

OF TOMORROW

Sustainability Report

- 2025 -

CARE of CARL

Helping Men Make Better Choices

Our perspective on sustainability — and on our long-term relevance — is grounded in a simple belief: that fewer, better choices ultimately matter more. Since the beginning, our ambition has been to offer a considered selection of premium brands and products — pieces defined not only by their quality, but by their ability to endure, both in craftsmanship and in style. We believe that garments worn and appreciated over time represent a more responsible way of consuming. In that sense, our role is to guide our customers towards thoughtful investments — in pieces that become lasting parts of a well-curated wardrobe.

At the same time, we see an equally important responsibility in extending the life of what already exists. By encouraging and educating our customers on how to care for, maintain, and repair their garments, we aim to significantly prolong the lifespan of each item. And when a piece is no longer worn, we strive to make its next chapter as seamless as possible — through our trusted platform for pre-owned premium and luxury goods. In doing so, we support a more circular approach to consumption, and continue to help men make better choices.

2025 has been a year of continued development, both in terms of our own operations and the broader global context in which we operate. As we expand into new markets and continue to drive profitable growth, we remain equally committed to strengthening the sustainability of our business.

During the year, we continued to refine and operationalise our buying policy and the “Classics of Tomorrow” criteria, ensuring that our assortment is increasingly aligned with long-term durability, quality,



Classics of Tomorrow

Curating premium and luxury menswear brands that are as relevant today as they will be tomorrow – both in terms of quality and style.



Pre-Owned

Guiding our customers into circular shopping, by offering the service to sell their premium and luxury products.



Care with Carl

Prolonging the life of each product, through guides for washing, caring and mending.



and circular potential. Today, 92% of our assortment meets these criteria, marking a significant step towards our 2030 ambition of reaching 100%.

We have also completed the rollout of care guides across all relevant product categories, reaching 100% coverage in 2025. This is a key milestone in our ambition to extend product lifecycles and support more conscious consumption.

At the same time, we continue to see a growing integration of circular behaviour among our customers. Pre-owned products now represent 8.7% of total sales.

Within our environmental impact, 2025 also marks an important step forward in measurement and transparency. We are proud to report that our Scope 1 and 2 emissions have been reduced to 0.9 tonnes. Our target is to become CO2 neutral in Scope 1 and 2 by 2030. The inclusion of additional Scope 3 categories has significantly increased reported emissions to 959 tonnes. This reflects improved data coverage rather than a proportional increase in underlying impact.

Finally, I would like to emphasise that we operate within an industry that must continue to evolve. Meaningful change requires long-term commitment — from us as a company, from our partners, and from our customers. I am proud of the progress we have made, and we remain committed to continuing this journey.

Yours sincerely,
Mathias Ekström
CEO, Care of Carl



Contents of This Report

Message from the management

About this report

About Care of Carl

- Care of Carl In Figures
- Our Vision & Values
- The Circular Value Chain
- Our Stakeholders

Our Sustainability Work

- UN Sustainable Development Goals
- Material Analysis
- The Care of Carl Sustainability Goals

Goal 1: Responsible Selection

- 1.1 Buyers Policy - Overview
- 1.2 The Classics of Tomorrow Criteria
- 1.3 Supplier Self-Assessment (SAQ) Results

Goal 2: Sustainable Shopping

- 2.1 Product information & Communication
- 2.2 CARE with Carl – Guides
- 2.3 Pre-Owned Clothing & Shoes
- 2.4 Pre-Owned Watches & Bags
- 2.5 After Sales Services

Goal 3: Environmental Impact

- 3.1 CO2 Emission Process
- 3.2 Use of Electricity
- Scope 3:
 - 3.3 Transport & Distribution
 - 3.4 Transport & Packaging
 - 3.5 Product CO2

Goal 4: A Safe & Inclusive Place to Work

- 4.1 Social Impact
- 4.2 Employee Net Promoter Score
- 4.3 Code of Conduct:
 - 4.3.1 Equality
 - 4.3.2 Visual Brand Guidelines
 - 4.3.3 Our Work environment efforts
 - 4.3.4 Anti Corruption

Goal 5: Business Ethics & Corporate Governance

- Supplier Code of Conduct

Appendix - Sustainability Data

- The Classics of Tomorrow Index
- Product Origin & Material Compositions
- The Care of Carl Sustainability Goals Broken Down Into Activity Plan

SUSTAINABILITY REPORT 2025

About This Report

Welcome to Care of Carl's Sustainability Report for 2025. This report covers our financial year from January 1st to December 31st, presenting information specific to this period unless otherwise stated.

This marks Care of Carl's second standalone Sustainability Report. As of 2025, the company remains under the ownership of Litorina AB and Sparre Invest.

The purpose of this Sustainability Report is to provide transparent and relevant information to our stakeholders regarding the impact of our operations. This includes environmental, social, and employee-related matters, respect for human rights, and efforts to prevent corruption.

The information presented has been compiled internally with the support of relevant partners. Within Care of Carl, sustainability initiatives and reporting are overseen by the board of directors, guided by the executive team, and managed by our sustainability group.



About Care of Carl

Care of Carl was founded in 2010 with the ambition to create an online destination for well-fitting, high-quality menswear at a time when the market lacked both curation and guidance. What began with a carefully selected range of 20 brands has since developed into a leading European platform for premium and luxury menswear.

Since day one, the business has grown organically. Today, Care of Carl employs over 70 people and generates an annual turnover of approximately 488 MSEK, with continued profitable growth. Headquartered in Borås, Sweden, we serve customers worldwide, supported by a strong European presence with local online stores across key markets.

Our ambition is to contribute to a more thoughtful way of consuming menswear. Through a curated assortment, editorial guidance, and personal service, we support customers in making informed decisions and choosing garments that are made to last, both in quality and relevance over time.

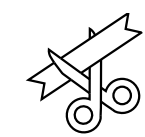
We actively work to extend the lifecycle of products by encouraging long-term use, offering after-sales services, and developing our pre-owned business. By enabling repair, care, and reuse, we aim to reduce unnecessary consumption and support a more circular approach to style.

At Care of Carl, we believe that better choices lead to better wardrobes. By combining quality, knowledge, and long-term thinking, we strive to create value for our customers while contributing to a more responsible future for menswear.



About Care of Carl

QUICK FACTS



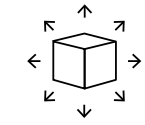
EST 2010



Borås, Sweden



Men 25-55 years



.se .no .dk .fi .de .nl .fr
.at .ch .com



≈ 70 Employees

MISSION

Helping men discover their personal style

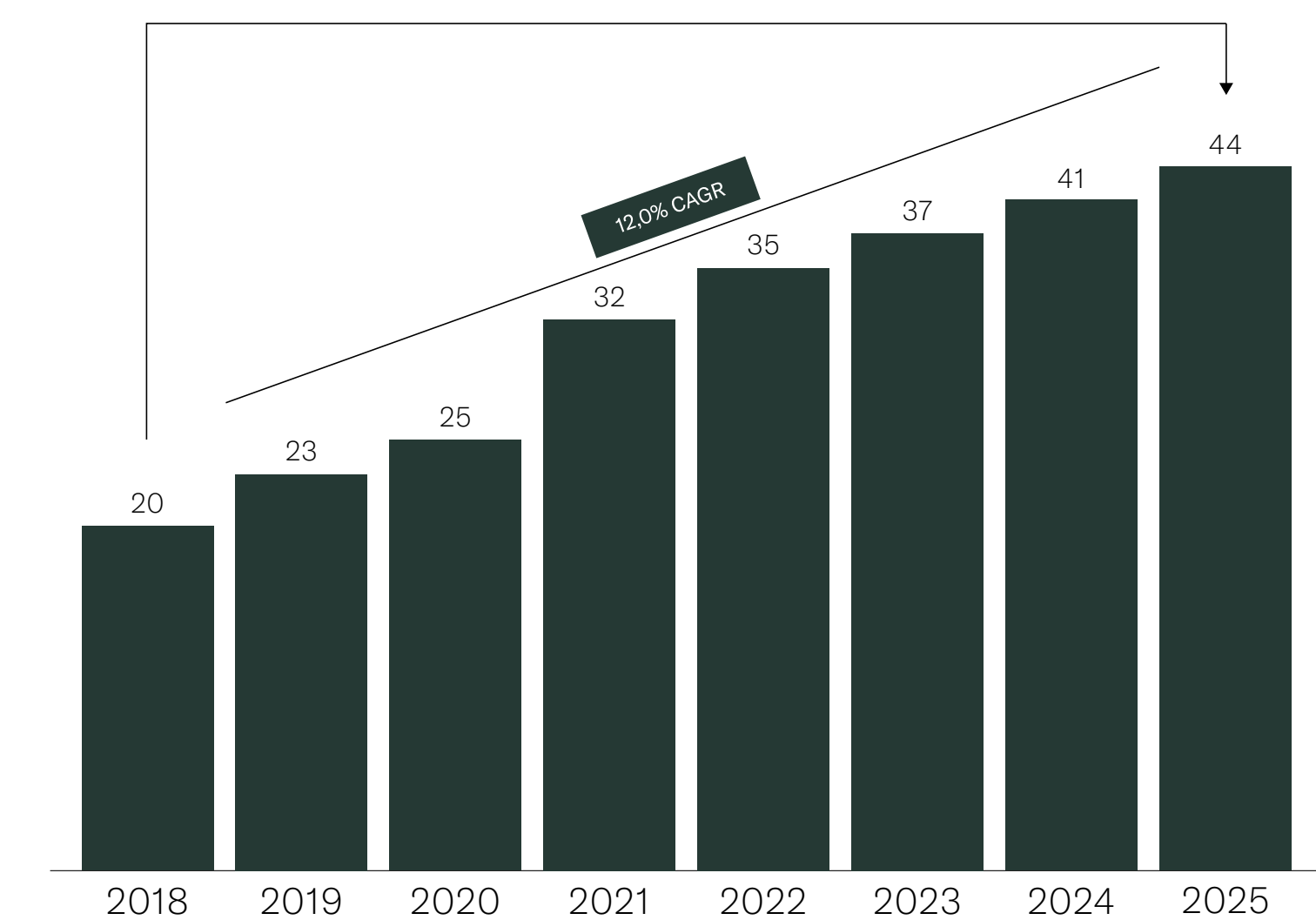
THE CLASSICS OF TOMORROW

A curated offer of ~250 Premium & Luxury brands within Clothes, Shoes, Accessories and Lifestyle products, as relevant today as they will be tomorrow.

CORE STRENGTHS

- Menswear specialist
- Full price
- Unique Nordic positioning
- Free Shipping & Returns
- Best in Class Customer Service
- Style Advisor Service

FINANCIAL DEVELOPMENT



Profitable growth also continuing 2025

- +8% growth with 10%+ EBITDA YoY.
- Growth in both Nordic and Non-Nordic sales.
- Non-Nordic countries now representing 19% of total sales.

ABOUT CARE OF CARL

Our Vision & Values

Care of Carl offers "The Classics of Tomorrow" – a curated selection of premium and luxury brands, as relevant today as it is tomorrow. We strive to help men discover their personal style, focusing on quality and sustainability. Our vision and business strategy is built on a foundation of outstanding service, devotion, and knowledge.

We believe in long-term investments as a more sustainable way to build the male wardrobe. Furthermore, we have produced useful guides for clothing- and shoe care, helping our customers to care for and prolong the lifespan of their beloved garments.

Through personal interaction and powerful engines, we can guide and help men to make better choices, as well as inspire them to intentionally choose garments with longevity, to be loved and cherished for years to come. And by our pre-owned service, we offer a way to reuse sold garments for a more circular business overall.

We offer superior customer service together with extensive product information with the ambition to equip our customers with knowledge and tools that enable them to make informed decisions when investing with us.

Quality

Sustainability

Availability

Service

OUR CORE VALUES

The Circular Value Chain

We have divided our value chain into three different areas where we have identified various opportunities for us to influence our customers to make more sustainable choices based on our core initiatives while helping us to make our business more circular overall. The responsibility for our sustainability efforts is distributed across all departments within the company and is governed by a sustainability forum where the responsibility for different areas lies with each head of department. This ensures that our sustainability initiatives span across our entire business model and are not concentrated to individual roles or business areas.

The Classics of Tomorrow: Curating premium and luxury menswear brands as relevant today as they will be tomorrow – both in terms of quality and style.

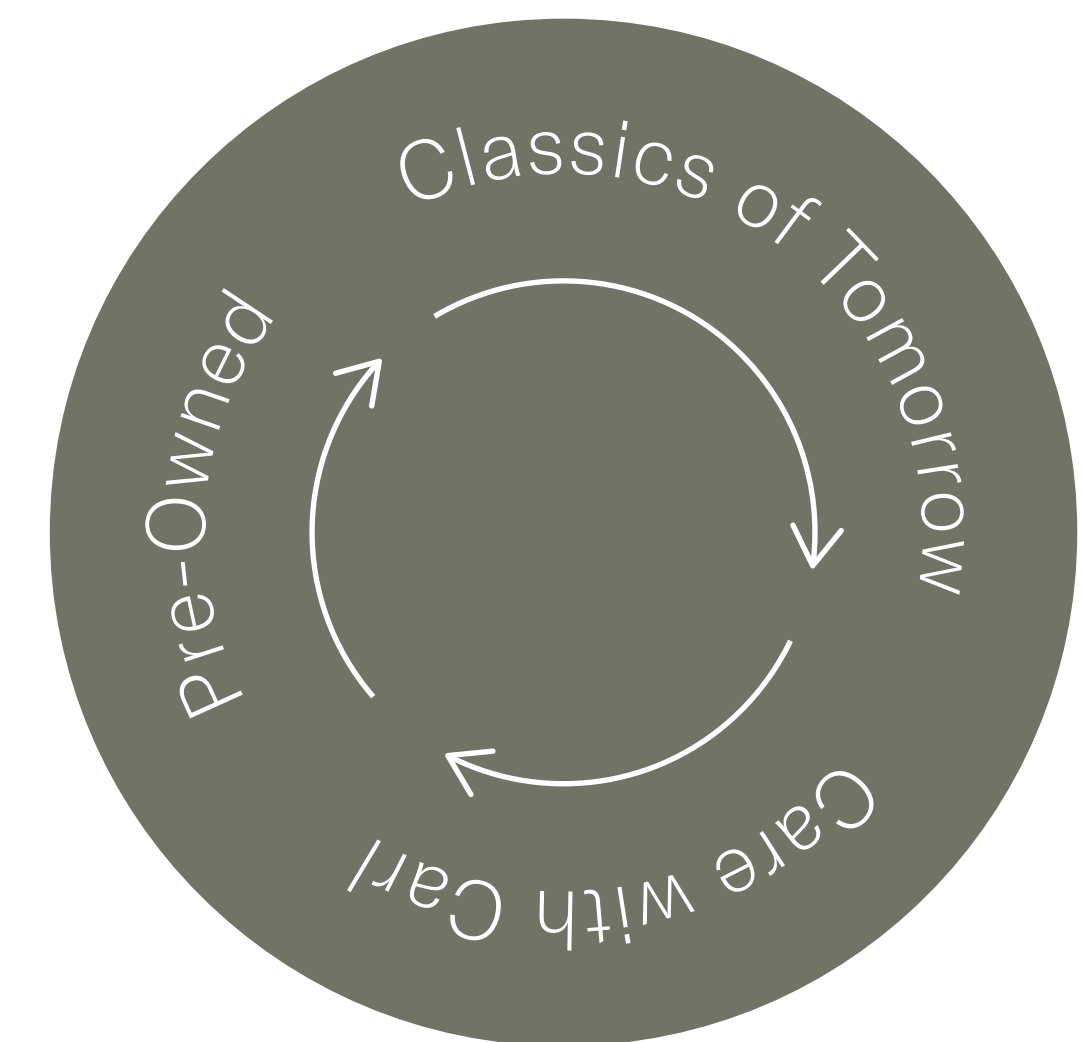
- Responsible Selection/Buyers policy - criteria for how we select garments for a more sustainable approach.
- Core Campaigns - what we are promoting and telling our customers through communication and content. Incorporating a sustainable communication manner across channels, focusing on quality and circularity.

CARE with Carl: Prolonging the life of each product, through guides for washing, caring, and mending. Also, an incentive to care for one's garment to enable a second life through reselling.

- Product information - measurements and information to manage expectations and reduce return rates.
- Care guides - guiding communication on product level on website product page, CRM, and SoMe through both text and video to adapt to today's needs and how media is consumed.

Pre-Owned: Encouraging our customers to circular shopping, by offering the service to sell their premium and luxury products.

- Clothing & Shoes – our premium service platform for reselling premium and luxury goods bought at Care of Carl as well as outside of our store.
- Watches & Bags – a curated assortment of vintage luxury watches and bags, promoting quality that lasts over generations.



ABOUT CARE OF CARL

Our Stakeholders

Our business must be viewed from the perspective of our stakeholders, who are both affected by and contribute to our operations. In our commitment to collaboration, we prioritize engagement with key stakeholders, namely our customers, employees, suppliers and owners. We regularly reassess this stakeholder list, aligning it with evolving events and the present landscape.

Our stakeholder engagement serves the purpose of establishing common ground regarding expectations for sustainability efforts across our value chain. Communication is key, and we actively seek input from all stakeholder groups.

OUR KEY STAKESOLDERS

Employees: our employees make the foundation of Care of Carl and without their contributions, our products would not reach the market. We are dedicated to being a responsible employer and offer an inclusive culture and a safe and healthy work environment.

Customers: we want to offer our customers high quality, premium products to be loved and cherished over time while inspiring them to find their personal style and make more sustainable choices. But also guiding them on how to care for their products and offering a circular shopping experience.

Suppliers: we prioritize sustainable supplier partnerships to build engaging and long-term relationships offering a quality range of "The Classics of Tomorrow." Emphasizing transparency and adherence to good business practices and good working conditions for their employees.

Owners: our objective is to generate value for our owners through a conscious management of our operations, meeting their demand while aligning our business with their objectives.

OUR SUSTAINABILITY WORK

UN Sustainable Development Goals

In 2015, the United Nations unveiled the Sustainable Development Goals, aiming to propel the world toward sustainability. These goals encompass 17 interlinked objectives spanning social, environmental, and economic goals, ensuring progress that fulfills present needs while safeguarding the ability of future generations to meet their own.

Within the complex structure of the retail industry, we are dedicated to embracing a long-term perspective. Understanding the interconnected nature of this agenda, our efforts encompass and impact the entire spectrum of SDG goals. As such, we've identified five specific goals that shape and guide our day-to-day efforts.

The five goals are mostly based on a materiality analysis where our key stakeholders were asked to rank the most important sustainability aspects among sixteen key sustainability areas.



Achieve gender equality and empower all women and girls.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



Ensure sustainable consumption and production patterns.



Take urgent action to combat climate change and its impacts.



Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

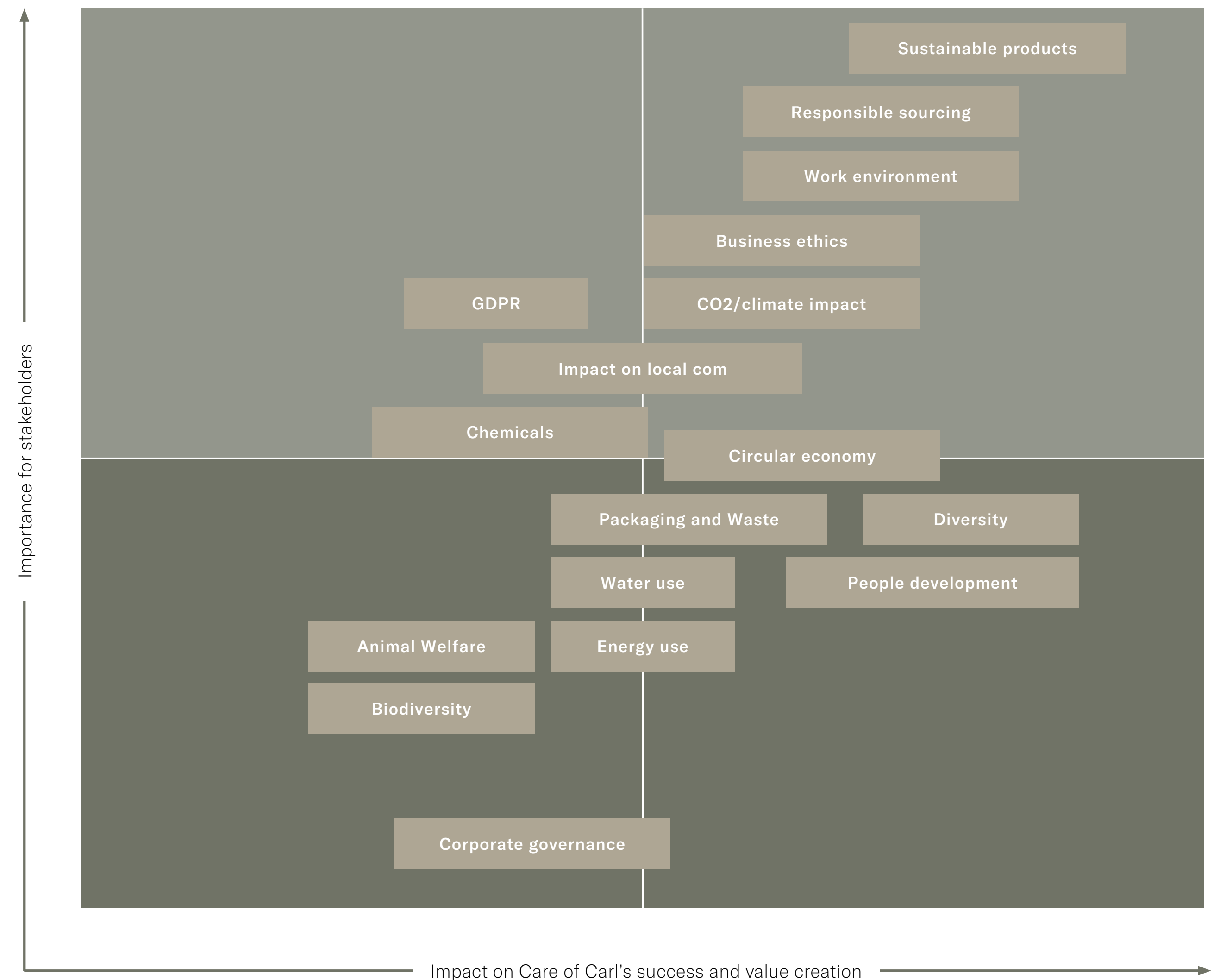
OUR SUSTAINABILITY WORK

Materiality Analysis

To find out what is most important to our stakeholders, a comprehensive survey was conducted where they were asked to rank the most important sustainability aspects among sixteen key sustainability areas. Conducting both the impact on Care of Carl's success and value creation while assessing the importance for our stakeholders.

Conducting a materiality analysis on what is considered crucial can be a decisive factor for our customers, employees, and owners. We enlisted the help of an external party, namely Fogel and Partners, who compiled a materiality analysis and benchmarked companies like ours as retailers. We then analyzed the aspects, and prioritized which ones should be measured or targeted to secure a regular follow-up. The results are presented in the figure to the right.

- Prioritization of aspects based on:
- How crucial they are for stakeholders' decisions to become an employee, customer, investor, or partner.
- How crucial they are for Care of Carl's business success and building shareholder value (including both risks and opportunities).
- Taking into account the ability to influence.



OUR SUSTAINABILITY WORK

The Care of Carl Sustainability Goals

As a retailer, we've chosen to embrace the previously mentioned UN Sustainable Development Goals where we think we will have the biggest impact, and to secure engagement and progress we made sure to align them with our current business objectives and the demands from our key stakeholders by setting five main goals and six important KPI's. This will serve as our guiding framework to tackle global challenges and set specific targets that resonate with our operations. By integrating these goals into our business strategy, we aim to contribute meaningfully to global sustainability while pursuing our organizational objectives.

The KPI's will be further explained throughout the report, divided into five chapters based on our main goals:

1. Responsible Selection
2. Sustainable Shopping
3. Environmental Impact
4. A Safe & Inclusive Place To Work
5. Business Ethics & Corporate Governance

For a detailed list of activities connected to each goal. See Appendix – Activity plan.



RESPONSIBLE SELECTION
The Classics of Tomorrow criteria

2023: 45%	2025: 92%	2030 target: 100%
-----------	-----------	-------------------

*excluding underwear



A SAFE & INCLUSIVE PLACE TO WORK
E-NPS

2022: 69%	2024: 45%	2025: 67%
-----------	-----------	-----------

Yearly target: >70%




SUSTAINABLE SHOPPING
Pre-Owned share of sales

2022: 0.6%	2024: 5.5%	2025 target: 8.7%	2030 target: 15%
------------	------------	-------------------	------------------

Products with care guides

2022: 40%	2024: 80%	2025: 100%
-----------	-----------	------------



ENVIRONMENTAL IMPACT
Scope 1 + 2 CO2 impact (tons)

2022: 6.3	2025: 0.9	2030 target: 0
-----------	-----------	----------------

Scope 3 CO2 impact (tons)

2022: 124	2024: 183	2025: 959
-----------	-----------	-----------



BUSINESS ETHICS & CORPORATE GOVERNANCE
Signed supplier code of conduct

2024: 91%	2025: 93%	2030 target: 100%
-----------	-----------	-------------------

Scope 3 target not yet defined, due to lack of detailed data both upstreams and downstreams. Care of Carl will regardless of targets work to actively decrease scope 3 CO2.



THE CARE OF CARL SUSTAINABILITY GOALS

1. Responsible Selection – Our Assortment

When it comes to consumption, there are better and worse choices in terms of sustainability impact. Since day one of Care of Carl we have believed that investing in high-quality products that are going to be used and last over time is the best approach for a more sustainable way.

Therefore, we aim to provide a range of products that we can motivate as being Classics of tomorrow. To help us achieve this we have implemented a:

1.1 Buyers Policy - stating how we work with the selection and communication of the products we sell as well as how we form our relations.

1.2 The Classic of Tomorrow Criteria – defined by four criterias, which together define how sustainable a product is from our perspective.

! KPI - The Classic of Tomorrow Criteria, share of total assortment we accept for a repurchase through Care of Carl Pre-Owned:
2023: 45% / 2025: 92% / 2030 target: 100% *excluding underwear

CONDITIONS TO BE MET FOR ADDING A NEW BRAND TO OUR RANGE:

- The brand should adhere to *Care of Carl's Code of Conduct**, Supplier Guidelines, and our payment terms. **There is an option to substitute our Code of Conduct if the brand provides an equivalent.*
- The brand should maintain consistently high standards in its operations, linked to production management, products, and brand profiling.
- The brand's profile should align with Care of Carl's identity and proposition, emphasizing timelessness, quality, and superior craftsmanship.
- Products should exhibit high quality, enabling compliance with Care of Carl's sustainability profile. We aim for a range that functions within a circular business model, encouraging the care of purchased products to extend their lifespan.



1. RESPONSIBLE SELECTION

1.1. Buyers Policy - Overview

To guide us in the right direction and ensure our position is kept, we have during 2023 stated four criteria for our buying process, namely The Classic of Tomorrow Criteria, intended to support and guide us during purchasing decisions. The more boxes a product checks, the better it aligns with our values and thus can be defined as a more sustainable product from our perspective.

The criteria are ranked according to what we believe most significantly influences whether a product is more, or less sustainable, and where we can make decisions based on available information. As retailers, we do not have access to a completely comprehensive basis of decision-making as we seldom have access to the manufacturing process and therefore lack information transparent enough about materials and production down to the smallest detail. However, we must have the ambition to gradually improve the decision-making process and influence through our experience and knowledge.

We focus on sourcing, brand profiling, pricing, as well as the aftermarket and resell availability to guide both ourselves and our customers toward making more informed choices. The product should, to the greatest extent possible:

THE CLASSIC OF TOMORROW CRITERIA:

1. Be produced by a strong and reputable brand
2. Possess a timeless design
3. Manufactured in a durable manner
4. Sustainable Production

1. RESPONSIBLE SELECTION

1.2. The Classic of Tomorrow Criteria - Definition

1. Be produced by a strong and reputable brand

Products from reputable brands, especially in premium and luxury segments, align with our circular business model by ensuring quality and demand on the second-hand market.

We prioritize brands with timeless styles, a rich heritage, high international demand, and strong resale value. Our focus is on longevity, seeking brands that align with our core values and offering products that are functional both now and in the future – a true “Classics of Tomorrow”.

2. Possess a timeless design

Products that maintain their appearance over time hold enduring value for us and our customers. We aim for a range that transcends seasons, minimizing overproduction and sales.

Timeless design entails clean materials, and basic colors like black, white, navy, grey, beige and olive green, avoiding patterns or excessive logos. These pieces, with simple, thoughtful designs, are easily combinable with other wardrobe items, steering clear of passing trends.

3. Be manufactured in a durable manner

Our garment durability assessment model combines specific product categories and materials. Durable materials include:

- Leather for natural aging.
- Synthetic materials for high-resistance.
- Waxed/treated cotton for water repellence.
- Wool for resilience and reduced washing needs.

Exceptionally durable combinations for frequent use encompass well-made jackets, knitted sweaters, certain pants (flannel, performance, unwashed jeans), wool blazers, Goodyear welted shoes and bags.

When choosing between similar products, we prioritize higher durability for a longer lifespan and rely on brand expertise or seller insights for garment quality and longevity whenever in doubt.

1. RESPONSIBLE SELECTION

1.2. The Classic of Tomorrow Criteria – cont.

4. Be produced in a sustainable way

In addition to meeting the previous criteria, products benefit from sustainable material specifications. Either through materials known to possess better durability characteristics than others or European manufacturing and/or a transparent production process. This includes:

- Organic Cotton: fewer chemicals, preserves land, and is better for cultivation.
- Plant & Natural Fibers (excluding cotton and wool): renewable, biodegradable, and eco-friendly.
- Recycled Synthetic Fiber: reduces resource consumption and energy usage.
- Wool (including organic)
- Recycled Wool: renewable, biodegradable, and eco-friendly, with recycled wool conserving resources and reducing carbon emissions.

Application

These criteria also guide our product selection for customer communication and acceptance in Care of Carl Pre-owned, our second-hand sales service.

Presently, about 45% of our range qualifies for repurchase, with a clear ambition to greatly increase this number in the coming years. If we succeed, we will also enhance our circular business model.

In addition to the outlined criteria, we blacklist purchasing items with sexist/offensive content, drug/violent romanticizing expressions, and products with real fur collars.

We also aim to avoid purchasing garments made from mixed materials to the extent possible in order to simplify recycling and closing the circular loop. Of course without compromising on long-term durability regarding wear resistance and usability.

Suppliers failing to adhere to our Code of Conduct face corrective action or termination of collaboration, potentially leading to claims for damages.

1. RESPONSIBLE SELECTION

1.3. Supplier Self-Assessment (SAQ) Results

During 2025, Care of Carl conducted a Supplier Self-Assessment Questionnaire (SAQ) covering approximately 40 selected suppliers, focusing on key areas such as environmental management, labor standards, business ethics, and supply chain governance. A total of 20 suppliers responded, corresponding to a response rate of 50%.

The results indicate a generally strong level of alignment with Care of Carl's Code of Conduct and fundamental social responsibility requirements. A large majority of responding suppliers (approximately 90%+) confirmed that they have read, understood, and implemented the company's Code of Conduct, and that they maintain internal routines to ensure compliance with applicable laws and regulations.

Within social and labor-related areas, the results are particularly strong. All responding suppliers confirm that employees are entitled to

fundamental rights such as paid sick leave and formal employment conditions. Furthermore, over 90% report having established routines for internal follow-up, compliance monitoring, and handling of deviations.

In environmental areas, the results show a more varied level of maturity. Around 70–80% of suppliers report having defined environmental or climate-related objectives and action plans. However, only approximately 60% report their greenhouse gas emissions in line with recognized frameworks such as the GHG Protocol, indicating room for improvement in emissions measurement and reporting.

The assessment also highlights clear development areas within supply chain management. Only a small minority of suppliers (less than 10%) report that they systematically impose equivalent sustainability requirements on their own sub-suppliers. In addition, the

share of suppliers with formalized and certified management systems (e.g. ISO 14001 or ISO 45001) remains relatively low.

Based on these findings, Care of Carl will continue to prioritize:

- Strengthening sustainability requirements throughout the supply chain

- Increasing supplier capabilities in climate data reporting and emissions tracking

- Encouraging the implementation of structured environmental and social management systems

The SAQ results provide an important foundation for ongoing supplier dialogue, risk assessment, and continuous improvement efforts within the company's sustainability strategy.



2. Sustainable Shopping

By securing product information from the buying stage through to our in-house processes and teams, including product specialists and marketing, our ambition is to consistently communicate and reflect The Classics of Tomorrow in every interaction. This enables both new and existing customers to make more informed and sustainable choices, whether by reducing the need for returns, investing in long-lasting quality, or choosing pre-owned alternatives.

During 2025, our focus has been on refining and strengthening the foundation built in previous years. Rather than introducing new initiatives, we have concentrated on improving existing processes, enhancing clarity for the customer, and further embedding circular and long-term thinking across the business. Below is a summary of key focus areas and progress.

2.1. Product Information: improved our measurement guides and information flow further to manage expectations and reduce return rates. Extra focus on active apparel and shoes,

2.2. CARE with Carl Guides: completed the rollout of CARE guides across all relevant categories, strengthening customer guidance through both text and video. During the year, we also initiated a new project focused on improving the pre-purchase experience by clarifying the long-term value of investing in quality, particularly within key product categories.

2.3. Pre-Owned Clothing & Shoes: refined the existing offering with a focus on quality, process efficiency, and customer experience. While demand softened slightly despite expansion into new markets, the business remains an important part of our circular strategy.

2.4. Pre-Owned Watches & Bags: Launched a new department for vintage luxury watches and bags.

2.5. After Sales Services: Introduced services to extend product lifespan, including restoration of handmade shoes as well as repair and maintenance services in collaboration with different brands.



! KPI – Share of products with produced care guides:
2022: 40% / 2024: 80% / 2025: 100%

KPI - Pre-owned share of total sales:
2022: 0.6% / 2024: 5.5% / 2025: 8.7% / 2030 target: 15%

2. SUSTAINABLE SHOPPING

2.1. Product Information & Communication

In e-commerce, it is crucial to provide clear product information to enable customers to make well-informed purchases and minimize the number of returns due to unmet expectations, sizing issues, or other details that could have been communicated pre-purchase.

Therefore, we are dedicated to extensive product information, where one of our key departments handles each garment through a comprehensive process:

- Every individual product is measured in-house by our product specialists and documented in measurement tables developed by us. This uniform process enables customers to easily compare items, especially useful if they have previously purchased from us and can use that as a reference.
- Each product is described in text based on fabric properties, areas of use, and other characteristics important for the customer to know.
- Every product is photographed on a model and separately to capture details crucial for decision-making.

The purpose of our extensive process is to offer customers, despite the lack of a physical experience, the clearest possible image of the different aspects relevant to their investments.



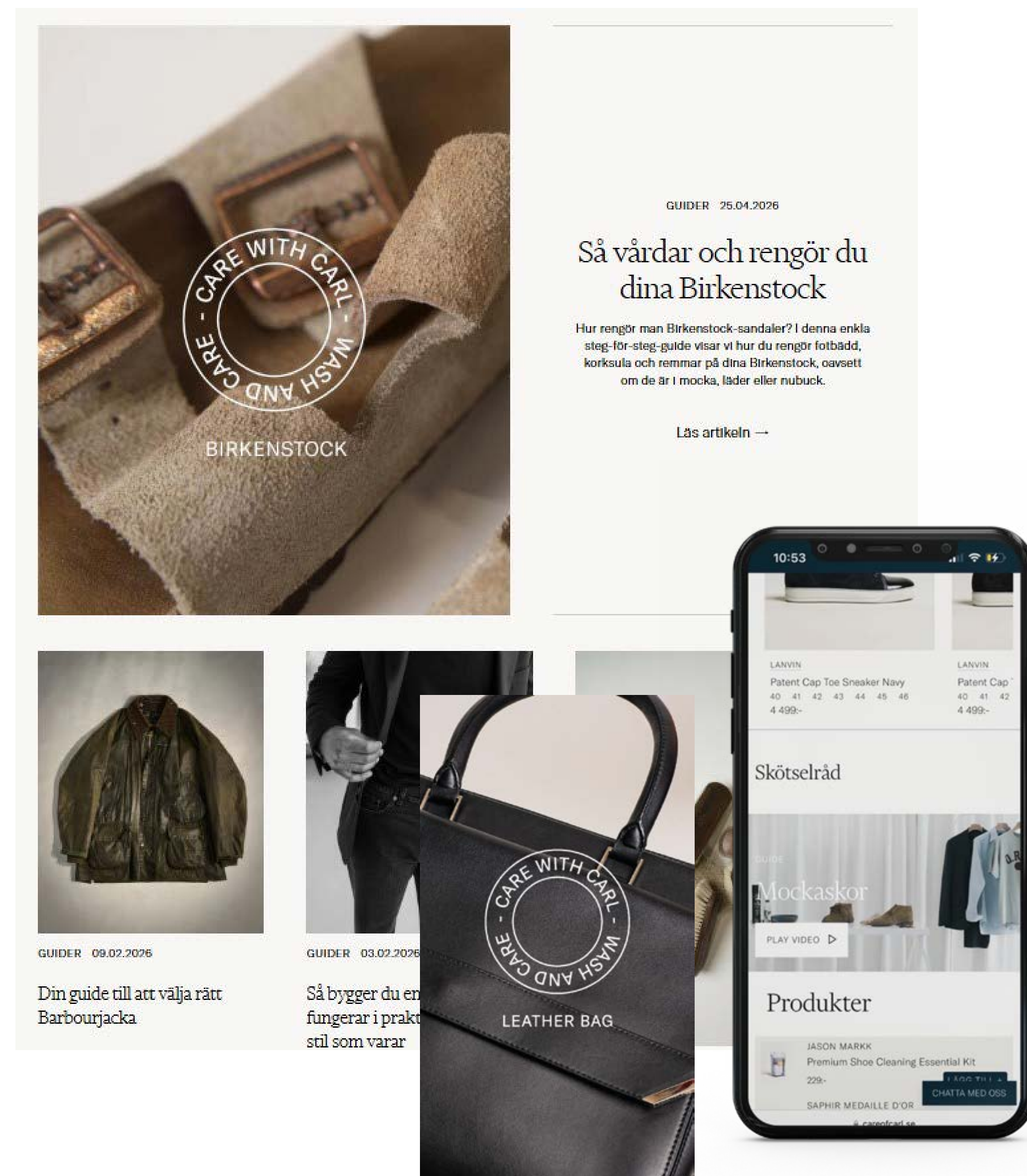
2. SUSTAINABLE SHOPPING

2.2. CARE with Carl Guides

At an early stage, we founded Carl Magazine, our online editorial, where we share knowledge alongside inspirational content with our visitors. Focusing on the importance of making long-term investments, both in quality and durability. As an expansion, or refinement of Carl Magazine, we've categorized and gathered all care oriented content under a side tab named 'CARE with Carl". Here we continuously publish articles and produce videos on materials, clothing- and shoe care, and hands-on tips for creating a lasting wardrobe and prolonging usage of garments that are already bought and put to the market.

These care guides are facilitated on our product pages, and in CRM loops and as a communicative tool on our social media to educate both through the pre- and post-purchase experience. The care guide shown on the product page on website is either based on category level or fabric/material, depending on which one is the most informative.

During 2025, we completed the rollout of CARE guides across all relevant categories, reaching full coverage of our assortment. With this foundation in place, focus shifted towards strengthening the pre-purchase experience through "why invest in quality" guides. These aim to clearly communicate the long-term value of premium products, supporting more informed decisions, reducing returns, and encouraging longer product use.





2. SUSTAINABLE SHOPPING

2.3. Pre-Owned Clothing & Shoes

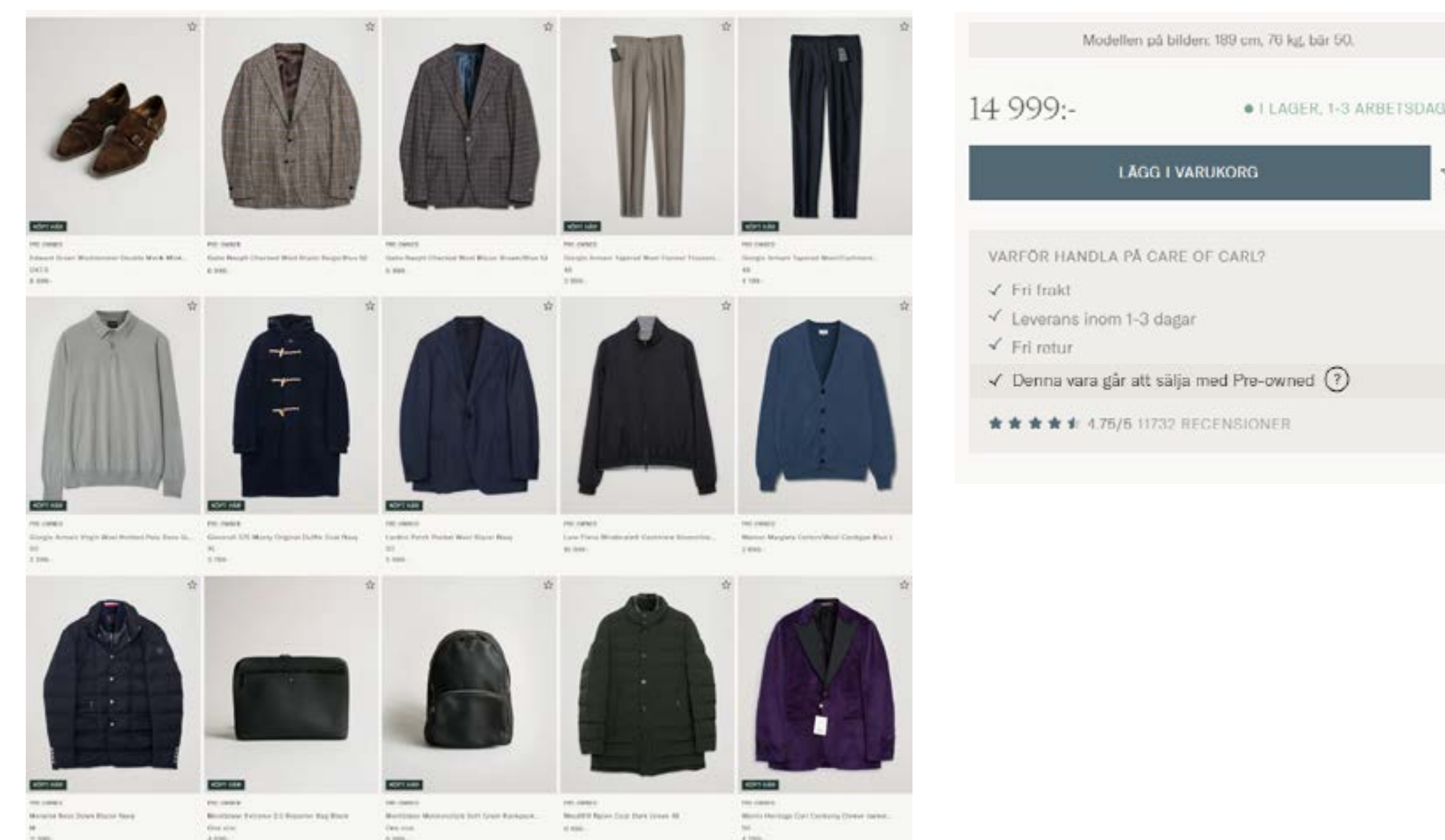
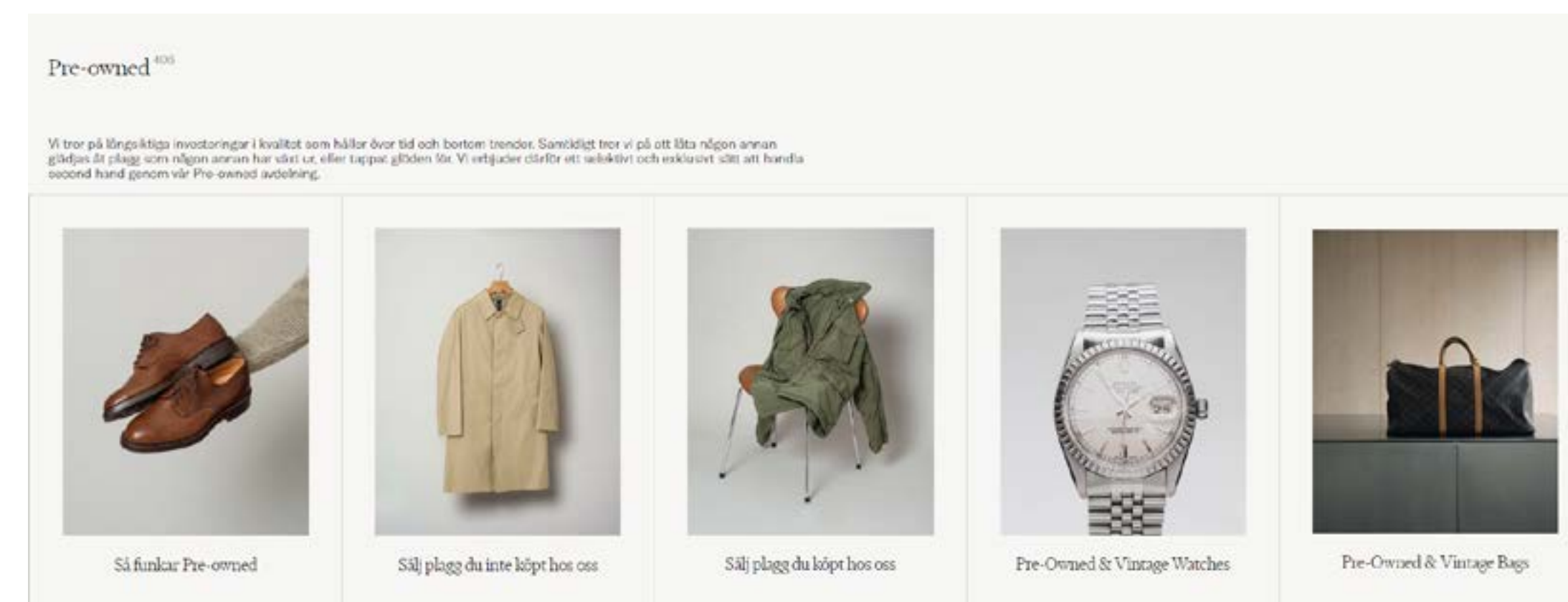
We believe in long-term investments in quality that last over time and beyond trends. At the same time, we believe in letting a second person enjoy garments that someone else has outgrown or lost their enthusiasm for. We therefore offer a selective and exclusive way to shop second-hand through our Pre-owned department since 2021.

The offer is curated and mainly focused on garments and shoes originally purchased at Care of Carl, supporting a circular purchasing behaviour and making it easy for our customers to both buy and sell pre-loved items in a safe and controlled way.

Our Pre-Owned department remains an important part of our long-term strategy and is continuously refined. During 2025, we further strengthened our focus on quality, which contributed to an increase in both average item value and net sales by 18 percent. At the same time, demand softened towards the end of the year, reflecting a more challenging market environment.

While maintaining and developing the service remains a priority, we see a need to further adapt sourcing, assortment, and pricing to better align with current customer demand. The buy-back program introduced in the previous year continues to be evaluated, with ongoing work to identify the right model and scale it effectively.

The scaling towards all markets was initiated in the previous year and completed during 2025, with Pre-Owned now live across all markets while continuing to evolve the offer in line with The Classics of Tomorrow criteria.



2. SUSTAINABLE SHOPPING

2.3. Pre-Owned Watches and Bags

In March 2023, we launched our Pre-Owned Watch department, followed later that year by a separate department for vintage bags. This is an assortment we have continued to develop and refine during 2025.

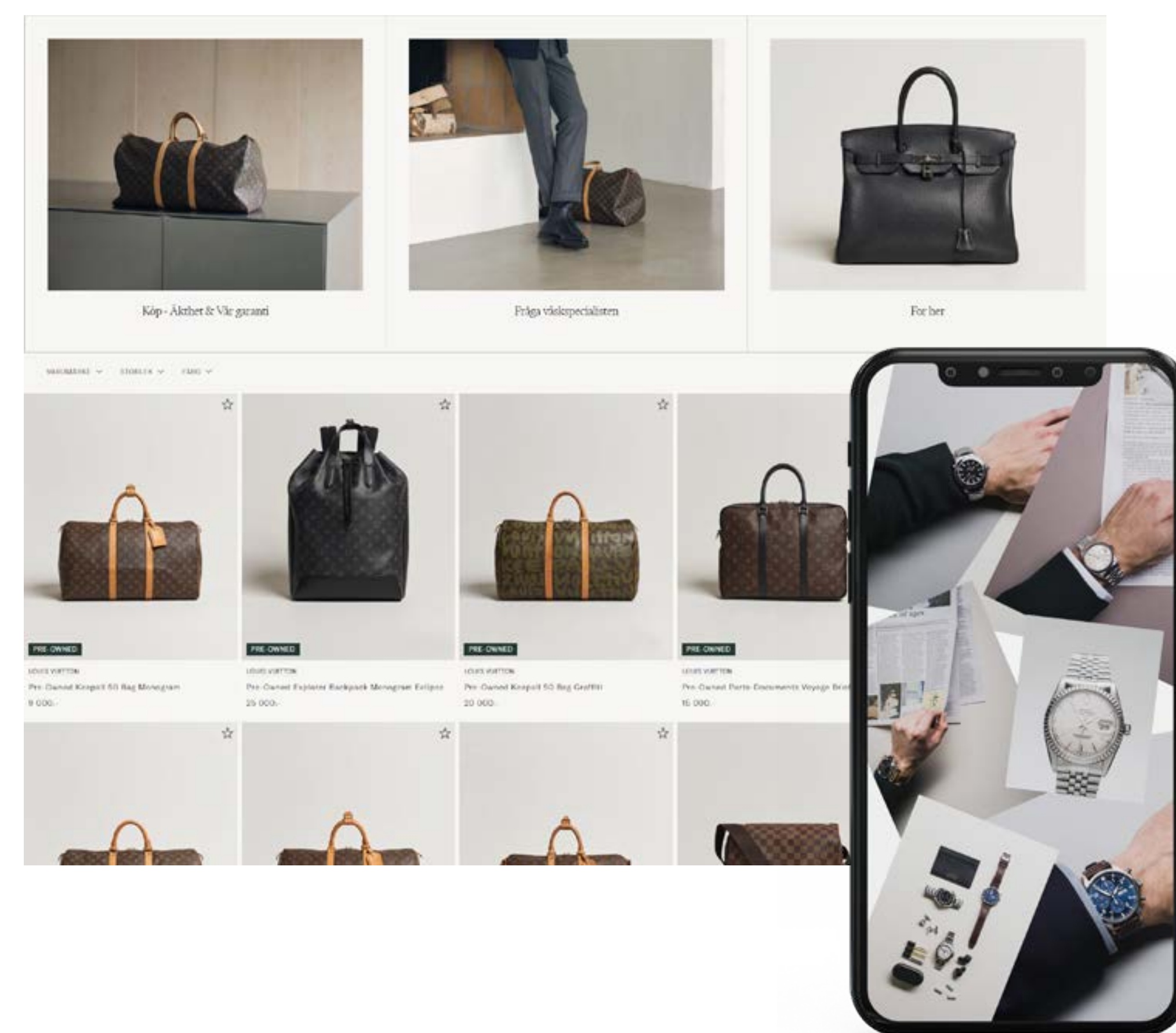
During the year, the category saw strong growth, with net sales increasing by 75 percent compared to 2024, driven by a 50 percent increase in sold pieces and an 18 percent higher average item value. Watches now account for approximately 7 percent of total sales, while bags represent just over 1 percent.

We have always valued a carefully selected range of products, and this remains central when curating our high-end offer of pre-owned and vintage watches and bags. We focus on iconic models from well-known brands, with an emphasis on quality, longevity, and relevance over time. All items are sourced through trusted sellers, including both companies and private individuals, ensuring a controlled and reliable offering.

We continue to invest in and refine the department, with the ambition to further strengthen our position within pre-owned premium goods and offer our customers a trusted destination for considered, long-term purchases.

We believe that buying a vintage watch or bag can be a more sustainable option for several reasons:

- Reduced environmental impact by lowering the need for new production
- Extended lifespan by giving existing products a new owner
- Timeless relevance through iconic and enduring design
- High quality and durability through well-crafted products made to last



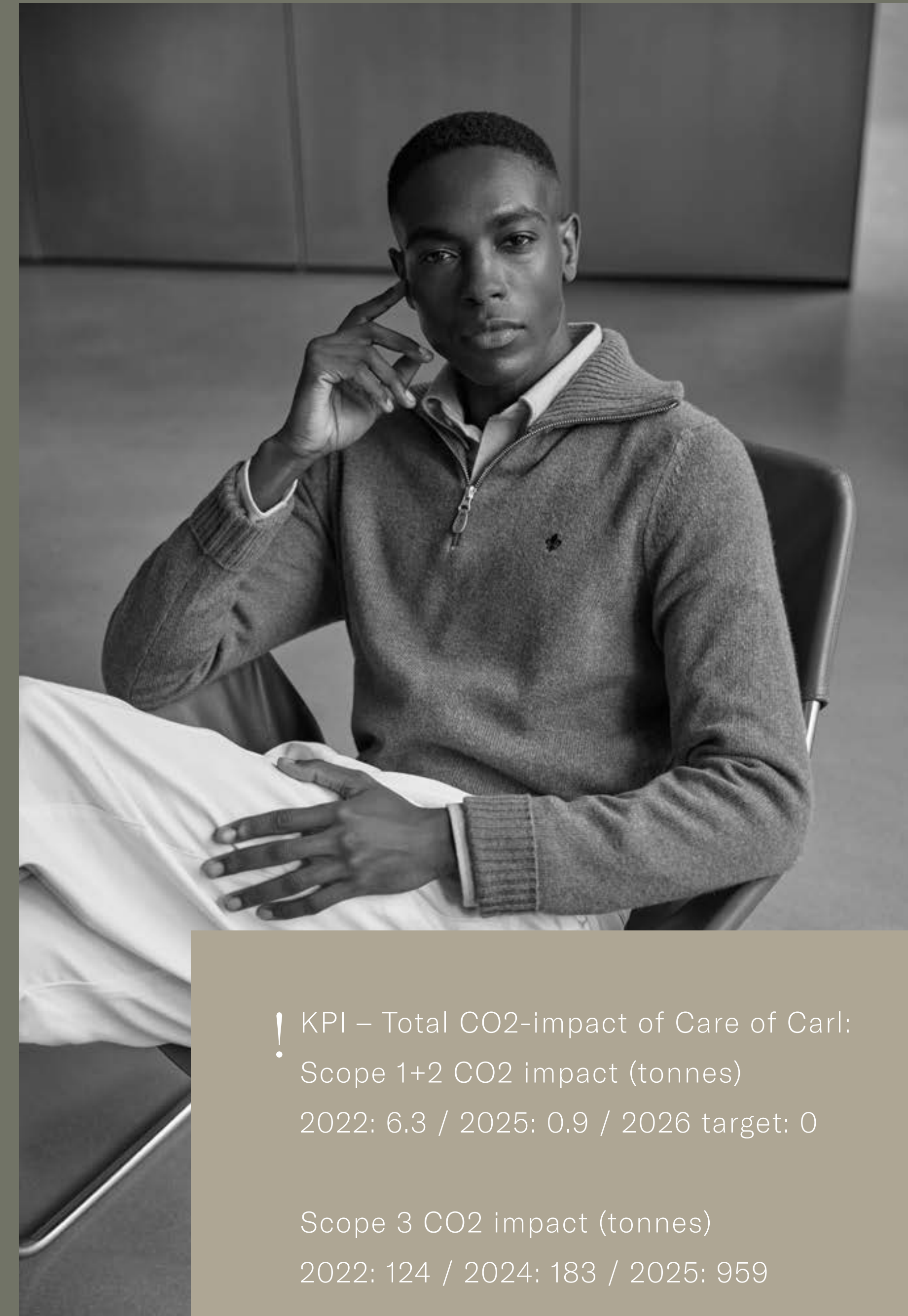
THE CARE OF CARL SUSTAINABILITY GOALS

3. Environmental Impact

In 2023, we reported our first comprehensive data into a system called Atlas. Atlas collects accurate data across sustainability areas throughout the entire organization, including suppliers. Utilizing this system, we have been able to extract pertinent data related to Scope 1, Scope 2, and Scope 3 emissions. This marks the inaugural year of which we will be able to compare against data from previous years. The process and results are covered by:

- **3.1 CO2 Emissions Process**
- **3.2 CO2 Emissions Process – Activities**

Since we don't engage in in-house production, we have collaborated with our suppliers to develop a template for a more realistic Scope 3 assessment while we expect to be able to collect more accurate data in the coming years. We have also focused on the key aspects of our sustainability strategy, aiming to minimize carbon emissions and ensure the efficient use of resources. We examine our processes and activities across various areas for a total **(3.3) CO2 Emission Calculations**, including Transportation – Distribution & Packaging and a standard value process for Product CO2.



! KPI – Total CO2-impact of Care of Carl:
 • Scope 1+2 CO2 impact (tonnes)
 2022: 6.3 / 2025: 0.9 / 2026 target: 0

Scope 3 CO2 impact (tonnes)
 2022: 124 / 2024: 183 / 2025: 959

Scope 3 target not yet defined, due to lack of detailed data both up streams and down streams. Care of Carl will regardless of targets work to actively decrease scope 3 CO2.

3. ENVIRONMENTAL IMPACT

3.1 CO2 Emissions Process

We report CO2 emissions following the Greenhouse Gas Protocol (GHG) and divide the total CO2 emissions into scope 1, 2 and 3.

SCOPE 1 – direct:

Direct GHG emissions occur from sources that are controlled or owned by the organization (e.g. fuel combustion in boilers, vehicles, etc)

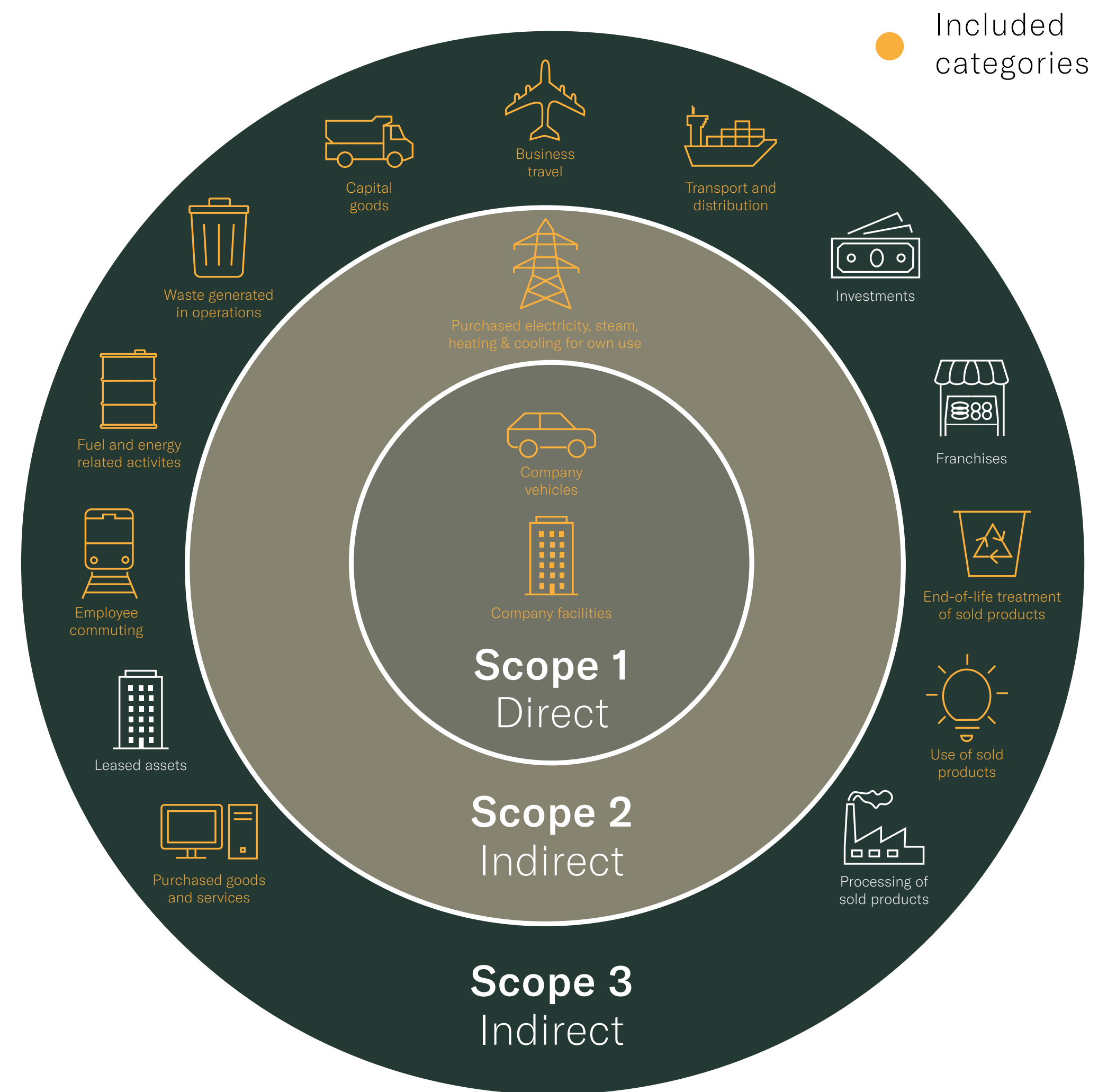
SCOPE 2 – indirect:

Indirect GHG emissions from purchased electricity, district heating, district cooling and steam.

SCOPE 3 – supplement/indirect:

Indirect GHG emissions from assets not owned or controlled by the reporting organization, but that the organization indirectly affects in its value chain.

CO2 measurement in scope 3 is more difficult to handle internally.



3. ENVIRONMENTAL IMPACT

3.2 CO2 Emissions Process - Activities

Based on the CO2 evaluation process and the most affected emission scopes for Care of Carl, we have integrated key activities into the company's management plan since 2022.

SCOPE 1

During 2025, we completed the electrification of our company car fleet, replacing the final fossil-fuel vehicle and achieving a fully electric fleet.

SCOPE 2

Energy consumption

To become more self-sufficient in terms of electricity for both our office and warehouse, we installed solar panels in 2024. Since we had previously purchased only fossil-free electricity, the installation has not affected our CO2 emissions, but it has added an additional fossil-free energy source.

In 2024, we replaced all lighting in our warehouse and office with LED lights, which has reduced our energy consumption by up to 25%.

SCOPE 3

Transport and distribution

Since 2024, we have been investing in Sustainable Aviation Fuel (SAF) for our air freight as part of the DHL Express GoGreen Plus program, using fuel made exclusively

from recycled waste, used cooking oil and other renewable resources. This means we pay an additional fee per kilo so that the fuel can be used on other flights. We are aware that this does not reduce our own CO2 emissions, and we do not include it in our reporting, but we have chosen to invest in SAF because it contributes to a greener aviation industry overall.

We follow the Swedish industry branch agreement for fossil-free deliveries developed by Svensk Handel (Swedish Commerce), which aims to make it easier for consumers to buy fossil-free deliveries.

Packaging

We only use packaging made of 100% unbleached recyclable paper. Unfortunately, we have not been able to influence the supplier bags, which may still be made of plastic, as we purchase from many external suppliers. However, we are continuously monitoring this issue.



3.2 CO2 Emissions Process - Activities

Upstream Emission

Like many other retailers, we are currently facing challenges in obtaining accurate data for the production of our products and the transportation associated with these activities. The complexity of global supply chains and the absence of standardized reporting systems make accurate tracking difficult.

We have decided to report only data that can be reliably measured, rather than relying on assumption-based estimates, as it becomes challenging for us to analyze and follow up on such data. We source from up to 250 different brands, and obtaining complete data from every supplier is currently not feasible.

However, as the industry shifts toward greater transparency, the introduction of digital product passports is expected to significantly improve both the accuracy and traceability of upstream emissions. We have opted to wait for this development so that we can report emissions in this category with greater accuracy.

Downstream Emission

New for 2025 is that we include the GHG categories End-of-Life treatment of sold

products and Use of sold products in our Scope 3 reporting. In the calculations, we have used standard assumptions for weights, product lifetimes, number of washing cycles, and electricity consumption for washing, and have taken the geographical distribution of sales into account. These assumptions are partly based on data from the Product Environmental Footprint Category Rules (PEFCR).

The inclusion of emissions from these new categories has contributed to a significant increase in our reported Scope 3 emissions. With this, we now report on all categories within downstream emissions.

Another contributor to our increased Scope 3 emissions is higher air freight volumes. This is primarily driven by our international growth, which has led to a greater share of shipments being transported by air. While this has supported our expansion into new markets, it has also contributed to a higher carbon footprint within our transportation activities.

Lastly, we replaced a number of laptops during 2025, which also contributed to an increase in our Scope 3 emissions.



3. ENVIRONMENTAL IMPACT

3.2 CO2 Emissions Process - Activities

Collecting data on product usage through customer surveys

As part of our ongoing efforts to promote more sustainable consumption, we continue to collect downstream customer data on product usage and lifespan. The objective is to better understand how our customers use, maintain, and ultimately dispose of the products they purchase, insights that enable us to further support longer product lifecycles through care guidance, repair services, and conscious assortment decisions.

The initiative, which was launched in Q3 2024, has been further refined in 2025. The methodology remains consistent, allowing for comparability across the product categories; sweaters, jackets, and shoes, as well as across price segments, including entry, premium, and craftsmanship.

Methodology

Customers who had purchased at least one product within the selected categories in recent years were included in the survey. The survey was distributed to Swedish customers and segmented by product type and value.

Key KPI's Monitored

Ownership duration

Customers continue to demonstrate a strong intention to retain their products over time. Approximately 47% state that they plan to keep their products until they can no longer be repaired, while a further 23% indicate that they intend to keep them indefinitely. At the same time, differences between segments remain evident. Products within the premium and craftsmanship segments are more frequently associated with long-term ownership, whereas entry-level products show a comparatively shorter ownership horizon. Shoes stand out as the category with the highest willingness to repair and extend product life, while sweaters show a somewhat lower degree of long-term commitment. Overall, this indicates that perceived quality and repairability are key drivers of ownership duration.

Usage frequency

Usage levels remain consistently high across all product categories. Approximately 88–90% of customers report using their products at least monthly, with around 38% using them on a

weekly basis. Variations can be observed between categories, where shoes and jackets are used more frequently, often driven by function and seasonality, while sweaters tend to be part of a more rotational wardrobe. Differences are also evident across price segments, with higher-value products being used more consistently, whereas entry-level products display a slightly more sporadic usage pattern. This suggests a clear relationship between perceived value and product utilization.

End-of-life handling

Customers demonstrate a strong preference for circular end-of-life solutions. Approximately 72% indicate that they plan to recycle or donate their products, while 18% aim to resell them. Only a limited share, around 6%, report that they would dispose of the product as waste. However, differences between categories and segments remain. Shoes show a higher tendency to be discarded compared to jackets and sweaters, which are more frequently donated or passed on. Products within the craftsmanship segment are more often considered for resale, whereas entry-level products are more likely to be discarded. These patterns indicate that both product characteristics and perceived value influence circular behaviour.

Product care

Customer care behaviour indicates a generally conscious approach to product maintenance. Around 30% primarily rely on airing garments, while 26% report that they do not wash the product. The remaining share consists of machine and hand washing. Differences across segments are also apparent. Premium and craftsmanship products are more often cared for using lower-impact methods, such as airing and selective washing, whereas entry-level products are more frequently machine washed and less consistently maintained. Shoes

represent the category with the most established care routines, while sweaters and jackets show comparatively lower levels of care awareness.

Key takeaways

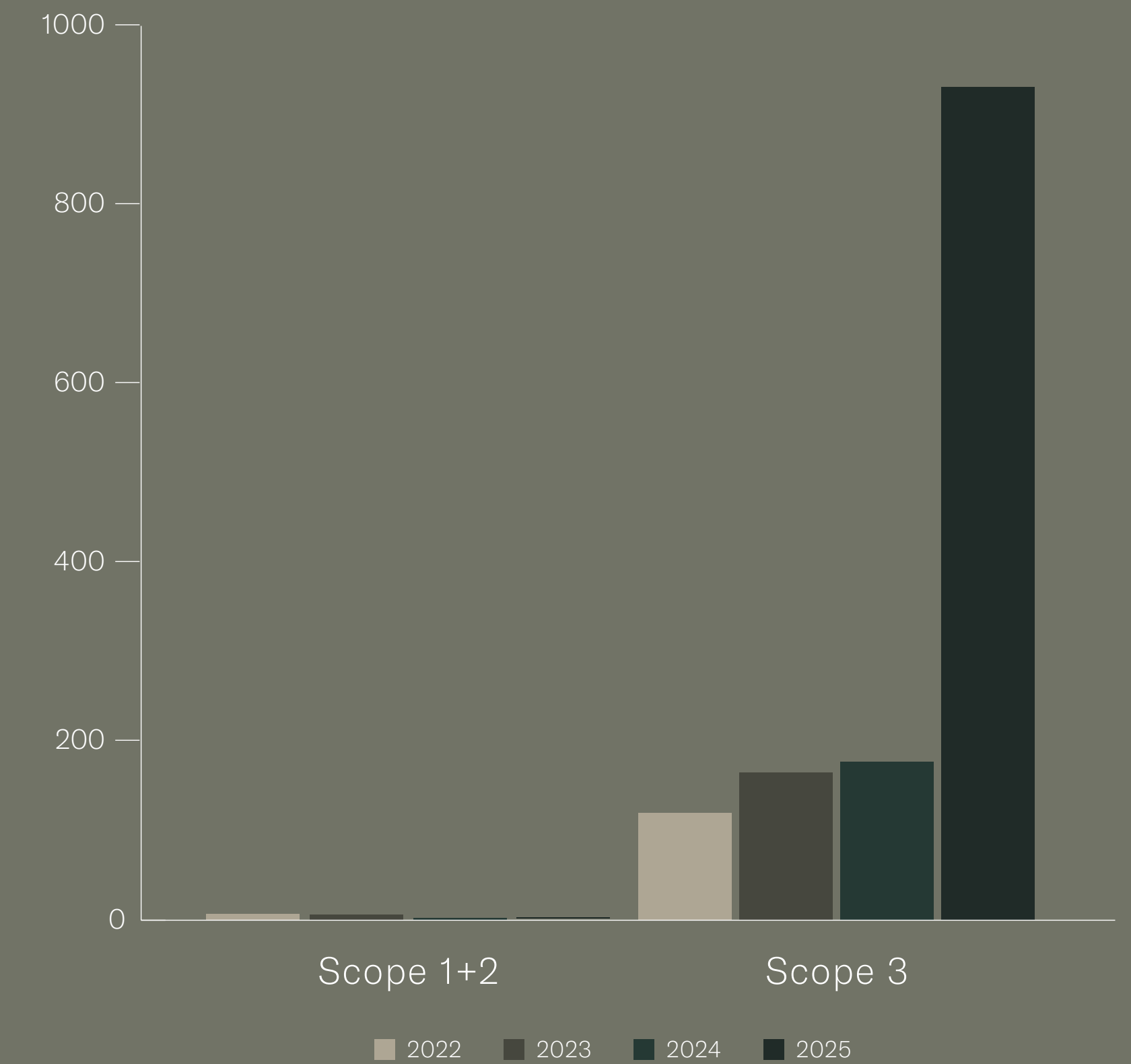
Overall, customers demonstrate a strong intention to extend product lifespans, particularly within higher-quality segments. At the same time, the data highlights structural differences between categories and price segments. Higher-value products are associated with longer ownership, higher usage, more developed care routines, and more circular end-of-life behaviour, whereas entry-level products tend to have shorter lifecycles and a higher likelihood of disposal. Shoes stand out both as a category with well-established care routines and as a category where disposal remains relatively more common, while sweaters and jackets show clear potential for improved care and lifecycle extension.

Year-on-Year development

In comparison to the previous year, customer intent remains consistently strong. The 2026 data, however, indicates a gradual shift from intention towards behaviour, particularly reflected in improved circular end-of-life handling. At the same time, product care routines and the activation of resale behaviours remain areas with further potential for development.



Significant scope 3 GHG emissions	Base year (2022)	2024	2025
Total Gross indirect (Scope 3) GHG emissions (tCO ₂ e)	124,1	182,5	959,4
1 Purchased goods and services	44,7	58,3	87,7
2 Capital goods	0,0	0,0	0,0
3 Fuel and energy-related activities (not included in Scope 1 or Scope 2)	2,7	5,3	3,6
4 Upstream transportation and distribution	0,0	0,0	0,0
5 Waste generated in operations	0,2	1,0	7,0
6 Business travel	8,0	19,6	17,8
7 Employee commuting	20,2	23,5	14,9
8 Upstream leased assets	0,0	0,0	0,0
9 Downstream transportation	48,3	74,7	138,5
10 Processing of sold products	0,0	0,0	0,0
11 Use of sold products	0,0	0,0	545,0
12 End-of-life treatment of sold products	0,0	0,0	145,0
13 Downstream leased assets	0,0	0,0	0,0
14 Franchises	0,0	0,0	0,0
15 Investment	0,0	0,0	0,0



In 2025, our investment in Sustainable Aviation Fuel (SAF) enabled a reduction of 102 tonnes of CO₂ emissions within the aviation sector. This exceeds our total air freight carbon footprint of 96.5 tonnes. Please note that this is not included in the official reporting.



4. A Safe & Inclusive Place to Work

We often describe Care of Carl as a structure built on enduring values — quality, service, accessibility, and responsibility. Together, they form the foundation on which our business stands. At the centre of this foundation are our people. Their commitment, competence, and shared sense of purpose enable us to operate with consistency, integrity, and long-term perspective.

Creating a safe, inclusive, and supportive workplace is therefore not an initiative — it is a prerequisite for everything we do. It is essential to our sustainability efforts, to our culture, and to our continued development as a company.

The following pages outline the key social initiatives that guide our work in this area — shaping both how we operate internally and how we engage with the world around us:

- **4.1. Social Impact** — an overview of internal initiatives and efforts carried out during the year.
- **4.2. Employee Survey** — measuring engagement, satisfaction, and long-term commitment across the organisation.
- **4.3. The Code of Conduct** — reflecting our values and setting a clear standard for behaviour and decision-making.
 - **4.3.1. Equality** — how we actively promote diversity and equal opportunities within our organisation.
 - **4.3.2. Visual Brand Guidelines** — ensuring inclusive and representative communication across all channels.
 - **4.3.3. Our Work Environment Efforts** — our structured approach to fostering a healthy, balanced, and sustainable workplace.
 - **4.3.4. Anti Corruption** — our commitment to transparency and responsible business practices throughout our value chain.



! KPI- Employee Net Promotor Score (eNPS):
 2022: 69% / 2024: 45% / 2025: 67%
 Yearly target >70%



4. A SAFE & INCLUSIVE PLACE TO WORK

4.1. Social Impact

At Care of Carl, we are committed to creating a work environment that supports long-term well-being, meaningful development, and a strong sense of belonging. Our employee offering is built as a cohesive whole — where different elements work together to support both the individual and the organisation.

Health & Well-being

We encourage an active and balanced lifestyle through a range of benefits designed to support both physical and mental health. Employees are offered a wellness allowance, as well as a dedicated wellness hour each week, which can be used flexibly for physical activity or recovery. Our office gym makes training easily accessible as part of the workday, while spaces such as our sun deck provide opportunities for rest and recharging. A pet-friendly environment, supported by our dog yard, further contributes to a relaxed and inclusive workplace.

Connection & Community

We believe that strong relationships are at the core of a healthy company culture. Initiatives such as the “Care of Carl Lunch” create natural opportunities for employees to connect across teams and departments. Regular interaction in

both formal and informal settings helps foster a sense of belonging, strengthen collaboration, and build a cohesive organisation.

Learning & Development

Continuous learning is an integral part of our culture. Through internal training courses, employees are given the opportunity to deepen their expertise and grow within their roles. Our leadership and mentorship programmes support long-term development and internal progression, while our internship programme reflects our commitment to nurturing future talent and bringing new perspectives into the organisation.

Ways of Working & Communication

Our ways of working are designed to support clarity, alignment, and long-term performance. A structured in-office presence strengthens collaboration and team cohesion, while regular company-wide meetings ensure transparency and a shared understanding of our direction. In addition, annual kick-offs bring the entire organisation together, reinforcing our culture, ambitions, and collective focus for the year ahead. Employee surveys, including eNPS, are a key part of how we listen, learn, and continuously improve our workplace.

Together, these elements form a considered and integrated employee offering — reflecting our belief that a strong, engaged team is fundamental to both our culture and our continued development.

In Q1 each year, a company-wide survey is conducted to gauge the pulse of our employees, identify potential challenges at an early stage, and define actions for continuous improvement. It also serves to highlight our strengths — enabling us to further build on what is working well.

The survey includes a standardized question used as a benchmark across companies, providing an outside-in perspective on how likely our employees are to recommend Care of Carl as an employer. A result between +10% and +30% is considered good, +50% is considered excellent, and +80% is regarded as best in class.

Our ambition is to achieve +70%. Our result for 2024 was 45%, which improved during 2025 to 67%. This metric remains a key KPI in tracking and guiding our social sustainability efforts. Following each year’s employee survey, we conduct workshops to gain deeper insights and define actions for the year ahead based on the feedback received.

4. A SAFE & INCLUSIVE PLACE TO WORK

4.2. Employee Survey

In Q1 every year, a company-wide survey is conducted to gauge the pulse of our employees, identify any obstacles or difficulties early on, and implement actions for improvement. Additionally, it also serves to identify our strengths so that we can do more of what is good.

The employee survey includes a standardized question used as a benchmark against other companies for an outside-in perspective on how likely you are to recommend your employer to a friend. A result between +10% and +30% is considered good, +50% is considered excellent, and +80% is deemed best in the industry. Our goal is to achieve +70%, with our 2024 result landing on 45%. This is also the main KPI we monitor for our social goals.

Following each year's employee survey, we hold workshops to delve deeper and develop actions for the year based on the survey feedback. For 2024, some of the initiatives that emerged are:



4. A SAFE & INCLUSIVE PLACE TO WORK

4.3. Code of Conduct

Our code of conduct translates our values into behaviors and is intended to illustrate our company's principles and expectations for our employees. It serves to safeguard the Care of Carl brand, enhancing each employee's sense of security and well-being. The code advocates how we, as employees, should interact with each other, our customers, suppliers, business partners, authorities, and within the communities where we operate.

To collectively enhance our workplace, we've outlined several competencies that we should all embody – The Care of Carl Abilities. These are categorized into six abilities that we consider particularly crucial for a sustainable, thriving and progressive company.

Furthermore, the Code of Conduct covers how we strive towards an equal workspace and how we promote diversity in our content and communication. But also our efforts for a healthy and safe working environment and how we work with anti-corruption, especially in our supplier relations.

THE CARE OF CARL ABILITIES

- **Quality and Service:** Taking responsibility for tasks and executing them meticulously, striving for the best outcomes.
- **Collaboration Skills:** Engaging and contributing to improving internal communication through teamwork.
- **Initiative:** Identifying needs and proposing solutions independently and efficiently.
- **Contributing to Operational and Business Development:** Providing suggestions for improvements or refining work procedures.
- **Contribution to Company Culture and Positive Atmosphere:** Offering feedback, both positive and constructive, to colleagues, fostering a conducive environment for everyone's well-being.
- **Leadership Abilities:** Motivating oneself and others, contributing to others' learning by sharing knowledge and experiences.

4.3. CODE OF CONDUCT

4.3.1. Code of Conduct - Equality

Equality and diversity are fundamental prerequisites for sustainable operations. At Care of Carl, we therefore work systematically to promote gender equality and diversity within our organisation.

This work includes an action plan aimed at actively preventing discrimination and ensuring equal rights and opportunities in the workplace, regardless of background or personal characteristics. The plan is reviewed and updated annually in collaboration between employer and employees.

Our ambition is to foster a work environment free from bias and discrimination — where every employee feels included, respected, and equally valued. We do not tolerate discrimination based on age, gender, sexual orientation, religion or belief, disability, gender identity, gender expression, or ethnicity. Personnel statistics for the end of 2025 show a gender distribution of 55% men and 45% women, which remains relatively stable over time. The average age of our employees is 35.6 years.

We strive to ensure that everyone who wishes to work with us has the opportunity to do so, as well as the possibility for long term development within the company.

Our commitment to equality and diversity strengthens our organisation — supporting both our ability to attract and retain talent, while also building trust with our stakeholders.

SALARY MAPPING

During 2023, Care of Carl has mapped and analyzed both the regulations and practices concerning salaries and other employment conditions within the company, as well as the salary differences between women and men in similar roles.

We have also conducted a detailed analysis by department, where deviations from the average salary result in an index. All staff except managers are included in the dataset.

We believe that the outcome of the detailed analysis indicates that there are no salary differences related to gender in any group comparison.

The conducted survey also indicates that there is no direct or indirect gender-related discrimination in terms of salaries within the company. Therefore, it is not deemed necessary to develop a specific action plan to address salary differences from a gender equality perspective for 2024.

4.3. CODE OF CONDUCT

4.3.2. Code of Conduct - Visual Brand Guidelines

Care of Carl is a multinational e-commerce platform operating across Europe, catering to a diverse customer base. Our company ethos is rooted in fundamental human rights centered on equality and freedom. Actively promoting inclusivity and diversity while combating discrimination is integral to our core values. Hence, we consistently showcase our offerings featuring individuals from diverse backgrounds, irrespective of their skin color or nationality.

The personality reflected in our visual content embodies happiness, charisma, humility, trustworthiness, progressiveness, naturalness, and a relaxed demeanor. Our models exude spontaneity, energy, and optimism. They are comfortable in their skin and presentation. Embracing a classic style with a contemporary twist, challenging stereotypical masculinity we don't seek the conventional model appearance. Instead, we prioritize natural charisma and advocate for diversity that resonates with our broad audience.



4.3. CODE OF CONDUCT

4.3.3. Code of Conduct - Our Work Environment Efforts

At Care of Carl, we systematically strive for a healthy work environment where everyone can perform their tasks without risking their mental or physical health.

Meetings within the workplace safety group occur quarterly, along with safety inspections, and all accidents and incidents are immediately reported via an incident report to the immediate supervisor.

No one at our workplace is allowed to work under the influence of alcohol, legal or illegal drugs, or substances that could impair their ability to perform tasks safely.

We believe in diversity, integration, and tolerance, Principles which we are not willing to compromise. Personal beliefs and expressions must not encroach upon others in the workplace.

IMPLEMENTATION OF WHISTLEBLOWER FUNCTION

A whistleblower is a person who raises the alarm about irregularities, often in their workplace, mainly to mass media or control bodies when irregularities are discovered at, for example, an authority or a company. For our employees, we have chosen to use Spintr, our intranet, as a tool and further appointed a crisis group that handles any reports. In 2024, we had no incidents which is viewed positively.

4. A SAFE & INCLUSIVE PLACE TO WORK

4.3.4. Code of Conduct – Anti Corruption

We believe that long-term collaborations with sustainable suppliers can create an interesting, inspiring, and appealing range, allowing us to offer a high-quality selection of "The Classics of Tomorrow."

However, our business decisions should never be influenced by gifts or benefits. Therefore, we do not accept gifts of any kind and actively counteract any form of corruption. Our employees are prohibited from receiving or offering any bribes or undue advantages, whether financial or otherwise. Any requests or offers of bribes must be immediately rejected and reported to the nearest supervisor.

Care of Carl's business ethics guidelines, based on the code of conduct's stance against all forms of bribery and corruption, should be considered in our business relationships with suppliers and partners. This includes rules concerning gifts, representation, and other benefits to ensure they are transparent, proportionate, moderate, appropriate, and in line with good business practices.



THE CARE OF CARL SUSTAINABILITY GOALS

5. Business Ethics & Corporate Governance

We want our customers to feel confident that the products we offer have been manufactured ethically and under fair working conditions. That is why we carefully select our suppliers and believe in long-term relationships but also require all suppliers to sign our External Code of Conduct, or provide us with their own that is equally or more comprehensive than ours.

The code of conduct is a set of guidelines that were established to ensure that our suppliers adhere to specific ethical and sustainability standards. This code serves as a foundational framework governing supplier relationships and behavior, ensuring that the chosen suppliers share our values and adhere to desired standards as a minimum requirement, covering; Environmental Responsibility, Business Ethics, Product Safety, and Ethical and Social Norms. By signing the code of conduct, the supplier accepts the requirements set out in said document and undertakes to always comply with these.

The code of conduct applies to all our business partners, including but not limited to; suppliers, agents, trading companies and service providers. Furthermore, the signing partner must also ensure that their subcontractors comply with these requirements, or they must strengthen control over their value chain and impose corresponding requirements on their subcontractors. The business relationship with those who do not comply with the code of conduct may be reviewed, examined, and further terminated.



! KPI – Percentage of signed supplier code of conduct:
2024: 91% / 2025: 93% / 2030 target: 100%

SUSTAINABILITY REPORT 2025

Appendix - Sustainability Data

The Classics of Tomorrow Index

The Classic of Tomorrow Criteria signifies that the products we sell should align with the criteria outlined in our buying policy. To the right is a summary of how many of our products are qualified to meet the criteria of being in a Timeless design or Produced in a durable material and from a Strong Brand.

Item group	Live SKU's Total	Timeless and/or durable and/or strong brands	Share%
• Accessories	2 242	2 068	92.2%
• Swimwear	183	174	95.1%
• Trousers	771	713	92.5%
• Pre-owned	240	240	100%
• Jackets	994	958	96.4%
• Jeans	540	506	93.7%
• Blazers	190	185	97.4%
• Watches	279	279	100%
• Garment care	5	5	100%
• Suits	6	6	100%
• Lifestyle	893	734	82.2%
• Polo shirt	728	714	98.1%
• Pyjamas & Robes	85	75	88.2%
• Shorts	324	294	90.7%
• Shirts	1 331	1254	94.2%
• Shoes	1 641	1378	84.0%
• Sweaters & Knitwear	1 725	1 618	93.8%
• T-Shirts	1 156	995	86.1%
• Underwear	671	598	89.1%
Total	14 035	12 821	91.4%

The Classics of Tomorrow Index

The Classic of Tomorrow Criteria signifies that the products we sell should align with the criteria outlined in our buying policy. To the right is a summary of how many of our products are qualified to meet the criteria of being in a Timeless design or Produced in a durable material

To note: We still have quite a few products that are not categorized correctly. Therefore there is a discrepancy with the actual percentage. For every season going forward more and more products will be updated and we estimate that SS26 will have a fully correct overview of the share percentage.

Timeless design

Item group	SKU's Total	Timeless design	Share %
• Garment care	5	3	60%
• Blazers	190	79	41.6%
• Watches	279	123	44.1%
• Pyjamas & Robes	85	22	25.9%
• Shirts	1 313	438	32.9%
• Polo Shirt	728	200	20.1%
• Sweaters & Knitwear	1725	393	22.8%
• Accessories	2 242	508	23.6%
• Trousers	678	151	22.3%
• Jackets	994	200	20.1%
• Suits	6	2	33.3%
• Shoes	1641	253	15.4%
• Swimwear	183	35	19.1%
• T-Shirts	1 156	125	10.8%
• Shorts	324	28	8.6%
• Lifestyle	893	56	6.3%
• Jeans	540	133	24.6%
• Underwear	671	31	4.6%
• Pre-owned	240	64	27.7%
Total	14 035	2 855	20.3%

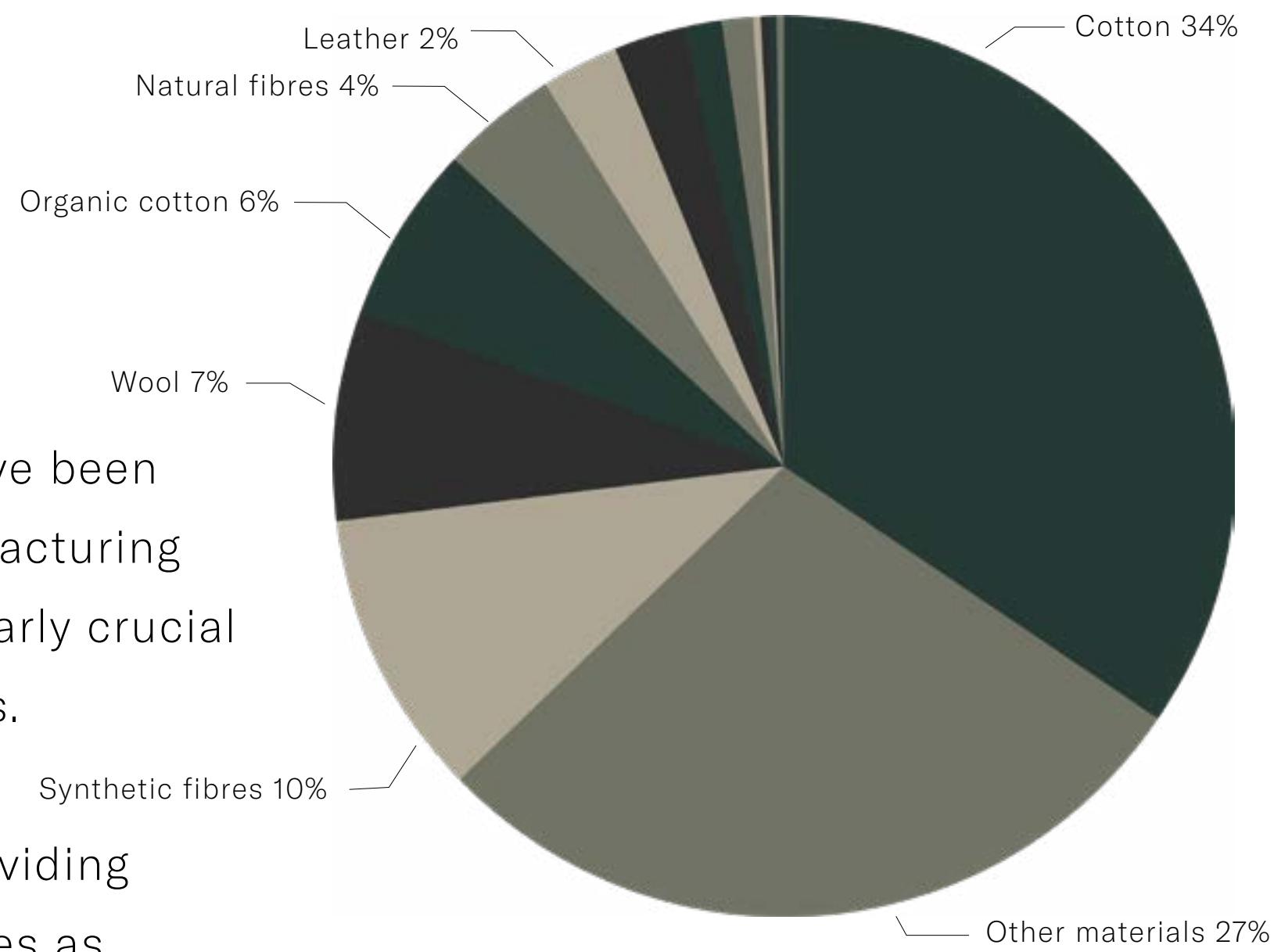
Made Durable

Item group	SKU's Total	Made Durable	Share %
• Jeans	540	432	79.9%
• Watches	279	126	45.2%
• Jackets	994	377	37.7%
• Accessories	2242	626	27.9%
• Suits	6	3	50.0%
• Sweaters & Knitwear	1724	545	31.5%
• Shoes	1641	298	17.7%
• Garment care	5	1	20.0%
• Blazer	190	47	24.6%
• Trousers	771	68	10%
• Shorts	324	25	7.7%
• Lifestyle	893	88	9.9%
• Shirts	1 331	89	6.7%
• Underwear	671	24	2.1%
• Pyjamas & Robes	85	1	1.2%
• Swimwear	183	6	2.7%
• T-Shirts	1 156	24	2.1%
• Polo Shirt	728	12	1.6%
• Pre-owned	240	64	26,6%
Total	14 034	2 900	20.7%

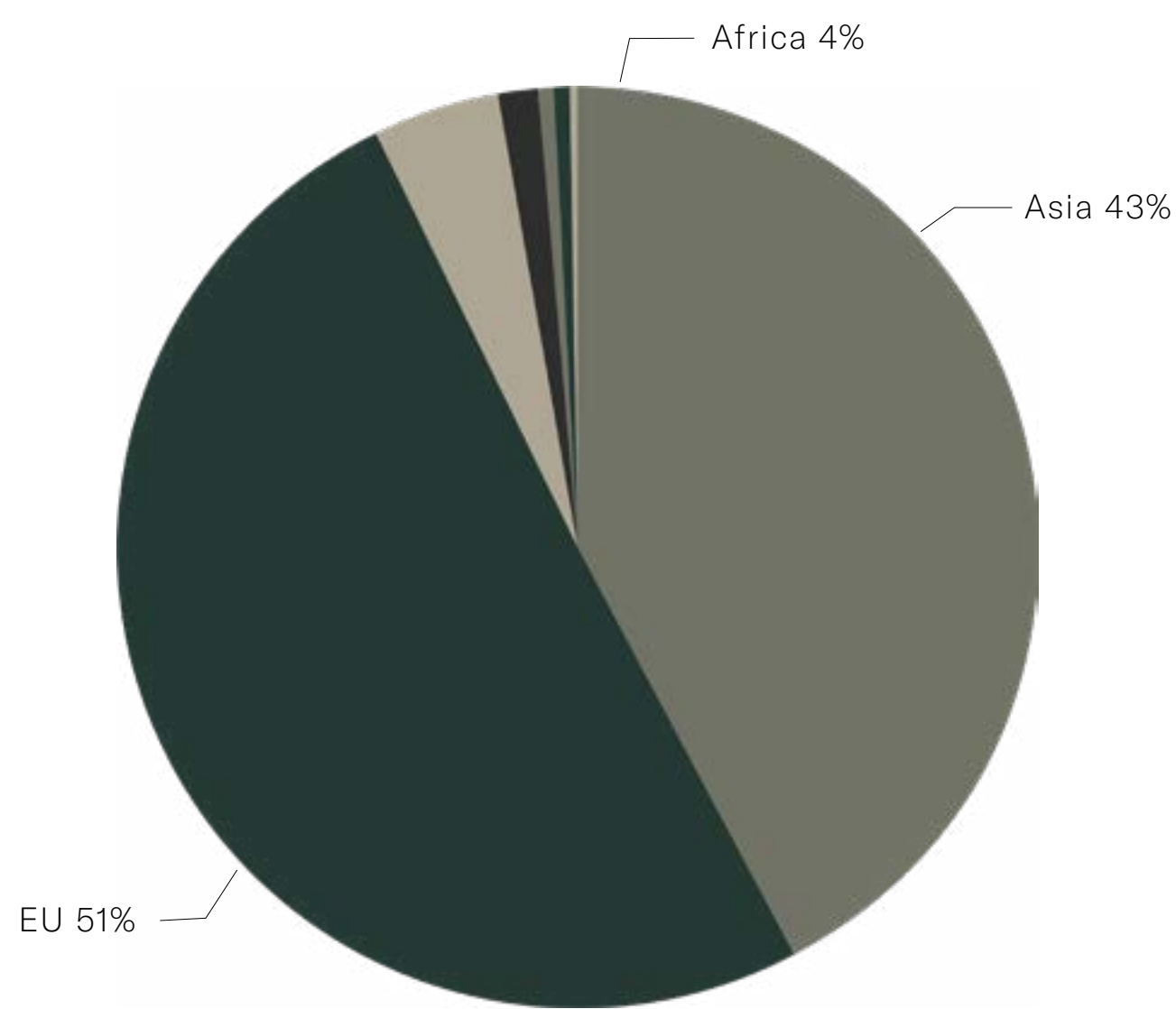
Product Origin & Material Compositions

To gain a broader understanding of our range, we've been utilizing data for the past year to unveil the manufacturing origins and materials used. This becomes particularly crucial for us as we do not manufacture our own products.

Our buyers now have a more profound insight, providing immediate assistance while buying. This also serves as a guiding hand in adhering to our criteria linked to the buying policy.



Material	Live SKU's	Share%
• Cotton	4 828	34%
• Other materials	3 928	27%
• Wool	1 042	7%
• Synthetic fibres	1 446	10%
• Organic cotton	902	6%
• Leather	385	3%
• Natural fibres (e.g. wool)	201	1%
• Recycled synthetic fibre	362	3%
• Artificial fibres	139	1%
• Plant fibres (e.g. cotton)	575	4%
• Metal	51	0%
• Recycled wool	40	0%
• Organic wool	8	0%
• Recycled cotton	19	0%
• Wood	14	0%
• Rubber	6	0%
Total	13 946	100%



Region	Live SKU's	Share%
• Africa	641	4%
• Asia	6 078	43%
• Central America	47	0%
• EU	7 240	51%
• North America	205	1%
• Oceania	35	0%
• South America	80	1%
Total	14 293	100%

The Care of Carl Sustainability Goals Broken Down Into Activity Plan

	KPI	LAST UPDATED: 2025	TARGET 2030	OWNER	INITIATIVES
Responsible Selection	THE CLASSICS OF TOMORROW CRITERIA				
	1. Be produced by a strong and reputable brand	92%	100%	FW	Initiate measurement on product level.
	2. Possess a timeless design			FW	Improve share of products adhering to our criteria.
	3. Manufactured in a durable manner			HN/FW	Add brands that are leading in sustainability to brand portfolio.
	4. Sustainable production				
Sustainable Shopping	PRE-OWNED SHARE OF SALES	8,7%	15%		Expand vintage watches and bags assortment.
	PRODUCT WITH CARE GUIDES	100%	100%	RM	Expand partnerships to handle products in need of repair/washing/etc. Develop care guides for all products.
Environmental Impact	CO2-IMPACT: SCOPE 1+2	0,9 tons	0 tons		Implement CO2-reducing activities for Scope 1+2.
	CO2-IMPACT: SCOPE 3	N/A	N/A	MO	Collect data from suppliers and DPP's to measure up stream CO2 for Scope 3 Reduce CO2-impact within aviation for Scope 3.
A Safe & Inclusive Place	E-NPS	67%	70%		Work towards a strong corporate culture with happy employees.
	GENDER DISTRIBUTION	M: 55% / W: 45%	M: 50% / W: 50%	ME	Ensure that all employees have the right conditions and individual targets. Monitor and follow E-NPS continuously.
Business Ethics & Corporate Governance	SIGNED SUPPLIER CODE OF CONDUCT	93%	100%	FW	Ensure that the Code of Conduct is followed by our suppliers.

Supplier Self-Assessment Questionnaire (SAQ) Results

Area	Question (shortened)	Responses	YES (%)	NO (%)	N/A (%)
Governance	Code of Conduct acknowledged	14	92,9 %	0,0 %	7,1 %
Governance	Requirements transferred to sub-suppliers	14	71,4%	21,4%	7,1%
Governance	Compliance with laws monitored	14	92,9%	7,1%	0,0%
Governance	System for updating legal requirements	14	85,7%	14,3%	0,0%
Governance	Internal audits conducted	13-14	~85–92%	~7–15%	0–7%
Social	Employees entitled to basic rights	13	100%	0,0%	0,0%
Social	Paid sick leave provided	13	100%	0,0%	0,0%
Social	Work environment routines implemented	13	92,3%	7,7%	0,0%
Social	Formal work environment management system	14	14,3%	85,7%	0,0%
Environmental	Environmental management system in place	14	21,4%	78,6%	0,0%
Environmental	Environmental routines implemented	13	69,2%	30,8%	0,0%
Environmental	Climate/environmental targets set	12-14	~78–92%	~8–14%	0–7%
Environmental	Emissions reported (GHG Protocol)	13	61,5%	30,8%	7,7%
Environmental	Climate reduction plan in place	14	78,6%	14,3%	7,1%
Supply Chain	Audits of sub-suppliers conducted	14	64,3%	35,7%	0,0%
Supply Chain	Sustainability requirements on sub-suppliers	13	0–7,7%	84–92%	~7%
Product Compliance	Chemical compliance (REACH/CLP)	7-13	0%	70–92%	7–29%
Product Compliance	Product safety routines	13	100%	0,0%	0,0%
Governance	Quality management system	13	23,1%	76,9%	0,0%
Governance	Anti-corruption / ethics routines	12-13	~75–85%	~12–25%	0–8%