



Fiscal 2024

Corporate Social Responsibility & Sustainability Report

CEO Message

Our Company’s strategic direction is fueled by our core values and guided by our desire to create net-positive social, environmental, community, and shareholder gains by focusing on OUR PRODUCTS, OUR COMMUNITIES, and OUR PLANET. In each of these areas, we evaluate the impact related to our practices, considering risks and opportunities, making real and measurable progress, and ensuring transparency with our stakeholders.

Vera Bradley, Inc. is committed to responsible, clear, and open business practices. We believe credibility, integrity, and trustworthiness, along with our core values, are critical components of the current and future success of our business.

This report provides an update on progress we have made related to our many environmental, social, and governance (“ESG”) and sustainability initiatives. In Fiscal 2024, among other things, we further enhanced the quality of our products, broadened our commitment to reducing our impact on climate change, further elevated our responsible sourcing efforts, and made a meaningful impact in the markets we serve through our charitable initiatives.

We are excited about the future and returning our Company to sustainable, profitable growth and strong cash flow, which I believe will deliver long-term value to our shareholders. Our strategic plan, Project Restoration, is focused on four key pillars — Consumer, Brand, Product and Channel — and is designed to drive this long-term, profitable growth. As we improve the health of our brands and our Company, we remain committed to the ESG facets of our business and devoting appropriate resources to the areas that are most impactful to our stakeholders — our customers, our Associates, our shareholders, and our communities.

Jacqueline Ardrey, Chief Executive Officer
Vera Bradley, Inc.

Introduction

This report includes updates and progress for Fiscal 2024 (fiscal year ended February 3, 2024) regarding key business-specific material topics for Vera Bradley, Inc., which includes our two brands, Vera Bradley and Pura Vida. Vera Bradley, Inc. utilizes Sustainability Accounting Standards Board (SASB) sector-specific guidance on materiality. The Company’s evaluation of performance to the Apparel, Accessories & Footwear Standard and the Multi-Line & Specialty Retail Standard is provided at the conclusion of this report. This SASB disclosure is reported with a limited level of assurance provided by an independent third-party.



Vera Bradley

puravida
LIVE  FREE

\$470.8 MM

Net Revenue Fiscal 2024

Our Products

We are committed to contributing to a future circular economy by creating better, safer, and longer-lasting products.

Primary Fabrications

We recognize impact begins with the source of materials we select for our products. We choose high-quality raw materials to create beautiful and long-lasting products and have been strategically transitioning our materials and fabrications to *preferred fibers*, as defined by the Textile Exchange. Vera Bradley, Inc. recently joined the Textile Exchange as a partner-level member to support the global effort to scale a net-positive textile accessories and apparel industry.

During calendar year 2023, approximately 30% of our total cotton was sourced as Better Cotton. Total preferred fiber utilization in 2023 was 10%, based on the Textile Exchange's fiber uptake calculation guidance. In 2023, Vera Bradley reintroduced leather to its materials portfolio, sourcing only U.S. hides. Tanning and manufacturing was completed by members of the Leather Working Group. More information on our materials and fibers is provided in the SASB Table at the conclusion of this report.

Product Development & Design

Vera Bradley, Inc.'s product development process typically begins 12 to 18 months in advance of release. Our designers and developers work to identify opportunities to improve products through adoption of materials and manufacturing processes that improve safety, reduce chemical inputs, require less energy and water to produce, and extend usable/wearable life of our products. Examples include reducing overall hardware, eliminating or substituting material coatings, and changing material specifications. Our Vera Bradley team utilizes the Worldly Higg Material Sustainability Index (MSI) internally to evaluate the impact of changes to support decision-making. Additional information is available within the SASB Table at the conclusion of this report.

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 to use 100% recycled materials or materials with more than 50% recycled content wherever possible. The Company also works to minimize or eliminate single-use plastics; to use Forest Stewardship Council (FSC)-certified materials where possible; and to eliminate/minimize UV coatings, foils, metallic and fluorescent inks, film, laminates, metal grommets, and other materials that could impact recyclability of packaging.

30%

of total cotton sourced as
Better Cotton

10%

Preferred fiber utilization
*Based on volumes of material we sourced

Selling & Reselling

The Company operated 136 retail stores across the United States during 2023, finishing the fiscal year with 129 locations. Vera Bradley, Inc. determined that 45% of its total Scopes 1 and 2 emissions were associated with the Company's retail footprint, which consisted of 36,594 square meters.

Vera Bradley, Inc. saw a voluntary turnover rate of 61% in stores and distribution channels, a rate primarily driven by turnover in store Associate positions. The average retail and distribution Associate hourly wage was \$19.19 in Fiscal 2024, up nearly three dollars from the year prior. As part of an ongoing commitment to our Associates, Vera Bradley, Inc. works with a third party to conduct periodic benchmarking to ensure our compensation and benefits meet or exceed the market.

Vera Bradley, Inc. provides customers a channel for a consumer-direct secondary market by partnering with ThredUP, a thrifting solution that encourages customers to give their gently used items a second life in exchange for a Vera Bradley gift card to be used online or in store. ThredUP Clean Out Kits, which are not limited to Vera Bradley product, are available in stores and also online.

Vera Bradley continued its *Preloved* website powered by ThredUP in Fiscal 2024, where customers can shop, trade in, and learn about the impact of their 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 of its products listed on the ThredUP website.)

Our Communities

Our 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, or any other category protected under applicable federal, state, or local law.

Associate Engagement Surveys are conducted annually to better understand our Associate insights regarding our Company's strengths and opportunities. Feedback is instrumental in shaping, strengthening, improving, and celebrating our Company culture. As a result of survey feedback, we have made meaningful improvements to compensation, benefits, career development, diversity programs, mental health and wellness programs, and our facilities. We benchmark against other companies and are proud that the Company consistently scores better than the benchmark for overall Associate engagement.

136

Retail Stores

36,594

Square Meters of
Retail Space

6,621

Number of Vera Bradley items
recirculated by ThredUP

48,632

Number of items sent in
through Clean Out Kits

2,117

Number of Associates
as of 12/31/2023

40% 60%

Full Time Part Time

Compensation and Benefits

Vera Bradley, Inc. offers competitive compensation and benefits for our Associates and routinely conducts benchmarking to ensure we meet or exceed the market. Total compensation figures are shared individually with Associates on an annual basis.

Supply Chain Partners

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 designs conformance and safety/performance testing prior to approving primary tier 1 suppliers for production.

Between both our brands, the Company maintains relationships with 84 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.

Vera Bradley, Inc. has been a Better Work Member since 2021. The Company uses Better Work's standards for social, labor, and environmental audits in the countries where Better Work operates.

During Fiscal 2024, 90% of tier 1 suppliers facilities were audited to a labor code of conduct. The Company does not direct audits of licensed partners and collaborators which represent approximately 5% of our production spend; however, we expect these partners to conduct regular social, labor, and environmental monitoring and to supply updated results. As part of our supplier agreement, we expect all partners to meet our Code of Conduct standards.

Vera Bradley requested its primary tier 1 and 2 supplier facilities to complete Worldly Higg Facility Environmental Module (Higg FEM) self-assessments in 2023. The Higg FEM is used by the Company to monitor and evaluate environmental performance, impact, and improvement in the supply chain. By facility count, 42% of tier 1 supplier facilities completed Higg FEM during the 2023 reporting period. This percentage of supplier facilities represents at least 91% of Vera Bradley's total global sourcing spend. Additionally, Vera Bradley requested its primary tier 2 partners (fabric mills) complete the Higg FEM.

Findings & Corrective Actions

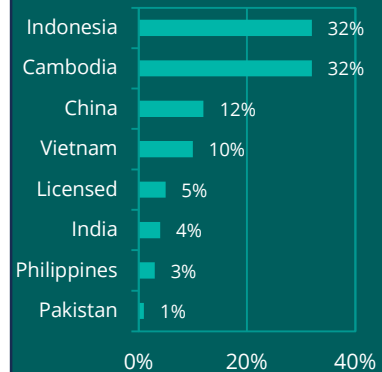
Zero priority non-conformance or zero-tolerance findings occurred in calendar year 2023. Nearly every audit generates lower-level findings. All findings are assigned corrective/preventive action to be addressed within 30-60-90-day time periods. All corrective actions were fully implemented, with an average time to close of 60 days.

Vera Bradley, Inc.

Corporate Social Responsibility and Sustainability Report, Fiscal Year 2024

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2023 Vera Bradley Production Spend by Country



90%

of Tier 1 Supplier Facilities
Audited to a Labor Code of

Tier 1

Supply Chain Audit Findings
by Category



Vera Bradley, Inc. evaluates supply chain risk by country and fabrication. A salient risk associated with cotton is forced labor, particularly occurring in the Xinjiang Uyghur Autonomous Region (XUAR) and across China. We stand in firm opposition to forced labor and maintain a layered approach to monitoring for and addressing risk of forced labor and associations with forced labor in our supply chain. This includes, but is not limited to, code of conduct audits, supply chain mapping, purchase order tracing, forensic testing, due diligence monitoring, and modifying sourcing plans.

Better Cotton

By joining Better Cotton, Vera Bradley is helping to scale towards net positive social and environmental cotton farming. Better Cotton is sourced via a chain-of-custody model called mass balance. This means that Better Cotton is not physically traceable to end products; however, Better Cotton Farmers benefit from the demand for Better Cotton in equivalent volumes to those we source. Vera Bradley is committed to sourcing 75% of our cotton as Better Cotton in 2024.

Better Cotton’s mission is to help cotton communities survive and thrive while protecting and restoring the environment. By buying cotton products from Vera Bradley, its customers are supporting the Better Cotton farmers who use water efficiently, care for soil health and natural habitats, reduce use of the most harmful chemicals, and respect workers’ rights and wellbeing. Additional information is available at bettercotton.org.

Vera Bradley Foundation for Breast Cancer

Vera Bradley has been a long-time supporter of breast cancer research through its Vera Bradley Foundation for Breast Cancer (“the Foundation”). Since its inception in 1998, the Foundation has raised over \$50 million to support research at the Vera Bradley Center at the Indiana University School of Medicine (“the Center”) in Indianapolis, Indiana, which was named in honor of the Foundation in 2018 for two decades of its philanthropic support.

The 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.

Pura Vida Products with a Purpose

Since its founding in 2010, Pura Vida supported over 200 charities and non-profits through its Bracelets with a Cause program. Through the sale of 770,000 units in Fiscal 2024, we donated to organizations that support the following causes: environment, animals, mental and physical health, humanitarian aid, cancer, and military. In Fiscal 2024, Pura Vida launched two disaster relief products to support Maui wildfires and earthquakes in Turkey.

Pura Vida’s top five charities in Fiscal 2024 included Direct Relief, Mental Health America, Surfriider Foundation, The Trevor Project, and Boarding for Breast Cancer.

30%

of Total Cotton was
Sourced as Better Cotton in
Calendar Year 2023

\$915k

Total Vera Bradley /
Customer Donations to the
Foundation in Fiscal 2024

200+

Charities and non-profits
supported in Fiscal 2024

\$935k

Total Customer Charitable
donations from Pura Vida in
Fiscal 2024

Pura Vida Certified B-Corp

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

Our Environment

Climate change is a pressing global issue, and Vera Bradley, Inc. is committed to evaluating and reducing our impact in line with a 1.5-degree global warming scenario. Beyond risks posed to long-term business operations, Vera Bradley, Inc. recognizes the potential impacts across the globe. We continue to better document our emissions in Scopes 1, 2, and 3, and prioritize improvement in the areas of fabrications and manufacturing, logistics and distribution, and within our owned operations.

Scopes 1 & 2 Greenhouse Gas Emissions

Vera Bradley, Inc. Scopes 1 and 2 carbon (CO₂) emissions for 2023 totaled 6,122 metric tons. These emissions were associated with operations under the control of Vera Bradley, Inc. which includes offices, retail stores, and a distribution center with a total physical footprint of 99,425 square meters. Emissions for Scopes 1 and 2 are reported with a limited level of assurance provided by an independent third-party.

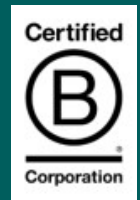
Scope 3 Greenhouse Gas Emissions

Vera Bradley, Inc. did not calculate Scope 3 emissions for 2023, though from baseline screening, we understand that >90% of our emissions are within Scope 3 and are most concentrated within Categories 1 (purchased goods) and 4 and 9 (transportation and distribution, respectively). Within Category 1, the fibers and materials we use and their processing into fabric will be priority emissions sources for continued and targeted reduction.

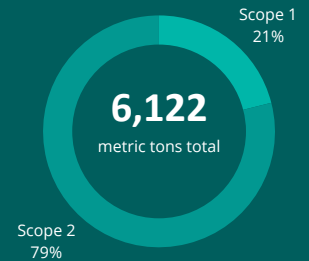
Within Category 4, Pura Vida calculated and offset 755 metric tons CO₂ emissions associated with transport of finished goods to warehouses. Pura Vida also offered its customers a “go-green” shipping option, wherein emissions calculated to correspond with delivery of their online orders could be offset. Through this program, Pura Vida customers offset an additional 457 metric tons of CO₂ emissions. In 2023, UPS carbon neutral services were utilized to offset a total of 1,907.3 metric tons of CO₂ emissions associated with shipping out of the Vera Bradley Distribution Center.

Conclusion

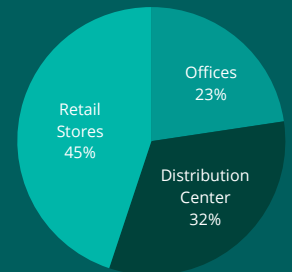
Vera Bradley, Inc. remains committed to evaluating the impact related to our practices, considering risks and opportunities, making real and measurable progress, and ensuring transparency with our stakeholders. The Company will continue to share progress and updates via our website at www.verabradley.com/esg.



2023 GHG Emissions



Total Scopes 1 & 2 Emissions Breakdown



3,119

Metric Tons CO₂ emissions offset in 2023

Apparel, Accessories & Footwear Standard, Version 2023-12

Management of Chemicals in Products

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| <p>Discussion of processes to maintain compliance with restricted substances regulations</p> <p>Discussion of processes to assess and manage risks and/or hazards associated with chemicals in products</p> | <p>Discussion & Analysis</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 and/or sold to Vera Bradley, Inc. is in compliance with applicable laws and regulations, including Vera Bradley, Inc.-specific standards. The Company maintains a Supplier portal where Vendors can access a full vendor manual and support guidance documents, including the Code of Conduct, financial forms, insurance forms, schedules, costing and capacity planning documentation, purchase orders, materials and color development processes, mill/supplier responsibilities, fabric and component specifications, product sampling and development through full production, global quality and compliance standards and testing requirements including restricted substances lists (RSLs), conflict mineral policy, cotton policy and pledge, packaging standards for shipping, and payment terms.</p> <p><u>Our Products</u></p> <p>As part of the product development strategy, the Company seeks to reduce, substitute, or eliminate chemicals associated with its products. Performance and product testing are performed during development to ensure both safety and quality. Once production has been approved, Vera Bradley, Inc. conducts material level as well as finished goods testing according to standard operating procedures shared with its Vendors. Materials level testing requirements are established according to risk associated with the length of vendor relationship and previous testing results (either specific to vendor or material). High level risk requires individual testing per colorway each season; however, medium to low risk requires a reduced sampling/testing scheme and declaration. Finished goods testing is also conducted based on product category risk. Random sampling of finished goods is conducted by Vera Bradley each season. Vera Bradley, Inc. requires all suppliers to submit completed "passing" test results for finished goods prior to shipment for restricted substances as defined in CA/Prop 65. In certain cases involving low-risk products and materials, the Company may permit a product declaration of regulatory conformance in lieu of testing. All testing must be completed by a certified third party.</p> <p>Prop 65 includes a wide range of natural occurring and synthetic chemicals that are known to cause cancer or birth defect or other reproductive harm. The Company weighs many factors to determine actions as a result of testing, including concentration of testing results, variance of results across sample size, risk to end user, and the stage of production. Response actions can include, but are not limited to, making strategic changes through product development, sourcing, or merchandising; refusing product/shipment until testing protocols are 'passing'; and/or affixing appropriate warning labels to products.</p> <p>The Company uses separate testing protocols to manage legal compliance based on product category. RSLs are developed independently with a contracted third party and are not made publicly available. RSLs are developed using a mix of hazard and risk-based approaches based on product category, operating region, and intended product user. RSL compliance is directly verified by the Company for tier 1 and tier 2 nominated suppliers. If a product fails to comply with RSLs, corrective action is taken including, additional testing and/or refusal of product up to termination of supplier agreements.</p> <p>The Company's Quality and Compliance Team monitors 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 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.</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 have been manufactured in facilities under safe and socially responsible working conditions. The Made in Green label indicates the product is made of/with 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>CG-AA-250a.1</p> <p>CG-AA-205a.2</p> <p>CG-AA-205a.3</p> <p>CG-AA-205a.4</p> <p>CG-AA-205a.5</p> <p>CG-AA-205a.6</p> |
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| | | <p>Vera Bradley, Inc. does not presently disclose chemical formulations associated with its products. The Company directs material and finished goods testing for Proposition 65 chemicals of concern associated with our product type/industry from a wide range of natural occurring and synthetic chemicals that are known to cause cancer or birth defects or other reproductive harm. The Company weighs many factors to determine actions as a result of testing, including concentration, variance across sample size, risk to end user, and the stage of production. Response actions can include, but are not limited to, making changes through product development, sourcing, or merchandising strategies; refusing product/shipment until testing protocols are 'passing'; and/or affixing appropriate warning labels to products.</p> <p><u>Chemicals within Operations</u></p> <p>We work to prevent the use of chemicals of concern, reduce chemical usage, substitute with less hazardous chemicals, 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 review between Safety and Procurement). By reducing the volume and type of chemicals purchased, we reduce risk and the generation of waste. The Company maintains proper chemical storage and handling, provides Associate training, ensures proper disposal, and maintains a chemical inventory.</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> | |
| Environmental Impacts in the Supply Chain | | | |
| <p>Percentage of facilities in compliance with wastewater discharge permits and/or contractual agreement:</p> <ol style="list-style-type: none"> Tier 1 supplier facilities Supplier facilities beyond Tier | Quantitative, Percentage % | <p>In total, there were 84 facilities within our tier 1 supplier list in 2023, of which 68% were found by third-party audit to be in compliance with wastewater discharge permits and/or contractual agreements. Supplier facilities beyond tier 1 included at least 87 known locations in 2023, of which 32% were found by third-party audit to be in compliance with wastewater discharge permits and/or contractual agreements. This list of audited facilities beyond tier 1 included only tier 2 suppliers <i>nominated</i> by Vera Bradley, Inc., including those facilities where wet processing occurs.</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 and 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. Vera Bradley, Inc. considers <i>compliance</i> to be a minimum of legal compliance in the location of audit including permit/contractual agreements, relevant tracking/records retention of wastewater sent off site for treatment, in addition, the site must not directly discharge and/or leak it untreated process wastewater that either contains or does not contain toxic and priority pollutants that might lead to severe environmental pollution. Further, facilities are expected to maintain an environmental management program that seeks to minimize environmental impacts with respect to water. Auditors check if any forbidden substances are used in production processes, stored onsite, or as an ingredient in chemicals used based on SDS review during audits. The Company does not conduct third-party testing validation at supplier facilities.</p> | CG-AA-430a.1 |
| <p>Percentage of supplier facilities that have completed the SAC's Higg FEM assessment</p> <ol style="list-style-type: none"> Tier 1 supplier facilities Supplier facilities beyond Tier 1 | Quantitative, Percentage % | <p>Vera Bradley, Inc. prioritizes collection and verification of FEM data from supplier facilities based on production volume. In the Higg FEM 2022 (reported by factories in 2023):</p> <ol style="list-style-type: none"> 35 tier 1 facilities (out of 84, or 42%) completed the Higg FEM assessment. These 35 finished goods factories represented at least 92% of units purchased by the Company in 2023. Nine supplier facilities beyond tier 1 (out of 28, or 15%) completed the Higg FEM assessment. These nine suppliers include the mills/tier 2 facilities associated with the finished goods factories that produced at least 92% of our units purchased in 2023. | CG-AA-430a.2 |

| 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 Vera Bradley, Inc. Code of Conduct. In an effort to reduce audit duplicity, the Company may accept industry-standard program audits. All audits are conducted by independent third parties. Beyond tier 1 suppliers, the Company audits nominated tier 2 suppliers. In calendar year 2023:</p> <ol style="list-style-type: none"> 1. 76 of a total 84, or 90% of tier 1 supplier facilities were audited to a labor code of conduct. 2. 28 of at least 59 known supplier facilities beyond tier 1, or 47%, were audited to a labor code of conduct. <p>The Company directed labor code of conduct audits through Elevate according to their ERSA Responsible Sourcing Assessment to 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 performance/impact, 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 the reporting period for Better Work, SMETA, and BSCI audits. 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 annually thereafter. The Vera Bradley, Inc. Code of Conduct can be accessed at www.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 audits</p> | <p>Quantitative, Percentage %</p> | <p>Almost all audits yield findings. Each supplier is provided a corrective action plan for which they must submit proof of implementation, which may include a re-audit at a future date.</p> <p>Priority non-conformances are considered highest risk.</p> <p>Within tier 1, there were zero priority non-conformances or zero-tolerance findings. Beyond tier 1, there were zero priority non-conformances or zero-tolerance findings.</p> <p>Corrective Actions</p> <p>Data reported corresponds with audits carried out by Vera Bradley, Inc. which represents 76 tier 1 supplier facilities and 28 nominated tier 2 facilities. The rate of priority non-conformances is 0 for tier 1 and 0 for nominated tier 2.</p> <p>A total of 156 other (lower priority) findings were generated from 76 audits, resulting in a rate of 2.05 within tier 1. 104 other findings were generated from 28 audits in supplier facilities beyond tier 1 (nominated tier 2 suppliers), resulting in a rate of 3.71.</p> <p>Corrective actions were issued for all non-conformances for audits directed by the Company and were tracked to 100% completion over a 30-60-90-day monitoring periods.</p> <p>As part of corrective actions, 66 factories completed e-learning courses. During the remediation process, factories provided training to related personnel, including supervisors and production workers, increased presence of first aiders, and increased productivity using positive means (i.e. developed reasonable production schedules and overtime plans). Average CAP completion is around 60 days.</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.</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 Company's Board of Directors Audit 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, the Company works diligently to support transparency and continuous improvement 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 zero-tolerance issue is identified or the supplier is unable to maintain compliance with social, labor, environmental, product safety, and quality standards, and they fail to show appropriate 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-430b.2</p> |

| Description of the greatest risks in the supply chain: <ol style="list-style-type: none"> Labor Environmental, Health & Safety | Discussion & Analysis | Supply chain audits have found the most common occurrences associated with health and safety, labor, business ethics, environment, management systems. Twenty-four critical issues were identified during code of conduct audits conducted in tiers 1 and 2. These findings included egress, timekeeping, recruiting fees, working hours, and in one case, building integrity. Corrective actions were issued for each finding and were tracked to completion. | CG-AA-430b.3 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|---|--|---|-------------------|-------------------|--|-------------------------|---|-------------------------|---|-----------------------|---------------|----------------------------|-------------------|---------------|-------------|--------------------------|-------------|--|--|----------------------|-------------|--|--|----------------------|-----------|---------------------|-----------------------------|------------------------|---------------------------------|----------------------------------|
| Raw Materials Sourcing | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <ul style="list-style-type: none"> List of priority raw materials; for each priority raw material: Environmental and/or social factors most likely to threaten sourcing Discussion on business risks and/or opportunities associated with environmental and/or social factors, and Management strategy for addressing business risks and opportunities Amount of priority raw materials purchased, by material, and Amount of each priority raw material that is certified to a third-party environmental and/or social standard, by standard | Discussion & Analysis | <table border="1" data-bbox="569 329 1570 623"> <thead> <tr> <th colspan="2" style="background-color: #2c4e60; color: white;">Plant Fibers & Materials*</th> <th colspan="2" style="background-color: #2c4e60; color: white;">Synthetic Fibers*</th> </tr> <tr> <th style="background-color: #2c4e60; color: white;">Fabrication Description</th> <th style="background-color: #2c4e60; color: white;">Purchased Volume 2023 (metric T) / Fiber Uptake</th> <th style="background-color: #2c4e60; color: white;">Fabrication Description</th> <th style="background-color: #2c4e60; color: white;">Purchased Volume 2023 (metric T) / Fiber Uptake</th> </tr> </thead> <tbody> <tr> <td>Cotton (Conventional)</td> <td>371.7 / 464.6</td> <td>Polyester (Conventional)**</td> <td>1,417.3 / 1,615.7</td> </tr> <tr> <td>Better Cotton</td> <td>158 / 197.5</td> <td>Recycled Polyester (GRS)</td> <td>15.9 / 18.1</td> </tr> <tr> <td></td> <td></td> <td>Nylon (Conventional)</td> <td>20.8 / 23.8</td> </tr> <tr> <td></td> <td></td> <td>Recycled Nylon (GRS)</td> <td>8.0 / 9.1</td> </tr> <tr> <td>Total Cotton</td> <td>529.7 / 662.1 or 28%</td> <td>Total Synthetic</td> <td>1,462.0 / 1,666.7 or 72%</td> </tr> </tbody> </table> <p data-bbox="558 654 1843 732">*Information is limited to Vera Bradley Brand, and did not include leather or PU, luggage or apparel items. 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.</p> <p data-bbox="558 735 1843 784">**Data for conventional polyester fleece was not available at the time of reporting, so prior year sourcing data was used and adjusted down by 10% to reflect change in business volume.</p> <p data-bbox="558 787 1843 894">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 quality. In FY2023, 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 https://bettercotton.org/what-we-do/defining-better-our-standard/.</p> <p data-bbox="558 898 1843 976">GRS certifications are held at the fabric level for synthetics. The Company looks to continue to scale its transition to preferred fibers as part of short and medium planning, with particular focus on scaling Better Cotton as well as recycled polyester options. These are steps in a strategy to reduce burden associated with product manufacturing, including climate and water impacts.</p> | Plant Fibers & Materials* | | Synthetic Fibers* | | Fabrication Description | Purchased Volume 2023 (metric T) / Fiber Uptake | Fabrication Description | Purchased Volume 2023 (metric T) / Fiber Uptake | Cotton (Conventional) | 371.7 / 464.6 | Polyester (Conventional)** | 1,417.3 / 1,615.7 | Better Cotton | 158 / 197.5 | Recycled Polyester (GRS) | 15.9 / 18.1 | | | Nylon (Conventional) | 20.8 / 23.8 | | | Recycled Nylon (GRS) | 8.0 / 9.1 | Total Cotton | 529.7 / 662.1 or 28% | Total Synthetic | 1,462.0 / 1,666.7 or 72% | CG-AA-440a.3 CG-AA-440a.4 |
| | | Plant Fibers & Materials* | | Synthetic Fibers* | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fabrication Description | Purchased Volume 2023 (metric T) / Fiber Uptake | Fabrication Description | Purchased Volume 2023 (metric T) / Fiber Uptake | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Cotton (Conventional) | 371.7 / 464.6 | Polyester (Conventional)** | 1,417.3 / 1,615.7 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Better Cotton | 158 / 197.5 | Recycled Polyester (GRS) | 15.9 / 18.1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Nylon (Conventional) | 20.8 / 23.8 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | Recycled Nylon (GRS) | 8.0 / 9.1 | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Total Cotton | 529.7 / 662.1 or 28% | Total Synthetic | 1,462.0 / 1,666.7 or 72% | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Activity Metric | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Number of: <ol style="list-style-type: none"> Tier 1 suppliers and Suppliers beyond Tier 1 | Quantitative, Number | <ol style="list-style-type: none"> 84 Tier 1 supplier facilities At least 87 supplier facilities beyond Tier 1* <p data-bbox="558 1146 1843 1224">* The number of Supplier Facilities is suspected to be greater than 87, though not yet confirmed through our current supply chain mapping processes. The count 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. In 2023, Vera Bradley Inc. had 28 nominated Tier 2 supplier facilities.</p> | CG-AA-000.A | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

| Multi-line & Specialty Retail, Version 2018-10 | | | |
|---|-----------------------|--|--------------|
| Energy Management in Retail & Distribution | | | |
| 1) Total energy consumed | Quantitative | 1. 63,716 GJ | CG-MR-130a.1 |
| 2) Percentage grid electricity | Gigajoules (GJ) | 2. 100% | |
| 3) Percentage renewable | % | 3. 0% | |
| Data Security | | | |
| Description of approach to identifying and address data security risks | Discussion & Analysis | The Company's Security team monitors the security landscape through trend identification and consultation with a third-party security firm who 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 the Company's incident response plan. Risk assessment and security for commerce platforms is assessed through review of SOC 2 Type II and PCI Compliance reports for outsourced Ecommerce platforms. | CG-MR-230a.1 |
| Number of data breaches | Quantitative | 1. 0 data breaches in Fiscal 2024 | CG-MR-230a.2 |
| 1. Percentage involving personally identifiable information (PII) | Number | 2. 0% | |
| 2. Number of customers affected ² | % | 3. 0 | |
| Labor Practices | | | |
| 1. Average hourly wage | Quantitative | 1. \$19.19 USD | CG-MR-310a.1 |
| 2. Percentage of in-store employees earning at minimum wage, by reportable segment | Number | 2. Creative Genius, LLC (Pura Vida) - 24%; Vera Bradley Sales, LLC - 3%; Vera Bradley Designs, Inc. - 0% | |
| | % | Data is based on active employment roster on 12/31/2023. Wages by Associate are compared to the state or locality's minimum wage standard and is audited monthly for compliance by Human Resources. 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 | 1. 53% | CG-MR-310a.2 |
| 2. Involuntary turnover rate for in-store employees | | 2. 8% | |
| Total amount of monetary losses as a result of legal proceedings associated with labor law violations | Quantitative, \$ | Zero in Fiscal Year 2024 | CG-MR-310a.3 |

| Workforce Diversity & Inclusion | | | | | | | | |
|--|----------------------------|---|----------------------|--------------------------|------------------|------------------------------------|------------------------------------|--------------|
| Percentage of gender and racial/ethnic group representation for: 1. Management 2. All other employees | Quantitative, Percentage % | Calendar Year 2023 | Executive Management | Non-Executive Management | Total Management | Technical Staff (IT + Engineering) | All Other Associates (non-manager) | CG-MR-330a.1 |
| | | Male | 42% | 34% | 35% | 71% | 9% | |
| | | Female | 58% | 66% | 65% | 29% | 91% | |
| | | Gender Not Disclosed | 0% | 0% | 0% | 0% | 0% | |
| | | Asian | 5% | 5% | 5% | 7% | 5% | |
| | | Black or African American | 0% | 2% | 2% | 4% | 8% | |
| | | Hispanic or Latino | 0% | 3% | 3% | 11% | 12% | |
| | | White | 89% | 89% | 89% | 75% | 72% | |
| | | Other (Native American or Alaska Native, Native Hawaiian or Pacific Islander) | 0% | 0% | 0% | 0% | 1% | |
| | | Two or more races | 5% | 1% | 2% | 4% | 2% | |
| Racial/Ethnic Group Not Disclosed | 0% | 0% | 0% | 0% | 0% | | | |
| 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 | At Vera Bradley, Inc. our purpose is fueled by our core values and the shared belief that we are truly better together. We have an ongoing program that enhances and celebrates diversity, equity, inclusion, and belonging throughout the Company. We focus on enhancing the Associate experience through hiring and career development, education and communication, and celebration and recognition, and optimizing local partnerships to enhance community connections. Vera Bradley, Inc. conducts a third-party review of hiring and promotion practices across the enterprise to ensure equitable practices as part of OFCCP compliance. Results are reviewed and action to improve programs is taken as needed. | | | | | CG-MR-330a.1 | |
| Product Sourcing, Packaging, & Marketing | | | | | | | | |
| Revenue from products third-party certified to environmental and/or social sustainability standards | Quantitative, \$ | \$0 | | | | | 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 | | | | | 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. The Company 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. 136 locations (that operated in 2023) 2. 1 Distribution Center | CG-MR-000.A |
| Total area of 1. Retail Space 2. Distribution Centers | Quantitative, Square Meters (m2) | 1. 36,594 m2 retail space 2. 44,748 m2 distribution center space | CG-MR-000.B |

Additional Comments and Context

In 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 standalone basis refers only to the Vera Bradley Brand.

Assurance

Vera Bradley, Inc. has obtained a limited level of assurance from a non-related third-party for information related to SASB reporting, including its Scopes 1 and 2 greenhouse gas emissions for 2023. In certain cases, data was not relevant or limited for the Pura Vida brand and was therefore excluded from this report. These instances are clearly indicated where they occur.

Forward-Looking Statements

This Corporate Social Responsibility 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 were 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 ending February 3, 2024.