

A woman with short dark hair, wearing a white ribbed crop top, is positioned in the center of the frame. She is looking slightly to her left. The background is a dense, dark green jungle with large, perforated monstera leaves in the foreground and various other foliage in the background. The lighting is soft and natural, highlighting the textures of the leaves and the woman's skin.

SUSTAINABILITY REPORT 2022

LIVE!FUTURE

A landscape featuring a prominent, layered red rock cliff on the left side, with green bushes and grasses growing at its base and on the surrounding slopes. The sky is a clear, bright blue. The overall scene is bright and natural.

**THE LEADER IN SUSTAINABLE
ACTIVEWEAR FROM BRAZIL**

LIVE!



LIVE!FUTURE

We can all make a difference for a better future. Our approach is by offering exceptional quality, ethical factories, and traceability.



Our intention and our actions have always had the goal of progress. For us, an impact report is a way of measuring how much we can improve our sustainable efforts, rather than highlighting what we are already excelling in.

We will celebrate the victories (and there are many!), while also focusing on areas of improvement.

Consumers deserve more than brands making eco-promises: they deserve accountability and meaningful actions.

An open letter from our Founders

We all leave an impact on the Planet, so playing a part to clean our footprint is crucial.

As a company, we are committed to leading the way, setting an example for the industry to follow. We are working to do our part as best we can, building an ethical supply chain that creates high-quality, low-impact, long-lasting products. We carefully select our materials and work closely with our partners to effectively reduce waste, chemicals and plastics that endanger people and our Planet's ecosystems.

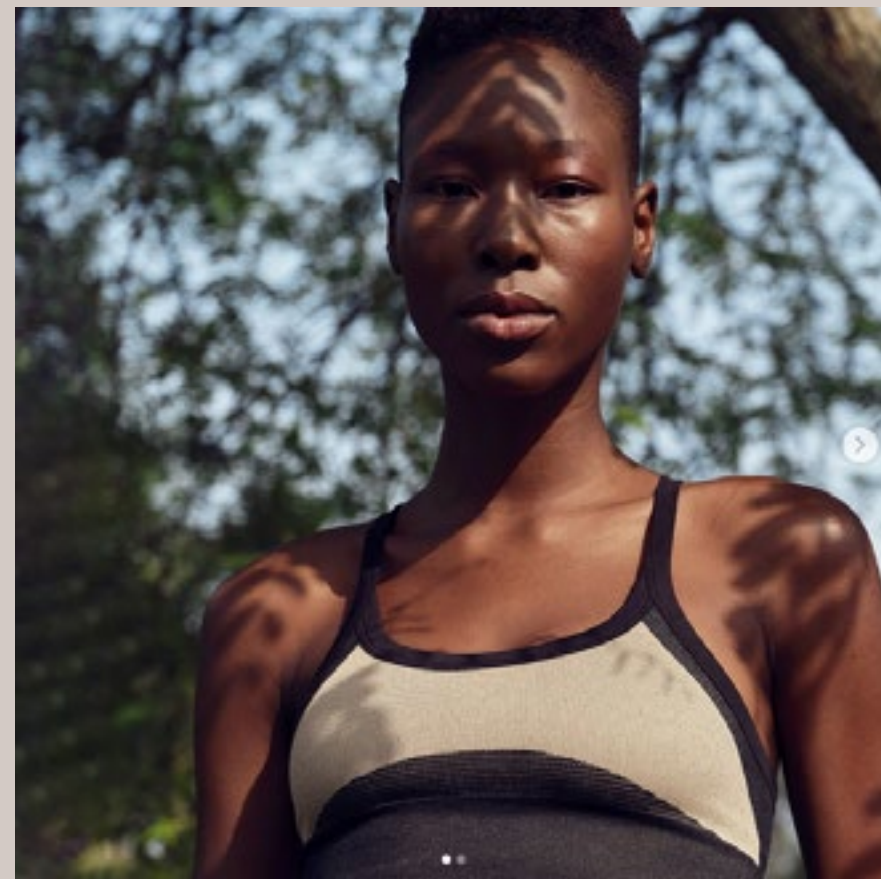
This is LIVE!FUTURE: protecting the present, thinking about the future.



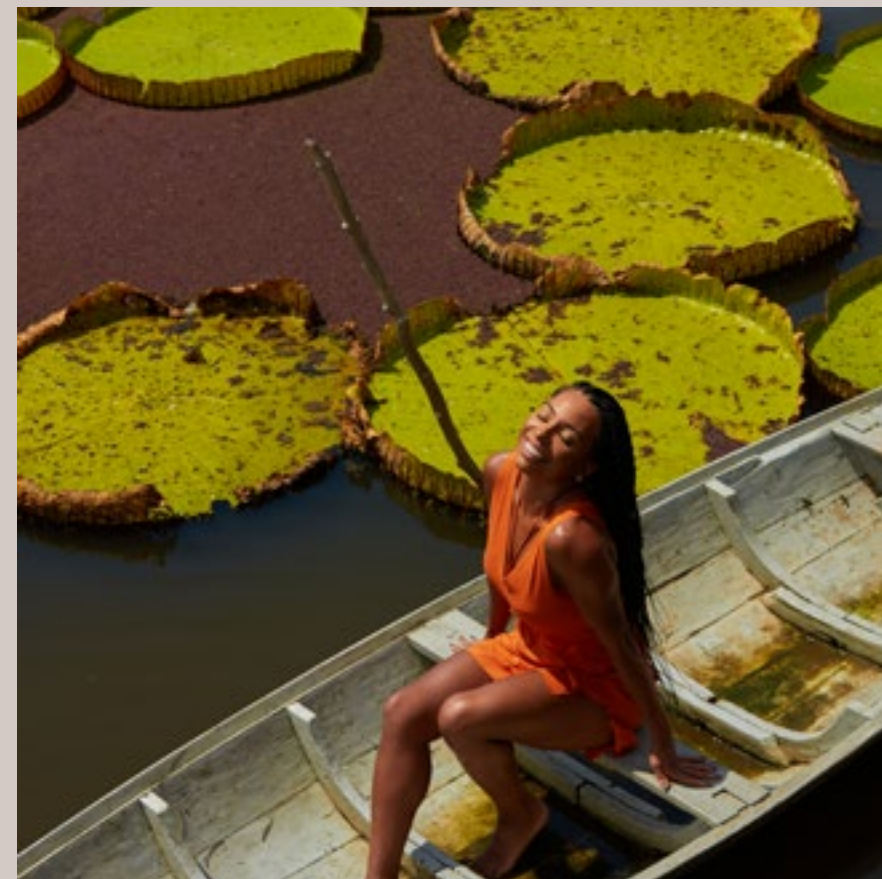
Gabriel & Joice Sens

PEOPLE AND PLANET FIRST

Our 4 Pillars of Sustainability:



PEOPLE



PLANET



PRODUCT



PROGRESS

LIVE!FUTURE

We are proud to be:

PROTECTORS OF PLANET EARTH

Investment

Starting in 2022, we began measuring the percentage of revenues we invest in sustainable initiatives. This figure doesn't account for the cost difference in our using more responsible fabrics in comparison to conventional alternatives.

This cost increase is often an obstacle when industry players considering decisions around switching to more responsible alternatives.

In 2022:

0,409%

Of our revenue was invested towards sustainable initiatives.

PEOPLE

THE BRAZILIAN SUSTAINABLE
ACTIVEWEAR
LIVE!

LIVE!FUTURE

People

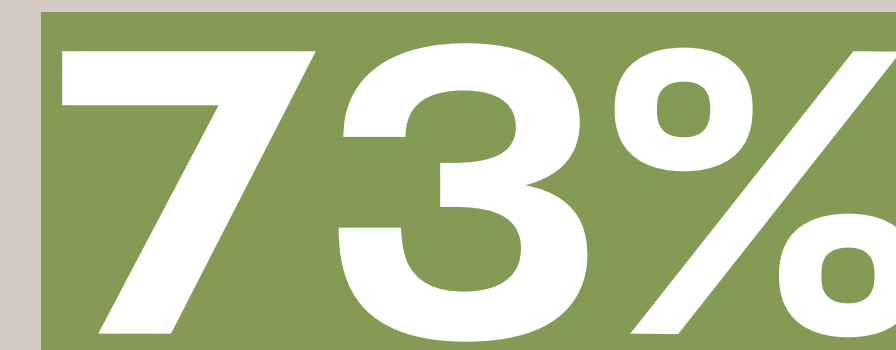
In 2022, we made a long-term commitment to ensure our company and culture are rooted in Diversity & Inclusion.

We have many goals yet to be achieved, but take pride in knowing we're on the right path.

In 2022:



of our employees identified themselves as female.



of our leadership positions were occupied by women.



of our production was handled internally, following the strictest requirements of fair working conditions, in accordance with our code of conduct.



We had more women in leadership positions than ever before in 2022 with 73% of our management team identifying as female.

LIVE!FUTURE

People

Our 2022 Pink October initiative had 100% of all LIVE! PINK Tank Top sales proceeds donated to Dr. Raidel Deucher's Breast Cancer Reconstruction Center in the state of Santa Catarina, Brazil.

The center assists patients on waiting lists for breast reconstruction surgery who do not have the financial means to fund the surgery.

In 2022:

US\$5k

was raised during PINK October month.





PLANET

LIVE! FUTURE

Planet

We are committed to being a leader in transforming the activewear industry, all while honoring the inherent values of our communities and the environment.

This means that our impact is measured at every production cycle stage, allowing us to set actionable targets for improvement and defining new ways to protect our Planet.

In 2022:

62%

of water was saved through our eco-friendly fabric dyeing processes.

100%

of all water utilized in our production processes was treated and reused.

33%

of all energy consumed at LIVE! headquarters was sourced from clean, renewable resources.



[Watch our Factory Film.](#)

At our factory headquarters in Brazil, we collect, treat and reuse rainwater in our production processes. All with innovative water treatment technologies.

LIVE!FUTURE



We take pride in being pioneers in the Brazilian fashion industry through our implementation of innovative water saving technologies in our manufacturing.

LIVE!FUTURE

Eco Stores

We not only practice sustainability in our products and manufacturing processes, but also in our retail stores.

LIVE! stores are made with responsibly certified wood furniture, hangers, and FSC® certified paper bags.



PRODUCT



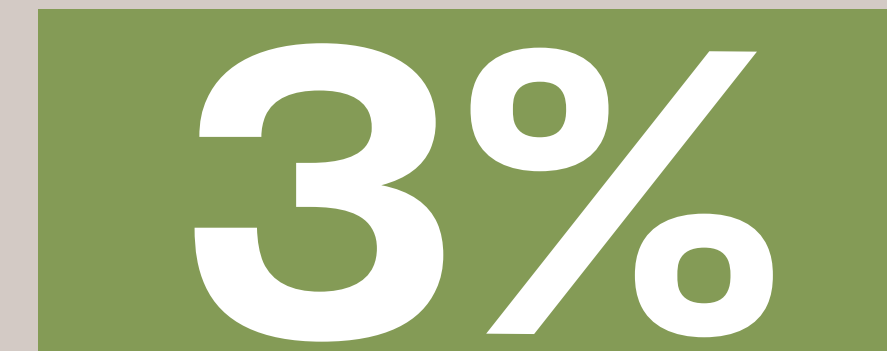
LIVE!FUTURE

Product

We are in a constant pursuit for better quality and durability in our products that minimize impact on the Planet.

Our Research and Development teams are always challenged to source the most responsible materials to produce our innovative collections in the most responsible way.

In 2022:



of all materials used in our collections were more sustainable*.



of our products were manufactured with water saving technologies.



of our products were manufactured in Brazil.

*We define the most sustainable materials as recycled, organic, responsible or biodegradable.

Product

To share the efforts behind each of our products, in 2022, we developed informative tags to transparently educate our customers of our sustainable fabric benefits.



Product

We believe in a model that respects the 3 R's of Sustainability: Reduce, Reuse, and Recycle.

We can proudly state we concluded 2022 with 100% recyclable packaging in all our e-commerce shipments.

In addition, as of last year, all recyclable textile waste is now recycled in full.

In 2022:

100%

of all e-commerce packaging became recyclable.

100%

of all recyclable textile waste was recycled.



MADE IN
BRAZIL

PROGRESS

LIVE! FUTURE

Progress

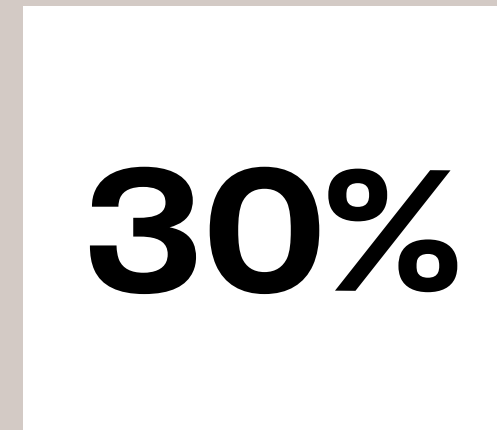
Choosing sustainability is an ongoing process. We are happy with what we achieved in 2022, but our results only motivate us to set even bolder goals.

We know we can't change the planet alone. Our goal is to inspire the industry to follow in our example, working together towards a better future.

Until 2025:



Pursue our B Corp Certification.



At least 30% of our collection will be made from more sustainable materials.



Drastically reduce and offset our Carbon emissions.



Completely eliminate the use of non-recyclable plastic packaging, both in retail stores and e-commerce

Progress

Our ambition is to leave this Planet better than we found it—a difficult task, we know, but a possible one.

We have been measuring our carbon footprint since 2020. Taking carbon inventory is the first key step to a successful carbon management strategy. We now have knowledge of the impact GHG emissions have on the environment, allowing us to implement our brand initiatives more sustainably.

LIVE!FUTURE

2002:

LIVE was born with the purpose of changing the activewear market in Brazil.

2010:

We proudly started to recycle 100% of all factory textile waste.

2013:

Research and development focused on sourcing more responsible raw materials, cleaner digital dyeing and print sublimation processes.

2020:

Carbon footprint measuring started.

We developed the SORONA® fabric, made with plant-based glucose.

Increased the use of more sustainable raw materials and set progressive goals for continuous increase.

2022:

We reduced single-use plastic shipments in our online and in-store shipments.

We started using clean energy in our factory.

2023:

Lots of news are coming this year! Follow our progress and our sustainability journey on our website and social media channels.



LIVE!FUTURE

**We want to inspire an active,
healthy and happy lifestyle.**

**And through our actions, set
an example to encourage
transformation wherever we go.**



At LIVE!, we continue to believe in a future where People, Planet, and Purpose thrive together.

We are very grateful for the LIVE! team and our partners. None of this would happen without you.

Every step we take today helps create a better tomorrow. Let's move forward with this purpose. **Together we are stronger!**

LIVE!FUTURE

LIVE! FUTURE

planet partner

@live.official