

# Responsibility Report 2022

kindness to Earth



carry kindness



kindness to people



kintobe  
carry kindness

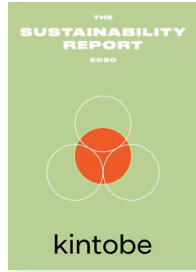
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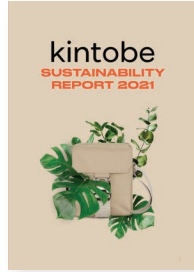


# INTRODUCTION

Dear Friend,  
 Welcome to our third Responsibility Report!  
 You're reading the chronicles of a young company that knew from the beginning that kindness is the answer. Kindness towards Earth as well as our fellow human beings.



2020



2021



2022

We believe that sustainability is a 360 degree effort including both our environment and the way we exist with each other. If we can't co-exist all hope for our Earth is out anyways.

We want a kinder and more accepting world. A world with less fear and hate. More openness and human connection, so we can thrive and collaborate on solving our shared challenges.

We want an Earth that is thriving and being treated with respect by its inhabitants. We want to do our part by building a business that makes durable, functional bags out of recycled materials. Our long term ambition is to be able to assess and reduce our products' impact, from raw material extraction to packaging, to transport, to end-of-life.

To simplify you can say that circularity is our compass and kindness is the engine. Our ultimate goal is to close the loop while ensuring the rights and equality of all people involved.

We're on a relentless journey to make this happen. Each year we are building upon our experience, catching up with the ever-evolving world of responsibility, and taking active steps

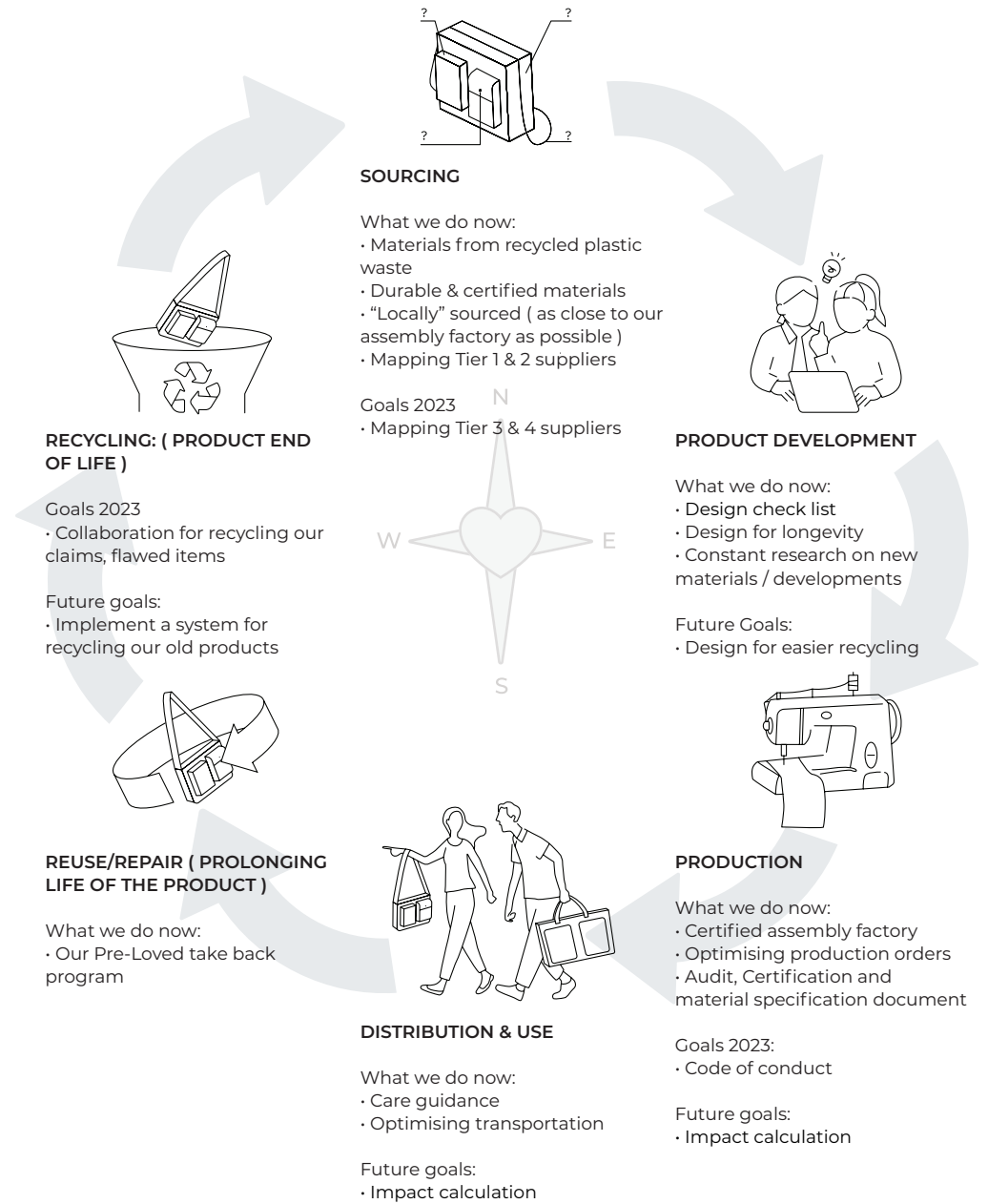
towards driving positive change.

Let's be honest - it is a bumpy road to juggle responsibility and business, and we are constantly presented with ethical dilemmas, but taking the easy way out is not the option we aim for.

We are sharing all sides of our journey with you here. Read about our way of working, our achieved goals and future ambitions, but also processes where we are falling short or have more to learn.

The best way to improve and inspire is to be open about your actions, so here we are, laying it all out. We hope you'll enjoy the read and share your thoughts.

Carry kindness,  
 Anne & Michael



**CIRCULARITY IS OUR COMPASS,  
 KINDNESS IS THE ENGINE**

# GOALS AND ACHIEVEMENTS IN 2022

We're constantly setting new goals and we like to share them with you in order to hold ourselves accountable. In 2021 we set four goals for 2022. This is how we worked to achieve them.

## MORE TRANSPARENCY

Making our supply chain even more transparent for stakeholders.

**What we did:**

### Mapping Our Suppliers

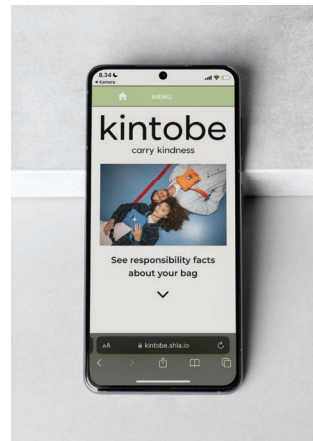
We have dug deeper in our supply chain and mapped out Tier 1 & 2 suppliers, collected all of their certifications and developed our Audit, Certification and Material Specification overview.

Read more about our Tier system on page 10

### QR Code Platform

We have improved our transparency towards our end consumers by making detailed product information easily available through a QR code inside each of our bags.

Read more about our QR platform on page 24



## GIVING BACK IN THE NAME OF KINDNESS

Actively nurture and support kind initiatives in our community.

**What we did:**

### You Make a Life by What You Give

We have donated funds to victims of war, donated bags to hospital patients and given a voice and platform to people who are working to create positive change.

Read more about our kindness initiatives on page 26



## EXTENDING THE LIFE OF OUR PRODUCTS

Offering a programme that can actively prolong the life of our products, thereby putting less strain on the environment.

**What we did:**

### Pre-Loved by Kintobe

We have launched our Pre-Loved Programme where we re-sell and give new life to used bags on behalf of our customers.

Read more about Pre-loved by Kintobe on page 25



## INTRODUCE A LEATHER ALTERNATIVE

Test a plant-based, alternative to leather.

**What we did:**

### Introducing Mushroom Leather Alternative

We have introduced a 100% biodegradable mushroom leather alternative adding an upscale urban look to our products.

Read more about our mushroom leather alternative on page 18

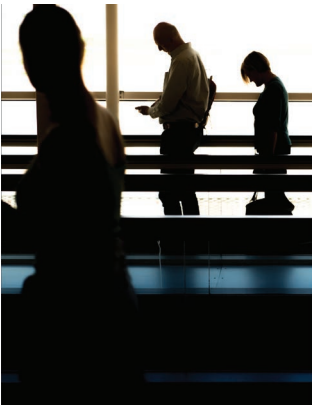


# KINDNESS TO EARTH

We want an Earth that is thriving and being treated with respect by its inhabitants.

## DESIGN CHECKLIST

When developing new products we keep our compass of circularity in mind which urges us to consider features and ideas that support longevity, durability and responsible material sourcing. We have a list of criteria when developing a new bag concept that help us steer in the right direction.



### ROUTINE CHECK

Can the bag be worn anywhere where your daily routine leads you; office, school, gym, date, cafe visit etc.?



### SHOE & WARDROBE CHECK

Can the final product be styled nicely with a pair of boots, sneakers and high heels to ensure a bag that is inclusive and fits many occasions?



### FUNCTIONALITY CHECK

Is the bag highly functional in an urban setting? Are the sizing, separate compartments, pockets and other practical details attuned to urban life?



### COLOUR CHECK

Is the choice of colour fairly seasonless ensuring that the bag can be worn by anybody, all year round for many years?

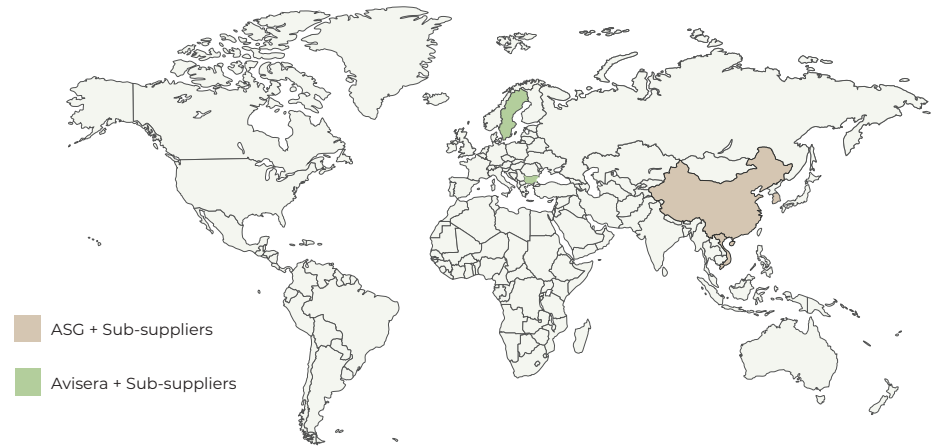


### MATERIAL CHECK

Is the bill of materials consisting of recycled or natural alternatives, and if we are making small compromises, can we defend why we are doing so?

## PRODUCTION PARTNERS

To increase our level of transparency we have mapped our production partners and collected all of their audit and certification documents. This helps us be more transparent towards our customers and collaboration partners, as well as optimize our sourcing strategy understanding where there is space for improvement.



### TIER 1

Manufacturing & packaging partners

**Vietnam(1) - ASG**  
Assembly factory

**Sweden(1) - Avisera**  
Packaging Partner

### TIER 2

Sub-suppliers directly working with material production

#### Vietnam (18)

- Thread
- Webbing
- Zippers
- Zipper puller
- Inside edge band
- Woven label
- Wadding
- Foam padding
- PE piping
- Velcro
- Drawstring
- Elastic band
- Care label
- Hangtag
- Polybags
- Cardboard box

#### China (4)

- Body fabric
- Lining
- Non-woven reinforcement
- Metal hardware

#### Hong Kong (3)

- Metal hardware
- Plastic hardware
- Logo label

#### South Korea (4)

- Body fabric
- Airmesh
- Mesh
- Plastic hardware

#### Bulgaria (1)

- Shipping bag

### TIER 3 & 4

Partners responsible for raw material processing, extraction and cultivation

We have a long lasting relationship with our only factory, ASG Global. It is one of the world's leading bag manufacturers, located in Long An, province southwest of Ho Chi Minh, in Vietnam. ASG is regularly audited by the Fair Wear Foundation, an independent organization working to improve working conditions in

factories in the fashion industry. The basis for collaboration is the Code of Labor Practices, which is written on the basis of eight labor market standards from the ILO (International Labor Organization) conventions and the UN Human Rights Convention.

Both ASG and Kintobe are constantly sourcing new materials to keep up with developments. Frankly speaking, one of the hardships of being a small business is to find responsible materials in low order quantities with affordable prices and fitting geographic locations.

Our body fabric, mesh, airmesh and plastic hardware are produced in South Korea.

In order to optimize our impact and support local communities, we do our best to work with local suppliers close to our factory. Our webbing, thread, zippers, zipper puller, inside edge band, woven label, wadding, foam padding, PE piping, velcro, drawstring, elastic band, care label, hangtag, polybags and cardboard box are produced in Vietnam.

China is the world's largest manufacturer with well-developed production facilities within recycled materials, a skilled workforce and good infrastructure. Body fabric, lining, non-woven reinforcement, and metal hardware are produced in China.

South Korea has a very innovative textile industry and is at the forefront when it comes to implementing technologies to recycle plastic.

Our logo label, plastic and metal hardware is produced in Hong Kong, also a well known location for material innovation and developed production technologies.

In 2022 we mapped our Tier 1 & 2 partners and faced the fact that we currently don't have enough knowledge or resources to map our Tier 3 & 4 partners. Our goal is to map our full supply

chain, to be able to monitor processes from the raw material stage and at a later stage calculate the full impact of our products.

## COMPOSITION + CERTIFICATION OVERVIEW

In order to work with suppliers and a manufacturer that maintain responsible production practices and improve transparency within our supply chain, we expect our partners to be verified by third parties. We are working with the following certifications and audits

throughout our supply chain; GRS, RCS, TC, Blue Sign, Oeko-tex, FSC, Fair Wear Foundation audit and ISO 9001:2015, 14001:2015, 14021:2016.

### MANUFACTURER

Name	Description	Certification
ASG	Assembly factory	<ul style="list-style-type: none"> <li>ISO 9001: 2015</li> <li>FairWear Audit</li> </ul>

### MATERIAL

Material	Composition	Certification/ Specification
Body fabric	Showtex: 100% Recycled Polyester (post-consumer PET)	<ul style="list-style-type: none"> <li>GRS</li> <li>BlueSign</li> <li>TC</li> </ul>
	Leejo: 100% Mipan® Regen™ Recycled Nylon (pre-consumer)	<ul style="list-style-type: none"> <li>GRS</li> <li>BlueSign</li> <li>OEKO-Tex</li> </ul>
Water-repellent coating ( outer side of the body material )	Showtex: DAIKIN CO WR coating	<ul style="list-style-type: none"> <li>PFAS-free</li> <li>Complies with EU REACH and ZDHC</li> <li>BlueSign system partner</li> </ul>
	Leejo: HEIQ CO WR coating	<ul style="list-style-type: none"> <li>PFAS-free</li> <li>Complies with EU REACH and ZDHC</li> <li>BlueSign system partner</li> </ul>
Lining	100% Recycled Polyester (post-consumer)	<ul style="list-style-type: none"> <li>GRS</li> <li>BlueSign</li> </ul>
Thread	100% Recycled Polyester (post-consumer)	<ul style="list-style-type: none"> <li>GRS</li> </ul>
Wadding	100% Recycled Polyester (post-consumer)	<ul style="list-style-type: none"> <li>GRS</li> <li>Oeko-Tex</li> </ul>
Airmesh, mesh	100% Recycled Polyester (post-consumer)	<ul style="list-style-type: none"> <li>BlueSign</li> <li>RCS</li> </ul>
Webbing, zipper puller tape, inside edge band	100% Recycled Polypropylene (PP) (post-consumer)	<ul style="list-style-type: none"> <li>GRS</li> </ul>

Non-woven reinforcement	100% Recycled Polyester ( PET bottles )	<ul style="list-style-type: none"> <li>GRS</li> </ul>
Algae-blended foam padding	45% Renewable/Recycled Post-Consumer Algae, 55% Conventional Ethylene Vinyl Acetate	ISO 14021:2016
Coil zipper tape	99% Recycled Polyester (post-consumer)	<ul style="list-style-type: none"> <li>GRS</li> <li>OEKO-Tex</li> </ul>
Metal hardware	Metal made of brass	<ul style="list-style-type: none"> <li>BlueSign</li> </ul>
	Metal made of copper or zinc-alloy	<ul style="list-style-type: none"> <li>OEKO-Tex</li> </ul>
Plastic hardware	100% recycled plastic ( pre-consumer )	<ul style="list-style-type: none"> <li>GRS</li> </ul>
	100% Recycled Nylon (rPA) ( pre-consumer )	<ul style="list-style-type: none"> <li>GRS</li> <li>BlueSign</li> </ul>
Logo label	Mushroom leather alternative	<ul style="list-style-type: none"> <li>TUV Austria</li> <li>OEKO-Tex</li> <li>ISO 14001:2015</li> <li>SGS FSC</li> <li>USDA</li> </ul>
Care label	100% Recycled Polyester	<ul style="list-style-type: none"> <li>GRS</li> <li>OEKO-Tex</li> </ul>
Woven label	100% Recycled Polyester (post-consumer)	<ul style="list-style-type: none"> <li>GRS</li> </ul>
Drawstring	100% Recycled Polyester	<ul style="list-style-type: none"> <li>GRS</li> </ul>
Hangtags	Cellulose Pulp	<ul style="list-style-type: none"> <li>FSC</li> <li>VISY KRAFT</li> </ul>

### PACKAGING

Material	Composition	Certification/ Specification
Polybags	100% Recycled Polyethylene	<ul style="list-style-type: none"> <li>RCS</li> </ul>
Shipping Bag	80% Recycled MDPE	<ul style="list-style-type: none"> <li>Återbära: Iso 14001, 9001, 45001</li> </ul>
Cardboard Box	FSC Recycled Packaging	<ul style="list-style-type: none"> <li>FSC</li> </ul>

Please see the exact certifications per production partner in our Audit, Certification and Material Specification Overview. It's available upon request.

## MATERIALS

Most of our recycled materials are GRS certified which ensures the restricted use of chemicals and residues throughout the production process and ensures high social standards.

\*Except our mesh & airmesh which has a RCS certification.

### THE WORLD'S PLASTIC PROBLEM

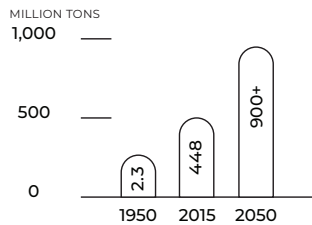
The abuse of fossil fuels is leading to overproduction of single use plastic products that are ending up in our freshwater, nature and landfills. A pressing issue for us is the world's overproduction of disposable plastic products, which is rapidly overwhelming our ability to deal with them.



Mountain of rubbish and garbage on the beach by the sea, Albania  
Published on October 27, 2019 by Antoine GIRET

### FACTS

1. Increased Production Of Plastic

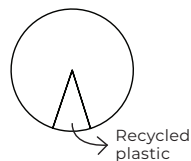


Plastic production increased exponentially, from 2.3 million tons in 1950 to 448 million tons in 2015.

Production is expected to double by 2050.

Source: National Geographic

2. Little Amount Of Plastic Is Recycled



Only 9% of plastic worldwide is recycled.

Source: OECD

3. Plastic Takes 400+ Years To Degrade



An average person lives 79 years. An average plastic item "lives" 20-500 years.

Source: WWF

### HOW WE RECYCLE PLASTIC IN OUR PRODUCTS

We use both pre- & post-consumer recycled plastic materials, it means the plastic waste is either derived from production trim scraps or from commercialized and used plastic.

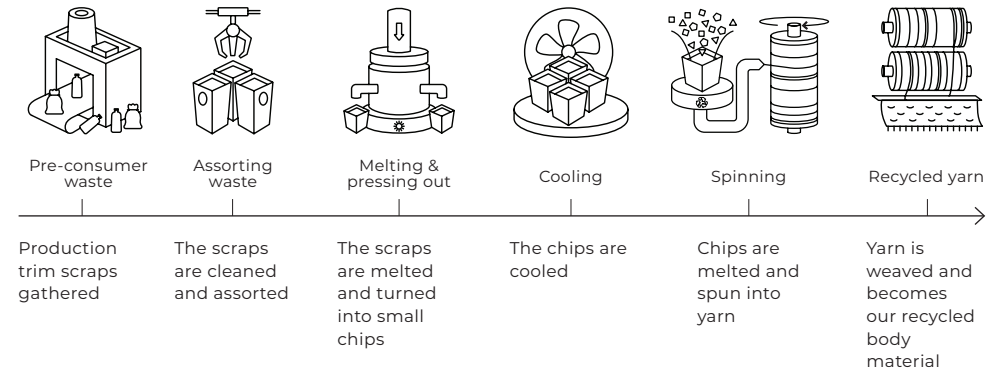
The plastic waste is assorted, cleaned, granulated and then

turned into a new material. Either it's spun into a recycled nylon or polyester fabric, or it is melted and molded into a recycled plastic item - for example a buckle.

By using waste materials we do our part to reduce the world's plastic problem. The use of

recycled plastic is reducing the dependence on petroleum based materials, can divert plastic from ending up in nature and scales down water and energy usage compared to virgin materials.

Process of producing our body fabric



### The downside of plastic and why we've chosen it anyways

We are aware that the use of recycled plastic is not entirely a fairy tale. Both the usage and production of plastic products are coming with the risk of emitting micro & nano plastics. These tiny particles of plastic are a concern due to their widespread presence in our oceans and soil as well as the potential toxicological and physical risks they can pose to organisms.

When we started Kintobe, we

spent a long time considering the choice of our main material. We compared organic cotton canvas, leather and recycled nylon/polyester. We quickly turned down leather as it is not in our DNA for ethical reasons. For the last two options we researched the average tear strength of each material and found out that nylon and polyester outperforms cotton canvas, thereby ensuring a longer lifetime of the product.





## OVERVIEW OF MATERIALS

Most of our recycled materials are GRS certified which ensures the restricted use of chemicals and residues throughout the production process and ensures high social standards.\*

\*Except our mesh & airmesh which has a RCS certification.



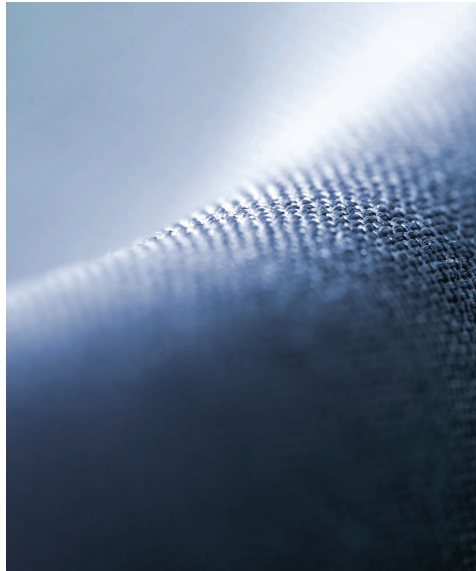
### 100 % RECYCLED POLYESTER

- Body Fabric
- Lining
- Non-Woven Reinforcement
- Thread
- Inner Label
- Logo Label
- Care Label
- Drawstring
- Mesh
- Airmesh
- Wadding

Most of our recycled polyester items are made from post-consumer plastic waste. Recycled polyester items are as durable as their virgin version.

Please see more in our overview on page 12.

- Coil zipper tape  
The yarn used in the tape of our coil zipper is made from more than 99% post-consumer plastic waste.



### 100% MIPAN® REGEN™ RECYCLED NYLON

- Body fabric

MIPAN® Regen™ is a reclaimed nylon yarn made by recycling pre-consumer waste. MIPAN® Regen™ is a product that has acquired CONTROL UNION's Global Recycle Standard(GRS) certification, and it possesses excellent dyeing uniformity.

### 100% RECYCLED POLYPROPYLENE (PP)

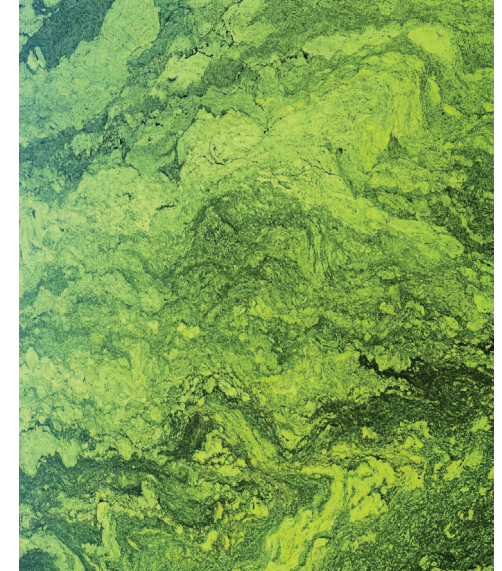
- Zipper puller tape
- Logo webbing
- Webbing
- Inside edge band



### 100% RECYCLED PLASTIC

- Plastic hardware

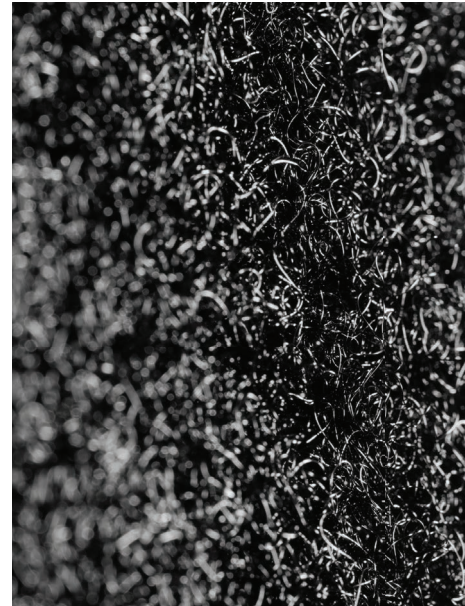
Our recycled plastic hardware is made from pre-consumer plastic waste. Recycled plastic hardware is approximately 15% weaker than conventional items. Therefore we are working with the leading hardware companies in the industry who are skilled to engineer long lasting and durable products.



### ALGAE-BLEND FOAM

- Padding

Our Bloom™ algae-blended foam padding is made with excess algae harvested from freshwater where the ecosystem is out of balance. The algae raw material is combined with conventional materials to create a more responsible EVA foam.



### **MUSHROOM-BASED LEATHER ALTERNATIVE**

- Logo label

Leather is not in our DNA, and in 2022 we finally managed to find the right collaboration partner to launch our first trims in mushroom-based leather alternative. The material is 100% bio-based, fully biodegradable and compostable.

Its made from King Oyster mushrooms that are not suitable for human consumption due to mis-shape and size. So far we are using the leather for our logo label on new styles, but we will keep experimenting with other use cases whilst ensuring durability.

Our bio-based mushroom leather alternative is vegan, it complies with ISO 14001:2015 and OEKO-Tex Standard. It's FSC compliant, 100% bio-based with USDA, and biodegradable with TUV certification.

### **PFAS-FREE CO WR**

- Water-repellent coating  
( outer side of the body material )

The water-repellent coating on our nylon body fabric is an innovative, and non-PFAS-based repellent called HeiQ Eco Dry developed by the Swiss company HEIQ.

- Fluorocarbon-free (PFAS)
- Exceptional efficiency and durability
- High abrasion resistance
- Complies with EU REACH & ZDHC
- BlueSign system partner & Oeko-Tex suited

The water-repellent coating on our twill polyester body fabric is a non-PFAS-based repellent called UNIDYNE XF-5003 developed by a Japanese company DAIKIN.

- Fluorocarbon-free (PFAS)
- High-performance technology
- Made from greater than 50% bio-based materials
- Complies with EU REACH & ZDHC
- BlueSign system partner & Oeko-Tex

### **CONVENTIONAL MATERIALS**

- Water resistant zipper
- Metal hardware
- Elastic band
- PE piping
- Velcro

At the moment few trims are made from conventional materials. We have promised ourselves to never stand still and keep searching for durable and more responsible solutions.



## OUR FUTURE IS IN THE DETAIL

We care for details and we are transparent about them.

While the bag industry in general does not use recycled materials beyond the body fabric and lining, we have higher ambitions. For us, even the smallest details count when it comes to

making bags that come as close to our sky-high ethical standards as possible. We take pride in being completely transparent with you about the entire bill of materials in our products.



JULY 2021

FEBRUARY 2023

AUGUST 2023

	JULY 2021	FEBRUARY 2023	AUGUST 2023
BODY FABRIC	🔥 100% MIPAN® Regen™ recycled nylon	🔥 100% MIPAN® Regen™ recycled nylon	🔥 100% MIPAN® Regen™ recycled nylon
LINING	🔥 100% recycled polyester	🔥 100% recycled polyester	🔥 100% recycled polyester
WEBBING	🔥 100% recycled polypropylene	🔥 100% recycled polypropylene	🔥 100% recycled polypropylene
ZIPPER PULLERS	🔥 100% recycled polypropylene	🔥 100% recycled polypropylene	🔥 100% recycled polypropylene
INNER LABEL	🔥 100% recycled polyester	🔥 100% recycled polyester	🔥 100% recycled polyester
LOGO LABEL	🔥 100% recycled polyester	🔥 100% recycled polyester	🍄 100% bio-based mushroom leather alternative
CARE LABEL	—	—	🔥 100% recycled polyester
INSIDE EDGE BAND	🔥 100% recycled polypropylene	🔥 100% recycled polypropylene	🔥 100% recycled polypropylene
THREAD	🔥 100% recycled polyester	🔥 100% recycled polyester	🔥 100% recycled polyester
PADDING	🔥 Algae-blended foam	🔥 Algae-blended foam	🔥 Algae-blended foam
COIL ZIPPER TAPE	🚫 Conventional materials	🔥 >99% recycled polyester	🔥 >99% recycled polyester
METAL HARDWARE	🚫 Conventional materials	🚫 Conventional materials	🚫 Conventional materials
NON-WOVEN REINFORCEMENT	🚫 Conventional materials	🚫 Conventional materials	🔥 100% recycled polyester
WATER-RESISTANT ZIPPER	🚫 Conventional materials	🚫 Conventional materials	🚫 Conventional materials
WATER-REPELLENT COATING	CO WR PU 1500mm	CO WR PU 1500mm	CO WR PU 1500mm

## PACKAGING

### FACTORY TO WAREHOUSE

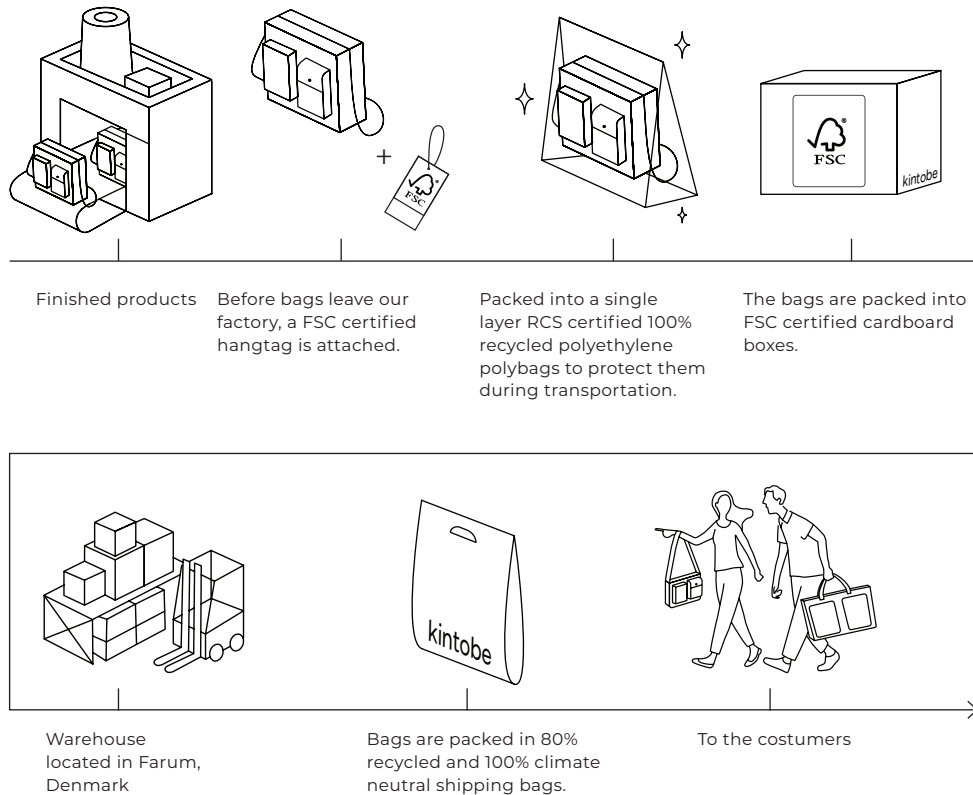
Before bags leave our factory a hang tag is attached. A local supplier in Vietnam is supplying us with FSC certified hang tags. After that the bags are packed into a single layer plastic packaging to protect them during transportation.

A local supplier is providing us with RCS certified 100% recycled polyethylene polybags. Finally the bags are packed into cardboard boxes. A local supplier is taking care of our FSC certified cardboard boxes for each shipment.

### WAREHOUSE TO CUSTOMER

We've been working hard to find a shipping bag supplier based in Europe, as close as possible to our warehouse located in Farum, Denmark. In 2021 we found the perfect match and from the beginning of 2022 our new shipping bags were out there to deliver your new favorite bag.

We're using the Swedish company Avisera that is carrying the "ÅterBära" eco-label. It ensures 100% climate neutral packaging. Avisera is offsetting 100% of our shipping bags' CO2 emission by replanting and preserving trees through two Veera-certified tree planting projects. Our 80% recycled low-density polyethylene shipping bags are produced in Bulgaria.



## LOGISTICS

### FACTORY TO WAREHOUSE

Due to the high CO2 emission of air freight, we try to plan our production so we can use sea freight for our bulk orders. However, air shipment takes 7-10 days while sea shipment has fluctuated dramatically and taken up to 100 days in 2022. This places a young company like ours in a delicate situation. We can't sustain a long period without stock on our shelves, so at times we have chosen air freight to supply our retailers. This is causing us 'moral headaches' as we want to minimize our logistics impact even further.

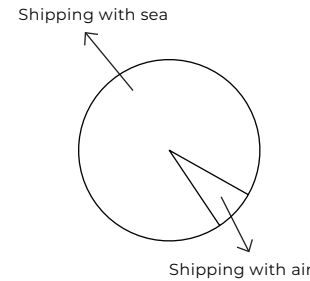
To ensure a swift product development process we use air freight for our samples and sourcing.

### WAREHOUSE TO CUSTOMER

In Europe, we ship our bags to end consumers by truck (around 96% of our products) and by air to the rest of the world.

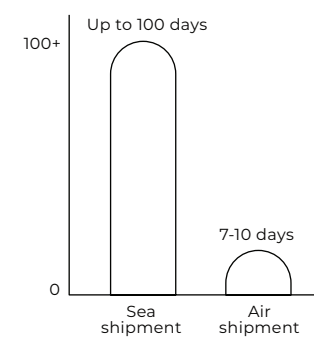
A few handfuls of orders are delivered by bike in Copenhagen.

### Shipment in 2022



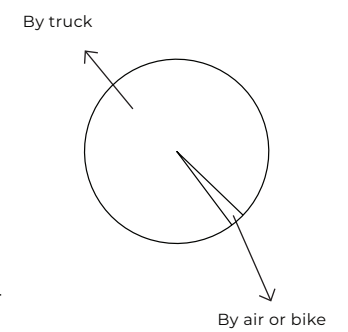
In 2022 we shipped 87.47 % with sea and 12.53 % with air.

### Transit Time in 2022



Air shipment takes 7-10 days while sea shipment has fluctuated dramatically and taken up to 100 days in 2022.

### How We Ship to Customers



We ship our bags to end consumers by truck (around 96%), by air to the rest of the world.

A few orders are delivered by bike in Copenhagen.

### \* CARBON FOOTPRINT OFFSETTING

Through our logistics partner Flexport we have caused 15t CO2 emissions through all our shipments of bags from the factory to our warehouse. This includes all sea and air transports. Flexport has offset 100% of our CO2 footprint through Pachama, which restores ecosystems and forests.

## TRANSPARENCY FOR CUSTOMERS

One of the biggest challenges regarding responsibility is for consumers to navigate and understand information about what they are purchasing. We feel obligated to make easily digestible information accessible to potential consumers in the purchase situation, so they can make an informed decision before purchasing a bag from us.



### Hangtag

In Denmark it is not a legal requirement to account for all the materials a product consists of. In our opinion this is super scary and leaves consumers in the dark. How would we feel if the same was the case with the food we purchase? Therefore we, as opposed to the majority of companies out there, insist on disclosing our entire bill of materials on our hangtags. On our hangtag customers can also scan a QR code leading to our current Responsibility Report.



### Care label

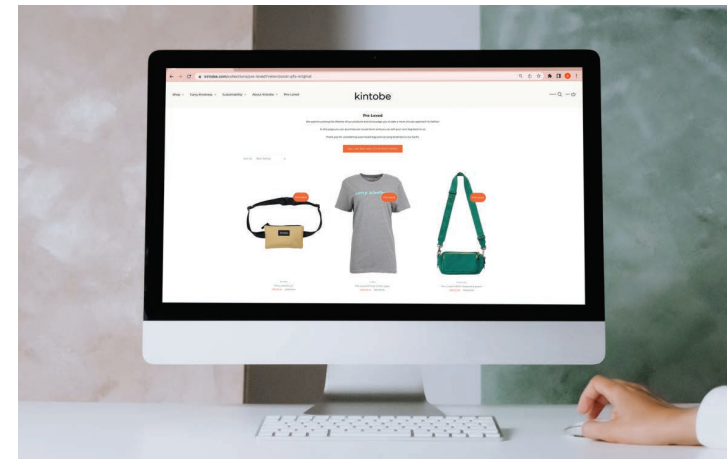
In 2022 we have further improved our communication to customers by developing a new online platform giving instant access to information about our materials, origins, care instructions and our Pre-Loved programme. The platform is entered by scanning a QR code on the care label inside each of our bags. You can find the QR codes in styles which have been released after November 2022.

## PROLONGING LIFE OF OUR PRODUCTS

### PRE-LOVED BY KINTOBE

To actively prolong the life of our products we have launched our Pre-Loved programme in 2022. The programme makes it possible for our customers to sell back their used bags to us. The bags will be cleaned, have light repairs, and treated with a PFAS-free water repellent coating to refresh the product.

After the spa day, the bags are photographed and become available on our webshop as pre-loved products in search of a new home. So far our customers have welcomed the opportunity to purchase a pre-loved Kintobe bag with open arms.



## KINDNESS TO PEOPLE

We want more openness and human connection, so we can thrive and collaborate on solving our shared challenges.

### BUILDING THE KINTOBE COMMUNITY

From the beginning we've had an ambition of creating a community around carrying kindness. Over time we've held Kindness Bars, shared inspiring stories of people carrying kindness in extraordinary ways and asked our community for advice on new styles. We have made a clear effort to invite all our customers and followers to our events. Even though we're in the fashion industry, which has a tendency to exclude, our events will never be only for influencers and press. It's our community we owe thanks and really want to celebrate with!

This year we were thrilled to meet and talk to a lot of people from our community both at our launch party for our SPREAD LOVE collection and at our open showroom day.

We were thrilled to see a growth of our community on Instagram with 84% throughout the year.

And we have been honored every time our followers have reached out this year to ask for our support donating for private fundraisers, the local mom-bingo and patients in our local hospital.



Art fundraiser for victims of war in Ukraine together with the artist Rara 2022

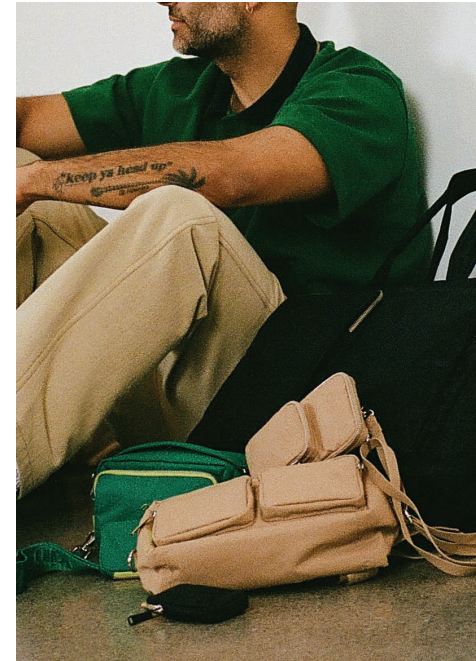


Launch party for our SPREAD LOVE Collection, which donated 1% of all sales to victims of war. 2022

## RAISING FUNDS FOR KINDNESS

In 2022 we have worked on strengthening our work with spreading kindness and ensuring that our business gives resources to people who are working to ensure coexistence and positive change in our world. In 2022 we have raised for the following causes:

### DONATED 1% TO VICTIMS OF WAR



We've donated 1% of all sales from the Spread Love Collection to two organizations supporting victims of war.

TogetherWEPUSH is a non-profit organization that helps refugee families with children at the Danish deportations centers. Their focus is on spreading hope and light and on helping with supplies and resources.

Manilla Ghafouri is a refugee from Afghanistan who is raising funds for people living in the country who are victims of war. The funds secure crucial means for survival for women and children in an area of conflict.

### FUNDAISED FOR UKRAINE



We arranged an art fundraiser for victims of war in Ukraine together with the artist Rara. At the fundraiser we sold special edition bags and prints and donated all proceeds to the 1K Aid Fund, which is a 100% volunteer-driven organization.

## INSPIRING KIND PRACTICES

### KINDNESS BOOK

In June 2022 we published the book “Stories of Copenhagen” portrays 10 people who are using their art, profession or activism to create positive change. It also gives tips and inspiration for how to practice and spread kindness in our daily life. It is our hope that the book gives a sense of empowerment and shows that we are all capable of creating positive change.



### CROWD-SOURCED BAG LABEL

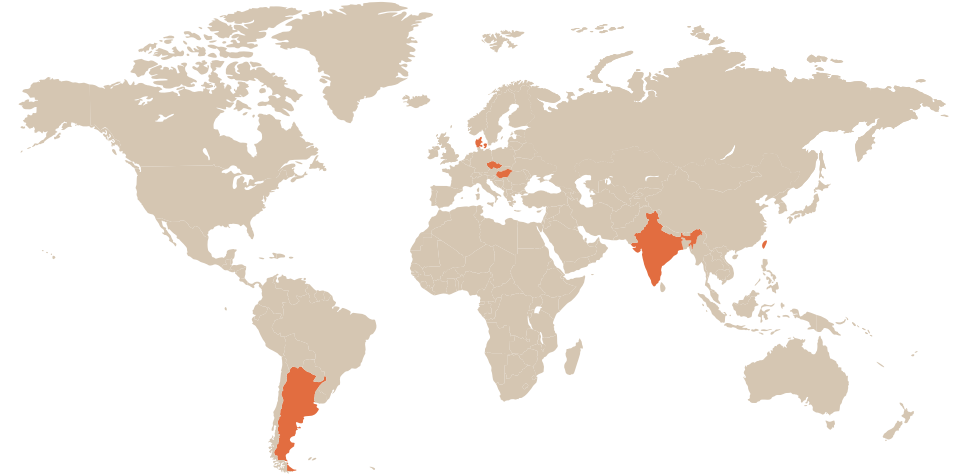
In all of our bags we've written a small intention for your day that reminds you of the positive change you can create when you walk out your door. The message varies from style to style. In 2022 we decided to ask our online community for the message for our new styles to make sure that our intention would ring true with the people wearing our bags.



Thank you Line Bjerrum for our new sentence:  
**WE ALL SMILE IN THE SAME LANGUAGE**

## COMPANY CULTURE

We are committed to creating a working environment that is diverse and inclusive. We aspire to create a cross-cultural setting as we believe it creates better solutions and ideas. See our team members throughout 2022:



Anne	Founder / CEO	Denmark
Michael	Founder / CEO	Denmark
Julia	Design & Production Manager	Hungary
XiBao	Marketing Manager	Taiwan
Tereza	Marketing Assistant & In-house photographer	Czech Republic
Hanne	Sales Manager	Denmark
Paula	Production Assistant Intern	Argentina
Eva	Marketing intern	Denmark
Yash	Production Assistant Intern	India
Birgit Fricke	Sales Agent in DK	Denmark

All applicants and employees will receive equal consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, or disability.

## GOALS FOR 2023

We want to keep reducing our impact on the environment and we want to spread more kindness in the world. We simply want to do better. We are constantly evaluating and improving our efforts in all departments of our company, but to focus our efforts we have defined four key goals for 2023.

We are partnering up with an external consulting company in 2023 to assist us with the next steps in our responsibility journey. They will help us develop areas we haven't had resources to focus on yet.



### PRODUCT END OF LIFE

One of our goals for 2023 is to explore other alternative opportunities for the end life of our products.

Our intention is to find a solution for our claimed and flawed items as well as for the items that served our customers well for a long time and cannot be repaired anymore.

We'll search in the direction of repair services, design studios and recycling facilities for possible collaborations.

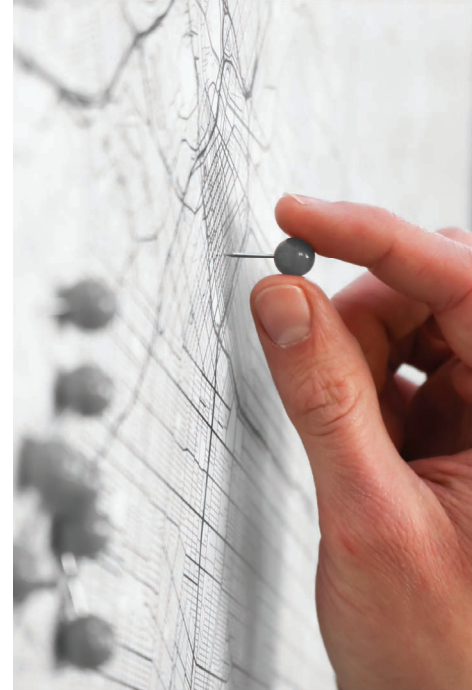


### CREATE A CODE OF CONDUCT

To secure our responsible partnerships we are developing our Code of Conduct which we will introduce with our production partners.

The aim of a Code of Conduct is to provide a clear outline of expected behavior, and instructions on the partnership.

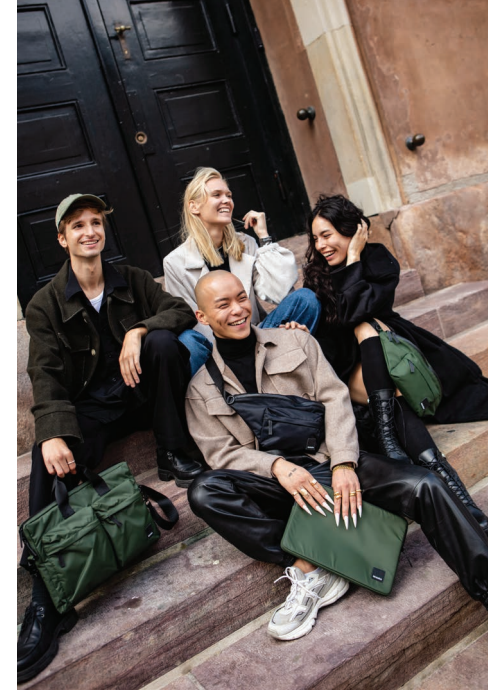
It will include Kintobe's principles, values and define a set of rules and expectations towards the partners.



### MAP ALL TIER 3 & 4 SUPPLIERS

Our ambition is to gain full transparency of our supply chain, to be able to monitor processes from the raw material stage, furthermore to be able to calculate the full impact of our products at a later stage.

To make the next steps towards this ambition, in 2023 we will do our best to map out our Tier 3 & 4 partners who are responsible for raw & semi raw-material extraction.



### CREATE THE KINDNESS FOUNDATION

Following our experiences with donating money to selected charities in 2022 we want to create a system for our donation efforts in 2023 and beyond.

That's why we will be launching the Kindness Foundation, which will donate 1% of all our sales to people working to spread kindness and create positive change in the world.



