

# PRINCESS POLLY

## IMPACT REPORT

2023

# ACKNOWLEDGEMENT

*Princess Polly acknowledges Aboriginal and Torres Strait Islander peoples as the Traditional Custodians of Country. We pay our respects to Elders past, present and emerging. We acknowledge the Kombumerri people as the Traditional Owners of the land on which Princess Polly was founded and continues to work on today.*

We acknowledge Aboriginal and Torres Strait Islander peoples' continuous connection to the land, and thank them for protecting the environment and ecosystems presently and for thousands of generations before. Princess Polly thanks Elders and Traditional Owners for sharing their stories of the land and of sacred sites within our community, and pay respects to their ancestors.

With the recent publication of our Reflect Reconciliation Action Plan (RAP), we're so grateful to have worked alongside Brad Turner, a local artist and proud Bundjalung Indigenous Australian, to create a piece of artwork which symbolises our values and goals here at Princess Polly.

This artwork is displayed at the Princess Polly Headquarters and Distribution Centre in Australia with the aim to drive conversation, education and the celebration of Aboriginal and Torres Strait Islander culture.





# HIGHLIGHTS

Awarded the  
**BEST ETHICAL SOURCING INITIATIVE**  
at the  
**NORA SUSTAINABILITY AWARDS**

**32%**

of our products were made  
from sustainable materials

**400**

**FEMALE WORKERS**  
in our supply chain completed  
the HERProject training  
program on women's health

Joined  
**CASCALE**  
(formerly known as the  
Sustainable Apparel Coalition)

**150**  
**SITE VISITS**

to Tier 1, 2 and 3 factories

Submitted our  
**3RD MODERN SLAVERY  
STATEMENT**

detailing the steps we take to  
address the potential risks of  
modern slavery and human  
trafficking in our operations and  
supply chains

Rolled out the  
**HIGG FEM 4.0**

to selected factories to  
assess their environmental  
performance

**OUR SCIENCE BASED  
TARGETS WERE  
APPROVED BY  
THE SBTi**

Launched our  
**REFLECT RAP**  
formalising our commitment to  
supporting and uplifting Aboriginal  
and Torres Strait Islander peoples

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# A REFLECTION FROM OUR CO-CEO

*We are in an age where the world needs businesses to have sustainability and ethics at the forefront of their decisions and where innovation and determination are necessary. In 2023, Princess Polly is more unified than ever, with our approach to sustainability and ethics being the mission of our entire business model. We know the importance of building an inclusive, sustainable, and resilient future to put people, the planet, and our community first. We remain steadfast with our commitments and are motivated to continue making meaningful change.*

2023 was a year like no other. Notably, we became the second fashion brand in Australia to be approved for our Science-Based Targets by the Science-Based Targets Initiative (SBTi) and the fourteenth fashion brand globally to have achieved approval for our Long-Term Net Zero targets. We also launched our Reflect Reconciliation Action Plan Report to ensure we continue our work to make everyone in our community feel heard, seen, and represented.

We could only have achieved what we did in 2023 with our team members' passion, determination, and continued engagement. As we grow, our strategy is focused on amplifying sustainability and incorporating it deeper into our core practices. This report reflects on our 2023 achievements and key projects while spotlighting our commitments to move us into 2024 and beyond.



Eirin Bryett  
Co-CEO, Princess Polly





# ABOUT US

## ABOUT THIS REPORT

At Princess Polly, transparency is key to our accountability and at the heart of everything we do. We recognise the importance of brands reporting on their impact on the environment, related communities, and beyond. We are dedicated to understanding, measuring, and disclosing our impact and are committed to releasing industry reports like this every year to set a standard. This report provides an overview of our 2023 impact and our future key priorities.

## ABOUT PRINCESS POLLY

Founded in 2010, Princess Polly is a global fashion brand committed to making on-trend fashion accessible and sustainable. With 300+ global team members and a highly engaged, young audience, we also feel called to champion essential causes that resonate with our team and community. We are innovating manufacturing operations to lead the fashion industry into a more sustainable future while also ensuring Princess Polly is a welcoming and safe space for all. We want everyone to feel seen, heard, and represented, and we bring this with us in everything we do. From our content and collaborations to our business practices and sustainability initiatives, Princess Polly actively brings our customers on the journey with us to listen, take action, and represent their values.

## ABOUT SOCIAL RESPONSIBILITY

Our approach to social responsibility continues to evolve as we collaborate with our partners, suppliers, and customers to create the best business model possible. We recognise the impacts of our industry, alongside the need and opportunity for us to make real change that protects our future. Princess Polly is governed to operate ethically and to respect and promote human rights. We are committed to challenging and developing our effectiveness to make purposeful improvements within the fashion industry.

## OUR SOCIAL RESPONSIBILITY PRINCIPLES

We drive change where it matters most.  
We are all accountable.  
We never lose sight of our customer.  
We have a positive impact on the lives of real people.  
We start today and lead tomorrow.

# OUR IMPACT AREAS

We're participants of the United Nations Global Compact and have aligned our sustainability mission with the United Nations Sustainable Development Goals (SDGs). The Sustainable Development Goals encourage us to centralise on the most important issues facing our world to which we can best contribute, focusing on health, education, protection and wellbeing throughout our supply chain.

## ETHICAL SOURCING

Our ethical sourcing program ensures we protect what matters most: the safety, respect, and happiness of everyone who works to produce our products.

### KEY FOCUS AREAS:

- Ethics in Practice
- Protection Against Modern Slavery
- Ethical Empowerment
- Supply Chain Tracing

## SUSTAINABILITY

It's our mission to fully transition to materials that have a lower environmental impact, while producing on-trend, high quality garments at accessible prices.

### KEY FOCUS AREAS:

- Lower Impact Materials
- Conscious Consumption and Quality Products

## ENVIRONMENT

We're reducing emissions through implementing new initiatives across circularity, biodiversity and water.

### KEY FOCUS AREAS:

- Climate
- Biodiversity & Water
- Circularity

## EQUALITY & COMMUNITY

Creating an inclusive and diverse space while supporting causes that matter. We partner with causes that support the mind, the body, equality and the environment.

### KEY FOCUS AREAS:

- Mind & Body
- Indigenous Reconciliation
- Diversity, Inclusion and Belonging
- Representation & Access



# ETHICAL SOURCING

*Our commitment to ethical sourcing ensures the safety, respect, and happiness of every individual contributing to our products.*





# ETHICAL SOURCING

## OUR KEY FOCUS AREAS AND VISION:

### 1. Risk Management:

All factory managers understand and have the tools to address any practices which don't meet our Code of Conduct.

### 2. Protection Against Modern Slavery:

Identify, mitigate and remedy the risks of forced labour, child labour and modern slavery in all its forms, including giving all workers effective avenues to voice their experiences.

### 3. Ethical Empowerment:

All people producing for Princess Polly are happy, healthy, safe, respected and their human rights are protected.

### 4. Supply Chain Tracing:

Gain visibility of our entire supply chain.

## MILESTONES & GOALS (ROADMAP):

### 2020-2021

- Traced 100% of our Tier 1 suppliers.
- Worked alongside our suppliers to protect workers' welfare.
- Audited 100% of our Tier 1 factories.
- Released our first Modern Slavery statement.

### 2022

- Traced 100% of our Tier 2 supply chain and extended our auditing to packaging factories.
- Released our second Modern Slavery statement.

### 2023

- Awarded the Best Ethical Sourcing Initiative at the NORA Sustainability Awards and were featured in Power Retail's Sustainability Spotlight.
- Created and distributed our own custom Code of Conduct module.
- Released our third Modern Slavery statement.
- Completed the HERProject HERHealth training with 400 female workers.
- Visited 150 Tier 1, 2 and 3 sites.

### By 2025, we are committed to:

- Ensuring 50% of factories have access to an effective Worker Committee.
- Reaching 300 sites visited from the base year 2022.
- Supporting our key partners to graduate from Princess Polly's Preferred Factory Program for sustainable and ethical workplaces.



# ETHICS IN PRACTICE

Our 5 A's Ethical Sourcing Program has underpinned many of our 2023 risk management achievements. Princess Polly recognises that we are responsible for responding to our specific risks by undertaking due diligence and remediation in line with the United Nations Guiding Principles. We prioritise our efforts by the most salient risks to human rights and where we can positively impact the lives of our workers and connected communities.

ALIGNING	ASSESSING	ADDRESSING	AWARENESS	ACCOUNTABILITY
Establishing Princess Polly's program and requirements.	Assessing the current state of our supply chain and associated environmental and social risks.	Responding to risks found during our assessment through due diligence and remediation.	Engage our internal teams, supply chain members and customers in our program.	Evaluating the effectiveness of our program and transparently reporting.

## AWARDED BEST ETHICAL SOURCING INITIATIVE

The NORA Sustainable Retail GO! Awards celebrate innovation in the sustainability space. Princess Polly was awarded for our 5 A's initiative.

## OUR CODE OF CONDUCT MODULE

We partnered with LRQA/ELEVATE to create a Code of Conduct training resource on their EiQ Learn platform for our suppliers and factories. This interactive tool (offered in English and Mandarin) helps our partners to consider complex situations, and practice decision making aligned with our standards. We're proud to offer engaging ways to learn, and ask all factories to complete this training prior to working with us.

## ETHICAL AUDITS

An ethical audit is one way that Princess Polly can monitor how our factories implement our Code of Conduct. Since August 2020, we have partnered with LRQA/ELEVATE to ensure complete transparency, objectivity, and effectiveness of due diligence procedures within our factories while maintaining and fostering strong supplier and factory relationships.

## ETHICAL SOURCING APPRECIATION FROM POWER RETAIL

Princess Polly was independently selected to be featured in Power Retail's Sustainability Spotlight for our Ethical Sourcing and Transparency innovations.



# PROTECTION AGAINST MODERN SLAVERY

## THIRD MODERN SLAVERY STATEMENT

Our 2023 Modern Slavery Statement sets out the steps we take to address the potential risks of modern slavery and human trafficking in our supply chains. Our actions and statements are in accordance with the Transparency in Supply Chains Act of 2010 in California and the Modern Slavery Act 2018 (Cth) in Australia. The below achievements have all contributed to our advances in safeguarding against modern slavery.

## UNGC MODERN SLAVERY COP

As a partner of the UN Global Compact, Princess Polly is an active member of their Modern Slavery Community of Practice group that supports our ability to identify, manage and communicate modern slavery risks.

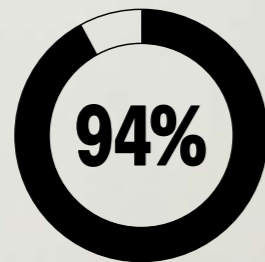
## FACTORY WORKER SURVEYS

70 unique Tier 1 factories have completed the LRQA/ELEVATE worker sentiment survey. This non-compliance-oriented survey offers insight into topics that can otherwise be difficult to surface and provides workers' perspectives that help validate the progress made in factories.

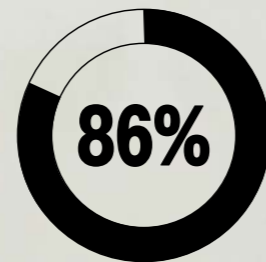
### *Key results from the survey:*



of all workers are comfortable talking directly to a supervisor.



of all workers and 92% of women workers are clear on the calculation of their wages.



of all workers and women workers would recommend their facility as a good place to work.

## GRIEVANCE TRAINING

We increased the accessibility and awareness of our Speak Up Helpline, an anonymous grievance channel available in factories where we have identified ineffective or no existing grievance procedures. We've piloted a series of uptake activities to increase worker trust and awareness, for example, by including the Helpline in new workers' inductions and integrated awareness checks into our regular site visits.



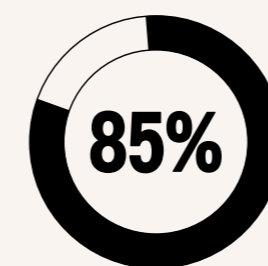


# ETHICAL EMPOWERMENT

## HERPROJECT COMPLETION

At Princess Polly, our mission is to empower and educate women in the value chain, ensuring they have equal opportunities and improved health, can provide for their families and advance their careers. Princess Polly teamed up with HERproject to deliver a HERhealth program designed to educate women and share access to services they may need to maintain their health. This was implemented across 25 factories, with 400 female workers educated through the program.

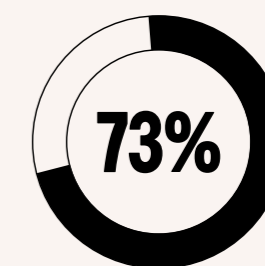
## INSIGHTS:



of female respondents said they had high confidence speaking to a manager about an issue at work. This was a 6% improvement from the baseline.



of women respondents “agree” or “strongly agree” that they have a positive opinion of themselves. This was an 8% improvement from the baseline.



(on average) of respondents were able to identify methods of modern family planning. This was a 37% improvement from the baseline.

## EXPANDED OUR CHINA-BASED TEAM

We now have two dedicated team members on the ground, supporting our Tier 1, 2 and 3 factories to meet our compliance expectations and engage in exciting opportunities to improve workers’ lives.

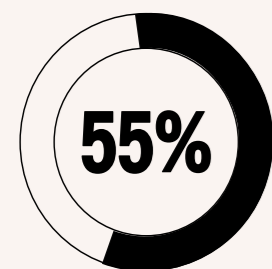
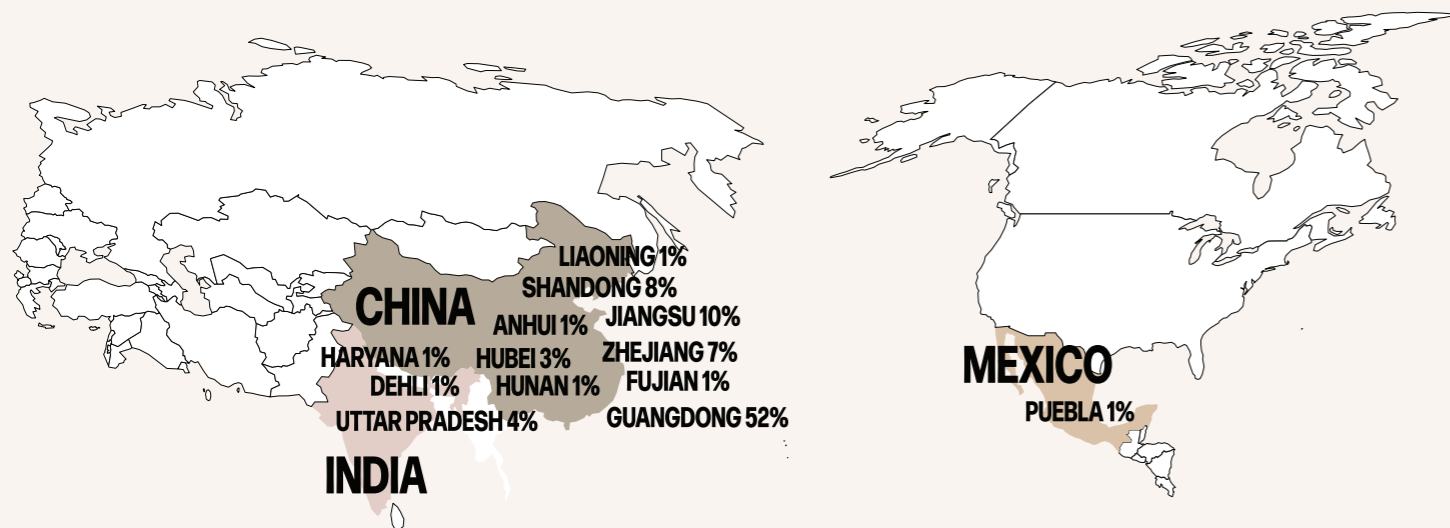
## UNGC HUMAN RIGHTS ACCELERATOR

As members of the United Nations Global Compact, we participated in their Human Rights Accelerator Program, which provided education, tools, and guidance on assessing, addressing, and providing remedies surrounding human rights risks within our value chain.

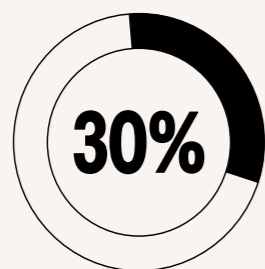
# SUPPLY CHAIN TRACING

## OVER 150 SITE VISITS

So far, the Princess Polly team has visited 89% of Tier 1, 25% of Tier 2 and 27% of Tier 3 sites. We have also worked with 67% of these sites on further remediation of opportunities found during the visit that weren't found in initial audits.



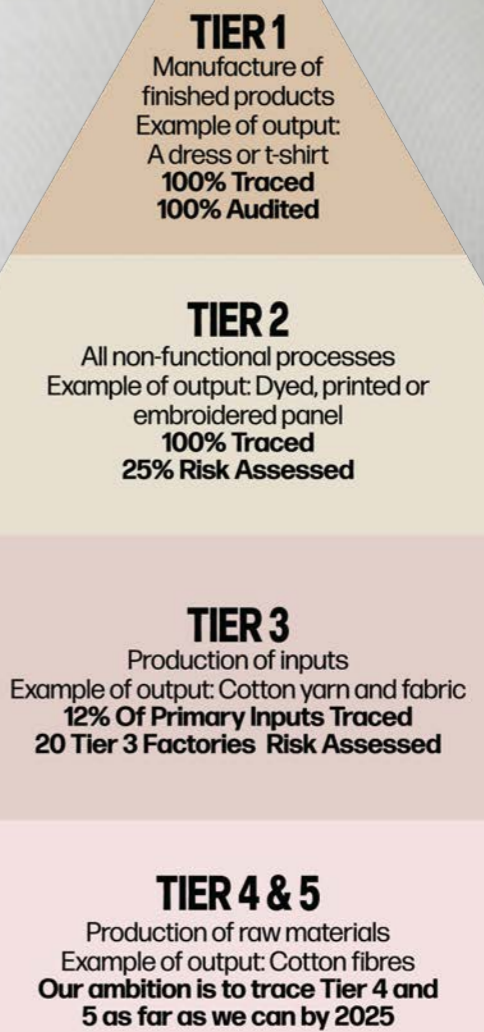
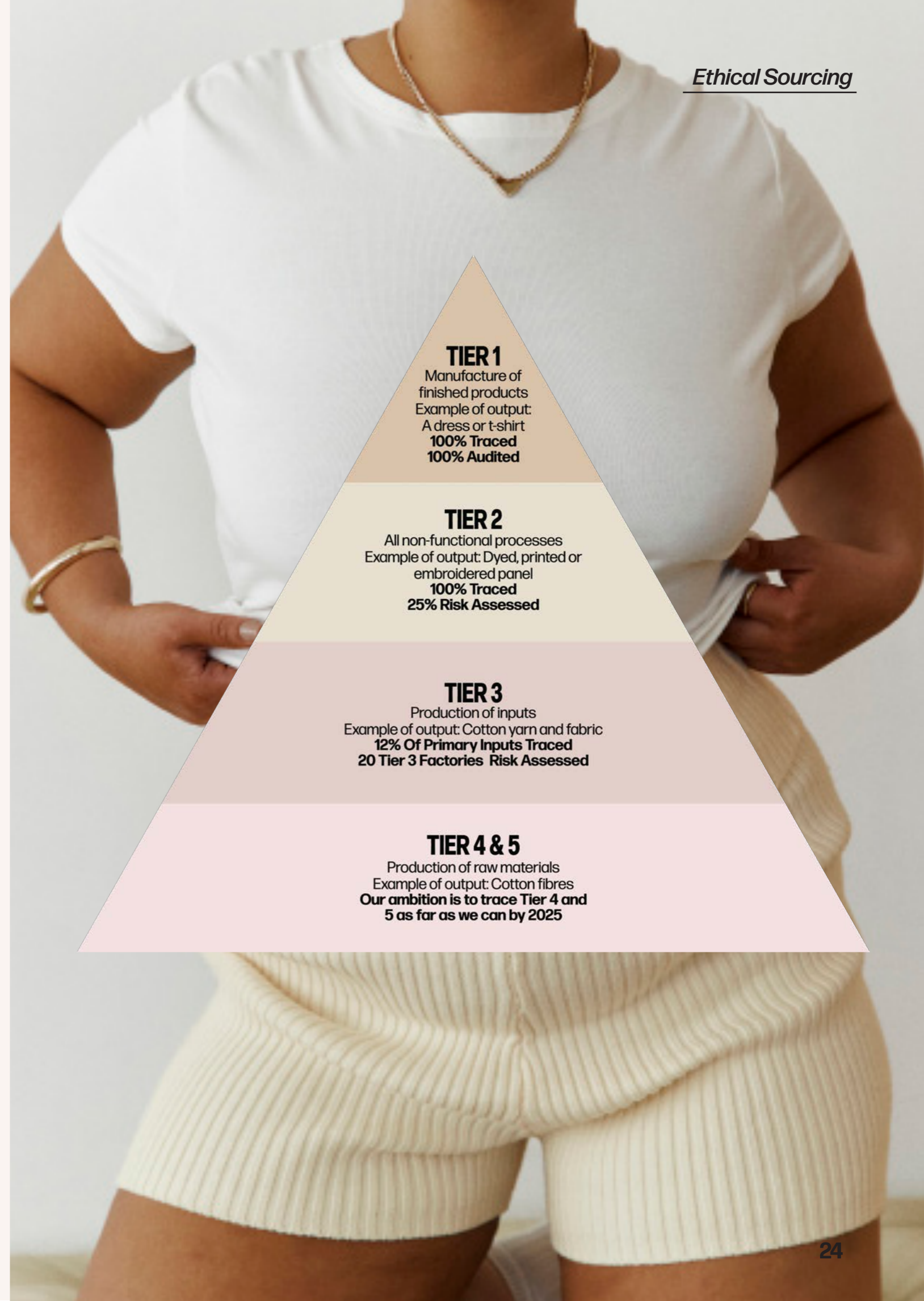
of factory workers are female



of female workers are in skilled or technical roles

### MAP STATISTICS:

- Guangdong - 52%
- Jiangsu - 10%
- Zhejiang - 8%
- Shandong - 8%
- Jiangxi - 4%
- Uttar Pradesh - 4%
- Hubei - 3%
- Liaoning - 1%
- Fujian - 1%
- Anhui - 1%
- Puebla - 1%
- Haryana - 1%
- Delhi - 1%
- Hunan - 1%



# SUSTAINABILITY

*We are committed to integrating lower environmental impact materials across our product line, while producing on-trend, high quality garments at accessible prices.*

# SUSTAINABILITY

## OUR KEY FOCUS AREAS AND VISION:

### 1. Lower Impact Materials:

Source and utilise materials with reduced environmental impact to contribute to a more sustainable supply chain.

### 2. Conscious Consumption & Quality Product:

Create products designed for longevity and empower customers to care for and rewear their pieces.

## MILESTONES & GOALS (ROADMAP):

### 2020-2021

- Developed our brand-new Princess Polly Lower Impact range (previously referred to as Earth Club) and released our animal welfare policy.
- Made 20% of our products more sustainable.

### 2022

- 30% of new arrivals were created with a lower environmental impact.
- Launched our Lower Impact Soft Fit range and sourced more sustainable sequins.
- Launched our resale site in the USA.

### 2023

- 32% of all our products were made with a lower environmental impact.
- Introduced Linen 365, Soft Fit Luxe & Dream Fleece; Lower environmental impact collections all designed to be capsule wardrobe staples.
- Joined Cascale (formerly known as the Sustainable Apparel Coalition).
- Surveyed over 1,000 customers on their product care, repair and disposal.

### By 2025, we are committed to:

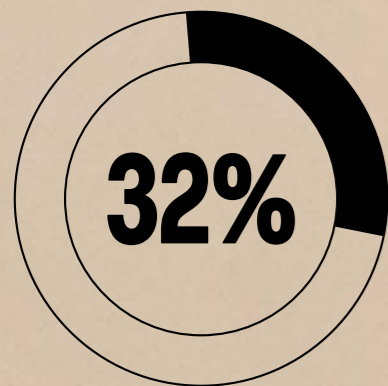
- Expanding Princess Polly's Lower Impact Fabric Market, our game-changing initiative to improve the availability of preferred materials.
- Growing our Princess Polly Care Guide resource library, to support customers to love their outfits for longer.

### By 2030, we are committed to:

- Having 100% of our products made from Lower Impact materials.



# LOWER IMPACT MATERIALS



*of new products have been created with these sustainable materials. Every item created with our Lower Impact materials has valid certification*

## CERTIFICATIONS

- *Global Recycled Standard (GRS)*

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- *Recycled Claim Standard (RCS)*

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- *Global Organic Textile Standard (GOTS)*

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- *Organic Content Standard (OCS)*

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- *LENZING™ ECOVERO™Viscose*

## CONSCIOUS CONSUMPTION AND QUALITY

We surveyed over 1,000 customers to understand their product care, repair, and disposal habits. This data drives our circularity efforts through engaging content and easy-to-follow Care Guides shared via our social media channels. At the core of our longevity and sustainability initiatives is creating quality garments.



We became members of Cascale (formerly known as the Sustainable Apparel Coalition), a global, non-profit alliance of 300 leading apparel, footwear, textile brands, retailers, manufacturers, and many more. In 2023, we reviewed 50% of our products using two of the Cascale member tools; the Higg Materials Sustainability Index to understand every unique fabric composition, and the Higg Product Module to consider the entire finished product.

## OUR STOCK MARKET

We also operate a Princess Polly Stock Market, which assists suppliers with difficulty sourcing materials with lower environmental impact for their supply chains. By guaranteeing stock availability and avoiding the minimum order quantity (a common challenge associated with such materials), we enable suppliers to place smaller test orders. This approach helps to reduce excess stock that would otherwise remain unsold. Our dedicated Sustainable Production team also focuses on transitioning our most popular styles into Lower Impact pieces.







# LOWER IMPACT FABRICS

*We introduced Linen 365, Soft Fit Luxe & Dream Fleece; Lower environmental impact collections all designed to be capsule wardrobe staples.*

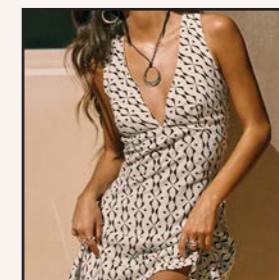
## OUR COLLECTIONS



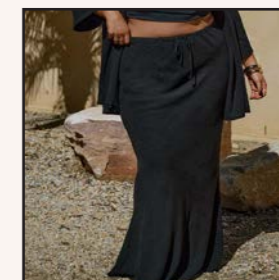
### LINEN 365



Zenda Linen Blend Top



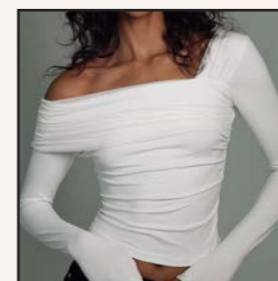
Portillo Linen Blend Mini Dress



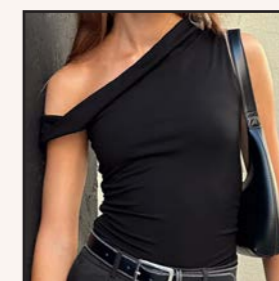
Mercer Linen Blend Maxi Skirt



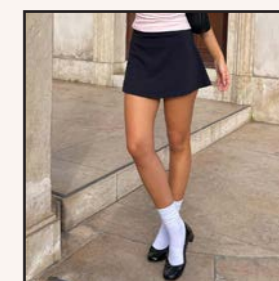
### SOFT FIT LUXE



Lynsey Long Sleeve Top



Marcou Top



Reema Skort



### DREAM FLEECE



Princess Polly Hoodie Sweatshirt



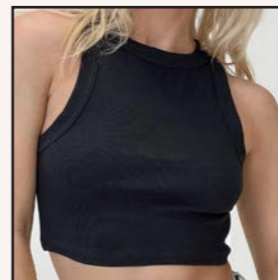
Renna Track



Princess Polly Crewneck Sweatshirt



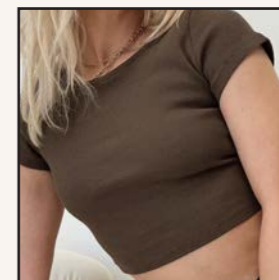
### ULTRA RIB



Classic Tank Top



Saya Rib Mini



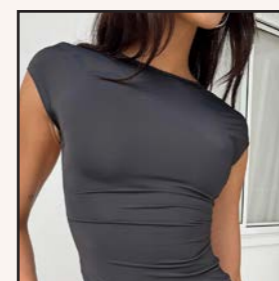
Classic Crop Tee



### SOFT FIT



Strutter Strapless Top



Rosalinda Top



Dessy Strapless Top

Sustainability

# ENVIRONMENT

*Our environmental impact area focuses on initiatives that reduce emissions and promote circularity, biodiversity and water preservation. Through innovative practices, we are committed to minimising waste and being part of a collective shift towards a fashion industry that aligns with the well-being of our planet.*



# ENVIRONMENT

## OUR KEY FOCUS AREAS AND VISION:

### 1. Carbon:

Achieve net zero emissions by 2050.

### 2. Biodiversity & Water:

Support a positive water impact for our supply chain, and contributing to conserving and restoring our planet.

### 3. Circularity:

Embrace circularity across all areas of the business; design, packaging, product-life and beyond.



## MILESTONES & GOALS (ROADMAP):

### 2020-2021

- Calculated our carbon footprint and set reduction targets.
- Launched our brand new compostable packaging in 2020 and switched to 100% reclaimed content packaging in 2021.
- Installed solar panels into our HQ office in Australia.

### 2022

- Reduced our carbon footprint by 5.5% on the previous year.
- Reported our progress to the Carbon Disclosure Project (CDP) for the first time.
- Diverted 60% of waste from landfill.

### 2023

- Had our near and long term Science Based Targets approved.
- Reduced our scope 3 CO<sub>2</sub>e intensity by 18% compared to our 2020 baseline.
- Rolled out the Facility Environmental Module to our factories (FEM).
- Diverted 57% of waste from our global offices and distribution centres from landfill.
- With the help of our EcoCart initiative, we offset 10.47% of our annual CO<sub>2</sub>e emissions in 2023.

### By 2025, we are committed to:

- Launching the Princess Polly Internal Carbon Price, to guide production to achieve a lower environmental impact.

### By 2030, we are committed to:

- Reducing our Scope 3 CO<sub>2</sub>e intensity by 52% compared to our 2020 baseline.
- Reducing our Scope 1 and 2 CO<sub>2</sub>e emissions by 42% compared to the 2020 baseline.
- Achieving carbon neutrality across our entire supply chain.

# CLIMATE

## SCIENCE BASED TARGETS INITIATIVE (SBTi)

Princess Polly is proud to announce that the SBTi approved our near and long-term science-based emissions reduction targets. Our targets are consistent with the levels required to meet the goals of the Paris Agreement, in line with a 1.5°C temperature rise.

*We're proud to be part of this groundbreaking community and commit to:*



Reduce absolute Scope 1 and Scope 2 GHG emissions 42% by 2030 from a 2020 base year.



Reduce Scope 3 GHG emissions 52% per unit sold by 2030 from a 2020 base year.



Continue annually sourcing 100% renewable electricity through 2030.



Reduce absolute Scope 1 and Scope 2 GHG emissions 90% by 2050 from a 2020 base year.



Reduce Scope 3 GHG emissions 97% per unit sold by 2050 from a 2020 base year.

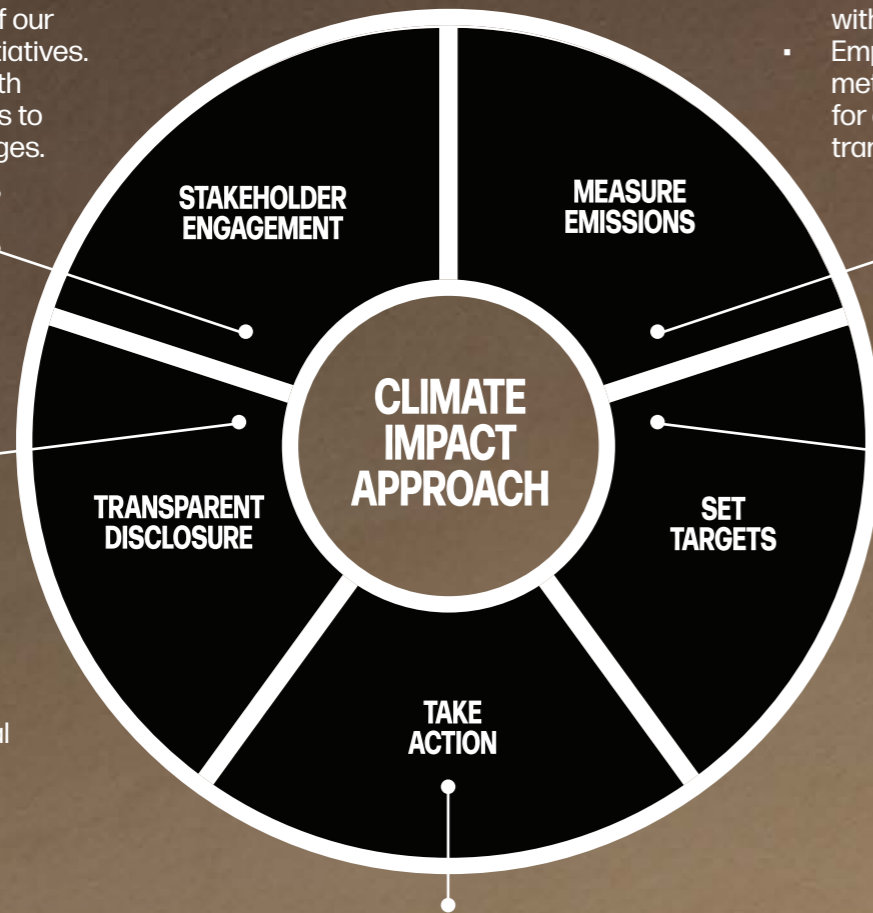
## CDP REPORT

In 2023, we completed our second Carbon Disclosure Project (CDP) report, and scored a B-. **This is above the regional and global average of C.** The CDP also released their annual Supplier Engagement Ratings (SER), which are designed to evaluate action on corporate supply chain engagement based on the CDP climate change questionnaire. **Our CDP Supplier Engagement Rating for 2022 was a B, again, up from the industry and global average of C.**

## ROAD TO NET-ZERO

Through measuring, setting targets, taking action, transparent disclosure, and stakeholder engagement, we are committed to achieving net-zero emissions by 2050. This commitment drives our efforts to mitigate climate impact, promote sustainability, and contribute to a resilient, low-carbon future.

- Engaging with stakeholders to raise awareness and understanding of our sustainability initiatives.
- Collaborating with industry partners to address challenges.



- Measuring Scope 1, 2, and 3 emissions in our carbon footprint, aligned with the GHG protocol.
- Employing methodologies for accurate and transparent emission.

- Committing to transparent reporting of emissions data in accordance with international standards (SBTi and CDP).
- Providing regular updates on progress, challenges, and lessons learned to ensure accountability.

- Investing in renewable energy, energy efficiency, and lower-impact materials.

- Establishing science-based emission reduction targets aligned with SBTi commitments.
- Regularly updating targets to reflect advancements in sustainable practices and industry benchmarks.

## REDUCTION STRATEGIES

- In 2023, 36% of our global offices and distribution centres were powered by renewable energy.
- Upstream transport was reduced by 53% in total and 69% per product, through transitioning from air to sea freight.
- Purchased goods reduced by 20% per product through transitioning to Lower Impact materials.

## REDUCED OUR SCOPE 3 CO<sub>2e</sub> INTENSITY BY 18%

Compared to our 2020 carbon footprint baseline, our 2023 scope 3 carbon emissions intensity (tCO<sub>2e</sub> per sold product) has reduced by 18%.



# BIODIVERSITY & WATER IMPACT

## ROLLED OUT FEM 4.0 TO OUR FACTORIES

In 2023, we engaged selected factories in the Facility Environmental Module (FEM) for the second time. The FEM aligns with global industry standards and environmental issues, including groundwater contamination, to address current value chain challenges more accurately. Having visibility of our water footprint across our supply chain enables us to set more accurate reduction targets, identify consumption hotspots, and form a water reduction strategy for the short term and long term.

The Higg FEM 4.0 will be the foundation for us not only to be able to measure our freshwater consumption but to understand our impact on groundwater supply and wastewater management.

In 2022, our FEM data provided us with baseline insights into our factories' environmental management and highlighted particular areas of focus to increase their understanding and awareness further. Some key callouts from the 2022 cadence include:

- 30% of factories achieved Level 2 in Environmental Management Systems (EMS).
- 52% of factories achieved Level 1 in Energy (the highest achievable level in Energy is Level 2).
- 81% of our factories rely on purchased electricity.

## LENZING

As a part of our Lower Impact commitment, we transitioned 52% of our viscose from conventional to LENZING™ ECOVERO™ viscose. This viscose uses wood from controlled and sustainably managed forests and is FSC and/or PEFC certified, contributing to a reduction in biodiversity loss. According to High MSI, LENZING™ ECOVERO™ viscose uses up to 50% less water and up to 50% less CO<sub>2</sub>e emissions during the fibre production stage.





# CIRCULARITY

## LAUNCHED REUSABLE STAFF PACKAGING

- We worked with Design, Buying, and Supplier teams to create durable and reusable plastic tote bags that our AU staff orders can be packaged in.
- This has helped reduce over 2,500 single-use plastics.

## ACHIEVED “LEADING” SCORE FROM APCO

- Princess Polly has been a signatory to the Australian Packaging Covenant Organisation (APCO) since 2020.
- We submit an annual report and action plan as part of our commitment. Our [APCO 2023 Report](#) achieved a score of “Leading.”

## REUSABLE PALLET NETS

- Our AU Distribution Centre successfully trialled reusable pallet nets in 2023 and will roll them out completely in 2024.
- This has helped reduce 6 tonnes of plastic.

## 57% OF WASTE DIVERTED FROM LANDFILL

- In 2023, Princess Polly diverted 57% of our waste from landfills across all of our AU and US offices and distribution centres.
- Key drivers of this diversion are plastics and cardboard, textile waste solutions, and single-use plastic reductions.

## THREAD TOGETHER PARTNERSHIP

Thread Together collects unused clothing and provides it to people in need. In 2023, Princess Polly team members volunteered once a month at the Thread Together Woodridge and Indooroopilly Hub. Princess Polly also collaborated with Thread Together to utilise leftover material. We created a t-shirt capsule that launched in early 2024. Since kicking off our partnership in 2021, Princess Polly has donated \$181,600 to Thread Together.



# EQUALITY & COMMUNITY

*We are committed to creating an inclusive and diverse brand and aim to foster a workplace and community where every individual thrives.*



# EQUALITY & COMMUNITY

## OUR KEY FOCUS AREAS AND VISION:

### 1. *Mind & Body:*

Prioritise mental health and positive body image, ensuring our community feels seen, heard and represented.

### 2. *Indigenous Reconciliation:*

Embrace and celebrate First Nations culture and knowledge.

### 3. *Diversity, Inclusion & Belonging:*

Deliver inclusive hiring, excellent employee experiences, employment pathways and improved representation at every level.

### 4. *Representation and Access:*

Create a marketing, shopping and assortment experience that is inclusive and accessible to everyone.

## MILESTONES & GOALS (ROADMAP):

### 2020-2021

- Donated over \$500,000 to worthy causes.
- Committed to representing diversity authentically in our products and on our platforms.
- Launched Princess Polly Curve.

### 2022

- Donated over \$550,000 to worthy causes, including raising \$50,000 through fundraising capsules.
- Expanded our Curve range and launched Tall and Petite.
- Launched our Diversity, Inclusion and Belonging Council.

### 2023

- Fundraised over \$111,800 for our charity partners.
- Spent over 700 hours volunteering with our charity partners.
- Launched our Reflect Reconciliation Action Plan.
- Hosted a team Body Kind workshop with the Butterfly Foundation.

### By 2025, we are committed to:

- Releasing our Innovate Reconciliation Action Plan

# MIND & BODY

## **HOSTED A BODY KIND WORKSHOP WITH BUTTERFLY FOUNDATION**

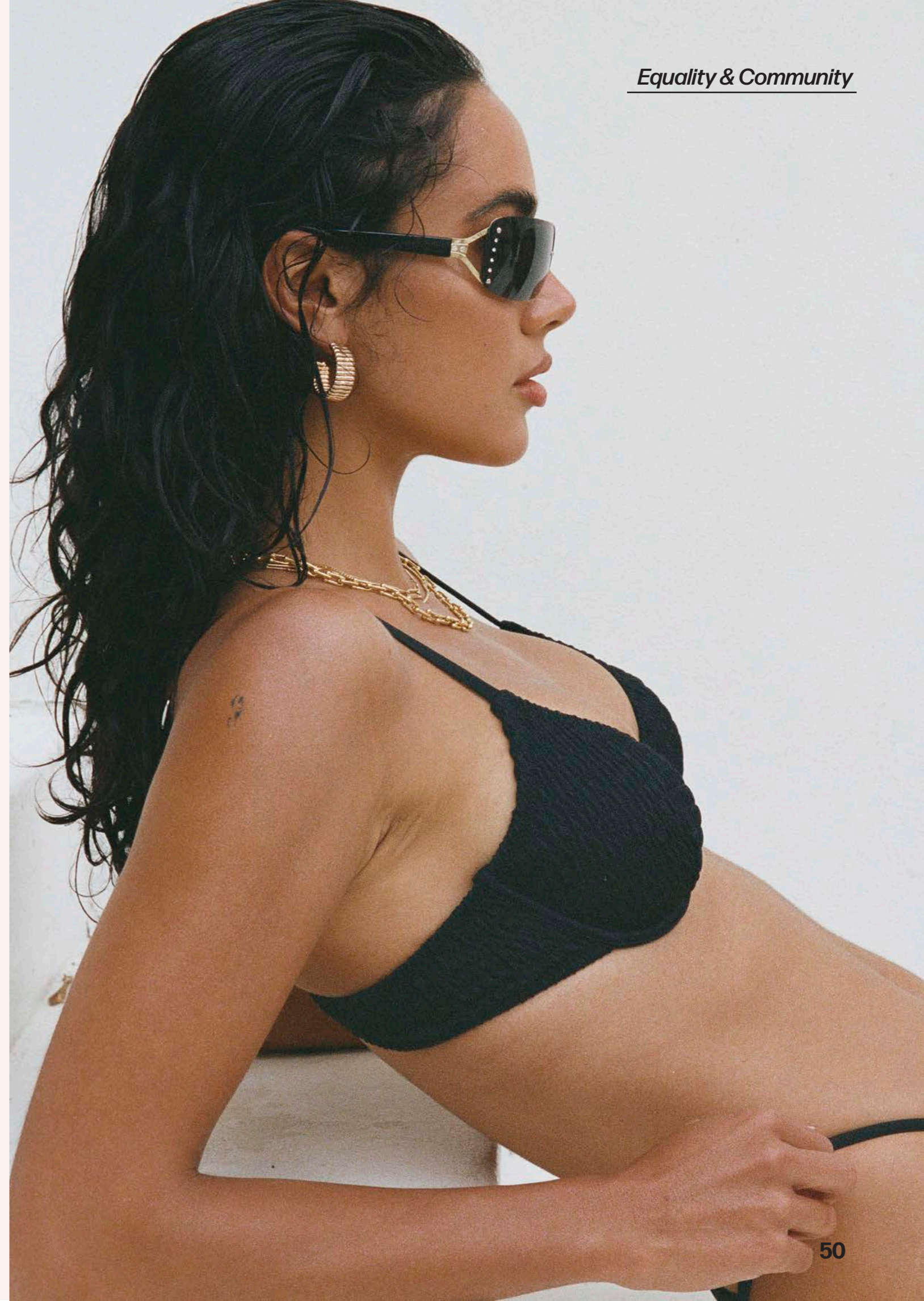
In collaboration with our charity partner, Butterfly Foundation, we hosted our first-ever Body Kind Workshop for our global team members. This interactive workshop was designed to educate, empower, and inspire our teams to be body-kind within the workplace. We were extra careful in curating this workshop with Butterfly Foundation's Prevention Services Team to create a safe and positive session.

## **CELEBRATED FOUR YEARS OF SUPPORT TO LOVELAND FOUNDATION**

The Loveland Foundation is committed to showing up for communities of colour in unique and powerful ways, focusing on Black women and girls. They prioritise opportunity, access, validation, and healing and make access to therapy sessions possible. Since 2020, Princess Polly has donated \$240,490 to Loveland and fundraised \$35,610 with our community.

## **LAUNCHED OUR FIRST POLLY PEER PROGRAM WITH LONELY WHALE**

We piloted our first-ever Polly Peer Mentorship Program, co-hosted with our charity partner Lonely Whale, with participants from four countries. The Polly Peer Mentorship Program was designed to connect team members with young people from our charity partnerships to contribute to a mentee's personal and professional development.





# INDIGENOUS RECONCILIATION

## LAUNCHED OUR REFLECT RAP

In August 2023, we launched our Reflect Reconciliation Action Plan (RAP) alongside Community Spirit Foundation, one of Princess Polly's First Nations charity partners. The development of our RAP was a massive step towards fostering a culturally safe environment for First Nations peoples and has been an essential part of Princess Polly's core mission: to ensure everyone in our community feels seen, heard, and represented.

A dedicated RAP Working Group (RWG) collaborates quarterly to guide reconciliation deliverables. The RWG is a safe space to discuss how we can continue recognising, celebrating, and amplifying Aboriginal and Torres Strait Islander voices within the workplace and beyond. We're grateful to see our initiatives making an impact through organisations like the Community Spirit Foundation.

Princess Polly is a proud supporter of their Horizons Program, a camp for students from Galiwin'ku and Wurrumiyanga in the Northern Territory, Palm Island, and Woorabinda in Queensland. Together, we organised for the students to spend time at Princess Polly's DC and HQ to learn about careers in the fashion industry. From future planning with young First Nations peoples to their continued efforts in Australia's most remote communities, we're dedicated to supporting organisations like Community Spirit Foundation that genuinely make a difference.

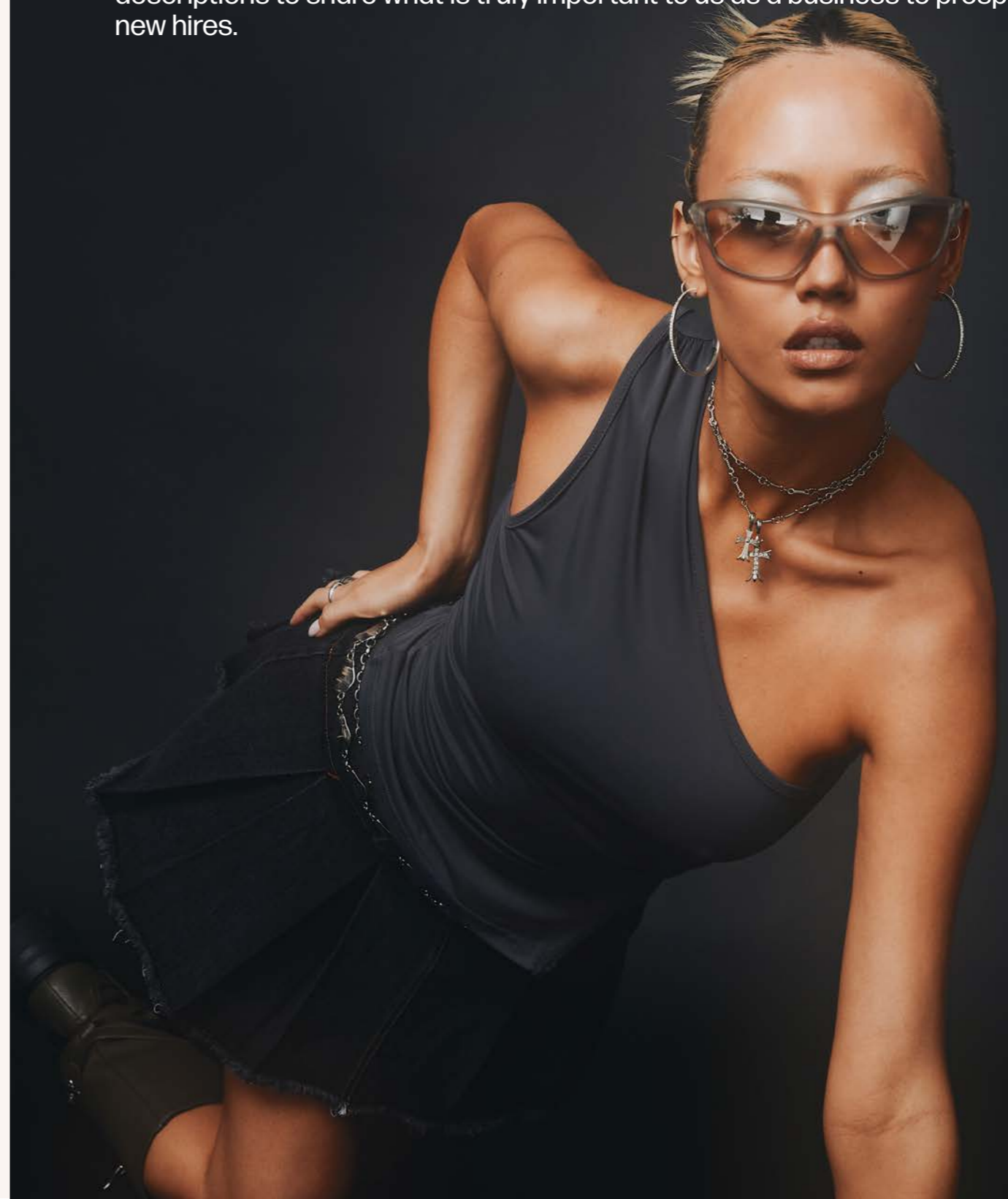
# DIVERSITY, INCLUSION & BELONGING

Our Diversity, Inclusion, and Belonging Council organised many EPIC events in 2023, providing resources and education throughout the year. Our significant highlights include:

- LUNAR NEW YEAR** 
- BLACK HISTORY MONTH CELEBRATION** 
- INTERNATIONAL WOMEN'S DAY** 
- MARDI GRAS + PRIDE MONTH** 
- PERSIAN NEW YEAR** 
- ASIAN AMERICAN PACIFIC ISLANDER HERITAGE MONTH**
- MLK DAY** 
- WAITANGI DAY** 
- RAMADAN**
- WORLD AUTISM DAY** 
- PASSOVER**
- ANZAC DAY** 
- JUNETEENTH**
- INTERNATIONAL DAY AGAINST HOMOPHOBIA, BIPHOBIA, INTERPHOBIA, AND TRANSPHOBIA** 
- ROSH HASHANAH** 
- DAY OF THE DEAD**
- NATIVE AMERICAN HERITAGE MONTH** 

Our DIB Council was also responsible for the following initiatives:

- Supported 42 BIPOC Businesses across the globe.
- Leadership Inclusion Training.
- Introduced new learnings to our Leadership Team to continue to build understanding, trust, and psychological safety within our teams.
- Launched a Resource Library to provide more opportunities to encourage learning within our teams to build better communities and connections across the business.
- Introduced our commitment to Diversity, Inclusion, and Belonging in our job descriptions to share what is truly important to us as a business to prospective new hires.



# REPRESENTATION & ACCESS

## CURVE, TALL & PETITE

Everybody is welcome at Princess Polly, and all aspects of our brand must reflect this. A step towards this goal is the continuous growth of Princess Polly Curve and Princess Polly Tall & Petite. To develop Curve, Tall & Petite, our merchandise team carefully review our best selling styles, and listen to customer sentiment and feedback on which styles they'd like to see in the ranges next.

## PHOTOSHOP POLICY

At Princess Polly, we believe all bodies are beautiful and should be celebrated, so we have a strict no photoshop policy for all our in-house photoshoots. Authenticity and inclusivity are at the core of our values, and by showcasing our models in their genuine form, we aim to promote realistic beauty standards and foster a positive body image within our community.





# CLOSING REMARKS

*As we reflect on our progress, we feel proud of our achievements, including the collaborative effort with industry partners alongside our learning and development that has led to the evolution of sustainability and ethics here at Princess Polly. We have worked carefully to ensure this report conveys our purpose and demonstrates our transparency to operate ethically.*

We remain determined to drive meaningful change and transform the industry. However, this is only possible with our incredible teams, customers, and industry partners worldwide - but most importantly, through our close supplier and factory relationships. They are the driving force behind what we have achieved together over the past 12 months.

We are motivated by our progress and aim to set an example for others in the industry by continuing to disclose our impact each year.

**PRINCESS POLLY**