

SUSTAINABILITY REPORT

2025

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ABOUT THIS REPORT

Reporting Period
This report covers the calendar year 2025 (1 January - 31 December 2025). Where relevant, 2024 figures are included for comparison.

Scope
The report covers all of My Jewellery's operations in the Netherlands, Belgium, Germany and France, including our head office, warehouse, boutiques and online channels. Where data for a specific topic covers only part of this scope, this is stated in the relevant section.

Methodology
Our carbon footprint was calculated together with Carbonfact, in line with the Greenhouse Gas Protocol Corporate Standard. Scope 2 emissions are reported using the market-based method. Scope 3 emissions cover the Greenhouse Gas Protocol categories that are relevant to My Jewellery, as listed in chapter 4. Part of our scope 3 emissions is calculated using estimates and average emission factors rather than supplier-specific data. Purchased goods are allocated to the year in which they were ordered (purchase order date). Where product weights or transport modes were missing, they were estimated based on comparable products or orders. Employee commuting was measured for the first time in 2025 and currently covers employees in the Netherlands only.

Data sources
The figures in this report are based on internal data, including procurement and product data, energy invoices, gas consumption, lease car data, transport data from our carriers, and HR data. Information on materials is based on product data and information provided by our suppliers.

Verification
The data in this report has not been externally verified or assured. Figures have been rounded, which means totals may differ slightly from the sum of individual values.

Developments after the reporting period
To give a complete picture, this report also describes several developments that took place in 2026, such as our partnership with Fairly Made, newly formalised policies and the renewal of our green energy certificates. These developments are identified as such and are not part of the 2025 figures.

Forward-looking statements
This report contains intentions and targets for future years. These reflect our current plans and expectations based on the information available at the time of publication, and may change as data, methodologies and circumstances develop.



01. FOREWORD

BY OUR CEO

My Jewellery was built on a simple belief that the small moments are worth celebrating. Finding the perfect piece, treating yourself, making someone feel special. That optimism is at the heart of everything we do. And it is exactly that belief that pushes us to take responsibility for how we do it.

I am proud to present our first sustainability report. An honest look at where we are, and a commitment to keep doing better. We make jewellery, clothing and accessories, and like any company in this industry, that comes with real impact. We know that. And we think the right response is not to look away, but to look closer. So, we started measuring because we wanted to know where we actually stand. We cannot improve what we do not measure.

Over the past year, we embarked on an exciting and challenging journey, one we are taking step by step. Together with Carbonfact, we mapped our carbon footprint for the first time, covering our operations and value chain, from our boutiques and offices to the materials we source and the products we ship.

We completed our first materiality assessment, giving us a clearer understanding of where our greatest impacts lie and where we should focus our efforts.

We expanded our RE-CELEBRATE circularity programme, while our partnership with Fairly Made is helping us build greater transparency across our supply chain. It is important to us to understand where our products come from and the conditions under which they are made.

We are proud of the steps we have taken so far, but we also know they are just the beginning. There is still much to improve. And we will keep measuring, keep improving, and keep showing up, with the same optimism we bring to everything we do.

Sharon Hilgers,
Founder & CEO





02. EXECUTIVE SUMMARY

EXECUTIVE SUMMARY

At My Jewellery, we are committed to making more informed choices in how our products are designed, sourced and made. This is our first sustainability report, and in it, we aim to provide an honest account of our current position and establish the baseline against which we will assess our progress in the coming years. In 2025, My Jewellery had a year of significant growth, opening 15 new stores and while expanding our presence in Germany and Belgium. During this period, we redefined and launched our new sustainability strategy, built on four pillars and shaped by our first Double Materiality Assessment.

33,272 tCO2e

Our total 2025 footprint

32% of

Our clothing products met our 2025 material target

10,466

Jewellery pieces given a second life through RE-CELEBRATE

€25,200

Raised with our community for Spieren voor Spieren

CLIMATE & CIRCULARITY

In 2025, our total carbon footprint was 33,272 tCO2e. Compared with 2024, our footprint grew by 7% mainly due to a higher average footprint per product, and the fit-out of our new stores, while the number of products we bought remained stable. This comparison excludes employee commuting, which we measured for the first time in 2025. 98% of our emissions come from our value chain. Clothing makes up 19% of the products we buy but accounts for 68% of their footprint. Jewellery makes up 70% of the products and accounts for 15%, and accessories make up 11% and account for 17%.

Through our RE-CELEBRATE programme, we gave 10,466 jewellery pieces and over 1,500 clothing items a second life and collected around 1,200 kg of clothing through our take-back partnership in our boutiques with ReShare (part of Leger des Heils).

CONSCIOUS MATERIALS

Our preferred materials list helps our teams to select materials with a lower environmental impact, ranking them from class A (best in class) to class E (materials we do not use). In 2025, we met our material target: 32% of our clothing products contained at least 30% preferred materials. Starting in 2026, we are raising the standard to require at least 50% preferred materials per product and will increase the proportion of products meeting this requirement from 30% to 50% by 2030.

Our material mix illustrates that the share of recycled polyester in our clothing more than doubled, from 18% to 42%. The share of organic cotton, however, fell from 39% to 33% as we sourced less organic and slightly more conventional cotton. In our Jewellery, stainless steel remained our main material (80%), alongside copper, glass beads and rhinestones, pearls, stones and resin. An important next step is improving our jewellery composition data, as supplier information does not always specify, for example which stone is used.

RESPONSIBLE SOURCING

We believe in creating strong, long-term partnerships with our suppliers and strive for a transparent and responsible supply chain built on respect and fair working conditions. That's why we require our Tier 1 suppliers to sign our Code of Conduct, our Supplier Manual and Restricted Substances List and to have a valid social audit. Where an audit is missing or has expired, we follow up with the supplier.

If problems occur, we collaborate directly with our suppliers on their improvement plans and workers throughout our supply chain can raise their concerns via our confidential Speak Up channel.

SOCIAL IMPACT

In 2025, My Jewellery employed 816 people and women made up 87.5% of our managers. We offer our employees opportunities for development and maintain their well-being by offering training, coaching and using the My Coach platform. Every year we ask all our employees about their experience of working at My Jewellery as part of our engagement survey; in 2025 the employee Net Promoter Score was 29.

Together with our community we raised €25,200 for Spieren voor Spieren as part of 3FM Serious Request and donated 1,000 pieces of jewellery to families in Rotterdam during the Christmas season.

LOOKING AHEAD

This report marks our starting point. In 2026, we started working with Fairly Made to gain greater visibility beyond our direct suppliers. We also introduced new policies that set out what we expect from our suppliers.

We intend to publish our carbon reduction targets in our 2026 sustainability report. From 2027, we aim to turn our footprint insights into concrete reductions, while working on our 2030 material targets and expanding our RE-CELEBRATE upcycling projects.

Although there is still a long way to go, having established a clear baseline we know where to direct our efforts and we look forward to celebrating each step we take.



03. SUSTAINABILITY AT MY JEWELLERY

If any terminology used in the report is unfamiliar to you, please refer to chapter 9. Glossary of terms.

BRAND INTRODUCTION

My Jewellery was founded in the summer of 2011 by Sharon Hilgers from a passion for jewellery and has since grown into an international fashion and jewellery brand with over 800 colleagues and boutiques across the Netherlands, Belgium, Germany and France.

In June 2025, My Jewellery entered into a strategic partnership with Freshstream, supporting the company's continued international growth and long-term development while building on the entrepreneurial spirit and brand identity that have shaped My Jewellery since its foundation.

Our motto, "What are we celebrating today?", reflects what we stand for: creating meaningful moments, whether that means treating yourself, surprising someone you love or celebrating an important milestone.

We design and sell jewellery, clothing and accessories at accessible price points through our boutiques, online channels and social media. Our in-house design team stays close to our customers and translates trends into relevant collections, with our community playing an important role in both product inspiration and brand storytelling.

Our products are produced through an international supply chain, which brings both opportunities and responsibilities. As we continue to grow, we are working to improve transparency, strengthen responsible practices and better understand the impact of our operations and products.

As My Jewellery continues to grow, we want to make sure the world we celebrate in is worth celebrating. That means continuing to build a business that takes responsibility for its impact and integrates sustainability into the decisions we make every day.



SUSTAINABILITY VISION

We embrace our responsibility today so that future generations have something to celebrate. Every day is an opportunity to inspire, be conscious and create a positive impact.

With each collection, we aim to reduce our impact and create with care. We do this by designing jewellery, clothing and accessories that let you sparkle while moving towards more responsible choices.

SUSTAINABILITY TEAM

Sustainability at My Jewellery is driven by a small, dedicated team, supported by the rest of the organisation. Together, they cover the full scope of our sustainability work, from social impact, supplier relationships and supply chain transparency, to environmental impact, packaging and legislation.

But sustainability at My Jewellery is not something that happens in isolation. Our CSR team works closely with buying, finance, branding and other departments, integrating responsible decisions into everyday decision-making. We believe that embedding sustainability into day-to-day decisions, rather than keeping it separate, is how real progress is made.



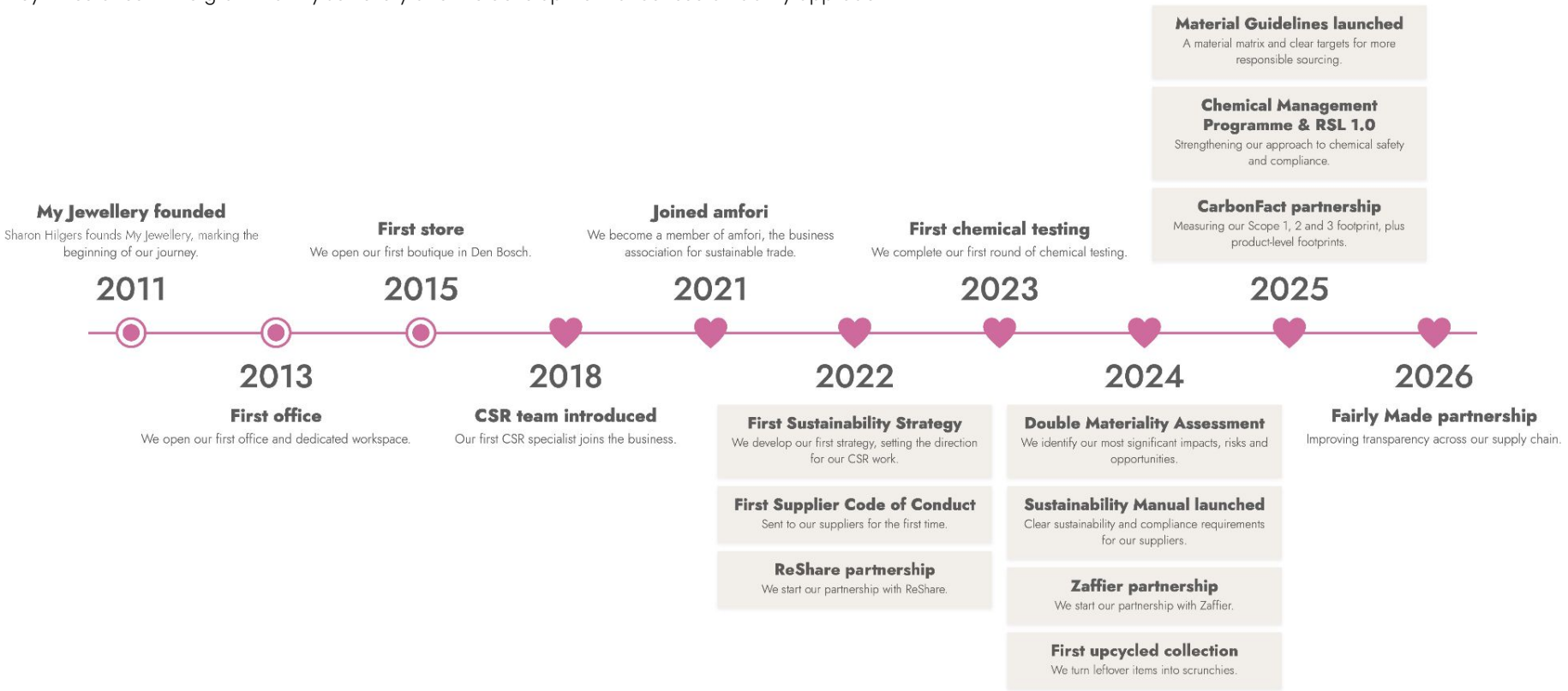
Denise van Ruitenbeek



Madelief Verdaasdonk

SUSTAINABILITY JOURNEY

Key milestones in the growth of My Jewellery and the development of our sustainability approach



DOUBLE MATERIALITY ASSESSMENT

Towards the end of 2024, My Jewellery began a Double Materiality Assessment (DMA) in preparation for the Corporate Sustainability Reporting Directive (CSRD) legislation. Although we were ultimately no longer required to comply, we chose to complete the assessment to better understand our impacts on people and the environment, as well as the sustainability-related risks and opportunities for our business.

As part of the process, we engaged key stakeholders including employees, customers, banks and NGOs, and assessed which sustainability topics are most material to My Jewellery from both an impact and financial perspective.

The findings played an important role in shaping our sustainability strategy and are reflected across our four pillars: Climate & Circularity, Conscious Materials, Responsible Sourcing and Social Impact. The DMA now provides a foundation for setting priorities, targets and actions in the areas where our impact is greatest.

Matter	Type	Impact	Financial	Value chain location	Time horizon
Climate change					
GHG emissions along the value chain	Negative impact	●●●●	–	US OO DS	S M L
Transition to renewable energy	Positive impact / Opportunity	●○○○	–	US OO DS	S M L
Pollution & water use					
Pollution of water in the supply chain	Negative impact	●●○○	–	US OO DS	S M L
Generation of microfibers and microplastics	Negative impact	●●○○	–	US OO DS	S M L
Water withdrawal in the supply chain	Negative impact	●●○○	–	US OO DS	S M L
Circular economy & materials					
Transition to lower-impact materials	Opportunity	●●●●	–	US OO DS	S M L
Use of lower-impact materials	Positive impact	●●●●	–	US OO DS	S M L
Use of virgin synthetic materials	Negative impact	●●●●	–	US OO DS	S M L
Cost of material transition	Risk	–	●●○○	US OO DS	S M L
Financial opportunity from material transition	Opportunity	–	●●○○	US OO DS	S M L
High-volume, high-frequency product cycles	Negative impact / Risk	●●●○	●●○○	US OO DS	S M L
Generation of waste (resource outflows)	Negative impact	●●●○	–	US OO DS	S M L
Product repair and life extension	Positive impact	●●●○	–	US OO DS	S M L
Resale and outlet as waste reduction	Positive impact	●●●○	–	US OO DS	S M L
Product returns and associated waste and emissions	Risk	–	●●○○	US OO DS	S M L
Own workforce					
Absenteeism & employee turnover	Risk	–	●○○○	US OO DS	S M L
Workers in the value chain					
Traceability of the supply chain	Positive impact	●●●●	–	US OO DS	S M L
Limited visibility into production facilities	Negative impact	●●●●	–	US OO DS	S M L
Supplier standards and certifications	Positive impact	●●●○	–	US OO DS	S M L
Consumers & business conduct					
Misleading sustainability claims	Risk	–	●○○○	US OO DS	S M L
Chemical safety and regulatory compliance	Risk	–	●○○○	US OO DS	S M L
Responsible partner selection	Positive impact	●●●○	●○○○	US OO DS	S M L

Score: ●●●● Highest ●●●○ High ●●○○ Medium ●○○○ Lower | Location: US = Upstream OO = Own operations DS = Downstream | Time horizon: S = Short M = Medium L = Long

SUSTAINABILITY STRATEGY

Our early sustainability efforts were structured around three pillars: Sparkling Planet, Sparkling People and Sparkling Products. They provided a strong starting point, helping us build awareness and embed sustainability more firmly into our way of working.

As My Jewellery grew, so did our understanding of the impacts connected to our products, operations and supply chain, and through our DMA we gained more insights into where our biggest challenges and opportunities lie. At the same time, sustainability expectations and regulatory requirements continued to evolve.

In 2025, we therefore reviewed our approach and introduced a more focused strategy built around four distinct pillars: Climate & Circularity, Conscious Materials, Responsible Sourcing and Social Impact.

This structure gives each topic greater focus, helping us set clearer priorities and goals, define responsibilities and better measure our progress over time.



Creating positive impact for people and the planet

With each collection, we aim to reduce our impact and create with care. We do this by designing jewellery, clothing and accessories that let you sparkle while moving towards more responsible choices.



Climate & Circularity

Reducing emissions, waste and resource use



Conscious Materials

Choosing lower-impact and preferred materials



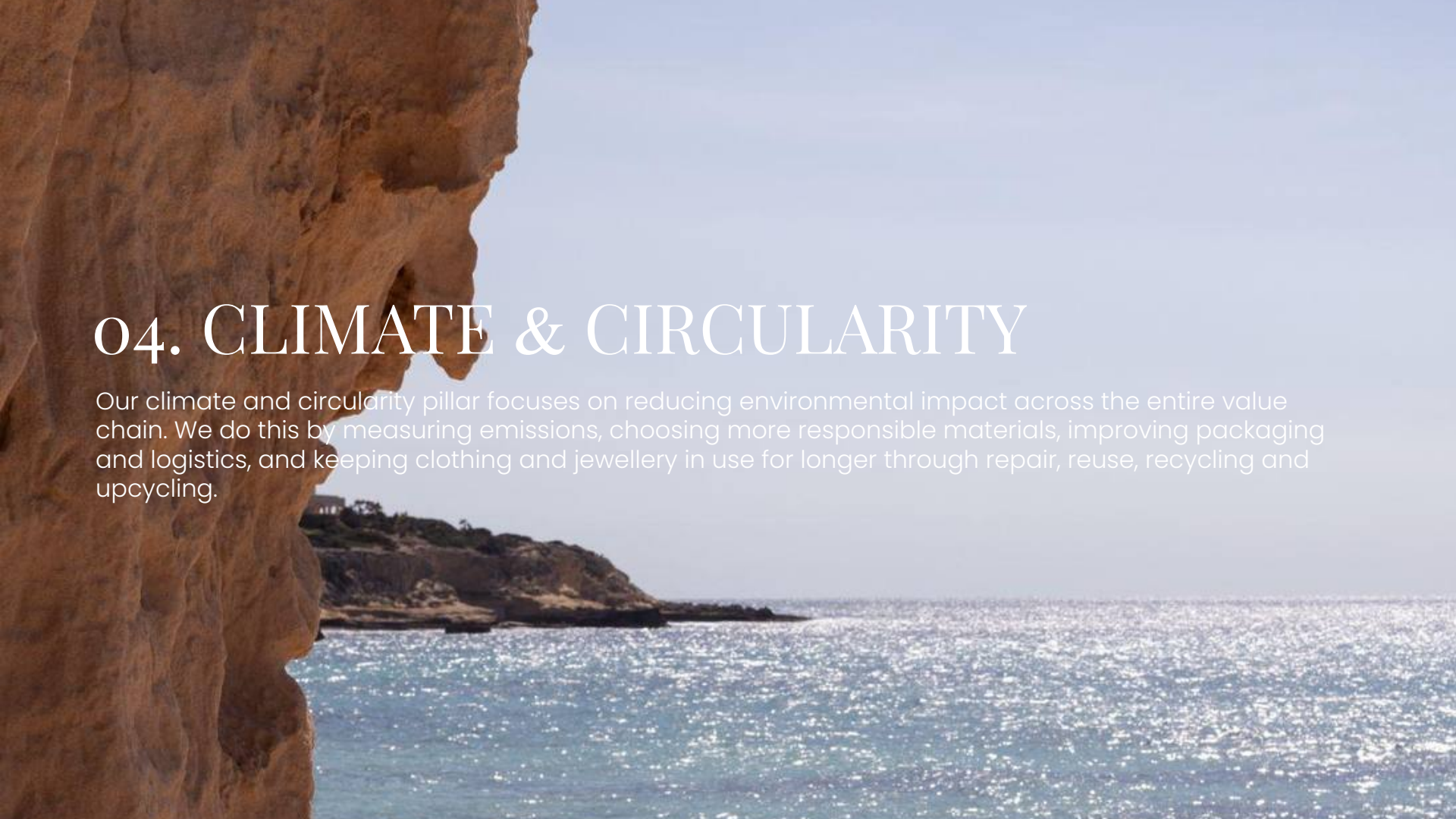
Responsible Sourcing

Strengthening traceability and supply-chain standards



Social Impact

Supporting people, communities and inclusion



04. CLIMATE & CIRCULARITY

Our climate and circularity pillar focuses on reducing environmental impact across the entire value chain. We do this by measuring emissions, choosing more responsible materials, improving packaging and logistics, and keeping clothing and jewellery in use for longer through repair, reuse, recycling and upcycling.

CARBON FOOTPRINT EXPLAINED

What is a carbon footprint?
A carbon footprint is essentially a measure of the amount of greenhouse gases that certain activities produce. In our case, this includes emissions from running our business, such as operating our boutiques, producing our products, transporting them from suppliers to our warehouse and customers, the use and disposal of our products, business travel and so on.

It is expressed in tonnes of CO2-equivalent (tCO2e). This is a standard unit of measurement that allows other greenhouse gases, such as methane, to be converted into the equivalent amount of CO2, based on their warming effect. On this basis, we can easily compare the impact of different greenhouse gases and add up their emissions to calculate our total carbon footprint.

SCOPE 1

Direct emissions

Fuel we burn ourselves: gas for heating in our stores, offices and warehouse, as well as the use of leased cars.

SCOPE 2

Purchased energy

The electricity we buy for our stores, offices and warehouse.

SCOPE 3

Our value chain

Everything outside our own walls: the production of our products, all transport, customers washing and disposing of our products.

KEY TAKEAWAYS

33,272 tCO2e

Our total 2025 footprint. Excluding employee commuting (first measured in 2025), it grew 7%.

98%

Falls under our Scope 3. Our main way to make a difference is through our supply chain and how we design our products.

19% → 68%

Clothing accounts for 19% of the items that we buy, yet 68% of the footprint of the products that we purchase.

± 480 tCO2e

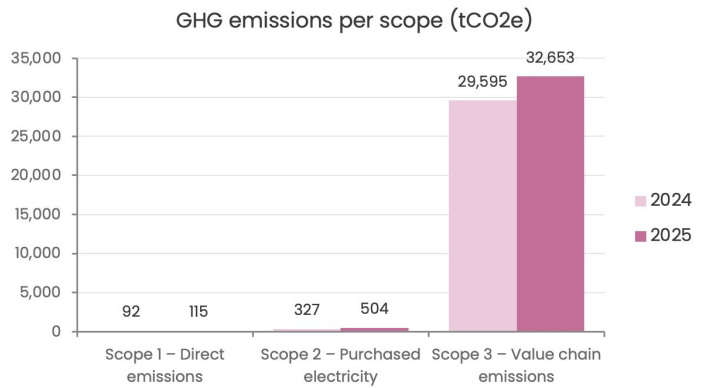
Expected reduction from renewing our green energy certificates for our Dutch locations in 2026.

CARBON FOOTPRINT

In September 2025, we started working with Carbonfact to calculate our carbon footprint for 2024 and 2025, covering Scope 1 (own operations), Scope 2 (purchased energy) and the relevant categories of Scope 3 (our value chain). The calculation was completed in 2026.

For the first time, we gained an overview of the origins of our emissions, with the emissions being mapped throughout our value chain, from the factories in which jewellery and clothing are produced to the point at which the products reach our customers. Part of the Scope 3 calculation is based on estimates and average emission factors.

In 2024, our total GHG footprint was 30,014 tCO2e and in 2025 it was 33,272 tCO2e. Employee commuting was first measured in 2025 (1,045 tCO2e). Excluding this, our footprint increased by 7%. These numbers now provide us with a baseline against which we can consistently track our emissions over time and use them to compare our performance and detect trends.



While the number of products we procured remained stable compared with 2024, our footprint grew by 7%. The increase is mainly due to a shift in our product mix towards items with a higher footprint per product, such as more shirts, trousers and cardigans in our clothing range, and the fit-out of our 15 new stores.

98% of our footprint falls under Scope 3 and 60% comes from purchased goods: the production of the products we buy. This indicates that the most significant efforts take place in our supply chain and in product design.

Scope 1 & 2 emissions
Our emissions from direct operations, which include Scope 1 and Scope 2, make up less than 2% of our total footprint. Scope 1 refers to the emissions from the company's leased cars and from natural gas consumption in offices, stores and our warehouse. Scope 2 includes the indirect emissions caused by the electricity that we buy.

	2024 (tCO_2e)	2025 (tCO_2e)	Δ (%)
Scope 1 – Direct emissions	92.49	114.73	+ 24%
Scope 2 – Electricity (market-based)	326.97	504.18	+ 54%
Total	419.46	618.91	+ 48%

The amount of Scope 1 emissions rose mainly as a result of greater natural gas usage at a small number of sites. Even though the business has grown, emissions from lease cars have stayed about the same (+1.4%).

The increase in Scope 2 emissions was due to the fact that our Dutch green energy certificates (Guarantees of Origin) expired in 2025. Our electricity use in the Netherlands accounted for about 480 tCO2e of our market-based Scope 2 emissions in 2025. In 2026, we renewed the certificates for our existing Dutch locations, which is expected to reduce these emissions accordingly. We aim to include new locations as well.

Our Belgian stores already run on 100% renewable electricity under our energy contracts, while our German stores have a mix of renewable and non-renewable energy coverage, and in France this is currently being verified.

The most important action regarding Scope 1 & 2 is renewing our Dutch green energy contracts. Beyond that, we're working to understand the unusual increases in gas usage at specific locations.

Scope 3 emissions
Scope 3 comprises all the emissions that take place outside of our direct operations; this covers all the emissions from the factories that produce our products, the trucks and planes that transport them, as well as the emissions caused when our customers wash our clothing at home. More than 98% of our carbon footprint is included in this scope.

The Greenhouse Gas Protocol defines 15 Scope 3 categories. Of these, ten are relevant to My Jewellery.

Scope 3 Category	2024 (tCO_2e)	2025 (tCO_2e)	Δ (%)
Purchased goods	18,660.16	19,871.08	+ 6%
Purchased services	3,383.73	3,475.35	+ 3%
Capital goods	957.65	1,974.82	+ 106%
Fuel and energy-related emissions	91.17	128.07	+ 40%
Transportation	4,652.98	4,242.64	-9%
Business travel	134.35	153.13	+ 14%
Employee commuting	--	1,045.49	new
Use of sold products	1,111.87	1,134.37	+ 2%
End-of-life treatment	567.10	586.52	+ 3%
Waste generated in operations	35.94	41.35	+ 15%
TOTAL scope 3	29,594.95	32,652.83	+ 10.3%

Our purchased goods footprint grew from 18,660 to 19,871 tCO2e in 2025, a 6% rise. The average carbon footprint per product rose from 2.79 to 3.06 kg CO2e per unit, an increase of 10%.

This rise is mainly due to a shift towards more carbon-intensive products within each product group. In clothing, we bought fewer items, but more shirts, trousers and cardigans, which have a relatively high footprint. In jewellery, the number of pieces stayed the same, but we bought more bracelets and fewer earrings, which increased the average footprint per piece. In accessories, scarves, phone cases and bags grew.

Although clothing made up 19% of items procured, it accounted for 68% of the total purchased goods footprint. Jewellery made up 70% of items but 15% of the footprint, and accessories 11% of items and 17% of the footprint.

To put this into perspective, based on our 2025 Carbonfact data, a pair of trousers has an average footprint of about 14 kg CO2e, compared with about 0.9 kg CO2e for a bracelet: roughly 16 times lower. Jewellery is our largest category by volume, but because each item has a much lower footprint, it accounts for a smaller share of our purchased goods emissions than clothing. This is why material choices, especially for clothing, have a large influence on our footprint.

Since clothing accounts for the majority of our purchased goods' footprint, its materials offer our greatest opportunity to make a difference. At the same time, understanding the materials in our jewellery & accessories is equally important.

The proportion of recycled polyester in our range doubled from 18% to 42% in 2025. Recycled polyester is made from plastic waste, such as used PET bottles, and generally requires less energy to produce than virgin polyester.

One-third of the cotton we use is organic, grown without synthetic pesticides or fertilisers. It is still our priority to maintain this proportion, even though it fell from 39% to 33% in 2025, as we sourced less organic and slightly more conventional cotton.

Material	2024	2025
Cotton – organic share (clothing)	39%	33%
Polyester – recycled share (clothing)	18%	42%
Polyester - recycled share (accessories)	1.5%	5%
Stainless steel (jewellery)	87%	80%

We also saw a shift towards more animal-based fibres: wool used in clothing roughly tripled and we introduced leather in our accessories in 2025. These materials generally have a higher carbon intensity due to livestock methane emissions. On a positive note, our use of lyocell and linen, which rank higher on our Preferred Materials List, grew from 3,549 kg to 5,726 kg (about +61%).

Our accessories are mainly made of polyester and cotton; read more on the accessory material page (34).

there is still significant room for improvement. The use of polyurethane (PU) and synthetic leather, mainly in bags, roughly tripled in 2025.

Our jewellery is primarily made from stainless steel rather than precious metals like gold or silver: in 2025, stainless steel accounted for 80% of our jewellery materials. The decorative elements in our jewellery, such as rhinestones and beads, are generally made of glass. Our collection also includes materials such as copper, imitation and natural pearls, stone, resin and zirconia. An important next step is improving our jewellery composition data, as supplier information does not always specify, for example, which type of stone is used.

Transport emissions
Transport includes the shipment of goods from suppliers to our warehouse and from our warehouse to our customers.

Total transport emissions decreased by 9% to 4,243 tCO2e, while the number of products we bought remained stable. Inbound transport emissions, from our suppliers to our warehouse, fell by 12%. 93% of our inbound transport emissions are due to air freight, which emits 50 to 90 times more CO2 per kilogram than sea freight. Shifting more volume to sea transport is therefore an important action to reduce transportation emissions. In 2025, we took the first steps towards this goal: air freight emissions fell by 13% and sea freight emissions rose by 61%, reducing the share of emissions from air freight from 95% to 93%. Air freight alone still accounts for around 10% of our total footprint.

Emissions from outbound deliveries to customers through DHL and PostNL fell by 2.5%, despite an increase in orders shipped. According to carriers, this reflects ongoing measures by both carriers to reduce emissions, including fleet electrification and route optimisation.

The rest of the value chain
Emissions from capital goods more than doubled (+106%) due to the fit-out of 15 new stores in 2025, making it one of the main drivers of the increase in our total footprint. Use of sold products (+2%) and end-of-life treatment (+3%) remained relatively stable. These emissions mainly come from the washing and eventual disposal of our clothing; although we bought fewer clothing items in 2025, the items were on average heavier.

Business travel increased by 14%, mainly due to visits to Chinese suppliers, which account for about half of this category, and more travel within Europe following the expansion of our German store network. In 2025, we measured employee commuting in the Netherlands for the first time. This provides our first baseline, which we aim to extend to all employees and countries in the coming years. Purchased services (+3%) remained relatively stable, with modest growth in marketing, IT, telecommunications and real estate spending.

In 2026, we completed our first comprehensive carbon footprint covering 2024 and 2025. With this foundation in place, in 2027 we will focus on turning these insights into action to reduce our overall footprint.



PACKAGING

Our goal is to reduce packaging material and waste. That's why we look at both the materials we use and how orders are packed and shipped.

KEY HIGHLIGHTS

FSC Mix-certified jewellery packaging
Our jewellery packaging and paper packaging are FSC Mix-certified, meaning the paper comes from FSC-certified forests, recycled material and/or FSC Controlled Wood.

Exploring new polybags for clothing
For clothing packaging, we are exploring ways to reduce plastic use and are currently testing paper garment bags as an alternative to plastic polybags.

Custom-sized boxes at My Warehouse
At My Warehouse, a packaging machine creates custom-sized shipping boxes for each order, reducing packaging material, filling material and empty space. This makes shipments more efficient and helps lower the environmental impact of our outbound logistics.



HOW IT WORKS AT my WAREHOUSE

1. Pick items
2. Custom-size box created
3. Automatic sealing
4. Reduced waste & efficient shipping









CIRCULARITY

We believe every item deserves a second chance to shine. Through our ***RE*-CELEBRATE** programme, we give clothing and jewellery a second life through take-back, repair, reuse and recycling. This helps us keep valuable materials in circulation for longer.

Take-back programme: Clothing
Through our partnership with ReShare, part of Leger des Heils/Salvation Army, our customers can give past favourite items a second life by donating them in dedicated collection bins in our boutiques. This provides an accessible way to pass on items that are no longer worn and helps prevent usable clothing from becoming waste.

Once collected, the clothing is transported to ReShare's sorting centres, where each item is carefully assessed according to its type, quality and condition. This determines the most suitable next step. Clothing that is still wearable may be donated for emergency relief, sold at accessible prices in ReShare stores or passed on to selected textile-sorting partners. Items that can no longer be worn are sent to specialist recycling partners, where the materials can be processed into, for example, cleaning rags or insulation material.

In 2025, we collected 1,200 kilograms of clothing through this initiative. Reusing clothing can help save water and avoid CO2 emissions, as it can reduce the need to produce new garments.

Looking ahead, in 2026 we aim to increase awareness of the clothing collection programme among our customers and teams, with the goal of building momentum in 2027 and collecting higher volumes.





Take-back programme: Jewellery
Each year, we launch a range of jewellery collections made from durable stainless steel. However, pieces can occasionally break, while older jewellery may no longer be worn. Through our ***RE*-CELEBRATE** programme, customers can return unwanted or damaged jewellery to our stores, giving these items the opportunity to be worn again rather than discarded.

The collected jewellery is transported to our partner Zaffier, an organisation that creates employment opportunities for people who face barriers to entering the labour market. At Zaffier, each item is carefully sorted and assessed to determine whether it can be repaired, reused or recycled.

Where possible, returned pieces are restored or transformed into new jewellery. Broken clasps are repaired, mismatched earrings are paired, and chains without pendants are fitted with new charms. The renewed pieces are sold in our outlet stores at a fixed, significantly reduced price, making them accessible to jewellery lovers and extending their useful life.

The programme therefore creates both environmental and social value: jewellery is kept in circulation for longer, while the sorting and repair process supports inclusive employment. In 2025, **10,466 *RE*-CELEBRATE** jewellery pieces were given a second life.

Repair
Repair is another important way in which we aim to extend the life of our products. At My Warehouse, returned garments are assessed by a repair specialist to determine whether they can be restored and made wearable again.

Where possible, damaged items receive small but effective repairs, such as replacing or reattaching buttons, fixing belt loops, closing seams and making other minor adjustments. Although these interventions are often simple, they can prevent a garment from being discarded and allow it to return to use.

Upcycling
We continue to explore new ways to strengthen our upcycling programme and keep existing materials in use for longer. Returned garments, samples and pieces from previous collections can still contain valuable fabrics and components, even when they can no longer be sold in their original form. Through upcycling, these materials are given a new purpose rather than being discarded.

Our teams assess which items and materials are suitable for transformation and consider how they can be incorporated into new designs.

Depending on the fabric, condition and available quantities, garments may be redesigned into accessories, clothing or other products. Because we work with existing materials, the availability, colours and patterns of each item can vary, making many of the finished products one of a kind.

In 2025, more than 1,500 clothing items were given a second life through this programme. They were transformed into scrunchies, laptop sleeves, blazers and a range of other upcycled pieces. By finding new applications for these materials, we can extend their useful life and reduce the amount of textile waste generated.

Until now, many of our upcycled products have been created as part of smaller or one-off launches. Our current goal is to develop a long-term partnership that will enable us to establish a more consistent process for collecting, sorting, and transforming existing materials and help us scale our RE-CELEBRATE upcycled collection over time. Our ambition is to move from occasional launches towards a more permanent and recognisable part of our circularity programme.

OUR UPCYCLING PROJECTS



Scrunchies

Leftover B-choice items with small imperfections were transformed into a collection of colourful scrunchies.



Blazers

We transformed trouser legs into, one-of-a-kind blazers.



Laptop sleeves

Jackets that could no longer be sold due to stains or damage from production were given a second life as laptop sleeves.



Party collection

Leftover Items from the 2024 party collection were reimagined as handmade statement pieces including blazers and shorts.

MATERIAL GUIDELINES

Materials play a key role in the environmental and social impact of our products. The choices we make during the design and sourcing process can influence impacts across the value chain, from the use of raw materials and production processes to the durability and end of life of a product. For this reason, we aim to make increasingly informed material choices and gradually increase the use of recycled, certified and other lower-impact alternatives across our collections.

To support our teams in this process, we have developed a Preferred Materials List that provides a clear framework for evaluating and selecting materials. This list ranks materials across five categories, from class A to class E, based on their sustainability characteristics and how they compare with alternatives.

The framework helps us identify opportunities to move from conventional materials towards preferred alternatives and make material considerations a more integrated part of product development. It also provides a common point of reference across our teams, supporting more consistent decision-making and helping us track progress over time.

Our Preferred Materials List is not a static framework. As standards, technologies and material innovations continue to develop, we aim to review and refine our approach accordingly. Through ongoing collaboration with suppliers and industry partners, we continue to improve our understanding of material impacts.

Class	Definition	Examples
A – Best in class	Recycled or mostly recycled materials	Recycled cotton, recycled polyester, recycled wool, recycled glass, recycled stainless steel, recycled plastic
B – Preferred	Organic, bio-based, certified or other improved alternatives	Organic cotton, TENCEL™ Lyocell, responsible wool, LWG silver leather, sustainably sourced pearls
C - Better than conventional	Materials that offer improvements compared with conventional options, while further progress remains possible	Linen, hemp, LWG bronze leather
D – Conventional	Conventional materials for which we aim to increase the use of preferred alternatives	Conventional cotton, polyester, viscose, wool, leather, stainless steel, glass, pearls, plastic
E – No use	Materials that do not align with our sourcing requirements or material ambitions	Unethical cotton, exotic leather, fur, PVC

MATERIAL TARGETS

In 2024, we decided to set a target for the use of preferred materials. As this report has shown, the materials we select have a major influence on the environmental impact of our clothing: although clothing accounts for 19% of our purchases, it is responsible for 68% of the emissions from the goods we procure. Our Double Materiality Assessment also highlighted the shift to lower-impact materials as one of our most significant topics. Since our own teams are the ones making the material choices, we believe that we can directly influence this and that a specific target helps us guide and measure our progress from year to year.

Our target: To guide our material choices, we have set an internal target that by 2030, 50% of our clothing products are made with at least 50% preferred materials, as defined in our Preferred Materials List (such as organic cotton or recycled polyester). We report our progress against this target each year.

Read more about our material targets and the year-on-year progression on the following page.





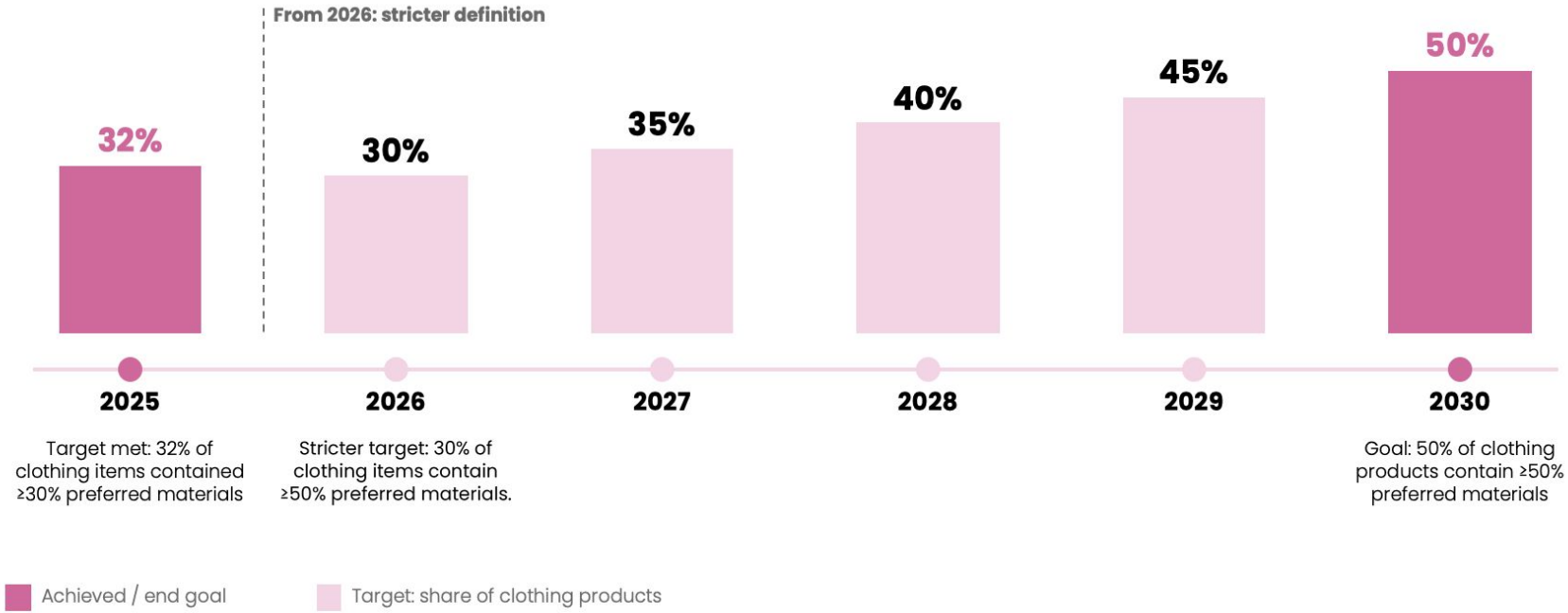
05. CONSCIOUS MATERIALS

The materials we choose shape the impact we make, which is why we're increasing our use of recycled, renewable and other lower-impact materials, guided by recognised standards and our own preferred materials framework. We also provide clear material and care information to help products last longer and support more conscious choices.

MATERIAL TARGET KPI PROGRESSION

Our goal: by 2030, half of our clothing products are made with at least 50% preferred materials (such as organic cotton or recycled polyester).

We have met our 2025 target: at least 30% of our clothing products contained at least 30% preferred materials (we reached 32%). We then decided to raise the standard. Starting in 2026, a product only counts if it contains at least 50% preferred materials. In 2026, 30% of our clothing products must meet this standard, and we will increase this share by five percentage points each year, reaching 50% in 2030.



CERTIFICATION & TRACEABILITY

Where sourcing organic or recycled materials, we work with suppliers certified to recognised standards: GOTS (Global Organic Textile Standard) and OCS (Organic Content Standard) for organic cotton, and RCS (Recycled Claim Standard) for recycled materials. We collect scope certificates from our suppliers and transaction certificates for the certified materials we purchase. The organic and recycled volumes reported in this chapter are supported by these transaction certificates.

MATERIALS USED

Clothing materials
Understanding what our products are made from is an important part of improving our material choices. By tracking the materials we source by weight, we can see which fibres make up the largest share of our collections and where there are opportunities to increase the use of preferred alternatives.

Between 2024 and 2025, our material mix continued to evolve. Polyester and cotton remained important fibres within our clothing collections, while polyamide and lyocell increased in both volume and share, and viscose decreased.

Cotton sourcing
We source different types of cotton, including conventional, organic and recycled cotton. In 2024, we sourced approximately 215,146 kg of cotton in total, of which 60.6% was conventional cotton, 39.1% was organic cotton and 0.2% was recycled cotton.

In 2025, our total cotton volume decreased to approximately 202,793 kg. Of this total, 66.6% was conventional cotton and 33.4% was organic cotton. No recycled cotton was sourced in 2025.

Cotton source	2024	2025
Conventional cotton	130,477 kg	135,130 kg
Organic cotton	84,229 kg	67,664 kg
Recycled cotton	440 kg	0 kg
Total	215,146 kg	202,793 kg

While our total volume decreased slightly in 2025, the volume of organic cotton fell more sharply (-20%) while conventional cotton increased slightly. As a result, organic cotton represented 33.4% of our cotton mix in 2025, compared with 39.1% in 2024. Increasing the share of preferred cotton therefore remains an important area to consider.

Polyester sourcing
For polyester, we distinguish between conventional and recycled fibres. In 2024, we sourced approximately 132,614 kg of polyester, of which 18% was recycled. In 2025, total polyester volume increased to approximately 148,646 kg, with recycled polyester accounting for 42.5% of the total.

Polyester source	2024	2025
Conventional polyester	108,723 kg	85,501 kg
Recycled polyester	23,890 kg	63,145 kg
Total	132,614 kg	148,646 kg

Recycled polyester volume more than doubled, from 23,890 kg to 63,145 kg, and its share of total polyester rose from 18% to 42.5%, while conventional polyester decreased by 21%.

Other materials in our mix
Alongside cotton and polyester, several other materials changed between 2024 and 2025.

Fibre source	2024	2025
Viscose (conventional)	28,603 kg	20,763 kg
Polyamide	7,923 kg	14,682 kg
Recycled polyamide	1,447 kg	912 kg
Linen	2,065 kg	1,791 kg
Lyocell (incl. TENCEL)	1,483 kg	3,935 kg
Wool	888 kg	2,546 kg

Polyamide increased from 1.9% to 3.5% of total material volume, and lyocell more than doubled. Viscose decreased by 27%, with its share falling from 7.0% to 5.0%, while linen and recycled polyamide also decreased slightly.

While these materials represent a smaller share of our overall sourcing, tracking their development helps us understand how our material mix is changing and where future sourcing priorities may be needed.



JEWELLERY MATERIALS

Understanding the materials used in our jewellery is an important step towards understanding our impact. Jewellery can combine metals, coatings, glass, stone, resins, pearls and other components, which makes material assessment more complex than for clothing. We therefore focus on understanding the materials used in our products, maintaining high standards of quality and safety, and identifying opportunities to increase the use of more responsible alternatives over time.

Stainless steel as our main jewellery material
Stainless steel is the main material used across our jewellery collection. In 2025, it accounted for 80% of the materials in our jewellery: approximately 42,583 kg, compared with 40,897 kg in 2024 (+4%). Depending on the product and the properties required, we use both 316L and 304 stainless steel. We select these types because of their strength, durability, colour fastness and suitability for everyday wear, which supports a longer product life.

What else our jewellery is made of
Alongside stainless steel, our jewellery contains copper, glass beads and rhinestones, pearls, stone, resin and zirconia. In 2025, the total weight of materials in our jewellery increased by 13% to 53,295 kg, while the number of pieces remained stable. The use of copper (+75%) and glass beads or rhinestones (+28%) grew. We also recorded a large increase in resin; we are investigating to what extent this reflects a change in our collection or more detailed composition data.

A changing product mix
In 2025, we purchased 4.57 million jewellery pieces, about the same as in 2024 (4.52 million). The mix did change: we bought more bracelets (+10%) and rings (+10%) and fewer earrings (-13%).



As bracelets generally have a higher footprint than earrings, this increased the average footprint per piece.

Footprint of our jewellery
Jewellery made up 70% of the products we bought in 2025, but only 15% of our purchased goods footprint. On average, a piece of jewellery has a footprint of about 0.6 kg CO_2e, compared with about 11 kg CO_2e for a clothing item. Our jewellery is included in our product footprint calculations with Carbonfact, based on the material composition of each item.

Improving our composition data
Our understanding of jewellery materials is still developing. Jewellery often combines several components, and the composition information we receive from suppliers is not always specific enough. For example, it does not always specify which type of stone is used, while different stones and stone-like materials can have very different environmental impacts. Improving the quality and detail of jewellery composition data is therefore an important next step, both for our footprint calculations and for identifying more responsible material alternatives.

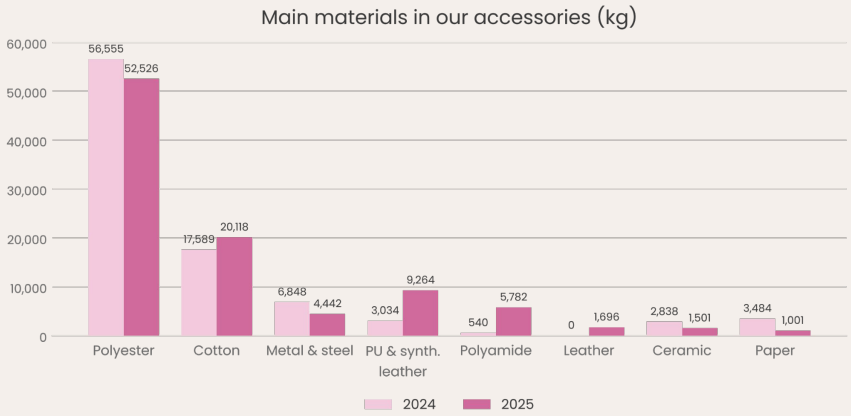
ACCESSORY MATERIALS

Our accessories range includes bags, scarves, hair accessories, phone accessories, hats, socks and homeware. In 2025, accessories made up 11% of the products we bought and 17% of our purchased goods footprint. The total weight of materials in our accessories increased by 8% to 105,846 kg, while the number of accessory items decreased by 11%. Bags are our most significant accessory category in terms of impact, accounting for more than half of the purchased goods footprint of our accessories.

Main materials
Polyester remained the main material in our accessories, accounting for about half of their total weight. Its recycled share rose from 1.5% to 5%, which shows there is still significant room for improvement compared with our clothing, where 42% of polyester is recycled. Cotton was the second most important material, and in 2025 we also started using organic cotton in our accessories.

Shifts in our material mix
The use of polyurethane (PU) and synthetic leather, mainly in bags, roughly tripled in 2025, and polyamide use increased tenfold. We also introduced leather (around 1,700 kg) and used more wool, mainly in scarves. Leather and wool generally have a higher carbon intensity due to livestock methane emissions. At the same time, our use of metal and steel, ceramic and paper in accessories decreased.

Next steps
As accessories are made from a wide variety of materials, we aim to look towards using more recycled materials in our accessory products.



ANIMAL WELFARE

My Jewellery is committed to sourcing animal-derived materials in a humane, ethical and responsible manner, with respect for animal welfare and species conservation. Our Animal Welfare Policy is guided by the Five Freedoms for Animal Welfare, which provide a framework for ensuring that animals are protected from hunger, thirst, discomfort, pain, injury, disease, fear and distress, while being able to express their natural behaviours.

We prohibit the use of materials and practices that do not align with our animal welfare principles. This includes banning angora, real fur, exotic animal skins and PVC, as well as prohibiting wool from suppliers that practise mulesing or sheep dipping, and down or feathers from farms that practise live-plucking or force-feeding. For animal skins, suppliers must provide a valid breeding certificate. Leather used in our products must be a by-product of the meat industry, and we give preference to leather sourced from tanneries with a Leather Working Group (LWG) rating.

To support responsible sourcing and animal welfare throughout our supply chain, we also request relevant certifications from our suppliers for applicable animal-derived materials.

These include the Responsible Wool Standard (RWS) for wool and the Responsible Down Standard (RDS) for down and feathers, where relevant. These standards help provide additional assurance regarding animal welfare practices and the sourcing of these materials.

Through our Animal Welfare Policy, we aim to promote responsible sourcing practices and ensure that animal-derived materials used in our products meet our ethical standards.

CHEMICAL MANAGEMENT

Chemical safety is an important part of our product requirements. To monitor and control the use of chemicals in our products, we work with a Restricted Substances List (RSL) that sets requirements and limits for substances that may be used in materials, components and finished products. All suppliers are required to sign and adhere to our RSL requirements, helping to create a consistent standard across our supply chain.

In addition, we carry out chemical testing on selected jewellery and clothing products and materials. Testing is used to verify compliance with our RSL and applicable legal requirements, with the scope depending on the product, material and relevant chemical risks.

For jewellery, testing may cover nickel release and heavy metals. Clothing and textile products may be assessed for substances such as azo dyes, formaldehyde and other restricted chemicals that can be present in fabrics, trims, prints, coatings and other components.





06. RESPONSIBLE SOURCING

We strive for a transparent and responsible supply chain, where collaboration, respect and fair working conditions are at the heart of how we work with our suppliers and partners. By building long-term relationships and working together on continuous improvement, we aim to create a positive impact throughout our supply chain.

UNDERSTANDING OUR SUPPLY CHAIN

Our production network spans several sourcing countries. In 2024, our products were mainly manufactured in China, Turkey, India, Bangladesh, Pakistan and Myanmar, with the majority of production concentrated in China (86% of items) and Turkey (10%).

In 2025, our production footprint included the same countries, with Italy added, and China's share rising to 91% of items. Production in Myanmar and Pakistan concerns a very small share of our production, each at one factory. Given the elevated human rights risks in these countries, we monitor this production through independent third-party social audits: both factories hold valid audit reports and have signed our Code of Conduct and Restricted Substances List.

Understanding where our products are made is an important part of our due diligence approach. Social and environmental conditions can vary considerably between sourcing regions, which is why country-specific risks are considered alongside information we receive from individual suppliers and production facilities.

Our responsible sourcing policy sets out our integrated due diligence approach aligned with OECD guidelines. This includes establishing supplier standards, carrying out risk analyses, implementing mitigation measures, verifying compliance through specialised third parties and establishing remediation plans where necessary.



RESPONSIBLE SUPPLIER MANAGEMENT

Before beginning a new supplier relationship, suppliers go through an onboarding process designed to assess alignment with our expectations on quality, social responsibility and environmental performance.

Suppliers are required to sign our Supplier Manual, which includes our Supplier Policy, and are provided with the key requirements that apply to production for My Jewellery before production commitments are made.

Our supplier framework includes the following documents:

- Supplier Code of Conduct
- Responsible Sourcing Policy
- Restricted Substances List
- Modern Slavery Statement
- Animal Welfare Policy
- Supply Chain Speak Up Policy

Our Supplier Code of Conduct defines the social, environmental and ethical principles we expect suppliers and their business partners to follow. It covers areas including worker involvement and protection, freedom of association, non-discrimination, fair remuneration, working hours, occupational health and safety, child labour, forced labour, environmental protection, animal welfare and ethical business behaviour.

The Code is based on internationally recognised principles, including the UN Universal Declaration of Human Rights, ILO conventions, the UN Guiding Principles on Business and Human Rights and the OECD Guidelines for Multinational Enterprises.

Compliance with these principles is a condition for producing goods for My Jewellery. Suppliers are also expected to cascade our requirements through their own supply chains and work towards continuous improvement with their business partners.

Due diligence and supplier monitoring
Policies alone do not provide sufficient assurance. We therefore combine clear supplier requirements with independent verification, ongoing monitoring and close collaboration with our suppliers.

We believe that responsible sourcing is built not only on standards and controls, but also on trust, transparency and long-term relationships. We work closely with our suppliers and maintain regular communication to better understand their operations, challenges and opportunities for improvement. Many of our supplier relationships have been built over several years, allowing us to work together on continuous improvement rather than treating compliance as a one-time assessment.

Where possible, we also visit suppliers and production sites. These visits help us strengthen relationships, gain a better understanding of production processes and working conditions, and discuss expectations and areas for improvement directly with our partners.

My Jewellery requires its Tier 1 suppliers to have a valid social audit in place, before entering into a formal agreement and throughout our partnership. We check this as part of our supplier monitoring, and where an audit is missing or has expired, we follow up with the supplier. We accept recognised audit standards including amfori BSCI, Higg FSLM, Sedex SMETA, SA8000, WRAP and Fair Wear Foundation.

These assessments help us evaluate topics such as:

- working conditions and worker rights;
- health and safety;
- remuneration and working hours;
- discrimination and freedom of association;
- child and forced labour risks; and
- management systems and social compliance.

Audit results are reviewed as part of our supplier due diligence process. Where issues are identified, we engage with suppliers on corrective actions and follow-up measures. Together, these measures enable us to monitor risks over time and support responsible, long-term partnerships.

Environmental performance
Environmental performance is also part of our supplier monitoring. Suppliers are expected to provide a valid third-party environmental audit under a recognised system such as Amfori BEPI or Higg FEM. Where this is not yet available, suppliers may be requested to complete the My Jewellery Environmental Self-Assessment and provide information that can also support our Scope 3 reporting.

Audit information is considered alongside country-level and supplier-specific risks as part of our wider due diligence process. This allows us to identify where risks or improvement needs are greatest rather than relying on a single assessment or certification.

When issues are identified
Responsible sourcing is not simply a pass-or-fail exercise. When an audit identifies non-compliances, suppliers are required to develop a Corrective Action Plan (CAP) explaining how the issues will be addressed. Depending on the nature of the findings, we may also request follow-up verification or a full re-audit.

Our priority is to support remediation and improvement where this can be achieved responsibly. Ending a supplier relationship immediately can sometimes create additional negative consequences for workers, including loss of income. For this reason, termination is generally considered a last resort where issues are not addressed within an appropriate timeframe or where serious violations cannot be appropriately remediated.

At the same time, our Supplier Code of Conduct makes clear that serious violations, or a lack of commitment to improvement, may result in the termination of the business relationship. This approach allows us to combine accountability with continuous improvement and to work with suppliers on addressing the root causes of identified issues.

Worker voice and speaking up
Audits provide an important source of information, but they cannot capture every experience within a factory or supply chain. Giving workers and other supply-chain stakeholders a way to raise concerns is therefore another part of our approach.

Our Supply Chain Speak Up Policy provides suppliers, subcontractors, business partners and workers throughout our supply chain with a confidential channel for reporting concerns related to ethical conduct, labour conditions, health and safety, environmental issues or other potential misconduct.

Reports are assessed by our CSR team and can be investigated further where sufficient information is available. Appropriate corrective actions are determined following the review, while confidentiality and protection of the person raising the concern remain central to the process.

Suppliers are expected to make workers aware of the reporting mechanism and ensure that they can use it freely without permission from supervisors or management. We also expect suppliers to prevent retaliation against anyone who raises a concern in good faith.



07. SOCIAL IMPACT

The people behind our business and the communities around us matter. That's why we strive to make a positive contribution to them, both within and beyond our organisation, by promoting fair and inclusive working conditions, supporting personal development and contributing to meaningful social initiatives.

SOCIAL IMPACT

My Jewellery has always been about more than just the products we sell. Our brand is built on ambition, creativity and the power of people coming together to create something special.

What started as a female-led business has grown into an organisation of hundreds of colleagues across our boutiques, warehouse and headquarters. Although we have grown, the people behind My Jewellery remain at the heart of everything we do.

We want My Jewellery to be a place where people feel welcome, supported and inspired to grow. A place where there is room for ambition, individuality and new ideas, but also for connection, well-being and the contribution we can make beyond our own organisation.

Our people
At the end of 2025, My Jewellery employed a wide range of people across multiple countries.

We employed 816 people, representing 523 full-time equivalents (FTE). Our workforce reflects the nature of our business, with a large share of colleagues working across our retail organisation.

My Jewellery has a predominantly female workforce, which is also reflected in our leadership structure. In 2025, 84 of our 96 managers were women, representing 87.5% of all management positions.

At board level, two of the six positions were held by women, representing 33.3% of the Board.



Learning, well-being and culture
We want My Jewellery to be a place where people can grow, feel supported and enjoy being part of the organisation. That means creating opportunities for development, supporting physical and mental well-being and building a culture where employees feel connected, respected and heard.

Our store, office and warehouse employees have access to a range of learning and development opportunities, including training, e-learning modules and one-on-one coaching. Their development is also supported through dedicated conversations with managers, creating space to discuss strengths, ambitions and future opportunities within the organisation.

Well-being is an important part of everyday life at My Jewellery. That's why we have My Coach. Through this platform, employees have access to internal and external coaching when they need additional support or guidance. HR advisors and confidential counsellors are also available for employees who want to discuss personal or work-related concerns in confidence. We also support physical well-being through initiatives such as group training sessions with a personal trainer, fresh fruit across all our locations, and a varied daily lunch at our headquarters.

Celebrating together
Creating moments of connection is equally important to our culture. Throughout the year, we bring colleagues together through events and traditions such as our Legacy Dinner, Easter breakfast, King's Day drinks and Christmas party. Teams also organise their own activities, from boating trips to padel matches, creating opportunities to connect and have fun outside day-to-day work.







Employee voice and culture
Our culture is shaped by the people who are part of My Jewellery. We want employees to feel connected to the organisation and comfortable sharing their ideas, experiences and feedback.

Through our annual employee engagement survey, colleagues can share how they experience working at My Jewellery. In 2025, our employee Net Promoter Score (eNPS) was 29. The results help us understand what is going well and where there is room for improvement.

A safe and respectful workplace
Everyone should be able to work in an environment where they feel safe, respected and heard.

Our Code of Conduct sets out clear expectations around respectful behaviour, integrity, privacy, safety and responsible conduct. Employees can raise questions or concerns with their managers, HR or one of our confidential counsellors. We also have an internal reporting procedure for inappropriate behaviour, integrity concerns or suspected wrongdoing.

SOME NOTABLE MOMENTS



To celebrate Earth Day, we partnered with Plastic Whale to learn more about plastic pollution and microplastics in Amsterdam's canals, and to explore practical ways we can reduce our own plastic use.



In 2025, My Jewellery donated 1,000 pieces of jewellery to De Rotterdamse Uitdaging for Christmas gift packages. The initiative brought together donations from local businesses and residents to create Christmas gift packages for 1,300 households in Rotterdam, which were distributed through more than twenty local organisations.



In 2025, My Jewellery partnered with NPO 3FM Serious Request to support Spieren voor Spieren, a charity dedicated to improving the lives of children with muscle diseases. For the campaign, we created a special Gratitude Bracelet, with €25 from every bracelet sold donated directly to the cause. Together with our community, we raised a total of €25,200.



08. LOOKING AHEAD

FUTURE AMBITIONS

Sustainability is an ongoing journey. As My Jewellery continues to grow, we want to keep improving how we understand and manage our impact across our value chain. By working closely with our employees, suppliers, partners and customers, we aim to make more informed choices and translate our ambitions into measurable action.

Traceability (Development after the reporting period (2026))
In 2026, we took several important steps to strengthen the foundations of our sustainability approach. We started working with the traceability platform Fairly Made to further improve traceability across our clothing, accessories and jewellery supply chains. The collaboration helps us collect and structure information about the different production stages behind our products and increase visibility beyond our direct Tier 1 suppliers.

Over time, this should give us a clearer understanding of where materials originate, where individual production processes take place and where potential social or environmental risks may occur across different tiers of the supply chain. This work also supports our broader due diligence efforts and helps us make better-informed sourcing decisions.

Carbonfact
Fairly Made complements our work with Carbonfact, which supports us in calculating the environmental footprint of our products and business activities. Together, these tools help us connect information about where and how our products are made with a clearer understanding of their environmental impact.

Improving traceability, environmental data and responsible sourcing practices is a long-term process. Our goal for 2026 and beyond is therefore not only to collect more information, but also to improve data quality and use insights more effectively to strengthen our due diligence, risk assessments and sourcing decisions.



Policies (Development after the reporting period (2026))
In 2026, we also developed and formalised several policies, including our Modern Slavery Statement, to provide clearer guidance on how we address key sustainability and responsible sourcing topics. These policies strengthen our expectations of suppliers, support more consistent decision-making and help embed responsible business practices more firmly into the way we work.

Resource use & Circularity
We want to move towards a more circular way of working by keeping products and materials in use for longer and reducing waste wherever possible. Building on our existing RE-CELEBRATE initiatives, we will continue to explore opportunities for repair, reuse, take-back, upcycling and responsible solutions for products that can no longer be sold through our regular channels.

Going forward, we aim to improve our understanding of waste streams across our operations and develop clearer indicators to measure the impact of our circularity initiatives.

The insights gained from current and future pilots will help us determine which solutions can be expanded and embedded more systematically within our business.

Materials
The materials we use play an important role in the environmental impact of our products. We therefore want to steadily increase the use of preferred materials and improve our understanding of their environmental performance.
For clothing, we have set progressive targets towards 2030 to increase the share of products containing preferred materials. At the same time, we are strengthening our material data and traceability through our suppliers and partners.

As methodologies, industry standards and available data continue to develop, we will regularly review our approach to ensure that our material strategy remains relevant, credible and aligned with our wider sustainability ambitions.

Ultimately, our ambition is to use better data and greater transparency to make better decisions. By strengthening our policies, systems and partnerships, we aim to build a more responsible and resilient value chain and embed sustainability more firmly into the way My Jewellery operates.



09. GLOSSARY OF TERMS

GLOSSARY OF TERMS

CAP (Corrective Action Plan)
A plan outlining the actions required to address non-compliances or identified issues, including responsibilities and timelines for implementation.

Certification Standard
A set of requirements and criteria established by an independent organisation to verify that a product, material, process or organisation meets defined requirements..

Circularity
An approach that aims to minimise waste and keep products and materials in use for as long as possible through practices such as reuse, repair, recycling and upcycling.

CoC (Code of Conduct)
A set of principles and requirements that define the ethical, social and environmental standards expected of suppliers and business partners, including areas such as labour rights, working conditions, health and safety, and environmental responsibility.

CSRD (Corporate Sustainability Reporting Directive)
A European Union directive that establishes sustainability reporting requirements for companies within its scope.

DMA (Double Materiality Assessment)
An assessment used to identify sustainability topics that are material from two perspectives: the impact a company has on people and the environment, and the financial risks and opportunities that sustainability topics create for the company.

Due Diligence
The ongoing process of identifying, preventing, mitigating and addressing actual and potential negative impacts on people and the environment across a company's operations and value chain.

GRS (Global Recycled Standard)
An international standard that verifies recycled material content and includes additional requirements relating to chemical use, environmental practices and social responsibility in processing facilities.

GOTS (Global Organic Textile Standard)
An internationally recognised certification standard for organic fibres that sets environmental and social criteria throughout the textile supply chain, from the processing of raw materials to the finished product.

OCS (Organic Content Standard)
A standard that verifies the presence and amount of organically grown material in a product and tracks it throughout the supply chain. It does not assess the environmental or social aspects of processing.

Preferred Materials
Materials selected because they offer environmental or social benefits compared with conventional alternatives, based on defined criteria or recognised standards.

RCS (Recycled Claim Standard)
A standard that verifies the presence and amount of recycled material in a product and tracks it throughout the supply chain.

RSL (Restricted Substances List)
A list of chemical substances that are restricted or prohibited in products, materials or manufacturing processes, including specified limits and requirements where applicable.

Social Audit
An assessment of working conditions and labour practices at a supplier or production facility, including aspects such as working hours, wages, health and safety, and workers' rights.

Tier 1 Suppliers
Suppliers directly involved in the final manufacturing or assembly of products for a company. In the fashion industry, these typically include garment and jewellery manufacturers.

Value Chain
The full range of activities, processes and business relationships involved in creating, delivering, using and disposing of a product, from raw material sourcing to end-of-life.

my JEWELLERY

SUSTAINABILITY REPORT

2025

