

JOIN THE CHANGE

# ESG STRATEGY

MSCH COPENHAGEN

## STRATEGY

- E Lower our impact on the environment and climate.
- S Ensure a positive social impact throughout our operations in our value chain.
- G Ensure proper implementation of the S and the E in our operations and conduct internal training to implement and align.

## OBJECTIVES

- 1 OUR PRODUCTS (E)
- 2 OUR PEOPLE (S)
- 3 OUR PARTNERSHIPS (E & S)
- 4 OUR CLIMATE (E)
- 5 OUR INTERNAL TRAINING (G)

# HOW WE WILL ACHIEVE OUR STRATEGY

- 1 Creating timeless quality items with lower impact fibers and a circular mindset.
- 2 Ensure continuous well-being for the people in our value chain.
- 3 Creating partnerships that ensures a positive impact on both social and environmental aspects in our value chain.
- 4 Lowering our impact on the climate and the environment.
- 5 Ensuring internal buy-in through ESG Training.

# 1

## OUR PRODUCTS (E)

Creating timeless quality items with lower impact fibers and a circular mindset.

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### 1.1 CERTIFIED MATERIALS

80% of our items contains certified material by 2030.

### 1.2 CIRCULARITY

Initiate a take-back system and a repair program by 2025.

### 1.3 HIGH QUALITY STANDARDS

Set measurable standards to prove the quality of our products by 2025

### 1.4 MAKE INFORMED DESIGN CHOICES WITH A FIBER STRATEGY

Revise our fiber strategy to support our design decisions.

### 1.5 INCREASE COMMUNICATION

Ensure that consumers know our philosophy around timeless design and high quality.

# 2

## OUR PEOPLE (S)

Ensure continuous well-being for the people in our value chain.

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### 2.1 ENHANCE THE SENSE OF COMMUNITY

Ensure that all employees feel the sense of community.

### 2.2 WELLBEING OF OUR EMPLOYEES

Start measuring the wellbeing of our employees and initiate projects to increase wellbeing by 2024.

### 2.3 SOCIAL AUDITS

Establish our minimum requirement for all of our suppliers and continue our ongoing development of the supplier social audits.

# 3

## OUR PARTNERSHIPS (S & E)

Creating partnerships that ensures a positive impact on both social and environmental aspects in our value chain.

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### 3.1 SUPPLY CHAIN MAPPING

By 2025, set up a yearly process of mapping out our tier 2 suppliers.

### 3.2 ENVIRONMENTAL AUDITS

Collect data on our environmental impact through audits and self-assessments in 60% of our tier 2 by 2030.

### 3.3 STRATEGIC CUSTOMERS

We want to be proactive in our approach to customers and establish a strategic dialogue on sustainability.

# 4

## OUR CLIMATE (E)

### Lowering our impact on the climate.

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#### 4.1 SCOPE 1 & 2 EMISSIONS

Calculate our Scope 1 & 2 emissions and set goals by 2024.

#### 4.2 SCOPE 3

Define the categories to calculate in scope 3 by 2024.

#### 4.3 SCOPE 3 MEASURES

Measure our Scope 3 emissions in accordance with our categories and set goals for improvement.



# 5

## OUR INTERNAL TRAINING (G) Ensuring internal buy-in through ESG Training.

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### 5.1 ESG TRAINING: STORES

Ensure that all staff in the stores feel well prepared to converse with customers about ESG by 2025.

### 5.2 ESG TRAINING: OFFICES

Ensure that all personnel in the our offices are well informed about our ESG initiatives by 2024.