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Our Company Info  
An incredible portfolio of 13 market leading brands, bringing up to the minute clothing, shoes, accessories and beauty to millions of customers across the globe

Our company Ref.



**Annual Report 2022** Our brands design, source, market and sell clothing, shoes, accessories and beauty

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Brands

Our brands design, source, market and sell clothing, shoes, accessories and beauty products targeted at 16-40-year-old consumers in the UK and internationally.

Brands Ref.



**Brands** Our brands design, source, market and sell clothing, shoes, accessories and beauty

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Our People

Our commitment to our people is woven into the very fabric of our business. They are the most important part of what we do. We started with a very small team in 2006 now we are huge global boohoo family.

Our People Ref.



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Sustainability

We're facing up to the future, doing more for our clothes, our suppliers, their communities and our impact on environment.

We've looked hard both inside and outside our business, and come up with a plan that will help us be ready for the future.

There is work to be done, and we're going to be open, upfront, and frank on the progress we are making.

**Our next chapter is still in the making.**

Sustainability Ref.



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Investors

Our vision is to lead the fashion e-commerce market globally, in a way that delivers for our customers, people, suppliers and stakeholders. Our brands operate along the same principles today as when boohoo was founded in 2006: through a test and repeat model that brings the latest trends and fashion inspiration in a matter of weeks to our customers across the world.

Investors Ref.



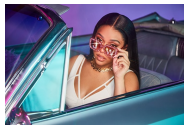
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Image Gallery

Browse through our Image Gallery section for images of collections and campaigns for each of our brands.

If you don't find what you are looking for, please contact a member of our media team.



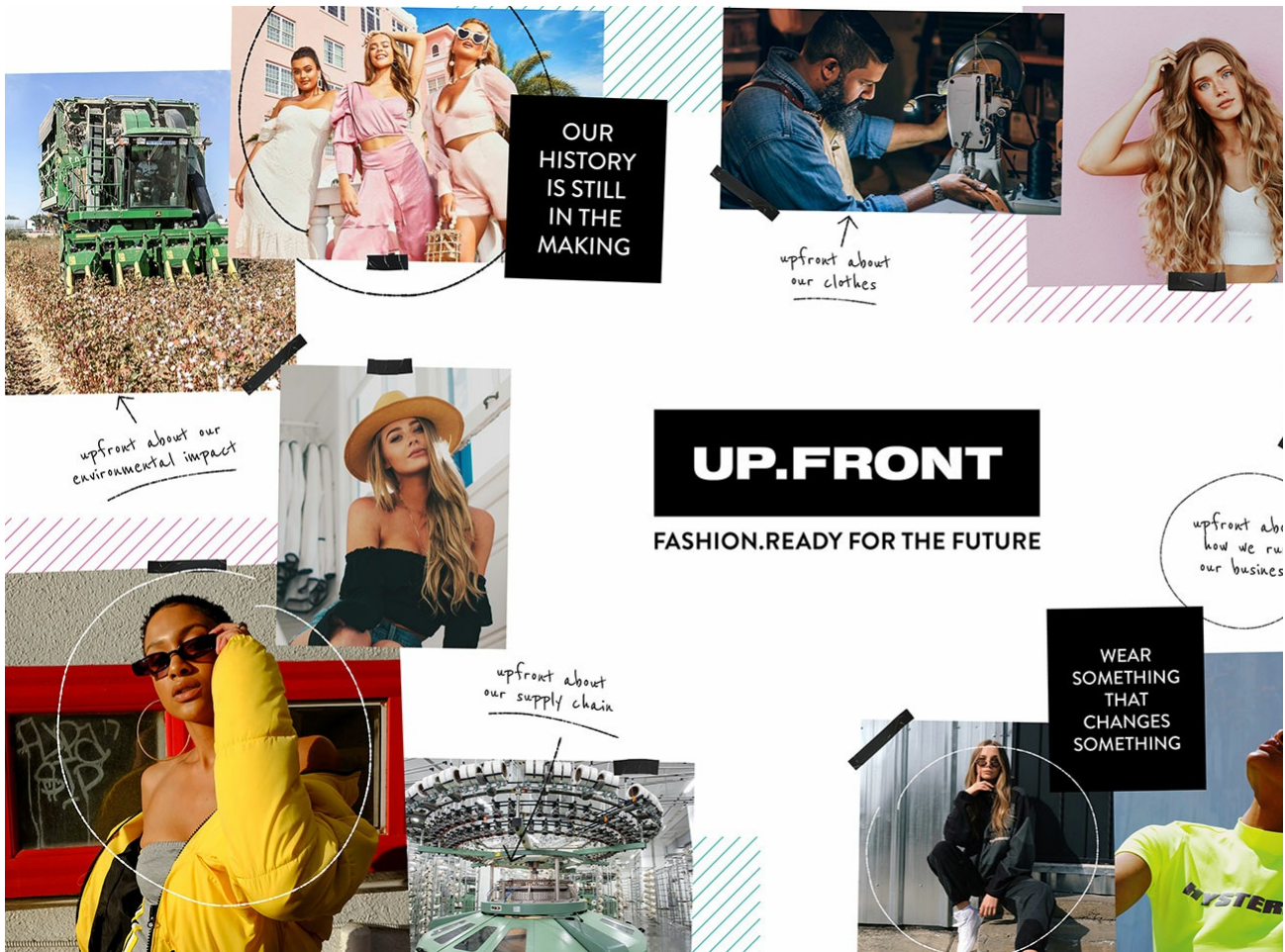
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## Clothes.Made Smarter

We know there's an environmental and social cost to producing clothes, but there are ways we can be smarter and leave a lighter footprint.

We're focusing our efforts in the areas that stand to deliver the biggest impact on creating more sustainable fashion - materials, design, waste, packaging and finding ways to keep our clothes in use for longer.

We have grouped water, chemicals, biodiversity and microfibres in our area of Future Focus. We have started to make progress on these topics and will further develop our plans in the upcoming year.

Better materials

## 2030

All the materials we use in our garments will be more sustainably sourced.\*

## 2025

All our polyester and cotton products will contain recycled or more sustainably sourced materials.

\*More sustainably sourced includes organic cotton, Better Cotton, recycled or Cotton Connect.

## Better materials

We've set a bold ambition for all the materials we use in our clothes to be more sustainably sourced by 2030.

We've continued to analyse our material mix. Together, Polyester and Cotton account for over 85% of the fibres we use, so it's important that we tackle these first. We are now members of the Better Cotton Initiative (BCI) and through our partnership with CottonConnect we are sourcing Responsible Environmental Enhanced Livelihoods (REEL) cotton. REEL Cotton is responsibly grown to reduce the impact of cotton farming on the environment while working directly with farmers to create positive social impact and improve livelihoods.

We've developed a better materials guide, which sets out our priority materials and preferred alternatives. This list covers polyester, cotton, viscose, and animal-derived products. We are working closely with our Fabric Manager to identify opportunities for consolidation each season by looking at materials in use across the group. This allows us to transition to more sustainably sourced materials at affordable prices for our customers.

We have launched READY FOR THE FUTURE product lines & collections across all of our brands. As of year-end 2021, 1 in 5 of our products on order across the group contained one or more of our more sustainability sourced materials. Click here to learn more about the [READY FOR THE FUTURE GUIDELINES](#).

We remain members of the Sustainable Apparel Coalition and Textiles 2030. We will continue to leverage our industry associations to gain sustainability insights and further understand the impacts of materials.

## Textile waste

Our clothes are made from valuable resources and we want to keep them in use for as long as possible.

Our test and repeat model means that we have very little 'post-production' waste. We order small quantities of each item, and only re-order the lines that are selling well.

We have a number of programmes in place that help to divert textiles from landfill through resale and rental platforms:

- PrettyLittleThing Marketplace is undergoing platform testing. It will allow customers to sell the clothes that they no longer love, but have lots of life left in them.
- Oasis has launched a pilot with Thrift+ in April. ThriftBags will be available to order for free on the Oasis website. Customers will be able to send their unwanted clothing to Thrift+ who will quality assess, photograph and publish products for resale on their website.
- Oasis is now available on rental platform HireStreet. Customers can now rent Oasis occasionwear, workwear and holiday outfits from the Hirestreet platform.

## Textile waste



**2023**

Launch resale and recycling offers across our brands.



**2025**

No textile waste direct to landfill in our UK supply chain.

## Sustainable design



**2025**

Design innovation to reduce waste, increase durability and improve recyclability.

## Sustainable design

Better materials is one way that we can reduce the impact of the products we sell, but we are also committed to designing products differently to see if we can reduce waste, improve durability or increase recyclability.

To improve the durability and quality of our product, we conduct quality and compliance testing. With the launch of the boohoo lab, we now have an in-house textile & apparel laboratory which is working with our suppliers to conduct these tests in-house.

Putting our knowledge of circular principles into practice we have launched upcycled and repurposed collections. We will continue to explore opportunities for collections that minimise waste.

Our product sustainability specialists are conducting sustainable design, responsible sourcing, and circularity training with our design and buying teams.

## Packaging

In setting consistent standards across our brands we have introduced labelling supplier options that our garment suppliers can go to for more sustainable packaging and labelling. We have also developed a labelling manual for each brand and a supplier manual.

This year across all our brands we've implemented measures to increase the use of recycled content in our labelling. We have reduced the size of our swing tickets and removed non-recyclable finishes. We are helping our suppliers transition to using swing tickets made from 100% recycled card and care labels made from 100% recycled polyester.

## Packaging



### 2023

All customer garment packaging will be reusable recyclable or compostable and any plastic used will contain over 50% recycled content.

## Future focus



### 2023

Announce our goals on water, chemicals, biodiversity and microfibers, developed in partnership with experts.

### Future focus

We have started to make progress in our Future Focus areas.

Our [Sustainability Hub](#) launched in February 2022 and contains information on product care to extend product lifetime, help reduce the impact of garments during the use phase and reduce microfibre shedding.

#### Chemicals

In January 2022 we launched boohoo lab our in house textile & apparel laboratory based in our Manchester Head Office. boohoo lab's capabilities range from data collection, testing, due diligence and training. Our testing methodology is in line with Global Restricted Substance Laws: REACH (UK & EU) and Cal Prop 65 (USA).

#### Microfibres

As part of our membership of the Microfibre Consortium we are selecting some of our key recycled fabrics that our UK suppliers use in our garments. We will be carrying out tests on these samples and the results will feed into the microfibre consortium's database.

#### Water

As part of our supply chain environmental programme, our top suppliers are collecting data on their water use.

#### Biodiversity

Through our partnership with CottonConnect we are growing fully traceable, REEL cotton in Pakistan and training the farmers in agricultural management practices that help to reduce environmental impact. As a result of the improved farming practices, there is early indication of the return of honeybees on the REEL cotton farms.

In the year ahead we will work on publishing our Restricted Substance List (RSL), developing a water stewardship strategy, and risk mapping of key sourcing locations.

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