
GYMSHARK
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IMPACT REPORT FY24

MESSAGE FROM THE CEO

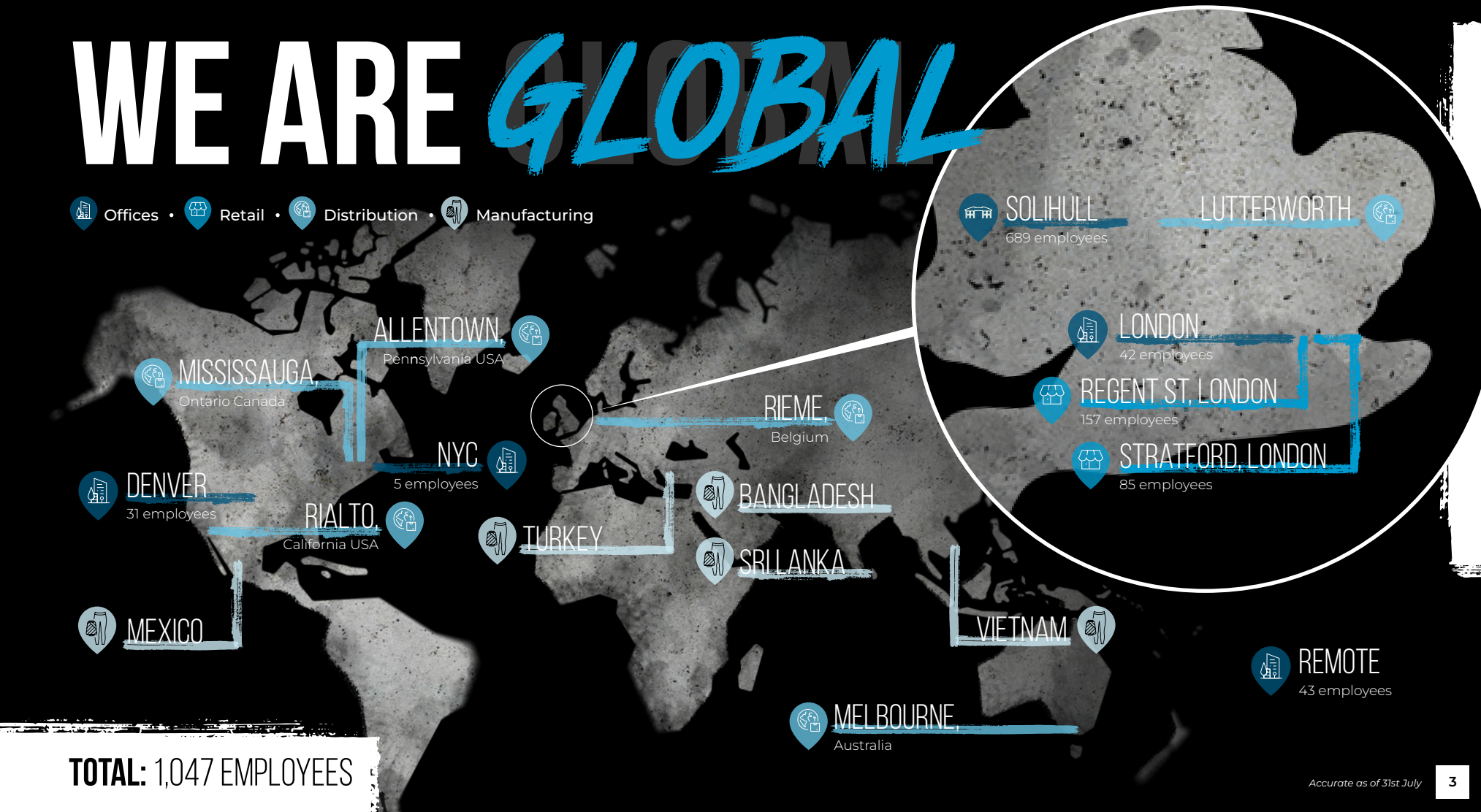


Sustainability isn't a marketing tool for us. It's key to becoming a brand that lasts 100 years. That means product innovation, building strong relationships with our suppliers and supporting the Gymshark community. Our first ever Impact Report pulls back the curtain, showing what we've achieved, what we're working on and how our whole community can get involved. We're proud of the progress so far, but we know there's more to do and we're ready to go further.

Ben Francis,
CEO, Gymshark

WE ARE GLOBAL

Offices • Retail • Distribution • Manufacturing



TOTAL: 1,047 EMPLOYEES

Accurate as of 31st July

WE DO GYM

OUR VISION



UNITE THE FITNESS COMMUNITY

The future we want to create

OUR MISSION



CREATE CONTENT, CLOTHING AND COMMUNITIES TO HELP PEOPLE REALISE HOW STRONG THEY CAN BECOME

What we do every single day to achieve that future



WHAT WE STAND FOR

Our values make us who we are. But they aren't just words on a page. We live by them. They guide how we interact with each other, our communities and the planet.

WORK HARD. STAY HUMBLE.
Roll your sleeves up. Nobody is too important to get stuck in.

SMART PEOPLE ASK QUESTIONS.
If you don't know, ask. Pride hinders progress.

OUR BUSINESS IS GROWTH. GROW WITH IT.
Change is inevitable. Be open to it.

A DECISION IS BETTER THAN NO DECISION.
Make one and commit.

HONESTY IS A KINDNESS. RECEIVE IT AS SUCH.
Honest feedback is how you grow.

SIMPLE BUSINESS IS GOOD BUSINESS.
Don't overcomplicate it.

PEOPLE LIKE POSITIVE PEOPLE.
If you're coming with problems, bring solutions.

FIND THE GYMSHARK WAY.
People will say we can't. We'll find a way to do it anyway.

REMEMBER WHO YOU PLAY FOR.
We have a world-class reputation. We earn that reputation every day.

EVERYTHING WE'VE DONE SO FAR HAS BUILT *WHO WE ARE*



2012
We were born. It all started in Ben's garage with him and his mum's sewing machine.



2017
We grew fast. Gymshark were awarded the UK's fastest Growing Company by Richard Branson.



We set targets. We set environmental targets to guide our sustainability efforts.



2022
We took to the streets. We opened our first ever flagship store on Regent Street, London.

We told our story. We launched our first ever Gymshark Impact report.



2030
We will achieve our carbon reduction targets.

2050
We will be a net zero company.

2012 2013 2014 2015 2016 2017 2018 2019 2020 2021 2022 2023 2024 2025 2030 2050 2112





2020
First Seamless product.



2019
We put fair first. We were onboarded to the Fair Labour Association.

2018
We made our home. We opened our HQ in Solihull followed by our Design and Innovation Centre and Gymshark Lifting Club.



2023
We worked together. We mapped our entire supply chain and rolled out our Shared Fitness audit programme.

2024
We lifted our Community. LIFT NYC brought together our community like never before.



2112
We will be a 100-year brand.

WE DO IMPACT

OUR IMPACT GOES BEYOND THE GYM. FROM SUPPLY CHAIN TO SQUAT RACK, WE HAVE THE POWER TO CHANGE LIVES AND IMPACT THE WORLD

CLIMATE & CIRCULARITY:





ETHICAL & COMMUNITY:





EVERYONE'S INVOLVED

Impact is only possible if we involve everyone. Our suppliers are as much a part of our journey as our community and employees.

We also need the right people in the room to make decisions. Our C-suite has oversight of our environmental and social impact, and our management and committees help to drive impact on the ground.

THESE PROCESSES MEAN WE'RE HELD ACCOUNTABLE AND MAXIMISE OUR IMPACT.

FY24 INDEX

THIS IS OUR FIRST EVER IMPACT REPORT.

It's designed to give you a summary of what we're doing, where we're at, and our plans for the future.

For those that want the detail and the numbers, we've put together an Impact Index, which supports the claims we make and the stories we tell. Where possible, the data is aligned with GRI reporting requirements.

SUPPLY CHAIN >>>>

CLIMATE & CIRCULARITY

MAXIMISING PERFORMANCE, MINIMISING IMPACT

WEARING MORE, WASTING LESS

From sourcing lower-environmental impact materials and making clothes that last, to wasting less in production and being smarter about transport – cutting our impact across the product journey is better for the environment, better for our community, and better for our shared future.

We are growing as a business. At the moment, our increasing production is likely to mean some overall growth in our greenhouse gas emissions and water consumption. We're working on finding the Gymshark way to decouple business growth and emissions growth – meaning our community can get bigger and stronger while our footprint on the planet gets smaller. While we do that, we'll still be making progress, innovating, and being honest about where we're at along the way.

OUR TARGETS

In 2022, just ten years after the business was founded, we set clear targets to push us forward and hold us accountable.

They've been backed by the Science Based Targets initiative - a global body that checks whether climate goals actually line up with what the latest climate science says is necessary to limit global warming.

We know we can't hit our targets alone. Like most clothing companies, most of our footprint sits within our supply chain, and that's where real change can happen. We proudly collaborate with suppliers who share our ambitions (see page 34-35 for case studies).

TOGETHER, WE PUSH FORWARD TO BRING LOWER-ENVIRONMENTAL IMPACT PRODUCTS TO OUR COMMUNITY.

REDUCE THE EMISSIONS FROM OUR OWN OPERATIONS BY 40% BY 2030

2021 — 40% → 2030

PROGRESS Absolute Scope 1 and 2 GHG emissions **reduced by 55%** in FY24 from a 2021 baseline

**Scope 1 & 2 covers the energy consumption across our offices and stores.*



REDUCE THE EMISSIONS IN OUR SUPPLY CHAIN BY 54% PER UNIT SOLD BY 2030

2021 — 54% → 2030

PROGRESS Relative Scope 3 GHG emissions **reduced by 44%** per unit sold from a 2021 baseline

**Scope 3 covers our supply chain, mainly focused on our products and logistics.*



Accurate as of 31st July

THE GYMSHARK PRODUCT JOURNEY

<1%
of our total carbon footprint

DESIGNING OUR CLOTHES

Our design team works from our Campus in Solihull, where we also have an on-site Design & Innovation centre. Our campus runs on 100% renewable energy meaning the carbon emissions in this phase of our product journey are low. But design shapes everything that follows, from the materials we choose to how products are made.





61%
of our total carbon footprint



12%
of our total carbon footprint

SOURCING AND MAKING OUR CLOTHES

This stage includes all the materials we buy and the way we manufacture our clothes.

It's where we have the biggest impact and it makes up the majority of our environmental footprint, so it's where we focus in this report...

TRANSPORTING AND DISTRIBUTING OUR CLOTHES

This stage covers the impact of moving products - from factories to warehouses to your doorstep, and back if returned. We're cutting transport emissions by reducing the share of air freight and regionalising our supply chain. In FY24, air freight dropped by 8%, with sea freight now making up 83% of shipments - and we're pushing for more.



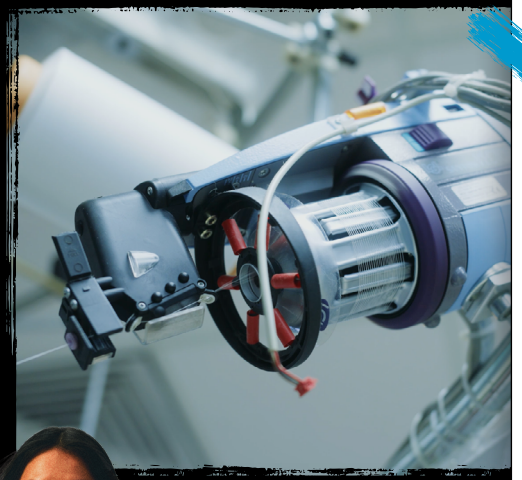
18%
of our total carbon footprint

WEARING AND DISPOSING OF OUR CLOTHES

This stage covers how customers wash and dry their Gymshark products and how they eventually dispose of them. While it's outside our direct control and not part of our SBTi target, it makes up a big part of our product carbon footprint. That's why we try to make our clothes and packaging easy to recycle, repurpose unsold stock and are exploring a resale platform.

The percentages above don't add up to 100% because around 8% of our footprint comes from outside the product journey - things like employee commuting, on-site waste, and business travel. You'll find the full breakdown of our carbon footprint in our Impact Index.

Accurate as of 31st July





SOURCING AND MAKING OUR CLOTHES



What we put into our products is what our community brings to the gym – commitment, performance and passion.

We obsess over the materials we choose and the manufacturing processes our suppliers use, as they make up **61% of our total carbon footprint**. We always try to find the right balance - so that our products have less impact on the planet, they last longer and never let you down in the gym.

We double down on our efforts where it counts - on the fibres we use most: cotton, nylon, polyester and elastane.





Accurate as of 31st July

COTTON

FROM FIELD TO FIBRE



FROM CLASSIC STRINGERS TO OVERSIZED SWEATS,

COTTON IS LIFTING HERITAGE

AND A PART OF OUR IDENTITY. IN FY24, COTTON MADE UP NEARLY 40% OF ALL THE FIBRES WE BOUGHT. AND IT ACCOUNTS FOR ABOUT 14% OF OUR TOTAL CARBON FOOTPRINT.







Cotton is derived from a plant, making it a natural fibre. It is grown in defined regions of the world, that each face their own unique challenges - from water consumption and soil health to the livelihoods of farming communities. There's no one-size-fits-all solution. Sourcing cotton responsibly is about understanding these differences and supporting the right initiatives in the right places.

Accurate as of 31st July

HERO MATERIAL:

COTTON

Not all cotton is built equal. Soft, strong and durable, the cotton we use in our Crest Collection is made to last. And that's not by luck, it's by design.

CREST

VERSATILE DESIGNS MEAN YOU CAN WEAR CREST ANYWHERE AND PAIR IT WITH ANYTHING.



GYMSHARK COTTON FRAMEWORK

We're developing an internal cotton framework for Gymshark, with the holistic ambition to deliver on environmental sustainability, responsible sourcing, traceability and quality across our products.

SOURCING & TRACEABILITY

At Gymshark, we're proud to be a member of the U.S. Cotton Trust Protocol, a programme that aims to contribute to a more sustainable and transparent world, by measuring outcomes and impact as well as driving innovation in U.S. Cotton production. Our well-known products like Crest are currently manufactured using conventional US cotton. To strengthen our climate and circularity strategy even further, we have the ambition to explore organic and recycled sources.

In FY25, to strengthen our traceability we're partnering with Oritain to trace our cotton to farm level, helping us to measure impact better and tailor support.

DURABILITY & WASTE-MAPPING

Our high-quality cotton is made of longer fibres, which improves the mechanical recyclability of the material - making it a key player in our circularity strategy. But we can't do this alone, so we've mapped our whole supply chain to find the biggest opportunities for waste reduction and re-use. In FY24, we started working with suppliers to re-use offcuts in some of our most iconic products through mechanical recycling. Keep your eyes peeled for more to come...

WATER

Our biggest water impact comes from cotton. In 2019, we pledged to cut the water footprint of new textile products by 30% by 2030 in alignment with the WRAP Textiles 2030 industry initiative. Since then, our growth and wider use of cotton have increased our overall water intensity. We're now mapping water hotspots to focus our efforts, including exploring less resource intensive farming practices.

HERO MATERIAL:

POLYESTER

Polyester is what makes our activewear high-performing and versatile. It's lightweight, sweat-wicking, and durable, making it one of our go-to fibres and the centrepiece of our Arrival Collection.

ARRIVAL

MADE WITH ESSENTIAL PERFORMANCE TECHNOLOGY, ARRIVAL IS BUILT TO MAKE PROGRESS IN, WHETHER IT'S ADVANCING YOUR CONDITIONING OR PUSHING FOR THAT EXTRA MILE.



RECYCLED POLYESTER

We're making progress in using more recycled materials across our products - reducing waste and cutting down on the need for virgin resources. A key part of this is our move to rPET, which turns used water bottles into recycled polyester yarn.

Best of all, our shift to recycled materials hasn't changed the quality you know and trust. Our products are just as durable, comfortable, and high-performing as ever.



Accurate as of 31st July



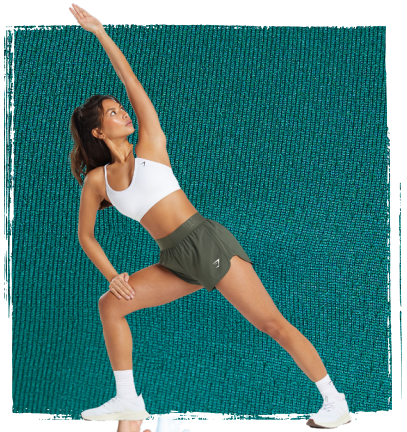
TEXTILE TO TEXTILE RECYCLING

Looking ahead we want to go even further with our recycling efforts.

We're working with an external partner to explore **textile-to-textile recycling opportunities** for a specific polyester-based textile. We're currently in the R&D phase and are working out how to scale this within the business, and we have a plan to do the same for some of our other fibre types in the future.

CERTIFICATION

We're working to achieve **Recycled Claim Standard (RCS)** and **Global Recycled Standard (GRS)** brand-certification to verify the recycled content in our Arrival collection and across our portfolio. This provides extra confidence that we're reducing the impact of production on the environment.







HERO MATERIAL:

NYLON

Nylon is built to move with you. It's comfortable and supportive and it plays a key role in our most-loved products such as Vital Seamless – our do-it-all collection.

VITAL SEAMLESS

VITAL. EVERY TIME. LIFTING FITS, HIIT STAPLES, PILATES MUST-HAVES, RUNNING ESSENTIALS...VITAL'S THE GYM GIRL GO-TO EVERY TIME

SEAMLESS

Innovation and disruption are Gymshark's lifeblood. You see this in the Seamless technology used to create our Vital leggings, tested and developed in our homegrown product innovation centre at our Solihull Campus.

WHAT IS IT?

Seamless is central to who we are. It's an advanced circular knitting method that uses machines with thousands of needles to bring together yarn to create a sock-like tube, which can be manipulated to enhance how much support, breathability and contouring each product has.

WHY DO WE USE IT?

It gives you the performance you need for the squat rack, and the comfort you want for the sofa. But it does much more than that... It also removes the need for cut and sew methods, which reduces the amount of waste we produce in offcuts.

OUR SEAMLESS TECHNOLOGY PRODUCES ALMOST 1/3 OF THE FABRIC WASTE OF CONVENTIONAL CUT AND SEW METHODS*.



* This figure is based on internal waste-rate calculations focused on pattern offcuts, using a comparison between our Vital Seamless Leggings and Training Leggings.

Vital Seamless

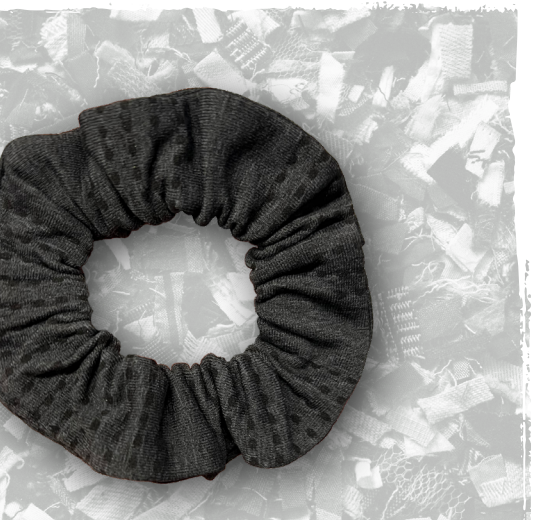
TRANSFORMING WASTE

WE DON'T STOP AT REDUCING WASTE - OUR AIM IS TO GIVE IT A SECOND LIFE.

Seamless helps cut fabric waste, but some is still unavoidable. Industry research suggests up to 35% of fabric may be discarded as pre-consumer waste during apparel manufacturing. We're working to change that.

In FY24, we engaged with our suppliers to explore use of offcuts from the gusset of our Vital Leggings to create scrunchies – this offers a practical and innovative circular solution to minimising waste.

Moving forward, we are looking to expand this to rejected full tubes of wastage and transform this waste into additional accessories such as headbands to ensure we maximise the opportunities for second life product.



DOPE-DYEING

We use the dope dyeing method in our products by adding colour to the nylon polymer while it is still in liquid form, so that when the yarn is spun it is already dyed before being made into a fabric. This technology is used for some of our key seamless ranges, such as Vital. Other seamless ranges, such as Adapt and Everyday, use a more conventional piece dyeing method, where the fabric is first knitted and then dyed by being dipped into water and chemical solutions at different temperatures, before final garment construction. In comparison, dope dyeing uses less water, less energy, and fewer chemicals than conventional piece dyeing - and it makes our products pop.

NYLON ALTERNATIVES

As part of our ongoing drive for improvement, we're exploring nylon alternatives, including bio-based nylon. But any material we choose has to match the durability, stretch and comfort that makes our products what they are - sustainability alongside quality and performance.

ELASTANE

Elastane gives our products the stretch, comfort, and recovery our community expects, especially in collections like Vital Seamless. It's a small part of our footprint but made from fossil fuels and hard to recycle. We're currently exploring lower-environmental impact alternatives, like bio-based elastane, that are scalable and maintain product integrity.



Accurate as of 31st July

LEVER LIFTING BELT

Animal derived fibres are used in a very small number of our products where durability and performance are key to a quality product. We use leather and suede across a small number of heritage items for lifting equipment in lifting belts and lifting straps where synthetic materials do not offer the same strength and longevity as using animal derived product.

All leather used in the current assortment is provided by tanneries with Leather Working Group certification of Silver or Gold.

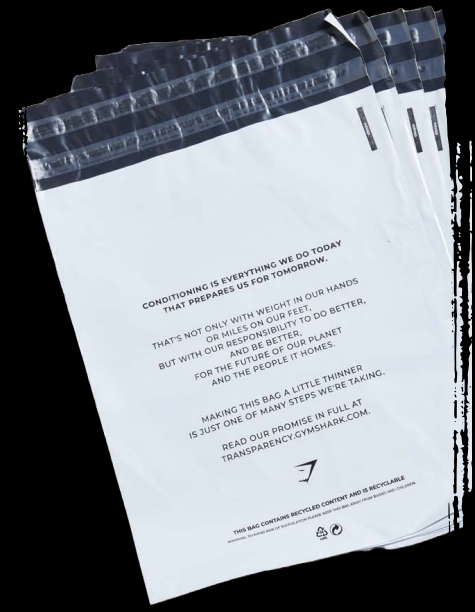




PACKAGING

It is the first thing our online customers see when their order arrives, and the last thing our retail customers see when they leave our stores. So, it should reflect everything else we do.





FSC ACCREDITED PAPER

Wherever possible, we use FSC accredited papers and board for our packaging range making sure it's fully recyclable and free from any plastic laminations so customers can put it directly into their home recycling.

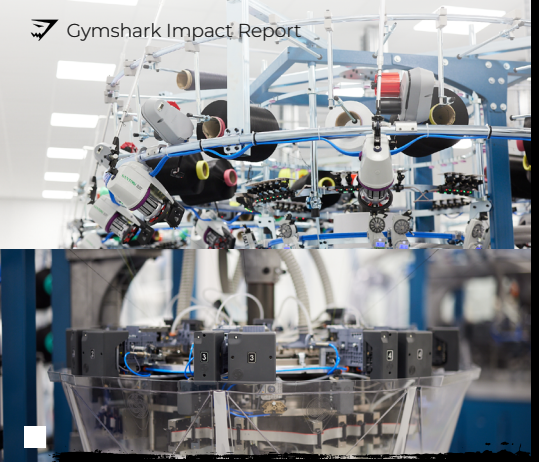
PLASTIC MAILING BAGS AND POLYBAGS

Our mailing bags and polybags are already made from a minimum of 30% recycled material (some are higher), but we're working hard to increase recycled materials and, where possible, replace them with a better alternative. Our flexible plastics are fully recyclable and can be taken to most major supermarkets who have soft plastic drop-off bins.

SWING TAGS

In 2024, we removed swing tags from all online orders to cut down on any unnecessary packaging being sent to our customers. Keeping our packaging footprint low is a priority for us and where we do have packaging, we'll always try to keep it to a minimum and only use recycled/ recyclable materials.

Accurate as of 31st July



LEVELLING UP OUR OWN SPACE

DESIGN AND INNOVATION CENTRE

Innovation and disruption are Gymshark's lifeblood. Our Design and Innovation Centre, which opened in March 2022, is our commitment to keeping it that way. Located in our main building on campus, the innovation centre enables the product creation teams to innovate and test new products with Gymshark's community to get real-time feedback, which we can apply directly onto our products.

RENEWABLE ENERGY

In FY24, our Solihull campus ran on 100% renewable energy, helping us reduce our carbon footprint right at home.

SUSTAINABLE DESIGN

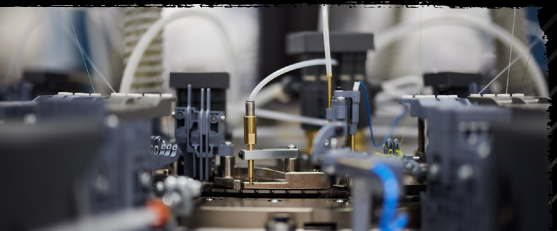
Our IQ office and Regent Street store both earned a 'Very Good' BREEAM rating, basically a big tick for sustainable building design and performance.

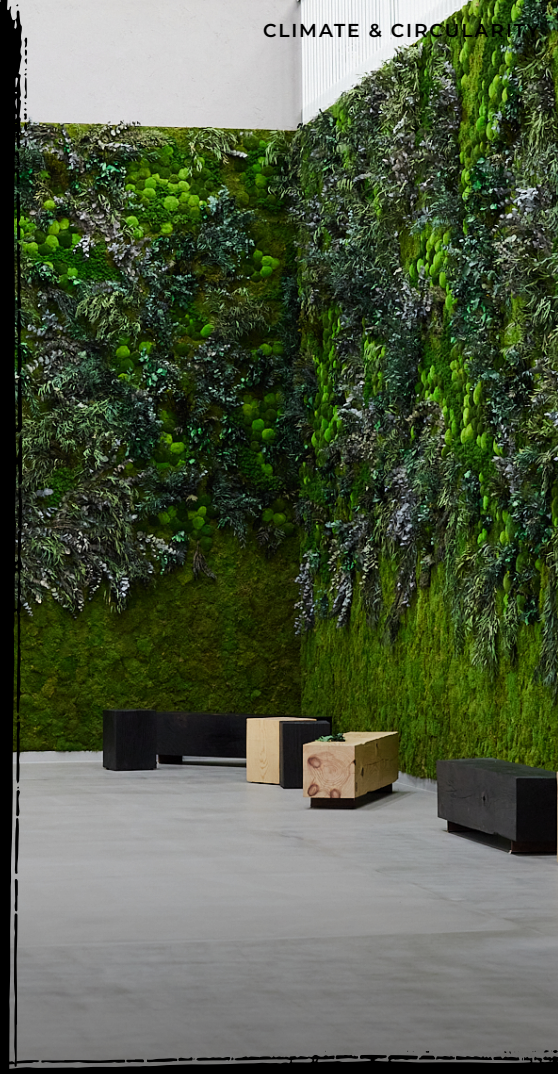
LIGHTING

We've installed a clever, energy-efficient lighting system that uses PoE (Power over Ethernet), cutting energy use while keeping things bright.

WASTE

We're working with Veolia to make sure waste at all our UK sites (GSHQ, GSLC, and GSIQ) is properly sorted and diverted away from landfill. We've also ditched single-use plastics wherever we can, swapping things like food containers in Refuel (our staff canteen) for compostable cardboard alternatives.





ETHICAL & COMMUNITY



ETHICAL & COMMUNITY

At Gymshark, doing the right thing means looking after the people behind every product and the communities that surround them. We want every item we make to reflect our values and be a

FORCE FOR GOOD FOR PEOPLE AND THE PLANET.





That starts in the early stages of sourcing and making our clothes, where much of our impact happens, and continues through every part of the product journey.

At Gymshark we proudly partner with suppliers who share our values. Together, we strive for continuous improvement and meaningful, lasting change within their communities. We're equally committed to empowering our own Gymshark community through a culture of inclusion, impactful employee initiatives, and strong community support.

Whether it's factory workers, teammates, customers or the surrounding community, becoming a 100-year brand is only possible if we stay true to our values at every step of the journey.





ETHICAL



RAISING THE BAR, DOING THE RIGHT THING.

OVERVIEW

Our impact goes well beyond the four walls of the gym. It extends to all of the skilled people who make our products. Because behind every squat-proof seam is a network of people who deserve to be treated right.

We're committed to building strong, transparent relationships and ensuring there is compliance with our values and approach to doing business, right across the production journey.

All our suppliers commit to the Gymshark Code of Conduct which sets out clear standards including safe working conditions, fair wages, no forced or child labour, and respect for human rights.

A BREAKDOWN OF OUR SUPPLY CHAIN



TIER 1 Final Assembly — 62 FACTORIES

Factories that cut, sew, assemble and pack garments and accessories, preparing for shipment.

TIER 2 Finishing & Detailing — 19 FACTORIES

Factories that are integral to product manufactured in Tier 1 factories, including printing, washing, embroidery and garment dyeing.

TIER 3 Fabric & Trims — 122 FACTORIES

Factories that produce trims and fabric which are incorporated into the products manufactured by Tier 1. Includes trims, fabrics and packaging.

TIER 4 Yarn Production — 46 FACTORIES

Factories that spin and process raw materials, convert raw materials into yarns, supporting fabric and trims in Tier 3 manufacturing.

TIER 5 Raw Materials

Where it all starts - The origin point of the supply chain, where natural and synthetic raw materials are sourced from farms, fields or chemical facilities.

Distribution Centres — 6 DISTRIBUTION CENTRES

Hubs where finished products are picked, packed and shipped, ensuring timely delivery to our customers.

WE BELIEVE THAT TO BE A 100-YEAR BRAND, WE NEED A SUPPLY CHAIN THAT CAN GROW WITH US.

THEREFORE WE PUSH FOR PROGRESS IN EVERYTHING WE DO AND EVERYTHING OUR FACTORIES DO THROUGH OUR SHARED FITNESS PROGRAMME.



WHAT IS SHARED FITNESS?

SHARED FITNESS IS OUR OWN BESPOKE SUPPLIER AUDIT PROGRAMME.

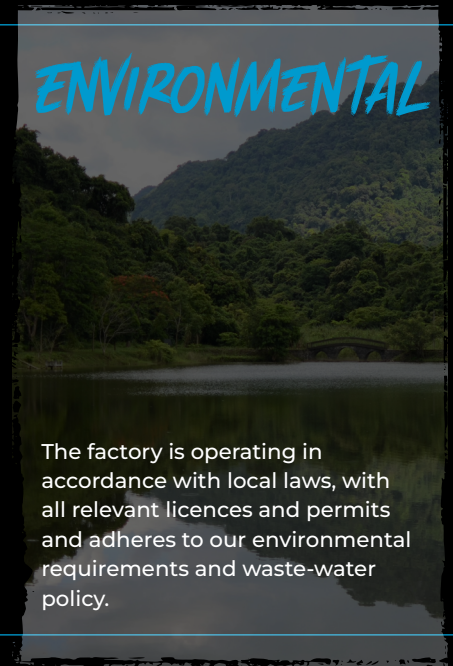
It launched in 2023 and is designed to make sure every step of our production process, from yarn spinning to final stitching, meets Gymshark's ethical, environmental and technical standards.

Just as our community is at different stages of their fitness journeys, our supply chain partners are too. Our Shared Fitness Programme adapts to their needs, providing the tools to help everyone improve. Through continuous improvement we address issues together, offering feedback, resources and support to strive for progression not perfection. We aim to build long-term relationships with our factories, which help us all build successful and sustainable businesses together.



ETHICAL

The factory treats workers with respect and provides a safe working environment. The factory is operating per the local laws and adheres to our supplier The Gymshark Code of Conduct, our standards and policies.



ENVIRONMENTAL

The factory is operating in accordance with local laws, with all relevant licences and permits and adheres to our environmental requirements and waste-water policy.



TECHNICAL

The factory is fit to make quality Gymshark product. The factory has technical ability to deliver the right product with the right quality.

DID YOU KNOW....

The fashion industry norm is to audit Tier 1 and Tier 2 factories. At Gymshark, we don't do normal. As part of our Shared Fitness Programme, we audit all the way down to Tier 3 and Tier 4 factories.

Lower-tier factories can face challenges due to limited oversight and fewer development opportunities. **That's why we audit beyond the norm, partnering for continuous improvement and better working conditions at every level of our supply chain.**

In the coming years, we aim to extend Shared Fitness to include Tier 5 suppliers.

WE WANT OUR CUSTOMERS TO HAVE **FULL CONFIDENCE** IN OUR PRODUCTS, KNOWING THAT EVERYTHING THAT GOES INTO THEM COMES FROM FACTORIES THAT **ARE ETHICALLY, ENVIRONMENTALLY, AND TECHNICALLY COMPLIANT.**





WHAT DOES SHARED FITNESS COVER?

We're proud to say that our Shared Fitness Programme extends all the way from Tier 1 to Tier 4 factories covering the rights of workers, the environment and the local community.

HOW DOES SHARED FITNESS WORK?

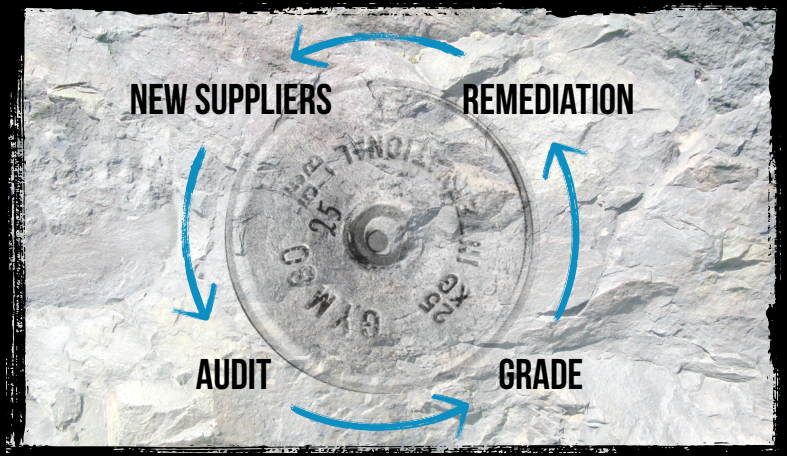
NEW SUPPLIERS

Our Sourcing and Materials teams carefully select new garment, accessory and material suppliers by firstly running through some initial checks to ensure they meet our standards. Wherever possible, we also visit suppliers in person to assess conditions and build strong communication before onboarding. Suppliers must agree to our Vendor Framework Agreement (VFA), which outlines their obligation to uphold The Gymshark Code of Conduct and policies on workers' rights, working hours, child and forced labour, and continuous improvement.

AUDIT

Our audit is bespoke to us and conducted by our Gymshark representatives (or by our preferred third party auditor). It includes three key sections: Ethical, Environmental and Technical.

Ahead of the audit, there is a structured onboarding process to ensure our suppliers understand the programme and are committed to it.



GRADE

The Shared Fitness audit assigns each factory a grade (A-D) based on compliance across three key areas (Ethical, Environmental, and Technical).

Our goal is for all factories to achieve a Grade A or B, or to have a clear plan in place to reach that standard. Suppliers with a C or D grade receive dedicated support from our in-house Ethical team to implement corrective actions and drive improvement.

REMEDIATION

The auditor shares the report with Gymshark and, once finalised, it's sent to the factory to begin corrective action plans for continuous improvement.

High-risk issues are flagged through our escalation process, and our Sustainability Team maintains regular contact with factories. All D grade non-compliances are escalated to management for review.

- Grade A and B factories are re-audited every 2 years from the first audit date
- Grade C factories must conduct follow-up audits within 6-12 months from the audit date
- Grade D factories must take immediate action for any zero tolerance issues (where there is an immediate and long-term risk to worker's health and wellbeing), and a re-audit must be conducted within 3-6 months from the auit date.

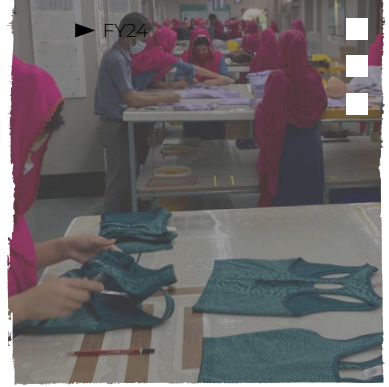
We support suppliers on their journey to A or B grades. However, if a partner fails to align with our values or show continuous improvement, this may lead to reduced business or responsible termination of the relationship.

HOW THIS WORKS IN REALITY...

WORKERS PAY

In 2024, audits across Tier 1 to Tier 4 factories **identified** 84 issues related to fair pay, working hours, and overtime, including discrepancies in benefits, wages, and overtime compensation.

To address these issues, we worked closely with the factories to implement changes, ensuring workers received fair compensation, accurate overtime pay, and legally mandated benefits. We also introduced improved timekeeping systems to guarantee proper rest days, breaks, and annual leave for workers.











OUR PROGRESS SO FAR

IN 2024, WE TOOK A MAJOR STEP FORWARD WITH THE SUCCESSFUL IMPLEMENTATION OF OUR SHARED FITNESS PROGRAMME ACROSS OUR ENTIRE SUPPLY CHAIN.

Between November 2023 and March 2025

WE COMPLETED **174** SHARED FITNESS AUDITS, INCLUDING:

59
TIER 1 FACTORIES THAT MANUFACTURED PRODUCTS

15
TIER 2 FACTORIES THAT PRINTED AND DYED PRODUCTS

76
TIER 3 FACTORIES THAT MANUFATURED FABRICS AND TRIMS

21
TIER 4 YARN SPINNING FACTORIES

3
DISTRIBUTION CENTRES

26
of our factories received an A or B overall rating across 3 pillars

Across **61** SUPPLIERS
105 individual grades improved from C/D to an A/B since 2023 (provisional rating)



We're committed to supporting our supply chain partners every step of the way to ensure that remediation of any issues is both active and prompt. Whether it's in the areas of Environmental impact, Ethical practices, or Technical performance, we want to see our supply chain not only meeting the standard but excelling.

Looking ahead to 2025, we have even bolder objectives:

- **100%** ACHIEVE AUDIT FULL COVERAGE ACROSS ALL ACTIVE FACTORIES
- **100%** OF ACTIVE SUPPLIERS TO REMEDIATE ALL C OR D GRADE AUDIT FINDINGS

TO SUPPORT THIS, WE WORK WITH THE FAIR LABOR ASSOCIATION (FLA) AND INTERNATIONAL ACCORD:

FAIR LABOR ASSOCIATION (FLA)

A guiding principle for our Shared Fitness Programme

The apparel industry is no stranger to the complexities of global supply chains. With operations spanning continents, and involving thousands of workers, ensuring fair wages, safe conditions, and workers' rights is an industry challenge.

We've joined forces with the Fair Labour Association (FLA), an international network of universities, civil society organisations and companies that promotes human rights at work. **As FLA members, we collaborate to ensure that workers in factories and on farms are paid fairly and protected from risks to their health, safety, and wellbeing.**

FLA evaluates our business practices against the highest international labor standards, and publishes Independent External Factory Assessment reports.

We are actively working toward Fair Labor Accreditation by 2026 - a milestone that reflects not just compliance, but a deep commitment to continuous improvement across our supply chain.

To learn more about the FLA and its standards, see here.

INTERNATIONAL ACCORD

Ensuring Worker Safety

In our journey to build a more responsible and resilient supply chain, worker safety remains non-negotiable. For us, it's simple: **no one should risk their safety to make great products.**

Worker safety is a non-negotiable part of building a responsible and resilient supply chain. For us, it's simple - no one should have to compromise their safety to create great products.

Global attention turned to worker safety in the garment industry following the 2013 Rana Plaza factory collapse in Bangladesh. In response, the International Accord was established to improve building and fire safety and prevent such tragedies in the future.

By signing the International Accord, **we're joining a collective effort involving brands, unions, and NGOs to raise the bar on safety standards.** The Accord is legally binding and focuses on preventing accidents by enhancing health and safety measures in garment factories. We are proud to say that **100% of our Tier 1 factories in Bangladesh are registered with the International Accord**, ensuring that our workers' health and safety are fully protected.

To find out more about what being signatories of the International Accord involves, see the website.

SUPPLIER ENGAGEMENT

OUR SUPPLIERS ARE A BIG PART OF THE GYMSHARK COMMUNITY, AND ENGAGEMENT WITH THEM IS KEY. WE'RE ON THIS JOURNEY TOGETHER, AND WE'RE ALL ABOUT GIVING THEM THE SUPPORT THEY NEED TO GROW, SUCCEED AND CONTINUOUSLY IMPROVE WITH US.



OUR SUPPLIER CONFERENCE: EVERYONE IS INVITED

Every year, we bring all our suppliers together including our Tier 1 to Tier 4 factories, logistics and packaging partners. Being together in person strengthens the Gymshark community. Through our supplier conference we build deeper connections with our suppliers, share our strategy with everyone, run hands-on workshops to work through industry challenges and uncover new ways to take our collaboration to the next level. This also engages our brands, ensuring they feel included and motivated to drive continual improvement and align with our values.

We also host supplier awards to recognise those who go above and beyond to meet our high standards. For us, it's about more than just great products - **it's about building strong partnerships with suppliers who share our values and play a key role in Gymshark's success.**



WE BUILD A 100-YEAR BRAND BY GROWING TOGETHER.









OUR SUPPLIERS AT LIFT NYC

In 2024, we took supplier engagement to the next level.

For the first time, we brought our global vendor partners face-to-face with the conditioning community that powers Gymshark, giving them a front-row seat at Lift NYC. It was a chance to witness the culture, energy, and people that make Gymshark what it is.

Connection matters. When our vendors understand our audience, innovation becomes easier. Whether it's new fabrics, fits, or functionality, everything is more impactful when suppliers can design and problem solve with the Gymshark customer in mind.

By bringing everyone together in one place, we were able to deliver key strategic updates through a single channel, eliminating mixed messages and encouraging live, honest Q&A sessions where everyone could hear the answers. Open communication matters for a community powered by relationships and trust.

And finally, this was a moment to say thank you. The past year demanded a lot, and our suppliers showed up for us. The weekend was a celebration for the Gymshark community.

OUR SUPPLIERS LEADING BY EXAMPLE

MAS ACTIVE SRI LANKA AND A PLAN FOR CHANGE

As one of our key partners, with factories across Tier 1, 3 and 4 of our supply chain, **MAS Active is pushing boundaries when it comes to sustainability**, putting bold action at the heart of how it works and leading change through its Plan For Change commitment.

What does that look like in practice?
Two standout projects include:

- **66 ocean strainers installed across Sri Lanka,** trapping waste before it hits the ocean and intercepting over 4.3 million kg of waste since 2020. The goal? 180 strainers by 2026.
- **A bold pledge to restore biodiversity in 100x the space MAS occupies by 2025,** with projects already underway in Sri Lanka, Kenya, and Indonesia.

HIRDARAMANI FIRST NET ZERO FACTORY BY 2030

Hirdaramani is one of Gymshark's key suppliers, renowned for bringing innovation to the fashion world. On his last visit to the factory in 2024, our CEO Ben Francis learnt not only that Hirdaramani is one of Sri Lanka's oldest suppliers as a 100-year old brand, it is also striving to be a global benchmark in sustainability.

As part of this, it is the first organisation based in Sri Lanka to have its Net-Zero Science Based Targets approved by the Science-based Targets initiative (SBTi).

NEAR-TERM TARGET: REDUCE ABSOLUTE SCOPE 1 AND 2 GHG EMISSIONS BY 54.6% BY 2033 FROM A 2022 BASE YEAR, AND SCOPE 3 EMISSIONS FROM PURCHASED GOODS AND SERVICES BY 32.5% BY 2033 AS WELL.



NET-ZERO TARGET: ACHIEVE A 90% REDUCTION IN SCOPE 1 AND 2 GHG EMISSIONS BY 2050 FROM A 2022 BASE YEAR, AND A 90% REDUCTION IN ALL SCOPE 3 EMISSIONS.

Hirdaramani is also aligned with our commitment to the **Zero Discharge of Hazardous Chemicals (ZDHC)** framework. As signatories of ZDHC, we're helping to implement sustainable chemical management throughout our supply chain - working towards cleaner inputs, safer outputs, and more sustainable manufacturing systems.





JM LEADING BY EXAMPLE IN OUR SUPPLY CHAIN

As one of our largest supply chain partners, JM shares our commitment to environmental and social responsibility, demonstrating what's possible through long-term, proactive investment in sustainable operations and workforce wellbeing.

Headquartered in Bangladesh, JM has implemented a number of industry-leading initiatives to reduce its environmental impact and improve outcomes for its employees:

ENVIRONMENT

- Rooftop solar panels
- Advanced effluent treatment and water re-use systems
- Cutting-edge co-generation system that captures and uses 88% of natural gas energy - almost double the industry average of 45% - by simultaneously producing steam, hot water, and air conditioning
- One facility LEED Platinum Certified

TRACEABILITY

- Full vertical operations with complete traceability across the supply chain
- 100% traceable U.S. cotton, with active participation on the U.S Cotton Trust Protocol Board



WORKERS RIGHTS

- Registered Trade Unions and Elective Participation Committees
- Free from child, forced and prison labour
- In-house training and development through globally recognised programmes which focus on technical skills, women's empowerment, and personal development

SUPPLIER BUSINESS PLANS

With our long-term supplier partners, we've put business plans in place that offer better visibility on future growth and forecasting. This helps our suppliers grow alongside us and allows us to build long-term, mutually beneficial plans around decarbonisation and performance KPIs.

COMMUNITY

BUILDING CONNECTIONS, GROWING TOGETHER.





We built Gymshark on community and we are not ever forgetting that. We're about more than business. We're about belonging.

WHAT DOES COMMUNITY MEAN FOR GYMSHARK?

Our Gymshark community includes our employees, supply chain, customers and charity partners, and we're dedicated to making Gymshark a place where everyone is welcome.

We don't see the individuals behind our brand and products as just part of a headcount, we see them as core parts of our community – they are what makes the Gymshark community.



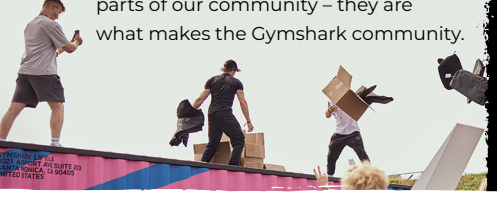


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SUPPLY CHAIN

The main way we look after our supply chain is through Shared Fitness (see previous section). But we don't stop there... We also work with some of our largest suppliers to create positive impact in the communities where they are located. This isn't just a token gesture, it's reflective of what their community really needs, and we aim to contribute across a range of topics including health and wellbeing, education and waste and water. **Because when we lift others up, we all get stronger.**

There are lots of projects and ideas in the works on this. So more to come in 2025...

OUR EMPLOYEES

We work hard to build an inclusive business where everyone can thrive - supporting our people through training, mentoring, and transparent pay. **Our culture is fuelled by energy, creativity, and a relentless drive to keep improving, together.**



CHARITY PARTNERS

We're proud to team up with incredible charity partners like Birmingham Women's and Children's Hospital, Steel Warriors, Oddballs and Movember. **By doing so, we uplift our local communities and drive real, lasting change.**

OUR CUSTOMERS

We support our customers not just with products, but with experiences that help them move, grow, and thrive - from the energy of our local run clubs to the motivation and accountability of Gymshark 66. **We're here to champion every step of their journey, together.**

We also harness the strength of the Gymshark brand, using our marketing and communications platform as a force for positive change. Whether it's championing inclusivity or inspiring our community to prepare for whatever tomorrow brings, everything we do is rooted in **our vision: To unite the fitness community.**

CHARITY PARTNERS

WE WORK CLOSELY WITH OUR LOCAL COMMUNITIES, ENSURING THOSE LOCATED CLOSE TO OUR OPERATIONS AND CLOSE TO OUR HEART ARE SUPPORTED BY THE GYMSHARK COMMUNITY. THE BEST WAY TO DO THAT IS OFTEN BY WORKING WITH MEANINGFUL AND IMPACTFUL CHARITIES. **IN FY24, WE DONATED £80,526 IN TOTAL TO CHARITY.**



IMPACT COMMITTEE

All of the fundraising and charity work we do at Gymshark is supported by our internal **Impact Committee**. This focuses on driving positive change as a 100-year brand and is continually looking for more opportunities to support people.

The Impact Committee helps raise money for important causes, encourages our employees to volunteer through Give a Shit (GAS) Days and partners with charities to change lives.

GAS

Launched in August 2024, GAS Days give every Gymshark employee a paid day off to give back - whether that's running a charity race, volunteering, or supporting a cause that matters to them. We're working on better ways to track and share the impact, so more of our employees get involved and the good we do gets the spotlight it deserves.

On top of that, we offer match funding up to £500 for any employee-led fundraising - because when our employees **s**how up for charity, we've got their back.





RE-PURPOSING FOR SOCIAL GOOD

We have established key partnerships in the U.S. and Canada to responsibly manage what happens to unsellable products. In FY24, we launched a pilot which successfully prevented 266,000lbs of products going to waste. 59% of the products collected went to three different charities for people in need, whilst the remaining 41% was recycled. We're currently exploring how this pilot can be expanded to other markets.

ONE PARTICULAR EXAMPLE OF THIS IS OUR ONGOING SUPPORT FOR BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL...

DONATIONS AND MATCH FUNDING FOR BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL

We're proud to back **Birmingham Women's and Children's Hospital**, helping fund vital care and services through an ongoing partnership. Our CEO, Ben Francis, is a proud patron and champion of their work and since the beginning of our partnership (2020) we have donated **£505,000**.

In 2024, we raised **£6,750** from our first-ever Gymshark Christmas jumper sale - with every penny going to the hospital.

Beyond donations, we show up in person too. In December, our senior leaders joined the **Children's Hospital Grotto**, bringing festive cheer to young patients. And when 15,000 Christmas presents needed wrapping, our team of volunteers smashed it in just two days.

This is what giving back looks like. No fuss, no fluff - just people showing up for people. And we're only just getting started.

BIRMINGHAM WOMEN'S AND CHILDREN'S HOSPITAL SAMPLE SALE

In FY24, we held a Sample Sale for our employees, using unsold sample stock to raise funds for Birmingham Women's and Children's Hospital. 100% of the proceeds were donated to support the hospital's vital work.

IN TOTAL, 6,650 SAMPLES WERE SOLD TO STAFF, RAISING £19,282.

All unsold samples were shredded and repurposed as filling for boxing bags, which will be donated to local boxing clubs, further empowering the community through sport.

RUNNING FOR A CAUSE

SUPPORTING ELIZABETH AND BIRMINGHAM CHILDREN'S HOSPITAL

In October 2024, we turned a regular Run Club into something unforgettable - rallying behind Elizabeth, a burns survivor and Birmingham Children's Hospital patient, as she raised money for the place that helped her heal.

As part of her 62 mile challenge in October, Elizabeth led the run with serious strength and spirit, inspiring everyone around her. To mark the moment, we went all in and...

- Designed a bespoke Gymshark T-shirt just for Elizabeth
- Brought in a Regent Street Pro to host and hype the run
- Packed out the route with Gymshark team members showing up in full force
- Donated £500 to support her fundraising
- Brought the vibes with glow sticks, party songs, star jumps and a guard of honour

THIS WASN'T JUST ABOUT MILES OR MONEY, IT WAS ABOUT THE COMMUNITY, SHOWING UP, AND USING OUR PLATFORM **TO SUPPORT THE PEOPLE AND CAUSES THAT MATTER MOST.**











> "AS A PROUD BRITISH BRAND, WE'RE SO INSPIRED BY THE WORK THAT STEEL WARRIORS HAVE DONE TO DATE IN THE UK. TO HAVE REMOVED SO MANY KNIVES FROM THE STREETS, TO HAVE BUILT GYMS FROM THE METAL AND TO HAVE GENUINELY CHANGED THE LIVES OF SO MANY IS GENUINELY EXTRAORDINARY."
>
> Noel Mack, Chief Brand Officer at Gymshark



STEEL WARRIORS

BUILDING A NETWORK OF STREET GYMS FOR EVERYBODY, ANYWHERE.

Since 2019, over 100,000 knives have been taken off UK streets. But the fight against knife crime isn't over.

That's why in 2024 we partnered with Steel Warriors, a **UK charity transforming lives by turning confiscated knives into outdoor street gyms.** Their mission? To tackle violence, build safer communities, and give young people a positive outlet through fitness.

Together, **we're connecting movement with meaning**. As part of the partnership, we're installing Steel Warriors' bars and rigs, which are built from melted-down knives, in our Regent Street and Stratford stores. **Free from judgement and full of possibility, this gives people a chance to train for free and feel part of something bigger**.

OUR CUSTOMERS

HELPING PEOPLE REALISE THEIR OWN STRENGTH

Getting people moving is at the heart of what we do. From free, inclusive run clubs to our global Gymshark 66 challenge, we're creating opportunities for our community to build healthy habits, connect with others, and feel their best. Through these initiatives, we're making movement more accessible, more social, and more fun for everyone.



RUN CLUB

What happens when a brand built on deadlifts and drop sets decides to hit the pavement? You get Gymshark Run Clubs - a totally free, ultra-welcoming, community-led movement designed to bring runners together, one 5K at a time.

Far from elite track squads or intimidating pace groups, they are designed to be inclusive, catering to both seasoned runners and beginners so everyone is welcome.

In 2024 we hosted three run clubs, one at our Regent Street Store in London, one in Stratford and one at GSHQ in Solihull.



GYMSHARK 66

THEY SAY IT TAKES 66 DAYS TO CREATE A HABIT.

WE BELIEVE IT TAKES 66 DAYS TO CHANGE YOUR LIFE.

Gymshark 66 is a 66-day challenge that encourages you to focus on the small wins. Whether it's 30 mins at the gym or a 30-min walk, 10 mins of mindfulness or 10 pages of a book.

All you've gotta do is choose three daily habits that suit you. Then tick them off, every day, for 66 days using our Gymshark app. Want to get involved?





SUSTAINABILITY STUDENTS

We are also connecting with students as part of our commitment to education and industry collab. In 2024 we welcomed 75 sustainability students from Nottingham Trent University to Gymshark HQ.

After presenting their ideas and research to our sourcing team, they toured HQ, getting a behind-the-scenes look at how we bring products to life, from innovation spaces to our in-house gym. It was all about connecting the classroom to the real world and inspiring the next generation of industry changemakers.











LIFT EVENTS



THROUGH OUR LIFT EVENTS, WE EMPOWER OUR CUSTOMERS AND ATHLETES TO PUSH BOUNDARIES AND LIFT EACH OTHER HIGHER.



INCLUSIVE PRODUCTS

We want to make sure there is a Gymshark product for everyone. That means designing with inclusivity in mind - creating clothes that reflect the diversity of our community and support every body, every goal, and every journey.

BECAUSE WE BELIEVE YOUR CLOTHES SHOULDN'T BE A BARRIER TO THE SPACES YOU DESERVE TO BE IN.

VITAL SEAMLESS

If you've ever struggled with finding a colour palette that suits your complexion, we're here to help. No matter the undertone of your skin, the neutral colour palette for Vital Seamless has been curated to complement a whole range of skin tones.

"THE INDUSTRY HAS ONE STANDARD VERSION WHEN IT COMES TO NEUTRAL COLORS, BUT WE WANTED TO CREATE NEUTRALS FOR ALL - COMPLEMENTING YOU NO MATTER YOUR SKIN TONE."

Roch Mills,
Senior Designer





THE DIFFUSE SWEAT HEADBAND

In 2024, we launched the Diffuse Sweat Headband to help remove barriers people with textured hair face when working out - like planning gym schedules around wash days or hairstyles.

Inspired by a 2023 roundtable with Black UK influencers, our design team created a sweat-wicking, stretch-to-fit headband that accommodates styles like wigs, braids, and locs – allowing you to focus on performance and nothing else.



"AS A NIGERIAN WOMAN WHO HAS SPENT THE ENTIRETY OF MY CAREER IN THE HAIR INDUSTRY, THERE IS SUCH A GAP IN THE FITNESS MARKET FOR PEOPLE WITH TEXTURED HAIR"

Whitney Adebayo,
Gymshark Ambassador



HIJAB

In FY24, we launched our first Gymshark hijab – built for performance, and designed with purpose.

Created in collaboration with Muslim Gymshark employees and athletes, it's a product that brings together movement, culture, and faith. From fabric choice to final fit, every detail was shaped at our Knit & Stitch Development Centre in Solihull where prototypes were tested, tweaked and perfected.



INCLUSIVITY: REAL MANNEQUINS

In 2024, we introduced real mannequins in our London Regent Street store, built using body scans from real members of our Gymshark community. Different shapes. Different sizes. Different identities. All real. All represented.

We're showing up as we are and making sure our space does the same. By swapping out traditional, idealised forms for real, relatable bodies, **we're pushing back against narrow beauty standards in fitness and championing body confidence over body ideals.**

It's not just about how things look, it's how they feel. This move sits right alongside our commitment to inclusive product design – creating performance gear that fits and supports every body.

The response? **Loud, proud and overwhelmingly positive.** From shoppers who finally feel seen, to community members who know we mean it when we talk about representation.





OUR EMPLOYEES

EDI

In a world that feels more divided than ever, we believe in the power of people coming together. Through our EDI strategy, we're working to close pay gaps, remove bias in hiring, and support career progression for our employees.

At Gymshark, belonging means everyone's welcome – no matter your background, gender, race, religion, or anything else. To help us create an inclusive culture we're supported by our EDI group, the Belonging Committee, who focus on Gender Equity, LGBTQ+, Disability, Race, Faith & Ethnicity.

We also have a team of over 30 Mental Health First Aiders who support employee mental health and wellbeing. They are the voice of our people, there to educate, celebrate, support and be the changemakers for diversity and inclusion.

In recent years, we've set clear EDI goals, backed them up with mission statements and internal KPIs, and focused on turning ambition into real, measurable impact. Wherever we can, we use data to understand what's working and to make sure our actions are driving real change.

But we know we have a lot more to do. That's why we've launched EDI partnerships with Inclusive Employers, Business in the Community, Disability Confident and Mental Health First Aid England to help support our belonging journey.



OUR CULTURE





The culture at Gymshark is built on energy, creativity, and a relentless drive to keep improving, together. Our HQ is more than just an office; it's a space designed to inspire, complete with a state-of-the-art free gym, a design and innovation centre, collaborative workspaces, on-site content studios, and an atmosphere that encourages us to think boldly and do more.

Whether it's through wellness initiatives, team training sessions, or just grabbing a coffee in our buzzing social areas, Gymshark culture is all about community, performance, and making every day count.



TRAINING AND MENTORING

We launched a female mentoring programme to support women on their journey to leadership roles.



WHAT WE LEARNT IN FY24

BELONGING AT GYMSHARK:
120 employees completed our in-person Belonging at Gymshark Programme, 159 completed our Protected Characteristics module and 22 completed our Inclusive Leadership module.

DIVERSITY, INCLUSION, AND WELLBEING:
277 employees completed our Unconscious bias Instructor-Led Training.

HEALTH, SAFETY, AND COMPLIANCE:
236 employees completed the health and Safety Working At Height e-learning course.

PERFORMANCE, LEADERSHIP, AND COACHING:
144 people attended Performance Culture Leadership Workshops.

FEMALE MENTORING:
We launched a female mentoring programme to support women on their journey to leadership roles.

HIRING

We're levelling up our hiring process to bring in a more diverse range of talent. That means rethinking where we post, using inclusive language, and tracking diversity data to make smarter moves, faster. Every hiring manager is completing unconscious bias training, and we're making sure interview panels are diverse so that everyone gets a fair shot.



PAY

When it comes to pay, we're all about transparency and fairness. We've cut "salary history" from our job ads to ditch the bias, and we're adding salary bands to keep it real. Every pay decision is benchmarked against the market and across the business to make sure we're staying fair, open, and competitive.

We run a Gender Pay Gap review every year to keep ourselves accountable. In 2024, our total Gender Pay Gap was 23% - and we're not hiding from it. Our Gender Pay Gap is driven mostly by there being significantly more women in entry level, lower salaried roles, which span the Mid Lower to Lower Quartile bands.

Similarly, our ethnicity pay gap was 20% in 2024. Our Ethnicity Pay Gap is driven mostly by our retail store having a high proportion of ethnic diversity, and the majority of the roles within the store are entry level. As a result, this is bringing down the overall average salary for colleagues identifying as All Ethnic Minority (AEM). We know there's work to do, and we're on it.

The next step? Pay transparency education for all employees, so we're all on the same page.

PARENTAL LEAVE

For parents returning after maternity, shared parental leave, or adoption leave, we've created a returners programme with a focus on career development and a "buddy" to help ease the transition back to work.












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