



TRIANGLE BRA
Melita

Etam

Feedback on Etam commitments 2021-2022

Passionate since 1916 and resolutely focused on the future, at Etam, we are committed to making fashion more sustainable and more responsible. Through our WeCare program, we are committed to you every day.

WE CARE FOR PLANET

ECO-RESPONSIBLE FIBERS

Today, **more than 50% of our products are WeCare**; they contain at least 50% of eco-responsible fibers or benefit from an innovation that significantly reduces their environmental impact.
Target 2025: 85%.

In this process, our **menstrual panties** are the result of several months of research. Developed using different green fibers, it allows customers to find an accessible alternative to menstrual protection that combines **comfort and eco-responsibility**.
At Etam in 2022, we continue to innovate with the **Origin line**, a collection of lingerie designed with **100% natural materials**, without chemical additives or dyeing.

NEW COLORING TECHNIQUES

Since 2020, we use a **waterless dyeing technique** that allows us to **save 150 litres of water / kg of colored material**.

In 2022, a new dyeing technique where the polymer is directly colored, Dope Dye, was added to our range **saving more than 90% of water and chemicals** compared to a traditional process.





Etam

TRIANGLE BRA
Grenade

OUR CIRCULAR APPROACH

Because bras also have the right to a second chance, we put words into action in 2021 with the **Petit Geste Joli Soutien** project. A committed and circular initiative involving **519 stores in 5 countries**, in which collection points are installed. In total, more than **25,000 bras have been redistributed** to women in precarious situations.

We are currently working on solutions to **repurpose the remaining bras**, notably through an artistic collaboration project with the **committed artist**, Desire Moheb Zandi.

REDUCE OUR CARBON FOOTPRINT

In an effort to reduce plastic and our waste, our mixed FSC paper bags are now available for purchase in stores. In addition, we removed the plastic from our communication media, resulting in a **reduction of 45 tons of PVC**.

By 2022, we want to **eliminate plastic packaging** and replace it with 100% natural materials, in line with our goal of **zero single-use plastics by 2030**.

We have developed a pressed wood hanger solution thanks to the hard work of our Research and Development team. Still in the pilot phase, we are making great strides to permanently eliminate plastic hangers.

In order to reduce our greenhouse gas emissions between 2019 and 2030, we have set a target of **- 40% on our product emissions**. And in 2021, more than **81% of our flow of goods travel by boat**.

WE CARE FOR TRANSPARENCY

Since 2020, we guarantee the **traceability of our products in compliance with the strictest social and environmental criteria.**

In 2022, **100% of our Etam lingerie** will reveal its manufacturing process. Each product links to information about the factory or a short video that reveals behind-the-scenes images of it.

Our company can count on a **fleet of historical partners**, with whom we strive to build a lasting relationship. In 2022, a comprehensive list of our **Tier 1 suppliers** is published on the Open Apparel Registry website.

Etam



BRA
Cherie-Cherie



Etam

SET
Fusion

WE CARE FOR WOMEN

For over a 100 years, we have supported women in every moment of their lives, and accompanied them in their quest for freedom.

A commitment to diversity and plurality, which is reflected in our collections:

- **Love Your Curves**: underwear dedicated to D, E, F, and G-sized cups.
 - **Lel**: the first Etam underwear collection for everyone.
 - **One size**: the swimsuit designed in an ultra-stretchy material, which adapts to any morphology.
- Today our lineup consists of **53 bra sizes** from 80A to 110G and **8 panty sizes** from 34 to 48 to address as many people as possible.

We are also setting up initiatives alongside associations that work to support women through concrete and solidarity-based actions.

In 2021, **500,000 pouches were sold to benefit Solidarité Femmes** – an association that supports women victims of violence, and more than **1,000 calls were funded through the 3919 helpline**.

Our volunteering also enabled more than **2,000 women in precarious situations** to receive counseling from our teams.

Changing the way we produce, constantly innovating to develop new manufacturing processes, supporting more and more women: we take many actions to improve ourselves and the daily lives and comfort of all our customers.

We are aware that there is still a long way to go. But we are committed to it more than ever.