

NOA NOA  
COMMUNICATION ON PROGRESS  
2012



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## Introduction

This is Noa Noas first Communication on Progress report.

The report covers the Noa Noa story, our values, ethical guidelines and aims for the future. CSR has been part of Noa Noas business practice for many years and goes hand in hand with our value of acting responsibly. We are proud to be a part of the United Nation Global initiative. We regard the initiative to be an important aspect in achieving our vision of becoming a world known life style brand.

## CEO statement

To our stakeholders:

I am pleased to confirm that Noa Noa reaffirms its support of the Ten Principles of the United Nations Global Compact in the areas of Human Rights, Labour, Environment and Anti-Corruption.

In this annual Communication on Progress, we describe our actions to continually improve the integration of the Global Compact and its principles into our business strategy, culture and daily operations. We also commit to share this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Søren Brandt  
CEO



# OUR STORY

1981

Noa Noa is created as a reaction to the monotonous and uniform fashion of the time. Sensuality and creativity need to be reinstated in clothes.

The two founding brothers, Harald and Lars Holstein, come from a ceramist family, where aesthetics and craftman ship are intrinsically linked, and this becomes the driving force behind Noa Noa.

Noa Noa is our name and essence. Noa Noa, a Tahitian word, which means 'simple and harmonious', was incidentally the name of Gauguin's muse. For us, Noa Noa, is a tribute to the creativity and beauty that exists in a feminine universe.

1982

The first store opens in Elsinore in Denmark and soon expands with more stores.

1995

Noa Noa is honoured with the prestigious Danish design award, Guldknappen (The Golden Button).

1998

Noa Noa communicates to women all over the world, as beauty is a universal language. The first store in Stockholm is opened.

2003

Noa Noa miniature is launched. Functional and beautiful children's clothes with feminine details for the girl who wants to look like a girl. Noa Noa continues its roll out to several markets.

2007

Noa Noa is sold to the Danish private equity fund AXCEL.

2010

Noa Noa baby arrives.

2012

Today, Noa Noa is sold in 25 countries in more than 180 concept stores. Seventy are privately owned retail stores, and 110 are franchise stores. Furthermore, Noa Noa is sold in more than 1,000 MB-stores around the world.

# BRAND VALUES & STRATEGY

## Mission

Inspire for a modern bohemian way of living.

## Vision

To become a world known lifestyle brand with multichannel distribution centred on mono brand stores.

## Objectives

To be an easy supplier and preferred partner with a high value for money proposition.

# NOA NOA VALUES

## Innovative thinking

We make room for creativity and encourage innovative ideas. We rethink processes and products while respecting the existing ones. We change if it improves, but we sustain what works.

## Accountability

We assign responsibility and we take responsibility – professionally, economically and socially. We show confidence and value the ones who take responsibility.

## Direct, open and honest communication

We communicate honestly and directly with respect for each other – professionally and socially. We involve each other and we listen – also when we disagree. Our behaviour is constructive and we seek solutions rather than conflicts.

## Drive

We initiate and show courage. We are ambitious, we encourage decision making and we exhibit drive. A decision - is better than no decision.

## Team spirit

We are proud of Noa Noa and we believe that we can achieve more as a team than as individualists. We share knowledge and we take interest in each other. We value diversity and assist each other. We make room for having fun together. We pull together and celebrate success.

# OUR ETHICAL GUIDELINES

## **Making our vision a reality**

We believe that corporate social responsibility (CSR) as an integral part of our business is critical to ensuring a strong Noa Noa and making our vision of becoming a world-wide lifestyle brand a reality.

## **Acting responsibly**

We will approach CSR and promote an ethical supply chain in accordance with our values and within the framework of our membership of BSCI and the ten principles of UN Global Compact on human rights, social, environment and anti-corruption.

## **Complying with law and international recognized rights and standards**

We are committed, wherever we operate and at all times, to comply with all applicable laws and regulations, the ten principles of UN Global Compact, and the requirements following from our BSCI membership.

## **Managing expectations**

We will in a clear, adequate and timely manner make sure that our employees, partners, and suppliers are familiar with what we require of them in relation to human rights, labour, environment and anti-corruption. We will be open and honest about the challenges we might face and take responsibility for solving. And we will communicate our objectives and the results we achieve as soon as possible.

## **Growing employees' team spirit**

We believe that we can achieve more as a team than as individualists. We value diversity and assist each other. Our behavior is constructive and we seek individual solutions to individual problems and resist all aspects of discrimination and harassment.

## **Supporting our Suppliers' ethical efforts**

Accepting that we cannot guarantee that ethical problems may not arise in our supply chain, we consider it essential that our products are manufactured and handled in a proper and responsible manner by our suppliers. To that end we ask every supplier to accept, sign and follow our Suppliers' Code of Conduct (CoC). The CoC is based on the ten principles of Un Global Compact and the BSCI Code of Conduct, and it provides our suppliers with the ethical roadmap when working with Noa Noa. Our membership of BSCI constitutes the main tool for translating the intentions of the CoC into reality. According to the BSCI compliance system we call for self-assessments, monitor compliance, commission external audits and facilitate corrective measures and training when needed. If a supplier fails to comply with our CoC we will always respond in an effective and appropriate manner and, whenever possible, we will opt for a response facilitating corrective measures and leading to progress. However, in the event of gross negligence on behalf of a supplier, we will not hesitate to terminate a contract if appropriate.

## Protecting our brand

We insist that every individual representing Noa Noa is under a special obligation not to engage in any activity (both in words and action) that compromises our ethical guidelines including corruption in all its form. See management guidelines [here](#).

## Animal Welfare

At Noa Noa we are strongly opposed to any form of animal cruelty including methods such as mulesing. We strive for only using leather, fur, feathers, and wool from animals used for food production.

## Limiting our environmental impact

We will monitor our environmental footprint and continuously look for possible ways of reducing our energy consumption, improving the sustainability profile of our packaging, increasing recycling of unsold clothing, as well as promoting environmentally friendly manufacturing in the supply-chain.

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## Easing difficult life circumstances for children and women

We will, while respecting the integrity of our brand and customers, support projects helping children and women in operating countries and main supplier countries.

Noa Noa collaborates with SOS Boernebyerne, an independent international NGO development organisation, which works to improve children's rights and living conditions.

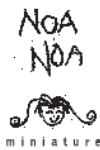


## Labour and Human rights

Through our membership of BSCI and the ten principles of UN Global Compact we support initiatives to improve Labour and human rights in our production countries.

Our aim for the coming year is to engage in 2 yearly SOS children village events and other projects that can help to raise funds and awareness for children's rights.

Funds raised will be donated to a SOS children Village in Mussoorie in Northern India.



## Environment

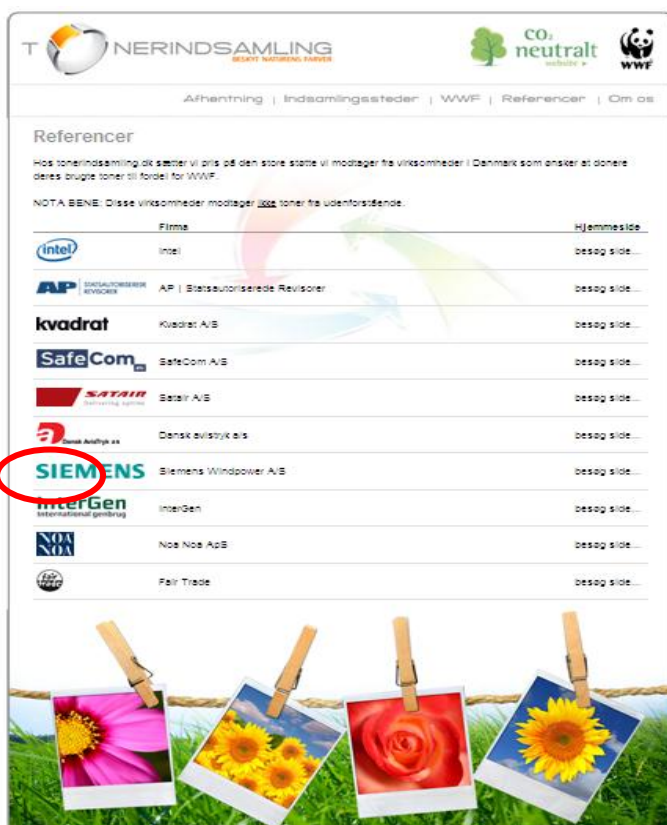
We will continuously look for possible ways of reducing our energy consumption and CO2 footprint.

We aim for all production transport from Far East to go by sea rather than air.

Approx. 80 % go by sea to day. Our aim for 2012/13 is to keep this level, and hopefully increase it.

We focus on recycling and will continue to do so. We recycle our paper, printer ink, packing materials, food waste from the canteen.

Our goals for the coming year is to quantify and increase the use of sustainable materials, when it comes to polybags, cardboard boxes, gift wrapping, printed marketing materials.



Printer Ink containers are recycled through "Tonerindsamlingen".



### Anti-Corruption

Noa Noa does not engage in business relations with customers, suppliers or partners where corruption, bribe or personal relations / gifts are necessary to drive business. No employee are allowed to take bribe, Noa Noa has a zero tolerance for misuse of means, fraud and theft.

Noa Noa does not allow any of above components to drive our sales, we rely on standard terms and the design and products in itself to be competitive and satisfy the customer need and grow the business. Decisions taken can only be based on a sound financial basis and deviations from these guidelines are considered inappropriate behaviour.

### Conclusion

Noa Noa is looking forward to continuing the work with the United Nations Global Compact. We will continue our responsible journey towards our supply chain, society and environment. In future our goal is to integrate our COP report as part of our financial report.