

## Our mission statement

We strive to be the global destination for effortless, stylish living. We are obsessed with our products and the stories behind them, carefully curating beautiful, useful pieces for you, your home and family. Mindful consumption is at our heart – buying less, but better, with timeless, long-lasting and responsible products designed for today, tomorrow, forever. We are committed to building a sustainable legacy that will enable a brighter, sustainable future for people and our planet.

# Sustainability

## Our 5 Calls to Action

Sustainability is a core pillar of our business strategy. We understand our industry's impact on the welfare of people, animals and the planet, and are committed to the highest standards of ethical conduct and integrity in our business activities. We believe in making our products with love, care, and uncompromising quality. We care about how we source our products and materials and where from, as well as the people who work for us and those in the communities where our products are made.



### 3. Leverage longer life

We never send our products to landfill. Any unwanted styles are sold on to resale sites, and faulty products and visual merchandising props are donated to Newlife, a charity for disabled children. We are also in the process of onboarding customer recycling initiatives to support a circular economy. In our Distribution Centre, all waste is recycled, and we have invested in a packaging machine that reduces cardboard usage by 50% and courier collections by 30%.



### 1. Tackle the packaging monster

Although we work with a complex assortment of product that requires transiting, including breakables, such as glass and china, we have risen to the challenges of consumer packaging. All our delivery packaging is 100% recyclable, and we have reduced polystyrene packaging where possible and eliminated plastic parcel fills. All our plastic bags are now made from recycled materials and are also recyclable (except for quilt packaging, to which we are currently working on a sturdier recyclable alternative). Plus, 100% of the paper we use is FSC recycled.



### 4. Source mindfully

We have built strong personal relationships with the highest-quality suppliers, who all share our values of accountability, transparency and sustainability. Every factory must adhere to our Code of Conduct and voluntarily participate in independent compliance audits to evaluate fair wages, reasonable hours, environment and health and safety. We are committed to lowering our environmental impact and eliminating our carbon footprint, and by working closely with our supply base, we can continually drive improvement and support change on both sides.



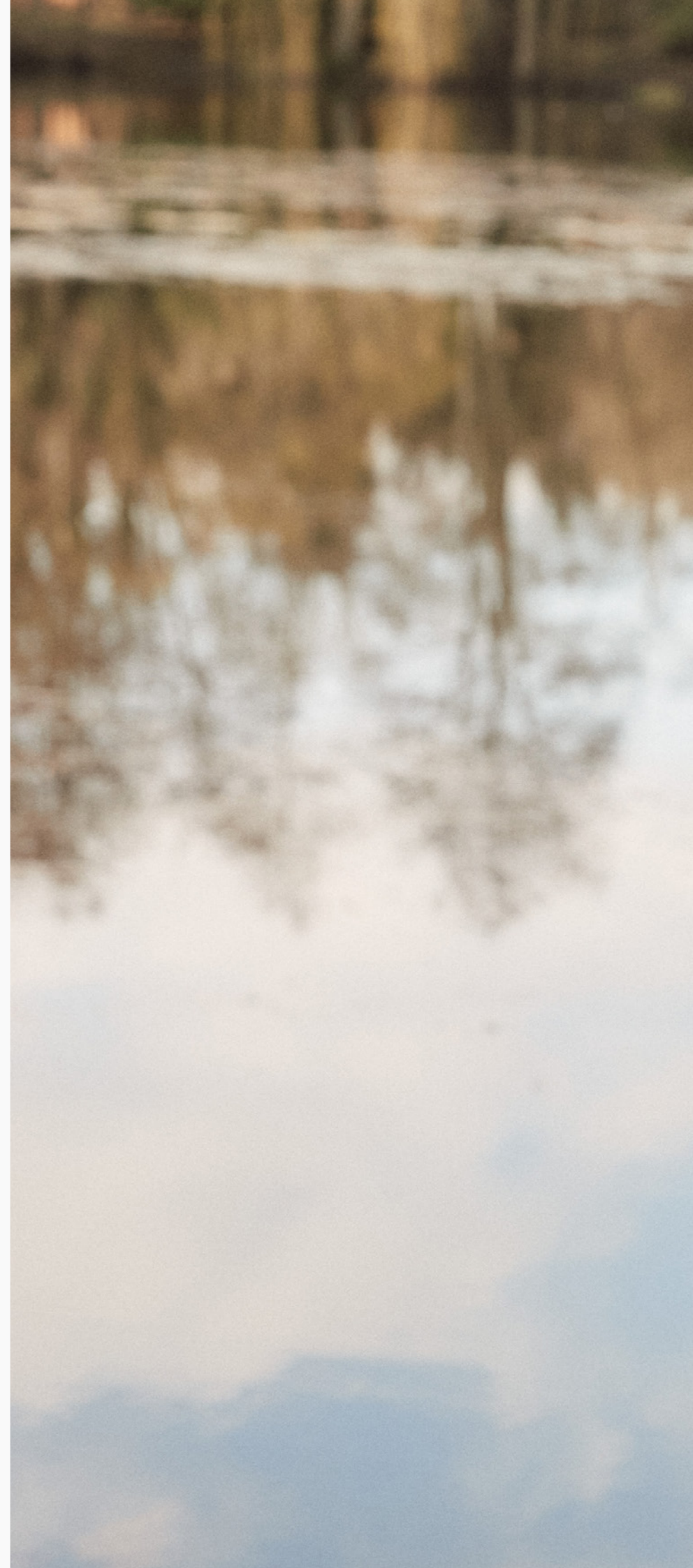
### 2. Preserve our precious planet

We are rapidly increasing the amount of eco-friendly raw materials across all our ranges, where quality allows. We are committed to the use of natural, organic and recyclable materials that are more easily biodegradable. Our sustainable fabrics include organic cotton, Supima® cotton, TENCEL™ Modal, TENCEL™ Lyocell, eco-wash denim, hemp, cupro and LENZING™ ECOVERO™ VISCOSE. We collaborate with industry organisations to ensure that our products are manufactured in a socially ethical way and are aiming for full traceability of all our raw materials by the end of 2025.



### 5. Change behaviours

Our customers and employees are at the heart of everything we do. We maintain an inclusive, respectful working environment across our whole company. Our mission is to create a culture of transparency that celebrates difference and where everyone is included, making us stronger together. The White Heart Foundation donates part of our profits to our designated charities including, this year, The Black Curriculum, a social enterprise encouraging Black history in education. In addition, our staff are involved in fundraising initiatives to help young people in the local community.



# Environment

The White Company is committed to ensuring that any adverse impact on the environment is mitigated. Environmental management is an integral part of our culture and is embedded within our business.

We comply with relevant legal requirements as a minimum standard and set improvement targets and inspirational objectives to drive continual improvement. We will ensure that our environmental policy is actively communicated internally and externally. Our performance will be reviewed and reported in our annual Corporate Social Responsibility (CSR) Report.

We believe that all our employees have a responsibility to support environmental management and encourage them to participate and contribute through training, active involvement, cooperation and teamwork. We aim to influence our clients, partners and other stakeholders to minimise pollution and adopt sustainable solutions.

Our objectives and targets are designed to deliver the following outcomes:

- Reduce our adverse impact on the environment
- Reduce energy use and move towards a zero-carbon economy
- Reduce consumption of natural resources, such as water
- Embed corporate social responsibility in everything we do
- Satisfy B Corp “business for good” requirements
- Enhance The White Company’s reputation and strengthen our brand

