

A photograph of two women standing in a lush garden with white flowers. They are wearing black, form-fitting underwear. The woman on the left has curly hair and is wearing large hoop earrings and a necklace. The woman on the right has straight hair and is wearing multiple gold bracelets. The text 'Impact & Performance Report 2020' is overlaid in white, sans-serif font across the center of the image. The brand name 'Y.O.U. UNDERWEAR' is visible on the waistband of the underwear and in a white box at the bottom center.

Impact & Performance Report 2020

Y.O.U.
UNDERWEAR

Y.O.U Underwear is on a mission to show that business can be a force for good. As well as measuring our financial performance each year, we also benchmark our success against some key social and environmental goals. We believe that conscious consumerism has the power to make a massive difference, and we're on a mission to prove that the cumulative effects of ethical shopping choices can be significant.

1. Social Impact



Underwear donations

With our buy-one-give-two promise in partnership with the charity Smalls for All, we donated:

11,634 pairs

This will provide **3,878** individuals with **3 pairs of clean underwear** each!

Our goal is to donate a total of **23,000 pairs** of underwear by 2023



In addition...

We donated underwear to Maasai Communities in Kenya for every sale of our KikoRomeo Collection in 2020, which totalled:

We also donated 10% from the sale of every face mask to Smalls for All, which totalled:

48 pairs

as well as providing support for the Ajuma Foundation in Kenya

£34.80



Body positivity and more!

We use men and women of all shapes and sizes as our models. We've even begun to gather some **beautiful home photography** from our wonderful customers!

We're also very proud to have submitted our application to become a **B Corporation** - a crucial business milestone for 2020! This forms part of our broader commitment to being a business for good.

2. Environmental Impact



Kilograms of organic cotton

In 2020 we used:

214 kg

Compared to using non-organic cotton,
this resulted in...

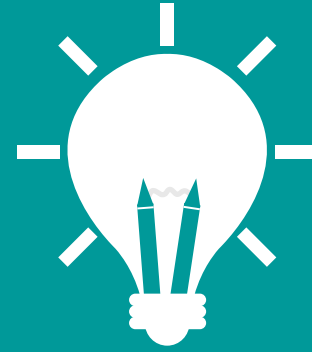
Less water consumption



We conserved **414,946 litres** of water (**4,149 bathtubs!**). This is as much water as an average person living in the UK would consume in 2,766 days, or 7 years and 6 months.

Our goal is to conserve **678,000 litres** of water in 2021

Less energy usage



We saved enough energy to power a **standard 60W lightbulb** for as long as **381 days** straight. That's over a year!

Our goal is to conserve the energy equivalent of **623 lightbulb days** in 2021

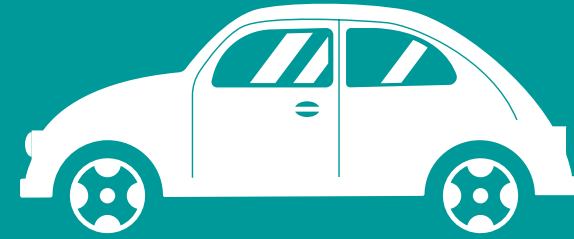
Less soil and water pollution



The organic cotton we used caused **70% less acidification** of soil and **90% less eutrophication** of water compared to non-organic cotton.

Acidification is the build-up of chemicals that reduce the pH of the soil. Eutrophication arises from the oversupply of nutrients, most commonly as nitrogen or phosphorus, which leads to overgrowth of plants and algae in the water.

Fewer CO2 emissions



We avoided CO2 emissions equivalent to driving **432 miles** in an average passenger car.

Our goal is to avoid emissions equivalent to **706 miles** in 2021

Calculations were made based on the Life Cycle Assessment done by Textile Exchange/ PE International (2014). It is assumed that 1kg of conventional cotton equals 1kg of organic cotton.



Trees planted

In 2020 we planted:

110 trees

providing 1 days' work for local communities

This was in collaboration with
Eden Reforestation Project



Packaging

We operate on zero waste principles, avoiding single-use plastic and making sure that any plastic we do use is recycled and recyclable.

We package our underwear in our exclusive, **re-usable organic cotton bags**, and in 2020 we switched to using **biodegradable mailers**.



Thank you!

We wouldn't be anywhere without our amazing customers and their support over 2020. So a massive THANK YOU to everyone who has upgraded their undies with us. You've helped to show that you really can make a difference with Your Own Underwear!

Y.O.U Underwear Ltd.

Oxford
United Kingdom

www.youunderwear.com

The logo consists of the text 'Y.O.U' in a large, bold, black sans-serif font, with dots between the letters. Below it, the word 'UNDERWEAR' is written in a smaller, black, all-caps sans-serif font, with wide letter spacing.

Y.O.U
UNDERWEAR