



COUNTRY ROAD GROUP

COUNTRYROAD MIMCO POLITIX TRENER Y WITCHERY

Scott Fyfe CEO



GOOD BUSINESS JOURNEY

OUR VISION

TO BE ONE OF THE MOST RESPONSIBLE RETAILERS IN THE WORLD

FOCUS AREAS



ETHICAL TRADE



SUSTAINABLE FARMING & RAW MATERIALS



ENERGY



WATER



WASTE



HEALTH & WELLNESS



SOCIAL DEVELOPMENT



PEOPLE & TRANSFORMATION

WHL GLOBAL COMMITMENTS

Every private label product to have one sustainability attribute by 2020

Responsible sourcing strategies in place for all key commodities by 2020

Halve energy impact and all energy from renewables by 2030

Phase out plastic bags by 2020 & all packaging to be reusable or recyclable by 2022

Contribute R3.5 billion to our communities by 2020

COUNTRY ROAD GROUP

We will be known for considered and sustainable design, fabric innovation, provenance and longevity

100% Of cotton, leather & cellulose will be responsibly sourced by 2020

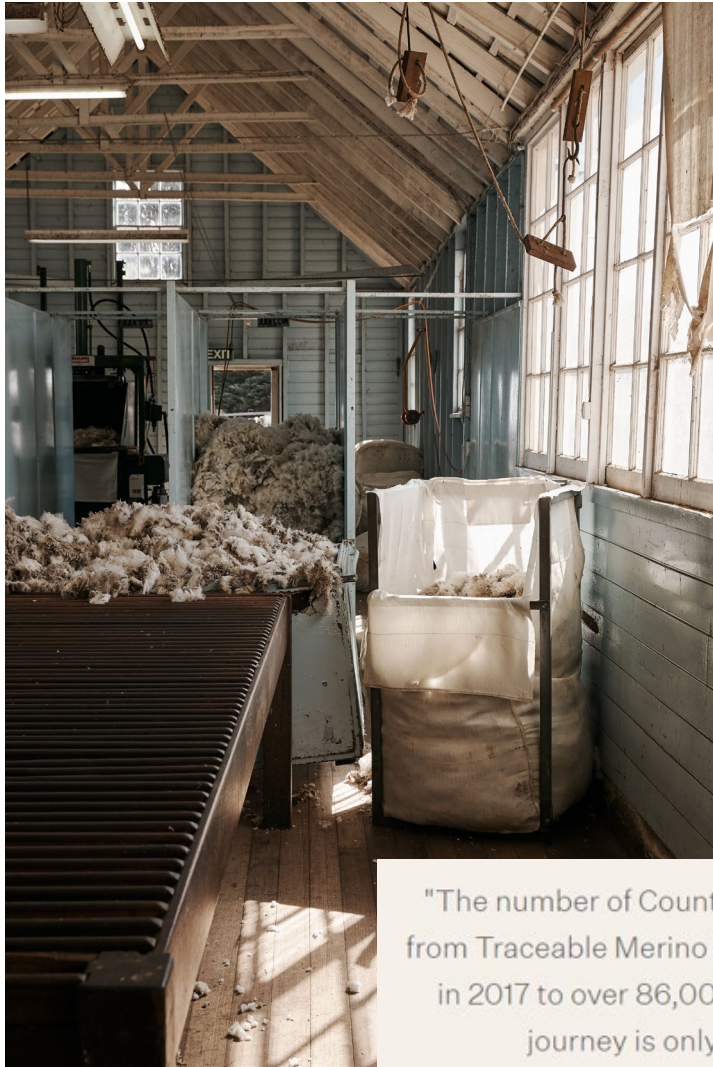
We are committed to opening green star rated stores and driving environment and economic efficiencies across our stores, head office, distribution centre & suppliers

We will reward all customers for returning their pre-loved clothing and turn waste into new product

We stand up and fight against domestic violence, ovarian and prostate cancer, mental health and support families through cancer diagnosis

PARTNERS





"The number of Country Road garments made from Traceable Merino has grown from 600 units in 2017 to over 86,000 units in 2019, and our journey is only just beginning."

Elle Roseby, Managing Director, Country Road


COUNTRY ROAD



GROWING CUSTOMER ENGAGEMENT




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 zannee88 Hard to beat a great quality Australian Wool garment! I have purchased several from CR over the years & there is no substitute for this durable, natural product 🍷
Very Informative, We'll Done CR 🙌

12w 1 like Reply

 staceyd19 This is awesome @jackdonk 🙌

12w 2 likes Reply

 fleuranderson Congrats! Great initiative 🙌. You can use Oritain with your Aussie Cotton too 🙌

12w 1 like Reply

96,945 views

MAY 14

Add a comment...

Good Morning, I was just reading up about your awesome plans and work with sustainable and ethical practices in merino/wool, cotton and cellulose fibres. Are you able to tell me about your leather? I am trying to also replace a few things ethically, so thought I would ask.

Love this @countryroad - such an important message and positive way to show your support of Aussie farmers. Education, transparency and accessibility is key for all on this journey for social and environmental responsibility. Congrats!

Does this make it more humane? Have you looked into the cruelty?

I was very disappointed to see that you are selling cashmere products as they usually come from China and Mongolia, and the treatment to the animals is totally Barbaric! ... I beg you to please look at the terrible way the wool is collected from these poor animals and the treatment they receive, as I am sure your customers will not want any garments, where there is terrible cruelty!



RESPONSIBLE WOOL STRATEGY

- **By Winter 2021**

All pure wool products (100% wool composition) will be verified non-mulesed or from farms that have ceased mulesing

- **By Winter 2023**

All wool rich products (>30% wool composition) will be verified non-mulesed or from farms that have ceased mulesing

- **By Winter 2025**

All pure wool and wool rich products will be fully traceable, non-mulesed / ceased-mulesed and certified by a credible third-party to ensure high animal welfare standards and sustainable farming practices



OUR FUTURE



COUNTRY ROAD GROUP

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THANK YOU 