

ET ERNA

ENVIRONMENTAL POLICY

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CLIMATE WAS NEVER A
FASHION THEME

1. PREAMBLE AND CURRENT STATUS

The responsible treatment of our environment to protect our planet and thus our future complements our holistic endeavour to produce a high-quality product in a sustainable manner.

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At ETERNA, sustainability is not just a buzzword, but a corporate philosophy that has been practised for decades and an important core brand value. That is why we focus on fair partnerships in a controlled and transparent value chain with ecological and social responsibility, as well as on renewable and recycled raw materials. We act in an environmentally conscious manner, conserve resources, take responsibility for all employees involved in production and ensure transparency throughout the supply chain.

In order to demonstrate this commitment to our customers in practice, we work together with various independent organisations:

In 2000, ETERNA became the first manufacturer in the fashion world to be certified by the renowned and independent Hohenstein Institute with the highest OEKO-TEX® Standard 100 plus, which today corresponds to the OEKO-TEX® MADE IN GREEN product label. Consideration and respect for nature and people are the cornerstones of our sustainable actions.

To avoid overproduction and mountains of textile waste, and to conserve water, which is consumed in significant quantities in cotton production, we also focus on durable products of the highest quality and timeless design. Customers can return used shirts to our shops, where they are recycled or returned to the cycle via our partner Texaid. 2

In order to conserve resources such as water, we are increasingly using fibres derived from renewable raw materials such as wood in addition to cotton.

As we will continue to rely on cotton as a natural product in the future, we are a member of the Better Cotton Initiative (BCI), which trains farmers in the careful use of resources and guarantees the use of more sustainable cotton. In our shops, we use certified green electricity and strive to continuously reduce packaging waste in our products, warehouses, retail outlets and head office.

2. GOALS

We want to promote environmental protection and the conservation of natural resources and integrate these into our corporate goals. Implementation should take place actively and on a daily basis in planning, production, logistics, administration and sales. We want to design our processes in such a way that adverse environmental impacts are minimised as far as possible.

ETERNA has also set itself the following environmental goals for 2025:

- In 2025, ETERNA intends to source 93 per cent of its total cotton purchases through BCI Cotton-certified cotton (<https://bettercotton.org/>).
- 97 per cent of all shirts sold by ETERNA will be manufactured with OEKO-TEX® Made in Green and Green Button certification in 2025.
- In 2025, we will continue to push ahead with the certification targets for our production plants in order to bring them up to a high standard. (e.g. Oeko-Tex STeP)
- In our online shop, we will offer customers the opportunity to offset the CO2 emissions generated by making a donation to support various projects. (e.g. reforestation programmes)
- The proportion of LED lighting in the company building and in the ETERNA warehouse will be continuously expanded, thereby increasing energy efficiency.
- We will use 100% green electricity at the company headquarters and in all ETERNA stores.
- ETERNA aims to directly reprocess over 95 per cent of all returns and remove less than 1 per cent of returns from sale. This portion is not thrown away, but is donated to social and charitable institutions.
- The cooperation with TEXAID is to be expanded.
- Minimising CO2 emissions is a key objective.

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3. EMPLOYEE ORIENTATION AND LEADERSHIP

Effective environmental protection in the workplace is only possible with the cooperation of all employees. That is why we want to motivate our employees to take personal responsibility and adopt an environmentally conscious attitude through information and training. Managers serve as role models for their employees and promote the active integration of environmental protection into everyday activities.

4. RESOURCE CONSUMPTION

We want to conserve resources by reviewing our consumption of materials, raw materials and energy for opportunities to reduce it, seeking environmentally friendly alternatives, integrating resource-saving technologies, and analysing and improving operational processes. We want to use resources consciously, sensibly and sparingly. Our motto is: reduce, reuse, recycle. Where possible, we use recycled products to give cotton scraps, paper and cardboard a second chance.

We are working on gradually replacing plastic completely with renewable, reusable and recycled materials.

5. HANDLING RECYCLABLE MATERIALS

We prioritise waste prevention over recycling and disposal. This principle guides our processes from procurement to the most extensive separation of waste possible, so that recyclable materials can be sent for recycling. We strive to reduce our energy consumption and emissions.

6. PROCUREMENT

We take ecological considerations into account in our decisions when purchasing services and procuring raw materials, consumables and operating resources. Suppliers who are committed to high environmental standards therefore receive special attention. OEKO-TEX® Standard 100 is a MUST for our suppliers. Our production facilities are largely OEKO-TEX® STeP certified and guarantee high social standards.

ETERNA takes responsibility for all employees who contribute to the manufacture of shirts and blouses – no matter where in the world they work. Fair working conditions, occupational safety, regulated working hours and social benefits are a matter of course. Discrimination, child labour and forced labour are prohibited. These are set out in our Code of Conduct.

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7. BASIS FOR ACTION; COMPLIANCE WITH LEGAL REGULATIONS

Compliance with legal regulations and official requirements is a matter of course for us. We supplement and expand these requirements for the protection of the environment, health and safety with our own guidelines and standards. Wherever possible and economically feasible, we pursue standards that exceed the minimum legal requirements and are guided by the current state of the art.

8. PUBLIC RELATIONS

Openness and a willingness to engage in dialogue are among the principles that guide our actions. We see dialogue with our employees, customers, social media, the internet and the public as an important tool for communicating information about our environmental protection efforts. Cooperation with textile industry associations, various social groups and organisations has always been part of our daily practice.

We make our work transparent and discuss it openly

9. REVIEW AND CONTINUOUS IMPROVEMENT

All employees are committed to these guidelines and our environmental programme and undertake to comply with and implement them. We work quickly to identify potential improvements and implement them effectively. Our environmental programme is subject to continuous updating and expansion.

Passau, den 01.Juli 2025

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