



BRUNA

**BRUNA'S ENVIRONMENTAL,
SOCIAL, AND GOVERNANCE
IMPACT REPORT**

2022

A MESSAGE FROM THE FOUNDERS

Ever since the brand was established, our vision at BRUNA has been to create jewelry with a positive impact on our ecosystems.

Dear stakeholders,

Since we founded BRUNA four years ago, in 2019, a lot has changed.

Beyond our hopes and dreams, BRUNA has grown from being just an idea, the outcome of an accidental discovery on the island of Tahiti, to becoming a constantly growing startup jewelry brand with a rapidly expanding team.

Beyond any possible imagination, a lot has changed in our world, too. Most notably, the outbreak of the COVID-19 pandemic has completely reshaped the world as we know it. From disrupting established supply chains, to changing the nature of work, to shifting consumer behaviors, to intensifying the role of technology in our daily lives, the effects of the pandemic were wide and deep.

Through all these changes, one constant has remained the same - our vision of creating jewelry with a positive impact on ecosystems. Since day one, this vision has continued to accompany us on our journey. And when things got tough, this vision showed us the path ahead.

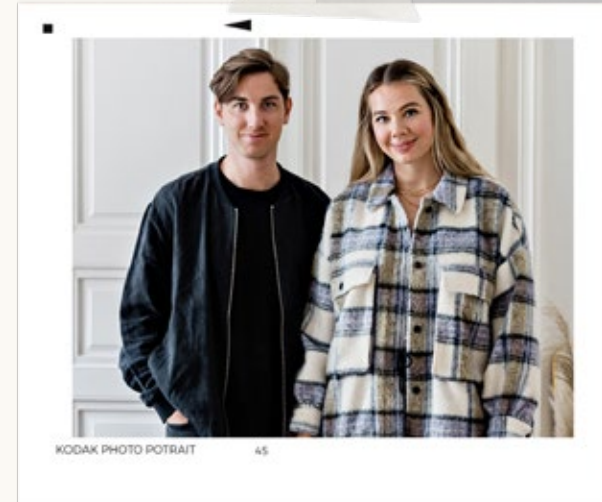
As the world recovers from the pandemic, we know we have a role to play to build back better. With the publishing of our first Environmental, Social, and Governance Impact Report, we are taking one more step in that direction. This report is a testament of our commitment to transparency and accountability towards our stakeholders. It is also an accounting of our environmental, social, and governance performance so far.

While the journey towards our vision is long, we are proud of our achievements to date, and look forward to celebrating new accomplishments, together, in the years to come.

All of this could not have been possible without our cherished team, our beloved community and our trusted business partners. Thank you for your continued support, and for joining us on this journey.

We hope you enjoy the ride, and the reading.

Love, Helena & Simon



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THIS REPORT HAS BEEN DESIGNED TO BE READ DIGITALLY. PLEASE HELP US PROTECT THE ENVIRONMENT BY AVOIDING PRINTING, UNLESS STRICTLY NECESSARY.

ABOUT BRUNA

OUR HISTORY AND VISION FOR THE FUTURE

The story of BRUNA The Label (hereafter, BRUNA), began when our founders, Helena and Simon, discovered rare Keshi pearls during their travels through the French Polynesian islands. These unique, natural pearls are considered a by-product in pearl farming's search for perfection, which just didn't seem right. This discovery of something so beautiful that was unfairly destined to be thrown away sparked a unique idea.

A small bag of pearls and a whole lot of inspiration later, BRUNA was to become the answer to our endless search for conscious, long-lasting jewelry.

Since BRUNA was founded in 2019, we have worked hard to achieve important environmental, social, and governance milestones. Some of the milestones we are most proud of are listed below.

FUTURE GOALS

While we are proud of these milestones, there is much more we want to achieve to fulfill our vision of creating jewelry with a positive impact on our ecosystems. So far, our focus has been on avoiding or minimizing potential negative impacts on people and the environment. As we continue to grow, learn, and acquire expertise, our ambition is to adopt policies and practices that create value for all of our stakeholders.

OUR MILESTONES

2019

BRUNA
is born

2020



We obtained our first **CLIMATE NEUTRAL** and **1% FOR THE PLANET** certifications



We introduced our new and **IMPROVED SHIPPING BOXES** made of recycled paper and grass

2021



We reached our target of **100% RECYCLED** gold and sterling silver in all jewels

2022



We hired our first Environmental, Social, and Governance (ESG) Manager



We introduced **LABORATORY-GROWN DIAMONDS**

2023



We adopted the United Nations **WOMEN'S EMPOWERMENT PRINCIPLES** (WEPPs).



We **PUBLISHED** our first Environmental, Social, and Governance (ESG) Report



OUR VISION, MISSION, AND VALUES

BRUNA's story began when our founders Helena and Simon discovered rare Keshi pearls during their travels through the French Polynesian islands.

VISION

Jewelry with a positive impact on our ecosystems.

MISSION

We inspire and make everyday looks outstanding and conscious by creating high quality and responsibly made jewelry.

CORE VALUES

LONGEVITY & PREMIUM QUALITY

We take pride in creating pieces that are not only beautiful, but also built to last. We only use the highest quality materials, handcrafted by skilled artisans, so that your jewelry will accompany you for years to come.

RESPONSIBILITY & ETHICS

Jewelry should make you feel good and empowered, inside and outside. Style should never come at the expense of the people or the planet. We adopt responsible business practices at each step, from design to materials sourcing to production, for you to live your conscious lifestyle.

COMMUNITY

We strive to create a space where individuals can connect with one another, share ideas, and inspire each other. We believe small acts of kindness, and in ensuring we all feel a sense of belonging. Everyone is welcome in the wonderful world BRUNA, no matter your culture, age, or style.

OUR BUSINESS AT A GLANCE

Bruna The Label (BRUNA), registered as BRUNA Jewellery GmbH, is a family-run business, founded in 2019 by fiancés Helena Milchrahm, our Chief Executive Officer and Creative Director, and Simon Rupp, our Chief Operating Officer.

We operate as an online jewelry brand, with headquarters in Austria and offices around the world. Our team embraces 9 nationalities and works remotely from their home offices based in Austria, Germany, Hungary, Italy, Spain, South Africa, and Turkey.

Our jewels are manufactured by our trusted suppliers in Italy and Thailand, in small-scale, family-owned, ethically-run studios. Our materials are sourced from around the world with careful attention paid to their quality and to celebrating the traditional, artisanal skills that render our jewels unique.



83% WOMEN



9 NATIONALITIES



**CLIMATE NEUTRAL
CERTIFIED**



**100% RESPONSIBLE GOLD
AND STERLING SILVER**



**+200,000 EUROS
DONATED SINCE 2019**



**8 NON-PROFITS
SUPPORTED SINCE 2019**

OUR MEMBERSHIPS AND CERTIFICATIONS



CLIMATE NEUTRAL

Climate Neutral is an independent non-profit organization that provides a trusted consumer standard for climate neutrality.

BRUNA is a proud certified member of Climate Neutral since 2020. This means that, since 2020, we have made efforts to avoid, reduce, and offset all carbon emissions generated by the sourcing, production, and distribution of our jewels. In 2022, we have invested over 40,000 euros for the purchasing of carbon credits, offsetting 100% of our 2021 carbon emissions. Our latest certification renewal was obtained in August 2022, and we look forward to renewing our certification in August 2023.



1% FOR THE PLANET

1% for the Planet is a global movement with the mission to accelerate smart environmental giving. The 1% For the Planet label is earned by members that give at least 1% of their annual sales to approved environmental partners.

BRUNA has been a proud certified member of 1% For the Planet since April 2019. Our latest certification was obtained in April 2021.

Since 2019, we have donated over 200,000 euros to trusted organizations advocating for better practices and future-focused solutions.



RESPONSIBLE JEWELLERY COUNCIL (RJC)

The RJC is the leading authority for sustainability standards in the global watch and jewelry industry across the entire supply chain. Members of the RJC commit to advance responsible ethical, social and environmental practices, from mine to retail, and to obtain the RJC Code of Practices (COP) Certification within two years of joining.

Since its foundation, BRUNA has worked with suppliers that are members of the RJC. At the time of writing, BRUNA has submitted its application to become a member of the RJC itself. We look forward to providing you with timely updates on our progress towards this important milestone.



B CORP

Founded by B Lab, a non-profit network transforming the global economy to benefit all people, communities, and the planet, the B Corp Certification is a designation that a business is meeting high standards of verified performance, accountability, and transparency on factors from employee benefits and charitable giving to supply chain practices and input materials.

At the time of writing, BRUNA has submitted our application to become a B Corp certified company in early 2023, and is currently awaiting validation of our B Impact Assessment. We look forward to providing you with timely updates on our progress towards this additional important milestone.

A black and white photograph of a still life arrangement. On the left is a large, rounded, textured vase with a small decorative band near its rim. To its right is a tall, slender, textured vase containing a bouquet of small, dark flowers. In front of these vases, on a light-colored surface, are several small objects: a coiled wire, a small cylindrical container, a small ring, and two small rectangular pieces. To the right of the tall vase is a small, round, smooth object. The background is a plain, light-colored wall.

**OUR ENVIRONMENTAL, SOCIAL, AND
GOVERNANCE IMPACT STRATEGY**

STRATEGY OVERVIEW

To ensure we fulfill our vision of creating jewelry with a positive impact on our ecosystems, in 2022 we designed an environmental, social, and governance impact strategy which reflects the outcome, but not the final destination, of our journey so far.

To design it, we conducted in 2022 our first materiality assessment, with the goal to identify and prioritize, together with our key stakeholders, the environmental, social, and governance topics that represent our most significant impacts and opportunities for creating positive change. The main steps of this process are described in the next pages.

Based on this exercise, three strategic priorities were identified:

- Protecting and restoring the natural ecosystem through climate action, biodiversity conservation and restoration, and the adoption of conscious materials for jewels and packaging.
- Inspiring and empowering the BRUNA community through employee satisfaction, development and well-being, equity, diversity and inclusion and human and labor rights.
- Challenging and championing a better jewelry industry through responsible supply chains and traceability, circularity, and value creation for the local territory and communities along our value chains.

Today, our strategy informs our day-to-day decision making, guides our long-term direction, and provides the framework for measuring and assessing performance, with a view to continuous improvement.



OUR STRATEGY



The **Sustainable Development Goals (SDGs)** are a set of 17 global goals that were adopted by the United Nations in 2015 to promote peace and prosperity, for both people and the planet. While our ultimate goal is to contribute to all SDGs on some level, as part of our strategy development, in 2022 we mapped our strategic priorities, performance and objectives to identify those SDGs towards which we can make our strongest contribution and deliver meaningful impact. These are:

SDG 5 - Gender equality: Achieve gender equality and empower all women and girls.

SDG 8 - Decent work and economic growth: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.

SDG 10 - Reduced inequalities: Reduce inequality within and among countries.

SDG 12 - Responsible consumption and production: Ensure sustainable consumption and production patterns.

SDG 13 - Climate action: Take urgent action to combat climate change and its impacts.

SDG 14 - Life below water: Conserve and sustainably use the oceans, seas and marine resources for sustainable development.

SDG 15 - Life on land: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

SDG 17 - Partnerships for the Goals: Revitalize the Global Partnership for Sustainable Development.

STAKEHOLDER MAPPING AND ENGAGEMENT

We recognize stakeholder engagement to be a fundamental accountability mechanism.

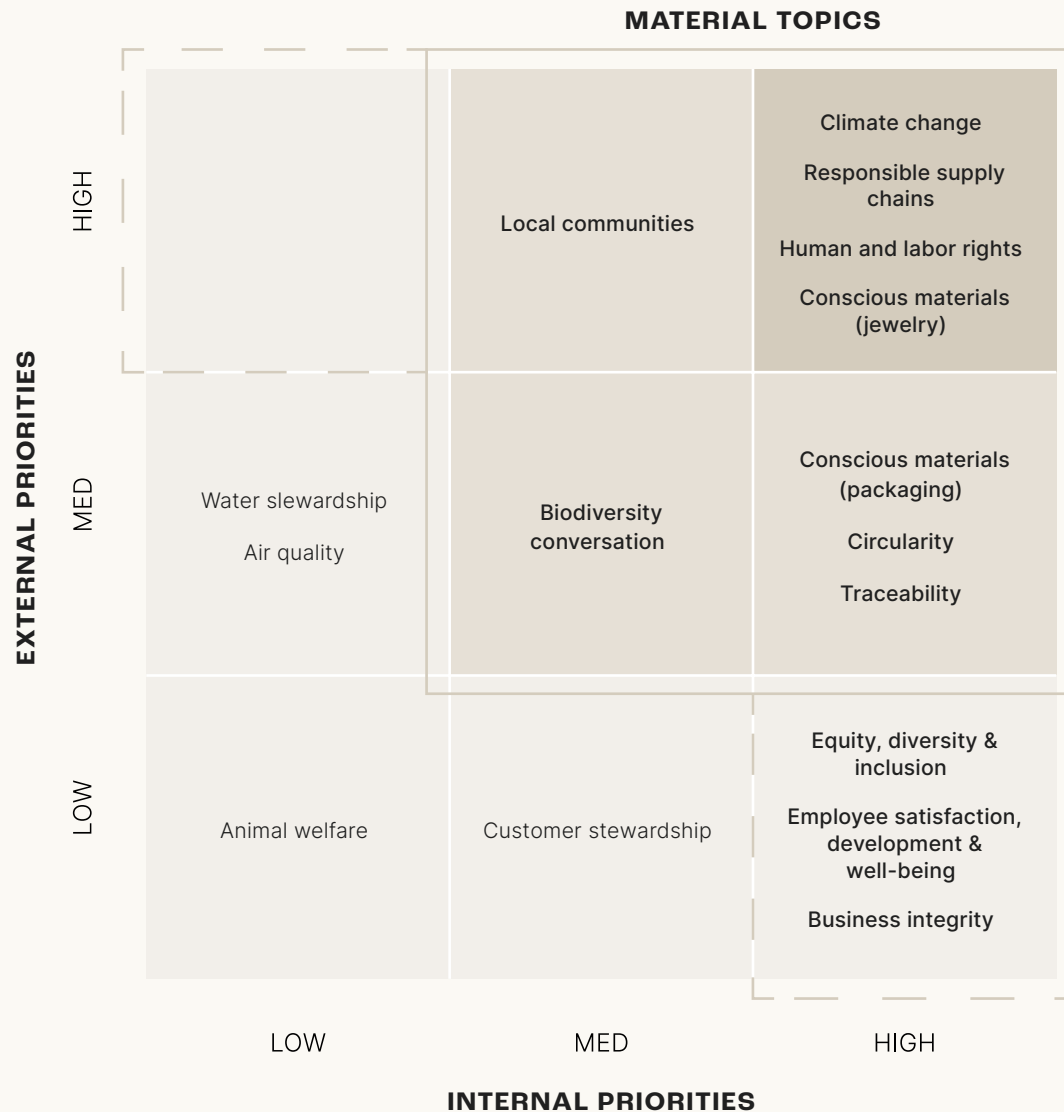
For this reason, we have, and we will continue to involve, stakeholders in identifying, understanding and responding to issues and concerns, and we will report, explain and answer to stakeholders for decisions, actions and performance.

In 2022, we identified our key stakeholders, by mapping the individuals and groups whose interests affect and are affected, or could be affected, by our activities. Our main categories of stakeholders are illustrated in the graph and include: the BRUNA team, suppliers and other business partners, customers, and content creators and influencers.

Based on this mapping exercise, we conducted three surveys with the team, with our Instagram community, and with our content creators and influencers. We asked for their perspectives and priorities, while providing an opportunity to share ideas, suggestions, and concerns. The results of these surveys provided invaluable insights that are reflected in our materiality assessment, and which have been reviewed and discussed by our top management to inform future decisions.



MATERIALITY ASSESSMENT



The materiality assessment is an analysis of the environmental, social, and governance topics that represent a priority for both the business and our stakeholders.

We started this process by creating a long list of environmental, social, and governance topics, which we asked our top management and the entire BRUNA team to prioritize, based on their understanding of our impacts, opportunities, business models, and supply chains. The results of this exercise are reflected on the x axis of the materiality matrix. A similar exercise was conducted via surveys with our community, content creators, and influencers, who represent the interests of our external stakeholders. Their perspectives are reported on the y axis of the matrix. BRUNA considers as 'material' those topics that represent a medium priority for both, or a high priority for either, internal or external stakeholders.

The results of our materiality assessment were considered when developing our environmental, social and governance strategy and were the basis for determining the critical issues for inclusion in this first Impact Report.

PROTECTING & RESTORING THE NATURAL ECOSYSTEM





CLIMATE ACTION



CLIMATE ACTION

WHY WE CARE

The climate crisis is considered the biggest challenge facing today's and future generations. No corner of the globe will be immune from the consequences of climate change - from environmental degradation to extreme weather events, from food and water insecurity to economic disruption, conflict, and environmental migration - if we don't act now. While science tells us that climate change is irrefutable, it also tells us that it is not too late to act.

GOVERNANCE AND MANAGEMENT APPROACH

At BRUNA, we commit to taking action against the climate crisis and supporting all those who are affected by it - people, animals, and future generations. Our commitment is embedded in our Environmental, Social, and Governance (ESG) Policy, which was endorsed by our top management in December 2022, and is implemented by our ESG Department in cooperation with all relevant functions.

We measure, seek to reduce, and, as a last resort, offset carbon emissions, in line with the mitigation hierarchy, a decision-making framework to optimize the effectiveness of natural climate solutions in an environment in which resources are constrained, and time is short.

Since 2020, we have and continue to be Climate Neutral Certified. This means that, since 2020, we have invested to avoid, reduce, and offset all carbon emissions generated from the sourcing, production, and distribution of our jewelry pieces. Our latest certification renewal was obtained in August 2022, and we look forward to renewing our certification in August 2023.

Our climate action strategy is aligned to the global objectives of the Paris Agreement, the notorious international treaty on climate change adopted in 2015 and entered into force in November 2016 with the goal to limit global warming to well below 2, preferably to 1.5 degrees Celsius, compared to pre-industrial levels.

As a small jewelry brand, we know there is not much that we can do, if we act alone. For this reason, we use our influence over our value chain and community to raise awareness, inform, and educate our team and stakeholders on the effects of the climate crisis and how to act against it.

While science tells us that climate change is irrefutable, it also tells us that it is not too late to act.

OUR PERFORMANCE

MEASURING OUR CARBON FOOTPRINT

We calculate our carbon footprint according to the Climate Neutral Certified Standard (CNCS), which companies must meet in order to receive the Climate Neutral Certified label. The measurement methodology of the CNCS is built on the Greenhouse Gas Protocol, the world's most widely used greenhouse gas accounting standard.

BRUNA's absolute GHG emissions accounted for 3,295 tonnes of CO₂ equivalent¹ (tCO₂e) in 2021. In 2022, initial estimations² suggest a decrease in absolute GHG emissions, accounting for circa 3,042 tCO₂e.

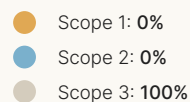
UNDERSTANDING THE SCOPE OF EMISSIONS³

The “scope” of emissions is a classification of the operational boundaries where GHG emissions occur. In other words, the “scope” classifies whether GHG emissions are created by the reporting organization itself, BRUNA, or by other related organizations, for example our suppliers and logistics partners.

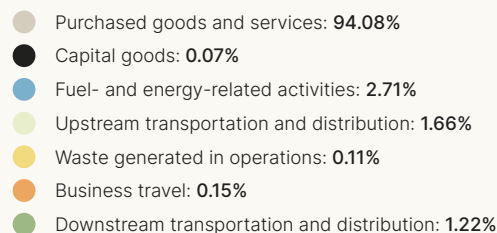
There are three classifications of scope, as follows:

- **Direct (Scope 1) GHG emissions:** GHG emissions from sources that are owned or controlled by the organization. For example, these include emissions from fuel consumption by an organization.
- **Energy indirect (Scope 2) GHG emissions:** GHG emissions that result from the generation of purchased or acquired electricity, heating, cooling, and steam consumed by the organization.
- **Other indirect (Scope 3) GHG emissions:** indirect GHG emissions that occur outside of the organization, including both upstream and downstream emissions. For example, emissions generated by suppliers or logistics partners.

2022 ESTIMATED GHG EMISSIONS BY SCOPE



2022 ESTIMATED SCOPE 3 GHG EMISSIONS BY CATEGORY



BRUNA's emissions are entirely represented by our Scope 3 emissions. This is due to the fact that BRUNA operates as an online jewelry brand, and does not hold any physical facilities. Within Scope 3, according to initial estimations, the main source of emissions in 2022 is expected to be, once again, the impact of our raw materials and jewelry production, followed by energy consumption by our suppliers and upstream distribution.

¹ Greenhouse gasses (GHG) are gasses that contribute to the greenhouse effect by absorbing infrared radiation. These include, but are not limited to, carbon dioxide (CO₂) and can also include methane (CH₄), and other gasses such as ethane (C₂H₆), nitrous oxide (N₂O), hydrofluorocarbons (HFCs), perfluorocarbons (PFCs), sulfur hexafluoride (SF₆), and nitrogen trifluoride (NF₃). For this reason, CO₂ emissions are measured as carbon dioxide equivalent (CO₂e), a measure used to compare the emissions from various types of greenhouse gasses based on their global warming potential (GWP). The CO₂ equivalent for a gas is determined by multiplying the metric tons of the gas by the associated GWP.

² 2022 emissions have been estimated using Climate Neutral's Brand Emissions Estimator, based on an economic input / output (IO) model. These initial estimates will be refined with the integration of real operational data (physical or monetary) in August 2023, once we finalize our Climate Neutral certification cycle, and will thus be reported in our next year Impact Report.

³ The classification of Scope derives from the World Resources Institute (WRI) and World Business Council for Sustainable Development (WBCSD), GHG Protocol Corporate Accounting and Reporting Standard, Revised Edition, 2004.

CLIMATE ACTION

REDUCING OUR CARBON FOOTPRINT

At BRUNA, we have a number of GHG emissions reduction initiatives in process and under evaluation across our business and supply chains. These initiatives fall into the following primary categories:

1. Favoring the use of recycled materials or other low-impact, environmentally friendly materials for the production of our jewels and packaging.
2. Reducing return rates and improving logistics efficiency.

Since it was founded, BRUNA has always preferred the use of recycled precious metals for our jewelry pieces, due to their proven environmental benefits, and achieved 100% recycled metals in 2021. As a matter of fact, [research](#) published in the International Journal of Life Cycle Assessment demonstrates that gold produced through the recycling of high-value gold scrap or electronic gold scrap has a considerably lower carbon footprint compared to mined gold. High-value gold scrap recycling and electronic scrap recycling result in a global warming potential (GWP) of 53 kg of CO₂e and 1 tCO₂e per kg of gold respectively, compared to 16 tCO₂e per kg of gold from mining activities.

In 2022, we also made efforts to decrease return rates, mainly driven by the purchasing of rings of incorrect sizes, consequently reducing excessive shipping. Measures taken included the provision of a ring sizer in the inlay of every order, a creative idea that now gives a double life to our packaging, as well as personalized assistance by our exceptional Customer Happiness and Community teams.

OFFSETTING OUR CARBON FOOTPRINT

While we remain committed to reducing our carbon footprint, we know that generating a residual amount of CO₂ is unavoidable, despite optimisation of the production process or the product. We compensate for all carbon emissions through investing in the purchasing of carbon credits, supporting projects that contribute to reducing global GHG emissions and promote social and environmental wellbeing. In 2022, we offset 100% of our 2021 emissions through investments in nature-based solutions for carbon removal, as well as renewable energy technologies around the world, for a total of over 40,000 euros.





INVESTING IN CLIMATE ACTION

In 2022, we spent over 40,000 euros for the purchasing of carbon credits, offsetting 100% of our 2021 emissions.

Our contribution supported nature-based solutions and renewable energy technologies around the world.



AVOIDED DEFORESTATION IN BRAZIL

The Agro cortex avoided deforestation project aims to preserve and protect some of the most threatened forests on the planet and an important biodiversity corridor that connects the Andes to the Amazon. In addition to being a safe haven for over 400 bird species and 158 tree species, this project also generates positive social and economic impacts in one of the poorest areas of Brazil. One goal of the Agro cortex project is to regenerate populations of Mahogany trees throughout the project area.



RENEWABLE ENERGY IN THE US

The goal of the Dempsey Ridge Wind Project is to generate wind energy near Cheyenne, Oklahoma to reduce dependence on fossil fuel energy. The farm has 66 wind turbines that span 7,500 acres of agricultural land, generating up to 132 megawatts of energy, which helps to power approximately 46,000 homes per year on renewable energy sources. This corresponds to a reduction of nearly 225,000 metric tons of CO₂ from the atmosphere each year.

LANDFILL GAS COLLECTION IN CHINA

The goal of the Haicheng Landfill Gas Project is to reduce methane emissions from the Haicheng Landfill site in Laojianshan, China from entering our atmosphere. This is important because methane emissions are roughly 30 times stronger than CO₂ emissions. The project will collect landfill gas (methane) and use it for electricity generation. The project is expected to reduce emissions by 80,000t annually.

CLIMATE ACTION

LOOKING TOWARDS THE FUTURE

In 2023, we expect to renew our Climate Neutral certification in August 2023 and to strengthen our Reduction Action Plan with the development of Science-based Targets. These targets will clearly define our pathway to reduce GHG emissions in line with the objectives of the Paris Agreement.

As part of our efforts to reduce or minimize emissions, we will continue to assess the comparative benefits of adopting recycled or other low-impact, environmentally friendly materials for our jewels and packaging. Some exciting ideas may be introduced as early as 2023, watch this space! We will also continue to provide our customers with detailed, customized, and improved information and assistance to optimize the shopping experience and avoid potential returns.

Looking further into the future, we will aim to move from climate neutrality to net-zero emissions to net-negative emissions. In other words, our ultimate goal is becoming climate positive, which means minimizing our emissions as close to zero as possible and removing from the atmosphere even more GHG emissions than the ones we generate. Challenge accepted!





USE OF CONSCIOUS MATERIALS

USE OF CONSCIOUS MATERIALS

WHY WE CARE

The human population consumes natural resources at a rate that exceeds the Earth's ability to replenish them, leading to depletion and degradation of natural habitats and ecosystems. But not all materials are created equal. It is possible to take action against climate change, protect the environment, reverse biodiversity loss, and contribute to more equitable supply chains, if we choose materials that are produced in line with environmental and social standards.

GOVERNANCE AND MANAGEMENT APPROACH

At BRUNA, we commit to choosing conscious materials for the creation of our beautiful jewels and packaging. To this end, and to the extent that it is technically and economically viable, we adopt low-impact, environmentally friendly, traceable materials produced with proven consideration for their impact on the environment and human health, for example recycled, organic, and/or biodegradable materials.

Our commitment is included in our Environmental, Social, and Governance (ESG) Policy, and further articulated in our Materials Standard. Developed in 2022, it outlines BRUNA's expectations for business partners with respect to the sourcing and manufacturing of materials, including raw materials and semi-finished products supplied to BRUNA - minerals and metals, cotton and other textiles, paper, and pearls. The Materials Standard constitutes an integral part of our Code of Conduct for Business Partners and will provide the basis for materials selection and supply chain performance evaluation in the future.

We understand the importance of enabling customers to make conscious decisions through the provision of honest and transparent information about our jewels, in line with internationally recognised communications and disclosure standards. Our Responsible Marketing, Advertisement & Product Disclosure Policy defines our commitments to the highest ethical standards.

OUR PERFORMANCE

At BRUNA, we have always been mindful of our reliance on environmental resources to create our unique jewels. For this reason, we have always believed in maximizing the use of resources already available, and on giving back where we take.

In 2020, we introduced new and improved shipping boxes composed of recycled paper and grass, one step forward towards reducing our environmental impacts and promoting circularity. In 2021, we achieved the target of 100% recycled gold and sterling silver in all of our jewels in an effort to reduce the environmental footprint of our jewels with respect to carbon emissions.

In 2022, we are proud to have reached another milestone with the launch of our first laboratory-grown diamond collection. Laboratory-grown diamonds are an extraordinary example of how human ingenuity and science can replicate this gift of nature, without the traditional social and environmental impacts associated with diamond mining, and while maintaining the same optical, chemical, and physical characteristics that distinguish diamonds from any other stone - their magnificent brilliance, their extraordinary endurance. What other material can better symbolize love, after all?

LABORATORY-GROWN DIAMONDS: BEAUTY AT THE INTERSECTION OF ART AND SCIENCE

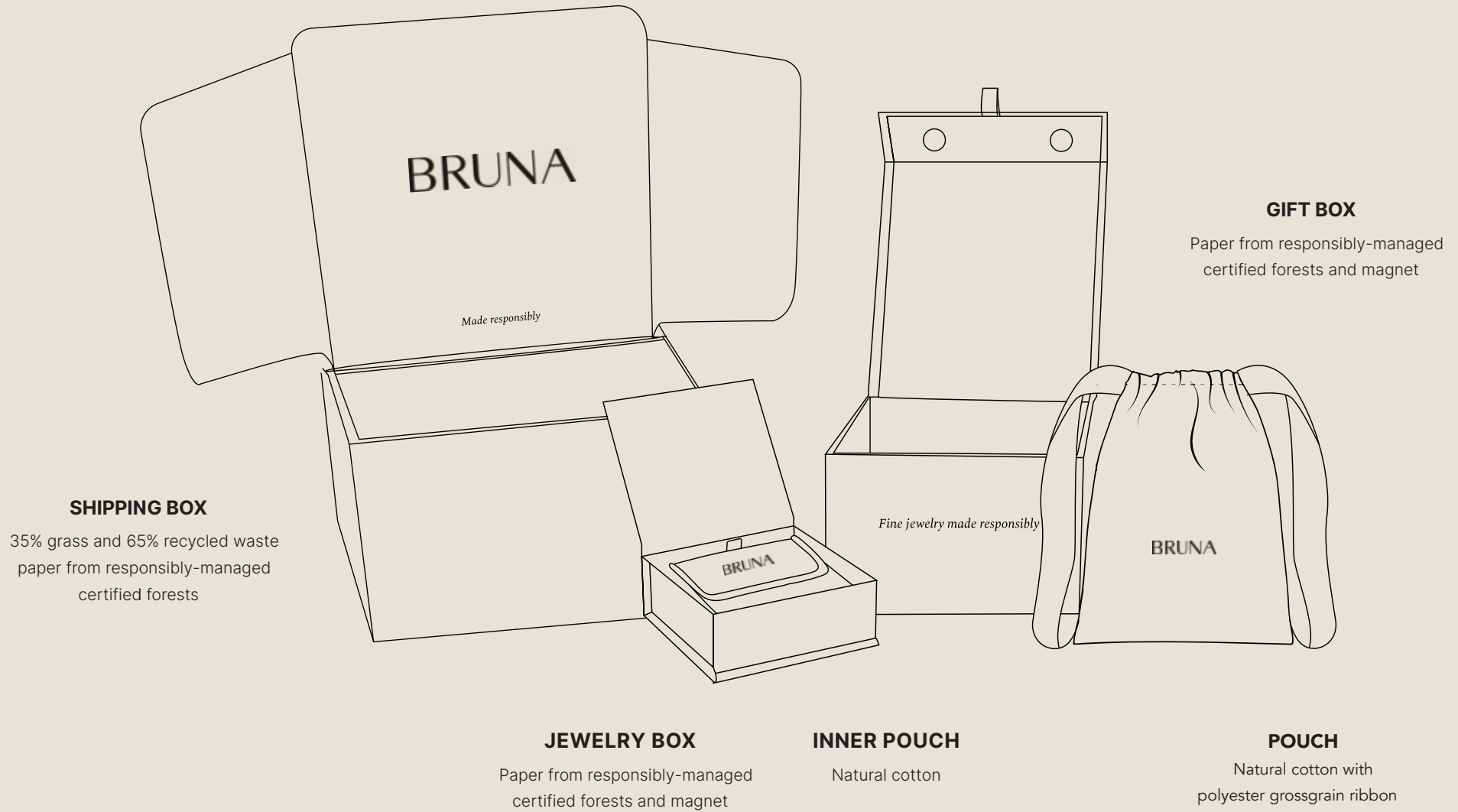
You may wonder - how can humans recreate something so precious and beautiful, that nature formed deep within the Earth's mantle, under intense heat and pressure, over billions of years? This is as astonishing to us as it is to you!

At BRUNA, we adopt laboratory-grown diamonds created using the Chemical Vapor Deposition (CVD) method. In this process, a small diamond "seed" is placed in a vacuum chamber filled with a mixture of gasses containing carbon atoms, such as methane. The chamber is then heated to very high temperatures, causing the gas molecules to break, and the carbon atoms to fall, just like snowflakes, onto the seed, building up layer by layer to form a full-sized diamond.

This process takes a few weeks, and results in a diamond that is optically, chemically and physically identical to a mined diamond. Incredible, right?



USE OF CONSCIOUS MATERIALS



USE OF CONSCIOUS MATERIALS



PAMPLONA EARRINGS

Perfectly imperfect baroque pearls

White topaz

Gold vermeil (100% recycled
sterling silver and gold)



PEARL LETTER

100% recycled precious metals
(gold or sterling silver)

Freshwater pearls



ROSEMARY RING

Mini perfectly imperfect
Keshi freshwater pearls

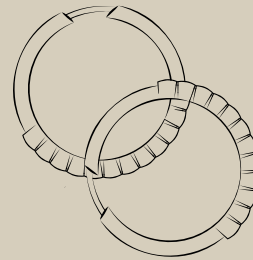
Gold vermeil



MONTEROSSO NECKLACE

Gold vermeil (100% recycled
sterling silver and gold)

Freshwater pearl



LUMIERE HOOPS

100% recycled precious metals
(gold or sterling silver)

Laboratory-grown diamonds



LOOKING TOWARDS THE FUTURE

While we are proud of our achievements so far, we know that there is more that we can do to improve the environmental performance of our jewels and packaging, and to account for complex socio-economic dimensions that make purchasing decisions more nuanced than black and white.

For example, we acknowledge that gold mining represents an important source of livelihood for millions of workers around the world. In lower-income or emerging economies, gold mining is performed by so-called artisanal or small scale miners - individuals or small groups of people who engage in mining activities using manual labor and minimal mechanization. Artisanal and small-scale mining is often carried out by individuals who have limited access to capital, technology, and markets, thus remaining trapped in a poverty cycle. It is for this reason that, moving forward, we will focus on adopting 100% responsible gold and silver in our jewels, such definition being no longer limited to recycled metals but also including responsibly-sourced artisanal gold. Please refer to the chapter *Challenging and Championing a Better Jewelry Industry* to learn more about our objectives to support these communities.

When it comes to our packaging, we are again eager for new accomplishments. In 2022 we conducted, in collaboration with our suppliers, an assessment of the opportunities available for further improving our packaging. New solutions are being tested and will soon be launched.



BIODIVERSITY CONSERVATION



BIODIVERSITY CONSERVATION

WHY WE CARE

Biodiversity is critical to supporting life on Earth. If a wide range of plants or animals, including those as small as bees, were to decline or disappear, we would lose the services that thriving ecosystems provide us, including valuable resources like clean air and water, fertile soil for crop production, pollination, and flood control. Not to mention, we firmly believe that nature has a deep value of itself.

GOVERNANCE AND MANAGEMENT APPROACH

At BRUNA, we commit to protecting and conserving biodiversity, as articulated in our Environmental, Social, and Governance (ESG) Policy.

To this end, we consider the impact of our supply chains on terrestrial and marine ecosystems, conscious of the interrelations between planet, people and animals. We do so by integrating biodiversity considerations into all relevant business practices, with the goal to effectively identify and manage biodiversity-related risks throughout all areas of our business, from the selection of the materials for our jewels and packaging, to our suppliers' selection and performance review.

As a small jewelry business with no operational sites of our own, we know that our greatest opportunities for impact rely on our ability to engage our team and the wider BRUNA community in biodiversity conservation efforts, raise awareness and funds, and build meaningful collaborations with trusted non-profit organizations.

OUR PERFORMANCE

UNDERSTANDING OUR BIODIVERSITY IMPACTS

In November 2022, we conducted an initial assessment of BRUNA's supply chains, in order to determine potential impacts on biodiversity at all stages of the life cycle of our jewels and packaging, with a focus on the following potential risks: biodiversity loss, pollution, introduction of invasive species, and habitat conversion.

We understand that, within the jewelry industry, mining activities have traditionally been responsible for significant impacts on land use and biodiversity. For this reason, since February 2021 we have opted for the adoption of 100% recycled gold and silver in all jewels.

While no additional risks were confirmed through this initial assessment, opportunities for improvement were identified, for example, in the adoption of certified recycled, organic, or alternative low-impact materials to cotton for our pouches, as a measure to avoid or reduce potential risks to land use, water, and pollution linked to cotton cultivation.

In 2022 alone, we raised over 53,000 euros for holistic species conservation.

SUPPORTING BIODIVERSITY CONSERVATION WITH THE JANE GOODALL INSTITUTE AUSTRIA

In 2022 alone, we raised over 53,000 euros for the Jane Goodall Institute (JGI) Austria, a global non-profit organization founded by the inspiring Dr. Jane Goodall with the goal of protecting chimpanzees and other primates through holistic species conservation. Our donations will help protect the last wild chimpanzees, preserve their habitats, strengthen local communities, and support holistic reforestation and beekeeping projects in Western Uganda.

PROTECTING THE LAST WILD CHIMPANZEES

Why does BRUNA care about the chimpanzees, you may ask? We are truly inspired by Dr. Jane Goodall, one of the world's most famous conservationists and scientists. Her pioneering study of wild chimpanzees revolutionized how we see the interaction between humans, our closest living relatives, and the natural environment at large.

BRUNA donated 46,800 euros in 2021 and 22,800 euros in 2022 to protect the last wild chimpanzees, preserve their habitats, and strengthen local communities. Some of the most notable achievements which JGI Austria accomplished thanks to BRUNA's contribution include the planting of 16,800 trees with the participation and training of 180 farmers, the removal of approximately 400 traps, medical care, food, and protection to six chimpanzees for one year at Ngamba Island, Uganda.



©Lennart Stolte



SAVING THE BEES

The bee population has been threatened in recent decades due to the consequences of human activities, such as climate change and pollution. Bees make up a vital part of our ecosystems. This is because bees work as one of the Earth's primary pollinators. If the bees population were to become extinct or continue to severely decline, so would most of our food crops.

For this reason, for the second year in a row, in 2022 we partnered with the JGI Austria for our Give Back Friday campaign. Each purchase made during Give Back Friday 2022 contributed to their holistic reforestation and beekeeping project in Western Uganda, support conscious living and protect the bees, on which we all depend for survival.

BIODIVERSITY CONSERVATION

RAISING AWARENESS WITHIN OUR COMMUNITY

We couldn't have achieved what we have without the support of our community, literally!

The funds we raised to save the bees and protect the last wild chimpanzees with the JGI Austria were raised with the support of the BRUNA community, who kindly joined us in our efforts during Give Back Friday over the past two years.

In November 2022, we took one step further towards our goal of positively influencing and empowering our BRUNA community. We invited members of our special BRUNA club to join us in a conversation with the Jane Goodall Institute Austria, a beautiful opportunity for learning, exchange, and reflection.

In November 2022, we also had the incredible opportunity of meeting our *shero*, Dr. Jane Goodall herself! The exchange between our founder, Helena, and Dr. Jane Goodall is one that moved us and inspired us to continue to raise the bar and reach for new heights.

"What's really important is to give people hope (...). So how to give people hope?"

Explain to them that they as individuals matter, that what they do each day has some impact on the planet and they can choose what sort of impact to make."

- JANE GOODALL



LOOKING TOWARDS THE FUTURE

In 2023, we will move forward on our path to continuous improvement by testing and launching newly designed pouches and jewelry boxes to accompany our precious jewels.

We will continue supporting biodiversity conservation through awareness, education, and empowerment, and look forward to new opportunities for collaboration with our current partners and any other interested stakeholder.



INSPIRING & EMPOWERING THE BRUNA COMMUNITY

5 GENDER
EQUALITY



8 DECENT WORK AND
ECONOMIC GROWTH



10 REDUCED
INEQUALITIES





EMPLOYEE SATISFACTION, DEVELOPMENT AND WELLBEING



EMPLOYEE SATISFACTION, DEVELOPMENT AND WELLBEING

WHY WE CARE

Our team is our greatest asset. BRUNA would not be the brand we all love today if it wasn't for the passion, talent, and hard work of our team. The success of the team - their satisfaction, professional development, and wellbeing - is key to the company's success, and to achieving our ambitious vision.

GOVERNANCE AND MANAGEMENT APPROACH

We are committed to creating an enabling environment for the BRUNA team to achieve their best through employee satisfaction, development and wellbeing, as stated in our Environmental, Social, and Governance (ESG) Policy. Our commitments are further articulated in our Human Resources Policy. Both policies were signed, endorsed by our founders, and adopted in December 2022, and are implemented in close collaboration by the People & Culture and ESG Departments.

As we do our part to create a positive, healthy, and stimulating work environment, we expect that each member of the BRUNA team upholds our commitments. Our expectations for the BRUNA team are codified in BRUNA's Code of Conduct, also adopted in December 2022.

OUR PERFORMANCE

As of December 31, 2022, the BRUNA's team registered an increase of 125% from previous year. Our team is young and women-led. 67% of the team is below the age of 30, and 83% of the team is represented by women.

In 2022, we explored and began to implement opportunities to continuously improve motivation, trust, collaboration, and recognition within the team. This included organizing, on the occasion of BRUNA's 3 year birthday, our second team reunion in Vienna. The event was an incredible opportunity for team members, who normally work remotely from home, to meet and connect.

THE BRUNA TEAM MEETS IN VIENNA

In September 2022, the BRUNA team flew from all over the world to meet in Vienna for a fun, inspiring, and challenging 3-day meet up which culminated in a beautiful event with members of our BRUNA community, celebrating BRUNA's 3 year birthday. Here is a sneak peak of our event!



"I really loved being part of the planning of our very first community event as it is always a top priority for me to give back to our loyal community and build a personal bond with them. As a Community Manager, I'm used to interact with our customers on a daily basis and really enjoy it but nothing surpasses connecting with our community in real life. What I found especially great was the fact that we were able to bring customers, brand ambassadors and the BRUNA team together at a dinner table which led to the most valuable and inspiring exchanges."

- LISA, COMMUNITY MANAGER



▶ BRUNA TEAM MEETS IN VIENNA

▶ REEL400H

What is one thing you like most about being a member of the BRUNA team?

Feeling connected to my colleagues, even though thousands of kilometers separate us, and work in such a creative and beautiful environment.

- MANON

The team! Everyone is so kind and helpful. It's just fun to work towards the same goal with so many beautiful souls & brilliant minds.

- LENA

Having a big impact on the company with every action I take.

- BERMET

I love being a part of this beautiful journey - BRUNA is still a young company with a rather small team, therefore every team member has such a big impact on the companies overall success. This leads to a very inspiring, passionate & ambitious work environment.

- PAULA

Having a common mission and working closely together to achieve it.

- LISA

I love how easy it is to communicate with one another, and how supportive the team are of each other. I think it's important that you're surrounded by people that lift you up both professionally and personally.

- MARIE

Being part of an inspiring story which is – from what I believe – only the beginning.

- HANNA



While we have been successful in growing the team with talents from different countries and fields of expertise, our next challenge will be to ensure we provide meaningful career development through training, career growth opportunities and performance review, allowing each team member to flourish.

In 2022, we introduced a new system for monitoring and reviewing performance through the Objectives and Key Results (OKRs) goal-setting framework. At the end of the year, 100% of team members received regular performance reviews.

In late 2022, we also launched the BRUNA Academy, a set of training courses designed to support the team through learning across a wide range of topics. We started with environmental, social, and governance-related training, with a focus on laboratory-grown diamonds and bees conservation, in preparation for our Give Back Friday campaign and Love Letters collection launch.

LOOKING TOWARDS THE FUTURE

As we continue to grow, team satisfaction, development, and wellbeing remains our main focus.

In 2023, we expect to improve our systems for measuring team satisfaction, establishing a baseline upon which to build and measure our success over time.

We will continue to enrich our BRUNA Academy with new courses across environmental, social, and governance topics, as well as topics relevant to specific teams or categories.

Last, but not least, we will strive to protect and continuously improve the wellbeing of our team through work-life balance, competitive benefits, and wellness programs. The launch of a step challenge in early 2023 will be, literally, only the first step.

⁴ For the purpose of this Impact Report, the term "BRUNA team" refers to direct employees and contractors working for the company for at least 20+ hours per week over a 6+ month period.



EQUITY, DIVERSITY AND INCLUSION



EQUITY, DIVERSITY AND INCLUSION

WHY WE CARE

The jewelry industry is one of the most global industries in the world, with precious materials traveling across countries and continents, from mining or farming through to cutting and polishing, refining, and/or jewelry manufacturing, before reaching the end consumer in the shape of a unique jewel. For thousands of years the industry has drawn its strength from such diversity - after all, nothing fosters innovation and creativity like the coming together of individuals from different backgrounds, cultures, and experiences. Yet, there is more that we could all do to ensure that people with different identities participate in and are recognized for their role in their industry, with equal access to opportunities.

GOVERNANCE AND MANAGEMENT APPROACH

At BRUNA, we provide equality of opportunity and treatment in all aspects of the employment cycle, from fair opportunities in hiring, to equal remuneration for men and women for work of equal value, to access to training, promotion, termination or retirement.

Beyond that, we see diversity as a value to be protected and encouraged with concrete actions. We welcome opportunities to promote diversity and inclusion in our team, and we celebrate the diverse beauty of our community.

Our commitments to equity, diversity and inclusion are embedded in a number of policies, including our Environmental, Social, and Governance (ESG) Policy, as well as our Human Resources Policy and Responsible Marketing, Advertisement & Product Disclosure Policy, adopted in 2022.

Our policies are implemented in close collaboration by all relevant departments, including but not limited to the ESG Department, People & Culture, and Community.

OUR PERFORMANCE

As of December 31, 2022, the women-led BRUNA team embraces 9 nationalities and works remotely from their home offices based in Austria, Germany, Hungary, Italy, Spain, South Africa, and Turkey.

LOOKING TOWARDS THE FUTURE

We are proud of our diverse and international team, and to be surrounded by a growing community of different cultures and backgrounds. As we look into opportunities for further improvement, we are eager to dive deeper into measures we can take to promote equity, diversity and inclusion.

For example, one measure we will take in 2023 will be offering training to all members of the team to learn about potential unconscious biases. We look forward to learn more about this and see how to best use the findings from this training to drive continuous improvement.

EQUITY, DIVERSITY AND INCLUSION

MARIE

FROM SWEDEN, LIVING IN GERMANY

"I love how easy it is to communicate with one another, and how supportive the team are of each other. If I could describe the BRUNA team in 3 words, they would be ambitious, kind and inclusive."

HANNA

FROM AND LIVING IN GERMANY

"I love being part of an inspiring story which is – from what I believe – only the beginning."

ANDREA

FROM AUSTRIA

"I love that each team member is so unique and yet we all complement each other perfectly."

LENA

FROM AUSTRIA

"Everyone at BRUNA is so kind and helpful. It's fun to work towards the same goal with so many beautiful souls & brilliant minds."

MANON

FROM FRANCE, LIVING IN SPAIN

"I feel connected to my colleagues, even though thousands of kilometers separate us."

IGNATII

LIVING IN SPAIN

"It is amazing to be a part of such a wonderful team. At BRUNA family you always feel welcome and included, which makes you enjoy every step of this exciting journey."

ALESSANDRA

FROM ITALY

"What I love about BRUNA is that each member is from or has lived in a different country. We all have different stories and background, while sharing the same values."

LAURA

LIVING IN SOUTH AFRICA

"To be so far apart yet so connected through a shared mission & passion is something truly special – I couldn't have dreamed of a better team to work along side."



HUMAN AND LABOR RIGHTS

HUMAN AND LABOR RIGHTS

WHY WE CARE

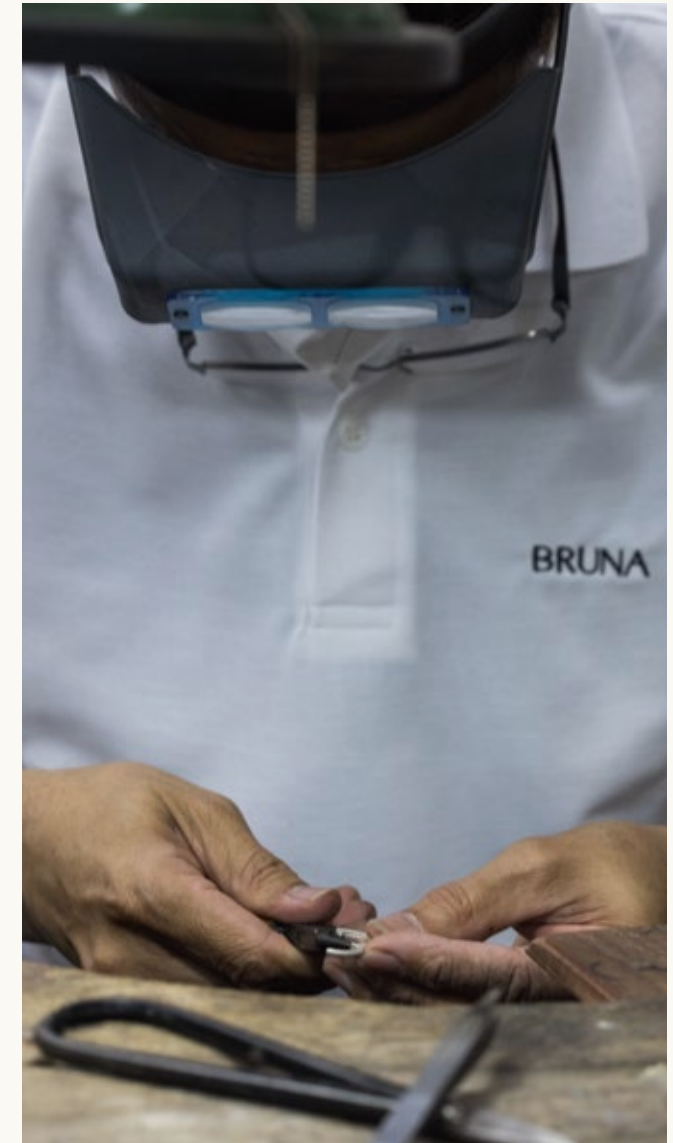
It is an unfortunate reality that human and labor rights are infringed upon around the world, and the jewelry industry is no exception. At BRUNA, we firmly believe that a jewel could never become a symbol of love, or a heirloom piece, if its creation came at the expense of the dignity of the people who contribute to it, at any point in the value chain.

GOVERNANCE AND MANAGEMENT APPROACH

We take our corporate responsibility to respecting human rights seriously in all aspects of our business, and we expect the same of our business partners, as articulated in our Human Rights Policy, Responsible Supply Chains Policy, and Code of Conduct for Business Partners, adopted in 2022.

Our policy is implemented via a due diligence systems to identify, assess, and, where necessary, manage, potential risks associated with the sourcing and production of our jewels, in line with relevant global and industry standards, in particular the UN Guiding Principles on Business and Human Rights, the OECD Due Diligence Guidance for Responsible Business Conduct and the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas.

Beyond respect, we also believe that we have a role to play to promote and advance human rights, at BRUNA, in our community, and along our value chains.



HUMAN AND LABOR RIGHTS

OUR PERFORMANCE

In 2022, we focused our efforts on building the structures for undertaking due diligence across all operations and supply chains. Our due diligence system is aligned with the expectations of the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas (OECD Guidance), the best practice framework for responsible sourcing and due diligence in minerals and metals supply chains.

This means that our due diligence system is built upon 5 key steps:

STEP 1 - ESTABLISHMENT OF A STRONG MANAGEMENT SYSTEM

In 2022, we adopted a Human Rights and Responsible Supply Chains Policy, which were communicated and made publicly available in early 2023.

STEP 2 - IDENTIFICATION AND ASSESSMENT OF RISKS IN OUR SUPPLY CHAINS

In 2022, we conducted an initial mapping of our supply chains, in order to identify potential human and labor rights risks, including those defined in Annex II of the OECD Guidance (i.e. serious human rights abuses, conflict financing, abuses by public or private security forces, bribery and fraud, money laundering, and non-payment of dues). No such risks have been identified.



HUMAN AND LABOR RIGHTS



STEP 3 - DESIGN AND IMPLEMENTATION OF A STRATEGY TO RESPOND TO IDENTIFIED RISKS

Based on the results of our initial assessment, no risks were identified needing mitigation measures.

STEP 4 - THIRD-PARTY AUDITS ALONG OUR SUPPLY CHAINS, AS WELL AS BRUNA'S OWN OPERATIONS

In 2022, we confirmed suppliers' adherence to industry standards and certification schemes. After working with RJC-member suppliers since the beginning, in early 2023 BRUNA itself applied to become an RJC member. Should our application be approved, this would commit us to a third-party audit of our environmental, social, and governance practices, including due diligence, within the next two years.

STEP 5 - REPORTING ON DUE DILIGENCE

This Impact Report accounts for our first supply chain due diligence report. Regular updates will be provided on an annual basis.

LOOKING TOWARDS THE FUTURE

Although no human and labor rights risks or impacts have been identified in our supply chains, we know that there is more we can do to promote and advance human rights. This includes, for example, ensuring that all suppliers pay not just the legal minimum wage, but a living wage - should the two not be equal - to all workers in our supply chains.

Following the publishing of an anonymous form for grievance submission on our website, [available here](#), in 2023 we will continue to strengthen our due diligence system and practices, including but not limited to internal training on due diligence and human rights.



CHALLENGING & CHAMPIONING A BETTER JEWELRY INDUSTRY





RESPONSIBLE SUPPLY CHAINS AND TRACEABILITY



RESPONSIBLE SUPPLY CHAINS AND TRACEABILITY

WHY WE CARE

As a jewelry brand, we are part of a complex value chain that embraces lives and communities around the world. Rooted in tradition and centuries-old practices, the jewelry industry is as fascinating as it is - from a social, environmental, and governance point of view - overdue for a positive change. While improvements have been made at the industry level, partially driven by growing regulations and industry standards, there is more that we should do, individually and collectively, to ensure responsible environmental, social, and governance practices along the entire life cycle of a jewel.



GOVERNANCE AND MANAGEMENT APPROACH

Our Responsible Supply Chains Policy, adopted in December 2022, defines our commitments to responsible supply chain management for all supply chains in general, and for mineral and metal supply chain specifically, in line with the recommendations of the OECD Due Diligence Guidance for Responsible Business Conduct and the OECD Due Diligence Guidance for Responsible Supply Chains of Minerals from Conflict-Affected and High-Risk Areas (OECD Due Diligence Guidance). Please refer to the chapter Human and Labor Rights for a description of our diligence system.

The policy is implemented through a due diligence system designed to identify, assess, and where necessary manage risks in line with the recommendations of the OECD Due Diligence Guidance.

Our expectations for business partners are codified in our Code of Conduct for Business Partners and Materials Standard, adopted in December 2022 and to be fully rolled out in 2023.

OUR PERFORMANCE

In 2022, we focused our efforts on strengthening our internal systems for supply chain due diligence. This included the development of a Responsible Supply Chains Policy, internal due diligence and procedures, grievance mechanisms, and methods and tools to identify, assess, and where necessary manage risks, as described in the Human and Labor Rights section of this Report.

We also dig deeper into our supply chains, to increase our visibility as much as possible up to the country of origin (cultivation or extraction) and reclamation of each material.

Please see on the next page what our supply chain looks like as of today.

OUR SUPPLY CHAIN

AUSTRIA HEADQUARTER

Here, our founder Helena, grew up surrounded by nature which instilled values that form the foundation of our brand and vision.

GERMANY MATERIAL SOURCES

Our precious metals, gold and silver, are sourced from a refiner of recycled metals based in Germany, with operations in Germany and Thailand.

INDIA CUTTING & POLISHING

Our laboratory-grown diamonds are cut and polished in India, where traditional cutting and polishing skills are handed down from generation to generation, make Indian artisans some of the most highly skilled talents.

CHINA MATERIALS SOURCES

We source our beautiful, unique, perfectly imperfect freshwater pearls from China. Here, the beauty of pearls was first discovered as early as 4000 years ago. Here we also source our laboratory-grown diamonds.

ITALY MANUFACTURING

Our jewels are handcrafted in Italy where beauty, quality, creativity and technology intertwine since ancient times.

THAILAND MANUFACTURING

Our jewels are handcrafted in Thailand, one of the world's centers for gems and jewelry. It's long tradition of fine craftsmanship has been handed down from generation to generation.

PHILIPPINES MATERIALS SOURCES

Our shells are a natural product from the Philippines, one of the most beautiful countries in the world with over 7,000 islands!

BRAZIL MATERIALS SOURCES

Brazil is known for producing some of the highest quality topaz in the world. This is where each of our unique topaz stones is sourced from.

FRENCH POLYNESIA MATERIALS SOURCES

We source the beautiful and unique Tahitian pearls from the splendid island of Tahiti. They are distinguished by their exceptional range of colors and spectrum from light to deep black.

SNEAK PEEK INTO OUR MANUFACTURING PROCESS IN THAILAND

Jewelry production can require almost 100 steps, from the initial design to casting, polishing, stone setting, and everything in between.



POO
WAX INJECTOR

Poo has been working as a wax injector for over 15 years, following in the footsteps of her older brother. Her role is to create wax replicas of the master model or final jewelry piece.

"No one really knows what the jewels look like before they become metal. I feel like I have a privilege to understand where the jewels come from.. Me!"



TAW
METAL CONTROL/CENTER

"I like my fellow workers, we are a family and it gives me pleasure to have them by my side. It makes me proud to be part of the process for such a beautiful product."

Taw has been working for 4 years as part of the metal control team. Her work includes cutting the sprouses of the jewelry trees when she receives the casted recycled metal pieces, as well as keeping stock and control of all recycled metals.



NOI
STONE SETTER

Our beautiful laboratory-grown diamonds are set with precision on the jewelry piece by Noi, a sophisticated stone setter with over 20 years of experience.

"I get to see a plain piece of jewelry before the stones are set and when I look at it after I set the stones, I get to see how my work makes the jewelry piece look so beautiful and that makes me happy. I love creating beautiful things and it means a lot to me that my skill set is useful to make beautiful jewels."

SNEAK PEEK INTO OUR MANUFACTURING PROCESS IN THAILAND

At each step of the process, we work closely with expert artisans who draw on traditional skills of fine craftsmanship.



FON PEARL ASSEMBLY

Selecting the most beautiful pearls for our designs is a delicate piece of work. If you have a pearl jewel from BRUNA, it is likely that your pearls were picked by Fon and Daa.

"It feels nice to know my work means there are women all over the world wearing something I helped to make!"



DAA PEARL ASSEMBLY

Daa is also an expert in pearls.

"For me stringing pearls and assembling jewelry parts with the pearls is so interesting because you have to have an eye to match all the right pearls together!"



DAENG JEWELS POLISHER

The jewelry pieces are polished using a polishing wheel to remove imperfections, make their surface smooth, and recover the original shine of silver or gold. Daeng has been a jewels polisher for over 30 years - you can really tell by the quality of her work!

"Many industries are set up for young people but my work and expertise is valued so I enjoy this work."

LOOKING TOWARDS THE FUTURE

For the future, our goal is to continue to influence our supply chains to promote responsible sourcing and production practices that are respectful of the people and the planet. In 2023, we will continue to work with suppliers to identify areas of improvement, expand our visibility over the supply chain, and increase traceability and chain of custody.

We will continue to choose materials that are gentle on communities and the environment, as defined in our Materials Standard, with a view to providing our customers with the highest quality materials while celebrating the artisanal skills that have often passed from one generation to the next, century after century.





CIRCULARITY

CIRCULARITY

WHY WE CARE

Today, a linear model of production and consumption - whereby we take materials from the Earth, make products, and throw them away as waste to landfills or incinerators - is no longer viable. Initiatives such as Earth Overshoot Day make it very clear that humanity's resource consumption far exceeds Earth's capacity to regenerate those resources every year. In this context, a circular model of production and consumption is the only path forward.

GOVERNANCE AND MANAGEMENT APPROACH

At BRUNA, we have decided to take on the challenge to create a fully circular business model, based on the circular economy principles of eliminating waste and pollution, keeping products and materials in use, and regenerating natural systems.

Our commitments to circularity are embedded in our Environmental, Social, and Governance (ESG) Policy, and implemented by our Operations and ESG Teams in collaboration with all relevant departments.

OUR PERFORMANCE

Ever since the brand was established in 2019, we have been mindful of circularity principles, starting from the design phase. We carefully select materials that are gentle on the environment, with a preference for recycled materials. We create classic and timeless designs, which will accompany our customers for many years, until they can be handed to their loved ones one generation to the next as precious heirlooms.

In 2020, we introduced a new packaging for shipping, composed of recycled paper and grass. In 2021, we reached our milestone of adopting 100% recycled gold and silver.

In 2022, we mapped opportunities for increasing the recycled content of our packaging and its recyclability, which we look forward to implementing in the coming months. In 2022, we also started building the internal structures that will allow us to launch, in 2023, a series of additional services for repairing and restoring.

LOOKING TOWARDS THE FUTURE

As we look towards the future, we envision a fully circular model of production and consumption embracing our jewels as well as our packaging. While we will soon reach this objective for our jewels with the launching of a repairing and restoring service in 2023, we know that there is more than we can do to increase the recyclability of our packaging through design and materials selection. We look forward to continuously improving in this area and providing you with timely updates on our journey.



VALUE CREATION FOR LOCAL COMMUNITIES



VALUE CREATION FOR LOCAL COMMUNITIES

WHY WE CARE

The jewelry industry relies heavily on raw materials sourced from communities in developing and emerging economies, including precious metals and gemstones. Artisanal or small-scale gold mining, for instance, plays a significant role in the global gold supply chain, providing millions of individuals with a vital source of income. However, these miners often struggle to break free from the poverty cycle, which makes supporting their communities all the more critical. By investing in the well-being of those who contribute to, or are impacted by, the industry, we can ensure that the jewelry sector becomes a source of dignified work for all.

GOVERNANCE AND MANAGEMENT APPROACH

As embedded in our Environmental, Social, and Governance (ESG) Policy, we are committed to contributing to the sustainable development of those communities who most contribute to, or are affected by, the jewelry industry. As we grow in capacity and expertise, this may require slightly shifting some of our earlier strategies.

While we are proud of our achievements so far, including the adoption of 100% recycled gold and silver, moving forward, we will focus on adopting 100% responsible gold and silver in our jewels, such definition being no longer limited to recycled metals but also including responsibly-sourced artisanal gold.

As per our Responsible Supply Chains Policy, we are also committed to using our supply chains as a force for good. This includes, to the extent possible, favoring sourcing from local suppliers, including small businesses, that contribute to creating value in the communities in which we operate. This also includes promoting equity, diversity and inclusion, by favoring sourcing from businesses owned by under-represented groups, such as minority-owned, woman-owned, LGBTQ+-owned, and disability-owned businesses.

OUR CONTRIBUTION TO THE LOCAL TERRITORY

Since 2019, BRUNA has donated over 200,000 euros to Austria-based non-profit organizations that tirelessly work every day to make our communities (in Austria and beyond) a better place. In addition to the environmental organizations presented in previous chapters, our partner NGOs in 2022 included Caritas, Global 2000 and Kindernothilfe.

In 2022, we also initiated conversations with specialized non-profit organizations to evaluate the best approach for us to support artisanal and small-scale gold mining communities. As of writing, such conversations are still underway. We are excited for this new chapter in our responsibility journey and will provide you with details as soon as available on our website and in our next year's report.

In 2022 alone, BRUNA donated over 120,000 euros to trusted non-profit organizations fighting for a better future for all.



SUPPORTING UKRAINIAN REFUGEES IN OUR COMMUNITY WITH CARITAS

Caritas Internationalis is a confederation of over 160 members who are working at the grassroots in almost every country of the world. When a crisis hits, Caritas is already on the ground.

At BRUNA, we are deeply saddened by the woeful events that continue to affect millions of Ukrainians, including women and children, forcing them to leave their homes. To show our solidarity, in 2022 BRUNA donated 10,000 euros to support Caritas and its efforts to help Ukrainian refugees in Austria.

Our donation is currently being used to help refugees in arrival centers, providing a warm and comfortable transitory space and healthy food and drinks. The donation also assists Caritas' partner organizations, mostly in Romania, Poland, and Hungary, where refugees find their first safe haven.



ADVOCATING FOR BETTER ENVIRONMENTAL POLICIES IN AUSTRIA WITH GLOBAL 2000

GLOBAL 2000, an independent Austrian environmental organization and a member of Friends of the Earth, is the largest international environmental network. Since 1982, GLOBAL 2000 has been working on controversial social themes to uncover potential hazards for humans and the environment, committed to ecological fairness and a future worth living locally and globally.

In 2022, we donated 10,500 euros to help the organization closely monitor and work towards bettering the development of environmental policy in Austria.



GIVING CHILDREN A BETTER LIFE WITH KINDERNOTHILFE

Founded in 1996, Kindernothilfe Austria is a non-profit aiming to give as many children as possible a better life in the world's poorest regions. Projects for sustainable development, the elimination of poverty, and humanitarian aid have been the focus of their work in more than 30 countries worldwide for more than 25 years.

In 2022, we donated 10,000 euros to support the agricultural education and training of 4,500 children and young people in Tacobamba and Sucre, Bolivia. Working with their partner NorSud, Kindernothilfe's Project 90063 aims to teach these young people and their communities about the environment, water, forests, and the climate crisis, as many of the inhabitants are malnourished, maternal and infant mortality is high, and almost 90% of the population in the project areas have no access to clean drinking water. The organization carries out environmental protection projects with the entire village to secure food and water supplies and counteract the climate crisis.



ABOUT THIS REPORT

PERFORMANCE DATA

TABLE 1: GHG EMISSIONS BY SCOPE OF EMISSIONS, IN METRIC TONS OF CO₂E, BETWEEN 2020 AND 2022⁶

SCOPE OF EMISSIONS	2020	2021	2022
Direct (Scope 1) GHG emissions	0.50	0	0
Energy indirect (Scope 2) GHG emissions	0.02	0	0
Other indirect (Scope 3) GHG emissions	143.67	3,294.87	3,042.41
TOTAL GHG EMISSIONS	144.19	3,294.87	3,042.41

TABLE 2: BREAKDOWN OF OUR INDIRECT (SCOPE 3) GHG EMISSIONS IN METRIC TONS OF CO₂E, BETWEEN 2020 AND 2022

SCOPE 3 CATEGORIES	2020	2021	2022
Purchased goods and services	58.91	3,111.16	2,862.31
Capital goods	7.13	2.2	2.01
Upstream emissions from fuel and energy	72.15	76.58	82.40
Upstream transportation and distribution	3.63	55.42	50.54
Waste from operations	0.28	3.64	3.32
Business travel	1.15	5.14	4.68
Employee commuting	0.42	0	0
Downstream transportation and distribution	0	40.73	37.15
TOTAL INDIRECT (SCOPE 3) GHG EMISSIONS	143.67	3,294.87	3,042.41

⁶ 2022 emissions have been estimated using Climate Neutral's Brand Emissions Estimator, based on an economic input / output (IO) model. These initial estimates will be refined with the integration of real operational data (physical or monetary) by August 2023.

PERFORMANCE DATA

TABLE 3: SHARE OF RECYCLED INPUT MATERIALS USED IN JEWELS AND PACKAGING IN 2022

PRODUCTS	MATERIALS USED	SHARE OF RECYCLED CONTENT (%)
JEWELS	Gold (18k, 14k)	100%
	Sterling silver	100%
	Laboratory-grown diamonds, Pearls, Gemstones (topaz, onyx)	N/A
JEWELRY BOXES	Paper from responsibly-managed certified forests	0%
JEWELRY POUCHES	Natural cotton	0%
RIBBONS	Polyester grosgrain	0%
SHIPPING BOXES	Paper from responsibly-managed certified forests (65%)	65%
	Grass (35%)	0%

⁷ For the purpose of this Impact Report, the term “BRUNA team” refers to direct employees and contractors working for the company for at least 20+ hours per week over a 6+ month period.

⁸ Gender as specified by the employees themselves.

TABLE 4: BRUNA TEAM⁷ BY CATEGORY, GENDER, REGION, AND AGE GROUP IN 2022

BRUNA TEAM	BREAKDOWN (%)
BREAKDOWN CATEGORY	
C-suite	16.67%
Team lead	5.56%
Core team	77.78%
BREAKDOWN BY GENDER	
Male	16.67%
Female	83.33%
Other ⁸	0.00%
Not disclosed	0.00%
BREAKDOWN BY REGION	
Europe	88.88%
Asia	5.55%
Africa	5.55%
Oceania	0.00%
Americas	0.00%
BREAKDOWN BY AGE GROUP	
<30	66.67%
30-50	33.33%
>50	0.00%

PERFORMANCE DATA

TABLE 5: SHARE OF WOMEN IN THE BRUNA TEAM IN 2022

BRUNA TEAM BY CATEGORY	SHARE OF WOMEN (%)
C-suite	16.67%
Team lead	33.33%
Core team	0%

TABLE 6: WORK-RELATED INJURIES AND ILL-HEALTH IN 2022

WORK-RELATED INJURIES AND ILL-HEALTH	N. OR %
Recordable work-related injuries (n.)	0
Rate of recordable work-related injuries (%)	0
Cases of recordable work-related ill health (n.)	0

TABLE 7: BRUNA TEAM MEMBERS RECEIVING REGULAR PERFORMANCE AND CAREER DEVELOPMENT REVIEWS IN 2022

BRUNA TEAM BY GENDER	SHARE OF TEAM RECEIVING PERFORMANCE REVIEW (%)
Male	100%
Female	100%

TABLE 8: PROPORTION OF SPENDING ON LOCAL SUPPLIERS AND SUPPLIER DIVERSITY IN FY 2021-2022⁹

SUPPLIER CATEGORIES OF LOCAL SOURCING AND DIVERSITY	SHARE OF SPENDING (%)
In-country (Austria) registered suppliers	22.52%
Suppliers located within 50 miles (or 80 km) of the company's headquarter	22.52%
Suppliers located within 200 miles (or 322 km) of the company's headquarter	24.50%
Suppliers that are majority-owned ¹⁰ or majority-led by women or individuals from underrepresented populations	53.67%

⁹ Data based on financial information is provided based on our fiscal year data. BRUNA's fiscal year is April 1-March 31. For this reason, the data provided below is as of March 31, 2022.

¹⁰ 50% or above

METHODOLOGICAL NOTE

REPORTING FRAMEWORK

This report has been developed with reference to the Global Reporting Initiative (GRI) Standards. The GRI is an independent, international organization that helps businesses and other organizations advance sustainability reporting and performance by providing them with the global common language to communicate those impacts. Where appropriate, some indicators have been adapted to reflect other reporting commitments, such as BCorp.

MATERIALITY

This report covers the environmental, social, and governance topics that have been identified as being material, meaning, that have been identified as representing our most significant potential or actual impacts, from an internal as well as an external perspective. These have been determined through a materiality assessment, as required by the GRI Standard and described in the Materiality Assessment section of this report.

REPORTING SCOPE

This report focuses on the environmental, social, and governance performance of BRUNA The Label. Where possible, and where required by the GRI Standards, it includes supply chain information, as specified throughout the report.

REPORTING PERIOD

This report focuses on the period between January 1, 2022 to December 31, 2022, unless otherwise specified. Where possible, data has been provided from previous years, to reflect our historical performance and illustrate trends. Such trends are not necessarily indicative of future performance. Where updated information is already available for the year 2023 at the time of writing, such information has been integrated into the report to provide a better understanding of our journey.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This report contains forward-looking statements in which we discuss our potential future performance. Forward-looking statements are all statements other than statements of historical facts, such as plans, projections, expectations, targets, objectives, strategies or goals relating to environmental, social, and governance performance, and the underlying assumptions and estimated impacts on our business related thereto. The words “anticipates,” “may,” “can,” “plans,” “believes,” “estimates,” “expects,” “endeavors,” “seeks,” “goal,” “predicts,” “strategy,” “objective,” “projects,” “targets,” “intends,” “aspires,” “likely,” “will,” “should,” “could,” “to be,” “potential,” “assumptions,” “guidance,” “future” and any similar expressions are intended to identify those assertions as forward-looking statements. We caution readers that forward-looking statements are

not guarantees of future performance and actual results may differ materially from those anticipated, expected, projected or assumed in the forward-looking statements. Important factors that can cause our actual results to differ materially from those anticipated in the forward-looking statements include, but are not limited to, potential regulatory requirements, changes in resources available, financial constraints, operational constraints, and other. Our future performance will continue to be reported regularly and transparently on an annual basis.

DATA COLLECTION

The information presented in this report has been collected through document reviews, where possible, physical observations, and interviews. All data has been collected, reviewed and consolidated by the ESG Department with the support of relevant teams.

ASSURANCE

The information provided in this report has not been assured by an independent auditor, with the exception of our carbon emissions data, which have been validated by Climate Neutral, and our charitable contributions, which have been validated by 1% For the Planet. All other qualitative information has been collected, reviewed, and consolidated by our ESG Department, in good faith, and to the best of our knowledge and abilities.

GRI INDEX

STATEMENT OF USE

BRUNA The Label has reported the information cited in this GRI content index for the period January-December 2022 with reference to the GRI Standards.

GRI 1 USED: GRI 1: Foundation 2021

GRI STANDARD	DISCLOSURE	PAGE
GENERAL DISCLOSURES		
GRI 2: GENERAL DISCLOSURES 2021	2-22 Statement on sustainable development strategy	9 -12
	2-23 Policy commitments	15, 21, 27, 32, 37, 40,
	2-24 Embedding policy commitments	45, 51, 53
	2-25 Processes to remediate negative impacts	
	2-26 Mechanisms for seeking advice and raising concerns	42
	2-28 Membership associations	7
	2-29 Approach to stakeholder engagement	11
MATERIAL TOPICS		
GRI 3: MATERIAL TOPICS 2021	3-1 Process to determine material topics	12
	3-2 List of material topics	12

GRI STANDARD	DISCLOSURE	PAGE
MATERIAL TOPIC: MATERIALS		
GRI 301: MATERIALS 2016	301-2 Recycled input materials used	23-24, 57
MATERIAL TOPIC: CLIMATE ACTION		
GRI 305: EMISSIONS 2016	305-1 Direct (Scope 1) GHG emissions	16, 56
	305-2 Energy indirect (Scope 2) GHG emissions	16, 56
	305-3 Other indirect (Scope 3) GHG emissions	16, 56
MATERIAL TOPIC: BIODIVERSITY		
GRI 304: BIODIVERSITY 2016	304-2 Significant impacts of activities, products and services on biodiversity	27-28
	304-3 Habitats protected or restored	27-28
MATERIAL TOPIC: EMPLOYEE SATISFACTION, DEVELOPMENT AND WELLBEING		
GRI 403: OCCUPATIONAL HEALTH AND SAFETY 2018	403-9 Work-related injuries	58
	403-10 Work-related ill health	58
GRI 404: TRAINING AND EDUCATION 2016	404-3 Percentage of employees receiving regular performance and career development reviews	58

GRI INDEX

GRI STANDARD	DISCLOSURE	PAGE	GRI STANDARD	DISCLOSURE	PAGE
MATERIAL TOPIC: EQUITY, DIVERSITY AND INCLUSION			MATERIAL TOPIC: RESPONSIBLE SUPPLY CHAINS		
GRI 405: DIVERSITY AND EQUAL OPPORTUNITY 2016	Disclosure 405-1 Diversity of governance bodies and employees	57-58	GRI 308: SUPPLIER ENVIRONMENTAL ASSESSMENT 2016	308-2 Negative environmental impacts in the supply chain and actions taken	45
MATERIAL TOPIC: HUMAN AND LABOR RIGHTS			GRI 414: SUPPLIER SOCIAL ASSESSMENT 2016	414-2 Negative social impacts in the supply chain and actions taken	45
GRI 407: FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING 2016	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	41	MATERIAL TOPIC: CIRCULARITY		
GRI 408: CHILD LABOR 2016	408-1 Operations and suppliers at significant risk for incidents of child labor	41	<i>SEE MATERIAL TOPIC: MATERIALS</i>		
GRI 409: FORCED OR COMPULSORY LABOR 2016	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	41	MATERIAL TOPIC: VALUE CREATION FOR THE LOCAL TERRITORY AND COMMUNITIES		
			GRI 204: PROCUREMENT PRACTICES 2016	204-1 Proportion of spending on local suppliers	58



Thank you for reading our first Environmental, Social, and Governance Report. We would love to hear your feedback. Please contact us at esg@brunathelabel.com for any questions or comments.

BRUNA