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VERA BRADLEY INC.

CORPORATE RESPONSIBILITY AND SUSTAINABILITY REPORT

FISCAL 2022

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A MESSAGE FROM THE CEO



EVERY DAY, WE HAVE THE PRIVILEGE OF INSPIRING AND CONNECTING WOMEN AND GIRLS OF ALL AGES through our two lifestyle brands, dedicated Associates, loyal customers, incredible products, wonderful communities and global efforts. Vera Bradley and Pura Vida both nurture and promote a culture of diversity, inclusion, equity and fairness and are steadfastly focused on creating a future that is more sustainable for all of our stakeholders. We want to ensure our Company is a great place to work, shop and invest through ENSURING GOOD GOVERNANCE, CARING FOR PEOPLE AND CARING FOR OUR PLANET.

Vera Bradley, Inc. is committed to being a positive force in the environmental, social and governance (“ESG”) movement, and it is truly integral to our long-term vision of being a *purpose-driven, multi-lifestyle-brand, stable-growth company*. We strive to be a leader on ESG issues that matter most to our stakeholders — our customers, our Associates, our shareholders and our communities.

During the past year, we transparently engaged with the investment community and fostered good corporate governance practices. We strengthened our internal ESG infrastructure and initiatives by adding Enterprise Integrity and Enterprise Sustainability Groups to our organization. We boosted our Board diversity by adding Briogeo founder and CEO Nancy Twine to our Board of Directors, and we are proud to be included in the 8% of Russell 3000 Index companies with gender-balanced boards.

We further developed and engaged our nearly 2,500 Associates. We were extremely honored to receive the #1 ranking on the Forbes list of America’s Best Midsize Employers 2022 and to be recognized for our commitment to making Vera Bradley a wonderful place to work. We continued to support the communities we serve around the world through charitable efforts including Pura Vida’s Charity Bracelet Program and Vera Bradley’s Foundation for Breast Cancer, among others. We founded our test retail concept goodMRKT, a community of makers and creators selling “goods that do good.”

We elevated our efforts on responsible sourcing, product safety and climate change. We picture a future where many products can be reused, repurposed or recycled and cause minimal negative environmental impact, so we began a partnership with the thredUP Clean Out Service that links to our broader sustainability story. We participated in the Higg BRM assessment in 2021 and are using the results as a tool to improve focus areas related to environmental and social impact. And, Pura Vida was awarded the B Corporation Certification, which is a natural fit since it was founded to use the business as a force for good.

This document outlines details about the progress made related to our many ESG initiatives and our plans going forward. This report can be found on verabradley.com/ESG, and as we continue on our ESG journey, we will update you on our progress.

I want to thank our dedicated Associates and partners around the world for being devoted to our mission, genuinely living our values and supporting each other and the communities in which we live and work, particularly during another challenging year. We have an extraordinary culture which has allowed us not only to persevere, but to also accomplish great things, even in the face of difficulties.

We are better together! We are brighter together!



Robert Wallstrom, Chief Executive Officer
Vera Bradley, Inc.

Note: In this report, any reference to "Vera Bradley, Inc". or "the Company" refers to Vera Bradley and Pura Vida combined. Any reference to Vera Bradley refers to the stand-alone Vera Bradley brand.

ABOUT THE COMPANY

1982

IT ALL STARTED WITH A FRIENDSHIP... Barbara Bradley Baekgaard and Patricia R. Miller came upon a colorful idea while traveling together in 1982 (on a girls' trip, of course!). Sitting in an airport during a long layover, Barb and Pat observed the need for more color and fun in women's luggage. When they returned to Indiana, they each borrowed \$250 and cut patterns on a family ping-pong table — quickly turning a simple idea into an iconic American brand that is loved and carried by millions of women today.

Vera Bradley has since grown into an internationally recognized, iconic lifestyle brand providing beautiful solutions to its customers. Vera Bradley is a leading designer of women's handbags, backpacks, tote bags, luggage and travel items, fashion and home accessories and unique gifts. The brand's innovative designs, unique patterns and brilliant colors inspire and connect women unlike any other brand in the global marketplace. Vera Bradley offers a multi-channel sales model as well as a focus on service and a high level of customer engagement. While our headquarters are in Fort Wayne, Indiana, we reach much further through our community support and supply chain initiatives.

2019

OUR VERA BRADLEY, INC. FAMILY EXPANDED in July 2019 when we acquired a 75% interest in Pura Vida Bracelets ("Pura Vida"). Pura Vida, based in La Jolla, California, is a growing, digitally native and highly engaging lifestyle brand that deeply resonates with its loyal consumer following.

Much like Vera Bradley, Pura Vida began when two friends from southern California — Griffin Thall and Paul Goodman — took a college graduation trip to Costa Rica. They came across two artisans named Jorge and Joaquin, whose colorful string bracelets captured the simple beauty of Costa Rica. Sadly, Jorge and Joaquin were struggling to survive on their artisan wages, living with their family in a single room with three beds. Desperate to find some way to help, Griffin and Paul asked the artisans to make 400 bracelets to take home with them. They put the bracelets on display in a local California boutique, selling out completely within just a few days. Griffin and Paul teamed up with Jorge, Joaquin and other Costa Rican artisans to create more handcrafted bracelets in endless color combinations — each one as unique as the person wearing it.

What started out as selling just a few bracelets a week has grown into a worldwide movement with millions of bracelets sold each year. The Pura Vida brand has a differentiated and expanding offering of bracelets, jewelry and other lifestyle accessories. Pura Vida's heritage is supporting artisans around the world and giving to a myriad of charities that are meaningful to their loyal customer base.

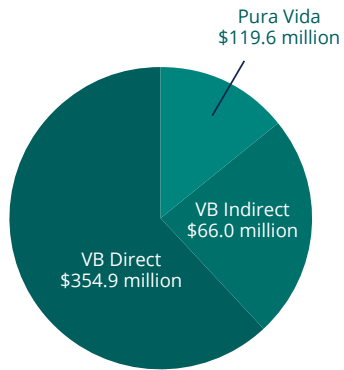
ABOUT THE COMPANY

THE COMPANY NOW HAS THREE REPORTABLE SEGMENTS in which we sell our products: Vera Bradley Direct (“VB Direct”), Vera Bradley Indirect (“VB Indirect”) and Pura Vida.

The VB Direct business consists of sales of Vera Bradley products through Vera Bradley Full Line Stores and Factory Outlet Stores in the United States, verabradley.com, verabradley.ca, the Vera Bradley Online Outlet site and the Vera Bradley Annual Outlet Sale in Fort Wayne, Indiana. The VB Indirect business consists of sales of Vera Bradley products to approximately 1,800 specialty retail locations, substantially all of which are located in the United States, as well as to select department stores, national accounts, third-party e-commerce sites and third-party inventory liquidators and royalties recognized through licensing agreements related to the Vera Bradley brand. Vera Bradley’s goods are primarily distributed out of its owned distribution facility in Roanoke, Indiana. The Pura Vida segment consists of sales of Pura Vida products through the Pura Vida websites, puravidabracelets.com, puravidabracelets.eu and puravidabracelets.ca, and through the distribution of its products to wholesale retailers and department stores throughout the United States. Pura Vida products for its U.S. e-commerce site and wholesale accounts are distributed primarily through a third-party provider in Tijuana, Mexico. Pura Vida also distributes product through third-party providers in the Netherlands and Canada, which supports European and Canadian e-commerce operations, respectively.

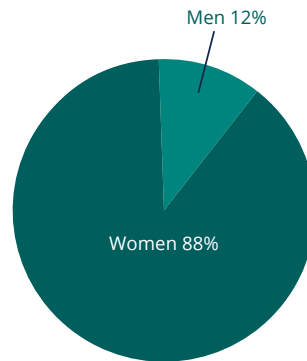


VERA BRADLEY, INC. AT A GLANCE

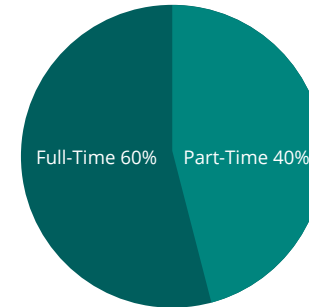


Revenues

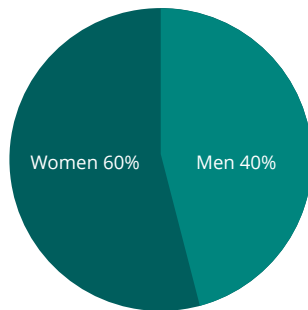
Total consolidated net revenues in fiscal 2022 totaled \$540.5 million.



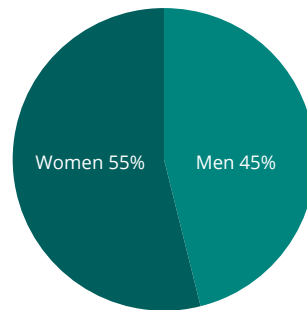
Associate Population



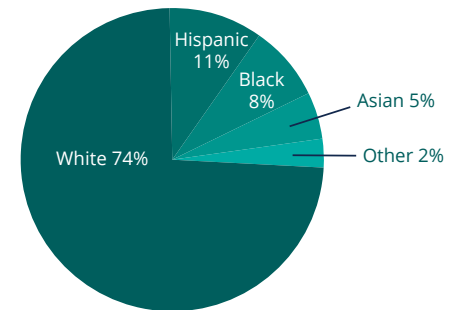
Full-Time Associates



Board of Directors



Vice Presidents and Above



Current Associate Ethnicity
FY 2022

IN FISCAL 2022, WE WERE KEENLY FOCUSED ON FOUR STRATEGIES TO PROPEL THE BUSINESS FORWARD:

1. DRIVE OUR DIGITAL-FIRST STRATEGY.

We made strategic organizational shifts and investments to pivot us to a digital-first company, evolving into a customer-centric, data-driven, technology-enabled and digitally-focused enterprise which allows us to effectively engage with our customers and offer a seamless shopping experience. Over one-third of our consolidated revenues are now generated from e-commerce sales, and, excluding our factory stores, over half of our total company sales are driven by e-commerce.

2. WE ARE CONTINUING TO ENHANCE OUR PRODUCT INNOVATION PIPELINE, COLLABORATIONS AND CATEGORY EXTENSIONS.

We continue to build our Vera Bradley and Pura Vida lifestyle brands to attract new customers and increase share-of-wallet with existing customers.

3. WE ARE BUILDING OUR COMMUNITY THROUGH MARKETING.

Both brands are working to engage, diversify and grow their customer bases through analytics, targeted marketing and ESG efforts.

4. EVOLVE OUR DISTRIBUTION CHANNELS.

We are continually looking for new ways to reach our customers and to reinvent the shopping experience in the ever-changing retail environment; the future for both brands will be a powerful combination of digital and “brick-and-mortar.”

FISCAL 2022 CORPORATE PERFORMANCE

At the beginning of Fiscal 2022, we set out to further enhance our two strong brand franchises — Vera Bradley and Pura Vida — and drive revenue and earnings growth through our four key strategies:

- executing our digital-first strategy;
- enhancing our product innovation pipeline, collaborations and category extensions;
- further engaging our communities through marketing; and
- continuing to evolve our distribution channels.

During the year, we made headway on these fronts for both brands, generated strong cash flow, delivered a consolidated year-over-year revenue increase of over 15%, and essentially returned to pre-pandemic revenue levels.

Our Vera Bradley brand had a solid year of revenue growth, with year-over-year total sales increasing over 18%, as customers responded to our product innovation and collaborations, supported by data-driven and targeted marketing. Our customer base grew year-over-year, resulting in younger and more diverse demographics.

Our Pura Vida brand total sales grew just over 6% for the year. We saw double-digit growth in Pura Vida wholesale revenues and celebrated our first successful retail store opening during Fiscal 2022. However, the significant shift in social and digital media effectiveness due to the Apple IDFA (Identifier for Advertisers) update affecting direct-to-consumer companies resulted in ecommerce sales falling short of expectations.

In addition to the Apple IDFA update, we faced a series of other unprecedented macro issues – including dramatic supply chain delays and freight cost increases, the delayed renewal of GSP (generalized system of preferences) tariff relief, and substantial digital advertising cost increases – all of which materially affected profitability during the year.

On a non-GAAP basis, consolidated net income totaled \$19.5 million, or \$0.57 per diluted share, compared to \$21.4 million, or \$0.63 per diluted share, in the prior year. The incremental freight costs and GSP impact combined negatively affected our EPS by approximately \$0.25 for the full year.

We continued to diligently manage our expenses, and we ended the fiscal year with a solid balance sheet with ample cash of over \$88 million and no debt. Even facing the macro challenges of the last year, we generated \$34 million of free cash flow, slightly above our ten-year average, and returned \$7.7 million to shareholders through stock repurchases.

KEY COMPANY STRENGTHS AND INVESTMENT CONSIDERATIONS

AUTHENTIC, ICONIC LIFESTYLE COMPANY

- Two powerful core brands: Vera Bradley and Pura Vida
- Devoted, emotionally connected, multi-generational consumer bases
- Alignment as casual, comfortable, affordable and fun lifestyle brands

UNIQUE, DISTINCTIVE PRODUCT OFFERINGS RECOGNIZED AROUND THE WORLD

- Heritage products and continued product innovation
- Unique collaborations and licensing partnerships with other iconic brands, which broadens customer bases

SOCIALLY CONSCIOUS COMPANY

- Supporting key causes and our communities around the world to bring people together and create positive change
- Committed to being a positive force in the ESG movement
- Driving heightened consumer engagement

FORWARD-LOOKING STRATEGY TO BE A PURPOSE-DRIVEN, MULTI-LIFESTYLE-BRAND, STABLE-GROWTH COMPANY

- Opportunities for long-term, sustainable revenue and EBIT growth
- Positioned to capitalize on future growth opportunities, including potential accretive acquisitions of other cash-generating, purpose-driven brands over time

SOLID BALANCE SHEET

- Solid cash position and free cash flow generation
- No debt

STRONG, ENTREPRENEURIAL CULTURE AND LEADERSHIP TEAM

- Essential skills and deep industry experience
- Teams aligned and committed to long-term success
- Special culture of innovation, giving and collaboration



Vera Bradley

A LOOK BACK AT FISCAL 2022

DIGITAL-FIRST:

We continued to focus on enhancing and reinventing the customer experience in our full-line stores, and certain digital shopping additions that gained popularity during the pandemic have remained popular, like appointment selling, buy-online/pick-up in-store and curbside pickup.

IN THE PRODUCT AREA:

We continued another year of high-profile product collaborations with several iconic brands, including Disney, Harry Potter, Peanuts and Crocs, to create and sell limited-edition product collections. We also collaborated with Classic Accessories to launch our first-ever outdoor collection.

We accelerated our robust fabric innovation pipeline to develop new fabric offerings and continued to build on our platform of sustainable fabrics. We expanded our full-line Performance Twill and recycled ReActive collections and our Factory Ultralight fabrication. We also launched our Cotton ReIMAGINED Collection, crafted from 50% recycled and 50% conventional cotton. We're constantly researching and innovating to bring our customers more eco-friendly options, with a goal of updating 100% of our core fabrics to more sustainable alternatives by 2025.

We expanded our apparel collection, adding graphic tees, puffer jackets and vests, leggings and a larger selection of pajamas to our already popular cozy collection of sleepwear and robes.



IN THE MARKETING AREA:

Our investments in customer data science and business analytics have continued to position us well, allowing us to collect and analyze data and respond to customer changes and adjust marketing spend in an agile way.

Vera Bradley continues to engage, diversify and grow its customer base through analytics, targeted marketing and VB Cares efforts. Vera Bradley's customer count grew by nearly 15% over last year, essentially bringing us back to pre-pandemic levels, and social media followers continued to grow, with Facebook at nearly 2 million, Instagram approaching 600,000 and TikTok climbing.

Our targeted digital media, traditional media and public relations efforts drove increased brand awareness and improved earned media, with total media impressions up more than 140% to slightly over 22 billion for the year.

Our customer service model and voice of the customer program continued to drive industry-leading customer satisfaction scores.

ON THE DISTRIBUTION FRONT:

We continued to strengthen and rationalize our store base. We opened six new factory stores and closed five underperforming full-line stores, ending the fiscal year with 70 full-line and 75 factory locations.

Vera Bradley continues to expand its options for customers to shop. We launched our Canadian website as our first international, localized website experience. We continue to be excited about alternative payments such as AfterPay, which is driving higher units per transaction and increased sales. As sustainability and resale continue to gain traction, so does our partnership with thredUP, which was launched in early Fiscal 2022. We added Chewy.com as a new distribution partner for our line of pet products and opened a Vera Bradley store in the LAX airport as part of our travel expansion focus.





puravida

LIVE  FREE

A LOOK BACK AT FISCAL 2022

DIGITAL-FIRST:

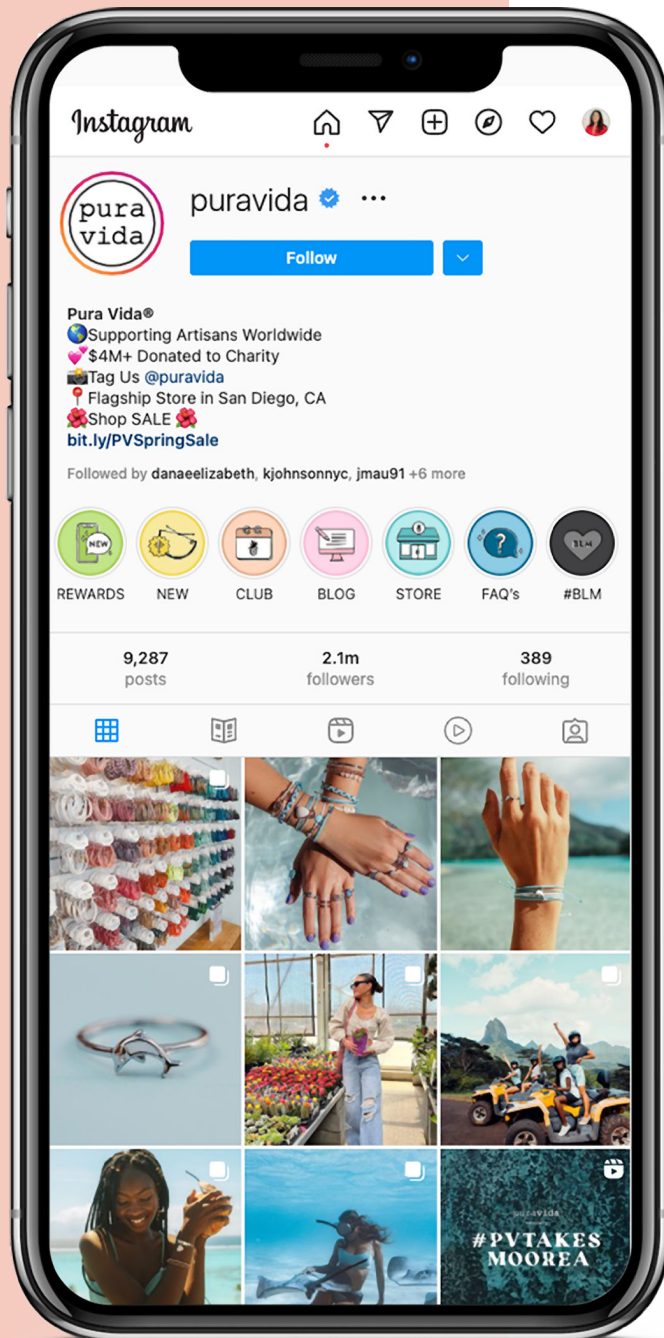
We completed Pura Vida's ERP integration so that our entire enterprise is now on a unified technology platform, allowing for enhanced capabilities in sourcing, customer service, CRM (customer relationship management) and data analytics.

IN THE PRODUCT AREA:

We entered into several high-profile product collaborations, including Hello Kitty, Disney, and Harry Potter, bringing new customers to our brand. In addition, we launched our first jewelry collection with Outer Banks star and influencer Madison Bailey, which is appealing to a more diverse customer.

Pura Vida continued to show strength as a lifestyle brand by successfully expanding into new product categories, including shirts, hoodies and backpacks. This lifestyle appeal will continue to be a key driver of growth.





IN THE MARKETING AREA:

Pura Vida’s social media engagement remains exceptional, as one of the most highly-engaged brands in the accessories space on social media, with over 2.2 million Instagram followers and over 450,000 TikTok followers, a little more than a year after launch.

Pura Vida continued to rank at the top of the industry for our net promoter and customer satisfaction scores.

ON THE DISTRIBUTION FRONT:

Pura Vida opened its first retail store in San Diego’s Westfield UTC Mall in August. Since opening, sales have far surpassed expectations, and we have experienced a double-digit improvement in our San Diego ecommerce business relative to the rest of the country, demonstrating the power a retail presence has in driving digital sales, omni-channel loyalty and spending.

We continued to add new wholesale partnerships, adding over 400 new accounts in Fiscal 2022, exceeding our expectations. And, Dillard’s joined Nordstrom as a Pura Vida department store distributor.

We added Pura Vida shop-in-shops to 23 full-line Vera Bradley stores and completed our roll-out of the Pura Vida charity bracelet program to all Vera Bradley full-line and factory locations.

LOOKING AHEAD TO FISCAL 2023



Vera Bradley

puravida
LIVE  FREE

Our focus areas for Fiscal 2023 will remain the same — to continue to:

1. drive our digital-first strategy;
2. enhance our product innovation pipeline, collaborations and category extensions;
3. build our community through marketing; and
4. evolve our distribution channels.

We are committed to being a *purpose-driven, multi-lifestyle-brand, stable-growth company, generating strong cash flow*. Our solid cash position, debt-free balance sheet, and ability to generate free cash flow has positioned us to continue to invest in our two lifestyle brands; seek out accretive acquisitions of other cash-generating, purpose-driven brands over time; and return capital to shareholders through continued share repurchases or future dividends.

Although Fiscal 2022 had its challenges, and Fiscal 2023 will still be filled with inflationary obstacles to overcome, we have a solid long-term vision for the future of our Company and a clear path to achieve our goals. Our team is focused, our balance sheet is solid, our brands are strong, and we are positioned for long-term, stable growth. We remain excited about the opportunities that lie ahead for Vera Bradley, Inc.

OUR CULTURE, VISION, MISSION AND CORE VALUES



Vera Bradley

AT ITS VERY CORE, VERA BRADLEY IS A BRAND FOR WOMEN, BY WOMEN. Since our beginning, we have been inspired by the needs and desires of real women at home and in the world, and we design thoughtful solutions — a balance of function and beauty, filled with special details — to make their lives easier. We're proud to connect women through their shared values, knowing this heartfelt connection can transform an ordinary day into an extraordinary one.

The Vera Bradley brand is casual, comfortable, conversational and fun. Our unique positioning is that we design solutions that inspire women — from all walks of life, around the country and the world, across generations — to live every day with joy, optimism and a dose of meaningful beauty. We hope to make the world a brighter place.

VERA BRADLEY'S VISION

To build a worldwide community that shares beauty, spreads optimism and inspires joy.

VERA BRADLEY'S MISSION

To connect and empower women and girls in their unique and remarkable journeys.

VERA BRADLEY'S PURPOSE

To make the world a brighter place.

WE ARE CONNECTED BY A SHARED LOVE OF MEANINGFUL BEAUTY. TO US, THIS MEANS:

BEAUTY IN SISTERHOOD:

Every design reflects the values and sensibilities that bring us together, creating an opportunity for women to connect.

BEAUTY IN ACTION:

We strive to bring kindness, empathy and joy to each initiative and every interaction.

BEAUTY IN COLOR:

Pops of color and vibrant prints make every day feel brighter.

BEAUTY IN DETAILS:

We anticipate women's needs to deliver thoughtful solutions to problems she hasn't yet discovered. We sweat the small stuff so she doesn't have to.

VERA BRADLEY'S CORE VALUES

We are guided by a set of seven core values that are the cornerstone for all aspects of our business. The Company was founded and built upon these values, and our Associates live by them every day.

COMMUNITY

Welcoming all, celebrating diversity and fostering community.

EMPATHY

Listening, learning, seeking understanding and connection.

KINDNESS

Caring for everyone we meet, leading with courage and heart.

INGENUITY

Curious at our core, always innovating new beautiful solutions and asking, "What next?"

OPTIMISM

Approaching every situation with positivity and adding a little color ... and fun ... along the way.

THOUGHTFULNESS

Paying attention to the little things that make the ordinary, extraordinary.

TENACITY

Relentlessly holding true to our values, demanding quality and paving the way for new ways to uplift women.



PURA VIDA IS A STATE OF MIND. It means celebrating good fortune, living life to the fullest and not taking anything for granted. Our mission and core values support that state of mind.

PURA VIDA'S VISION

To create a positive impact by building the most socially-conscious and sustainable global community.

PURA VIDA'S MISSION

To spread the "pura vida" lifestyle globally through responsibly made products that inspire positivity and give back.

PURA VIDA'S CORE VALUES

Like Vera Bradley, Pura Vida is guided by core values that help steer all business decisions.

DREAMING

We believe we can make a difference in the world.

GOOD VIBES

We are an inclusive community and support new ideas.

ADVENTURE

We constantly innovate, improving ourselves and the world around us.

QUALITY AND INTEGRITY

We hold ourselves to the highest standards.

SHARING THE LOVE

We give back to the community — our customers, our artisans and our team.

**CORPORATE RESPONSIBILITY AND
SUSTAINABILITY STRATEGIES AND INITIATIVES**

OUR OVERALL CORPORATE RESPONSIBILITY AND SUSTAINABILITY STRATEGIES

Our approach consists of three primary pillars:



ENSURING GOOD GOVERNANCE

Linking purpose to practice through our enterprise-wide corporate responsibility and policies, ESG standards, framework and reporting and integrity program.



CARING FOR PEOPLE

Supporting our Associates, Vendors and Community through diversity and inclusion initiatives; human rights, social, labor compliance and engagement programs; and charitable and community efforts. Establishing programs and projects with an emphasis on connecting and empowering women and girls. Ensuring we have effective tools for stakeholder engagement in environmental and social initiatives.

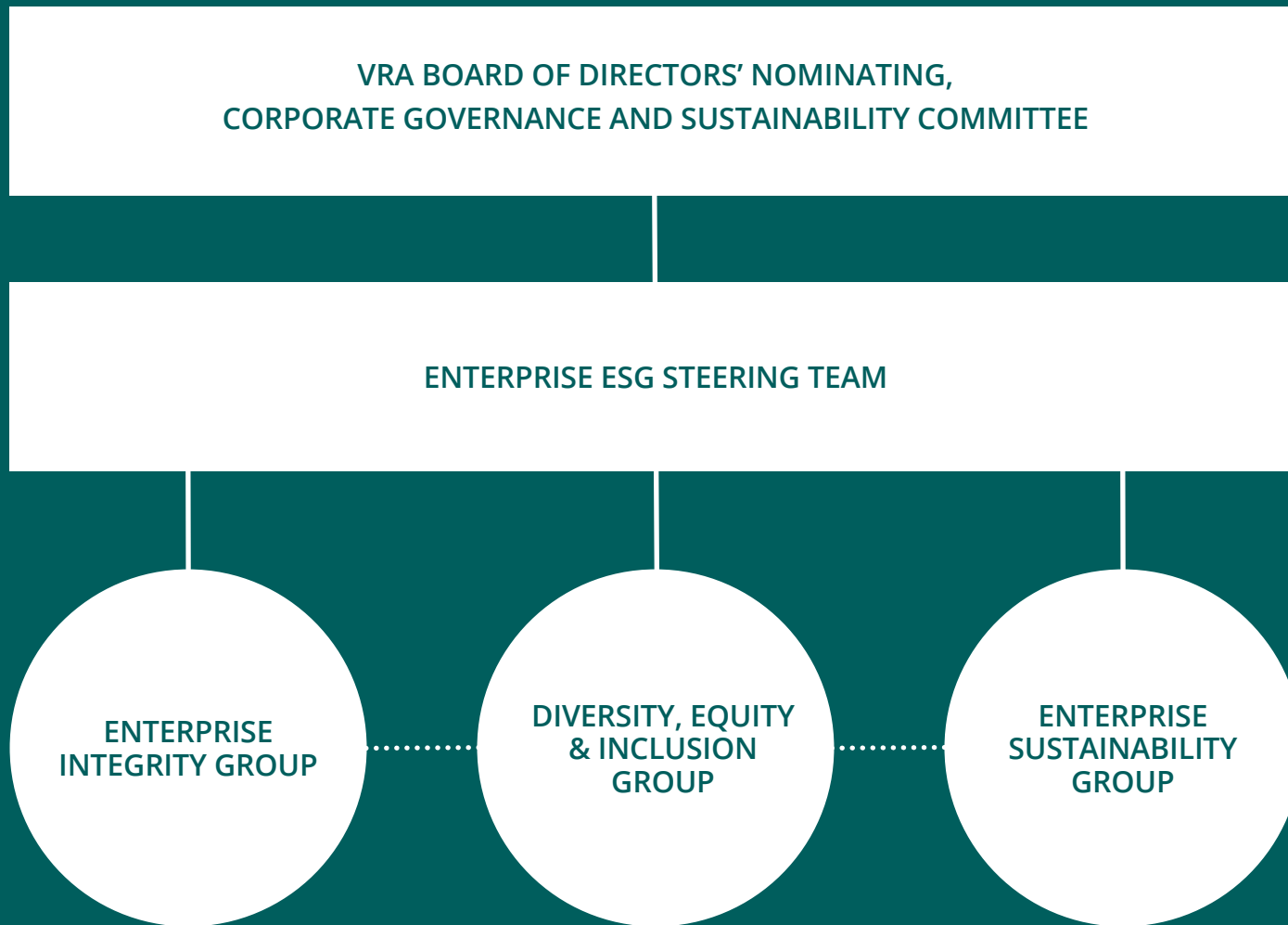


CARING FOR OUR PLANET

Improving the ways we work, design, develop, manufacture, deliver, sell and influence so that we use less and deliver more stakeholder value.

In each of these areas, we are committed to evaluating impact related to our practices, considering risks and opportunities, making real and measurable progress, and ensuring transparency with our stakeholders.

OUR CORPORATE RESPONSIBILITY & SUSTAINABILITY STRUCTURE



The Board's Nominating, Corporate Governance and Sustainability Committee has oversight of our corporate ESG strategy and direction. The Enterprise ESG Steering Team is responsible for the overall strategy, direction and resources of ESG within the Company and is comprised of Vera Bradley, Inc.'s CEO; Chief Administrative Officer ("CAO"); Chief Purpose Officer ("CPO"); and Manager, Corporate Responsibility and Sustainability; Pura Vida's Vice President, Supply Chain; and Vera Bradley's Vice President, Marketing.

The Enterprise Integrity Group is comprised of Vera Bradley, Inc.'s CAO; Vice President, Human Resources; Vice President, Investor Relations and Communications; Vice President, Global Sourcing; Director, Global Quality; and Manager, Corporate Responsibility and Sustainability.

The Group's primary responsibilities are:

- Setting direction around specific ESG frameworks, standards, memberships and affiliations
- Advising other internal ESG-related committees and working groups
- Monitoring results, measures and trends to recommend focus and resources
- Ensuring data (quantitative + qualitative) validation prior to disclosure
- Ensuring policies and programs appropriately address enterprise risk
- Monitoring emerging regulations and providing regular updates to ESG Steering Team

Our Company-wide Diversity and Inclusion initiative, Project Quilt, enhances and celebrates diversity, equity and inclusion throughout Vera Bradley, Inc., focusing on three key areas — the Associate, the Customer and the Community. Project Quilt is overseen by our CEO and Diversity and Inclusion Manager. The Project Quilt Committee is comprised of two separate subcommittees: an Advisory Committee charged with oversight and implementation and a Steering Committee charged with strategy and execution. Both subcommittees meet routinely and are made up of diverse groups of Associates from nearly every functional area of the Company.

The Enterprise Sustainability Group is sponsored by our CPO and comprised of a cross-section of members from different functions throughout the Company. The Group's primary responsibilities are:

- Developing and supporting enterprise and brand-specific environmental sustainability initiatives
- Supporting annual external reporting
- Supporting strategy development for enterprise and brand sustainability
- Being a champion of sustainability by department/team
- Leading and participating in regular sustainability communications and engagements



ENSURING GOOD GOVERNANCE

CORPORATE GOVERNANCE POLICIES AND PRACTICES

VERA BRADLEY, INC. IS COMMITTED TO DOING THE RIGHT THING and acting ethically and appropriately. We believe that credibility, integrity, trustworthiness and our core values are critical components of the current and future success of our business.

POLICIES AND GUIDELINES

The following policies and guidelines are in place and are actively enforced and monitored for compliance. Complete copies of the policies may be found on the investor relations page of our website, verabradley.com.

CONFLICT OF INTEREST AND BUSINESS ETHICS POLICY

Our Conflict of Interest and Business Ethics Policy helps uphold high ethical standards in all of our operations by promoting ethical conduct and compliance with applicable laws, rules, regulations and standards. Vera Bradley, Inc. recognizes that no code of ethics can replace the thoughtful behavior of an ethical director or Associate, but such a code can provide guidance to help recognize and deal with ethical issues and to foster a culture of accountability.

CODE OF ETHICS FOR SENIOR FINANCIAL OFFICERS

In addition to the Conflict of Interest and Business Ethics Policy, the Senior Financial Officers (the Chief Executive Officer, Chief Financial Officer and Corporate Controller of the Company) are bound by additional provisions relating to business ethics, confidentiality, conflicts of interest and compliance with laws, accounting standards and documentation.

VENDOR CODE OF CONDUCT

Each of Vera Bradley's vendors are responsible for adhering to a strict Vendor Code of Conduct that requires ethical and responsible conduct in all of our operations, as well as respect for the rights of all individuals and the environment.

CORPORATE GOVERNANCE GUIDELINES

Our Corporate Governance Guidelines provide a structure within which our directors and management can effectively pursue the Company's objectives for the benefit of its shareholders. These Guidelines serve as a framework within which the Board may conduct its business.

DISCLOSURE POLICY

This policy governs the disclosure of material, non-public information in a manner designed to provide broad, non-exclusionary distribution of information as required by the Securities and Exchange Commission in Regulation Fair Disclosure (Reg FD) so that the public has equal access to the information.

INSIDER TRADING POLICY

The Insider Trading Policy outlines our obligation to prevent insider trading and seeks to ensure that our Associates avoid the severe consequences associated with violations of insider trading laws and other relevant securities laws. This policy also is intended to prevent even the appearance of improper conduct on the part of anyone employed by or associated with the Company.

STOCK OWNERSHIP GUIDELINES

These guidelines require directors and executives to maintain a significant ownership stake over their tenure with the Company, ensuring that the interests of directors and executives are closely aligned with those of shareholders and that they seek to perpetuate enduring shareholder value.

CORPORATE BOARD OF DIRECTORS

VERA BRADLEY UTILIZES AN INDEPENDENT BOARD OF DIRECTORS to instill governance and independence of the Company and to help ensure the utilization of high ethical standards in the operation of the business.

Board members are elected annually. The Board formally meets at least four times each year. At each meeting, independent board members meet in an executive session in the absence of non-independent board members.

EACH BOARD MEMBER HAS THE FOLLOWING BASIC RESPONSIBILITIES:

- To support the mission and purpose of the Company, and to abide by its Articles of Incorporation, Bylaws and policies.
- To be diligent in preparation for, attendance at and participation in Board meetings and related activities on behalf of the Company.
- To ensure that the financial and business affairs of the Company are, to the best of the Board member's awareness, managed in a responsible manner.
- To act always in good faith and in the best interest of the Company, above any personal interest.
- To maintain the confidentiality of sensitive or proprietary information obtained as a result of Board service.

THE PRIMARY DUTIES OF THE BOARD INCLUDE MAXIMIZING LONG-TERM STAKEHOLDER VALUE BY:

- Ensuring that the Company operates in a legal, ethical and socially responsible manner.
- Selecting, evaluating and offering substantive advice and counsel to the CEO and working with the CEO to develop effective measurement systems that will evaluate and determine the Company's degree of success in creating long-term economic value for its shareholders.
- Reviewing, approving and monitoring fundamental financial and business strategies and major corporate actions.
- Overseeing the Company's capital structure and financial policies and practices.
- Assessing major risks facing the Company and reviewing options for their mitigation.
- Providing counsel and oversight on the selection, evaluation, development and compensation of executive officers and providing critical and candid feedback on their performance.

Various committees assist the Board in its oversight of, among other things, risk assessment and risk management. Each Committee is comprised of independent directors.

AUDIT COMMITTEE

Our Audit Committee reviews and recommends to the Board of Directors internal accounting and financial controls, accounting principles and auditing practices to be employed in the preparation and review of our financial statements. In addition, our Audit Committee has the authority to engage, oversee and dismiss public accountants to audit our annual financial statements and determine the scope of the audit to be undertaken by such accountants. Our Audit Committee also oversees capital expenditures, helps manage enterprise risk and reviews the fairness of related party transactions.

COMPENSATION COMMITTEE

Our Compensation Committee reviews and determines policies, practices and procedures relating to the compensation of executive officers, including the CEO, and the establishment and administration of certain employee benefit plans for executive officers. The Compensation Committee has the authority to administer our equity and incentive plans and to advise and consult with our officers regarding managerial personnel policies. Our Compensation Committee assists the Board in assessing the nature and degree of risk that may be created by our compensation policies and practices, ensuring both their appropriateness in terms of the level of risk-taking and consistency with our business strategies.

NOMINATING, CORPORATE GOVERNANCE AND SUSTAINABILITY COMMITTEE

Our Nominating, Corporate Governance and Sustainability Committee assists the Board of Directors with its responsibilities regarding the identification of individuals qualified to become directors, the selection of the director nominees for the next annual meeting of shareholders and the selection of director candidates to fill any vacancies on the Board of Directors. It also has responsibility for the Company's ESG efforts, including reviewing and making recommendations to the Board regarding the Company's ESG strategy and progress; review of near-, mid- and long-term risks and opportunities; and compliance with corporate governance, environmental sustainability and social responsibility. The Committee also reviews our efforts to audit our suppliers to ensure compliance with our Vendor Code of Conduct. Additionally, the Committee is responsible for succession planning for the CEO and tenure and retirement policies for directors. The Committee and management are responsible for director continuing education programs to assist directors in maintaining skills and knowledge necessary or appropriate for the performance of their responsibilities. Continuing education programs for directors may include a combination of internally developed materials and presentations, programs presented by third parties and financial and administrative support for attendance at qualifying academic or other independent programs.

50/50 Women on Boards™, a leading global education and advocacy campaign driving the movement toward gender balance and diversity on corporate boards, has named Vera Bradley a “Winning Company” for our commitment to board diversity. Per 50/50 Women on Boards™, as of December 31, 2021, women held 26.7% of the Russell 3000 Index company board seats, but only 8% have gender-balanced boards. The Vera Bradley, Inc. Board holds that distinction with six (out of ten) female directors.



CARING FOR PEOPLE

ENGAGING STAKEHOLDERS

VERA BRADLEY BELIEVES that it is critical to engage its different stakeholders in order to understand their views, values and ideas and to design a more responsible environment for all involved. We seek to engage and have open dialogue with our customers, Associates, retail partners, shareholders, communities and other stakeholders.

STAKEHOLDER	ENGAGEMENT METHODS	TOPICS DISCUSSED
Customers	<ul style="list-style-type: none"> • Store interactions with Sales Associates • Customer service center • Brand websites • Social media and email • Surveys • Focus groups 	<ul style="list-style-type: none"> • Product feedback and satisfaction • Marketing • ESG initiatives
Associates	<ul style="list-style-type: none"> • Intranet (The Thread) • Town Halls/meetings • Videos (Veracity) • Associate engagement survey • Facebook group • Surveys • Other internal communications 	<ul style="list-style-type: none"> • Engagement • Suggestions • General feedback • ESG initiatives

STAKEHOLDER	ENGAGEMENT METHODS	TOPICS DISCUSSED
Retail Partners	<ul style="list-style-type: none"> • Retail Advisory Board 	<ul style="list-style-type: none"> • Product feedback • Brand initiatives • ESG initiatives
Shareholders	<ul style="list-style-type: none"> • Regular financial reporting (SEC filings) • Releases • Investor conferences • Earnings conference calls • One-on-one and small group meetings 	<ul style="list-style-type: none"> • Feedback on performance and strategic initiatives (including ESG)
Communities	<ul style="list-style-type: none"> • VB Cares initiatives (including the Vera Bradley Foundation for Breast Cancer) • Pura Vida charitable initiatives • Paid Volunteer Time Off for Associates • Team and individual volunteer activities • Matching gifts program for Associates 	<ul style="list-style-type: none"> • Supporting women and children • Supporting environmental needs • Supporting community-specific needs
Industry	<ul style="list-style-type: none"> • Industry associations and meetings 	<ul style="list-style-type: none"> • Sustainable initiatives • Responsible sourcing • Human and labor rights • Environmental rights

CUSTOMER ENGAGEMENT AND SATISFACTION

The Company and both brands understand the importance of maintaining excellent customer relationships at all points of contact.

We engage a third party to quarterly evaluate our customer satisfaction scores (CSAT) as well as customer loyalty through Net Promoter Score® (NPS®). Through our customer service model integrated through all customer touchpoints and our voice of the customer program, we continually drive best-in-class and industry-leading CSAT and NPS scores. Our already high scores once again improved in Fiscal 2022 over Fiscal 2021.

We measure both CSAT and NPS related to in-store, online, customer service and order fulfilment interactions.

ASSOCIATE ENGAGEMENT

COLLECTIVELY, THE COMPANY'S SUCCESS is built upon the unique value of each person's contributions. We are especially proud of our Company's opportunities for women. In fact, approximately 88% of the Associates and over half of the vice presidents (55%) that work at Vera Bradley, Inc. are female.

Our long-term success depends on talented and engaged Associates.

Equal employment opportunities are available to all persons at Vera Bradley, Inc. without regard to race, sex, sexual orientation, gender, gender identity, gender expression, marital status, age, color, religion, creed, national origin, ancestry, mental or physical disability, medical condition, genetic information, military or veteran status or any other category protected under applicable federal, state or local law. We put this into practice through our hiring, training and annual affirmative action program.

The Company considers its relationships with its Associates to be good. The Company's Associates are not represented by unions or covered by collective bargaining agreements. Despite the "Great Resignation," the Company's overall Associate turnover rate in fiscal 2022 was flat with fiscal 2020 pre-pandemic levels.

Forbes and Statista recognized Vera Bradley, Inc. as the NUMBER ONE Best Mid-Sized Employer in America in 2022. America's Best Employers 2022 were identified in an independent survey taken by approximately 60,000 American employees working for companies with more than 1,000 workers in the United States.



ASSOCIATE ENGAGEMENT SURVEY

EVERY YEAR, WE CONDUCT AN ASSOCIATE ENGAGEMENT SURVEY in order to better understand our Associates' insights into our Company's strengths and opportunities.

The feedback we receive from the survey gives us insight into improvement opportunities and is instrumental in decisions we make to shape, strengthen and improve our Company. Over the last several years, we have made meaningful improvements to compensation, benefits, career development, diversity programs, mental health and wellness programs and our facilities as a result of the survey feedback. We believe listening to our Associates' feedback provided through the annual engagement surveys continually strengthens our corporate culture.

In 2020, as a result of the survey results, we determined our core focus areas would be: flexible work environment, diversity, compensation and mental health, and we took the following actions in 2021, among others:

- Flexible work environment
 - » Offered more flexible work schedules and a hybrid work environment at corporate
- Diversity
 - » Added diversity to our Board of Directors, with 60% female representation
 - » Added Diversity Holiday for Associates
 - » Formalized Diversity & Inclusion efforts through Project Quilt
 - » Conducted Unconscious Bias training throughout the Company
- Compensation
 - » Conducted compensation benchmarking and made adjustments to align to market
 - » Adjusted hourly wages in stores and distribution center to better align to \$15 minimum start rate
- Mental Health
 - » Hosted various mental health programs for Associates throughout the year
 - » Aailed Associates of a myriad of mental health information on our intranet, The Thread
 - » Employee Assistance Program (EAP) made available to all Associates

In 2021, we once again had outstanding survey participation, with over 80% of our Associates sharing their candid feedback. Our 2021 overall engagement score was once again above average in all categories compared to peer companies, with some categories in the upper quartile compared to peer companies. Several categories are assessed in the survey including empowerment, compensation, stay intent, leadership, recommend brand, and employee advocacy, among others. Our top focus areas for 2022 will be compensation, further enhancing the Associate experience, and leadership development and empowerment.

COMPENSATION AND BENEFITS

We offer competitive compensation and benefits for our Associates. We routinely conduct compensation benchmarking and make adjustments to align to market rates and salaries as appropriate.

Benefits offered include health, dental and life insurance; prescription drug coverage; 401(k) retirement plans; Health Savings Accounts (HSAs); income protection plans; health care and dependent care Flexible Spending Accounts (FSAs); legal insurance; and identity protection services.

LIVING WELL

VERA BRADLEY CARES ABOUT THE WELL-BEING OF OUR ASSOCIATES and knows that this encompasses more than just their work life. That is why we launched a new program in 2017, Living Well, to encourage our Associates to balance their professional accomplishments with the other dimensions of their lives, which includes five components: physical and mental well-being, financial security, career and personal development, community involvement and social interactions. Some examples of our programs and benefits include:

- For mental wellness, we offer an EAP (Employee Assistance Program) providing confidential counseling, financial, legal and work-life assistance to our Associates and their immediate family members.
- We offer various financial programs to help our Associates manage their economic life to reduce stress and increase their financial security. These consist of various ongoing contracted third-party financial services and a myriad of seminars, videos and lunch-and-learns throughout the year.
- We provide a variety of self-directed learning initiatives for essential leadership skills, career development guides and ongoing training and advancement programs.
- We offer Volunteer Time Off opportunities for our Associates so they can support their chosen charitable missions and foster team-building among Associates.
- The Happy Committee adds to the Company's positive energy with events like socials, holiday bake-offs, costume contests and live concerts. These events bring Associates together and embrace our fun culture.

LEADERS BY DESIGN

OUR ASSOCIATES ARE OUR BIGGEST ASSET and when they win, we all win. We believe everyone in the Company has the ability to lead by example and influence others in a positive way that ultimately provides meaningful value and will make us stronger. Our long-term initiative, Leaders by Design, encourages our Associates to grow as leaders through new Associate orientation and onboarding, formal training programs, mentorship programs, job shadowing and career-pathing programs and development, including THE LEADERSHIP CHALLENGE®, a globally recognized, research-based leadership development program designed to enhance leadership effectiveness.

THE BASIC PRINCIPLES OF LEADERS BY DESIGN ARE:

WE ARE ALL LEADERS

Leadership is our ability to influence those around us, regardless of role or function.

WE ARE INTENTIONAL

Leadership is a part of everything we say and do. A good leader takes ownership, is self-aware and continually strives to improve.

WE CREATE VALUE

Leadership means creating value through and with people to drive results for the Company, customers and shareholders alike.

WE CARE

Leaders care about the well-being of others, both professionally and personally, and work to create value in the lives of our customers, Associates and the communities where we live and work.

The Leadership Challenge®

THE PILOT CLASS FOR THE LEADERSHIP CHALLENGE® Workshop began in 2010. Since then, the 12-month program has continued to cultivate emerging leaders within our Company, with over 150 Associates completing the program. With a foundational curriculum based on the book *The Leadership Challenge*® and the work of authors James M. Kouzes and Barry Z. Posner, Vera Bradley's program aims to, among other things:

- Enhance participants' level of influence in the organization
- Build high-performing teams
- Unify leaders around a common leadership model
- Increase Associate engagement
- Encourage cross-company collaboration
- Retain and invest in key leaders
- Build deeper bench strength

Note: Candidates are selected to participate in The Leadership Challenge® Workshop through executive nomination and approval by Human Resources.

THE PROGRAM IS BUILT AROUND THE FIVE PRACTICES OF EXEMPLARY LEADERSHIP®:



MODEL
THE WAY



INSPIRE
A SHARED VISION



CHALLENGE
THE PROCESS



ENABLE
OTHERS TO ACT



ENCOURAGE
THE HEART

THE MULTI-FACETED PROGRAM CONSISTS OF SEVERAL COMPONENTS:

- Leadership
- Action Planning
- Manager Mentorship
- One-on-One Coaching
- Team Development
- Direct Report Toolkits

ETHICS HOTLINE

VERA BRADLEY PRIDES ITSELF ON CONDUCTING BUSINESS ETHICALLY and consistently with our core values. Associates should always conduct business with integrity and in full compliance with regulations, legislation and our own corporate operating policies and procedures.

We depend on each and every Associate to safeguard our organization's reputation and protect us from financial and legal harm.

In that vein, Vera Bradley, Inc. provides an Ethics Hotline toll-free number and online portal to enable Associates to report any concern about misconduct. A third party administers the hotline and portal. Information is treated confidentially and is used to respond to and investigate the report.

We take these reports very seriously and work to take appropriate action with each issue. While we can't always provide the person making the report with detail as to how the issue has been resolved due to confidentiality, the reporting Associate is notified when the case has been closed.

ASSOCIATE SAFETY

At Vera Bradley, Inc., the safety of our Associates, Customers and Communities is our top priority. We recognize the link between personal safety and living well, and work to promote an overall sense of safety and well-being for ourselves and others.

We have adopted the following CARES roadmap for safety in our operations:

- C – Communications to Associates regarding health & safety**
- A – Assessment of risk and exposure related to each aspect of our operations**
- R – Risk Reduction through application of layered controls**
- E – Education of teams regarding risks and controls**
- S – Surveys and Associate feedback to inform continuous improvement**

We have comprehensive Safety Manuals that outline our high standards of safety and appropriate safety procedures throughout all operations of the organization. We rely on each of our Associates to follow the standards in the manuals and to participate in maintaining and improving safety in their locations, thereby ensuring their own safety and the safety of others. At the onset of employment and before beginning new assignments, Associates should become familiar with health and safety policies and safe work procedures. Associates are never expected to perform work they believe is unsafe or that they believe is likely to cause injury to themselves or others.

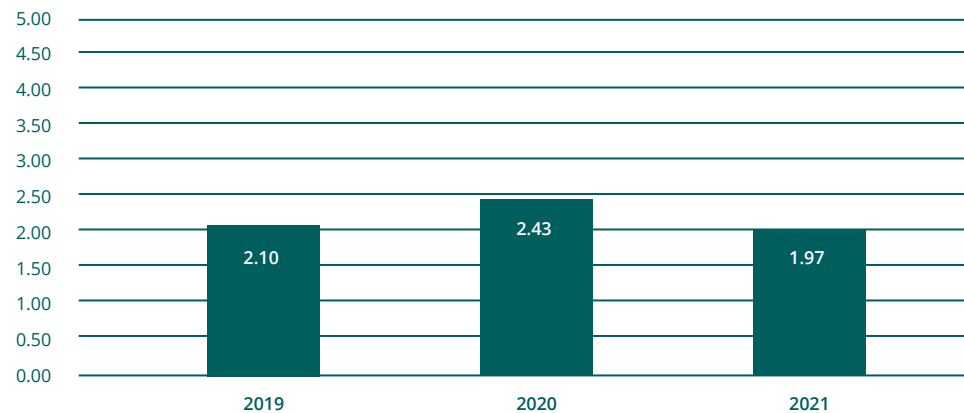
The Company is committed to providing safety- and health-related orientation and training for all Associates at all levels of the Company. The training subjects and materials have been developed using industry-best practices criteria and site-specific data.

Anytime an Associate is unsure of how to complete their work safely, they are expected to PAUSE and ask for help from their supervisor and should continue to escalate the issue until work can be done safely and in a way that is consistent with Vera Bradley guidance. Concerns can also be escalated to safety@verabradley.com.

Associates are provided ample and ongoing training and education of safety procedures including, but not limited to: COVID-19 prevention and response, severe weather preparedness, workplace violence, active shooter, civil unrest, picketing, fire, power outages, material handling and ergonomics.

Ergonomics is a key area of focus for safety throughout our Company. A formal ergonomics program including assessment, workstation enhancement, training and early intervention has been deployed within the Company and aims to link workplace safety to living well and to safety outcomes at work. Other key safety focus areas within the Company are further simplification and operationalization of safety processes, including incident investigation, and key processes aimed at discovery, awareness, correction and prevention of issues to reduce risk.

VRA INC. INJURIES PER 100 ASSOCIATES



**2019 does not include Pura Vida hours worked*

** Calculated as OSHA Total Recordable Injury Rate (TRIR)*

ANNUAL RISK ASSESSMENT

Annually, we conduct a comprehensive Enterprise Risk Management Assessment and compile a Risk Register detailing key potential risks to the organization, their implications and strategies to address the risks, as well as assessments of likelihood, severity, velocity and priority for each identified risk. The Risk Register is reviewed with the Board of Directors at least once per year.

DATA SECURITY

The Company's security team regularly monitors the security landscape through trend identification and consultation with a third-party security firm. Security trends and commentary, security incidents and security project status are reported to the Board of Directors on a quarterly basis. Should a security incident be classified as a major incident, reporting would occur as defined in the Company's incident response plan. Risk assessment and security for ecommerce platforms is assessed through review of SOC 2 Type II and PCI compliance reports for outsourced ecommerce platforms.



PROJECT QUILT

DIVERSITY & INCLUSION

IN 2020, WE LAUNCHED OUR COMPANY-WIDE DIVERSITY AND INCLUSION INITIATIVE, PROJECT QUILT, to continue to enhance and celebrate diversity, equity and inclusion throughout Vera Bradley, Inc. and named a long-time Vera Bradley Associate as Diversity and Inclusion Manager.

OUR PROJECT QUILT MISSION STATEMENT IS:

At Vera Bradley, Inc., our purpose is fueled by our core values and the shared belief that we are truly better together.

Our mission is to enhance and celebrate diversity, equity and inclusion throughout our company and in each of the communities we serve.

THROUGH PROJECT QUILT, WE ARE FOCUSING ON THREE KEY AREAS:

THE ASSOCIATE: Enhancing the Associate experience through hiring and career development; education and communication; celebration and recognition.

THE CUSTOMER: Enhancing the customer experience and expanding the customer base by positioning our brands as “brands for all” through product, marketing and partnerships.

THE COMMUNITY: Optimizing local partnerships to enhance community connections and enhance global partnerships that especially support causes benefiting women and children.

We believe that diversity keeps enterprises more competitive by increasing innovation and creativity through varied perspectives and creating effective local, national and global relationships.

The Project Quilt Committee is comprised of two separate subcommittees: An Advisory Committee charged with oversight and implementation and a Steering Committee charged with strategy and execution. Both subcommittees meet routinely and are made up of diverse groups of Associates from nearly every functional area of the Company.

SINCE THE INCEPTION OF PROJECT QUILT, WE HAVE IMPLEMENTED SEVERAL ENHANCEMENTS AND INITIATIVES, INCLUDING:

- Conducting Unconscious Bias Training throughout the Company
- Establishing a “Diversity Holiday,” so that Associates can celebrate any cultural holiday throughout the year that holds significance for them personally
- Elevating our internal communications to celebrate diversity and inclusion, incorporating, among many other topics, National Coming Out Day, Pride Month, Indigenous Peoples’ Day, Black History Month, Juneteenth, Loving Day, Hispanic Heritage Month, Asian American and Pacific Islander Heritage Month, Mental Health Awareness Month, and Associates’ holiday and religious traditions
- Becoming a key sponsor of Fort Wayne’s United Front Initiative (a community-wide initiative addressing the issues of race, equity and inclusion)
- Increasing representation of diverse influencers on social media
- Establishing partnerships with several diverse charitable organizations and causes
- Creating and selling our Vera Bradley Unity Tote bag

ABOUT THE UNITY TOTE:

To celebrate diversity and promote unity in honor of Black History Month, Vera Bradley designed and began selling a limited-edition “Unity Tote” bag in February 2021. The Unity Tote was the dream of Victoria Williams, a Vera Bradley Store Associate from the Company’s Factory location at Gulfport Premium Outlets in Gulfport, Mississippi. In the summer of 2020, Williams felt moved to suggest her idea to create a Vera Bradley bag featuring a special pattern that stood for unity.

After her idea received enthusiastic approval from Vera Bradley leadership, Williams articulated her vision to the Company’s print design team, and the pattern “Unity Tie-Dye” was created. In black and white, this powerful pattern beautifully represents coming together, celebrating diversity and uniting for change.

“I wanted the pattern to spark a conversation,” Williams shared. “I wanted people to know that Vera Bradley is for everyone.”

As part of the Company’s commitment to fostering more inclusive communities and amplifying the voices and talents of BIPOC individuals, Vera Bradley was honored to donate \$20,000 to Women Who Create, a non-profit organization dedicated to providing scholarships and mentorships to young creatives identifying as women of color in the fields of fashion, advertising, music and tech.





CHARITABLE INITIATIVES: BRINGING PEOPLE TOGETHER AND CREATING POSITIVE CHANGE

VERA BRADLEY, INC. IS COMMITTED to supporting the communities in which we do business. Whether helping near Pura Vida's home offices in La Jolla, California, close to our Vera Bradley hometown of Fort Wayne, Indiana, or near our retail stores and manufacturing facilities, we strive to care for people and make the world around us a better place. As we generate profits, we can invest funds in our stakeholders, in turn improving lives and driving brand advocacy. Driving brand advocacy generates more profits, and the virtuous cycle continues.

VERA BRADLEY

UNDER THE UMBRELLA OF VB CARES, Vera Bradley primarily supports charities that can connect, empower and profoundly improve the lives of women and girls.



THE VERA BRADLEY FOUNDATION FOR BREAST CANCER

THE VERA BRADLEY FOUNDATION FOR BREAST CANCER (the “Foundation”) raises funds for breast cancer research to find a cure and to improve the lives of the many affected by this disease. Moved by the loss of their dear friend, Mary Sloan, Vera Bradley’s co-founders embraced the cause and began supporting breast cancer research. Since its formation in 1998, the Foundation has contributed \$37.5 million to support the groundbreaking research being conducted at the Vera Bradley Foundation Center for Breast Cancer Research (the “VB Center”) at Indiana University School of Medicine in Indianapolis, Indiana, which was named in honor of the Vera Bradley Foundation in 2018 in recognition of two decades of their philanthropic support. The VB Center is part of the Indiana University Melvin and Bren Simon Cancer Center (the “IU Cancer Center”). In August 2019, the IU Cancer Center was designated a Comprehensive Cancer Center, the highest level of recognition awarded by the National Cancer Institute for research excellence.

The VB Center is focused on developing and improving therapies for some of the most difficult-to-treat types of breast cancer, such as triple negative breast cancer, as well as creating personalized patient treatments it has termed “Monogrammed Medicine.” We have always been proud to direct our fundraising dollars to the breast cancer research being conducted in our home state of Indiana, which supports and positively impacts research taking place around the globe. For specific details about the progress being made as a result of our financial support, please visit verabradley.org/promising-progress.

The Foundation typically raises funds through its annual signature events, including the Vera Bradley Foundation for Breast Cancer Classic, a weekend of sporting events including golf and pickleball, and Tickled Pink: A Gathering of Girlfriends, which unites hundreds of Vera Bradley enthusiasts for a behind-the-scenes brand experience. In addition to events led by the Foundation, there are also individual donors, dedicated friends, Vera Bradley retail partners and other committed supporters nationwide who host a variety of events and fundraisers. Another successful initiative of the Foundation is its “Round up at the Register” program, which allows customers who visit Vera Bradley retail stores or purchase online at verabradley.com to round up their total to the nearest dollar and donate those proceeds to the Foundation. Vera Bradley matches a portion of the donations received from the round-up program.

We were able to contribute \$1.5 million to breast cancer research through the generosity of our customers, donors and other supporters in Fiscal 2022.

Vera Bradley is dedicated to eradicating breast cancer as a life-threatening disease. To learn more, visit verabradley.org.





DONATION ALLOCATION TO INDIANA UNIVERSITY SUMMARY:

45% BREAST CANCER RESEARCH LABORATORIES

New project funding is provided for researchers, all with a single focus: better outcomes for patients.

27% MONOGRAMMED MEDICINE

Monogrammed Medicine research considers individual variables in genes, environment and lifestyle when developing prevention and treatment strategies. Combining this information yields therapies tailored to each patient.

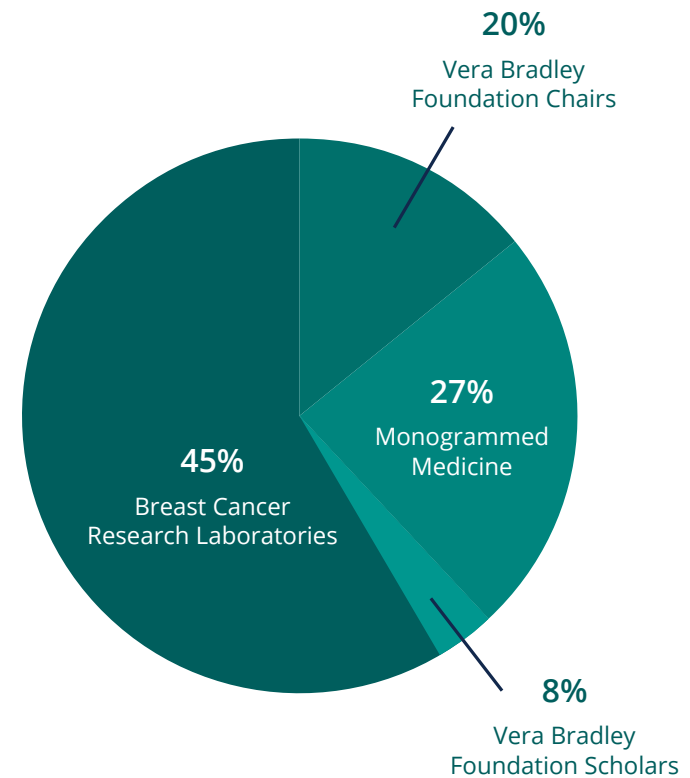
20% VERA BRADLEY FOUNDATION CHAIRS

Funding these positions allows for the expansion of expertise in the Vera Bradley Foundation Center at Indiana University School of Medicine.

- Vera Bradley Foundation Chair in Oncology
- Vera Bradley Foundation Chair in Breast Cancer Innovation
- Vera Bradley Foundation Chair in Breast Cancer Discovery
- Vera Bradley Foundation Chair in Breast Cancer Research

8% VERA BRADLEY FOUNDATION SCHOLARS

Post-doctoral fellows who are training with members of the breast cancer research program are provided with specific funding to pursue breast cancer research projects, including those that support Monogrammed Medicine.





BLESSINGS IN A BACKPACK

IN 2021, VERA BRADLEY CELEBRATED its fourth year partnering with Blessings in a Backpack. This non-profit organization mobilizes communities, individuals and resources to provide food on the weekends for the millions of school-aged children across America who might otherwise go hungry.

Since 2018, we have donated tens of thousands of backpacks to children in need, hosted numerous backpack-packing and celebrity-hosted giveaway events throughout the U.S. and collaborated with Olympic Gold Medalist Shawn Johnson East to create a limited-edition capsule collection, with a portion of proceeds benefiting the cause. Additionally, Vera Bradley launches an awareness and fundraising campaign benefiting Blessings in a Backpack in its stores and on verabradley.com every back-to-school season. Through all of these efforts and with the support of our customers, we have donated over \$750,000 to Blessings in a Backpack since 2018, which has prevented more than 5,700 kids from going hungry.





NEW HOPE GIRLS

NEW HOPE GIRLS

NEW HOPE GIRLS IS A NON-PROFIT ORGANIZATION that provides jobs for vulnerable women and refuge and education for girls rescued from the darkest places in the Dominican Republic. Women sew and create beautiful bags in the New Hope Girls workshop with 100% of the proceeds supporting the New Hope Girls safe house. The organization's mission is to "create a place of light and life for girls and women arising from dark and difficult places, restoring identity and purpose for the future." Caring and creating brighter, more joyful lives for girls and women everywhere is stitched into the fabric of Vera Bradley's brand. Supporting New Hope Girls is one of the many ways we've committed to making a positive impact in our global community. The work New Hope Girls does to give women and girls a sense of purpose is inspiring.

Since 2016, Vera Bradley has rallied behind New Hope Girls and its selfless mission to better the lives of the women and girls in its care. To improve the efficiency of New Hope Girls' sewing operations, Vera Bradley designed a fully-equipped workshop with self-sustaining industrial sewing machines and transformed the community room into a welcoming and sacred space. Additionally, Vera Bradley has offered ongoing business mentoring and assisted in training the women with sewing and designing techniques to improve their craft and help them grow as artisans and individuals. We have also supported the growth of the housing and school buildings for the girls served.



NEW HOPE GIRLS

NEW HOPE GIRLS

In 2019, we took our relationship to the next level by partnering with New Hope Girls to create a limited-edition mini-collection, Vera Bradley + New Hope Girls, which launched on International Women's Day, March 8. Since that time, we've launched a special Vera Bradley + New Hope Girls collection each year on International Women's Day. The styles are designed and sewn by New Hope Girls artisans and feature colorful Vera Bradley prints created exclusively for the partnership. Collections are offered on verabradley.com and in the Company's full-line stores.

Empowering women and caring for those in need has been at the heart of Vera Bradley's culture since the very beginning, so there is great synergy between our brand and what New Hope Girls is doing to improve the lives of women and girls in the Dominican Republic. From the sales of the collections, we have been able to donate \$122,000 to the organization since the beginning of our partnership. We are proud to continually raise awareness for New Hope Girls to help the organization expand its reach and continue to thrive.





FREE MOM HUGS

PRIDE MONTH/FREE MOM HUGS

In recognition of Pride Month in June 2021, Vera Bradley designed a limited-edition “Love Stripe” collection to support the belief that inclusion, acceptance and love can create a brighter world for all.

As part of Vera Bradley’s ongoing commitment to fostering more inclusive communities and celebrating diversity, the Company also donated \$20,000 to non-profit Free Mom Hugs. Founded by moms, Free Mom Hugs works under a mission to empower the world to celebrate the LGBTQIA+ community through visibility, education, conversation, and yes, hugs! Founder Sara Cunningham began her journey of becoming an advocate of the LGBTQIA+ community through her relationship with her gay son. She founded Free Mom Hugs in 2014 and, since that time, thousands of parents and allies across the country have joined the movement of acceptance, love and support.

“What I love about Vera Bradley’s Love Stripe collection is someone will know just by you carrying these styles that you are a safe person.”

“We’re grateful to our friends at Vera Bradley not only for their financial support of Free Mom Hugs, but also for using their platform to help spark conversation and expand the reach of our movement to promote acceptance, love and support for the LGBTQIA+ community.”

- Sara Cunningham, Founder, Free Mom Hugs

CLEAN WATER: ONE ATTA TIME & PLANET WATER FOUNDATION



One ATTA Time brings healing to children around the world by providing clean water to heal those with preventable illnesses caused by waterborne diseases. They are dedicated to taking water filtration to communities in desperate need of clean water. According to One ATTA Time's website, "Diseases from dirty water kill more people every year than all forms of violence, including war, and 43% of those deaths are children under five years old." We are joining One ATTA Time in their fight to change that.

In February 2022, Vera Bradley, Inc. partnered with One ATTA Time to provide clean water in the homes of 800 employees at one of our contracted manufacturing facilities in Cambodia. Though one of the fastest growing economies in Asia, more than two million people in Cambodia lack access to safe water.

Vera Bradley's Cambodia Clean Water Project will give recipients access to safe, clean water at home, helping to prevent families and children from becoming ill due to water-born illnesses and reducing time spent ensuring safe drinking water for their families. Each worker received an innovative and environmentally sustainable water filtration system featuring Sawyer filters and other materials provided by One ATTA Time. Each filtration system is designed to provide clean water for an estimated 20+ years.

One ATTA Time provided training to each family on how to care for their filtration system to extend its life and effectiveness. As with many of One ATTA Time's clean water projects around the world, the improved health of the families receiving water filtration systems in Cambodia will be carefully monitored and documented.

"Readily accessible, safe-to-drink water is something many of us take for granted, but it is a constant concern for millions of people around the world. While Vera Bradley is unable to solve the global water crisis alone, we are proud to partner with One ATTA Time to make a difference in the lives of 800 Cambodian families for years to come. We hope our efforts inspire others to take action, too," said Stephanie Scheele, Vera Bradley's CPO.



In March 2022, in recognition of World Water Day, Vera Bradley also partnered with Planet Water Foundation to install a water tower outside a nearby school in the community of another contracted manufacturing facility in Cambodia. This water tower not only provides clean drinking water to the children at the school, but is also open to all members of the community to fill water containers to take to their homes.

UKRAINIAN SUPPORT

Vera Bradley supports the Ukrainian people, and our hearts are with the families suffering during this crisis. In March 2022, we made a \$50,000 donation to CHOOSE LOVE's Ukraine Crisis Fundraiser to help provide vital aid and refugee services to women, children, and the elderly, including emergency medical care, food and shelter, legal support and mental health resources.

COMMUNITY SUPPORT

VERA BRADLEY BELIEVES that it should give back to the community where the Company began. That is why the Company supports and engages with nearly 20 non-profit organizations in the Fort Wayne metropolitan area and throughout Northeast Indiana that align with our core values and improve the lives of women and children.

A FEW LOCAL ORGANIZATIONS THE COMPANY SUPPORTS INCLUDE:

- American Heart Association
- Big Brothers Big Sisters
- Boys & Girls Club
- Charis House
- Habitat for Humanity
- Riley Children's Hospital
- Sexual Assault Treatment Center

Vera Bradley also supports various charitable organizations in the many communities where we have retail stores.

Vera Bradley offers eight hours of Volunteer Time Off ("VTO") to each full-time Associate every year (four hours for part-time Associates). Each Associate may use these hours to volunteer for the cause of their choice.

We also offer a Matching Gifts program where Associates may apply to have their own charitable gifts matched up to \$500 per year (up to \$1,000 if sitting on a not-for-profit board).

Pura Vida Associates are also eligible for the VTO and Matching Gifts programs.

PURA VIDA

AT PURA VIDA, GIVING BACK has always been at the core of what we do, which is why we created our Charity Collection. The Charity Collection consists primarily of bracelets, but also includes select items in Pura Vida's apparel collection. For each item sold, 5% of the purchase price is donated to the designated charity.

Since its inception, Pura Vida has partnered with more than 200 charities around the world to donate over \$4 million to causes our customers care about. We make a real impact. Over the years, we have planted over 22,000 trees through charity partnerships and donated over \$447,000 to disaster relief alone. That is just a sample of the difference we have made and are making.

We are always striving to do more and are constantly on the lookout for charities that can benefit from Pura Vida Bracelets. We are continually taking note of the causes that our customers want to support and great new charities to work with. Customers are encouraged to submit their ideas about nonprofit partnerships to us.



Pura Vida supports a variety of charitable causes, including:

ANIMAL AND ENVIRONMENTAL:

- Coral Reef Alliance
- National Parks Conservation Association
- Oceana, Inc.
- Oceanic Preservation Society
- One Tree Planted
- Project C.A.T.
- Rainforest Trust
- Sea Turtle Conservancy
- Surfrider Foundation
- The Elephant Sanctuary
- World Wildlife Fund

CANCER AND HEALTH:

- Anxiety & Depression Association of America
- Autism Society
- Boarding for Breast Cancer
- CURE Childhood Cancer
- March of Dimes
- Mental Health America
- Stand Up To Cancer
- Suicide Awareness Voices of Education

HUMANITARIAN:

- Baby2Baby
- charity: water
- Direct Relief
- Homes For Our Troops
- kindness.org
- NAACP Legal Defense Fund
- Semper Fi & America's Fund
- The Trevor Project

UKRAINIAN SUPPORT

In March 2022, Pura Vida began selling blue and yellow UKRAINE RELIEF BRACELETS, with 100% of the net profits (a minimum of \$1.50 per bracelet) donated to Direct Relief. Direct Relief is a humanitarian aid organization, active in all 50 states and more than 100 countries, with a mission to improve the health and lives of people affected by poverty or emergencies — without regard to politics, religion or ability to pay. Direct Relief is working directly with Ukraine's Ministry of Health and other on-the-ground partners to provide urgently needed medical aid, including emergency response packs intended for first responders, oxygen concentrators, critical care medicines and much more. More than 25 tons of medical aid have been provided since the Russia-Ukraine conflict broke out in February 2022.

goodMRKT

In spring 2021, the Company launched a test retail concept called goodMRKT with the opening of its first retail store in Fort Wayne, Indiana, followed by the launch of the [agoodmrkt.com](https://www.agoodmrkt.com) ecommerce site later that year.

goodMRKT is a community of makers and creators who confront the challenges of the world, dare to make a difference and are creating change around the globe. It is the foundation of a new movement where products have a purpose, giving back is a given and passionate entrepreneurs build a better future with “goods that do good.”





A collection of 60+ special brands make up the goodMRKT universe, each with a unique “giving back” component. Here is a sampling:

ABLE (NASHVILLE, TENNESSEE)

is a lifestyle brand making leather bags, clothes, shoes, and jewelry that uses ethical manufacturing and sustainable employment opportunities to elevate the quality of life for women and children around the world. ABLE is committed to ensuring every woman receives treatment and compensation reflective of her immense worth while delivering a real, measurable impact on communities around the world.

MUSEE (MADISON COUNTY, MISSISSIPPI)

uses ethically sourced natural ingredients to make handcrafted, organic bath products that support their mission of providing dignified work to vulnerable people in their community. Musee’s workforce is made up of women in recovery, people with disabilities and others who have lived in chronic poverty, creating economic opportunities and stability for people around them.

SACKCLOTH + ASHES (SALEM, OREGON)

uses 100% recycled, eco-friendly materials to create sustainably produced blankets deeply rooted in the natural vistas that inspired them. In an effort to aid homeless shelters across America, for every purchase of one of their blankets, Sackcloth + Ashes donates another to a local homeless shelter. Through their campaign, Blanket the United States, they aim to donate over one million blankets to homeless shelters by 2024.

TWO BLIND BROTHERS (NEW YORK, NEW YORK)

is a purpose-driven apparel and accessories company using 100% of their profits to directly fund research programs that are developing a cure for Stargardt disease. Each purchase from Two Blind Brothers directly supports efforts to restore vision to millions around the world.



CARING FOR OUR PLANET

We are committed to improving the ways we work to use less and deliver more stakeholder value.

CLIMATE IMPACT

We recognize now is a time for action to address climate risk. Vera Bradley, Inc. and its brands are committed to addressing our impact. We recognize climate change risks related to our industry, our locations, our transportation/logistics models, our products and our processes exist. While we have documented reduction within our owned operations, we are conducting a deeper climate-related risk assessment in Scope 3 in Fiscal 2023. Our approach is aligned with the Taskforce for Climate Related Financial Decisions and will include an evaluation of science-based targets. Results of these efforts, in concert with our developing sustainability strategy, will inform specific actions and considerations related to addressing climate-related risks with the potential to have substantive financial or strategic impact on our business. Throughout this process, the Company and its brands will remain committed to reducing our climate impact.

PRODUCT LIFECYCLE

Raw Materials Sustainability Plan

OUR OWN CONSUMER INSIGHTS INDICATE that nearly 70% of our existing customers consider the environmental impact of a brand to be important or very important. We agree. We want to be a responsible steward of the planet's resources and be recognized as a brand that cares for people, the environment and the best possible utilization of resources.

VERA BRADLEY

We are cognizant of smart design and the impact of our design choices. We think about durability so that our products have long lives. We use high-quality raw materials, and our design team works closely with our sourcing team to assure we are designing to value, only including elements that our customers truly feel are important.

Our goal is to introduce a sustainable alternative for each of our major fabrications in the future, without sacrificing beauty or functionality. Our objective is that our synthetic fabrics will be updated with more sustainable options and our cotton will have an ecological value that will align with our sustainability commitments over the long-term.

Our desired outcome is to utilize eco-friendly raw materials; in this way, we can do the right thing for the planet while keeping our customers highly engaged with a relevant brand offering. We are consciously re-imagining our designs, our materials and how our products are made, with a goal of updating 100% of our core fabrics to more sustainable alternatives by 2025.

In January 2020, we introduced our Vera Bradley ReActive Collection, made of recycled polyethylene terephthalate (rPET) plastic. This was the first step in the sustainability commitment of our brand. The ReActive line of luggage, bags and accessories was designed to make a lighter impact on the planet and enable customers to make more eco-friendly choices, as each yard of fabric is made from 16 recycled bottles. Since the launch of the ReActive Collection, approximately 14 million plastic bottles have been recycled.

We also reinvented the iconic fabric that made us, us, since 1982, by introducing our new recycled cotton product in May 2021 — Vera Bradley Cotton ReIMAGINED. Consciously crafted from 50% recycled and 50% conventional cotton, the signature softness, comfort, vibrancy and performance our customers love about our traditional cotton product remains. We estimate 3.4 million gallons of water were saved in 2021 by converting our signature cotton to a recycled fabrication.

Our recycled fabrics are Global Recycled Standard (GRS) certified. The GRS is an international, voluntary standard that sets requirements for third-party certification of recycled content, chain of custody, social and environmental practices and chemical restrictions.

We even instruct our customers on how to care for our products in a way that extends the life of their bags while protecting the planet.



PURA VIDA

WE HOLD OURSELVES TO THE HIGHEST STANDARDS when it comes to the craftsmanship of our products. That's why we partner with carefully selected and highly skilled partners to create the handcrafted products our customers love while providing sustainable and fair employment.

In April 2021, we launched our Pura Vida apparel collection of shirts and hoodies, a perfect extension of the Pura Vida lifestyle. Some of these products are fair-trade certified.

RESPONSIBLE SOURCING AND CODES OF CONDUCT

AT THE HEART OF THE VERA BRADLEY, INC. SUSTAINABILITY STRATEGY is our supply chain. We focus on building long-term business relationships with a limited number of top-performing factories. We have strict requirements that suppliers must meet before we will enter into a relationship with them.

Throughout our 40-year history, our collaborative relationships with our suppliers have always been a very valuable part of our business. In today's marketplace, supply chain efficiencies are key to keeping our Company competitive and our customers satisfied.

Now, more than ever, it has become critical to work together with suppliers who share our commitment to these standards and practices and who support our mission by following our transportation, packaging and invoicing guidelines. Our focus is on safe, responsible manufacturing so that workers and the environment are protected, and products meet our high product standards.

We continually monitor our suppliers. Vera Bradley outlines expectations and high standards for our vendor relationships. The Company's Supplier Manual addresses and covers, in detail, a myriad of information including social responsibility, materials development, product development, fabric and color standards, samples, regulatory and performance testing, quality and packaging. Our Vendor Code of Conduct is a part of the Supplier Manual and sets the minimum criteria for starting or maintaining a business relationship with us.

Our Vendor Code of Conduct demonstrates our commitment to:

- A standard of excellence in every aspect of our business and in every corner of the world
- Ethical and responsible conduct in all of our operations
- Respect for the rights of all individuals
- Respect for the environment

Our Code of Conduct commits all suppliers and sub-contractors to meet standards of ethical and responsible conduct, human rights and individual rights, worker rights and environmental regulations. We work to ensure that all of our suppliers and manufacturers:

- Follow appropriate standards with respect to forced labor, child labor, working hours, paid overtime, minimum wage, anti-discrimination, freedom of association, the environment, health and safety;
- Provide workers with a safe and healthy workplace in compliance with all applicable laws and regulations, ensuring, at a minimum, reasonable access to potable water, sanitary facilities and adequate lighting and ventilation; and
- Comply with all applicable local environmental laws and regulations.

We confirm compliance with this Code of Conduct through a comprehensive audit process that includes inspections of manufacturing facilities and employer-provided housing, reviews of books and records relating to employment matters and private interviews with employees. Immediate corrective action is required for any instance of non-compliance. We expect continuous improvement from our factories. Results of the audits and a social compliance dashboard are shared quarterly with the Nominating, Corporate Governance and Sustainability Committee of our Board of Directors.

We are continually updating our factory audit process and building a better compliance program to ensure continuous improvement in our supply chain.

In 2021, Vera Bradley, Inc. became a member of BetterWork. BetterWork is a partnership between the UN's International Labor Organization and the International Finance Corporation, and they bring diverse groups together — governments, global brands, factory owners, unions and workers — to improve working conditions in the garment industry and make the sector more competitive. We now use BetterWork's standards for our audits in the countries in which they operate. During 2021, we also transitioned from internal auditing to partnering with Elevate, a global supply chain services leader, to not only conduct our audits but to also provide training and coaching services to factories, improve adherence to labor standards and laws and provide greater transparency regarding compliance.

Manufacturers are required to take appropriate steps to ensure that the provisions of our Vendor Code of Conduct are communicated to their employees, including the prominent posting of a copy of the Code of Conduct, in the local language and in a place readily accessible to employees, at all times.

We give preference to mills that have clean operations, including solar energy and control of water waste.

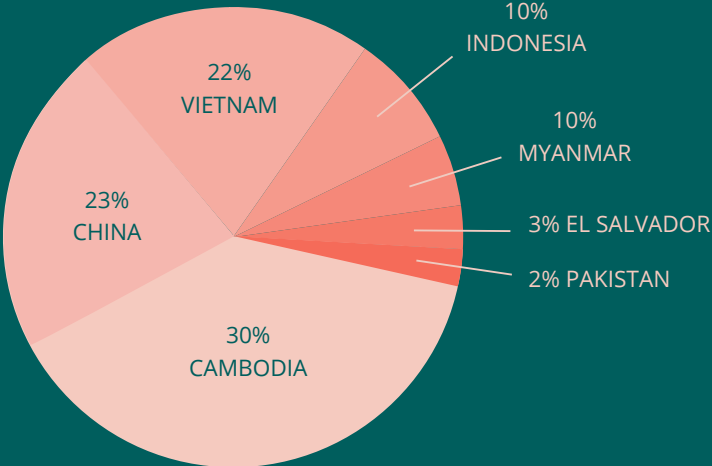
Vera Bradley is committed to making an impact where we conduct our operations overseas. Before onboarding a supplier, we research the supplier's involvement with the local community. For example, one of our suppliers set up a school for factory workers' families, several suppliers have set up housing for those who need it, and still others are working on building similar infrastructures in their communities. In our supply chain, we seek partnerships with factories that are earnestly focused on the well-being of the workers and their children.

Pura Vida was founded to help provide and support safe, healthy and sustainable employment opportunities to our global network of hundreds of vendor and artisan partners. We are in the process of further strengthening and diversifying Pura Vida's supply chain; developing a detailed Supplier Code of Conduct and a Vendor Code of Conduct; and implementing other supply chain policies and procedures, all modeled after Vera Bradley's successful programs. We will continue implementation of these throughout Fiscal 2023.

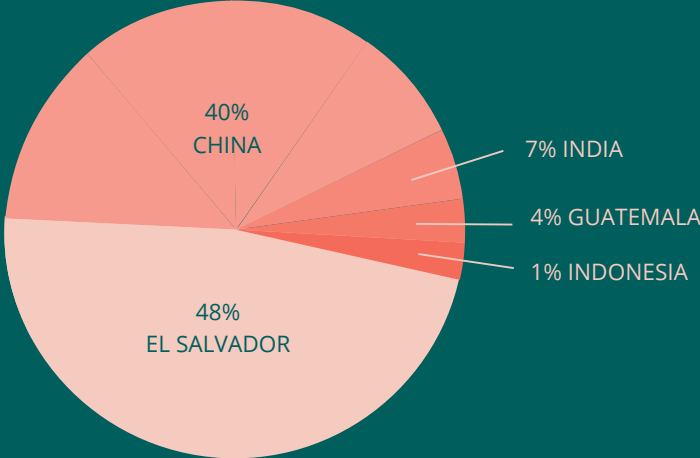
KEY SUPPLY CHAIN COUNTRIES

FOR FISCAL 2022

VERA BRADLEY



PURA VIDA



PERCENT OF TOTAL UNITS PURCHASED

Note: All Vera Bradley custom bags and other custom designs are made in our hometown of Fort Wayne, Indiana.

PRODUCT PERFORMANCE AND SAFETY (INCLUDING CHEMICAL SAFETY)

All products, materials and components are tested by an independent, certified third-party laboratory to ensure compliance with all local, state and federal regulatory requirements. This verification testing includes Proposition 65 compliance, compliance to restricted substances and various performance testing.

All finished good products are tested by an independent, certified third-party laboratory to ensure compliance with all local, state and federal regulatory requirements. Testing at the finished goods level is in addition to material-level testing. This intentional redundant testing is performed to verify fit, form and function; that there is no cross-contamination of materials; and that the overall appearance and performance meets our high standards prior to the point of sale. This verification testing includes Proposition 65 compliance, compliance to restricted substances and various performance testing. The testing protocols utilized were developed in partnership with the testing laboratory using industry standards and benchmarking data.

We also work with the laboratory on risk management and mitigation to update testing protocols as new data is made available in terms of claims and/or settlements pertaining to any hazardous substances. Additional information, such as voice of the customer (VOC) or product returns data, is also reviewed to better understand potential risk exposure.

FORCED LABOR AND HUMAN RIGHTS

We are also aware of reports documenting the systemic use of forced child and adult labor in the harvest of cotton in Uzbekistan and Turkmenistan.

We stand in firm opposition to this forced labor. As such, we will not knowingly source Uzbek or Turkmen cotton for the manufacturing of any of our products until the respective governments end this practice, and it is our expectation that our suppliers communicate our concern for this issue down the supply chain.

To uphold this commitment, we signed the Company Pledge Against Child and Adult Forced Labor in the Uzbek Cotton Sector and the Company Pledge Against Forced Labor in the Turkmen Cotton Sector in October 2018. Until the International Labor Organization independently verifies the elimination of this practice, we will maintain this pledge.

Vera Bradley has obtained written certification from its suppliers that they do not source cotton originating in China's Xinjiang region, where at least one million members of the country's Uyghur ethnic minority are estimated to be held in camps and widely pressed into forced labor. We have forbidden the use of all Xinjiang cotton in our finished goods and have taken steps to monitor the origin of our cotton fiber.

We support ending the violence and human rights violations in the mining of certain minerals from a location described as the "Conflict Region," which is situated in the eastern portion of the Democratic Republic of the Congo and surrounding countries. In order to ensure that the products we manufacture or procure are "conflict-free," we ask our suppliers to provide written evidence documenting that raw materials used to produce gold, tin, tantalum and tungsten originate from outside the "Conflict Region" or, if they originate from within, that the mines and smelters be certified as "conflict-free" by an independent third party. We use third-party source intelligence to monitor this certification.

Vera Bradley believes that it should not, through its sourcing practices, finance or benefit armed groups in conflict-torn areas. In accordance with this policy, it is our expectation that our suppliers will not knowingly source materials from areas that directly or indirectly finance or benefit armed groups.

VERA BRADLEY PRODUCT CIRCULARITY

We picture a future where many products can be reused, repurposed or recycled, and cause minimal negative environmental impact.

In May 2021, we began a partnership with thredUP to power an initial phase of the Vera Bradley sustainability and resale experience. Our partnership with the thredUP Clean Out Service coincided with our Cotton ReIMAGINED Launch and links to our broader sustainability story. We provide customers with an envelope to clean out their closets; they can "thredUP" previously loved Vera Bradley items, as well as other high-quality items from their collection. For items that are accepted and sold, thredUP can provide a payout in the form of a Vera Bradley gift card. Through March 2022, we processed approximately 15,000 Clean Out kits and issued over 10,000 gift cards.

OUR FACILITIES

AT VERA BRADLEY, WE ARE FOCUSED ON DOING THE RIGHT THING and living true to our core values, and this shapes how we see our role in the world. That is why we will continue to support sustainable practices and look for new ways to improve upon what we do every day.

VERA BRADLEY CORPORATE OFFICE

- We converted to sustainable options in our Associate café, eliminating Styrofoam and offering biodegradable to-go containers for food.
- In addition to giving every Associate in our corporate office a reusable, stainless steel mug, we also provide reusable ceramic mugs in each kitchen area to reduce the usage of single-use coffee and plastic cups.
- We collaborate with OmniSource to set up electronics recycling days for Associates.
- We have converted nearly all areas of our Design Center and all of our parking lots to high efficiency LED bulbs.
- We have implemented a Building Management System (BMS) system for our HVAC and lighting — our facility lights turn off if there is no activity in an area of the building, lowering lighting energy consumption, and through the implementation of an “unoccupied state,” we have reduced HVAC energy consumption. We have realized a 19% reduction in energy usage on our corporate campus since the implementation of the BMS system.
- Regarding Greenhouse Gas Emissions (GHGs), Vera Bradley is committed to evaluating, reducing and offsetting carbon emissions. We are continuing to track and measure Scope 1 and Scope 2 GHG emissions and water consumption internally.

VERA BRADLEY DISTRIBUTION CENTER AND SUPPLY CHAIN

- We estimate our 2017 switch to paperless invoice documentation now saves approximately 56 trees a year.
- In 2019, we implemented an “advance replace” program whereby customers may email photos of defective merchandise to us rather than physically returning the product, reducing the amount of cardboard packaging being used.
- We estimate our 2020 implementation of Autobag® bagging machines and pre-opened bags has eliminated approximately one million shipping labels annually.
- We estimate our automated returns system saves 342 trees and 7,800 kW-hours of energy a year.
- We implemented FSC (Forest Stewardship Council) paper for all hangtags and paper packaging in 2021.
- We hold periodic Associate sample sales for our distribution center Associates to not only lessen waste, but to reward those who work so hard to keep our supply chain running smoothly; proceeds are donated to a local charity selected by the Associates.
- Similar to the corporate office, we have implemented a BMS system for HVAC and lighting at the distribution center.
- We have converted all areas of our distribution center and parking lots to high efficiency LED bulbs.

- We eliminated 30 million desiccant (silica gel) packs per year by using Micro Pak recyclable Polyethylene (PE) sheets instead.
- We have implemented a supplier scorecard that is preferential to suppliers actively working to reduce carbon emissions and waste.
- In January 2022, Vera Bradley joined UPS's Carbon Neutral Shipment Program, whereby a shipment may be sent by a customer who cares about climate change and requests that UPS offset the climate impact of that shipment. UPS's carbon neutral option supports projects that offset the emissions of the shipment's transport including reforestation, landfill gas destruction, wastewater treatment and methane destruction (according to UPS's website, UPS's carbon neutral option is verified by Société Générale de Surveillance (SGS), an inspection, testing and verification company, and their carbon offset process is certified by The CarbonNeutral Company).

VERA BRADLEY CORPORATE OFFICE AND DISTRIBUTION CENTER WASTE MANAGEMENT COMPLIANCE

Vera Bradley manages environmental aspects of its operations in line with relevant State and Federal regulatory requirements. While compliance is critical, Vera Bradley's approach to environmental management is focused on reducing environmental impact by lowering consumption, managing chemical purchase and application, recycling where possible and reducing overall waste-generating activities in our distribution center and corporate office locations. On our corporate campus, we are also enhancing our recycling and composting programs throughout 2022. Composting was begun in spring 2022.

The Company plans to implement a third-party reporting platform to track all waste at the corporate office and distribution center in the summer of 2022. We will conduct a comprehensive waste audit in late 2022 to measure improvement from our baseline of 2019.

VERA BRADLEY RETAIL STORES

- We have installed smart thermostats to reduce energy consumption.
- We have started replacing all store lighting with high efficiency LED lighting to further reduce energy consumption; all new stores are constructed with LED lighting.
- We are sourcing sustainable solutions for all shopping bags when possible; in 2022 we will implement a more sustainable paper shopping bag with a woven, paper handle (100% curbside recyclable, made from 70% post-consumer waste and FSC-certified).
- The vast majority of our stores are able to recycle cardboard and cartons through available programs at their centers.

OTHER ENVIRONMENTAL AND SOCIAL INITIATIVES UNDERWAY

AT VERA BRADLEY, THEY INCLUDE:

- Eliminating double-walled cartons and replacing them with single-walled cartons, using 30% to 40% less paper and reducing the amount of ocean/truck freight in select locations (tests will be conducted in spring 2022 with implementation targeted by year end 2022)
- Moving to implementation of 100% post-consumer waste recycled polybags in select locations (targeting winter 2022 implementation)
- Preventing waste in select factories by chopping, recycling and using waste fabric as filler in other products (evaluation is ongoing)
- Looking at reducing or eliminating plastics and other non-recyclables, such as plastic hanging hooks and hanger cards (evaluation in process)
- Removing tissue paper from certain products such as zip IDs and key rings (project has begun and is ongoing)
- Mandating clean, filtered water availability for all factory workers (ongoing)
- Conducting ongoing Responsible Sourcing Assessments in fiscal 2023 with a third-party provider
 - » Conducting a human rights/social responsibility survey of our Tier 1 (finished goods) factories to better understand their in-house practices and to help elevate workplace well-being and community impact
 - » Reviewing our Tier 2 (trim and small imports) compliance audit for improvements and modernization

AT PURA VIDA, THEY INCLUDE:

- In 2019, we started offsetting our carbon emissions from shipping; we estimate we have offset over 4.2 million pounds of carbon emissions to date (plan to expand offsets in 2022)
- Our sustainable packaging includes reusable canvas bags and 100% biodegradable and compostable polybags; in 2021, we moved to only using paper materials that can be easily recycled for core product packaging, and we are working to roll out recycled-paper-first options and FSC-certified paper for future packaging (ongoing)
- We added a “Go Green” checkout option in summer 2021, which permitted the customer to make their order carbon-neutral and plastic-free when ordered through our website, allowing us to offset 903,000 pounds of carbon to date; given the early success, we are looking for ways to extend this option to our B2B partners (ongoing)
- Enhancing recycling and waste reduction programs
- Incorporating hybrid in/out of office working environment (2022 implementation)

PARTNERS, FRAMEWORKS AND STANDARDS

INDUSTRY COLLABORATIONS

SUSTAINABLE APPAREL COALITION

VERA BRADLEY JOINED THE SUSTAINABLE APPAREL COALITION in 2016. The SAC is the apparel, footwear and textile industry's leading alliance for sustainable production and is comprised of over 250 global members across multiple sectors. The SAC works to collaboratively transform the apparel industry through the application of standardized measurement. The Company believes the ability to benchmark itself against similar companies' sustainability efforts will help drive industry improvement.

According to the SAC's website, "The Coalition develops the Higg Index, a suite of tools that standardizes value chain sustainability measurements for all industry participants. These tools measure environmental and social labor impacts across the value chain. With this data, the industry can identify hotspots, continuously improve sustainability performance, and achieve the environmental and social transparency consumers are demanding. By joining forces in a Coalition, we can address the urgent, systemic challenges that are impossible to change alone."

The Higg Index "is comprised of a core set of five tools that together assess the social and environmental performance of the value chain and the environmental impacts of products, including the Higg Facility Environmental Module (FEM), Higg Facility Social & Labor Module (FSLM), Higg Brand & Retail Module (BRM), Higg Materials Sustainability Index (MSI), and Higg Product Module (PM). Across topics such as water use, carbon emissions, and labor conditions, consumer goods brands, retailers, manufacturers, governments, NGOs, and consumers can use the Higg Index to inform their individual sustainability strategies and drive collective industry transformation."

The Vera Bradley Brand participated in the Higg BRM assessment in 2021 for calendar 2020 and uses the tool to focus on areas for improvement related to environmental and social impact. We intend to continue the assessment on an annual basis, including third-party verification and disclosure.

Using the Higg MSI, we were able to assess the environmental impact of our transition to recycled polyester and recycled cotton in terms of global warming potential eutrophication, water scarcity, fossil fuel depletion and chemistry. Moving from conventional to recycled cotton alone is saving 3.4 billion gallons of water annually. We also evaluated and compared the environmental impact of over 100 materials and components used in core styles to educate our internal teams and help inform future sustainable design.

SASB AND GRI

Vera Bradley is in the process of adopting both SASB and GRI standards. Our progress is documented in a separate SASB and GRI Index included on our website.

CARBON LEADERSHIP PROGRAM

The Carbon Leadership Program is a collaboration between the Apparel Impact Institute (“Aii”) and RESET Carbon.

From the Aii website, the Carbon Leadership Program “brings together action-oriented brands in the apparel industry to accelerate the implementation of their supply chain carbon targets, while also standardizing approaches with their suppliers so that they can be replicated by the rest of the industry. The supply chain participants collaborate on setting carbon targets, then share data and lessons learned in order to maximize carbon reduction throughout the industry.”

The program focuses on three key areas:

- **Factory Carbon Targets:** The program seeks to develop a standardized approach to setting carbon targets and low-carbon action plans at the factory level.
- **Collaborative Implementation:** After Aii identifies priority opportunities to reduce carbon, participating organizations and participating brands work together to respond to these opportunities.
- **Industry Feedback and Replication:** The information and tools learned from the Carbon Leaders program will be shared with and included in relevant existing industry programs.

Vera Bradley, Inc. recognizes that partnering with manufacturers is key when evaluating carbon output in the supply chain and believes joining the Carbon Leadership Program is an effective way to accelerate the implementation of supply chain carbon targets through a multi-step process starting with benchmarking facility performance through their Carbon Tech Assessment. From the assessment, personalized training and tools are developed for the facility to set and achieve carbon targets. From there, the data is used to identify the most impactful projects to take on next.

PURA VIDA: CERTIFIED B CORPORATION

In 2021, PURA VIDA COMPLETED ITS B IMPACT ASSESSMENT, and in February 2022 was awarded the B Corporation Certification. Pura Vida was founded using business as a force for good, so being certified as a B Corporation is a natural fit for us. Since our founding, Pura Vida has lived by the B Corporation Declaration of Interdependence:

AS B CORPORATIONS AND LEADERS OF THIS EMERGING ECONOMY, WE BELIEVE:

THAT WE MUST BE THE CHANGE WE SEEK IN THE WORLD.

THAT ALL BUSINESS OUGHT TO BE CONDUCTED AS IF PEOPLE AND PLACE MATTERED. That, through their products, practices, and profits, businesses should aspire to do no harm and benefit all.

TO DO SO REQUIRES THAT WE ACT WITH THE UNDERSTANDING THAT WE ARE EACH DEPENDENT UPON ANOTHER and thus responsible for each other and future generations.

Certified B Corps meet the highest verified standards of social and environmental performance, transparency and accountability to all of their stakeholders and are legally required to consider the impact of their decisions on all stakeholders: customers, workers, communities, and the environment. The end goal is to build a more inclusive and sustainable economy.



CLOSING REMARKS

WE HOPE THIS CORPORATE RESPONSIBILITY REPORT demonstrates our steadfast commitment to good environmental, social and governance practices at Vera Bradley, Inc.

In summary, our ongoing Corporate Responsibility and Sustainability goals include:

ENSURING GOOD GOVERNANCE

Linking purpose to practice through our enterprise-wide corporate responsibility and policies, ESG standards, framework and reporting and integrity program.

CARING FOR PEOPLE

Supporting our Associates, vendors and community through diversity and inclusion initiatives; human rights, social, labor compliance and engagement programs; and charitable and community efforts. Establishing programs and projects with emphasis on connecting and empowering women and girls. Ensuring we have effective tools for stakeholder engagement in environmental and social initiatives.

CARING FOR OUR PLANET

Improving the ways we work, design, develop, manufacture, deliver, sell and influence so that we use less and deliver more stakeholder value.

In each of these areas, we are committed to evaluating impact related to our practices, considering risks and opportunities, making real and measurable progress and ensuring transparency with our stakeholders.

We recognize being a positive force in the ESG movement is an integral part of our long-term vision of being a *purpose-driven, multi-lifestyle-brand, stable-growth company*, and we will continually strive to be a leader on the issues that matter most to our stakeholders and that positively affect the world around us. We look forward to updating you on our progress on a routine basis.

vra

VERA BRADLEY INC.