

Three Fenix brands awarded as Industry Winners by Sustainable Brand Index 2020

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Europe's largest brand study on sustainability, the Sustainable Brand Index™ 2020, has announced *Fjällräven*, *Naturkompaniet* as well as *Partioaitta* as leaders in their respective country and industry within sustainability. *Fjällräven* also scored among the top brands in Norway.

The Sustainable Brand Index™ is Europe's largest independent brand study on sustainability, including over 1 400 brands, 35+ industries and 58 000 consumers across 8 countries. Carried out annually since 2011, the study looks at how sustainable brands are perceived by their important stakeholders. Find out more at www.sb-index.com

Fjällräven was voted the most sustainable brand in the category "Clothing and Fashion Brand" and *Naturkompaniet* in the category "Clothes & Fashion - Stores" in Sweden. *Partioaitta* was awarded most sustainable brand in the category "Clothes & Fashion - Stores" in Finland.

All three awarded companies are part of the Fenix Outdoor International AG - a leading group of companies that develops and markets high-quality outdoor gear to highly discerning end-users through a selected retail net-work, with a high level of service and professionalism. While the different companies have different roots, the group itself originated in Örnsköldsvik, Sweden, where *Fjällräven* was founded. In 2019, the group consisted of six brands and four retail organizations. For more information please visit www.fenixoutdoor.se

"This achievement of course means a lot to us. We started our sustainability journey in 2012. Back then, we created the so called *The Fenix Way* and it is still today the engine of our sustainability work on individual brand level and groupwide. The focus of our sustainability efforts is to make a positive contribution or as we call it, to leave the basecamp in a better shape than we found it. It makes us extremely proud to see that consumers recognize our efforts. The awards for Fenix' brands as well as retail reflect the high level of integration and commitment", says Aiko Bode, Chief Sustainability Officer at Fenix.

Fjällräven's products are made with a strong focus on longevity, durability and sustainability, three parameters that are the backbone of all processes involved – from the drawing board to material choices, from production to what happens at the end of a product's life.

With regard to materials, the use of recycled, organic and renewable are always prioritized. Since 2015, all products have utilised fluorocarbon-free impregnation methods and the brand switched to the use of recycled polyester and organic cotton in all new G-1000 products. Animal welfare and social sustainability remain at the forefront of the brand's work and production processes.

Fjällräven has also been recognised for their industry-leading, transparent and ethical, down production process (detailed in the '*Fjällräven* Down Promise') and a comprehensive sustainable and



traceable wool range. This is all part of the brand's ongoing efforts to reduce their environmental impact and produce sustainably. For more information please visit: www.fjallraven.com

Naturkompaniet and *Partioaitta* both have sustainability at the core of their assortment. Both offer high quality outdoor products, which are built to last, one of the most important aspects of sustainability. Both retailers fundamentally believe, that products should withstand repeated use of many years of active outdoor life. They have built long term business relationship with brands and with initiatives like the Higg Index both companies strive to even further encourage to reduce negative environmental impact and promote safe and responsible working conditions in the future. On product level both retailers apply A Greener Choice – a sustainable product evaluation to continuously innovate for a more sustainable alternative and to support customers to live a sustainable lifestyle. *Naturkompaniet* and *Partioaitta* provide tips on the correct usage and maintenance as well as encourage and offer services for care and repair as well as end of use. Both retailers give 1 % of their yearly turnover from club members as a “Nature bonus” to environmental projects.

For further information please visit: <https://www.naturkompaniet.se/service/naturkompaniets-miljopolICY/> and <https://www.partioaitta.fi/yritys/vastuullisuus/>

Fenix Outdoor on behalf of its brands and retail is a signatory of the ten principles of the UN Global Compact and commits to positively contribute to the UN Sustainable Development Goals. As an accredited member of the Fair Labor Association the company puts a strong emphasis to safeguard health and safety in the supply chain and to further promote fair working conditions. The company is a member of the Sustainable Apparel Coalition to develop the suite of Higg Index tools. In 2019 Fenix Outdoor became a member of the UN Global Climate Action Initiative. Fenix Outdoor is climate neutral in Scope 1 and 2 since 2015 and has committed to cut down emissions by -40 % along all scopes latest by 2030 and to be carbon neutral latest by 2050. The latest CSR Report and other information about our sustainability work can be found here:

<https://www.fenixoutdoor.se/hallbarhet/>

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