

Impact

REPORT 2022



NINE & Co.



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A brief introduction



“In our way forward, we will always keep listening to what our customers and the world need”

In this impact report Nine & Co. reflects on the past year and the sustainability progression that we have been making. In 2023, Nine & Co. became officially B Corp certified! An achievement of which we're more than proud. Also, Nine & Co. faced slight changes in how we are organized and how we operate. The decisions that were made in the past year, also affect sustainability in some way. Creating more efficient, and therefore more effective, business processes supported our way towards impact.

Developing more stability in our products, also means an increase in stability of (the planning of)

our orders and requesting capacity in the factories where our items are made. Nine & Co. is developing much less collections than before: we bring more long term, high quality basics and items to the market. That we improve the management of our stocks and relationships with our manufacturers is a beneficial effect of this. We were working on such developments of our business in 2022 which – on the longer term – is a step towards more impact. A stable purchasing process in the end facilitates good and human relationships with the partners that make our items. It's an ingredient to work on fair wages in the end.

We have also faced some challenges in 2022 that are related to our sustainability mission. We have set ourselves goals, but due to availability of preferred materials – for example – we needed to define alternatives that still enabled us to take sustainable steps. Then again, 2022 has been a great year to mirror our efforts all the way since the start of our sustainability journey in 2017. We have officially been awarded B Corp certification: on which you'll find more throughout this report.

In this Impact report, we look back on our year in the context of sustainability and share the highlights with you. The report is a summary

of our strategic sustainability pillars and our corresponding activities and achievements. The report is structured along our 5 sustainability pillars, and shines a light on what we did – also in the context of the Sustainable Development Goals.

In our way forward, we will always keep listening to what our customers and the world need. And optimize our product, operations and partnerships in line with this: for a happier and healthier world.

Anne-Gien Haan
CEO Nine & Co.



About Nine&Co.

Nine & Co. is a leading, international company for fashion, home and sleep textiles with 4 brands leading in the domain of maternity, baby & kids: Noppies, Supermom, Esprit for mums and Alvi. Nine & Co. has 197 employees in total, with offline and online sales in 42 countries. Our headquarters is located in Lelystad, the Netherlands.

Our business started as a family company and is today a celebrated family of brands. Building a company that is aimed at making an impact makes sense to us. Our business focuses on new life: something to celebrate and cherish. As expert in the domain of maternity, baby & kids fashion in Europe, it is our passion to give confidence to mums and their newborns to make this path to new life the most joyful period of their lives. We are here to give confidence and joy through care, comfort and design, and do so in a caring and sustainable way.

Our brands are part of the very (vulnerable) beginning of their life. We are there when pregnant women first dream about becoming a mother and when young boys & girls first start exploring the world on their own.

It's what makes us much more than a company in maternity essentials & baby soft goods.

With our philosophy on life, the stories we tell, the choices we make, we can directly impact the world these children live in and will grow up in. Since 2017, we started defining and sharpening our sustainability strategy and programs. Since then, we were able to give more depth to the programs that we run to make more concrete and tangible impact.

All Nine & Co. brands are addressed in this impact report. The sustainability activities described in the five chapters include Noppies, Supermom and Esprit for mums. The sustainability activities of Alvi are evolving and highlighted as separate cases throughout the report.

Nine & Co. is now certified B Corporation

Why B Corp? – Nine & Co. highly values making a positive impact for all its stakeholders, and focus on continuously improving this impact. We want to involve people in our entire journey, and not just the materials our items are made of, or the investments in sustainable fuel for transportation.

- We believe B Corp is a valuable framework to look at sustainability
- The framework is holistic, showing us and our important stakeholders what impact we make both on environmental and social/community level
- It reflects how sustainability and impact is integrated in our processes, what strategic plans are and how it's incorporated into our hearts and minds (and KPI's)
- B Corp doesn't settle for plans that look great on paper: it's reviewing the actual impact a company has been making and is making today

To us, B Corp is a great tool for doing this and motivates us to do the best we can, recognizing great work while presenting areas of improvement. It brings a community of like-minded businesses

that are able to help, support and inspire each other. While giving consumers the guarantee that a company is doing good and making progress.

What does it mean to be B Corp?

- It means you care for the environment, people (in and around your organization, your customers, people in the supply chain and the local communities) and good governance.
- It shows you're serious about sustainability (current efforts and future plans) and taking into account all areas of impact
- It ensures recognition within the market and by your industry partners
- It inspires: sharing all journeys of B Corps, that might be offering solutions or facing challenges that are relevant to you





B Corp is a stimulus and external validation of our strategy: with the new B Corp standards coming up, that will require us to meet certain (minimum) standards on the most important topics, such as climate impact or fair wages.”

What’s next?

For Nine & Co., B Corp is more of a means, than a goal in itself. It helps us in our way forward and keep eye on the right themes, topics and measuring the impact we make. The periodic recertifications make sure that we are stimulated to grow our impact in a positive way and monitor progress while doing this.

For Nine & Co., there’s a clear ambition to further outroll our circular ambitions. By sharing products with greater longevity, consisting of low-impact and circular fibers and by redesigning all processes in a more circular way. The B Impact Assessment is a great progress tool that will reflect our efforts within our score. Also, we want to work more

and more closely with suppliers and finetune our purchasing process to enable living wage payments in the end. Given all ambitions of Nine & Co., B Corp can and will contribute to achieving them.

We look forward to using the framework as a supporting tool towards more impact!



How we create a happy world

It will always be Nine & Co.'s ambition to build a happy world.

For our children and the (pregnant) mothers and fathers that will raise them in today's world. We want to empower them to create a happy world together.

By creating sustainable and responsible products, from start to end.

This includes the raw materials our products are made of, the processes used to make them, our own business practices as a company and the way our items are worn, used (and passed on). We believe we can contribute to a better, safer and more sustainable industry. If we rethink our items: with a mindset that values circularity and safety.

Our industry is slowly entering a transition, but the challenges we face still seem to predominate. These are challenges Nine & Co. aims to face. We can and will address these. It's an opportunity to show how brands can create a positive impact from raw material to end-of-life. It's what we can and should do.

We must address both social and environmental dimensions of this responsibility. Today, the lack of

insight in value chains still has a negative impact today. Giving priority to conscious and responsible business practices is so important. At the same time, the use of textile fibers has a significant impact on our planet. Production methods require significant amounts of water and chemicals and contribute to our industry's carbon emissions. Our objective is to develop sustainable and circular products that account for both social and environmental impact, in a positive way.

In our commitment to fostering a more sustainable fashion industry, we actively encourage collaboration with others who share our vision. We are working towards (re)designing all our processes, systems, and products to create a Happy World, focusing on the five sustainability pillars that we have outlined.



Supply Chain Responsibility



We want to know our value chain and invest in good and long term relationships with our supply chain partners. Good relationships are based on trust and mutual responsibilities. That's why we review and want to improve our business and the way we purchase.

Read more on p.25



Sustainable product



We want to reduce the negative impact on our world through sourcing and manufacturing in a responsible and sustainable way. Focusing on sustainable, circular and low-impact materials and processes helps us do this.

Read more on p.39



Protecting New Life



We believe a good and safe start creates the foundation to grow up safe & healthy. That's why we invest in resilient parenthood and use our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.

Read more on p. 51



Circular Business



Investing in a circular economy enables us to take care of the planet our kids grow up in. It means that we use and reuse natural resources in a smart way. From the extraction of raw materials to extending the lifetime of every single product.

Read more on how we do this on p.61



Sustainability at home



When it comes to sustainability, all efforts start at home. We want to practice what we preach at our headquarters, warehouses and retail stores. Also, we want to invest in happy & accountable employees. As one large family, our team(s) are all making an effort to increase sustainability standards in the office.

Read more on p.69





The sustainable development goals



- #1 Our value chain
- #2 Sustainable product
- #3 Circular business
- #4 Protecting new life
- #5 Sustainability at home



SDG 1: No poverty

End poverty in all its forms everywhere

At Nine & Co. we aim to contribute to the reduction of poverty. We aim to invest in good & fair business with our producing partners. Taking steps with living wages for all workers is part of this.



SDG 3: Good health & wellbeing

Ensure healthy lives and promote wellbeing for all at all ages

We invest in good, safe & healthy working environments within our supply chain. In our home countries, we are serious about taking care of our employees and consumers and contribute to resilient parenting.



SDG 8: Decent work & economic growth

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

We promote sustained and inclusive economic growth by contributing to productive employment and decent work for all. Both in our country of operation as throughout our supply chain. A responsible sourcing strategy helps us in realizing this.



SDG 10: Reduced inequalities

Reduce inequality within and amongst countries

All workers that produce our items should enjoy a working environment free from discrimination and unfair practices. We strive for all our partners to meet our principles of a safe and equal working place.



SDG 11: Sustainable cities and communities

Make cities and human settlements inclusive, safe, resilient and sustainable

We invest in reducing our negative footprint and optimizing our positive impact wherever we can. More sustainable business operations, with reduced energy and water use and waste streams, enable us to contribute to more sustainable cities and communities.



SDG 12: Responsible consumption and production

Ensure sustainable consumption and production patterns

We grow the share of sustainable materials in our products and reduce waste streams. We engage our consumers in our message and stimulate them to make the most sustainable decisions.



SDG 17: Partnerships for the goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development

With our impact network we collaborate and create strong partnerships, that are needed to collectively work on the global sustainability agenda. This enables us to be part of a collective movement towards a more sustainable industry.



Our highlights in 2022

Life Cycle Assessments of our baby products

We have been working on building Product Environmental Footprints for the majority of our baby NOS products. We have done this by conducting LCA's (Life Cycle Assessments) in collaboration with expert partner bAwear.

By collecting all kinds of product and supplier data, we have gained insights in the entire environmental footprint of

these products from start to end. Including the materials they consist of, up to the type of energy used in the factory and the way they were shipped to our warehouse and placed in our stores. The LCA's teach us a lot about our products.

We will continue exploring the value of LCA's – especially for our sustainable and circular products!



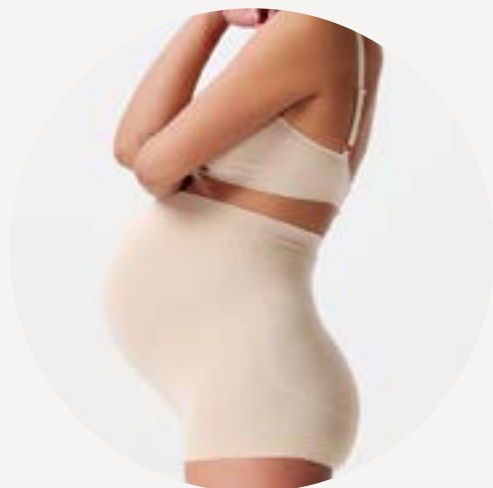
Building sustainable products

Step by step we're moving towards even more sustainable products. In the last year we faced a challenge by sourcing more certified organic cotton. We wanted to stabilize and reduce the amount of conventional cotton used in our products, and therefore we decided to use also non-certified organic cotton. It has our preference to shift again to GOTS and OCS (Organic Cotton

Standard) certified cotton, for we wish to engage our business customers and consumers with the assurance of certified material. Especially because we value the chain of custody approach offered by standards such as GOTS. In the meantime, we're working on scaling the amount of circular (recycled) materials. We increased our share of recycled polyester from 2 to 3,5%.



Creating stability with NOS products



Nine & Co. has made a shift towards more never out of stock products. By offering less collections and therefore seasonal items, we are able to create more stability in the supply chain and be most cost effective. This translates into better forecasting, better planning and an improved

management of our stocks. Such improvements feel like small steps, but are meaningful to build a more sustainable supply chain, while being more cost effective.

B Corp certification



We're incredibly proud that Nine & Co. group level (including all brands, like Noppies and Alvi) acquired B Corp certification. B Corp is a growing community and impact standard that looks at companies and brands in a holistic way: from environmental to community impact and from benefits for workers up to

customer engagement programs. B Corp looks at product and company impact against their extensive 5-pillar framework. We look forward using this framework to further increase our impact and sharing the steps of our journey with other like-minded companies. **Read more on p.8 >>>**



Facts & figures sustainability

Supply Chain Responsibility

- 100% of direct suppliers agreed to our mutual code of conduct.
- We have 15 Turkish, 10 Indian, 8 Chinese suppliers.
- 94% of our suppliers is audited by a preferred social standard.
- 100% of our suppliers that are audited, are low to medium risk.
- Most of our suppliers are coniliated with BSCI, an auditing standard looking at 13 performance areas. From a good working environment up to fair working hours and environmental impact of the factory.

#1

Sustainable product

- We use sustainable materials in our product such as organic cotton, sustainable viscose (EcoVero) and recycled polyester.
- 55% of all materials used was sustainable in 2022.
- We shifted from conventional cotton to sustainable or sustainably sourced cotton.
- 90% of the cotton we use is organic or sustainably sourced via the BCI initiative.

#2

Protecting New Life

- Reached 1.5 million women with a large on- and offline media campaign in april & may
- Engaged with over 100.000 people on social media about resilient parenthood

#3

Circular Business

- Today, more than 70% of all our carton board used is FSC or recycled.
- We created a completely circular polybag, made of 100% recycled material and certified GRS. Today, 70% of all polybags is already recycled!
- We are happy that the majority of the packaging used is sustainable today, working towards a more circular way of packing and shipping our items.
- We are also working on decreasing our environmental impact from shipments (from our suppliers to our warehouse). In 2022, we collaborated with GoodShipping to invest in more sustainable sea freight.
- It's how we off-set 125 tonnes of carbon emissions in the past year, to get our products to consumers in a more sustainable way.
- This is 56% of our total logistics footprint!

#4

Sustainability at home

- In 2022, 80% of our employees identified as female and 20% as male.
- We value diversity in management positions. 67% of people in management positions identify as female and 33% as male.
- We work on sustainable waste management by recycling and reusing our (residual) waste streams.
- 70% of Nine & Co. employees is active user of our online e-learning & self-development tool.
- On average, our employees committed to 64 hours of training, 318 lessons and 13 certificates. per person! Willing to playfully learning & growing!

#5

Facts & Figures '22



Our brands:

noppies SUPERMOM ESPRIT *Alvi.*

197
employees

42 Online sales in 42 countries



Our Company values Confidence & Joy



Connected
We are a team that cares about the big picture



Passionate
We are passionate and love what we do



Pragmatic
We keep things clear, simple and to the point



Dedicated
We are dedicated to doing things well



Curious
We are innovative and always look for improvement



Positive
We are positive and love getting the best out of others

16 own shops

At the moment of writing, we had shops in 16 cities in the Netherlands, Belgium and Germany. In the following year, we had to close the shops. Therefore these won't be reported in the next impact report.





1. Our value chain

A transparent & fair supply chain

Nine & Co. follows international standards set out by acknowledged frameworks, such as the International Labour Organization (ILO), Organisation for Economic Co-operation and Development (OECD) and Ethical Trading Initiative (ETI). We translate these to our own strategy and agreements with suppliers.

This is the starting point for our risk management system and procedures. We want to know what partner we work with in the supply chain: directly, but also indirectly. Deeper down the chain. Good relationships start with transparency: it's the foundation for dialogue, trust and ethical business and fair business practices. We are aware that doing business internationally comes with a wide responsibility: we act upon that, from raw material to end product.

Transparency in the supply chain helps us to collect the insights we need. Enabling us to improve along the way. Every item we sell has been on quite a journey. That's why we discuss and review with our direct suppliers their sub-suppliers and partners. They help us gain the insights needed to map supply chain from start to end.



Fair & safe production

The health, wellbeing and safety of the people manufacturing our items is one of the focus areas of Nine & Co. Our production takes place mainly in Turkey, India and China. In the last years we have worked on strengthening the relationship with our current suppliers. Building stronger and longer term relationships, based on real dialogue, personal attention and mutual trust.

A good relationship is the starting point for actual understanding of mutual needs, wishes and challenges. To us, having conversations, asking questions and aiming to understand our suppliers on personal ground is what we must do to build a business relationship with them. It's how we can contribute to a good working environment in the factories together.

All the suppliers we work with are audited by a third party social auditing standard. 94% of our suppliers is audited according to such standard (BSCI and Sedex) and 100% of all suppliers that have been audited, was appointed low to medium risk. We will work towards a supplier base in which all our partners are audited by one of the relevant and globally recognized auditing standards. Looking deeper down the supply chain is an opportunity to further improve business

standards and a healthy working environment for all. We discuss with our suppliers how they contribute to safe, healthy and good working environments at their partners (deeper down the chain). A significant share of the suppliers of our (manufacturing) suppliers are also audited according one of the relevant standards. We feel responsible that potential risks and challenges aren't cascaded down.





“The chain of custody tracks fibers at every stage of their journey.”

We also work with internationally acknowledged certification standards, such as GOTS (Global Organic Cotton Standard), to ensure a transparent, fair and safe value chain. GOTS works according a chain of custody approach: the Content Claim

Standard. The chain of custody approach of these standards ensures traceability throughout the supply chain, ensuring us the insights we need to operate in the right way.

Nine & co.'s production locations and social compliance								
	Turkey		India		China		Total	
Approved	11	73%	9	90%	2	25%	22	67%
Pending	3	20%	1	10%	6	75%	10	30%
Not approved	0	0%	0	0%	0	0%	0	0%
Not audited	1	7%	0	0%	0	0%	1	3%
	15	100%	10	100%	8	100%	33	100%

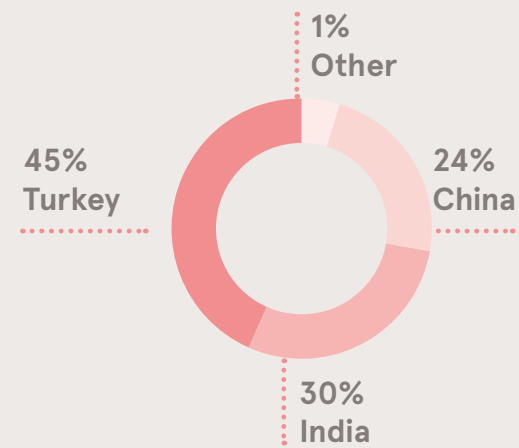


our production locations



Our production takes place in four main countries:

1. Turkey
2. India
3. China
4. Other (Europe)





Fair sourcing & living wages

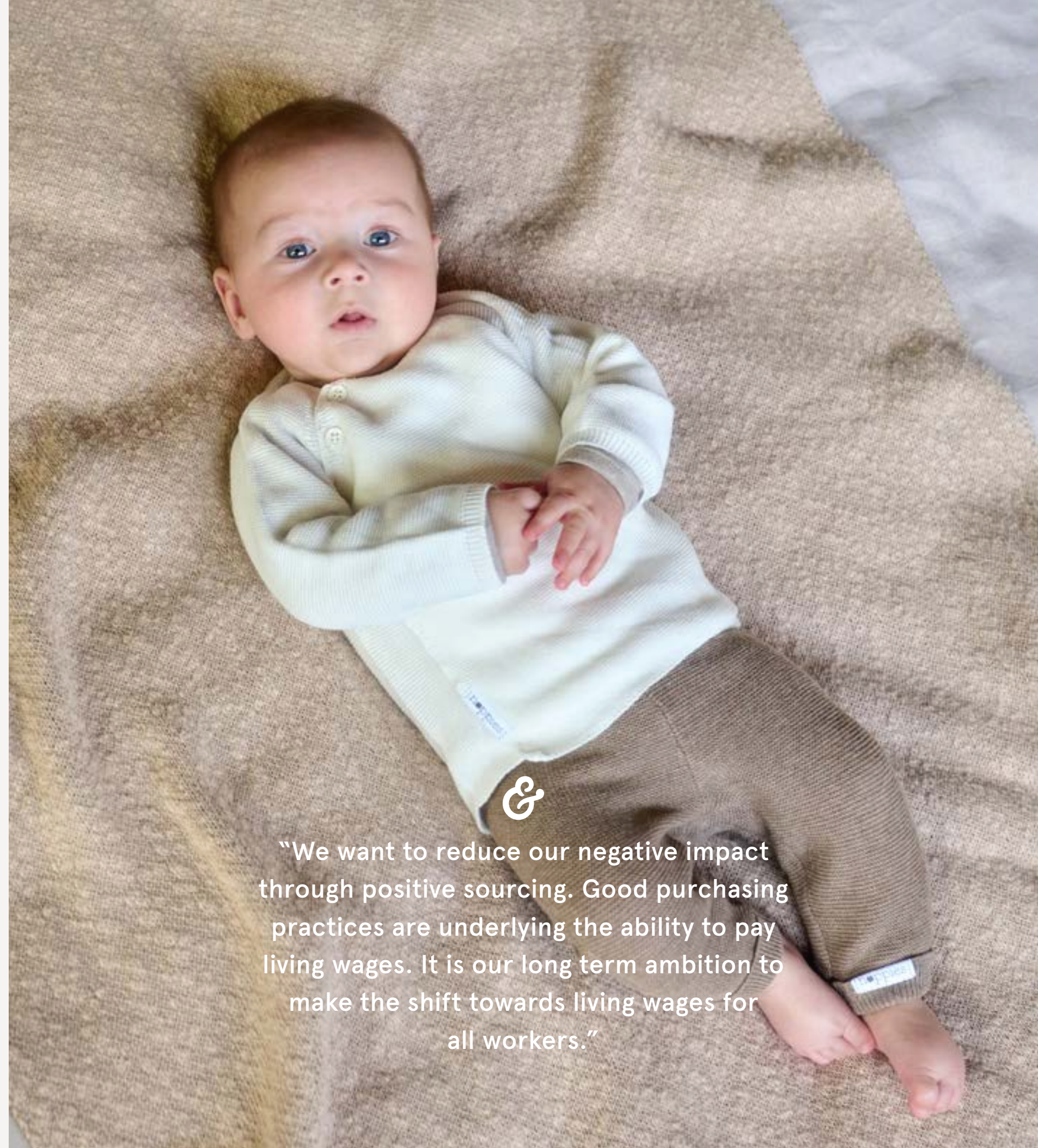
As baby & maternity business we have the ambition to protect new life, here and in our supply chain. Working towards living wages for the people who make our products is the perfect instrument to do so. After all, if parents receive a living wage, this will positively affect the living standards of their families and the future of their children. Our ambition is to realize a living wage for every worker in our supply chain.

In the past year, we've been working on more efficient purchasing, planning and order placements. Our collections for babies already consist of 50% (seasonal) collections and 50% Never out of stock (NOS) items. In 2022, we shifted to 30% collections and 70% NOS items with our Maternity business too, based on consumer insights. Before, this was 70% collections and 30% NOS.

This is how we gained more control over our order planning and capacity planning at suppliers.

The effect of this is that:

- We make less samples
- Reduce transport (especially air freight)
- And optimized the management of our stocks.



“We want to reduce our negative impact through positive sourcing. Good purchasing practices are underlying the ability to pay living wages. It is our long term ambition to make the shift towards living wages for all workers.”

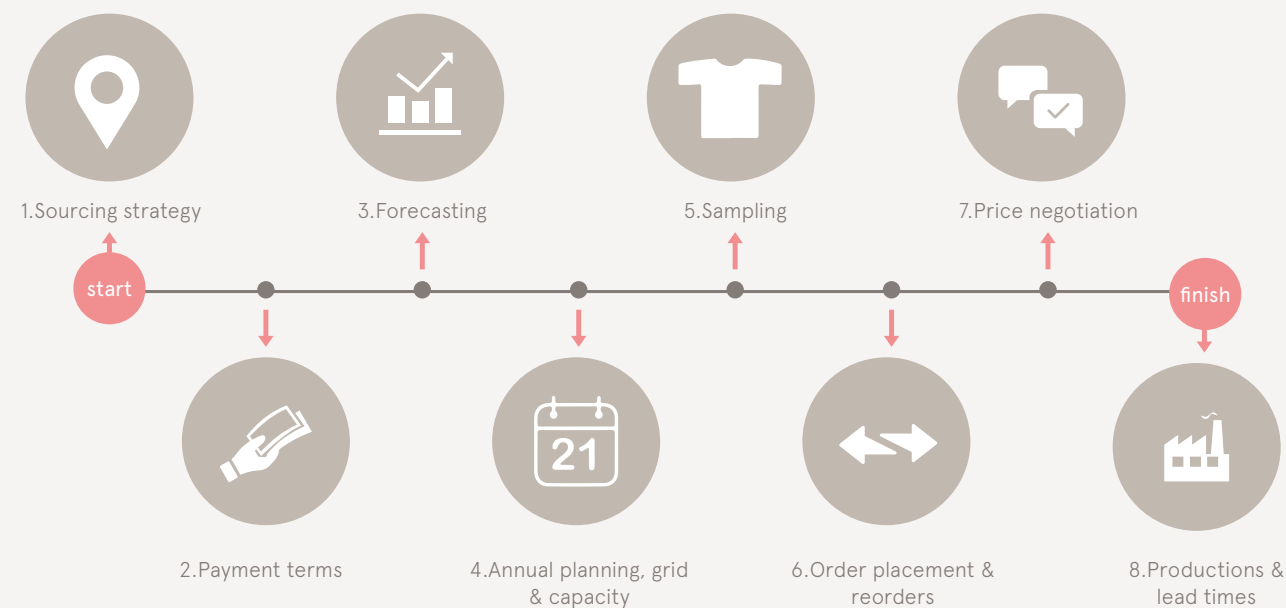
Creating a more fluent process is a good starting point to – on the longer term – contribute to living wage. The relationship between purchasing practices and living wages is so strong, for good purchasing can enable a supplier to work efficiently, use its resources more efficiently, prevent extra work and overtime hours and creates space for a fair dialogue on pricing.

In the time ahead, we'd like to engage more suppliers to update our living wage research. When we collect insights at our supplier, we are able to research where potential living wage gaps occur and opportunities arise. Here, we'll also take a cultural component into account: the context and community within the region of our supplier. This will inform us where living wage projects are most material and relevant.



our supply chain described

Nine & Co.'s process of buying



“In the end, investing in living wages means investing in a stronger business, a stronger local economy and a healthy community to do business with!”



Alvi's production

Our brand Alvi GmbH. is headquartered in Höxter, and has been one of the leading companies for baby home & sleep products in Germany. Alvi produces and distributes innovative premium products with the highest quality and design standards. Almost 90% of the goods are manufactured in our own factory in Poland.

All Alvi products, such as baby sleeping bags, bedding and mattresses, focus on the well-being of the child. Our own facility located relatively close-by in Europe has a multitude of benefits. It optimizes insight in our supply chain and production processes, enables close collaboration on product development and enables us to monitor a good, fair & safe working environment.

Since the very beginning, Alvi has been working on products that improve and facilitate good quality of sleep. In addition, the products are made to be safe and sustainable: using non-toxic organic and certified materials and recycled fillings for textile products.



On production level, Alvi is seriously working on safe and sustainable business processes. Within the Polish factory:

- Design optimization and cutting software enable optimal cutting processes
- By combining orders, this efficiency level is further increased
- Enabling us to reduce solid waste streams
- While managing and recycling post-production waste (that's being recovered for reuse)
- Alvi has an extensive health & safety policy in place
- With good management systems to monitor, review and manage H&S on the workfloor
- All people starting to work at Alvi (factory) receive extensive on-boarding and sufficient training to learn all relevant skills needed in their job
- Alvi is mainly working with sustainable materials in their products



2. Sustainable product

Product materials

The environmental footprint of the fashion industry is significant due to cultivation of both natural (such as organic) and man-made raw materials (such as polyester). Also, the production processes to turn the raw materials into yarn, fibers and items in the end is significant. That's why we believe that investing in low-impact and circular products is still something we need to pay attention to, together with the entire industry. Products can and should be transformed, in order to transform the market step by step.

At Nine & Co. we're in a transformation process, in which we scale the share of sustainable and circular fibers and low-impact production processes. We developed a sustainable fiber benchmark and conducted Life Cycle Analysis to

ensure we are on the right path in becoming more sustainable. Last year, 55% of all the materials we used were sustainable. Our aim is to:

- scale this to 90% (in 2025)
- shift focus from organic to recycled materials (30% recycled in 2025)
- no longer use conventional cotton (from 2025 onwards)

Today, we include (certified) organic cotton, sustainably sourced cotton (through BCI), recycled fibers and low-impact fibers such as EcoVero in the share of sustainable materials.

See our sustainable fiber benchmark on the next page.



Sustainable materials

For cotton, the share of sustainable cotton we use in our products and collections is 90%. We aim to turn this into 100%, while making the shift from organic to recycled cotton more and more. In 2022, we noticed challenges in the supply chain regarding the availability and cost of (sustainable) raw materials. The effect was that we sourced more non-certified organic cotton and “better cotton” (sourced via the BCI).

What means what?

- GOTS organic cotton:

when products are GOTS certified, they contain > 95% organic cotton, or are made with a minimum of 70% organic cotton.

- OCS organic cotton:

this means that products contain > 95% organic cotton, or (for OCS blended) are made with at least 5% organic cotton.

- Better Cotton Initiative:

cotton sourced via BCI enables brands to invest in sustainable cotton, via improved cultivation practices and social standards. The “Better Cotton” does not necessarily end-up in the specific product you manufacture. It means the brand has invested in growing the total share of sustainably grown cotton in the market.

Nine & Co. Sustainable fiber benchmark

FIBRE TYPE	A. BEST PRACTISE	B. SECOND BEST	C. IMPROVEMENT	D. STANDING STILL	E. BANNED
Cotton	Recycled cotton GRS Reblend SaXcell	Organic cotton GOTS Recycled cotton RCS	Organic cotton OCS Cotton in conversion BCI cotton Alternative fibre Hemp Linen	Conventional cotton	From 2023: conventional cotton
Polyester	Recycled polyester GRS Repreve Waste2Wear Reblend Circulose	Recycled polyester RCS Alternative fibre Tencel	Sorona	Conventional polyester	
Viscose	SaXcell Refibra	Ecovero Tencel	FSC certified viscose	Conventional viscose	
Acryl	Recycled acryl GRS Recycled polyamide GRS	Recycled acryl RCS	Polylana	Conventional acryl	
Polyamide	Repreve Econyl	Recycled polyamide RCS	Sorona	Conventional polyamide	

more sustainable less sustainable

Distribution of cotton in Nine & Co. products and growth of sustainable cotton

	2019	2020	2021	2022	% Since last year
Organic cotton GOTS	45%	49%	37%	36,05%	-1%
Organic cotton OCS	0%	0%	11%	3,77%	-7%
Organic (non-certified)				9,62%	10%
Sustainably sourced cotton (BCI)	17%	28%	41%	40,09%	-1%
Conventional cotton	38%	23%	11%	10,47%	-1%
Total sustainable cotton	62%	77%	89%	90%	1%
TOTAL	100%	100%	100%	100%	



Sustainable materials

Focus on circular & low-impact fibers

We conducted LCA's (life cycle assessments) for all our Baby NOS products.

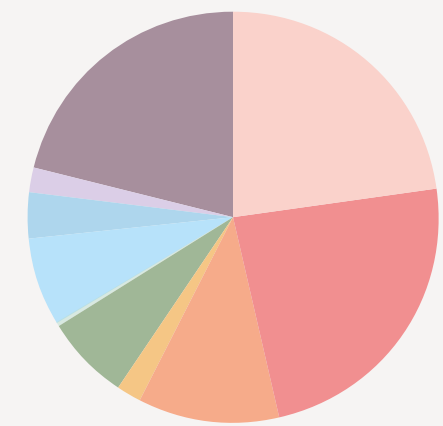
We did this with our expert partner bAwear. It was very insightful to compare organic baby products with "conventional" products in this analysis ("conventional" meaning "market average"). The LCA's brought us learnings that we'll take with us in our sustainability journey.

What we learned from LCA's:

- Organic products use 60% less water
- Organic products use twice more land
- Organic products are promoting safety, using no chemicals
- Ensuring us that our strategic pathway towards more circular materials is the right one
- Motivating us to conduct LCA's in the coming year, comparing recycled items with conventional items.

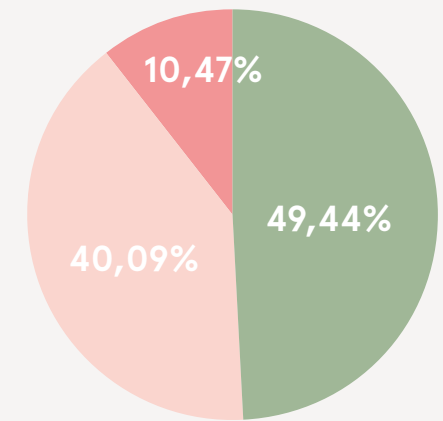
When we use recycled materials, we need less (virgin) resources to create our products. Recycled polyester, for example, decreases the need for fossil resources, and has significantly lower carbon footprints. EcoVero is the sustainable alternative for viscose, and uses 50% less chemicals, energy and water and also cuts carbon emissions by half, compared to conventional viscose.

THE MATERIALS USED IN OUR PRODUCTS



Sustainably sourced cotton (BCI)	112.854,17 kg	22%
Organic cotton GOTS	101.488,38 kg	24%
Polyester	39.846,00 kg	11%
Organic cotton OCS	10.600,87 kg	2%
Conventional cotton	29.460,77 kg	7%
Viscose	29.662,70 kg	<1%
Polyamide	23.750,40 kg	7%
Recycled polyester	10.989,90 kg	3%
Ecovero	13.833,00 kg	2%
sum fibers	372.486,19	79%
sum sustainable fibers	249.766,32	55%
Other	- kg	21%
Total	- kg	100%

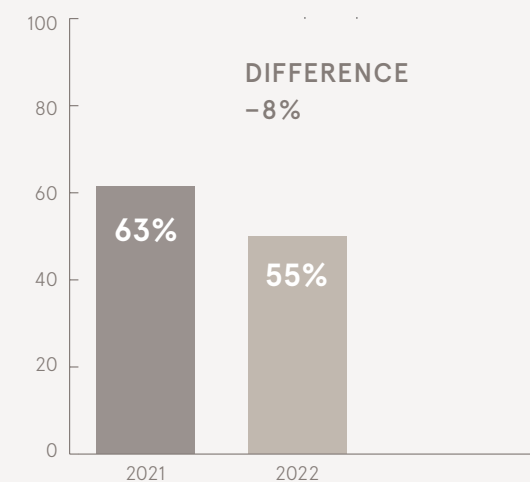
COTTON USED IN OUR PRODUCTS (KG)



Organic cotton (GOTS)	139.182,88
OCS	101.488,38
OCS	10.600,87
Sustainably sourced cotton (BCI)	112.854,17
Conventional cotton	29.460,77
Total	281.497,81
Sustainable cotton	252.037,05

SUSTAINABLE FIBERS (OF TOTAL)*

*As mentioned, the decrease in the last year is partially because we sourced more non-certified organic cotton and "better cotton" (sourced via the BCI), that are not included here.



CLASS A, B AND BCI FIBERS GROWTH



Alvi products

Alvi relies on sustainable materials through (GOTS-certified) organic cotton and (GRS-certified) fillings made from recycled polyester. It also uses sustainable ingredients such as recycled sewing thread and zippers, sustainably produced packaging materials and certified FSC paper.

With items manufactured in Alvi's own production facility, the following KPI's result:

- 54% of the total polyester is recycled (of which 40% is GRS certified).
- 64% of the total cotton is organic (of which 40% is GOTS certified)
- 93% of paper and cardboard is FSC certified, including hangers, tags and packaging (plastic hangers are eliminated)



Alvi's new and unique C2C Mäxchen is Cradle to Cradle® Gold and OceanSafe Certified – for a circular & responsible product with 100% compostable and sustainable materials. The world is close to our hearts and by developing products like this, we ensure to invest in making the world a little better. In addition, the Mäxchen can be returned free of charge to Alvi GmbH. after use via an associated QR code, so that this can then be returned to the cycle. The Cradle to Cradle baby sleeping bag (C2C-Mäxchen®) is the world's first fully

recyclable baby sleeping bag. Manufactured according to the biological cycle, the product bears the OceanSafe Certified seal of quality. At the production level, the entire textile value chain is certified – including the product take-back system. Each individual product contains a QR code "scan&bring me back".

With this fully recyclable product, the absolute focus is on environmental properties or recyclability. Our goal with Alvi is to continue to invest in sustainable and pollutant-free materials.



Sustainable production

Our suppliers are already working on sustainable production techniques to use less water, energy and chemicals. Examples are: ozone washing, laser printing and sustainable dyeing. Currently, we are researching what we can deploy for our collections. Two of our big suppliers (in Turkey and India) are already working with such techniques for denim production. That's quite a win, for conventionally, the impact of denims is high. Besides cotton production, this is due to wet processing (washing, dyeing) of the denims.

For all Noppies Baby and Kids denim styles, we use sustainable production techniques already. These consist of laser printing, ozone washing and e-flow technique.

Laser printing: Instead of using sandpaper or chemicals, a laser machine burns the fades into the denim. This reduces the use of water, energy and chemicals and it reduces the loss of fabric strength by 50%, and increases the efficiency of a workplace with 500%. The good ventilation systems ensure that the heat of the machine does no harm.

Ozone washing: Ozone replaces stone wash, by bleaching the fabric without using any

bleach or chemicals. Instead, the machine uses atmospheric air, by turning normal air into ozone. At the end, the machine turns remaining ozone back into air, that can be released to the atmosphere. Ozone technique saves up to 67% water, 85% chemicals and 62% energy.

E-flow technique: The E-flow machine uses nanobubbles for softening or 3D-effects without using a lot of water and chemicals. The E-flow technique saves up to 95% water, 90% chemicals and 40% energy.

In 2023, we will further map the possibilities at our suppliers, to grow the share of sustainably produced items.

Sustainable product

We want to reduce the negative impact on our world through sourcing and manufacturing in a responsible and sustainable way. Focusing on sustainable, circular and low-impact materials and processes helps us do this.



Impact of decisions

If we'd make the shift to the sustainable production methods described above, with all our products: the impact would be:

- 90% less water
- 100% green energy used in production



Cotton is our #1 material: 90% of all cotton is organic or sustainably sourced



Viscose is produced from wood(pulp), putting pressure on ecosystems and wood sources. EcoVero uses controlled and sustainable wood sources. Its environmental friendly production process saves 50% emissions



Recycling is the most viable approach to reduce solid waste streams of polyester and saves 75% of CO₂ emissions, compared to virgin polyester



What impact did we make with this?

By choosing more and more sustainable materials, we are able to create a big impact. Growing the share of GOTS organic cotton, recycled polyester and EcoVero **we are able to save:**



>270 Million liters water
(>1.8 Million bath tubs)



> 681.996kg
chemicals



1,8 M Million energy
+/-212 households energy p.y.



160 tonnes carbon:
8,437636842 households
(carbon emissions per year)



3. Protecting new life

“We support our community of young mothers to be resilient and make most out of this special period in their lives.”

Veerkracht: Resilient parenthood

At Nine & Co. we care about parents and children. That’s why we want to invest in the health and safety of (pregnant) mothers and their babies and be there for them, especially during the first 1001 days. This period, from conception up to 2 years, is an essential period for the development of a child and therefore its future. We believe a good and safe start is the foundation for a happy and healthy life. Experiences during pregnancy and within the mother–child relationship can influence the cognitive development of the baby, affecting the physical and emotional health of the child. In this early stage, children fully depend on their parent for the regulation of their physical and mental states. Resilience can positively impact the relationship between mother and

child and therefore contributes to good and safe (emotional) attachment of children. Later in life, this benefits their physical and emotional health.

We embrace the imperfections of parenting, because being a parent is so much more than wanting to do it all perfectly. That’s why we embrace imperfections and offer insights in the lives of young mothers. We build trust and connections to support them, with our tools and community, so they can make the most out of this special period in their lives. Resilience among mothers leads to resilient children: it’s how we aim to protect new life, to support the generations of the future.



Protecting new life

Our “Veerkracht” (resilient parenting) campaign started in 2020. We are building on 4 central pillars:

#1. Dialogue:

starting dialogue about the challenges of parenting.

#2. Community:

make mothers (to be) feel supported.

#3. Pride:

share a feeling of pride of being a parent.

#4. Resilience:

increase resilience among parents: both mothers and their partners.



“Resilient parenthood is about falling down and getting back on your feet. We invest in resilient parenthood by using our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.”





Health & Safety

We value offering the highest quality and safest options for babies and young children. That's why we value investing in organic, chemical free materials and low-impact production processes.

The latter means that we are aware of and take responsibility for the types of substances used in the production process. All our suppliers follow REACH compliant guidelines. For we want to take one step further, we have developed a restricted substances list (RSL), that looks beyond REACH regulatory requirements. This is our "RSL 2.0" that we are currently employing in order to take safety to an even higher level.

We believe we should do this (at minimum) working with a young and therefore vulnerable target group.

This is important because in the process of manufacturing, dyeing and finishing of products, these substances are needed and it's up to us which one we decide to use.

It's clear to us that "protecting new life" is about health & safety too.



Health & safety at Alvi

Alvi is dedicated to developing a sleeping environment that allows children (and therefore their parents) to sleep safely and peacefully. For over 60 years, the company has been committed to providing the best possible sleep environment – with components that are precisely matched to one another.

Alvi, as the market leader for comfortable and safe baby sleeping bags in Germany, works on continuous product development, characterized by the desire to increase the safety of the baby. The close cooperation with midwives and doctors, creates impulses for innovations. The Alvi team works with great care on the constant optimization of the products. In this way, Alvi responds optimally to the needs and wishes of its customers and

at the same time collects feedback for the further improvement of its products.

The well-being of the child is the focus of all Alvi products. That's why environmentally friendly manufacturing processes, materials tested for harmful substances and harmless to health, and careful workmanship are a matter of course for us:



- **The „pear– shape“ of our sleeping bags offers optimal freedom of movement for babies**
- **The products ensure a healthy and safe baby sleep**
- **The products are tested and certified for harmful substances**
- **The products are easy to handle and particularly suitable for everyday use**
- **The products are durable and highly hard-wearing**

At Alvi, the health and safety of all materials used is a top priority. Alvi tests and measures the results of its products and receives a 100% recommendation rate from parents and midwives in its product tests, as important stakeholders in the market we serve!

Protecting new life

We believe a good and safe start creates the foundation to grow up safe & healthy. That's why we invest in resilient parenthood and use our brand as a platform to support parents (to be) with the challenges and sometimes high expectations of parenting.



The purpose of Veerkracht:



Building awareness around how important safe & good emotional attachment is for parent & child



Build a foundation & community to improve "safe attachment" step by step



Stimulate parents to talk and reflect on parenthood in a safe environment

Protecting new life:

Veerkracht 2022:



2500

Baby sets sold to raise awareness for resilient parenting

1.500.000

Reached 1.5 million women with a large on- and offline media campaign in april & may

>100.000

Engaged with over 100.000 people on social media about resilient parenthood



Engaged 67.500 (future) parents through our media partner Ouders van Nu



4. Circular business

A circular fashion world

At Nine & Co. we are in a process of defining how we can optimize our role in a circular fashion industry. We are taking steps today, but also want to sharpen our mission when it comes to circular fashion.

Over the last years, we have defined concrete circular ambitions that we want to extend and review. In the end, the quality of life for the world's children in 2050 depends on the decisions that we make today. The fashion industry in its current form still puts high pressure on our world and resources.

That's why we want to innovate our way towards a circular and sustainable production system. To do that, it's important to look at the entire lifespan of products and discover where and how we can

apply circular principles to add most value.

Circular thinking for Nine & Co. is focused on the raw material that we use as inputs, the design of our items, the user phase and the impact associated with the distribution of our collections. At the start, the raw materials we use for our items and packaging matter most. We are shifting focus from organic and sustainably sourced raw materials towards innovative and circular fibers, for we believe that is where we can make most impact.

We believe that the future is shaped in a circular way.



A circular fashion world

Circular principles that are guiding us:



1. Design for quality and longevity

We are not only designing for quality, but we're also starting to develop items that are made for longevity. Our target groups consist largely of babies and young children. They're outgrowing their clothes relatively fast. What can we do to increase the lifetime of our items per user? It's not only about taking good care of the items, but also ensuring that these items are a perfect fit, as long as possible. As we do with our winter coats: we stimulate passing through (pre)loved items to new owners.



2. Preference for recycled and innovative fibers

We want to build circular products step by step. We do this by growing the share of sustainable and recycled materials and using more low-impact production processes. Over 7% of the materials used was made of recycled or innovative, low-impact fibers



3. Preference for recycled packaging

We are focused on minimizing our waste streams as much as we can. Packaging is one of our focus points. Together with the raw materials, that's where a serious impact comes from. In order to get our items to the right location, while keeping it safe and protect the quality, (cardboard) boxes and polybags are used. Since 2019, all carton board used in packaging was recycled or FSC certified and came from sustainably managed sources. The polybags we use consist of plastic, which is a high-impact material. 70% of all the polybags we use today is completely recycled (100%) and GRS (Global Recycle Standard) certified.



4. Preference for low-impact transportation of our goods

Optimizing sustainability also means growing our efficiency. It includes our logistics and how we get our products from A to B, with a minimal footprint. This is an opportunity for us to further reduce emissions. With efficient stock management and working towards the most sustainable option in transport, we are able to take serious steps with this.

We partner with GoodShipping and DHL GoGreen for low-impact deliveries to our warehouse and to customers. It's how we invest in more sustainable transportation and fuel. With GoodShipping we have compensated 56% of our total logistics footprint. With GoodShipping and DHL GoGreen together, we were able to off-set 180 tons of carbon emissions.



5. Optimize end of life

The end-of-life phase is one of the most important stages in sustainable fashion. Consumers have an ever important role in driving sustainability: washing, drying, ironing clothes and how long items last, are important aspects of the total footprint of an item. We can facilitate them in the decisions they make. Taking care for their items and pass pre-loved garments on to another owner, to extend the lifetime of every item. We add clever care instructions & tips for extending lifetime, to support consumers in this journey.

Curious what you can do, as a consumer?
Read our tips for sustainable consumption >>>

Our ambition is to contribute to a positive change in the way we consume and extract raw materials and manage pollution and waste streams. Circular business has the potential to reshape our industry and transform the way we produce and think about fashion. We believe that circular principles will be the main drivers of our (future) world.





Tips for sustainable consumption



#TIP 1 CHOOSE RESPONSIBLE BRANDS

Every time again, consumers can vote with their decisions about the brands and items that they buy. That's why buying beautiful items that are made with an eye for people, animals and the environment is the best decision. Ask brands about their sustainability activities. We're constantly working on doing things better step by step and love to share what we are doing too, and tell you more about our activities and programmes.



#TIP 2 BUY SMART

Think about what you're about to buy. Ask yourself this question: does it fit me right? Does it make me feel great? Invest in great fashion items and go for quality beyond quantity. High-quality fashion and long term design are essential features of a sustainable wardrobe. When your children out-grow their clothes, there's always someone that loves to extend the life of these high-quality items.



#TIP 3 RETHINK WASHING

Start washing less, wash as cold as possible, try to avoid ironing and use sustainable washing detergent. Removing stains by hand or using a garment roller can prevent many washes and enables you to reduce your impact. Also, when you do wash your items, putting them in the bathroom while you shower enables you to prevent ironing or skip a visit to the dry cleaner. There's so much impact in the aftercare for your items, that it's worth thinking it through.



#TIP 4 USE A LAUNDRY BAG

When washing vulnerable items, you can turn them inside out to prevent wearing them down to fast. A laundry bag can also help you to maintain your items in the best way. Fine fabrics can use some extra protection; especially knitted fabrics. A set of laundry bags is a small investment, while it will protect and extend the lifetime of your favourite items.



#TIP 5 GO ORGANIC

All sort of fibers release microfibers in the washing machine. The problem is that microfibers in synthetic fibers are not organically degradable. These microfibers are made of plastic and end up in our water and oceans, where they travel through nature and back to our food chain. On the long term, organic materials are much better for our environment – both in general as for all the living creatures living on our planet.



#TIP 6 REPAIR & REWEAR

Give your clothes a second chance (and life) by covering tenacious stains and holes with redundant fabric or patches. When it's time to say goodbye to your items: recycle, sell or pass on your clothes to friends, acquaintances or organizations with love. This is how we can minimize the amount of pre-loved items that is being disposed and create a happier world, together.





5. Sustainability at home

While working on optimizing sustainability in our value chain and related to our products, we believe we need to have our house in order too.

In order to positively impact the supply chain, the environment and the lives of mothers (to be) and their babies, we need to start with ourselves. We highly value our people and care about their health & safety, wellbeing and development. In the end, it's our people that enable our company to become more and more sustainable and ready

for the circular economy. That's why we invest in happy, healthy & accountable people. And, we include our own footprint (of our headquarters, warehouse and stores) while doing that. Meaning that we monitor our own activities and working on the reduction of carbon emissions at home.



Happy & healthy people

Creating a sustainable and circular business and a happy & healthy working environment is a shared effort.

We are proud to be an international company with a workforce of 197 employees. We highly value “learning & development” in our organization. We have set-out a clear roadmap in which the health, wellbeing & development of our employees is being prioritized. Within our organization, we stimulate the use of the open learning platform “GoodHabitZ”: enabling people to learn and develop.

Whether they prefer learning new skills with an (in) direct link to their job position, or want to acquire new skills and knowledge.

In the last year, 84% of our people actively used the platform to develop and learn. On average, people spend 64 hours on learning, following over 300 lessons per person.





Our footprint

In our countries of operation, our energy, water and waste footprint is relatively small. Even though our main footprint is within our supply chain (activities), we want to take our responsibility and minimize our footprint in the countries we operate, with focus on the Netherlands where our headquarters is located. We do that by sustainably managing our waste streams and minimizing our energy footprint and emissions. We closely monitor our activities in order to do this and reduce CO2 emissions close to our homes. In the coming

year, we aim at creating more insight in our own footprint and emissions expelled. Systems that automate our own environmental footprint might help us do this.

In 2022, our energy use was similar compared to 2021. Electricity consumption decreased with 2%, while our gas consumption increased with 1%. We work with Greenwaste to sustainably process our waste streams. More than 82% of our waste streams gets recycled or reused this way.

Nine & Co.'s footprint at home

	2019	2020	difference	2021	difference	2022	difference
Gas (m3)	60195	56275	-7%	62611	+11%	63289	+1%
Electra (Kwh)	461305	424047	-8%	421757	-1%	413394	-2%
Waste							
Residual (kg)	23900	13860	-42%		-100%	13500	

Sustainability at home

When it comes to sustainability, all efforts start at home. We want to practice what we preach at our headquarters, warehouses and retail stores. Also, we want to invest in happy & accountable employees. As one large family, our team(s) are all making an effort to increase sustainability standards in the office.



Commuting:

48% of our workers uses sustainable commuting options, such as:



15% Electric car



20% Bike or Public transport



12,5% Lease-a-bike



Average distance from home to work



In 2022, our energy use was similar compared to 2021. Electricity consumption decreased with 2%.

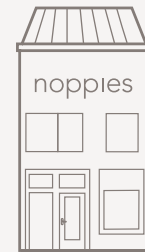
We work with Greenwaste to sustainably process our waste streams. More than 82% of our waste streams gets recycled or reused this way.



197 PEOPLE WORKING FOR US
197 people working at and with us to achieve impact.



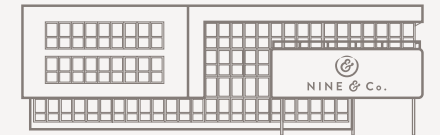
We value an equal & diverse working environment. 67% of our managers identifies as women.



21%

Of our Dutch employees work in our shops

79%



Of our Dutch employees work at our headquarters

We encourage to learn & develop

64 HOURS

Is the average amount of hours per year that workers spends on training & development!

2.4%

Of the time is used for learning & development (per person)!

318 LESSONS

It means that they follow over 300 lessons, leading to more than 10 different certificates.

20% TRAINING

20% more people make actively use of our training platform. Not only to improve their competences (coaching and management skills), but also for personal development (like Spanish classes).



About this report


This Nine & Co. impact report 2022 is issued by Nine & Co. fashion group and is intended for all Nine & Co. stakeholders, including Nine & Co. employees and all our customers.

Any questions or suggestions that might arise by reading this report can be shared with:

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COLOFON

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