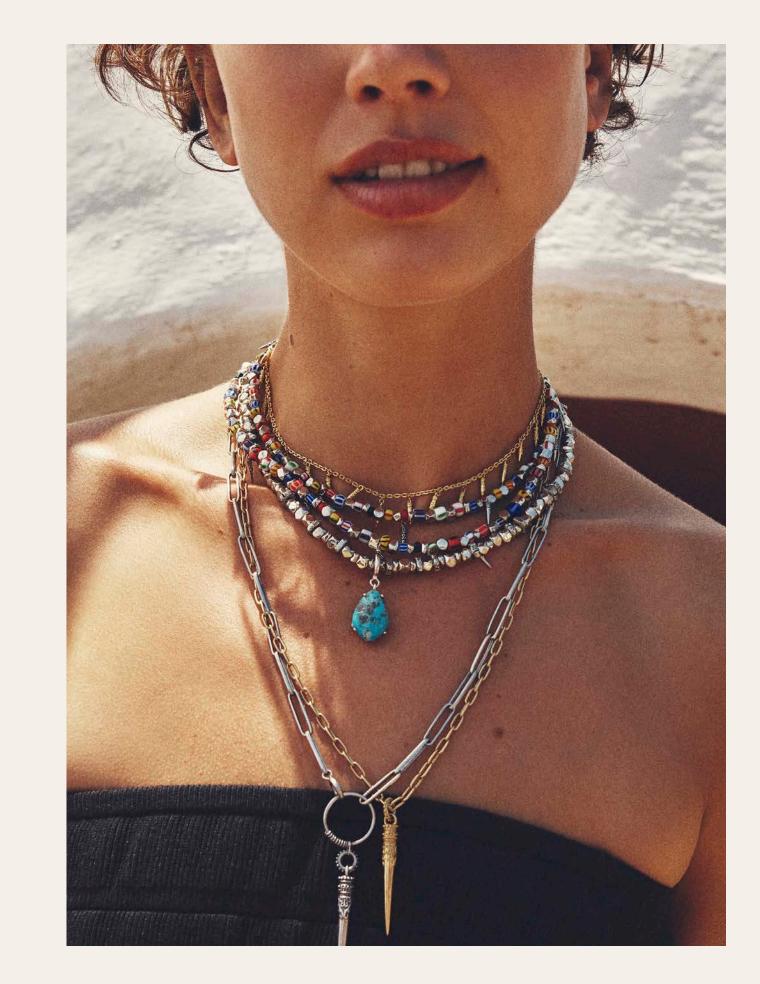


SCOPE AND METHODOLOGY

This calculation is based on the list of employees declared as having the French Recognition of disabled worker status (RQTH) in France.



- Continue to work on the integration and support of people with disabilities (anticipate and assess the difficulties at workstations for all)
- Initiate a partnership with a social integration project (e.g.: French Vocational Rehabilitation Centers (ESAT))



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Fund and Action: the ba&sh philanthropy program

Promoting and encouraging societal commitment

Every year, ba&sh engages its employees in various ways: participation in G.D. (good deeds) through collecting essential goods, participating in charity events, helping the homeless, etc.

In 2024, 25 female employees took part in the Odyssea charity race in support of medical research into breast cancer.



- Taking part in a new charity race in 2025: Odyssea
- Amplify our actions and offer all ba&sh teams 1 day a year to get involved for women (Volunteer Day)







Appendix 1

ba&sh's contribution to the Sustainable Development Goals

ba&sh's contribution to the Sustainable Development Goals

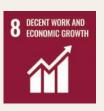
Approved by 193 UN member states in 2015, the mission of the SDGs is to respond to the economic, social and environmental challenges facing our planet.

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

ba&sh's sustainability strategy is part of this framework and contributes directly or indirectly to achieving 12 of these goals.



SDG 1 - No poverty: Support for social projects through the philanthropic Fund and Action program



SDG 8 - Decent work and economic growth: social compliance, diversity and inclusion, integration of people with disabilities



SDG 13 - Climate action: climate strategy, reduction of carbon footprint and air transport



SDG 3 - Good health and well-being: parenting policy



SDG 9 - Industry, innovation and infrastructure: promotion of innovative, lowimpact materials



SDG 14 - Life below water: reduce pollution from textile production processes



SDG 5 - Gender equality: strong commitment to empowering women and girls, entrepreneurship and combating violence against women



SDG 10 - Reduced inequalities: social inclusion, actions in favor of vulnerable communities and the fight against discrimination



SDG 15 - Life on land: preservation of biodiversity, implementation of a regenerative agriculture program, raw materials from organic farming



SDG 6 - Clean water and sanitation: actions to reduce water consumption and pollution in the production chain



SDG 12 - Responsible consumption and production: circularity, second-hand, waste reduction and use of certified materials



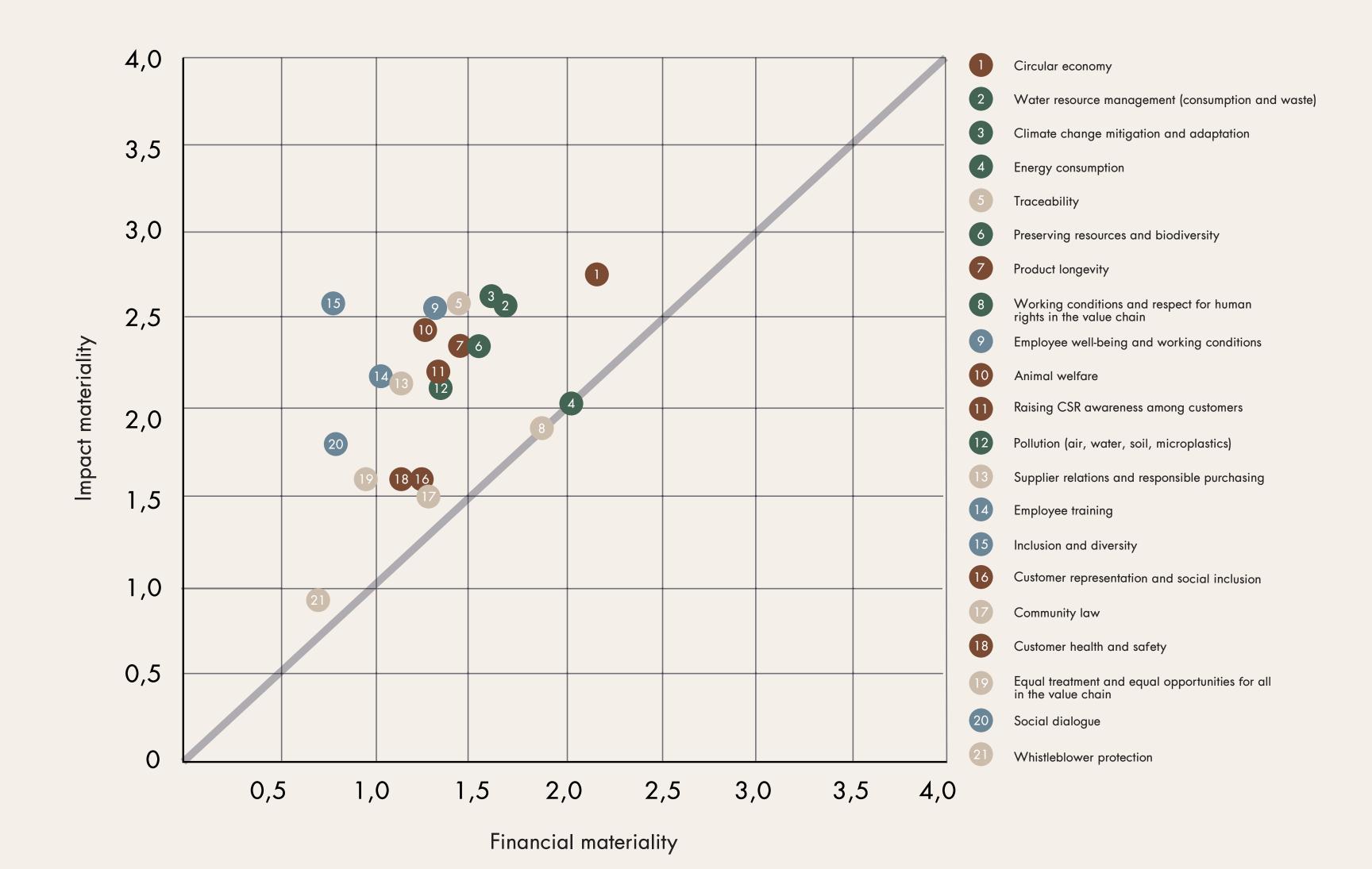
SDG 17 - Partnerships for the goals: collaboration with NGOs (Textile Exchange, Canopy, Four Paws, etc.)

SOCIAL

Appendix 2 Double materiality analysis

ba&sh's double materiality analysis carried out in collaboration with Utopies in 2023

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



Appendix 3

Definition of carbon accounting 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 transport	3	Transport of parts from garment factories to customers	
Energy	1, 2, 3	Energy consumption of offices, warehouses and stores	
Purchase of services	3	Purchase of services to ensure smooth operation at ba&sh: Insurance, advertising, maintenance, postage, etc.	
Purchase of goods	3	Purchase of equipment for ba&sh activities: Packaging, logistics equipment, etc.	
Travel	3	Employee travel (business trips and commuting), customer travel to stores	
Product use	3	Energy consumption induced by room use (washing, ironing, etc.)	
End-of-life treatment of sold products	3	Estimates for end-of-life of 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-related activities	3	Air conditioning and servers	



CONTENTS

BA&SH WORLD

SOCIAL

Appendix 4 Labels recognized by ba&sh

	LABELS							
ALS	Cotton	Polyester/Polyamide	Viscose	Leather	Wool	Mohair	Silk	Alpaca
MATERIALS	(A)							R W
	Organic Organic Organic Organic Organic Organic	Recycled Global Recycled Standard REPREVE	From renewable resources	Certified LEATHER WORKINGGROUP Improving Environmental Stewardship	Organic	Organic Organic Organic	Organic Organic Organic	Certified
ALTERNATIVES	Recycled Global Recycled Standard	Bio-sourced Rilsan® (Arkema) ecodear®PET (Toray) EVO® (Fulgar)	Ecological artificial fibers Tencel Feels so right	Recycled Global Recycled Standard	Certified Recycled	Certified Recycled	Recycled	Recycled Global Recycled Standard
	Regenerative agriculture Regenerative Organic Certified	\$ sorona ⁱ	Bemberg™ EcoVero™ It feels so precious.		Regenerative agriculture Regenerative Organic Certified	Global Recycled Standard		
CHEMISTRY			ł	oluesign°	OEKO TEX®			

What does "certified material" mean to ba&sh?

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Materials whose characteristics or origin have been verified and guaranteed by an independent third-party organization according to environmental, social or traceability criteria.

What does "impact material" mean for ba&sh?

Materials such as raffia, flax and hemp require little water, few or no chemical inputs, and their cultivation has a low impact on soil and biodiversity.

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Appendix 5 History of key figures

Environmental indicators	2022	2023	2024
Proportion of certified materials (by weight)	54%	66%	78%
Proportion of organic or recycled cotton	35%	62%	88%
Proportion of canopy-friendly viscose fibers	Data not available on E22	88%	94%
Distribution of transport modes	72% road, 23% air, 5% sea	73% road, 18% air, 9% sea	74% road, 17% air, 10% sea
Percentage of washer-disinfector sites with an environmental audit	Data not available	60%	100%
Average EIM score for denim	35	35	34
Waste collected and recycled in our offices	3.2 tons	4.6 tons	3.1 tons
Percentage of recycled/FSC paper in our packaging	80%	80%	80%

Social indicators	2022	2023	2024
Proportion of production located in Europe (by number of references)	36%	31%	27%
Proportion of references traced on tiers 1, 2, 3	45%	60%	79%
Proportion of production sites audited in tier 1	68%	82%	94%
Proportion of LWG-certified tanneries	91%	95%	100%

Societal indicators	2022	2023	2024
Number of employees with disabilities	1%	2%	2%
Gender equality index out of 100	65	78	82
Percentage of women on the Executive Committee	76%	79%	83%
Number of employees trained/Number of hours of training provided	355 employees, 3522 hours	377 employees, 3942 hours	380 employees, 3183 hours
Donations to associations	610,284 euros	651,697 euros	875,000 euros

DCI&Sh SUSTAINABILITY