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CORPORATE SOCIAL RESPONSIBILITY
& SUSTAINABILITY REPORT

2023

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a message from our CEO

Every day, we have the opportunity to inspire and connect with our devoted customers through our two iconic lifestyle brands, Vera Bradley and Pura Vida; dedicated Associates; innovative products; diverse communities; and global efforts. We strive to create a Company that is a great place to work, shop and invest. CARING FOR PEOPLE, CARING FOR THE PLANET and ENSURING GOOD GOVERNANCE are just some of the ways we do this.

This report outlines details about the progress we have made related to our many environmental, social and governance (“ESG”) initiatives and our plans going forward. Last year, among other things, we continued to foster sound corporate governance policies; further developed and engaged our nearly 2,200 Associates; and elevated our efforts on responsible sourcing, product safety and climate change. This report can be found on verabradley.com/ESG, and as we continue on our ESG journey, we will update you on our progress.

First and foremost, we are committed to returning Vera Bradley and Pura Vida to profitable growth and generating strong cash flow as a Company, which I believe will deliver value to our shareholders over the long term. Since joining the Company in November 2022, I am more convinced than ever that both brands have enormous potential, and I am very excited about the future of Vera Bradley, Inc. We have some heavy lifting to do in Fiscal 2024, and yet I am confident that we will emerge a stronger Company.

At both brands, we are embarking on Project Restoration and will focus on four key pillars — Consumer, Brand, Product and Channel — to drive this long-term profitable growth. As we restore our brands to health and drive transformation of our Company, we remain committed to both material financial and non-financial ESG aspects of our business. We will take the opportunity this year to diligently reexamine all areas of our ESG efforts, assuring we are devoting the appropriate resources and making the right strategic investments in the ESG areas that are most impactful to our stakeholders — our customers, our Associates, our shareholders and our communities.

I want to express my appreciation to our dedicated Associates and business partners in different parts of the world for being committed to our mission, sincerely living our values and supporting each other and the communities where we live and work, especially through the challenges we have faced in the recent past. I especially want to thank our Associates for their commitment to driving change and all they do to make Vera Bradley, Inc. a great place to work. We are proud to once again be recognized by *Forbes* as one of America’s Best Mid-Size Employers.



JACQUELINE ARDREY, CHIEF EXECUTIVE OFFICER

Vera Bradley, Inc.



about this report

Vera Bradley, Inc. (the “Company”)¹ is committed to responsible, transparent business practices. We believe that credibility, integrity and trustworthiness, along with our core values, are critical components of the current and future success of our business.

SCOPE

Vera Bradley (“VB”) operates three reportable segments through which we sell our products:

- The VB Direct business consists of sales of Vera Bradley products through Vera Bradley Full-Line and Factory Outlet Stores in the U.S., verabradley.com, verabradley.ca, Vera Bradley’s 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 1,700 specialty retail locations in the U.S., 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 from its own distribution facility in Roanoke, Indiana.

¹In this report, Vera Bradley, Inc. or “the Company” refers to the entire enterprise and includes both Vera Bradley and Pura Vida brands. “Vera Bradley” on a stand-alone basis refers only to the Vera Bradley Brand.

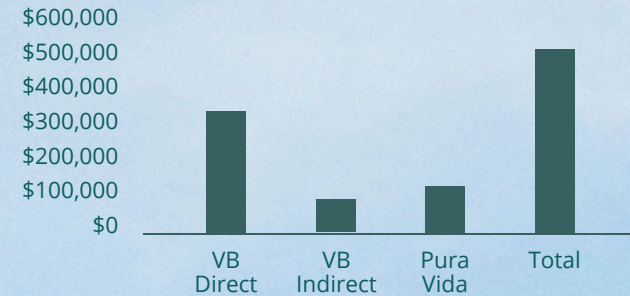
\$500 MM

Fiscal 2023 Net Revenue

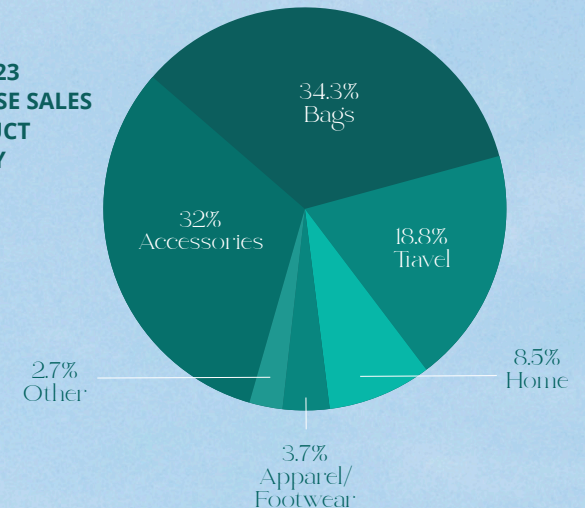
135

US Retail Sores
(130 Vera Bradley; 5 Pura Vida)
As of January 28, 2023

FISCAL 2023 REVENUE
(in thousands, USD)



FISCAL 2023 ENTERPRISE SALES BY PRODUCT CATEGORY



VERA BRADLEY, INC. WAS RANKED 11 ON FORBES BEST EMPLOYERS FOR DIVERSITY (2022)

Data as of January 28, 2023

2,251

ASSOCIATES

(count includes seasonal Associates)

40%
FULL TIME

60%
PART TIME

MANAGEMENT

75%
FEMALE

25%
MALE

ALL OTHER ASSOCIATES

90%
FEMALE

10%
MALE

BOARD OF DIRECTORS

78%
FEMALE

22%
MALE

- Pura Vida consists of sales of Pura Vida products through the Pura Vida websites (puravidabraccets.com, puravidabraccets.eu and puravidabraccets.ca); through distribution of its products to wholesale retailers and department stores throughout the U.S.; and through its U.S. Pura Vida retail stores. Distribution of 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 support European and Canadian e-commerce operations, respectively.

MISSION, VISION, VALUES

Vera Bradley's vision is to build a worldwide community that shares beauty, spreads optimism and inspires joy. Vera Bradley is on a mission to connect and empower women and girls in their unique and remarkable journeys. We are connected by a shared love of meaningful beauty. We see beauty in:

- 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 and beautiful solutions, and asking, what's next?
- Tenacity — Relentlessly holding true to our values, demanding quality and paving the way for new ways to uplift women
- Thoughtfulness — Paying attention to the little things that make the ordinary, extraordinary
- Optimism — Approaching every situation with positivity and adding a little color and fun along the way

Pura Vida's vision is to create positive impact by building the most socially-conscious and sustainable global community, and Pura Vida's mission is to provide sustainable jobs to artisans worldwide and raise awareness for charities with products that give back. We believe in:

- Dreaming – we can make a difference in the world
- Good Vibes – we are an inclusive community and support new ideas
- Quality + Integrity – we hold ourselves to the highest standards
- Adventure – we constantly innovate, improving ourselves and the world around us
- Sharing the Love – we give back to the community, our customers, our artisans and our team

NON-FINANCIAL MATERIAL TOPICS

Vera Bradley, Inc. utilizes SASB sector-specific guidance on materiality and continues to evaluate business-specific materiality. This report intends to provide transparent information regarding these key non-financial material topics that affect the organization both in the near term and future.

ASSURANCE

Vera Bradley, Inc. has sought a limited level of assurance from a non-related third-party for information related to SASB reporting, including its greenhouse gas emissions inventory for Fiscal 2023.

In certain cases, data was limited for the Pura Vida brand and was therefore excluded from this report. These instances are clearly indicated throughout this report.

FORWARD-LOOKING STATEMENTS

This Corporate Social Responsibility (“CSR”) and Sustainability Report contains forward-looking statements that are subject to risks and uncertainties. All statements other than statements of historical or current fact included in this report are forward-looking statements. Forward-looking statements include references to our current expectations, plans, objectives, strategies and future performance related to management of non-financial material aspects of our business. You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as “anticipate,” “estimate,” “project,” “intend,” “believe,” “may,” “plan(s),” “might,” “will,” “should,” “can have,” “likely” and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or ESG work. All forward-looking statements where derived from operating plans and forecasts based on detailed assumptions, are subject to risks and uncertainties that may cause actual results to differ materially from those we expected. More information on potential factors is included from time to time in the “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” sections of the Company’s public reports filed with the SEC, including the Company’s Form 10-K for the fiscal year ended January 28, 2023.





PROJECT QUILT
DIVERSITY & INCLUSION

Diversity, Equity, Inclusion and Belonging

At Vera Bradley, our purpose is fueled by our core values and the shared belief that we are truly better together. In 2020, we launched Project Quilt, a company-wide, cross-functional program that enhances and celebrates diversity, equity, inclusion and belonging throughout Vera Bradley, Inc.

THROUGH PROJECT QUILT, WE FOCUS ON THREE KEY AREAS:

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



FOR OUR ASSOCIATES

In Fiscal 2023, Vera Bradley, Inc. included strategic goals and annual performance evaluations related to Diversity, Equity, Inclusion and Belonging (“DEIB”), which accounted for 10% of the overall performance evaluations for our retail store leaders. This goal led to more than 360 touchpoints with organizations that support hiring among underrepresented communities.

In Fiscal 2023, Project Quilt sponsored nine company-wide training sessions for Associates on DEIB topics including: gender pronouns, disability inclusion and RemedyLive (a mental well-being program). Vera Bradley received the Cerebral Palsy Foundation Award for Business Inclusion Innovation in 2022 for its disability inclusion workshop series.

Throughout Project Quilt’s work, we’ve seen our initiatives yield a ripple of positive impacts. One example was updating our corporate calendar to recognize global holidays and special dates, driving diversity awareness among our Associates. In both our internal video and written communication vehicles, we shared meaningful, personal Associate narratives around some of these key dates and celebrations, which helped to provide enhanced understanding and cultivated inclusion and belonging. Associate narratives were shared company-wide on Martin Luther King Jr. Day, Juneteenth, International Women’s Day, Mardi Gras, Easter and Ash Wednesday, and during Black History Month, Hispanic Heritage Month, Pride Month and Ramadan.

Vera Bradley has hosted a long-standing summer internship program for college students. The program has attracted students from around the world to our corporate headquarters in Roanoke, Indiana to work on projects in design/development, merchandising, finance, retail operations, marketing, information technology, legal, health and safety and the Vera Bradley Foundation for Breast Cancer. In Fiscal 2023, Vera Bradley launched a high school student internship program to draw in and develop youth from underrepresented populations in our local community. As one of the largest employers in Northeast Indiana, Vera Bradley is committed to investing in and developing area talent.

Vera Bradley, Inc. was named number 11 on the list of *Forbes* Best Employers for Diversity 2022.

FOR OUR CUSTOMERS AND COMMUNITIES

Vera Bradley, Inc., and its brands prioritized work with influencers, models and partners that are more representative of our customer base and the communities where we operate.

Through Project Quilt, Vera Bradley has collaborated with four non-profit organizations via our “Products with a Purpose” program. Proceeds from these products are donated to organizations in support of their missions to lift underrepresented populations through celebrating diversity and improving inclusion and belonging.



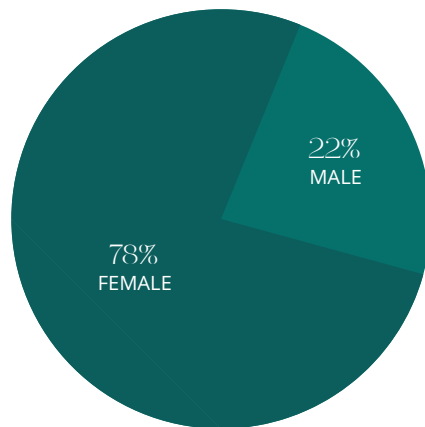
“Today marks year 30 working in retail. And in the past five years, I have grown more as a person in this company than I have ever before.”

- Aracely Arreazola, General Manager for Vera Bradley, speaking on her experience as part of the Project Quilt Committee

representation

Vera Bradley, Inc.'s Associate population is predominantly female, including our Leadership Team and Board of Directors. Our Fiscal 2023 year-end representation is detailed in the chart to the right. Our DEIB programs are expanding with the goal of fostering Associate diversity that more closely reflects local and national averages.

BOARD OF DIRECTORS



	EXECUTIVE MANAGEMENT	NON-EXECUTIVE MANAGEMENT	TOTAL MANAGEMENT	TECHNICAL STAFF (IT + ENGINEERING)	ALL OTHER ASSOCIATES (NON-MANAGER)
Male	45%	23%	25%	73%	10%
Female	55%	77%	75%	27%	90%
Gender Non Disclosed	0%	0%	0%	0%	0%
Asian	5%	4%	4%	7%	5%
Black or African American	0%	3%	2%	3%	7%
Hispanic or Latino	0%	6%	6%	10%	13%
White	90%	86%	86%	77%	70%
Other (Native American or Alaska Native, Native Hawaiian or Pacific Islander)	0%	0%	0%	0%	1%
Two or More Races	5%	1%	1%	3%	4%
Racial/Ethnic Group Not Disclosed	0%	0%	0%	0%	0%



stakeholder engagement

We believe it is critical to understand our stakeholders' views, values and ideals. We seek to engage and have open dialogue with customers, Associates, partners, shareholders, communities, member organizations and others.

STAKEHOLDER	ENGAGEMENT METHODS	TOPICS DISCUSSED
CUSTOMERS	<ul style="list-style-type: none"> • Store interactions with Sales Associates • Customer Contact 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 (<i>The Thread</i>) • 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
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 and Project Quilt 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 • Fostering DEIB
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 its 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 online, customer service and order fulfillment interactions as customer loyalty through Net Promoter Score® (NPS®). Our customer service model is integrated through all customer touchpoints and our voice of the customer program, enabling us to continually drive best-in-class and industry-leading CSAT and NPS® scores.

associates

The Company's success is collectively built upon the unique value of each person's contributions. 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 of any other category protected under applicable federal, state or local law.

Each year, we conduct an Associate Engagement Survey to better understand our Associates' insights into our Company's strengths and opportunities. The feedback we receive from this survey is instrumental in decisions we make to shape, strengthen, improve and celebrate our Company culture. Over the past 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.

COMPENSATION AND BENEFITS

We offer competitive compensation and benefits for our Associates and routinely conduct benchmarking to ensure our compensation and benefits meet or exceed the market.



In 2017, we launched our holistic wellness program, *Living Well*, which focuses on five components of an Associate's whole-person well-being: physical and mental health, financial security, career and personal development, community involvement and social interactions. This program establishes resources and engagement opportunities for all Associates.

LEADERSHIP & DEVELOPMENT

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, positively influence others and provide meaningful value that makes us stronger. Our long-term leadership 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. The basic principles of our leadership development programs are:

1. We are all leaders
2. We are intentional
3. We create value
4. We care

Additional information is available in our Associate Handbook, which is publicly available at www.verabradley.com/ESG.

WORKWISE / WORKWELL PROGRAM

The safety of our Associates, customers and communities is a top priority at Vera Bradley, Inc. We recognize the link between personal safety and living well, and we work to promote an overall sense of security and well-being for all. Through our *WorkWISE* program manuals, training programs and tools, we aim to ensure that Associates are equipped to complete any task safely. If at any time an Associate feels their work cannot be done safely, they are expected to PAUSE and ask for help.

Vera Bradley experienced a calculated 0.96 injuries per 100 Associates in calendar year 2022.

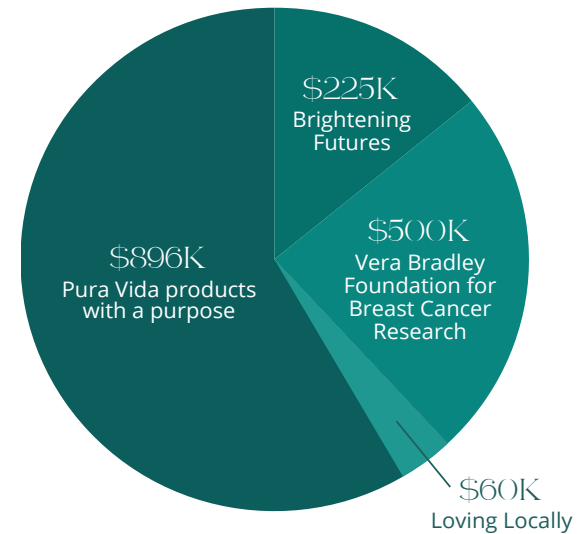


giving

At Vera Bradley, Inc. we care about our communities, and through each of our brands, we have been able to improve lives around the world. Through our products with a purpose, charitable giving, product donations and customer donations, Vera Bradley, Inc. donated \$1,681,000 to support the causes our communities care about most.

\$1,681,000

IN CHARITABLE DONATIONS
(includes customer pass through donations)



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 to support breast cancer research. Since its formation in 1998, the Foundation has contributed over \$38 million to support the groundbreaking research conducted at the Vera Bradley Foundation Center for Breast Cancer Research (the “VB Center”) at Indiana University (“IU”) School of Medicine in Indianapolis, Indiana, which was named in honor of the Foundation in 2018 in recognition of two decades of philanthropic support. In April 2022, the Foundation made an additional gift commitment to IU School of Medicine, bringing the non-profit’s total commitment to breast cancer research to \$50 million.

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 recognition awarded by the National Cancer Center Institute for research and excellence.

The VB Center focuses on developing and improving therapies for some of the most difficult-to-treat types of breast cancer, such as triple negative breast cancer, and creating personalized patient treatment plans it has termed as “Monogrammed Medicine.”

For specific details about the Foundation’s progress, please visit verabradley.org/promising-progress.



brightening futures

Vera Bradley strives to create a brighter world for all. This common thread drives our purpose and fuels our passion, from the products we design to how we give back. We seek to empower women and children, and with the help of our Associates, customers and business partners, build a more welcoming and inclusive world. We partner with several amazing organizations that create positive ripple effects nationwide and around the world. Learn more at [verabradley.com/pages/brightening-futures](https://www.verabradley.com/pages/brightening-futures).

loving locally

As a Company with solid hometown roots, we believe in giving back to the communities where we live and work. We support more than 50 non-profit organizations nationwide that align with our mission to improve the lives of women and children.

Some of our most-impactful initiatives are with organizations making a difference one family at a time, like the Boys and Girls Club, Habitat for Humanity and the American Heart Association. In our retail stores and corporate offices, we work to establish and strengthen connections between Associates and our customers with local non-profit and community organizations. Learn more at [verabradley.com/pages/loving-locally](https://www.verabradley.com/pages/loving-locally).



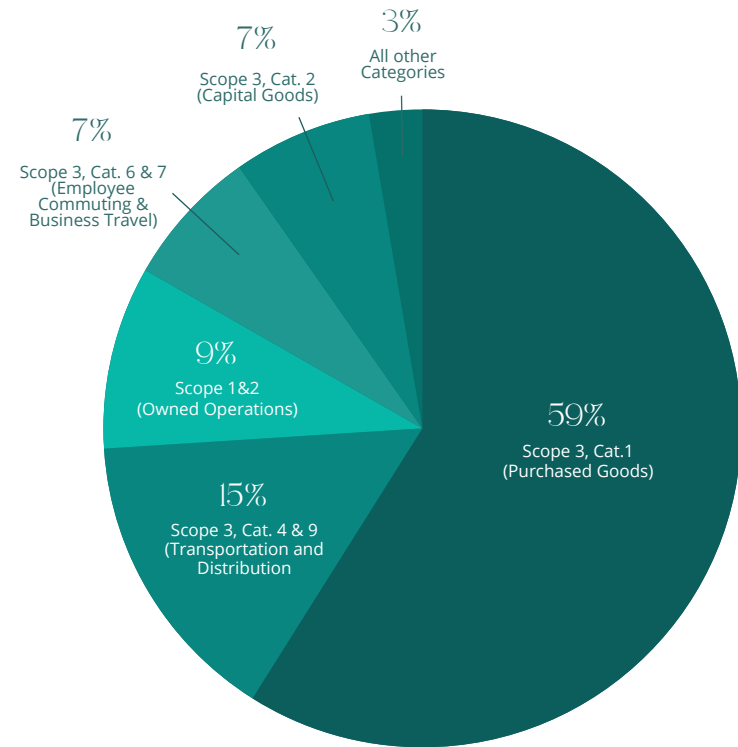
climate

Climate change is a pressing issue globally, and Vera Bradley, Inc. is committed to evaluating and reducing our impact. Climate change risks related to our industry, locations, transportation/logistics models, products and processes exist. Reducing our greenhouse gas emissions supports near- and long-term business success.

Vera Bradley, Inc. has been documenting its Scopes 1 and 2 greenhouse gas emissions since 2019. We completed a Scope 3 screening project for our baseline year of 2019, which has helped to prioritize focus for improvement. As part of our climate strategy, the Company has established the following goals:

1. Better document the full carbon footprint and impact of improvement projects
2. Develop a roadmap to reduce overall emissions in-line with the 1.5 degree global warming scenario
3. Continue reducing/offsetting emissions in actionable areas in key categories
 - Fabrications & Manufacturing (Category 1)
 - Logistics & Distribution (Categories 4 & 9)
 - Owned Operations (Scopes 1 & 2)

GHG Emissions Screening



Data was collected from the Vera Bradley brand only as part of Scope 3 screening. This data was reviewed by an independent third party; however, it has not been verified, and it is intended to serve as an estimate for program development purposes. Data is sourced from 2019, as baseline year data.

Vera Bradley, Inc.'s brands, together with our customers, offset a total 3,679.4 CO₂ emissions associated with shipping.



Vera Bradley product lifecycle

We use the term “Consciously Crafted” at Vera Bradley, Inc. to reflect our corporate responsibility and sustainability processes across product lifecycle stages to improve our impact on people and the planet. We expect our definition of Consciously Crafted will grow and evolve with time and according to industry updates and global conditions.

Updates to our Consciously Crafted strategy, performance and progress will be made periodically through our website, marketing materials, CSR reports and other releases.

Further information is available in the Appendix of this report or by contacting sustainability@verabradley.com.

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. Vera Bradley, Inc. is committed to improving its impact on people and the environment. In order to support this objective, the Company brings together leaders from each stage of our product lifecycle to collaborate and drive improvement.

01 DESIGN, DEVELOPMENT AND QUALITY

02 SOURCING AND MANUFACTURING

03 LOGISTICS AND DISTRIBUTION

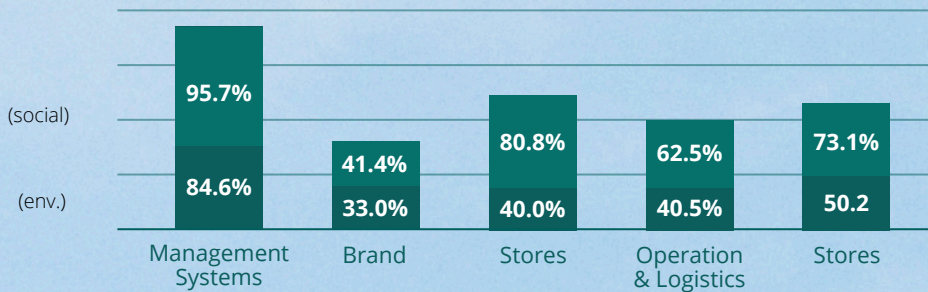
04 SALES

05 SECONDS MARKET

sustainable apparel coalition

As a member of the Sustainable Apparel Coalition (SAC), the Vera Bradley brand completed the Higg Brand & Retail Module (BRM) in 2022. The BRM is a sustainability assessment which establishes the global standard for the Apparel, Footwear and Textile Industry to measure and report on their ESG impacts and benchmarks their performance with clarity and transparency. Vera Bradley uses the BRM to evaluate ESG progress and prioritize improvement. Results for Fiscal 2022 were reported in Fiscal 2023 and were verified with a limited level of assurance by a qualified third party.

VERA BRADLEY BRAND BRM FISCAL YEAR 2022
reported in Fiscal 2023



Vera Bradley saw improvements in both social and environmental scores compared to the prior year's report. Areas of progress are detailed in the following sections.

design, development and quality

We are cognizant of smart design, and we are working to better quantify 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 product development team works collaboratively to align design, trend and market research, merchandising, planning, sales, marketing and sourcing. Our design, product development, and quality teams work to assure we are designing to value, only including elements that our customers truly feel are important and delivering quality on-brand designs and aesthetics.

Our product development process at Vera Bradley typically begins 12 to 18 months in advance of their release. Development of each new pattern includes the design of a primary print and sometimes a second coordinating print. All print development is managed by our internal print design team. Once developed, we generally copyright our patterns as appropriate. We believe that great design is not only central to our products, it is a fundamental part of our brand development and growth strategy.

PRIMARY FABRICATIONS

In 2019, Vera Bradley began working toward a big goal of updating all its core full-line fabrications to more sustainable options. The Company looked to globally-recognized certifications and organizations to improve environmental and social impact.

From a product development perspective, the Company began with seven primary fabrications. Fifty-seven percent of these fabrications have been updated with a recycled or partially-recycled option. Two new fabrications were added in Fiscal 2023: coated canvas and Featherweight (100% recycled pre-consumer nylon).



COTTON

Cotton (GRS, 50% recycled)
Cotton Terry (OEKO TEX Made in Green)

POLYESTER

Lighten Up / ReActive (GRS, 100% recycled)
Microfiber
Performance Twill
Ripstop (GRS, 100% recycled)

Our portfolio approach has allowed us to scale the utilization of recycled fibers to 19% in Fiscal 2023 based on Textile Exchange's fiber uptake calculation guidance.

FORCED LABOR

We stand in firm opposition to forced labor. Beyond having certification from our supply chain partners that they are not sourcing from the Xinjiang Uyghur Autonomous Region (XUAR), we are continuing a supply chain mapping project into Fiscal 2024. Traceability impacts our primary materials sourcing strategies. Recycled cotton fibers create challenges in traceability that the industry as a whole is working to resolve. In the meantime, Vera Bradley, Inc. has paused all sourcing of recycled cotton fibers for its products. The Company places a high priority on human rights, and we also recognize the intersection between human health and the environment. We maintain practices to ensure environmental, labor and human rights compliance where our products are manufactured, and we expect all upstream suppliers to meet our Code of Conduct (available at www.verabradley.com/ESG). In Fiscal 2024, we are continuing to strengthen our commitment to forced labor prevention through investment in our Global Sourcing program with a focus on training suppliers to monitor and prevent forced labor in their supply chains and growing our supplier monitoring program.

PRODUCT SAFETY

Vera Bradley, Inc. is committed to safety and compliance across all of its operations and with upstream and downstream suppliers. At the heart of this commitment is the safety and well-being of people. We work to eliminate the use of chemicals of concern, reduce chemical usage, and/or improve overall management of chemicals throughout our product lifecycle. By agreement, suppliers are required to ensure that any product manufactured for, and/or sold to, Vera Bradley, Inc. is compliant with applicable laws and regulations, including our own specific standards.

Vera Bradley, Inc. maintains a Supplier portal where Vendors can access a full vendor manual and supporting guidance documents, including the Code of Conduct, financial forms, insurance forms, schedules and key dates, costing and capacity planning documentation, purchase orders, materials and color development processes, mill/supplier responsibilities, third-party testing and quality, fabric specifications, component specifications and approval, product sampling and development through full production, global quality and compliance standards and testing requirements including restricted substances lists (RSLs), conflict minerals policy, cotton policy and pledge, packaging standards, standards for shipping and payment terms.

The Company's Quality and Compliance teams monitor regulatory changes and other product-relevant developments to ensure compliance with restricted substance regulations. Monitoring is conducted both independently and in conjunction with a contracted third party. Outcomes include updates to restricted substances lists ("RSLs") and testing protocols, changes to product development and/or merchandising strategy and supplier engagement in support of our overall product safety and compliance position. Vera Bradley, Inc. requires all suppliers to submit a completed "passing" test result for all finished goods (in some cases materials and components) for restricted substances prior to shipment, as defined in CA/Prop 65. In certain cases, Vera Bradley, Inc. may permit a product declaration of regulatory conformance in lieu of testing for low-risk products and materials. All testing must be completed by a certified third party. Testing is conducted as part of the qualification process and periodically thereafter, based on product risk category.

Vera Bradley, Inc. uses separate RSLs to manage legal compliance within each market it operates. RSLs are developed independently with a contracted third party. RSL compliance is directly verified by the Company for Tier 1 and Tier 2 nominated suppliers. If a product fails to meet compliance with respective RSLs, corrective action is taken, including refusal of the product up to termination of supplier agreements. RSLs are not publicly available at present.

Reduction or elimination of a particular chemical is most often driven by emerging regulation and through updates to RSLs by a risk-based approach supported by our third-party testing and certification partner. Proper chemical management to manage safety, health and environmental risks is evaluated among our Tier 1 and Tier 2 nominated suppliers as part of our social/labor and environmental compliance program, and includes items such as storage, training, emergency response, waste management, usage and compliance. Preference is given to suppliers who certify their processes and/or products to OEKO TEX 100+ MADE IN GREEN, a traceable standard/product label for textile products that have been monitored to ensure testing for (regulated and non-regulated) harmful substances and safe and socially-responsible working conditions. The MADE IN GREEN label indicates a product is made of materials that have been tested for harmful substances to ensure product and consumer safety.



PACKAGING

Vera Bradley’s packaging strategy and initiatives span all inbound and outbound corrugated shipping cartons, e-commerce boxes, poly mailers, gift packaging, poly bags, labels and stickers, as well as all retail packaging. Retail packaging includes, among other items, hangtags, UPC hangtags, fold-over cards, shoeboxes, belly-bands and ribbons. Overall effort is undertaken to minimize packaging materials and use 100% recycled materials or materials with more than 50% recycled content wherever possible. The Company also works to minimize or eliminate plastics; utilize Forest Stewardship Council (“FSC”)-certified materials where possible; and eliminate/minimize UV coatings, foils, metallic and fluorescent inks, film laminates, metal grommets and other materials that could impact recyclability of packaging. Constraints to reducing impact associated with packaging for Vera Bradley, Inc. include cost, product quality and other collaborating brands’ marketing standards. Consumer package labeling reflects relevant environmental certifications and/or attributes.

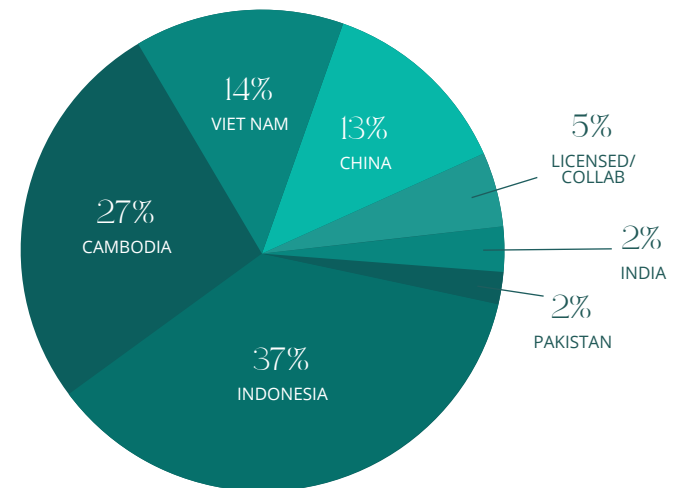
sourcing & manufacturing

At the core of the Company’s sustainability strategy is our supply chain. We focus on building long-term business relationships with a limited number of top-performing factories. Vera Bradley, Inc. utilizes an intensive factory qualification process that includes social, labor and environmental compliance, as well as worker sentiment surveys, product design conformance and safety and performance testing prior to selecting suppliers.

Supplier collaboration has always been key to Vera Bradley, Inc. throughout its 40+ year history, and it is business critical to work with suppliers who share our commitment to labor and social compliance, human rights and the environment.

Between both our brands, the Company maintains relationships with 74 Tier 1 finished goods supplier facility locations. Tier 1 supplier facilities outside of the United States are audited to the Vera Bradley Code of Conduct by a third party using Elevate’s Responsible Sourcing Assessment (ERSA) Protocol, which helps us monitor worker sentiment, ensure compliance with standards and laws and obtain a holistic and comprehensive review of supplier facility performance compared to industry averages and others within our supply chain. The five pillars of ERSA include labor, health and safety, environmental, business ethics and management systems. In an effort to reduce audit duplicity, Vera Bradley, Inc. may accept industry-standard program audits and other brand-conducted audits of its suppliers’ facilities. All audits are conducted by independent third parties such as Elevate and Better Work.

Vera Bradley Fiscal 2023
Production Spend by Country

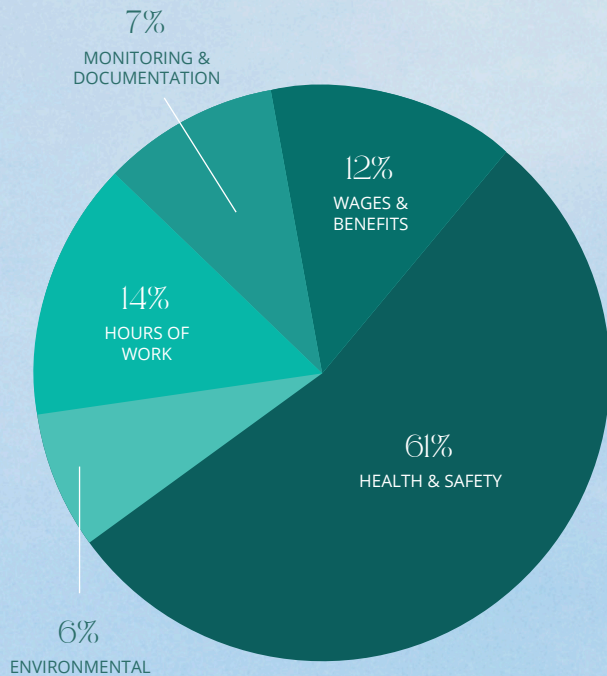


VERA BRADLEY, INC. HAS BEEN A BETTER WORK MEMBER SINCE 2021.

Better Work is a partnership between the UN’s International Labor Organizations (ILO) and the International Finance Corporation, and they bring together diverse groups – government, global brands, factory owners, unions, and workers – to improve working conditions in the garment industry and make the sector more competitive.

Vera Bradley, Inc. uses Better Work’s standards for social, labor, and environmental compliance audits in the countries in which they operate.

Tier 1 Supply Chain Audit Findings by Category



(based on 35 Company-directed audits in Fiscal 2023)

Beyond Tier 1 finished goods suppliers, we audit Tier 2 suppliers that we have nominated to supply our Tier 1 partners. During Fiscal 2023, 62% of Tier 1 supplier facilities were audited to a labor code of conduct. Thirty-five of the audits were directed by the Company through Elevate. Third-party code of conduct audits were accepted from Better Work, SMETA, and BSCI for 11 of the Tier 1 supplier facilities. Corrective action was not monitored by Vera Bradley, Inc. during Fiscal 2023 for audits produced by Better Work, SMETA, and BSCI.

The Company does not presently audit licensed partners and collaborators which represent approximately 5% of our production spend; however, we expect all partners to meet our code of conduct standards and to supply results of most recent audits during the supplier qualification process and upon request thereafter.

Almost all audits cite multiple non-conformances, and Vera Bradley, Inc. works diligently with suppliers to correct and address findings. Each supplier is provided with a corrective action plan for which they must submit proof of implementation and may be subject to future/ongoing on-site verification, depending upon the finding(s). Priority non-conformances are considered highest risks. During Fiscal 2023 in our Tier 1 supplier facility network, (of the 35 Company-directed audits) four (4) priority non-conformances were identified (rate of 0.11). Total non-conformances in Tier 1 supplier facilities equaled 149. Corrective actions were issued for all findings and were tracked to 100% completion over 30-60-90-day monitoring periods, based on severity of findings.

Supply chain audits have found the most common non-conformances associated with environmental, health and safety, working hours, and employee benefit violations in accordance with local labor laws. As part of the remediation process, facilities provided internal training to personnel, including supervisors and production workers. They enhanced the frequency of regular monitoring processes, updated internal policies and guidance, introduced controls to reduce risk to workers, increased presence of first aiders and increased productivity using positive means. Suppliers have developed reasonable production plans and work schedules that limit overtime and do not encourage employees to work on their rest days. Supplier facilities also strengthened management controls to ensure wages and entitlements are calculated and paid correctly. Our supplier facilities have been responsive to corrective actions, with the average time required to complete corrective action plans around 60 days in Fiscal 2023. All audit data is actively managed and transparent to Vera Bradley, Inc. through Elevate’s EIQ Supplier Dashboard. Audit performance is managed by the Company’s internal compliance team and is reviewed by the Vera Bradley, Inc. Board of Directors Nominating, Governance and Sustainability Committee on a quarterly basis.

The Vera Bradley, Inc. Code of Conduct is available at [verabradley.com/ESG](https://www.verabradley.com/ESG).

RAW MATERIALS SOURCING

Beyond fiber traceability, for cotton fabrications, Vera Bradley recognizes key environmental risks include impacts on yield and growing regions associated with climate stress and growing and production methods that could potentially impact soil health, biodiversity and water quality.

In Fiscal 2023, Vera Bradley, Inc. established a partnership with Better Cotton to improve cotton farming globally. Better Cotton’s mission is to help communities survive and thrive, while protecting and restoring the environment. Better Cotton trains farmers to use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals and respect workers’ rights and well-being.



Better Cotton is sourced via a chain-of-custody model called mass balance. This means that end products may not contain Better Cotton; however, Better Cotton Farmers benefit from the demand for Better Cotton in equivalent volumes to those we source.

Vera Bradley is committed to sourcing more than 95% of our cotton as Better Cotton by the end of Fiscal 2024. More information is available at bettercotton.org.

PLANT FIBERS & MATERIALS*			SYNTHETIC FIBERS*		
Fabrication Description	Purchased Volume Fiscal 2023		Fabrication Description	Purchased Volume Fiscal 2023	
	Metric Tons	Fiber Uptake		Metric Tons	Fiber Uptake
Cotton (Conventional)	485.7	607.1	Polyester (Conventional)	1,827.3	2,083.07
Recycled Cotton (GRS)	420.1	554.5	Recycled Polyester (GRS)	72.6	82.75
Total Cotton	905.8	1,161.7	3 Recycled Nylon (GRS)	2.7	3.05
			Total Synthetic	1,902.5	2,168.83

*Information is limited to the Vera Bradley brand. Priority Raw Materials for Pura Vida were not included in this evaluation. Volume of sourced fabric was provided by Tier 2 suppliers, and metric tons were calculated from the sourced yards, cuttable width and fabric weight; the fiber uptake calculation was based on conversion factors from the Textile Exchange. Data also excludes Vera Bradley licensed product and hard-sided luggage products.

logistics & distribution

The Vera Bradley brand utilizes its own distribution center located in Roanoke, Indiana, which occupies 428,500 square feet. Containers arrive at the distribution center from overseas finished goods suppliers via contracted freight forwarders. Ocean travel, rail and truck transport are the predominant modes of transport for inbound shipments to Vera Bradley. Transport by air is costly and typically used only to ship limited quantities during design and validation phases or on an as needed basis to ensure on-time deliveries of product.

Outbound shipments from the distribution center are by truck transport. In Fiscal 2023, Vera Bradley began utilizing UPS carbon neutral services for shipping out of the distribution center. Through this program, UPS calculates carbon dioxide emissions related to Vera Bradley’s shipments and purchases a sufficient number of carbon credits that are third-party validated, registered on a nationally recognized carbon registry or market and that are of a vintage to adequately offset our emissions.

Top risks associated with logistics and distribution include general industry risk of detention of cotton finished goods by Customs Border Patrol due to potential UFLPA bottlenecks and delays of inbound shipments due to labor issues at ports of entry and transport and pandemic-related manufacturing interruptions.

As noted previously, Vera Bradley has responded to risks associated with origin of recycled cotton fibers by ceasing the sourcing of recycled cotton for its products. Pricing increases were implemented during Fiscal 2023 as a result of rising costs associated with transportation and overall inflationary pressures.

VERA BRADLEY OFFSET CO₂ EMISSIONS ASSOCIATED WITH OUTBOUND UPS SHIPMENTS FROM ITS DISTRIBUTION CENTER IN 2022. THIS AMOUNTED TO 2,439.4 METRIC TONS OF CO₂E.

sales

As of January 28, 2023, Vera Bradley, Inc. operated 135 retail store locations across the United States, occupying a total area of nearly 390,000 square feet. Retail stores are located within shopping mall properties in both Factory and Full-Line channels. Vera Bradley and Pura Vida offer online shopping through e-commerce websites and work with wholesale partners to expand our overall retail presence.

In Fiscal 2023, top risks associated with retail included declining sales in Vera Bradley stores and talent acquisition and retention. To combat these pressures, the Company continued to focus on footprint rationalization through closure of underperforming Vera Bradley locations, and opening select Vera Bradley Factory and Pura Vida retail stores. In Fiscal 2023, we continued to expand options for customers to shop, including enhancing our presence in third-party marketplaces and adding boutiques in select high-traffic airports. We opened five new Factory stores and closed 19 underperforming Full-Line stores and one Factory store during the fiscal year.

Vera Bradley, Inc. saw a voluntary turnover rate of 60% in stores and distribution channels, a rate primarily driven by turnover in the store associate positions. The average retail and distribution Associate hourly wage was \$16.36 in Fiscal 2023, and 100% of wages paid were at or above local minimum wage standards. As part of its ongoing commitment to its Associates, Vera Bradley, Inc. works with a third party to conduct periodic benchmarking to ensure our compensation and benefits meet or exceed the market. As part of our Associate engagement plan, Vera Bradley, Inc. assigned strategic objectives related to diversity, equity and inclusion to all retail store managers to implement practices and processes to expand their hiring pools, engage locally and enhance Associate training. This led to more than 360 touchpoints with organizations that support hiring among underrepresented communities.





seconds market

The Company is committed to designing and selling high quality products, and we help our customers extend the life of their products through ensuring appropriate quality and performance testing and providing educational instruction on product care, as well as providing a channel for a consumer-direct secondary market. Vera Bradley partners with ThredUP, a thrifting solution that encourages customers to give their gently used items a second life while supporting overall retail waste reduction across the product lifecycle. ThredUP kits are available at Vera Bradley retail stores or can be ordered online. As an ongoing commitment to expanding the seconds market, Vera Bradley launched the Vera Bradley Preloved website in Fiscal 2023, where customers can shop, trade in and learn about the impact of their collective choices to buy preloved items. All data displayed on the website is provided by ThredUP in concert with Green Story, Inc. Vera Bradley has not conducted specific lifecycle analyses (LCAs) of its products listed on ThredUP or the www.verabradley.thredup.com store.

In calendar year 2022, ThredUP received 9,464 kits of Vera Bradley product, recirculating 121,541 items and selling 2,888.

puravida
LIVE  FREE

Pura Vida is a state of mind that embraces celebrating good fortune, living in the moment, and not taking anything for granted. Pura Vida's mission and values support those ideals.



products with a purpose

We support over 200 charities and non-profits through our Bracelets with a Cause program. Together, we have supported organizations that address major global issues.

HERE'S WHAT WE WERE ABLE TO DO IN FISCAL 2023:

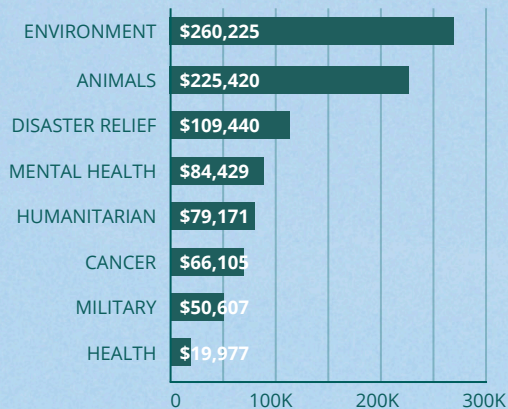
CHARITY RECAP DATA



3 DISASTER RELIEF LAUNCHES

1. Ukraine Relief
2. Hurricane Ian
3. Robb Elementary Memorial Shooting

DONATIONS BY CAUSE



TOP 5 CHARITIES (DONATIONS)

- 01 SURFRIDER FOUNDATION
\$128,595
- 02 RAINFOREST TRUST
\$86,388
- 03 DIRECT RELIEF
\$66,177
- 04 SEA TURTLE CONSERVANCY
\$51,590
- 05 ROBB ELEMENTARY MEMORIAL FUND
\$44,530

pura vida journey and impact

At Pura Vida, giving back has always been at the core of what we do. From the early days of working with two Costa Rican artisans selling a few bracelets a week to now a global movement with millions of bracelets sold each year, Pura Vida has spread the “pura vida” lifestyle globally through responsibly made products that inspire positivity and give back.

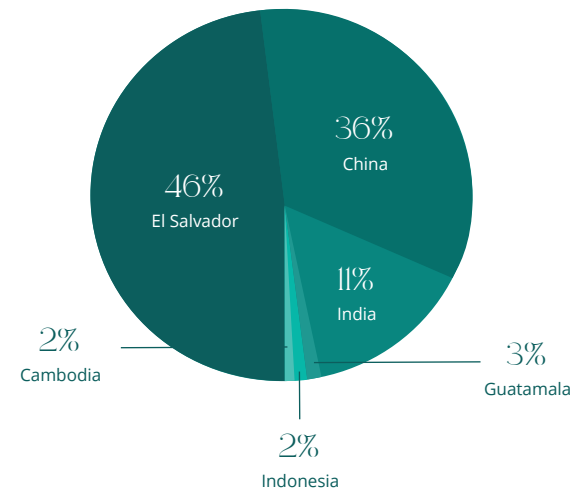
In February 2022, Pura Vida became a certified B Corporation, which recognizes that we meet the highest verified social and environmental performance standards, transparency and accountability to our stakeholders – our customers, workers, communities and the environment.



people

From its home office in La Jolla, California to its global network of suppliers, Pura Vida is committed to creating an international community dedicated to positive change for people and the planet by spreading the “pura vida” lifestyle. We partner with carefully selected supply chain partners to create our products.

PURA VIDA FISCAL 2023 PRODUCTION SPEND BY COUNTRY



making a difference together

Pura Vida encourages its stakeholders to share recommendations for causes and non-profits they would like the brand to support through our charity program. Partnership requests can be made at puravidabracelets.com/pages/partnership-request.

planet

In Fiscal 2023, Pura Vida has continued to positively impact the planet by offering customers a green shipping option. At check out, customers could opt for a plastic-free and carbon-neutral shipment. Materials removed from packaging were recycled through a partnership with Terracycle, and carbon emissions were offset through a partnership with Cloverly.

Cloverly calculates the carbon emissions required to order shipments and offsets them by investing in carbon offset projects. Carbon offset totals for Fiscal 2023 with Cloverly amounted to 1,240 metric Tons.

Pura Vida is committed to understanding and improving its impact on the environment associated with its global operations. Efforts will be taken to fully evaluate top Tier 1 suppliers using industry-accepted environmental evaluation tools to identify ongoing areas of opportunity.



Pura Vida customers helped offset 1,240 metric Tons of CO₂ emissions associated with shipments in Fiscal 2023.

governance

Vera Bradley, Inc. is committed to responsible, transparent business practices. We believe that credibility, integrity and trustworthiness, along with each brand's core values, are critical components of the current and future success of our business.

STRUCTURE

ESG is integrated throughout the enterprise and is ultimately led by the Chief Executive Officer (CEO) who is responsible for directing strategy and resources to support ESG programs. The Vera Bradley, Inc. Board of Directors Nominating, Governance and Sustainability Committee provides oversight to ESG strategy and participates in a quarterly review of ESG performance and progress, which includes review of many broad and material aspects of ESG, including *Enterprise Integrity, Human Rights and Labor Compliance, Supply Chain Management and Transparency, DEIB, VB Cares and Environmental Impacts*.

The Enterprise Integrity Team, which is responsible for linking purpose to practice through the adoption and monitoring of enterprise-wide ESG reporting standards, includes the Chief Administrative Officer (CAO) and leaders from Corporate Responsibility and Sustainability, Global Sourcing, Quality and Compliance, Operations, Human Resources and Investor Relations, and is advised from time to time by Information Technology. The Enterprise Integrity Team's primary responsibilities are:

1. Setting direction around specific ESG frameworks, standards, memberships and affiliations
2. Advising other internal ESG-related committees and working groups
3. Monitoring results, measures and trends to recommend focus and resources
4. Ensuring data validation prior to disclosure
5. Ensuring policies and programs appropriately address enterprise risk
6. Monitoring emerging regulations and providing regular updates to the organization and the Board of Directors Nominating, Governance and Sustainability Committee

POLICIES AND GUIDELINES

The following policies and guidelines are in place and are actively enforced and monitored for compliance. Complete copies of these policies can be found at investors.verabradley.com and verabradley.com/ESG.

CONFLICT OF INTEREST AND BUSINESS ETHICS POLICY

Our Conflict of Interest and Business Ethics Policy helps uphold high ethical standards in all 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, yet such a code can provide guidance to help recognize and deal with ethical issues and to foster a culture of accountability.

VENDOR CODE OF CONDUCT

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

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.

ASSOCIATE HANDBOOKS

Associate Handbooks provide framework for the relationship between Vera Bradley, Inc. and its Associates, and they detail the basic framework for expectations for each party. Handbooks are routinely evaluated and updated to address changing business conditions and requirements. To ensure our Associates are informed and stay up to dates on changes, handbooks are provided to all Associates upon hire and on an annual basis thereafter.

ENVIRONMENTAL POLICY

The Company's expectations related to environmental performance and monitoring is established by the Environmental Policy. This policy is reviewed and updated as needed to reflect changes in business conditions and regulatory requirements.

CORPORATE GOVERNANCE GUIDELINES

Our Corporate Governance Guidelines provide a structure within which our directors and managers 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 the manner designed to provide board, 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. It 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 the shareholders and that they seek to perpetuate enduring shareholder value.



appendix

APPAREL, ACCESSORIES & FOOTWEAR STANDARD, VERSION 2022-05

MANAGEMENT OF CHEMICALS IN PRODUCTS		
<p>Discussion of processes to maintain compliance with restricted substances regulations</p>	<p>DISCUSSION & ANALYSIS</p>	<p>CG-AA-250a.1</p>
<p>Discussion of processes to assess and manage risks and/or hazards associated with chemicals in products</p>	<p>Vera Bradley, Inc. is committed to safety and compliance across owned operations and with upstream and downstream suppliers. We work to eliminate the use of chemicals of concern, reduce chemical usage, and/or improve overall management of chemicals. By agreement, Suppliers are required to ensure that any product manufactured for and/or sold to Vera Bradley, Inc. is compliant with applicable laws and regulations, including Vera Bradley, Inc.-specific standards. Vera Bradley, Inc. requires all suppliers to submit completed “passing” test results for all finished goods prior to shipment for restricted substances as defined in CA/Prop 65. Vera Bradley, Inc. maintains a Supplier portal where Vendors can access a full vendor manual and supporting guidance documents, including the Code of Conduct, financial forms, insurance forms, schedules and key dates, costing and capacity planning documentation, purchase orders, materials and color development processes, mill/supplier responsibilities, third-party testing and quality, fabric specifications, component specifications and approval, product sampling and development through full production, global quality and compliance standards and testing requirements including restricted substances lists (RSLs), conflict minerals policy, cotton policy and pledge, packaging standards, standards for shipping, and payment terms.</p> <p>Vera Bradley, Inc. Quality and Compliance Teams monitor regulatory changes and other product-relevant developments to ensure compliance with restricted substances regulations. Monitoring is conducted both independently and in conjunction with a contracted third-party subject matter expert. Outcomes include updates to restricted substances lists and testing protocols, changes to product development and/or merchandising strategy, and supplier engagement in support of our overall product safety and compliance position. Vera Bradley, Inc. requires all suppliers to submit completed “passing” test results for all finished goods prior to shipment for restricted substances as defined in CA/Prop 65. In certain cases, Vera Bradley, Inc. may permit a product declaration of regulatory conformance in lieu of testing for low-risk products and materials. All testing must be completed by a certified third party. Testing is conducted as part of the qualification process and periodically thereafter, based on product risk category.</p> <p>Vera Bradley, Inc. uses separate RSLs to manage legal compliance within each market it operates. RSLs are developed independently with a contracted third-party and are not presently publicly available. RSL compliance is directly verified by the Company for Tier 1 Suppliers and Tier 2 nominated Suppliers. If a product fails to comply with RSLs, corrective action is taken including refusal of product up to termination of supplier agreements.</p> <p>We work to eliminate the use of chemicals of concern, reduce chemical usage, and/or improve overall management of chemicals. Following this approach for our owned operations as well as with vendors conducting work on our owned or leased properties reduces risk related to human health and environmental impact. Focus on reducing or eliminating a particular chemical is most often driven by emerging regulation. In our owned operations, chemicals are generally used in limited or household quantities. We limit purchasing of chemicals (by quantity and hazard classification through careful review between Safety and Procurement to ensure the chemical is necessary and to determine if a safer chemical is available and appropriate). By limiting the quantities of chemicals we purchase, we reduce risk and potentially prevent generation of waste. We maintain proper chemical storage and handling, provide Associate training, ensure proper disposal, and maintain a chemical inventory.</p> <p>In some cases, our manufacturing partners certify their processes according to OEKO TEX 100 + Made in Green, a traceable standard/product label for textile products that been manufactured in facilities under safe and socially responsible working conditions. The Made in Green label indicates the product is made of materials that have been tested for harmful substances to ensure product and consumer safety.</p> <p>Vera Bradley, Inc. is a member of Better Cotton which supports the phase out of pesticide chemicals that are known to be or presumed to be extremely or highly hazardous (acute toxicity), as well as those chemicals known or presumed to be carcinogenic, mutagenic, or reprotoxic. Better Cotton has established guidance on the reduction, limitations, and safety of the use of chemicals in member cotton farming. More information is available at www.bettercotton.org.</p> <p>Vera Bradley, Inc. conducts health, safety and environmental compliance and management system auditing of its primary Tier 1 and Tier 2 (nominated) supplier facilities, where any findings are addressed through corrective action tracking. As part of the corrective action process and where appropriate, suppliers are provided with access to information, training, and guidance to support improved management of chemicals to reduce waste, risk of spills, and improve worker safety.</p>	<p>CG-AA-205a.2 CG-AA-205a.3 CG-AA-205a.4 CG-AA-205a.5 CG-AA-205a.6</p>

ENVIRONMENTAL MANAGEMENT IN THE SUPPLY CHAIN		
<p>Percentage of facilities in compliance with wastewater discharge permits and/or contractual agreement²:</p> <ol style="list-style-type: none"> 1. Tier 1 supplier facilities 2. Supplier facilities beyond Tie 	<p>QUANTITATIVE, PERCENTAGE %</p> <p>In total, there were 74 facilities within our Tier 1 supplier list in Fiscal 2023, of which 35 were third-party audited for wastewater compliance. 33 out of 35 audited Tier 1 facilities (which represents 45% of total Tier 1 facilities) were in compliance with wastewater discharge permits/contractual agreements. Supplier facilities beyond Tier 1 included at least 197 in Fiscal 2023, of which 24 (which represents 12% of supplier facilities beyond Tier 1) were third-party audited and confirmed to be in compliance with wastewater discharge permits/contractual agreements. All of the facilities beyond Tier 1 were Tier 2 suppliers nominated by Vera Bradley, Inc., including those facilities where wet processing would be likely to occur.</p> <p>In most cases, supply chain partners within Tier 1 do not have sources of industrial wastewater discharge, thus process wastewater risk exists primarily upstream in the supply chain and related to wet processing. Types of industrial pretreatment and treatment include primary, secondary, and tertiary processes, with some advanced treatment including membrane filtration / reverse osmosis, evaporation, and advanced oxidation processes. Often, factory wastewater is not treated additionally at off-site treatment plants such that discharge from on-site wastewater treatment is direct, increasing the criticality of careful treatment, testing, and emergency management practices to prevent potentially harmful releases to the environment.</p> <p>Vera Bradley, Inc. applies a layered approach to address this risk in supplier facilities beyond Tier 1 which includes third party compliance and environmental management system auditing and requests for completion of FEMs and external verification of the same. Presently, Vera Bradley, Inc.'s supplier requirements related to wastewater discharge include: compliance with wastewater discharge permits/contractual agreements, relevant tracking/records retention for wastewater sent off site for treatment, and prevention of contamination from storm water systems/runoff. The Company does not conduct third party testing validation at supplier facilities.</p>	<p>CG-AA-430a.1</p>
<p>Percentage of supplier facilities that have completed the SAC's Higg FEM assessment or equivalent environmental data assessment</p> <ol style="list-style-type: none"> 1. Tier 1 supplier facilities 2. Supplier facilities beyond Tier 1 	<p>QUANTITATIVE, PERCENTAGE %</p> <p>Vera Bradley, Inc. prioritizes collection and verification of FEM data from supplier facilities based on production volume. In Fiscal 2023:</p> <ol style="list-style-type: none"> 1. 16 Tier 1 facilities (out of 74 total, or 22%) completed the Higg FEM assessment 2. 10 supplier facilities beyond Tier 1 (out of 197, or 5%) completed the Higg FEM assessment 	<p>CG-AA-430a.2</p>

LABOR CONDITIONS IN THE SUPPLY CHAIN		
<p>Percentage of supplier facilities that have been audited to a labor code of conduct</p> <ol style="list-style-type: none"> 1. Tier 1 supplier facilities 2. Supplier facilities beyond Tier 1 	<p>QUANTITATIVE, PERCENTAGE %</p> <p>Tier 1 suppliers outside of the United States are audited to the VB Code of Conduct. In an effort to reduce audit duplicity, Vera Bradley, Inc. may accept industry standard program audits and other brand audits. All audits are conducted by independent third party audit firms, such as Elevate, Better Work, BSCI, and SMETA. Beyond Tier 1 suppliers, we audit Tier 2 vendors that have been nominated to supply Tier 1 vendors. In Fiscal 2023:</p> <ol style="list-style-type: none"> 1. 46 of a total of 74, or 62% of Tier 1 Supplier Facilities were audited to a labor code of conduct 2. 24 of a total of 197, or 12% of Supplier Facilities beyond Tier 1 were audited to a labor code of conduct. 3. 100% of the Company's supplier facility audits are performed by independent third-party auditors. <p>Labor code of conduct audits performed by Elevate according to their ERSA Responsible Sourcing Assessment, helps Vera Bradley, Inc. monitor worker sentiment, compliance with standards and laws, and to obtain a holistic and comprehensive review of supplier facility performance compared to industry averages and others within our supply chain. The five pillars of ERSA include labor, health and safety, environmental, business ethics, and management systems. Elevate also manages remediation and corrective action and supports evaluation of emerging supply chain risk. Corrective action was not monitored by Vera Bradley, Inc. during Fiscal 2023 for audits produced by Better Work, SMETA, and BSCI. The Company does not presently audit licensed partners and collaborators; however, expects all partners to meet our code of conduct standards and to supply results of most recent audits during the supplier qualification process and upon request thereafter. Vera Bradley's Code of Conduct can be accessed at verabradley.com/ESG.</p>	<p>CG-AA-430b.1</p>

<p>Priority non-conformance rate and associated corrective action rate for suppliers' labor code of conduct audits³</p>	<p>QUANTITATIVE, PERCENTAGE %</p> <p>Almost all audits cite multiple non-compliances. Each supplier is provided a corrective action plan for which they must submit proof of implementation and may be subject to a re-audit at a future date.</p> <p>Priority non-conformances are considered highest risk.</p> <ul style="list-style-type: none"> · Tier 1 - of the 35 facilities audited, 4 priority non-conformances were identified in Fiscal 2023 (4 / 35 = 0.11) · Facilities beyond Tier 1 – of the 24 facilities audited, 5 priority non-conformances were identified in Fiscal 2023 (5 / 24 = 0.21) <p>All non-conformances</p> <ul style="list-style-type: none"> · Tier 1 – of the 35 facilities audited, 149 total non-conformances were identified in Fiscal 2023 (149 / 35 = 0.043) · Facilities beyond Tier 1 – of the 24 facilities audited, 69 total non-conformances were identified in Fiscal 2023 (69 / 24 = 0.029) <p>Corrective Actions</p> <ul style="list-style-type: none"> · Corrective Actions were issued for ALL non-conformances and were tracked to 100% completion over 30-60-90-day monitoring periods <p>Corrective action was not monitored by Vera Bradley, Inc. during Fiscal 2023 for audits produced by Better Work, SMETA, and BSCI. All audits are conducted by a third party and include review of management systems, on-site inspection and records review, and interviews (including workers). Of the top five findings categories (health and safety, hours of work, wages & benefits, monitoring & documentation, and environmental), 29 factories completed e-learning courses that were assigned as part of Corrective Action. During the remediation process, factories provide internal training to related personnel, including supervisors and production workers. They have enhanced the frequency of regular monitoring processes, updated internal policies and guidance, introduced controls to reduce risk to workers, increased presence of first aiders, and increased productivity using positive means. Suppliers have developed reasonable production plans, work schedules that limit overtime and do not encourage employees to work on their rest days, and also strengthened management controls to ensure wages and entitlements are calculated and paid correctly. In general, suppliers are responsive to corrective actions with the average time required for CAP completion around 60 days in Fiscal 2023.</p> <p>Transparency and business integrity are evaluated during the audit process and considers full and timely access to records, facilities premises, and workers; a current business license; accurate and true payroll, time and attendance documents, and compliance with all applicable laws and regulations. Further, facilities should not attempt to bribe assessors, coach employees to provide false or misleading responses to assessors, should not attempt to interfere with worker sentiment interviews, and should not attempt to punish any worker through monetary, physical, or other means for participating in worker sentiment interviews.</p> <p>All audit data is actively managed and transparent to Vera Bradley, Inc. through Elevate's EIQ Supplier Dashboard. Audit performance is reviewed by the Vera Bradley Board of Directors Nominating, Governance and Sustainability Committee on a quarterly basis.</p> <p>The Company works with new and potential suppliers to ensure alignment with social, labor and environmental standards of operations prior to launching full production. Once Suppliers are qualified, Vera Bradley, Inc. works diligently to support transparency and continuous improvement in the supply chain. As such, we work with our suppliers both directly and indirectly to improve and monitor areas of non-conformance. It is in both parties' interests to secure longer-term business relationships; however, if a supplier is unable to maintain compliance with social, labor, environmental, product safety and quality standards, and they fail to show progress to correct failures, Vera Bradley, Inc. may terminate the relationship. The Company does not presently disclose the length of relationship with its suppliers.</p>	<p>CG-AA-430a.2</p>
<p>Description of the greatest risks in the supply chain:</p> <ol style="list-style-type: none"> 1. Labor 2. Environmental, Health and Safety 	<p>DISCUSSION & ANALYSIS</p> <p>Supply chain audits have found the most common occurrences associated with labor include working hours related to overtime and rest days and employee benefit violations in accordance with local labor laws. Environmental, health and safety occurrences have been related to PPE, health checks, and secondary containers for chemicals not properly labeled, machine safety, and maintaining Safety Data Sheets (SDSs). Risk exposure relative to products and industry is increasingly important due to global bad actors, with specific concerns around forced labor in the Xinjiang Uyghur Autonomous Region (XUAR) China, and related to raw material/fiber traceability for conventional and recycled cotton goods.</p>	<p>CG-AA-430b.3</p>

RAW MATERIALS SOURCING

<p>1. List of priority raw materials; for each priority raw material:</p> <p>2. Environmental and/or social factors most likely to threaten sourcing</p> <p>3. Discussion on business risks and/or opportunities associated with environmental and/or social factors, and</p> <p>1. Management strategy for addressing business risks and opportunities Amount of priority raw materials purchased, by material, and</p> <p>2. Amount of each priority raw material that is certified to a third-party environmental and/or social standard, by standard</p>	<p>DISCUSSION & ANALYSIS</p>	CG-AA-440a.3																																							
	<table border="1"> <thead> <tr> <th colspan="3">PLANT FIBERS & MATERIALS*</th> <th colspan="3">SYNTHETIC FIBERS*</th> </tr> <tr> <th rowspan="2">Fabrication Description</th> <th colspan="2">Purchased Volume Fiscal 2023</th> <th rowspan="2">Fabrication Description</th> <th colspan="2">Purchased Volume Fiscal 2023</th> </tr> <tr> <th>Metric Tons</th> <th>Fiber Uptake</th> <th>Metric Tons</th> <th>Fiber Uptake</th> </tr> </thead> <tbody> <tr> <td>Cotton (Conventional)</td> <td>485.7</td> <td>607.1</td> <td>Polyester (Conventional)</td> <td>1,827.3</td> <td>2,083.07</td> </tr> <tr> <td>Recycled Cotton (GRS)</td> <td>420.1</td> <td>554.5</td> <td>Recycled Polyester (GRS)</td> <td>72.6</td> <td>82.75</td> </tr> <tr> <td>Total Cotton</td> <td>905.8</td> <td>1,161.7 or 35%</td> <td>3 Recycled Nylon (GRS)</td> <td>2.7</td> <td>3.05</td> </tr> <tr> <td></td> <td></td> <td></td> <td>Total Synthetic</td> <td>1,902.5</td> <td>2,168.83</td> </tr> </tbody> </table> <p>*Information is limited to Vera Bradley brand. Priority Raw Materials for Pura Vida were not included in this evaluation. Volume of sourced fabric was provided by Tier 2 suppliers, and metric tons were calculated from the sourced yards, cuttable width and fabric weight. (See also Page 23 of this report)</p> <p>Vera Bradley recognizes for cotton fabrications, key environmental risks include impacts on yield and growing regions associated with climate stress and growing and production methods that could potentially impact soil health, biodiversity, and water pollution/eutrophication associated with chemical application and chemical processing at the farm level and throughout the supply chain. In Fiscal 2023, Vera Bradley joined Better Cotton to support the scaling of cotton production in a way that is better for farmers, their communities, and the environment. More information is available at www.bettercotton.org.</p> <p>Fiber traceability is increasingly important due to global bad actors, with specific concerns around forced labor in the Xinjiang Uyghur Autonomous Region (XUAR) of China, which is estimated to produce about 20% of global cotton. Traceability impacts our primary materials sourcing strategies. Recycled cotton fibers create challenges in traceability that the industry as a whole is working to resolve. In the meantime, Vera Bradley has paused all sourcing of recycled cotton fibers for its products. Vera Bradley prioritizes human rights, and we maintain practices to ensure environmental, labor and human rights compliance where our products are manufactured. We expect all upstream suppliers to meet our Code of Conduct. In Fiscal 2024, we are continuing to strengthen our commitment to forced labor prevention through investment in our Global Sourcing program with a focus on training suppliers to monitor and prevent forced labor in their supply chains and growing our supplier monitoring program.</p> <p>Social risks associated with synthetics (polyesters and polyamides) include wages and benefits, occupational safety, and employee protection. Top environmental issues include chemical waste and wastewater management (impact risks to water, land and human health of workers and surrounding communities), water consumption associated with processing. Further concerns exist related to end-of-life disposal. Vera Bradley, Inc. works to address immediate risks to human health and the environment through the implementation of social, labor, and environmental compliance program. Vera Bradley, Inc. began sourcing recycled synthetics in 2019. Vera Bradley, Inc. works to increase product longevity and encourages customers to engage in the seconds market for Vera Bradley products through its own Preloved website. Vera Bradley's partnership with ThredUP also engages its customers to consider other second-hand items to reduce the number of items going to landfill.</p>	PLANT FIBERS & MATERIALS*			SYNTHETIC FIBERS*			Fabrication Description	Purchased Volume Fiscal 2023		Fabrication Description	Purchased Volume Fiscal 2023		Metric Tons	Fiber Uptake	Metric Tons	Fiber Uptake	Cotton (Conventional)	485.7	607.1	Polyester (Conventional)	1,827.3	2,083.07	Recycled Cotton (GRS)	420.1	554.5	Recycled Polyester (GRS)	72.6	82.75	Total Cotton	905.8	1,161.7 or 35%	3 Recycled Nylon (GRS)	2.7	3.05				Total Synthetic	1,902.5	2,168.83
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ACTIVITY METRIC

<p>Number of:</p> <p>1. Tier 1 suppliers and</p> <p>2. Suppliers beyond Tier 14</p>	<p>QUANTITATIVE, NUMBER</p> <p>1. 74 Tier 1 supplier facilities</p> <p>2. At least 197 supplier facilities beyond Tier 1*</p> <p>* The number of Supplier Facilities is suspected to be greater than 197, though not yet confirmed. The number of supplier facilities in Tier 1 and beyond is expected to fluctuate with business needs and as a result of an in-depth supplier mapping initiative, presently ongoing and extending into Fiscal 2024. In Fiscal 2023, Vera Bradley, Inc. had 29 nominated Tier 2 supplier facilities.</p>	CG-AA-000.A
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FOOTNOTES

2 Note to CG-AA-430a.1 – The entity shall discuss its supply chain risks associated with discharge of water from supplier facilities and describe how it manages these risks.

3 Note to CG-AA-430b.2 – Disclosure shall include a discussion of additional context around supply chain auditing, such as audit methodologies and supply chain transparency.

4 Note to CG-AA-000.A – Tier 1 suppliers are defined as suppliers that transact directly with the entity, such as finished goods manufacturers (e.g., cut and sew facilities). Suppliers beyond Tier 1 are the key suppliers to the entity's Tier 1 suppliers and can include manufacturers, processing plants, and providers of raw materials extraction (e.g., mills, dye houses and washing facilities, sundry manufacturers, tanneries, embroiderers, screen printers, farms, and/or slaughter houses) The entity shall disclose whether any supplier data beyond Tier 1 is based on assumptions, estimates, or otherwise includes any uncertainty.

MUTI-LINE & SPECIALTY RETAIL, VERSION 2018-10

ENERGY MANAGEMENT IN RETAIL & DISTRIBUTION		
1) Total energy consumed	QUANTITATIVE GIGAJOULES (GJ) %	CG-MR-130a.1
2) Percentage grid electricity	1. 195,645 GJ	
3) Percentage renewable	2. 100%	
	3. 0%	

DATA SECURITY		
Description of approach to identifying and address data security risks	DISCUSSION & ANALYSIS The VRA Security team monitors the security landscape through trend identification and consultation with a third-party security firm that provides security trends and 24x7 SOC monitoring. 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 VRA's incident response plan. Risk assessment and security for Ecommerce platforms are assessed through a review of SOC 2 Type II and PCI Compliance reports for outsourced Ecommerce platforms.	CG-MR-230a.1
1. Number of data breaches	QUANTITATIVE NUMBER %	CG-MR-230a.2
2. Percentage involving personally identifiable information (PII)	1. 0 data breaches in Fiscal 2023 2. 0%	
3. Number of customers affected ²	3. 0	

LABOR PRACTICES		
1. Average hourly wage	QUANTITATIVE NUMBER %	CG-MR-310a.1
2. Percentage of in-store employees earning minimum wage, by region	1. \$16.36 USD 2. 100% - wages by Associate are compared to the state or locality's minimum wage standard and are audited monthly for compliance by the Company. Minimum wage standards are monitored by a contracted third party and provided to Vera Bradley, Inc. on a periodic basis.	
1. Voluntary turnover rate for in-store employees	RATE	CG-MR-310a.2
2. Involuntary turnover rate for in-store employees	1. 60% 2. 8%	
Total amount of monetary losses as a result of legal proceedings associated with labor law violations	QUANTITATIVE, \$ \$0.00	CG-MR-310a.3

WORKFORCE DIVERSITY & INCLUSION

Percentage of gender and racial/ethnic group representation for 4: 1. Management 2. All other employees	QUANTITATIVE, PERCENTAGE % See PAGE 9 of this report.	CG-MR-330a.1
Total amount of monetary losses as a result of legal proceeding associated with employment discrimination	QUANTITATIVE, \$ \$0.00	CG-MR-330a.2
The entity shall describe its policies and program for fostering equitable employee representation across its global operations.	DISCUSSION See PAGES 7-9 of this report. Additional information is available in our Associate Handbooks, located at verabradley.com/ESG.	CG-MR-330a.1

PRODUCT SOURCING, PACKAGING, & MARKETING

Revenue from products third-party certified to environmental and/or social sustainability standards	QUANTITATIVE, \$ \$0.00	CG-MR-410a.1
Discussion of process to assess and manage risks and/or hazards associated with chemicals in products	DISCUSSION & ANALYSIS See response for CG-AA-250a.1 Through merchandising strategy, Vera Bradley, Inc. naturally limits the number of products with chemicals that could become in direct contact via use of finished goods. Chemical information is on product labeling where required; however, additional information may be made available upon request.	CG-MR-410a.2
Discussion of the strategies to reduce the environmental impact of packaging	DISCUSSION & ANALYSIS Vera Bradley's packaging strategy and initiatives span all inbound and outbound corrugated shipping cartons including E-Commerce, poly mailers, gift packaging, poly bags, labels and stickers as well as all retail packaging which includes hangtags, UPC hangtags, fold-over cards, shoeboxes, bellybands, ribbons etc.. Overall effort is undertaken to minimize all our packaging materials and use 100% recycled materials or materials with >50% recycled content wherever possible. VRA also works to minimize / eliminate plastics, utilize FSC-certified materials where possible, and eliminate/minimize UV coatings, foils, metallic and fluorescent inks, film laminates, metal gromets, and other materials that could impact recyclability of packaging. Consumer package labeling is leveraged to communicate environmental/certification attributes.	CG-MR-410a.3

ACTIVITY METRIC

Number of 1. Retail Locations 2. Distribution Centers	QUANTITATIVE, NUMBER 1. 135 locations 2. 1 Distribution Center	CG-MR-000.A
Total area of 1. Retail Space 2. Distribution Centers	QUANTITATIVE, SQUARE METERS (M2) 1. 389,657 sf or 35,457.73 m2 2. 428,500 sf or 39,808.94 m2	CG-MR-000.B

2 Note to CG-MR-230a.2- Disclosure shall include a description of corrective actions implemented in response to data breaches.
3 Note to CG-MR-310a.3- The entity shall briefly describe the nature, context, and any corrective actions taken as a result of the monetary losses.
4 Note to CG-MR-330a.1- The entity shall describe its policies and programs for fostering equitable employee representation across its global operations.
5 Note to CG-MR-330a.2 - The entity shall briefly describe the nature, context, and any corrective actions taken as a result of the monetary losses.