

Sustainability Report

Foreword

As riders, we know we have a special duty to protect our playground – the great outdoors. You'll never catch us calling ourselves a 'fully sustainable' company because we believe that the only 100% sustainable thing you can do is not to produce anything at all. All production and transportation have some negative impact on the planet. But all products can be made to cause as little harm as possible, and we have decided to bring significant focus to this goal. If we do the best we can and constantly work with the philosophy of **doing as little harm as possible** in our daily work, and we all strive to include this mindset together, we will achieve great things.

- We think a sustainable product is one that you can use for a long, long time – which means HIGH QUALITY. However, the most sustainable product is the one never produced.
- We create products and collections together with our customers to ensure that we produce what they want. This CO-CREATION dramatically reduces the amount of overbuying. We rarely have sales and have never sent unsold jackets or pants to landfills.
- We aim to introduce TIMELESS products to the market. Doing this will contribute to a more sustainable outerwear industry in the long run.
- We ensure that all garments have the best technical solutions. We source the best materials and focus on the best solutions to ensure that all our garments protect you from all conditions and have great LONGEVITY.
- We believe in taking care of our products and the waste we produce. We have created an end-of-lifecycle that excludes using landfill.
- We make sure that human rights and social responsibility are our priorities.

Our Company

It all started in 2006. Two brothers, Emil and Linus, struggled to find quality gear in which to ride. They ordered some from the United States, and their buddies were so impressed that they wanted some too. What began as a small project importing gear previously unavailable in Sweden for a small group of friends quickly snowballed into something special.

After a few years of selling the big brands, they had heard tons of great product ideas, and it seemed that those big brands weren't listening. Then they had an idea. Surely, the best people to create with are those who ride, roam and follow their passion every day.

Ridestore was born with one simple underpinning ethos: the customer is the brand. The ride community has always been at the heart of Ridestore, and that's never going to change. After all, the first customers were friends, and that's still how we like to think of it today.

So, we opened the lines of communication with you, our customers. We threw out the rulebook, disregarded 'traditional' company structures, and set out to make our own line of snow gear with the rider community at its core.

The result? Dope and MONTEC – where the only 'boss' is the customer.

Our Products, Our Planet, Our Supply Chain

Ridestore, as part of the textile industry, causes harm to our planet. The textile industry consumes large amounts of water and uses harmful chemicals in its production processes, which also comes with high energy consumption and emissions. The textile industry contributes heavily to greenhouse gas (GHG) emissions. However, we take action in our project, strategy, and day-to-day tasks to reduce this impact.

We at Ridestore understand that water pollution and consumption are one of the largest risks to the environment. We have thereby worked closely with bluesign® to reduce the use of chemicals in our production. We have also changed our dyeing method to solution-dyed to save resources and reduce chemical usage.

We also consider GHG emissions to be a risk where we have a large impact. The new dyeing solution will reduce GHG emissions significantly. We have also increased our usage of mechanically recycled polyester, which reduces GHG emissions by 70%.

The textile industry is labour-intensive. Therefore Ridestore is responsible for ensuring that we actively observe our social responsibility. Ridestore has performed a supply chain mapping and assessment system to evaluate our suppliers for their social impact. All of Ridestore's suppliers have signed the Business Social Compliance Initiative Code of Conduct (BSCI CoC), limiting the risk of child labour and unfair remuneration, and ensuring ethical business behaviour in our supply chain. Since our suppliers are independently owned companies, we must ensure that we are aligned in our commitment to the continuous improvement of our social impact. We are dedicated to building long-term partnerships with our suppliers. Throughout our supply chain, we believe in respecting human rights. During the past year, we have

- Committed to even more co-creation with our customers to ensure that we listen to them and produce the stuff they want.
- Further reduced our product waste through initiatives such as Renewed and 'end-of-life' programmes, and continued pushing for renewable solutions for our products.
- Improve the quality and sustainability of our material strategy.
- Actively working in getting rid of plastic in our product packing and our e-commerce deliveries.
- Work with our Corporate Social Responsibility (CSR) strategy and improve the overall level of our suppliers' environmental and social standards.

Committed even more to co-creation

We leverage data by engaging with our customers via pre-orders, our community group, Instagram polls, and conversations and interactions with our customer care team to estimate how many products we will need to produce during the next manufacturing cycle. During the financial year 2022, we took a significant step by placing a low quantity order for our outdoor spring and fall jackets. For the first time, we decided to order small volumes of various colors, prints, and models for the spring collection. These choices were based on the color, prints, and models we had designed for the upcoming winter collection. This approach allowed us to establish a more reliable "customer test" where customers were required to commit to a specific color or style rather than just pre-ordering. By collecting and analyzing this data from the spring collection, we gained valuable insights into customer behavior and preferences, enabling us to optimize our winter orders and bring them even closer to the true market demand. This optimization process ultimately leads to reduced overstock and waste, contributing to a more

sustainable and efficient operation. This allows us to end the season with minimal overproduction on any limited-edition styles or colorways we introduce. Our timeless core collection will enable us to roll over any unsold garments into the following season to reduce wastage further. We'll tweak our signature styles occasionally with an extra feature or colorway. Still, the collection won't change much across seasons. Our customers can wear the same jacket year after year without going out of style or being rendered obsolete by superficial 'improvements'.

Reduce our product waste.

Seasonality is one of the biggest causes of the waste created by the fashion industry. Bringing out new product ranges each season encourages people to replace their clothing annually rather than caring for and repairing it for longer-term use. If a fashion brand doesn't sell a seasonal item with seasonal collections, it's often thrown away, incinerated or destined for landfill. And even when it is sold, many consumers consign items to similar fates – either because products aren't durable enough to last or because a new, shinier collection appears.

Extending our relationship with our products beyond the point where we hand them over has been a game-changer. We've always provided care and repair advice to our customers, but we're now going much further. We're doing this so that, with The customer's help, we'll make a difference together.

Quality

Quality equals sustainability at Ridestore; it is worked at in the development of a product, during production and after handing it over to the customer. The better quality, the longer product life and less waste. Our quality inspections during production are made by Ridestore, the factory's own staff, the supplier and third party organizations. Any item that doesn't pass our strict requirements is put away to be reworked.

The upcoming year, we look forward to working with a digital tool to make all inspections, regardless of where or by whom, have the same format. This will enable us to collaborate better and help us get more statistics faster.

Claims

Out of what we sold FW22, only 0.33% was claimed. This is a number that we are proud of, but yet we will never be satisfied.. With a dedicated team and the help from our customers, and the partnership with our suppliers, the claim rate was reduced 8% compared to the previous year.

We will improve our data collection system during our next season to enable us to analyze quality issues faster and in greater detail. Measuring quality issues is the key to pursue better quality and longevity of our products to reduce our waste.

We have always assisted our customers that experience quality flaws, but this upcoming year we will formulate an ambitious warranty policy to take extended responsibility for our products. Together with this initiative, our care and repair advice as well as our spare parts shop will be updated to give our customers the possibility to give their gear a longer life.

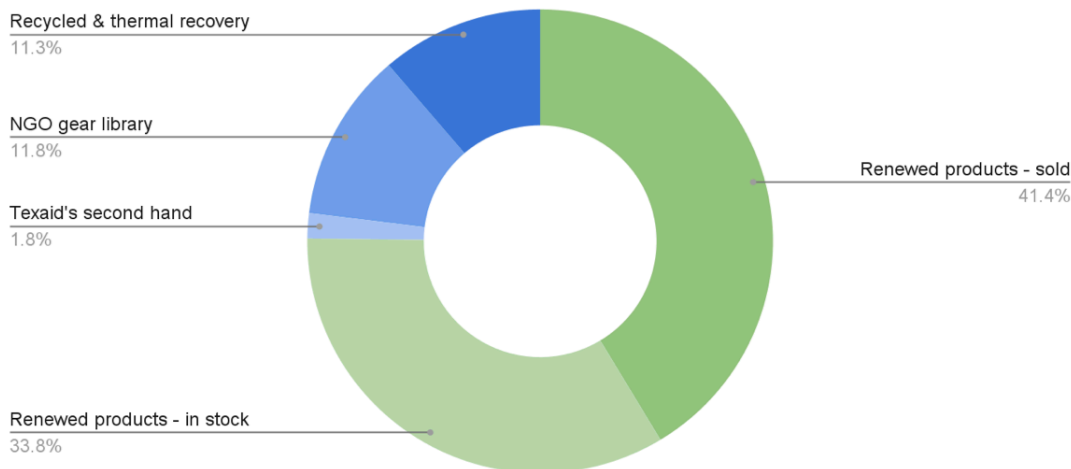
Renewed

Renewed is our number one solution for the product waste we generate, enabling unsellable products to get a second or a third life. The inflow of product waste to our Renewed program are unsellable returns, items that have been damaged during shipment) and claims that we collect from our customers. We also offer customers to send back items they no longer want to us and some quantity comes from samples used for product testing or photo shoots. Of our total sales, this inflow of products makes up less than 1%.

We are fortunate to have partnered with Tersus Solutions in to cover North America and Texaid to cover Europe. Thanks to our joint efforts, we have been able to take Renewed from being a pilot program in 2021 with a couple of hundred pieces in stock, to a large-scale circular business in the financial year of 2022.

The chart below shows the division of our product waste going through the Renewed program. In total 75% was Renewed and put into our stock again. Of what couldn't be Renewed, some was donated to a gear library belonging to an NGO in Colorado supporting youth to experience the outdoors, some goes to Texaid's second-hand channels in Europe and of what can not be saved our first option is recycling and if that's not possible, thermal recovery. 0% goes to landfill.

Product waste paths FW22



For next season, the Renewed program will be developed by offering a reward for customers handing in their gear. We look forward to increasing our repairs to save more items - a project cross-nurtured from our warranty policy. We will also support our partners to improve systems and routines for more efficiency and accurate tracing of our waste paths.

Reduce plastic in our packaging solution

We have evaluated and decided to change our packaging from plastic to paper. The paper we will use is FSC-certified paper and will mostly be produced by Billerud-Korsnäs in Sweden. The main goal is to eliminate and replace as much plastic as possible to reduce plastic pollution whilst minimizing packaging emissions. In 2021 we changed our plastic e-commerce bag into a paper bag produced from FSC-certified paper. This change was proved to work well and appreciated by the customer so we will keep operating with paper bags. We have also reduced our polybags bag usage by 88% in 2022. In 2023 we will reduce this even further by 2023..

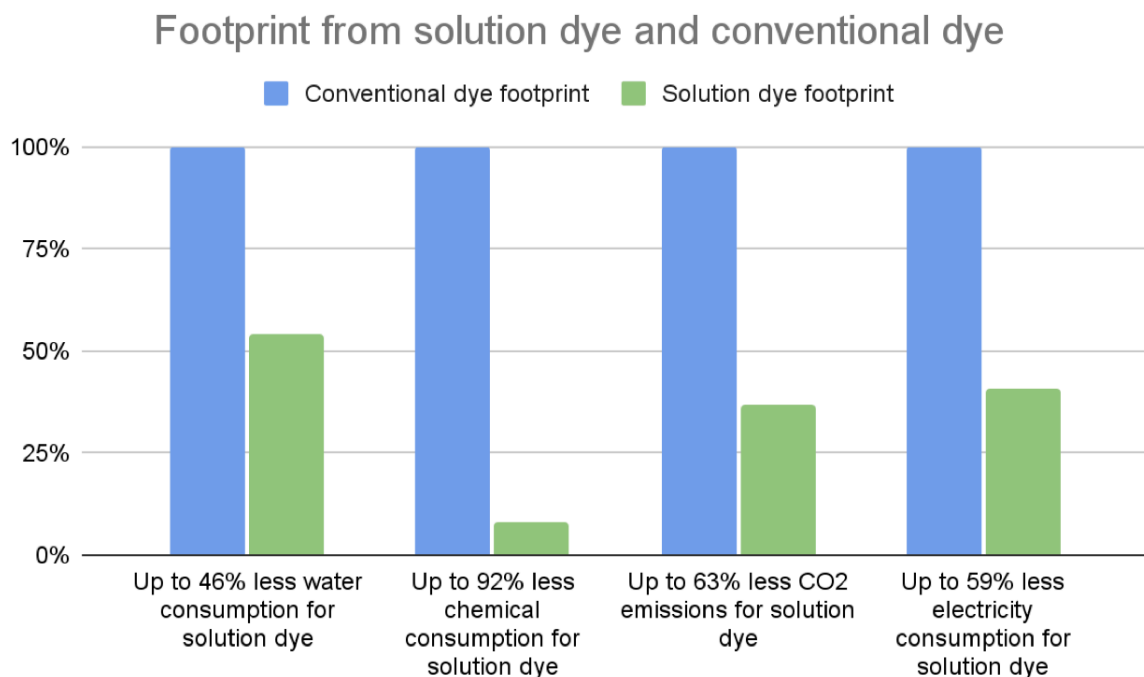
Increased quality and sustainability in our material strategy

Generally, we keep the number of materials we use low, which is very helpful when testing quality, ensuring that they come from a sustainable source and that the chemical contents is kept to a minimum. Keeping the number of materials low is also a part of reducing waste.

Our main fabrics and insulation are made from **mechanically recycled polyester**. According to the Textile Exchange, referring to the Sustainable Apparel Coalition's Higg Material Sustainability Index, each kilogram of mechanically recycled polyester represents a reduction in GHG emissions of more than 70% as compared to virgin polyester. Recycled polyester also diverts waste away from landfill, by collecting PET bottles and having them recycled into the fabric.

Our main lining fabric will be **solution-dyed** for Fall/Winter 2022 (FW22). The main difference between traditionally dyed and solution-dyed fabric is that in the solution dyeing process, the colour is infused into the polymer matrix, which is extruded to make the fibre (which in turn makes the yarn). This is unlike traditional dyeing, where a large amount of water and chemicals are used to colour the synthetic fibres (like nylon or polyester). Solution dyeing allows colour to be infused into the fibre, which leads to the below resource savings (water, chemicals, energy) while giving the best colour fastness results possible.

Resource-saving stats (compared to traditional dyeing in kg/metre)



For FW22, our hoodies are **100% organic cotton**, and our T-shirts are made using **62% organic cotton and 38% Tencel**. Organic cotton means the cotton fibre is grown using the least amount

of water and without toxic chemicals. In addition, we have moved our cotton production to factories within the EU to increase the control and transparency in our supply chain. The origin and traceability of cotton fabrics is very complex, and we thereby choose to produce in the EU. Tencel content allows for better moisture transportation compared to 100% cotton fabric, which contributes to performance by helping to regulate body temperature through improved breathability and reduced sweat build-up. Click the link for more information on [TENCEL](#).

We do not use leather or down to protect animal rights and avoid the associated problems of animal farming.

In FW23, our ambition is to achieve a 100% level of nominated fabric and trim suppliers, ensuring full transparency and top-notch durability. We're also committed to replacing Acrylic with more sustainable materials like recycled polyester throughout our product range.

bluesign®

Since December 2021, we have been working with bluesign®, a sustainability standard for textile manufacturing and an excellent program for chemical management in the supply chain. Our vision and mission are to achieve responsible and sustainable textile manufacturing, especially regarding chemical safety. bluesign® tracks the path of each textile product along its production process and makes improvements at each product stage to achieve a sustainable change in textile environmental impact.

According to the strict bluesign® CRITERIA, the manufacturers and brands must act responsibly and sustainably regarding people, the environment and resources. bluesign® APPROVED materials are manufactured using the least harmful chemicals while ensuring optimum resource utilisation and environmental protection (zero wastewater discharge into waterways, emission control). The bluesign® CRITERIA set forth all relevant information to ensure consistent transparency and traceability through all processing steps down to the raw materials. The materials created within the product supply chain or intermediate products are assessed by bluesign® and bear the bluesign® APPROVED label. They form the basis for a bluesign® PRODUCT.

A bluesign® PRODUCT is only offered by brands committed to the bluesign® SYSTEM. A sustainable product of this type consists of at least 90 % bluesign® APPROVED textiles and 30 % bluesign® APPROVED trims. The goal for Ridestore is to reach 100 % bluesign® APPROVED

components. The bluesign® PRODUCT guarantees the highest degree of assurance to the consumer.

FW22 the majority of our fabrics in our outerwear collection was bluesign® APPROVED. Our goal for FW23 is to get most of our products to carry the bluesign® PRODUCT label.

We don't use Per- and Polyfluoroalkyl Substances (PFAS) in our durable water-repellent (DWR) treatments. Instead, we only use PFAS-free DWR treatments.

Supply chain

The production of our products takes place in 9 countries outside of Sweden. We work hard to know our supply chain well, as far back as we can from the finished product. Several of our factories have been close partners of Ridestore since the start, and we are heavily dependent on their expertise and collaboration with us.

Our technical products are complex and this is reflected in our supply chain - yet we work with relatively few factories to our product assortment. Today we have a complete list of all tier 1 and 2 suppliers, but we also go further back than so, especially where we see risks. The ambition in our sustainability team is to allocate resources and time to where Ridestore can make the most difference.

Tier 1

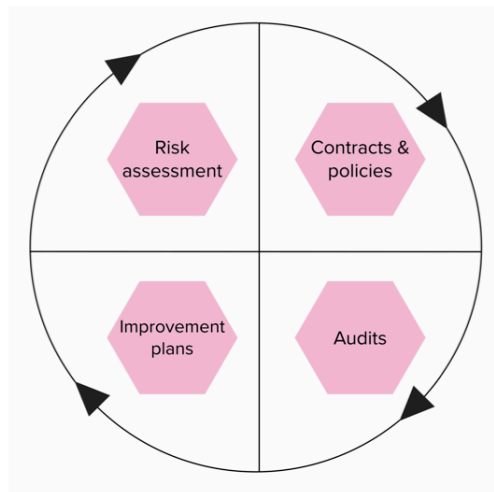
- 9 suppliers, 13 factories, 5 countries
- 100% covered by social audits such as BSCI, SMETA, WRAP or SA8000
- 100% of suppliers have signed Ridestore's Code of Conduct

Tier 2 and beyond

- 23 suppliers, 53 factories, 9 countries
- 83% covered by social audit programs such as BSCI, Higg FSLM, SLCP or SMETA
- 100% of suppliers have signed Ridestore's Code of Conduct
- Over 60% are Bluesign System Partners

Assessment of Supply chain

When entering a new partnership with a supplier, the social and environmental risks are reviewed and assessed. Our business code is sent out to clearly state our expectations. During our collaboration, audit reports are collected, conducted and renewed to review the compliance with our business code. For the non-conformities, improvement plans are made and followed up on. This assessment is a never-ending process where new risks are identified, assessed and controlled.



The scope of the assessment goes to all direct business partners and our nominated suppliers, which covers the total of tier 1 and 2. For any of our suppliers, we require full disclosure of the supply chain, including subcontractors. The assessment of our suppliers contains 4 parts:



The chemical assessment is done by Ridestore or Bluesign. The quality assessment is done by Ridestore. For the social and environmental risk, our most common practice is to require a 3rd party verified audit report (exceptions are where the risks are considered very low). To avoid audit fatigue, we accept a wide range of audits that we evaluate to a common standard with a score from A (best) to E (worst). We are members of Amfori and can assist our partner facilities with a social audit through BSCI. This year we have also added the possibility of using BEPI for environmental audits.

For lower scores, we evaluate the risks and create a corrective action plan that is shared with the company in question and followed up upon. Our ambition is to enhance the collaboration between production planning and strategy, the supplier and our CSR-consultancy to effectively get corrections also for the issues of a more complex character.

Contractual framework for supply chain due diligence

In our supply chain, all our nominated partners and our direct business partners are required to sign our business code. Ridestore has chosen to adopt Amfori BSCI's code of conduct as an important foundation of our business code. The Amfori BSCI Code of Conduct refers to international conventions such as the Universal Declaration of Human Rights, Children's Rights and Business Principles, the UN Guiding Principles for Business and Human Rights, the OECD Guidelines, the UN Global Compact and the International Labour Organisation (ILO) Conventions and Recommendations relevant to improve working conditions in the supply chain. Since we became Bluesign SYSTEM partners, we have also revised the chemical section of our business code to comply with and refer to the Bluesign Restricted Substances List.

Environmental assessment audit results FW22

When evaluating the environmental 3rd party verified reports we get, we map the findings to the following performance areas:

1. Environmental Permits and Legal Requirements
2. Management System
3. Energy

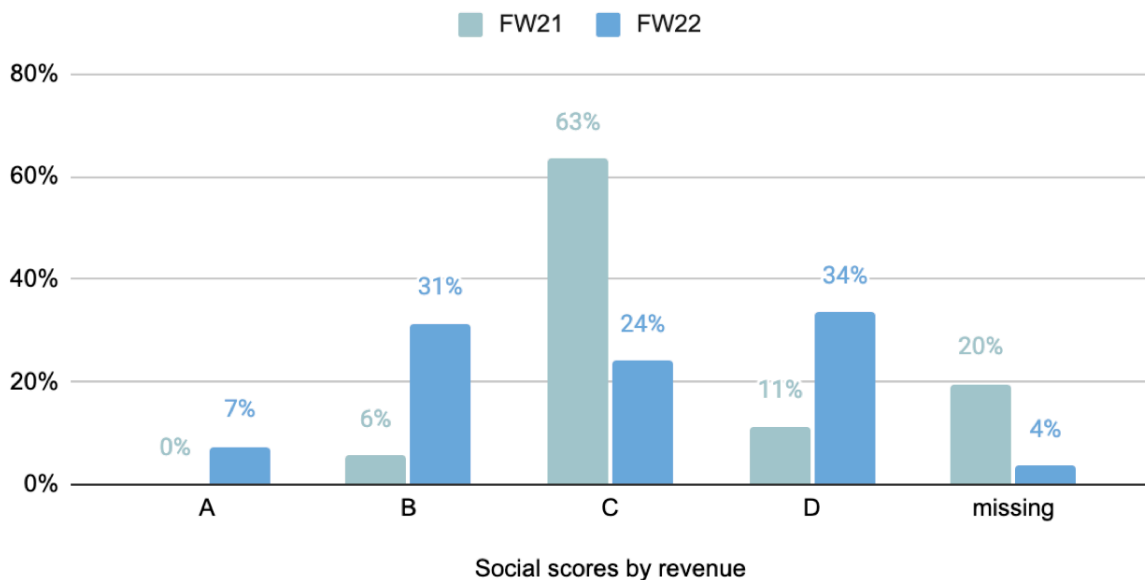
4. Water
5. Waste
6. Wastewater
7. Air emissions
8. Hazardous Materials, Chemicals and Products
9. Health and Safety
10. Critical Issues

The results of each area sums up to a score from A (best) to E (worst). The chart below shows the result of our environmental assessment.

Environmental score per share of revenue produced in tier 1 factory

The percentile is weighed against the share of revenue (number of pieces ordered multiplied by average retail price) that the facility produces.

Environmental scores by share of revenue FW21 and FW22 Tier 1



It is very positive to see that the amount of C-level factories has reduced and moved to A and B-level. The increased number of D-level factories are likely to come from the missing part in

FW21. Though D being a low score, it is yet better to have the risks disclosed and possible to act upon than unknown.

Social assessment audit results

When evaluating the social 3rd party verified reports we get, we map the findings to the following performance areas:

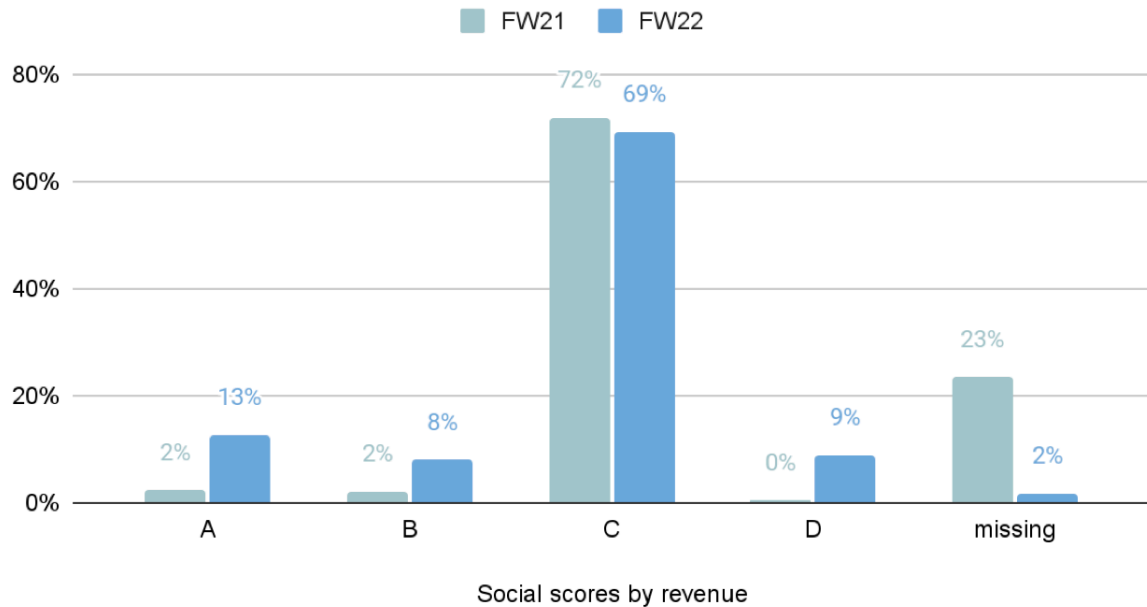
1. Social Management System and Cascade Effect
2. Workers Involvement and Protection
3. The Right to Freedom of Association and Collective Bargaining
4. No Discrimination
5. Fair Remuneration
6. Decent Working Hours
7. Occupational Health and Safety (OHS)
8. No Child Labour
9. Special Protection for Young Workers
10. No precarious Employment
11. No Bonded Labour
12. Protection of the Environment
13. Ethical Business Behavior

The results of each area sums up to a score from A (best) to E (worst). The chart below shows the result of the environmental assessment.

Social score per share of revenue produced in tier 1 factory

The percentile is weighed against the share of revenue (number of pieces ordered multiplied by average retail price) that the facility produces.

Social scores by share of revenue FW21 and FW22 Tier 1



Similarly to the environmental assessment, the A- and B-leveled factories have increased. The increase in D-leveled factories is likely coming from the missing percentile in FW21.

Our People

When it comes to our people, we have a straightforward philosophy 'treat others as you want to be treated'. If we all work towards this mindset, we will treat each other with respect, dignity, and honesty. We constantly want to increase the quality of our employees and develop and encourage team members to grow. We embrace the work methodology of the beginner's mind and first principle thinking. We embrace longevity and encourage our employees to educate themselves. We encourage them never to stop learning and to pitch new ideas constantly.

In the foundation of our company culture, we have core values focusing on our team members' well-being, and by doing so, we will increase the quality of our teammate's work life and personal life. Stress will negatively impact our team members' work and personal life. We, therefore, strive for calmness within our organization. We continuously work to eliminate all kinds of discrimination or unfair treatment of any employee. By imposing an idea-driven,

non-hierarchical organisation, we believe we can create an environment where every idea and thought is of equal worth. We aim to achieve:

- an Idea-driven, non-hierarchical company
- a talent driven organisation
- calmness

Idea driven, non-hierarchical.

We have, during 2021, educated and implemented a new digital productivity work method. The practice focuses on capturing and ensuring that we gather all our employees' ideas for evaluation. Not a single idea should be missed. We have done this by implementing a pitch system. Anyone can write a pitch about anything. This idea is discussed asynchronously, and all relevant parties will contribute and ask questions about the pitch. When all appropriate teammates have commented, we will take a mutual decision on whether or not to start a project around the pitch. In this structure, anyone can pitch their idea about anything that is important to them. We believe this work method will give us a company where creativity and innovation is the driving force. We believe this, together with other initiatives such as cross-functional teams and projects, will lead to a less hierarchical, more equal and transparent organisation. In 2022 eight of our nine teams had completed our digital productivity work method. In 2023 this work will be continued, and all teams will have completed the course. We can see a huge impact on our staff and their workload. They manage their own time and schedule their days freely. This create a calm and focused environment where we all co-create.

Talent drive

We hire based on talent. In 2022 we worked on improving our recruitment processes. We have performed recruitment fully anonymously to achieve non-discriminative procedures. We have implemented work tests to understand a candidate's full capability, hiring based on talent rather than a CV. We will keep tweaking this process during 2023, which is one of our highest priorities. The remote work method we have implemented since 2013 has allowed us to recruit anywhere. If you can recruit independently of geographical location, you know you will get the best talent and bring diversity to your teams. We have 41 employees (65% women) and 9 different nationalities.

Calmness

We strive to create a calm organisation, an organisation where stress and unhealthy pressure on individuals is eliminated. We implement our new work method mentioned in the idea-driven paragraph and asynchronous communication with the main focus of creating calmness. Communication will always be the hardest to manage in an ever-changing and growing company. We're working on helping co-workers move from real-time communication (synchronous) into more mindful and effective communication (asynchronous). We want to give people time to create their own space for greatness. Things like standardised meetings are often in conflict with this. It can even be disrespectful to our co-worker's time. The goal is to get everyone's main workflow in an asynchronous setting. It empowers both focus, reduces stress, and is simply a more thoughtful way of working. In 2022 we have implemented two meeting-free days per week to achieve a calmer workspace for our employees. Our co-workers can manage their time, leading to better outcomes and a calmer workplace. Meetings, direct DMs, and phone calls have their place, but at the end of the day, we want everyone to manage their own time. Spending and counting time are easy. Managing it and finding your time value is more challenging, and we hope our jump into asynchronous workflows will significantly help. Ridestore had two team members that had a longer sick leave then 14 coherent days during 2022. We have extended our offer for our employees to visit a physician or Therapy to ensure we provide the tools needed for all our employees to feel better.

Anti-corruption

Corruption is defined as the abuse of a private or public position of power for personal gain. It can involve bribery, extortion, fraud, deceit, collusion and embezzlement. Ridestore is committed to doing everything it can to ensure ethical business conduct for our colleagues and business partners. The most significant risks for unethical business conduct occur when we interact with the public sector in countries with weak rule of law.

We never want corruption cases at Ridestore or in our value chain. Therefore, we will take measures to prevent corruption in our value chain.

We do not tolerate any form of corruption or bribery in our operations. Corruption and the offering of bribes, both active and passive, are illegal and strictly prohibited in all areas of Ridestore's business. In 2022 Ridestore has developed an anti-corruption policy and educated all our team members on this policy. Ridestore has also complied with the whistleblower legislation during 2022 and installed a whistleblower function within our organization to enable and

encourage our team members to report any corruptive behavior so that the management of Ridestore can take corrective actions. Currently, we have no reported cases of corruptive behavior within our operations.

This sustainability report is Ridestore AB's (556706-1238) Second sustainability report. The report is compiled according to ÅRL requirements; the board of Ridestore AB is responsible for this report.

We hope you have enjoyed reading this report. If you have further questions about our sustainability work, please email your question to CSR@ridestore.com or jump into a conversation with our customer experience team through the on-site chat function.