

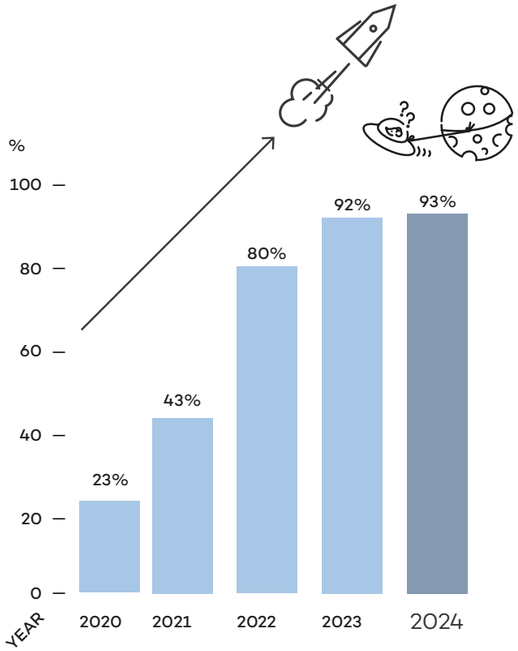
CSR Report 2023

reima

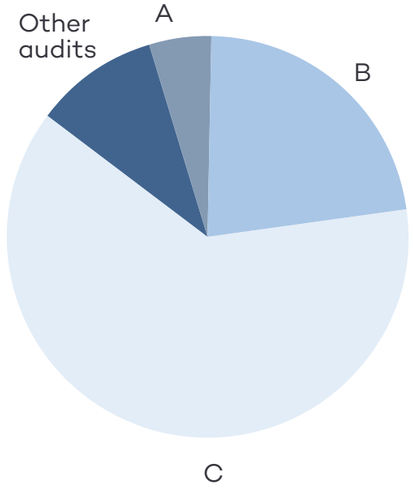
Responsibility highlights



SHARE OF REIMA APPAREL STYLES WITH RECYCLED AND OTHER PREFERRED MATERIALS



SOCIAL COMPLIANCE AUDIT RESULTS BSCI 2023





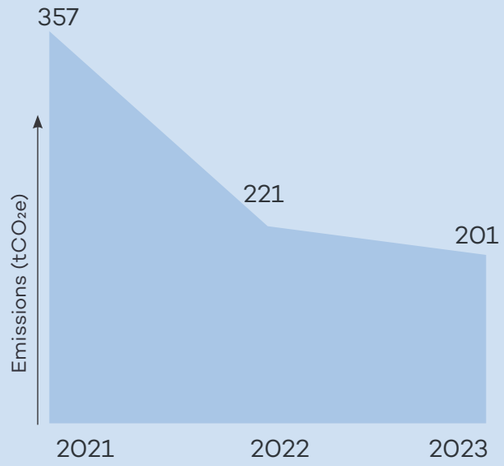


In 2024 collections, 39% of Reima footwear styles contain recycled materials





44% carbon emissions reduction in own operations (scope 1-2) since 2021





Moi Dear Friend,

2024 marks the 80th anniversary of Reima, and we have much to celebrate. It's hardly self-evident that a performance wear brand will weather decades of changing tides and styles, but Reima has succeeded in doing so. We are as durable as our thoughtfully designed products.

Reima's story started in 1944 by making clothing out of army surplus gear. Circular economy at its finest! Today, we are not just helping recycle clothing, but also supporting their repair and resale. Not to mention the circular innovations hidden in our clothing's fibers: cellulose and recycled oyster shells, to name a few.

While 2023 was far from an easy year for the industry, Reima weathered it considerably well, reaching double digit growth for the markets remaining after our withdrawal from Russia. We believe this was thanks to both our amazing products, as well as Reima employees who put not only their minds, but also their hearts into their work.

We have worked hard to improve and hone our operational set up to serve both our direct consumers as well as wholesale customers all around the world efficiently and on time. As part of this, we launched both a new ecommerce platform, as well as a new ERP system.

This year, the CEO letter is co-signed by two people: Elina Björklund, Reima's CEO 2012-2023, and Heikki Lempinen, who stepped up from Director of Europe as CEO in January 2024. With this mutual CEO letter, we want to emphasize the continuity in steering Reima.

We will continue our journey with four strong regions: Nordics, Central Europe, North America and Asia. Reima is uniquely positioned to serve families all around the world and to make an active childhood that much easier for parents to realize. This is a passion shared by all at Reima and we will carry on championing an active childhood in 2024 and beyond.

Under Elina's leadership, Reima returned to its circular roots. Technological advances and working closely with our suppliers enable us to use more certified recycled and innovative fibers every year. We provide repair tools and services and help customers resell their old Reimas, to give them a longer use-life. Kids deserve a clean planet to play on, and we want to be part of ensuring that for them now, as well as in the coming eight decades.

We continue to support the United Nations Global Compact (UNGC), the world's largest corporate sustainability initiative. We are deeply committed to it and its principles on human and labour rights, respect for the environment and anti-corruption measures in our operations.

SUSTAINABLY YOURS,



Elina Björklund
CHAIR OF THE BOARD



Heikki Lempinen
CEO



Report Summary

Reima has steadfastly upheld our sustainability commitments amid global uncertainty. We take pride in the progress we have made in corporate responsibility in recent years. Our sustainability strategy for 2023-2026 embodies our aspirations for all stakeholders and our most significant material topics. We are diligently striving to achieve our goals.

KEY ACHIEVEMENTS

The share of Reima apparel styles incorporating preferred – or, more "sustainable" – materials has increased from under 5% in 2019 to 93% in the 2024 collection. This encompasses styles with a bluesign® approved main material, made from recycled or organic fibers, or with RWS® certified wool. The share of preferred materials by weight rose to 47% of all materials utilized in all products in 2023.

Our research and design achievements in 2023 included the launch of the Uudesti hoodie, crafted in Europe using the new circular Infinna fiber. We also introduced two winter jackets featuring innovative materials: recycled oyster shells and sea-bound plastic. Our new barefoot shoe collection was an immediate family favorite.

We reduced our climate impact in 2023, in line with our science-based target. The emissions from Reima's own operations were 201 tonnes of CO_2, compared to 221 tonnes in 2022 and 357 tonnes in 2021. The reduction is attributed to such enhancements as shifting to renewable energy and a stricter company car policy. The indirect emissions from our supply chain (scope 3) amounted to 19,841 tonnes in 2023, compared to 37,102 tonnes in 2022 and 40,502 tonnes in 2021. The reduction is attributed majorly to the closure of our Russian operations and the resulting decrease in purchase orders and thus, production.

We continued to achieve 100% social compliance audits in finished goods factories (Tier 1). Furthermore, we maintained our practice of publishing factory lists for Tier 1 and Tier 2 (fabrics and trimmings).

Staff satisfaction remained at a high 4,5/5 level, with engagement at 81% throughout the year. In the spring of 2023, we encoded our longstanding Diversity, Equity, and Inclusion (DEI) principles into an official DEI policy and launched an internal Business Ethics training also encompassing anti-corruption and DEI, to ensure company-wide commitment.

Our products and services have won six industry and consumer awards internationally in 2023. The Net Promoter Score (NPS) reached an impressive 79, indicating that most consumers are highly likely to recommend us to their friends.

We have also implemented initiatives to continue advocating for an active childhood and safeguarding the planet for future generations. We invite you to explore further details about these efforts throughout this report.

ABOUT THIS REPORT

Reima's responsibility reports cover the activities and financials of Reima Group and are published on an annual basis, with the reporting period for this report covering the calendar year 2023.

We adhere to fundamental CSR reporting practices, such as conducting stakeholder analyses and materiality assessments, to maintain structure in our corporate endeavors. Furthermore, we align with the GRI (Global Reporting Initiative) standards to ensure reliability. Similar to previous reports, an external expert from Ratkaisutoimisto Vinha has verified that this report was prepared in reference to GRI standards.



Introduction to Reima

Reima is a globally leading brand in kids' activewear. It is known for its award-winning innovation and high-quality clothing. Reima offers a 'tip-to-toe', year-round collection for active kids aged 0 to 12 years. In addition to outdoor and innerwear clothing, the offering includes a wide range of footwear, accessories as well as solutions and services for families.

Reima's products are available in almost 50 countries across the world. Reima employs around 370 people in 9 countries globally.

FINANCIAL PERFORMANCE

Reima Group's financial year was impacted by the finalization of the sale of the Russian subsidiary in February 2023. The Group's net sales were 90.7 million Euros (153.8 Million) and adjusted EBITDA 4.0 Million Euros (38.1 Million). As Reima withdrew from Russia, both net sales and adjusted EBITDA declined in 2023. In addition, 2022 result was exceptionally high due to the positive impact of foreign exchange rate hedges.

Comparing the remaining 2023 business, excluding Russia, Group's revenue grew by 9% year-on-year. Profitability for the remaining regions improved too, despite the slump in consumer confidence globally.

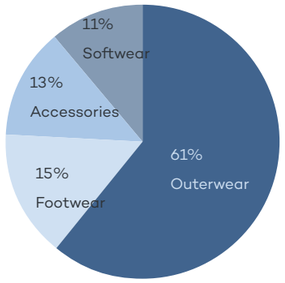
Reima sells its products and services through a number of wholesale partners and directly to consumers. Wholesale has historically been Reima's largest sales channel, and it includes third party retailers such as specialty stores, e-tailers and department stores. Direct-to-consumer business consists of Reima's own retail stores that at the end of 2023 were located in the Nordic countries and China, and e-commerce stores serving around 40 countries globally. Direct-to-consumer also includes marketplaces where Reima sells its products directly to consumers, solution sales such as the Reima Baby Box, and new businesses. Stores operated by franchise partners in Ukraine, Latvia, China and Kazakhstan, a total of 23 stores at year-end 2023, are included in the direct-to-consumer figures.

In 2023, direct-to-consumer sales grew especially well, by 17% compared to previous year, with region North America leading with 60% growth. Reima launched a new ecommerce platform in the spring of 2023, improving the shopping experience for consumers.

Wholesale channels' comparable growth was 5%. The sluggish consumer demand impacts both brands and retailers simultaneously, resulting in more cautious wholesale orders.

In addition to the new ecommerce platform, in Q3 Reima launched a new ERP system. While the new system is being built to serve the Group's global operations better in the future, the initial implementation of the system resulted in temporary challenges in inventory management.

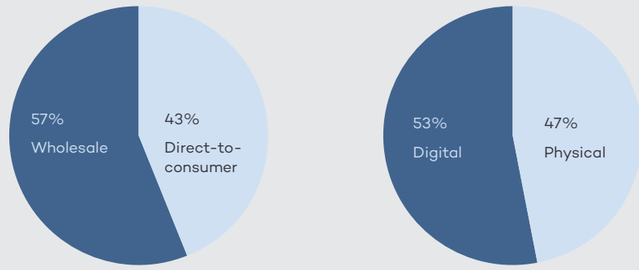
NET SALES BY PRODUCT CATEGORY 2023



REIMA GROUP BUSINESS OPERATIONS



NET SALES BY CHANNEL 2023



*Net sales excluding Russian subisdiary which was sold in February 2023.



Sustainability strategy

Sustainability is at the heart of Reima’s strategy and operations. Our sustainability strategy 2023-2026 reflects this, including all our stakeholders (employees, consumers, suppliers, shareholders and communities), and with particularly ambitious goals for all our most material topics.

Reima's business strategy sets out the high-level goals and priorities of the company, while the sustainability strategy allows us to focus on operationalizing them in the context of sustainability.

CORPORATE RESPONSIBILITY GOVERNANCE

Reima's Code of Conduct is the foundation of our commitment to human and labor rights, environmentally sound operations, good business relations, conducting ourselves with integrity, and respecting the law as well as our competitors. All Reima employees are expected to commit to the Code, and it is part of our mandatory learning in our internal training hub, Reima Academy, which you can read more about in the Stakeholders chapter.

As with other topics of strategic value for the company, Reima's Board of Directors has ultimate decisionmaking power, as well as continuing oversight over sustainability and social responsibility. In 2022, Reima's Board of Directors approved the Sustainability strategy for 2023-26.

Reima's Leadership Team, chaired by the company CEO, is responsible for strategic decision-making on sustainability. Reima's Innovation and Sustainability Steering Group (ISSG) oversees the corporate responsibility activities and officially approves plans and action points. The steering group consists of the heads of different functions, usually leadership team members, to ensure company-wide understanding of, and agreement on sustainability work. The Chief Commercial Officer chairs the ISSG. The group convenes four times a year. The planning and implementation of daily corporate responsibility work is led by the Chief Commercial Officer, supported by their team, and in collaboration with other functions as necessary for effective implementation.

In addition to the ISSG and the Leadership team having executive decision-making power, the day-to-day oversight and execution of work related to human and labour rights at Reima is largely the responsibility of the Sustainability team, the human resources team (especially concerning own employees' rights), and the sourcing team (especially concerning human and labour rights in the supply chain). In terms of labour rights, freely elected personnel representatives in the company are also in a key and protected position.

The day-to-day oversight and execution of work related to environmental protection and climate action is largely the responsibility of the Sustainability team, the Product and R&D team (especially concerning material and supplier selection and collaboration) and the Customer experience team (especially concerning support for the repair, reuse and recycling of Reima products).

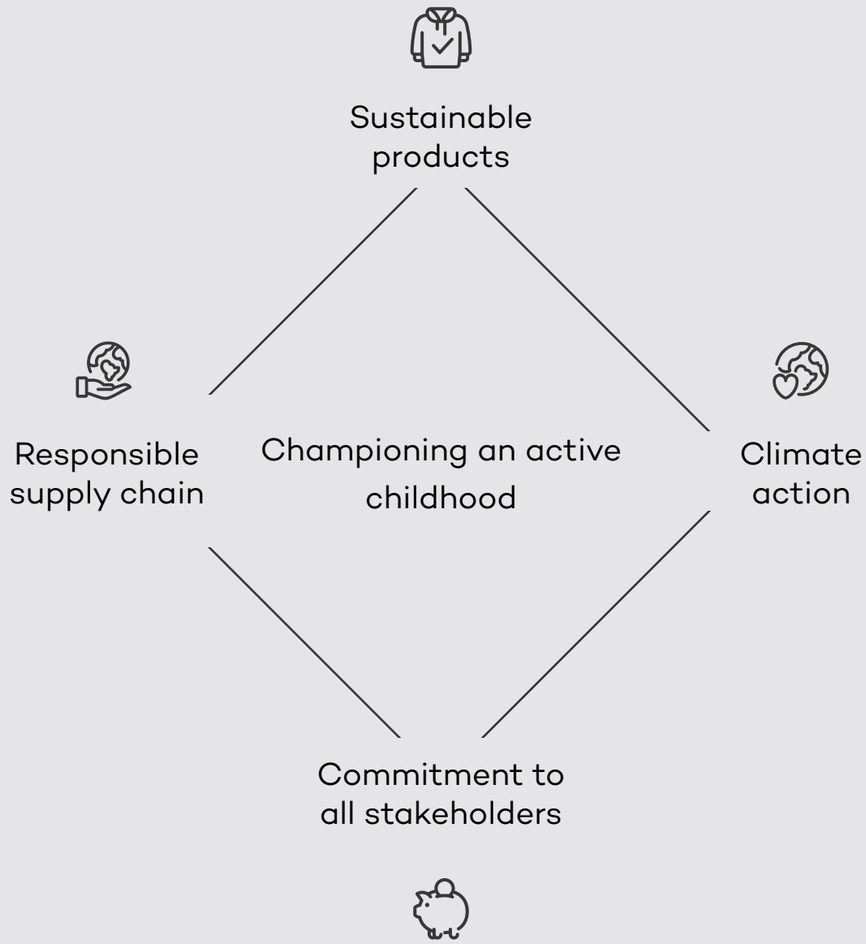
To strengthen the governance of ethical conduct and in line with legal requirements, Reima set up internal and external whistleblowing channels and procedures in the spring of 2023. The cases are received by the CFO and Chief Commercial Officer. Managers and department heads are tasked with implementing follow-up and corrective measures as directed by the CFO or CEO. These channels and procedures help us identify and investigate potential cases of misconduct fairly. Whistleblowers will always be protected from retribution in any form such as dismissal, degradation, and other forms of discrimination. In 2023, Reima did not receive any complaints through the whistleblowing channel.

SUSTAINABLE DEVELOPMENT GOALS

Reima is committed to the UN's Sustainable Development Goals, created to make our shared world better for everyone. Although our operations touch nearly all the goals one way or another, we've narrowed our focus to the five most crucial ones below. Please see our website for more information.



REIMA'S SUSTAINABILITY FRAMEWORK



SUSTAINABILITY KEY PERFORMANCE INDICATORS

Our most recent materiality review was conducted in 2022, and you can read more about the process in the 2022 Responsibility Report.

The table summarises our progress towards our Sustainability goals 2026, and any deviations are commented on.

	KPI	2026 TARGET	2023 SITUATION	2022 SITUATION
SUSTAINABLE PRODUCT				
	Synthetic materials clothing & accessories: Share of styles containing minimum 50% recycled fibers in the main material	100%	77%	65%
	Footwear styles containing recycled materials	50%	39% (in 2024 collections)	17%
	Share of recycled fibres of total synthetics by weight (clothing & accessories)	80%	59%	42%
	Natural fibres clothing & accessories: organic or recycled cotton	100%	91%	95%
	Safety: Product recalls for safety reasons	Zero	Zero	Zero
	Safety: 100% of synthetic wadding and lining, as well as Reimatec fabrics are bluesign®-approved	100%	Wadding & (main) lining 100%, Reimatec 65%	Wadding & (main) lining 100%, Reimatec 38% in AW22, SS22 n/a
	Reuse: Our outerwear is used by several kids	> 80% (Global)	> 80% Global	> 80%* (Europe+US)
	Quality: Product reclamations in direct-to-consumer channels	<0.1%	0.24%	0.28%

	KPI	2026 TARGET	2023 SITUATION	2022 SITUATION
CLIMATE ACTION				
	Carbon footprint reduction in supply chain / scope 3:	25% reduction per piece	9% reduction per piece achieved since 2021	Analysis of baseline beginning
	Carbon-neutral own operations through reduction and off-setting	100%	100%	100%
RESPONSIBLE SUPPLY CHAIN				
	Social compliance audits: All Tier 1 suppliers and sub-suppliers have an up-to-date audit	100%	100%	100%
	All shipping and consumer packaging containing recycled materials	100%	100% shipping packaging made with recycled materials, consumer packaging in Europe (missing North America & China)	71% (all packaging starting from early autumn 2022)
	Tier 1 suppliers representing 80% of purchase volume have a living wage program	100%	Information not available (please see Supply chain chapter)	Information not available
	Tier 1 suppliers representing 80% of purchase volume meet living wage level according to social compliance audit	70%	12% (please see Supply chain chapter)	11/20 (55% of 2023 suppliers)
COMMITMENT TO ALL STAKEHOLDERS				
	Anti-corruption training taken by % of staff	100%	75%	66%
	Employee engagement in Pulse surveys	> 80%	81%	82%
	Ethics & Anti-corruption: Global whistleblowing mechanism (ethics/anticorruption measure)	Global	Whistle blowing channel set up in 2023	Mechanism to be launched in 2023
	Global Diversity, Equity and Inclusion (DEI) policy and training	> 80% staff trained	40% (new Ethics training)	Policy published in 2023



Sustainable products

Product sustainability means that the product is safe, durable, and made from more sustainable materials.

We ensure safety with chemical restrictions in the supply chain, bluesign® approved materials, as well as good design principles such as detachable hoods for physical safety. We measure the durability and quality of fabrics with standardized tests and select the best quality trimmings. We have a specified list of more sustainable materials that have been selected for their environmental benefits in the supply chain.

Our criteria for sustainable products are chosen and measured, because the most sustainable product is one that is fit for purpose, and therefore in use for as long as possible, as well as made respecting humans and the environment. Material production causes Reima's biggest impact on the environment and shifting material choices to more sustainable options has been a huge focal point in the past few years. In this chapter we delve deeper into what we mean by more sustainable materials and what that shift has meant in practice.

SUSTAINABLE USE

The most sustainable product is one that is already in someone's wardrobe. Although many people know that Reima gear can be worn by many kids, it's also our duty to support families in taking good care of their Reima products and to encourage them to pass them on.

In order to see how well we succeed in making long-lasting products and supporting families with their appropriate care, repair and reuse, we annually measure how many Reima clothes people pass on, or sell, to the next family/user. In our consumer surveys conducted in January 2024, we found that Reima's global reuse rate was over 80%, exceeding our target of 80%. Broken down by markets, we find a 90% reuse rate for outerwear in Europe, 85% in North America, and 59% in China. We measure this with a simple online survey, with just two questions: what percentage of Reima clothing do you pass on, hand down, or sell to the next user, and for the clothes you don't, why? The latter question allows us to determine, whether and what Reima as a brand could do to support the longer use of our gear.

Over half, 57%, of North American and European respondents said the first kid was still actively using the Reima gear, in China 45%. However, 18% said that the clothes were broken beyond repair and 10% that they could be repaired, but they didn't have the skills, time, or money to do so. These are issues that Reima could easily help families with, through repair products, tutorials and services.

We support the reuse rate of Reima wear by reminding people to pass them on, by providing care and repair products, and by partnering with organizations for resell and repair, such as Emmy and Menddie in Finland. We will increase these efforts in other markets in the coming years.

PRODUCT QUALITY AND SAFETY

Product safety is non-negotiable for us, which is why we always aim for zero product recalls caused by safety concerns. In 2023, we indeed had no product safety recalls. We also regularly update our Restricted Substances List (RSL), which sets out Reima's chemical safety requirements for products. It is aligned with the bluesign® system and goes above and beyond EU's REACH regulations. Reima's RSL is available on our company website.

Reima is also renowned for its quality, which we ensure by good design, careful material selection and testing, working with trusted supply chain partners, as well as with material certificates. We test the fabrics for durability (Martindale test), pilling as well as functional properties such as water-proofness. You can read more about our durability criteria in our design principles in the Appendix.

We want to help families keep Reima gear in good condition for longer and offer detailed care instructions, as well as hand-picked care products and Reima's own repair kit. The care label QR code helps provide more detailed care instructions more conveniently for families.

Of course, things don't always go to plan and sometimes faulty products slip through our quality inspection. Our product reclamations in direct-to-consumer channels decreased from 0.28% in 2022 to 0.24% in 2023, meaning we got closer to our target of <0.1% for 2026. It is reasonable to assume that this figure represents wholesale channels as well, since the products are largely the same and they are made by the same suppliers.

PREFERRED MATERIALS

As the concept of "more sustainable" is becoming increasingly contentious in the textile industry, we are shifting towards speaking about preferred materials. In 2023, 92% of our clothing and apparel styles fulfilled one or more of the sustainability criteria listed below. In 2024 collections, this figure will grow to 93%.

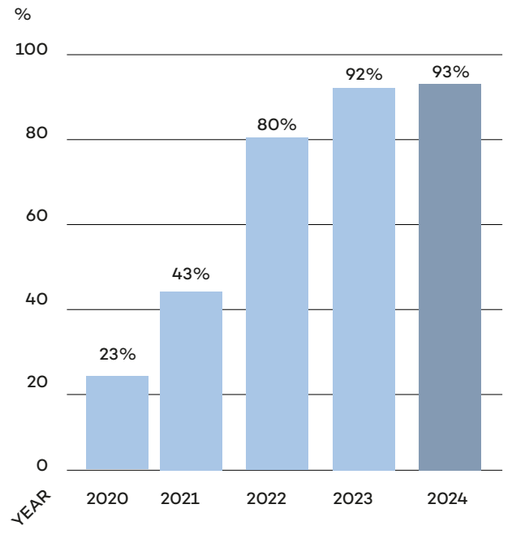
At Reima, a preferred main material fulfills at least one of these requirements:
1. bluesign®-approved (chemical safety),
2. polyester/polyamide is at least 50% certified recycled origin,
3. cotton is 100% certified organic,
4. wool is Responsible Wool Standard® (RWS) certified.

The share of clothing styles with a sustainable main material is only a part of the story, since many Reima items also have an insulation material and lining, for example. There's also footwear, which is more complicated.

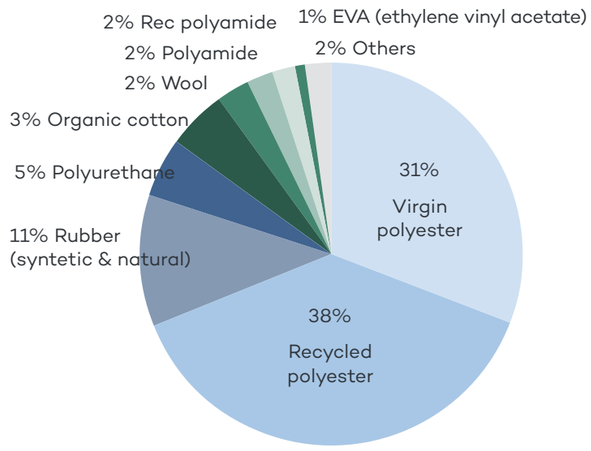
While the rising share of styles with preferred materials shows Reima's commitment to making our collections as a whole more sustainable, it is also instructive to compare the amounts of different materials or fibers bought and used in Reima products. In 2023, preferred materials represented 47% our total material use by weight, including both clothing and footwear.

For the first time, we used more recycled polyester, 38% of total material purchases, than virgin polyester, 30%. For the first time, too, 91% of the cotton we used was organic.

SHARE OF REIMA APPAREL STYLES WITH RECYCLED AND OTHER PREFERRED MATERIALS



MATERIAL CONSUMPTION BY WEIGHT IN 2023



The category "Other" includes down, cotton (non-organic), elastane, polyacrylic, lyocell, viscose, hemp, down and leather.









IMPROVING FOOTWEAR

The key to healthy growing feet is ensuring a natural gait and sufficient shock absorption. Reima has been developing our footwear collections for years, even developing our own lasts in collaboration with our supplier. Our first barefoot sneaker, Astelu, sold out in the spring of 2023, and became an instant family favorite.

We have also more than doubled the share of footwear styles containing recycled materials within just two years: in 2024 collections, already 39% of footwear styles include recycled materials, meaning we are on track to meet our 2026 target of 50%. This is a result of finding and nominating our tier 2 suppliers for footwear just like we do for apparel, which we will continue to do in the coming years.

RESEARCH & DESIGN: INNOVATING SUSTAINABLE SOLUTIONS

Reima is always looking for the most exciting and sustainable new material innovations for our collections. Collaboration with like-minded organizations is key to providing cutting-edge childrenswear. Our key R&D highlights from 2023 were the launch of the Uudesti hoodie made in Europe from more sustainable Infinna™ fiber, the jackets containing recycled oyster shells, and launching our barefoot show collections, as well as laboratory testing the insulation power of our footwear.

Uudesti hoodie with Infinna™ fiber

Reima and Infinited Fiber started a dialogue about the potential of Infinna™ fiber and possible cooperation in 2022. The resulting Uudesti hoodie, launched as a limited edition item in the autumn of 2023, is an example of European cooperation for a new, greener textile industry.

First, Infinited Fiber Company in Finland processed post-consumer textile waste such as used t-shirts, jeans, and sheets into completely new regenerated fiber. The recycled fiber was then spun in Portugal by Inovafil into thin yarn, blending them with organic cotton farmed in Tanzania. The cotton-Infinna™ yarn was then knitted in Italy by a company called Eusebio into fabric and brushed on the reverse to be nice and soft. Tuotenauha in Finland produced the care labels and other trims for the hoodie. Finally, the fabric was cut and the hoodies sewn in Finland by Ommellinen.

The name of the hoodie, Uudesti, is Finnish for again or anew, reflecting the spirit of the product and our hopes for making textile-to-textile recycling a new standard in the industry. The hoodie was the first commercially available kidswear item made with Infinna™. Reima will continue to look for opportunities to create clothing from post-consumer textile waste.

Recycling oyster shells and ocean-bound plastic into jackets

Reima's other high-profile innovative kidswear launch of 2023 were the two mid-season jackets Osteri and Simpukka (oyster and clam, respectively). They combined recycled oyster shells and recycled polyester into an innovative and high-performing main material. To make them even more sustainable cool weather favorites, their insulation was made with OceanCycle -certified fibers, meaning the recycled plastic was collected from waterways, oceans and beaches, and therefore helped reduce plastic pollution in nature.

Toe-tally awesome: improving health and warmth in footwear

Reima's footwear collections have also developed with leaps and bounds. Launching our first barefoot shoes with recycled upper was an important milestone in terms of trying to develop products that support kids' foot and overall health.

Additionally, we tested all our winter footwear to more precisely define their insulation capability. While this may sound like a small thing, laboratory testing, especially regularly, is always an investment decision. As we are serious about supporting an active lifestyle for all kids, we want to also ensure our weather recommendations for both clothing and footwear are accurate.



Climate action

Reima was the first Finnish clothing company to sign a commitment to Science-Based Targets initiative (SBTi) in 2022 and our goals were validated in January 2023. By 2030, Reima targets to decrease Scope 1 and 2 emissions by 90% and Scope 3 emissions from purchased goods and services and upstream transportation and distribution by 51.6% per product, compared to the 2021 base year.

This chapter will mainly report on our carbon footprint from 2023, and how it compared to our 2021 base year's carbon footprint. Additionally, as the textile industry is causing most pressures on natural systems globally through climate change, we also include biodiversity as a theme under climate action.

CARBON FOOTPRINT

In 2023, Reima's carbon footprint was 20,042 tonnes of CO_2e in total. Of this, 201 tonnes, or 1% were our own operations, i.e. Scope 1 and 2, and 19,841 tonnes, or 99% Scope 3 emissions. Compared to 2021 (the baseline year for our SBTi target), our total emissions decreased by 51%. This substantial decrease can majorly be attributed to the closure of our Russian operations over 2022-23, which was one of our biggest markets.

OWN OPERATIONS (SCOPE 1-2)

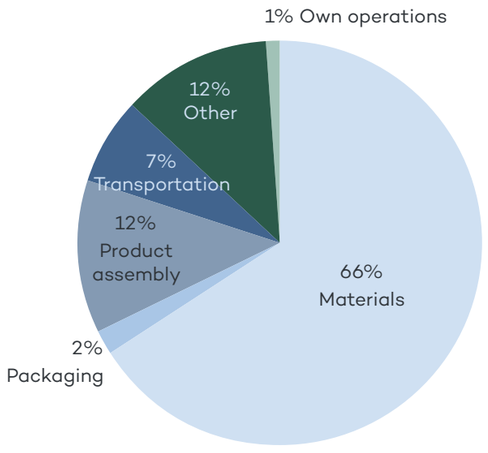
In 2023, the emissions from Reima's own operations were 201 tonnes of CO_2e, as compared to 357 tonnes in 2021. The decrease is mostly explained by the sale of Reima's subsidiary in Russia in February 2023 despite significant increases in electricity consumption in other Reima locations, especially due to the opening of our new US office. The combined floor area of all our global locations saw an increase of roughly 22% between 2021 and 2023.

However, some reductions can be attributed to actual improvements in Reima's operations as well. More stores in Europe started using renewable energy, and company cars, on average, emitted less than in previous years. The company car policy was updated with stricter emission limits in 2020, and all new cars leased since 2021 were either hybrid or electric vehicles. Further, the calculation methodology was updated to move from an average emissions-based method (wherein emissions data from certain company cars were extrapolated for company cars where primary emissions data wasn't available) to a method wherein average activity data (kilometres travelled) was extrapolated and different car types were accounted for in the emissions calculation. In 2023, 75% of Reima's scope 1 and 2 emissions were caused by energy use in stores and offices, and 25% by fuels used in company cars.

To further reduce these emissions, Reima plans to increase the use of renewable energy and regularly review the company car policy. When choosing renewable energy is not possible – either because Reima can't choose the energy provider, like in some malls or shop-in-shops, or renewable energy is not available – Reima plans to purchase Renewable Energy Certificates (RECs) to reach its target of 90% emissions reduction by 2030.

Reima has compensated for the emissions from its own operations since 2020. The emissions caused in 2023 will be offset by investing in high-quality carbon capture projects chosen by Supercritical, Reima's carefully selected climate compensation partner. Reima will tell more about the compensation projects on its company website during spring 2024.

SHARE OF GREENHOUSE GAS EMISSIONS BY SOURCE 2023



PRODUCTS AND SUPPLY CHAIN (SCOPE 3)

Indirect emissions – or scope 3 emissions – account for 99% of Reima's carbon footprint. These emissions are caused in different stages of the value chain. Reima has calculated these emissions since 2020, following the world's most widely used carbon accounting standard, the GHG protocol.

Scope 3 emissions are generally harder to control and measure than scope 1 and 2 emissions. Reima is constantly developing its calculations to reflect the full value chain more accurately. The 2021 numbers are included in the table on the following page, and these emissions are also considered in the 2023 analysis, for accurate comparability.

The GHG Protocol divides scope 3 emissions into 16 categories. Like for most brands that don't own the production facilities, the category *Purchased Goods and Services* is the biggest source of emissions for Reima, accounting for 88% of Reima's total carbon footprint in 2023. This includes the materials used in our products and packaging, as well as the services we buy from our suppliers – i.e., the cutting, sewing, and assembling of our products.

Within the *Purchased Goods and Services* category, a vast majority of emissions are caused by the production and processing of fabrics and other materials. For the carbon footprint analysis, we measure the consumption of materials by weight. This consumption includes the fabrics, yarn, and insulation used in Reima clothing, and the outsole, insole and lining materials used in Reima footwear.

During recent years, Reima has made a remarkable shift towards more sustainable materials, especially in clothing. In 2023, for the first time, we used more recycled polyester, 38% of total material purchases, than virgin polyester, 30%. For the first time, too, 91% of the cotton we used was organic.

Using more sustainable raw materials – such as recycled instead of virgin synthetics – does reduce emissions, but we also need to look at how the materials are processed. For example, are fabric mills energy-efficient and what energy sources do they use? What dyeing techniques are used? So far Reima has used industry averages (Higg Material Sustainability Index) to calculate the emissions of material production, but we are developing our calculations and plan to start collecting primary data from selected material suppliers.

In previous years, we have estimated the emissions of trimmings, such as zippers and snap buttons. The estimation is based on the quantity of trimmings used, and the average emissions of that type of trimming. However, in 2023, we noticed differences in units between our data availability on trimmings and the Higg MSI emissions factors and have thus decided to exclude trimmings from our calculations until we can further develop our trimmings data to match the standardisation requirements of the emission factors. We have estimated that trimmings' actual share of our emissions is well below 1 %, and therefore the exclusion does not impact the total footprint significantly.

REIMA GROUP GHG EMISSIONS			2023 (TONNES OF CO_2E)	2023 SHARE OF TOTAL	2021 (TONNES OF CO_2E)	CHANGE 2021-2023
DIRECT (SCOPE 1)						
	Fuels used	Leased company cars	51	0.3%	59	-14%
INDIRECT (SCOPE 2)						
	Purchased electricity (market-based)		150	0.8%	298	-50%
		Finland	23	0.1%	38	-39%
		Russia*	0	0%	101	-100%
		China	118	0.6%	149	-21%
		Other countries	9	0.1%	10	-10%
	Purchased electricity (location-based)		150	0.8%	301	-50%
INDIRECT (SCOPE 3)						
	Purchased goods and services		17,529	87.5%	37,273	-53 %
		Materials	13,272	66.2%	31,110	-57%
		Packaging materials	377	1.9%	894	-58%
		Product assembly (Tier 1 suppliers)	2,372	11.8%	3,824	-38%
		Non-production related goods and services	1,508	7.6%	1,445	+4%
	Energy-related activities		294	1.5%	96	+206%
	Transportation and distribution		1,468	7.3%	2,218	-34%
	Business travel		181	0.9%	28	+546%
	Product end-of-life		195	1%	623	-69%
	Franchises		174	0.9%	264	-34%
TOTAL			20,042	100 %	40,859	-51%

*The sale of the Russian subsidiary was completed in February 2023

Our tier 1 suppliers turn fabrics and other materials into finished products. We calculate the emissions of product assembly by collecting data directly from the suppliers. In 2023, this stage accounted for 12% of our total carbon footprint, and the reported supplier emissions decreased from the previous year, mostly due to decreased purchase orders because of the Russian closure. Going forward, we plan to develop our data collection process with respect to our tier 1 suppliers as well as collaboration efforts with suppliers to ensure data quality and to support suppliers in their decarbonization efforts.

Packaging materials include shipping packaging as well as consumer packaging. Although the emissions from packaging only account for only 2% of Reima's total carbon footprint, we are working on reducing that as well by switching to recycled materials and using fewer materials when possible.

Based on the SBTi's comments, we have also estimated the emissions from non-production related purchased goods and services, such as marketing, IT, and consulting services. To do this, we used a spend-based method which provides a very high-level estimation and does not consider the differences between services and suppliers. We find it important to take environmental issues into account in all our purchases – whether materials for our products or cleaning services or IT equipment for our offices. However, in our carbon accounting and target setting we have decided to focus on the most relevant sources of emissions, and the non-production related purchased goods and services are excluded from our science-based target.

After Purchased Goods and Services, the second biggest scope 3 category for Reima is *Transportation and Distribution,* which in 2023 accounted for 7% of our emissions. Our inbound logistics – from factories to warehouses – is mostly rail and sea freight (although some air freight is also used occasionally) while our outbound logistics – from warehouses to customers – is mostly handled by trucks. Going forward, we aim to avoid air freight and focus on finding more climate-sound options together with our logistics partners. Many of our logistic partners have their own science-based targets and emission reduction programs, which will also help us reduce emissions from transportation. Between 2022 and 2023, we managed to reduce our air freight emissions by around 44%.

Put together, *Purchased Goods and Services* (excluding the non-production related goods and services described earlier) and *Transportation and Distribution* account for over 87% of Reima's carbon footprint. These are also the two categories that are included in Reima's scope 3 science-based target. We decided to focus on these categories in our target setting, because they are evidently the most relevant in terms of emissions, so that's where we can make the biggest difference. With some other scope 3 categories, such as *End-of-life Treatment of Sold Products,* the problem is also that we don't have access to primary data and therefore proving any improvements would be very difficult. That's why we decided to exclude them from our target scope and focus on the categories where we have more possibilities to measure progress. As per our SBTi target, we aim to reduce our emissions per piece by 50% between 2021 and 2030. In 2023, our emissions per piece was reduced by 9% as compared to the 2021 baseline.

Nevertheless, we are taking constant steps to develop our calculation processes to be as comprehensive as possible. We have updated our scope 1 calculation methodology to factor in the company vehicle specifications, making our calculation more accurate. We also improved the data availability for our business travel calculations, managing to account for emissions from European business travel (outside Finland) as well as business travel in our Sri Lankan sourcing office, which we had not done previously. Lastly, we made an effort to calculate our downstream transportation emissions, accounting for transportation from Reima locations to three of our wholesale clients. Most of the data in this category, like in the end-of-life calculations, is still difficult to consolidate, but we consider our pilot this year as a good start towards working on this.

BIODIVERSITY

Following our 2022 pilot project participation on Science-Based Targets for Nature (SBTN), we had too few resources to dedicate to biodiversity in 2023. However, we continued informal discussions with Sitra (The Finnish Innovation Fund) on the topic. Reducing our climate impact remains for now our most important action for supporting biodiversity, too.



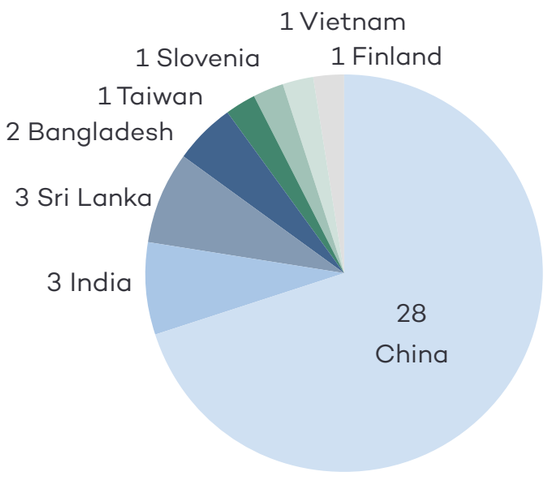


Responsible supply chain

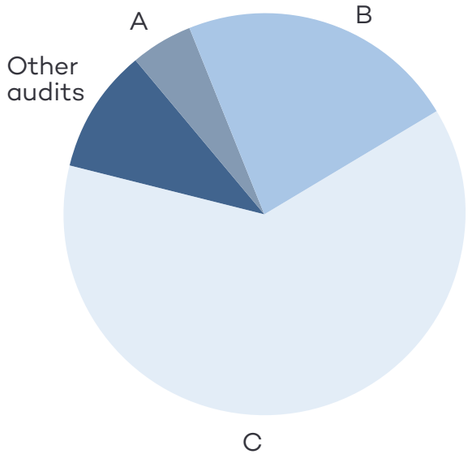
Reima focuses on transparency and longstanding partnerships with our suppliers, who make the Reima quality our customers know and trust.

In this chapter we focus both on our finished goods suppliers and our material and trimmings suppliers.

TIER 1 SUPPLIERS BY COUNTRY 2023



SOCIAL COMPLIANCE AUDIT RESULTS BSCI 2023



Reima's supply chain consists of Tier 1, or the finished goods suppliers (which typically sew clothing, or compile footwear), Tier 2 or the materials and trimmings suppliers, and Tier 3 and beyond are yarn and fiber producers. We are well-acquainted with the first two Tiers. We strive for long-term relations with our Tier 1 suppliers, and in apparel we also nominate our Tier 2 suppliers, to ensure we get the world-class quality of materials we need. As an increasing share of our materials are certified, such as Global Recycling Standard (GRS) recycled polyester, the traceability and origin of products all the way down to raw material level is improving.

We are committed to human and labour rights throughout the supply chain, and our suppliers sign our supplier Code of Conduct (available on our website), which is aligned with the BSCI code of conduct. Therefore, regardless of which auditing system the supplier is audited in, they agree to the same principles as all our suppliers. In addition to the social compliance audits, many Tier 1 and Tier 2 suppliers have environmental certificates, and/or are part of a material certification program such as GOTS (organic cotton), which include human rights prerequisites.

As in the previous year, in 2023 we continued our 100% audit coverage for our Tier 1 suppliers. This will continue to be our goal every year. As part of our bluesign® system partnership, we also mapped out all our Tier 2 suppliers for fabrics, achieving full fabric traceability. We published both our Tier 1 and our Tier 2 factory lists and will continue to update them annually.

DIRECT SUPPLIERS

In 2023, Reima's Tier-1 manufacturing included 40 factories, including a handful of sub-suppliers. In addition to these, Reima used two supply chain agents in China. Around 20 of the biggest suppliers represent around 80% of purchase volume. In the chart you can see a geographical breakdown of all our factories. We believe a strong working relationship is based on mutual trust, which is best built through a steady collaboration.

93% of our Tier-1 factories were in amfori-defined risk countries. However, all of them were audited for respect of human and labor rights, and the breakdown of those results can be seen in the chart. Although almost all factories got an A in 11/13 performance areas, the two performance areas that caused the overall result C were "social management system" and "decent working hours". These results are often correlated, as workers' overtime hours can be caused e.g. by lack of sufficient planning by factory management. Reima will continue open discussions with our suppliers on improving the working conditions, in particular in our Tier-1.

Many Tier 1 suppliers participate in a number of environmental and social sustainability initiatives, or certifications. For example, many use the amfori Business Environmental Performance Initiative (BEPI) self-assessment, or the Higg Facility Environmental Module (FEM) for environmental management.

LIVING WAGES

The topic of fair remuneration, commonly also known as living wages emerged as an increasingly pressing concern not only within the textile industry but across all industries. The right to a sufficient wage to provide a dignified life for oneself and one's family is enshrined in the Universal Declaration of Human Rights, as well as numerous other international conventions on human and labour rights. Unfortunately, far too often, this basic right is not met in the textile industry today.

Reima adopted a living wage target in the spring of 2023. We set an ambitious target at the time to increase the share of factories paying living wages to 70% of our major suppliers, and to have 100% of them have a living wage program, or roadmap. This seemed attainable, as at the time over 50% of our largest suppliers had already attained living wages according to BSCI audit reports. However, living wages were still a fairly new criteria in the BSCI audits, and many misconceptions about how to calculate it remained. At the beginning of 2023 amfori clarified its instructions and offered new trainings to auditors on the subject, and as a result, the living wage benchmarks in the audits have improved, in other words, become more accurate. This is especially true of China and its varying provinces. Auditors also increasingly started benchmarking living wages against the Global Living Wage Coalition's estimates. As a result, many of Reima's long-term suppliers fell below the living wage benchmark, despite the wages themselves not decreasing. In early 2024, only two (12%) of Reima's most important apparel suppliers were still paying a living wage (and a few we did not have the data for, as they were not within the BSCI system).

Despite this, Reima will continue to work towards living wages in its supply chain. We will have a two-pronged approach whereby we will work to improve conditions across the supply chain, as well as more in-depth with a few hand-picked partners. For the broad impacts we will assess our own purchasing practices and make an improvement plan to better enable the timely, predictable payment of (living) wages. For the more targeted actions, we will select specific suppliers with whom we will start an in-depth partnership towards realizing living wages in those specific factories. This two-pronged approach will enable us to work with partners that are most motivated to improve conditions, as well as have a more modest, but wider impact in our own supply chain.

MATERIAL AND TRIMMINGS SUPPLIERS

In 2023 Reima had 63 material and trimming suppliers, or so-called Tier 2 suppliers, of significant purchase volumes. These include suppliers of fabrics, yarn and insulation as well as of most trimmings, e.g. zippers and snap buttons, used in Reima EA23, AW23 & SS24 clothing and accessories collections.

Having Tier 1 and 2 suppliers close to each other helps avoid shipping the materials unnecessary distances. As with Tier 1 suppliers, we have worked with our most important Tier 2 suppliers for many years. Our fabric traceability (we know where the fabrics come from) has been high due to us nominating most fabric suppliers ourselves.

As part of our bluesign® system partnership, we are working on aligning our supply chain more closely with bluesign® as well. Currently 22% of the Tier 2 suppliers are bluesign® system partners, which is an increase from the previous year. Furthermore, our Reima Restricted Substances List (RSL) is aligned with bluesign® requirements so that we will expect at the minimum the same level of chemical safety from all suppliers. Additionally, ten Tier 2 suppliers use the Higg FEM (facility environmental module) assessment tool, which also helps suppliers improve their environmental management.

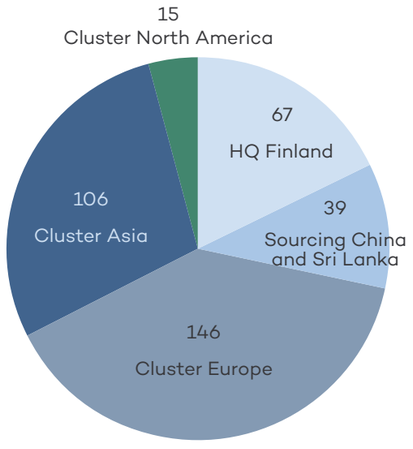


Commitment to all stakeholders

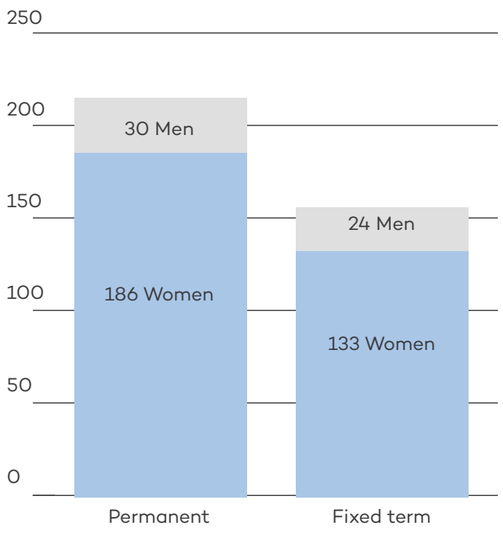
We commit to creating value to our stakeholders; consumers and customers, employees, suppliers, communities and shareholders.

In this chapter we focus especially on employees, consumers and how we work with third parties to support good social and environmental causes.

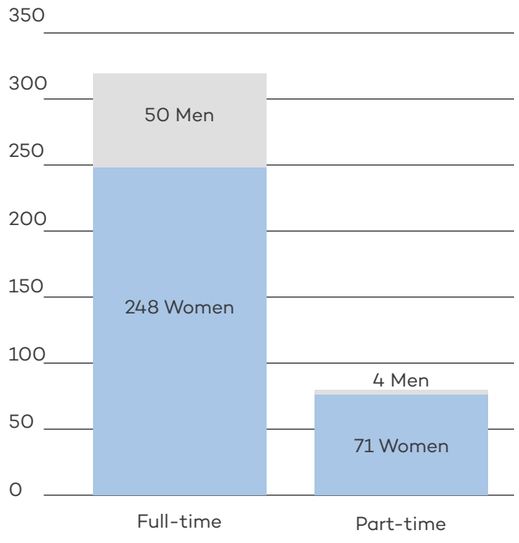
STAFF BY LOCATION 2023



CONTRACT TYPE BY GENDER 2023



WORK TIME BY GENDER 2023



EMPLOYEES

Reima's people are Reima's heart and soul. Our products are outstanding and our overall customer experience fantastic because of them, and their passion for our mission and drive to make it a reality amazes year after year.

Reima's global headcount has remained fairly stable. At the end of the year, the 373 personnel translated into full-time equivalents (FTEs) of 330 globally. The difference is mainly caused by store personnel in Europe. Reima does not use workforce without employment contracts.

Remuneration

All employees are entitled to an annual bonus. For store staff, the bonus is tied to store sales, and at payment of the bonus depends on Reima as a whole reaching predetermined performance targets. You can read about management remuneration in the Appendix.

Wellbeing and occupational health and safety

Our goal is to enable an active and happy childhood for all children so they can then grow into healthy adults. To make that happen, we also need a healthy and happy staff. To ensure this, we offer a range of tools from flexible working hours, to workout breaks and to training managers in leadership skills. We measure our progress with biannual Pulse surveys in which we ask a range of questions on employee satisfaction and wellbeing. Information workers' psychosocial load can sometimes get quite high, and we offer tools and encourage staff to manage their time use and wellbeing at work, such as the Cuckoo app, which features break exercises, mindfulness etc.

Office work mainly causes mental load and physical ailments related to excessive sitting and immobility. Additionally, our store personnel may have to lift things, use sharp objects to open shipping packaging and perform other manual tasks. There were three work-related accidents reported in 2023, none of which led to serious injury. There have not been any serious work-related injuries at Reima for years.

Continuous learning

Reima Academy, our global, internal learning platform includes a wide variety of readily accessible information and training, including onboarding materials, as well as more in-depth information for those interested. A new "Business ethics" online training module was added into the Reima Academy in October 2023. The training covers business ethics, code of conduct, anti-corruption, and Diversity, Equity, and Inclusion (DEI).

In 2023, Finnish store managers were developing their supervisor skills at Keuda institute in Finland, taking vocational course tailored especially to the textile and fashion industry.

Staff satisfaction

The Pulse wellbeing and work satisfaction survey is conducted online twice a year for all our offices. It consists of questions concerning well-being, leadership, teamwork and engagement. Each question or statement can be answered 1-5 (1 disagree completely, 5 completely agree), and the average of the results is the total score out of five.

Our most important metric is staff engagement ("I can see myself working at Reima in three years' time"), as this captures a number of factors ranging from wellbeing to subjective experience of career prospects. The engagement rate was 81%, remaining close to the previous year's 82 and surpassing our goal of above 80%. Additionally, the employee Net Promoter Score (eNPS) measures how likely the employee is to recommend Reima as a place to work. It rose by two points to 41, which is extremely impressive.

The employee turnover in offices globally was 22% and stores 25%. The higher turnover in stores is typical, as retail work is more often a part time occupation alongside studies, for example. Although this was an unusually high office turnover rate, it is largely explained by the staff reductions which were negotiated for cost-cutting reasons at the end of 2022, but only took effect in 2023.

Diversity, Equity and Inclusion (DEI)

Diversity, Equity and Inclusion mean that staff and leadership include people with varied backgrounds and views, that they all have fair access and opportunities, and that they feel a sense of belonging at Reima. We are committed to nondiscrimination in recruitment and management.

In the spring of 2023, all Reima employees were invited to take part in formulating Reima's Diversity, Equity and Inclusion (DEI) Policy. The final draft of the DEI policy was then approved by the Leadership Team.

As part of the DEI policy, Reima commits to training staff, and in particular supervisors on DEI topics. They were included as a topic in the new Business ethics online training as DEI hold utmost importance for us. Through our DEI policy, our purpose is to ensure that all staff members feel respected and appreciated both for their work and values, as well as for who they are as people. We aim to achieve this goal by, e.g., embracing differences of any dimension of diversity, by ensuring equal opportunities for all and by creating and upholding an inclusive work environment.

Between October 2023 and January 2024, 40% of the staff had taken the Business ethics training. We are looking to deepen and supplement this internal training with external ones in the near future.

CONSUMERS

The presence of Reima families is fundamental to our existence at Reima. Therefore, ensuring that both parents and children who utilize our products are satisfied with their experience is a crucial measure of our success.

In 2023, Reima's global consumer Net Promoter Score (NPS) in direct-to-consumer channels (own physical and online stores) reached an impressive 79, with participation from close to 27,000 respondents.

The loyalty of our consumers is likely the most reliable indicator of the extent to which families adore Reima. As of the conclusion of 2023, Reima Friends, our worldwide Reima community, consisted of 1.05 million members. In 2023 alone, 229,000 individuals became Reima friends. The number of active customers in e-commerce in Europe and North America totaled 169,000, marking an 11% increase compared to the previous year. The Reima app is currently utilized on 128,000 devices with 48,000 new downloads in 2023.

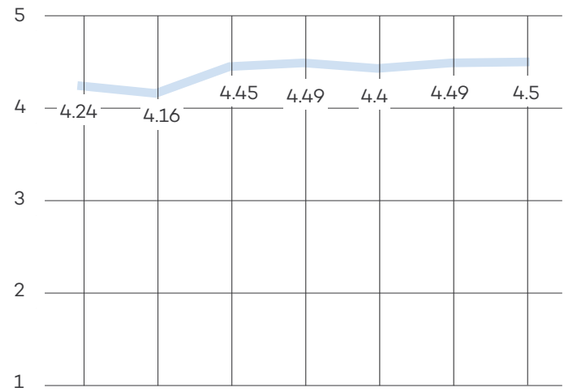
COLLABORATIONS

Collaboration stands as one of Reima's five primary company values. In the preceding sections, you've learned about our collaboration efforts, such as those with our suppliers. Now, we'd like to highlight some of our consumer-oriented and philanthropic collaborations from 2023.

Reuse and Repair

Reima is renowned for quality and durability, and we encourage people to reuse their Reima gear. We've made this easier by partnering with Emmy, Finland's largest online second-hand store. We have also made it easier than ever to buy Reima second-hand through the Reima App, which links to the Emmy store. In 2023, 2,783 Reima, Reimatec and Reima Hopea pieces were resold through the Emmy platform alone. We know from our consumer survey that over 80% of Reima outerwear gets a second life with at least a second kid.

GLOBAL PERSONNEL SURVEY: TOTAL SCORE ANNUAL AVERAGE 2017-23



4.5/5

Average staff satisfaction 2023

41

Average eNPS 2023

81%

Share of staff who see themselves working for Reima in three years (engagement)

Donation to Turkey Earthquake victims February

The earthquake in Turkey and Syria in early 2023 caused suffering to many. Reima offered help alongside countless organizations and companies. Reima donated winter clothes to hundreds of children in need. Our warehouse in Poland delivered our donation according to the instructions of the local Turkish embassy.

Supporting Ukraine

Reima continues to support the children of Ukraine through bigger and smaller donations.

The Joy of Play playgrounds in Lviv co-funded by Reima, Lappset and other organizations, was completed in 2023 and the Kyiv one is close to completion. Our team in Ukraine also donated backpacks to all the primary school pupils of the Lviv Public School – the same school that received the Joy of Play playground.

Another 30 backpacks were donated to the Children of Heroes charity fund. The backpacks are packed with a set of warming accessories: a beanie, a neck warmer, gloves, and socks. The Children of Heroes charity fund provides support for children who have lost one or both parents due to the war in Ukraine.

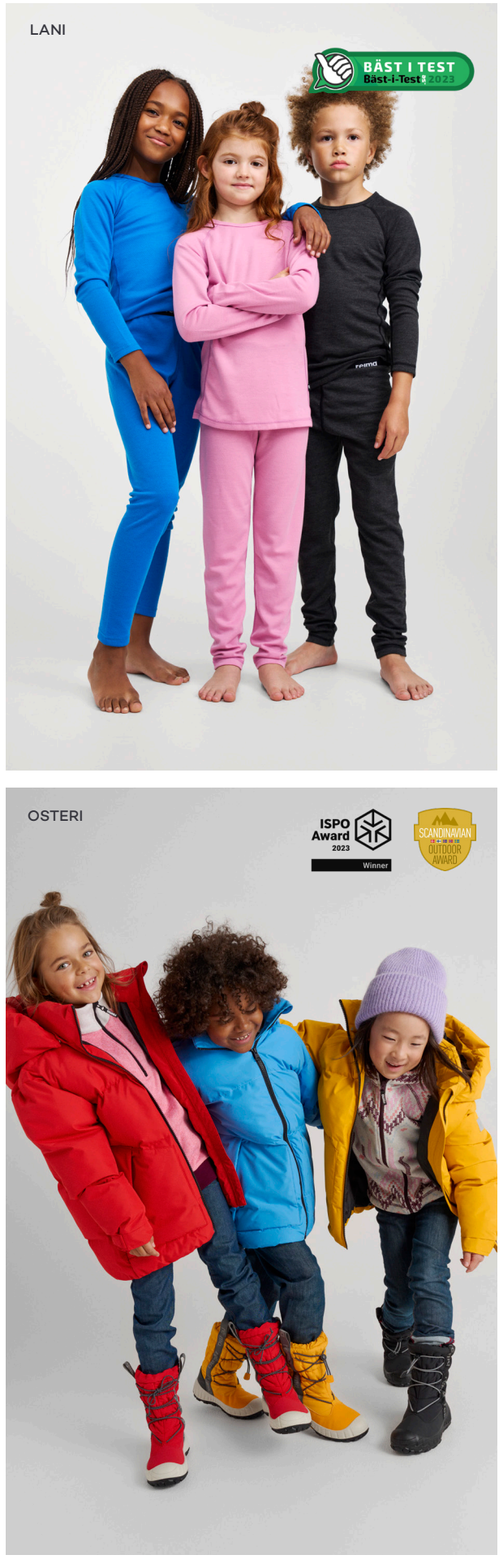
School donations in North America

Reima donated winter mittens and hats to the Saint Paul School of Northern Lights in St. Paul, Minnesota, which is a free and inclusive K-8 public charter school. They have a 50-minute outdoor environmental education class and have predominant representation of students from LGBT+ families as well students having special needs.

In December 2023, Reima donated a package of rain gear to Acorn Waldorf School in Hudson Valley, New York state after an accidental fire which burnt down an entire classroom, including their store of kids' outdoor gear. Additionally, we also offered them a discount of 30% on purchases to replace their inventory.

Awards

2023	2023	2023	2023
Reima base layer set Lani wins Bäst I Test base layers field test	Reimatec snowsuit Gotland wins Bäst I Test baby/ toddler overall test	Reimatec shoe Tallustelu wins ISPO Award and Scandinavian Outdoor Award	Reima winter jacket Osteri wins ISPO Award and Scandinavian Outdoor Award





Appendix

In this section you can find out more about Reima's governance structure and management, as well as social and environmental principles that guide our work.

THE BOARD OF DIRECTORS AND LEADERSHIP TEAM

The Board of Directors and the CEO's responsibility for the administration and management of the company is regulated in the Finnish Companies Act. Reima's Board of Directors is ultimately responsible for Reima's strategic direction and the implementation of its vision, including sustainability strategy and its implementation. Reima Group Oy's Board of Directors at the end of 2023 consisted of a Chairperson and four members all of whom are male. They are from Italy, Germany, The Netherlands, Denmark and Finland. Three members of the Board are employees of Reima's largest shareholder Riverside Company and two are independent. The independent board members were selected for their experience and expertise in retail and consumer goods, and in taking Finnish brands global. Only the independent members of the Board are compensated for their services. In 2023, these compensations totaled 50,000 Euros. Diversity aspects have not featured in the selection of Board members to date.

The CEO is in charge of the day-to-day management of the Reima Group, in accordance with the Companies Act and the instructions given by the Board of Directors. Elina Björklund served as the CEO starting in 2012, until the end of 2023. She was succeeded by Heikki Lempinen on January 1st, 2024. The CEO's compensation consists of fixed pay including taxable fringe benefits (car and mobile phone) and bonus plan earned annually which is based on the criteria set by the Board of Directors and the CEO agreement. The retirement age is determined in accordance with the Finnish Employees' Pension Act. No complementary pension plan exists for the CEO or other employees within the company. The notice period for both parties, the CEO and the Board of Directors, is 3 months. In case of termination of contract by the Board, the CEO is entitled to severance pay equal to nine month's fixed salary.

The Leadership Team assists the CEO in leading Reima's operations and sustainability work. Reima's leadership team, including the CEO, at year end consisted of eight people: five were women and three men, two were 50 years old or over and six between 30-49, seven were Finnish and one German. The Leadership Team members' compensation consists of fixed pay and annual performance bonus, which is based on the criteria set by the Board of Directors and tied to the fulfillment of financials and sustainability targets.

HUMAN AND LABOR RIGHTS PRINCIPLES

Reima is committed to upholding ILO Conventions on labour and human rights, including but not limited to labour standards on working hours, the Universal Declaration of Human Rights and Convention on the Rights of the Child, UN Global Compact's principles, as well as following the UN Guiding Principles on Business and Human Rights and the OECD Due Diligence Guidance for Responsible Business Conduct, throughout our own operations and supply chain. These rights include but are not limited to the right to freedom of association, the right to collective bargaining and the rights not to be subject to forced labour or child labour or discrimination in respect of employment and occupation, or their health and safety.

Reima assesses human rights risks as part of the CSR and Sustainability materiality assessment when the Sustainability Strategy is reviewed. As part of the materiality assessment, the likelihood and severity of human and labour rights violation risks are assessed with particular consideration for the geographical location of factories, subcontracting, the vulnerability of workers and communities and social compliance audit performance. Reima stands with those seeking to defend their own or others' human and labour rights, and will not tolerate nor contribute to threats, intimidation nor attacks (physical nor legal) against human rights defenders related to our operations or supply chain.

Membership in amfori and International Accord

Reima has been a member of amfori, the world's leading business association for open and sustainable trade, since 2010. We are committed to amfori's vision for better and fairer trade, and especially the 11 principles laid out in the amfori BSCI (Business Social Compliance Initiative) Code of Conduct. Reima and amfori's work is guided by the United Nations Guiding Principles on Business and Human Rights (UNGPs) as well as a commitment to work towards the UN Sustainable Development Goals (SDGs). The amfori BSCI Code of Conduct refers to international conventions such as the Universal Declaration of Human Rights, the Children's Rights and Business Principles, UN Guiding Principles for Business and Human Rights, OECD Guidelines, UN Global Compact and International Labour Organization (ILO) Conventions and Recommendations relevant to improve working conditions in the supply chain.

Reima is a signatory of International Accord, a legally binding agreement for health and safety in the garment industry. The agreement was originally signed in the immediate aftermath to the Rana Plaza accident in 2013, to improve fire and building safety in Bangladesh. Reima took part in the original Bangladesh Accord, as well as the Transition Accord in 2018. In 2021, Reima was one of the first brand signatories of the new International Accord. As a signatory, Reima continues supporting improvements in garment worker safety in Bangladesh.

ENVIRONMENTAL PROTECTION PRINCIPLES

Material manufacturing causes a major share of the environmental impact of the textile supply chain and this is also the case for Reima. It is also directly related to the chemical safety of the products, the occupational safety of the workers in the factory as they are exposed to different chemicals, and environmental protection in the manufacturing area. The environmental impact is produced through water and air pollution, as well as the solid waste generated. Although we often choose the most environmentally sound method in manufacturing, it doesn't guarantee the elimination of these problems. We believe that safe chemistry is the basis for environmental integrity of product safety and human health. Besides restricting the use of harmful chemicals through Reima Restricted Substances List (RSL) in our material manufacturing, the bluesign® partnership helps us continually improve the chemical safety of our fabric and trimming production. Our Restricted Substances List (in English) is publicly available on our website.

SUSTAINABLE DESIGN PRINCIPLES

Safety is the foremost priority for Reima products, so it is crucial to not only comply with regulations but to exceed them.

Chemical safety

Our Restricted Substances List (RSL) defines our chemical safety framework for material manufacturing, and we prefer bluesign® compliant material suppliers.

We do not use nanomaterials in our materials and products. They can be toxic and bio accumulative and their impact on human health and especially children is still underexamined and tested. E.g. nanosilver, the most common nanotech in textiles, can be toxic to aquatic life.

Our clothing and accessories products are free from PFCs/PFAS (perfluorinated carbons) since 2017 and from 2023, all of our shoe styles are PFC-free. None of our products contain PFOA (Perfluorooctanoic acid).

PVC was banned in Reima products over a decade ago due to phthalates. In textile industry, phthalates can be used in PVC materials, in printing and in manmade leather. Phthalates are known hormone-disruptors that can be absorbed through the skin.

Physical and mechanical safety
This is critical for protection against injury and even deaths. We follow several regulations and recommendations to ensure the best safety features on our products.

Appropriate and safely designed cords and drawstrings are critical for prevent strangulation and fraying. We avoid any unnecessary decoration on our products, but when included, we are stringent about ensuring the safety of straps, attached belts or sashes, toggles, loops, zip pullers and so on.

Small parts and sharp edges can be injurious for small kids. We follow CPSIA requirements (USA) and other relevant standards.

Durability
The Martindale rub test requirements demonstrate our commitment to quality: The results are measured every 5,000 rubs, and for example our best snowsuits have a Martindale value of 80,000. Reima's required minimum values vary by age group and price point.

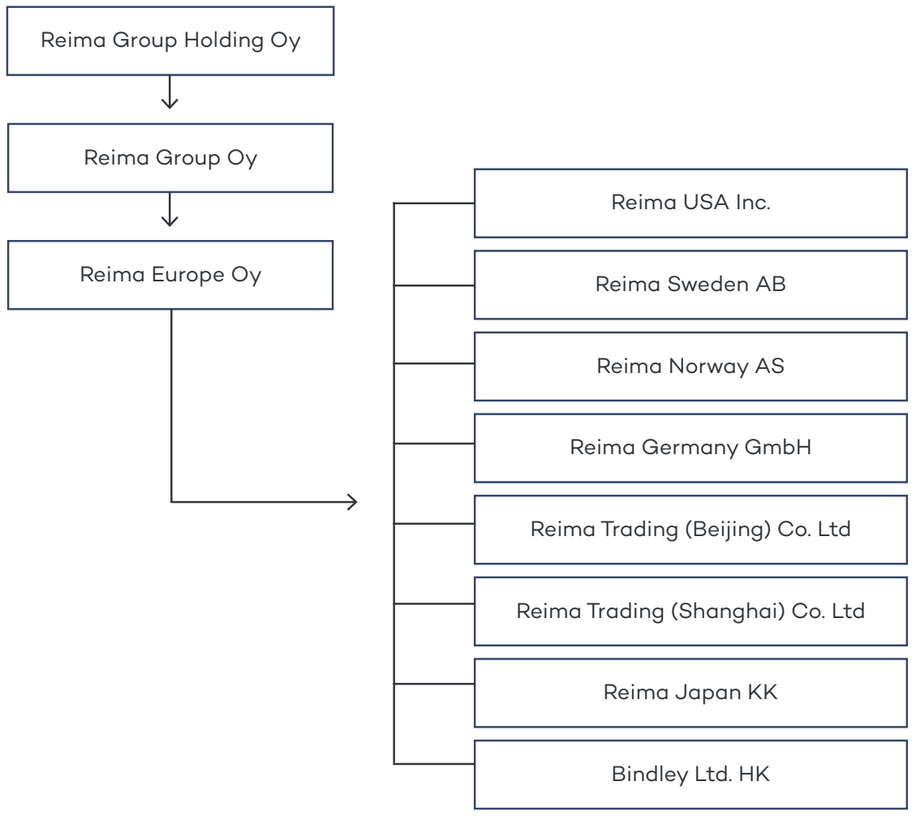
ANIMAL ORIGIN MATERIALS FROM RESPONSIBLE SOURCES ONLY
We do not use real fur as there are synthetic alternatives available to clothing kids warmly and fashionably without harming animals.

We use only Responsible Wool Standard (RWS) certified, mulesing-free wool in clothing. RWS aims to ensure that the sheep are treated humanely. Mulesing is a painful removal of strips of skin from a sheep's backside, resulting in scar tissue that doesn't grow wool.

We only use Responsible Down Standard (RDS) certified down and feather. RDS aims to ensure that they are only produced as a by-product of food-production, and that the waterfowl are treated humanely, i.e. they are not force-fed, nor live-plucked.

We only use real leather in footwear when it is functionally the best choice for the style. Any leather we use is certified, which means it is a by-product of food production and treated and dyed in an environmentally friendly manner.

REIMA GROUP STRUCTURE



VOLUNTARY EXTERNAL INITIATIVES AND MEMBERSHIP ASSOCIATIONS

INITIATIVE OR ORGANIZATION	RELEVANCE TO REIMA	GEOGRAPHIC LOCATION
ASSOCIATION FOR FINNISH WORK (SUOMALAISEN TYÖN LIITTO)	Association that manages the Design from Finland label	Finland / Global (for the Design for Finland label)
FINNISH TEXTILE AND FASHION (STJM)	The trade association that negotiates collective labour agreements on behalf of Reima. Also a valuable source of industry information and networks.	Finland
SVENSK HANDEL	The trade association that negotiates collective labour agreements on behalf of Reima.	Sweden
FASHION AND SPORT COMMERCE ASSOCIATION (MUOTI- JA URHEILUKAUPPA RY.)	Industry association for the fashion and sport retail industry	Finland
WORLD WILDLIFE FUND (WWF)	The Green Office program helps us improve the environmental performance of our own offices in Finland.	Finland
BUSINESS FINLAND	Governmental innovation and export fund. Reima participates in numerous networks and projects funded by Business Finland, and has also received direct innovation and business development funding.	Finland / Global impact
AMFORI	Global business association for ethical trade, manages the BSCI social compliance program.	Global
SCANDINAVIAN OUTDOOR GROUP	Business network, A joint venture for promoting Scandinavian outdoor brands. Reima's Business Director is a member of the Board.	Scandinavia
EUROPEAN OUTDOOR GROUP	Business network. Coalition for promoting an active and outdoorsy life.	Europe
SWEDISH STANDARDS INSTITUTE (SIS)	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Sweden
TEVASTA	Governmental agency. We participate in working groups concerning standardization development for children's clothing.	Finland
INTERNATIONAL ACCORD	A governmental venture to improve the fire and building safety in the Bangladeshi textile industry.	Bangladesh
FIBS	Leading Corporate Responsibility network in Finland	Finland
TELAVALUE	Business Finland Co-Innovation project which consists of a public research project and six company projects.	Finland
EETTI (ASSOCIATION FOR ETHICAL TRADE)	An NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member, but is in frequent dialogue with Eetti.	Finland
FINNWATCH	NGO promoting ethical supply chain operations and sourcing practices. Reima is not a member, but is in frequent dialogue with Finnwatch.	Finland
UN GLOBAL COMPACT	UN partnership for ethical business. Reima is a member company.	Global
SCANDINAVIAN TEXTILE INITIATIVE FOR CLIMATE ACTION (STICA)	STICA supports apparel companies to reduce their climate impact by offering ongoing education, training and tools.	Nordics

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Contacts

WE WELCOME ANY QUESTIONS OR COMMENTS ABOUT THIS REPORT OR OUR SUSTAINABILITY WORK!

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