

CIRCULAR BUSINESS

**Commitment 1
Design for Circular**

Accelerate product circularity through brand partner collaborations and ensuring every one of our private label products are designed for sustainability and circularity by 2025.

**Commitment 2
Unlock Re-Commerce**

Give luxury products multiple lives by bringing innovative and exceptional re-commerce experiences to customers across our four online stores by 2025.

**Commitment 3
Make Loved Clothes Last**

Support our customers to make their loved clothes last by offering care & repair solutions across our four online stores.

CUSTOMER CULTURE

**Commitment 4
Enable Better Choices**

Increase the proportion of products rated as more sustainable each year, in alignment with our sustainability guidelines.

**Commitment 5
Inspire Our Customers**

Engage our customers by increasing the proportion of editorial and content featuring sustainability and circularity messaging each year.

**Commitment 6
Curate a Conscious Experience**

Enable our customers to make informed and conscious choices throughout their shopping experience, by introducing a range of online solutions.

PLANET POSITIVE

**Commitment 7
Reduce Climate Impact**

Deliver CO₂e reductions in line with Science Based Targets, mitigating impact across our facilities and private label value chain by 2030.

**Commitment 8
Source and Buy Responsibly**

Work with our suppliers and our brand partners to continuously elevate our standards for social and environmental responsibility.

**Commitment 9
Protect Natural Ecosystems**

Maintain a zero-waste business, by ensuring that 100% of our operational waste is reused, recycled or composted.

PEOPLE POSITIVE

**Commitment 10
Nurture Our Communities**

Support our communities through emerging talent programmes, charitable initiatives and delivering at least 2,500 days of employee volunteering by 2030.

**Commitment 11
Create Optimal Workplaces**

Foster a working environment that's diverse, respectful and protects the wellbeing of all our people.

**Commitment 12
Build an Inclusive World**

Continuously accelerate progress and raise awareness on equality and inclusion through commercial opportunities and our editorial content.

Our Infinity Strategy

2024 Updates

In 2023, we conducted a materiality assessment to ensure our Infinity strategy evolves with industry best practice and continues to focus on the most relevant issues for our business. As a result, we made several small amendments to our strategy that came into effect in 2024. These changes are documented in the Infinity Strategy 2024 diagram, accompanied by explanatory notes below.

CIRCULAR BUSINESS

Commitment 3: Make Loved Clothes Last

Previous commitment wording: Support our customers to make their loved clothes last by offering care & repair solutions across our four online stores by 2023

Having met our commitment by 2023, it has been updated to ensure we continue growing a culture of care & repair with our customers.

CUSTOMER CULTURE

Previous pillar name: Circular Culture

The name of this pillar has been revised to capture the full extent of our objective and activities in shaping a more circular and sustainable customer culture and encouraging more responsible ways of experiencing fashion.

Commitment 5: Inspire Our Customers

Previous commitment wording: Engage our customers by increasing our editorial on sustainable and circular luxury fashion, maintaining at least 20% of all content from 2022

This commitment has been revised to reflect the ongoing work required to meet our goal. We have introduced a more rigorous assessment process to ensure credibility of messaging as we continue to work towards increasing the proportion of sustainability-related content year-on-year.

PLANET POSITIVE

Commitment 7: Reduce Climate Impact

Previous commitment name and wording: Become Climate Positive: Deliver CO₂e reductions in line with Science Based

Targets and become climate positive across our facilities and private label value chain by 2030

This commitment has been revised to more accurately reflect our goal and adapted climate reduction roadmap.

Commitment 9: Protect Natural Ecosystems

Previous commitment wording: Become a zero-waste business by ensuring that 100% of our operational waste is reused, recycled or composted by 2023

Having met our commitment by 2023, it has been updated to maintain our target and continue preventing operational waste from ending up in landfills.

PEOPLE POSITIVE

Commitment 10: Nurture Our Communities

Previous commitment name and wording: Nurture Emerging Talent: Equip emerging talent with entrepreneurial, fashion and digital skills through 15,000 days of team volunteering by 2025 and our talent programmes

This commitment has been revised to capture the full extent of our work with different communities, including emerging talent, charitable partners and employee volunteering efforts. The volunteering target has been revised to reflect an ambitious but more achievable goal based on benchmarking from our 2023 launched volunteering hub partner.

Commitment 12: Build an Inclusive World

Previous commitment wording: Continuously accelerate progress and raise awareness on equality and inclusion, through commercial opportunities, financial support and our editorial content

This commitment has been updated as the financial support provided to our charity partners is now captured under 'Nurture Our Communities'.