

Nudie JEANS co



Transparency

- a prerequisite for sustainable business



Nudie Jeans – the company

Founded 2001 in Göteborg by Maria Erixon Levin.

Independent and privately owned by Maria, Joakim Levin and Palle Stenberg.

Head office in Göteborg with over 80 employees, covers all aspects of the business all the way from design to distribution.

Nudie Jeans available in over 35 Repair Shops, at our own online shop and in more than 1000 multibrand retailer doors world wide.

Made with 100% organic cotton denim since 2012.

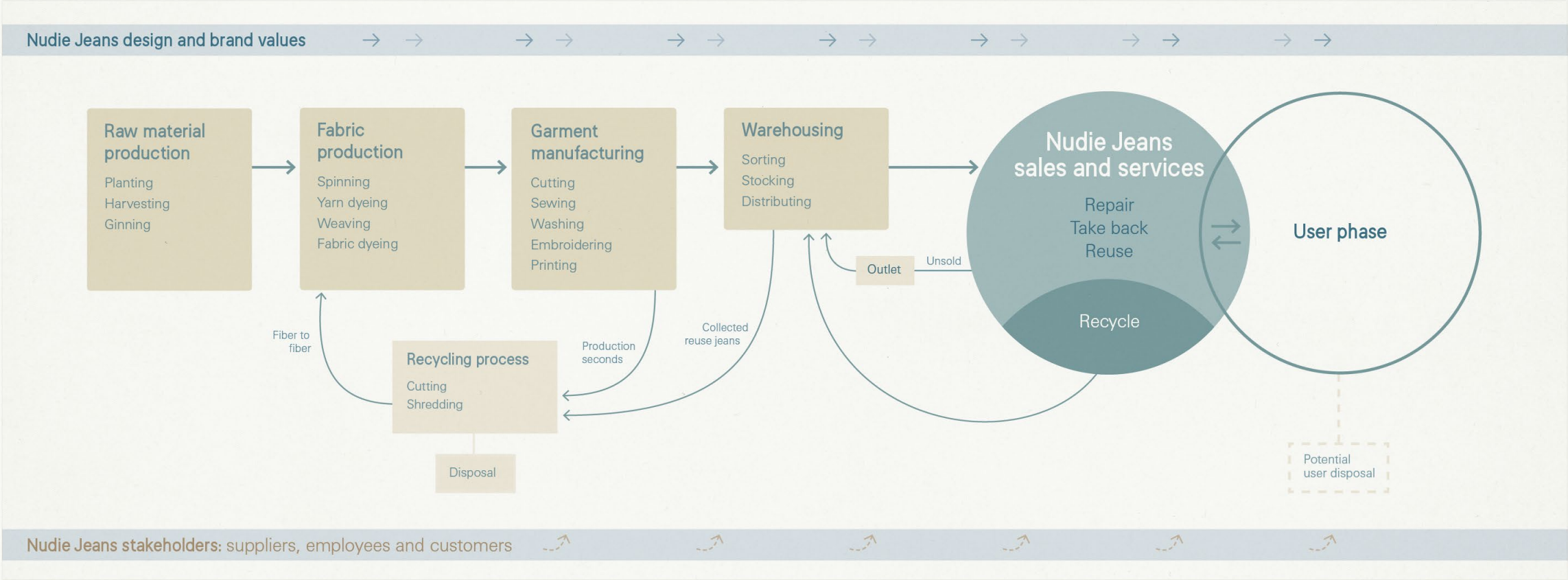
Made
with
100%
organic
cotton

The Nudie Jeans Value Chain

The illustration shows the Nudie Jeans value chain and the circular processes for the materials and products. With this illustration, we want to show how our business is connected to the life-

cycle of our product and the complexity of a fully circular production process, from raw materials through production, the user phase and finally to a new recycled raw material and product.

It also shows that circularity is not about one circle, but many parallel processes.





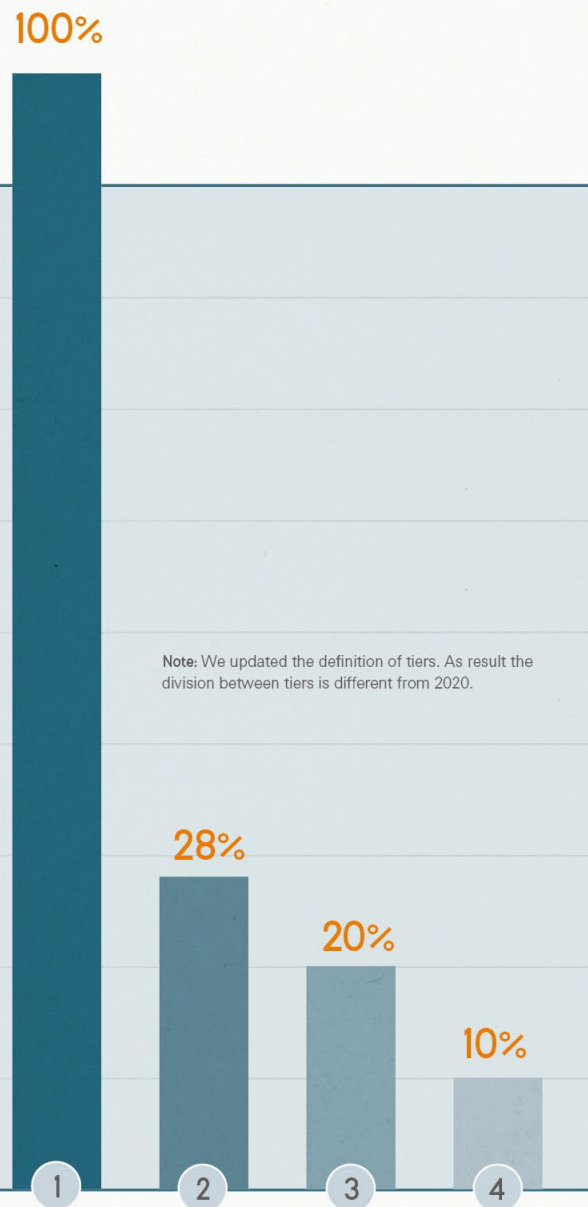
CHOOSING SUSTAINABLE SUPPLIERS

- We value long term cooperation with our suppliers
- 72% of our suppliers have been with us for over 5 years.
- Choosing suppliers that share our values
- We have monitored 99% of our production units

Visited suppliers in the supply chain tiers ----->

We have defined the supply chain tiers as follows.

- ① Sewing, garment knitting, assembly, laundry, embroidery, garment printing, garment dyeing.
- ② Fabric processes: weaving, knitting, fabric dyeing, fabric printing, trims, input material.
- ③ Fabric processes: Spinning.
- ④ Raw material suppliers incl. ginning.



Note: We updated the definition of tiers. As result the division between tiers is different from 2020.

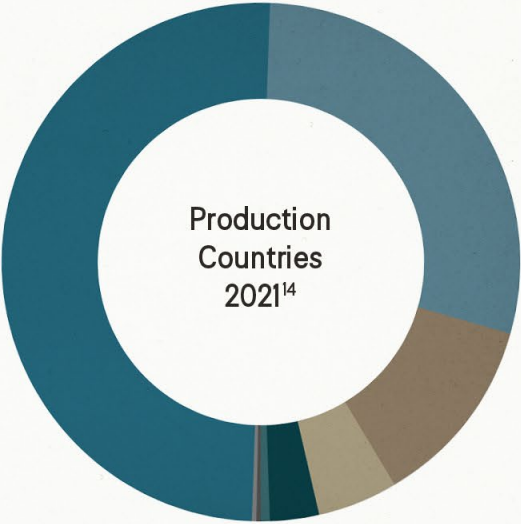
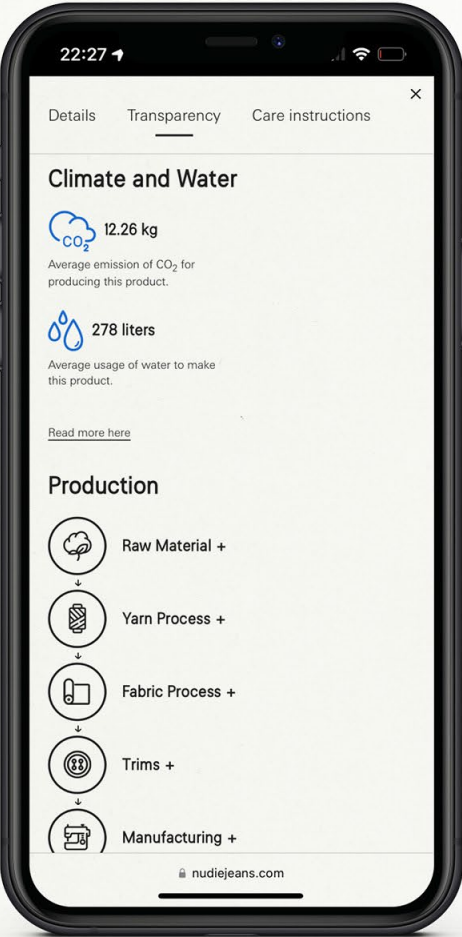


Nudie Jeans climate work

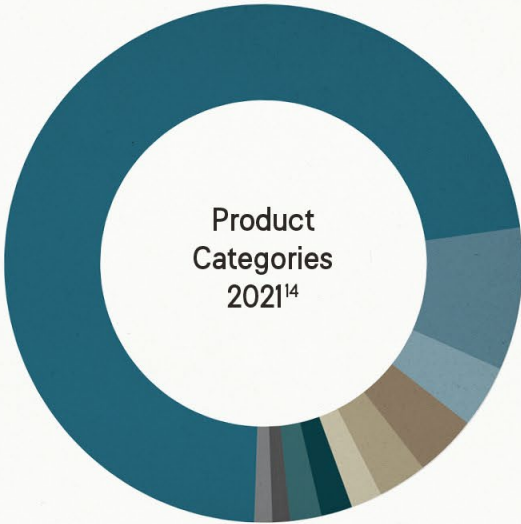
- Started mapping all our emissions and created **2018** as our base year
- Striving for a high share of **actual data**
- **81%** of our total emissions are based on primary/actual data from our shops, offices, suppliers, and carriers in 2021.



Transparency



- Tunisia 50%
- Italy 29%
- Portugal 12%
- India 5%
- Turkey 3%
- Poland 0.5%
- Sweden 0.3%
- Lithuania 0.2%



- Jeans* 73%
 - T-shirts 9%
 - Shirts 4%
 - Jackets 3.5%
 - Pants 3%
 - Sweatshirts 2%
 - Knits 2%
 - Accessories 1.5%
 - Denim Jackets 1%
 - Underwear 1%
- * Including skirts, shorts and kids denim.

By doing what we are doing we show both the industry
and customers worldwide that it's possible to produce
and consume in a more sustainable way!

Thank you!
sustainability@nudiejeans.com

Thank you!

