

Modström

Communication On Progress rapport 2020



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1. WHO WE ARE

Modström is a Danish fashion brand founded in 2004. Colorful prints and feminine designs are our characteristics, which comes in 6 ready-to-wear collections and 2 outerwear collections. Furthermore, we release around 6 express collections around the year called Special Selections as a testament to our dedication to staying curious and playful.

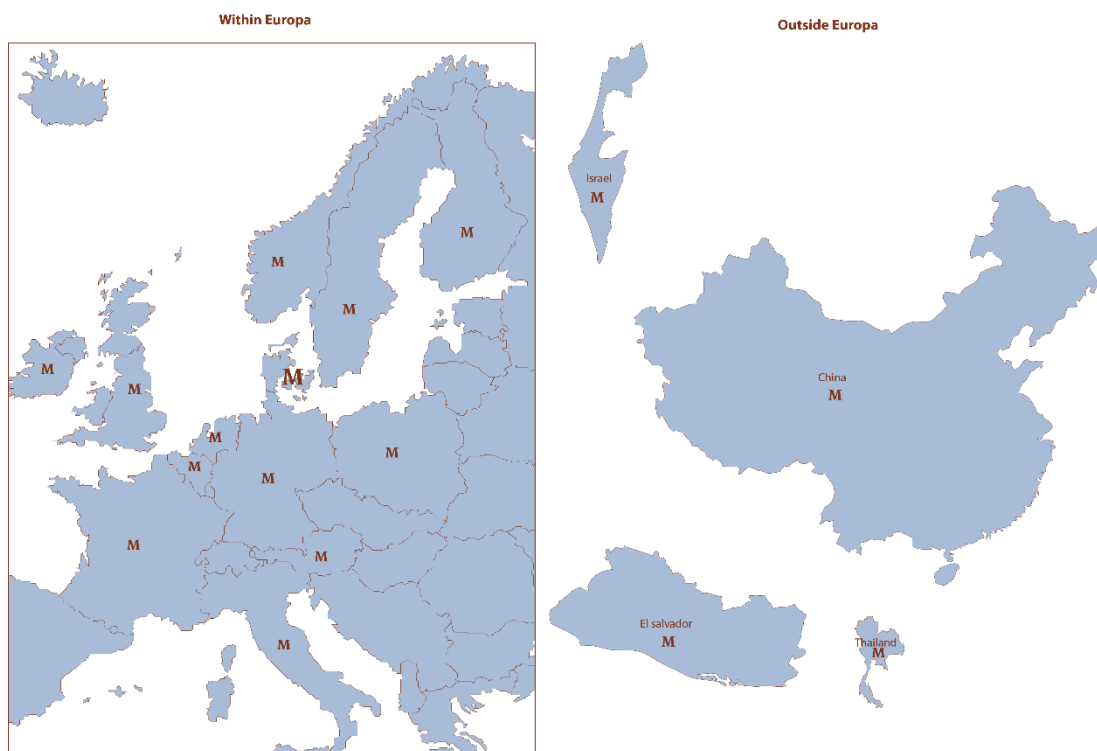
Modström is a company with a high passion for fashion, entrepreneurship, and hard work. We strive to create a meaningful business strategy all the way from our suppliers to the end consumer.

Modström's mission is not to limit our target group but embrace a wide range of women with our beautiful designs.

FACTS

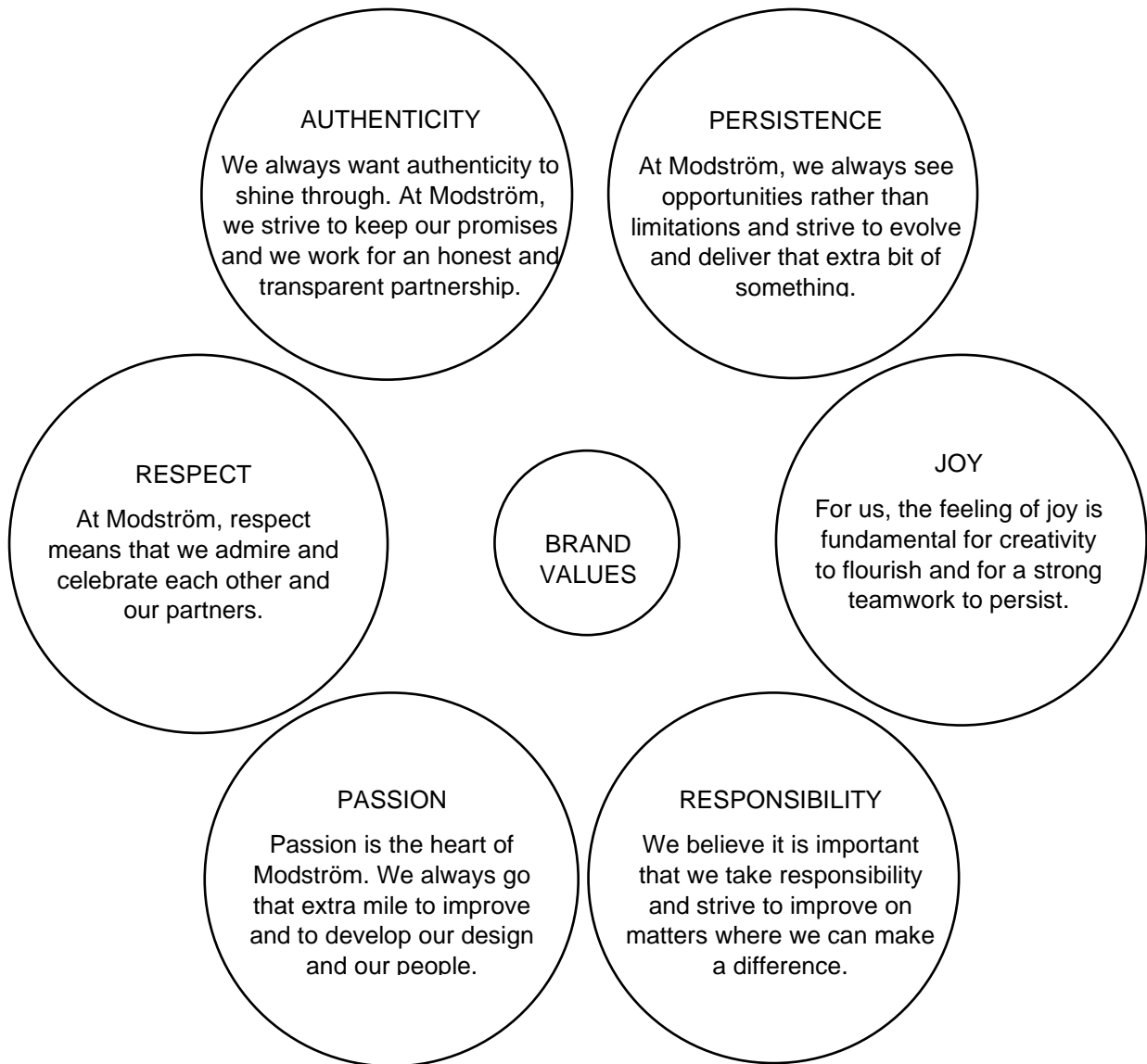
At Modström we are 22 dedicated employees who has experiences in retail, sales, marketing, and design. Spearheaded by CEO and owner Helle Wagner along with Creative Director Anne Nøhr, the hardworking duo brings a hands-on female perspective to the fashion industry. Our head office is in Copenhagen, where we also manage our website. We have two Modström stores, located in Aarhus and Aalborg.

We distribute our collections to more than 400 retailers around the world, mainly in Europe, from our warehouse, located in Kolding, which we have outsourced to Prime Cargo A/S.



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VALUES



To ensure that all employee understand the idea of the brand values we continuously assemble the entire company for a 'Summit Day', where we work thoroughly with Modström's core values, to make sure that each of us know what Modström stands for.

It is important to us that the entire company, regardless of the role of the employee, understand our aspiration, how we will act and what goals we will achieve.

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JOY

To embrace one of our core values we have created two concepts.

THE POWER OF JOY PRIZE

Every month in 2020, we have rewarded a person whom we believe inspire women to break free from limited beliefs and help women express their confidence. The “power of joy”-prize is given to a person who, in their work and interests, encourage and empower women to live the life they truly want and bring true and lasting joy to their surroundings.



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THE POWER OF JOY AT CHRISTIANSHAVN

In 2020 we have celebrated 'The power of joy' twice through a portrait series of nine local women of Christianshavn (a total of 18 women), showing their love for the neighborhood. Inspired by the vibrant life of Christianshavn and all the big and small stories the neighborhood can tell, we show the women that celebrate individuality and diversity. We made portraits and short videos of happy, strong and inspiring local women from Christianshavn at their location in the neighborhood, that brings them the most joy.



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2. STATEMENT OF SUPPORT

To our stakeholders,


I am pleased to confirm that Modström ApS reaffirms its support of the 10 Principles of the United Nations Global Compact in the areas of human rights, labour, environment and anti-corruption.

We take pride in our designs and we take pride in being a responsible company in the fashion industry. To us, Corporate Responsibility is about taking an open and active stand on how our designs are produced. Therefore, we have decided to work within the standards of the UN global compact and their 10 universally accepted principles in the areas of human rights, labour, the environment and anti-corruption.

We work closely with our trusted suppliers to make sure all our garments are produced under proper conditions and inform and guide our suppliers and subcontractors on our values and the 10 principles we wish to adhere to. In addition, we visit our suppliers every year to keep a strong and transparent relationship.

For Modström to keep progressing each year, we actively take an approach to reaching the 10 principles by having a representative from each department meet every 3rd month to discuss how Modström and everyone involved in Modström can influence, impact, and inspire positive action. Our CSR team work actively towards maintaining and keeping our sustainable goals.

Signature



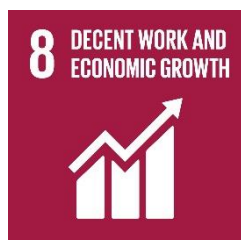
Helle Wagner

CEO, Modström

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3. U.N. SUSTAINABLE DEVELOPMENT GOALS

Modström is doing their best to work within the 17 goals of U.N., and by focusing on SDG 1, 8, 12 & 13, we will elaborate on our progress with the 10 principles of the U.N. Global Compact.



3.1 GOAL 1 - NO POVERTY

More than 700 million people, or 10 percent of the world's population still live in extreme poverty today and are struggling to fulfil the most basic needs like health, education, and access to water and sanitation. Most of these people are living in sub-Saharan Africa, with less than 1.90 dollars to spend each day. Worldwide, the poverty rate in rural areas is 17.2 percent—more than three times higher than in urban areas.

For those who work, having a job does not guarantee a decent living. In fact, 8 percent of employed workers and their families worldwide lived in extreme poverty in 2018. One out of five children live in extreme poverty. Ensuring social protection for all children and other vulnerable groups is critical to reduce poverty.

3.1.1 MODSTRÖM ACTION AND BELIEFS

All human beings are born free and equal in dignity and rights. We believe that discrimination regardless of race, sex, color or religion is unacceptable. Working conditions must be safe and hygienic for all employees, as well as lodgings at our suppliers (if applicable). All work must be voluntary and child labour shall not be used. In case of non-compliance of our principles we immediately take action, and we work alongside our suppliers to help them improve their work process. We believe in helping and guiding our suppliers to understand our principles and why they are of such great importance to us, but if it is a matter of a serious violation of Modström's Supplier Code of Conduct, we do not hesitate to terminate the cooperation.

SUPPLIER CODE OF CONDUCT

When entering a contract with a supplier, we stipulate that the supplier signs a declaration stating that the supplier under no circumstances will manufacture garments that bear risk to human safety. No products can contain any harmful substances. Furthermore, we require that no employees are

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exposed to substances that bare risk to the employees' health. We closely monitor the development of the legal regulation of substances, and if new requirements occur, we immediately inform our suppliers. Just as well as we expect our suppliers to constantly follow the legal situation in their countries. Our suppliers have shown great interest in supporting our commitment to UNGC and they all have a very constructive view on human rights.

We take great pride in visiting our factories and suppliers to make sure that our principles are complied with.

We nurture our relationship and discuss any topics that are matter at the time. This is also where we remind our suppliers of our 13 marks in our Code of Conduct, that help us make sure that we support decent work:

1. Voluntary work
2. Rights of association and collective bargaining
3. Safe and hygienic working conditions
4. Safe and hygienic lodgings
5. Prevention of child labor
6. Wage shall be sufficient to meet basic needs
7. Reasonable working hours
8. Fixed employment
9. No discrimination
10. No extortion and bribery
11. No harassment and abuse
12. No animal cruelty
13. Think of the environment

SUPPORTING NIGERIA

Modström believes in human rights and a case very close to our heart is Land of hope, an organization founded by Anja Ringgren Lovén. Modström has taken a conscious choice to support the organization Land of hope, fighting for children's rights. It is a voluntary non-governmental and non-profit organization, meaning they work independently of any political, religious, or financial interest. Their focus is to put an end to the accusations of witchcraft particularly directed at children in Nigeria. Modström has since 2014 sponsored a Child Development Officer to the Land of hope orphanage in Nigeria. With the sponsorship they have been able to finance two employees. Furthermore, we show our support by donating money to specific cases within the organization.

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WORLDS BEST NEWS

We have kept our collaboration with Worlds Best News, a danish organization that focuses on spreading good news in the world, making constructive journalism and campaigns about how to solve world climate problems. By collaborating with them we are supporting and helping to spread the goals of U.N.

For 2021 we hope to get more involved in the organization and work together towards more awareness of good news in the fashion industry – something that is often lost in all the bad.

3.1.2 FUTURE PLANS

We will be looking into ways in which we can help in our local community by supporting local businesses, charities and other relevant matters that can make a difference in the world.

We are also looking into renewing all supplier contracts and through that also improving our Code of Conduct, to make sure that all suppliers are up to date with our latest requirements.

3.2 GOAL 8 - DECENT WORK AND ECONOMIC GROWTH

Sustained and inclusive economic growth can drive progress, create decent jobs for all and improve living standards. According to Danish law bribery is forbidden and no employees are allowed to receive any personal gifts from suppliers or business partners.

COVID-19 has disrupted billions of lives and endangered the global economy. The International Monetary Fund (IMF) expects a global recession as bad as or worse than in 2009. As job losses escalate, the International Labor Organization estimates that nearly half of the global workforce is at risk of losing their livelihoods.

Even before the outbreak of COVID-19, one in five countries – home to billions of people living in poverty – were likely to see per capita incomes stagnate or decline in 2020. Now, the economic and financial shocks associated with COVID-19—such as disruptions to industrial production, falling commodity prices, financial market volatility, and rising insecurity—are derailing the already tepid economic growth and compounding heightened risks from other factors.

3.2.1 MODSTRÖM ACTION AND BELIFES

During COVID-19 both our own and our supplier's growth has been challenged and it has been with great effort from both parts that we have been able to move forward and lift each other up during this period.

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It is so important for us to continue our work and keeping our loyalty to both customers and suppliers, even when something like a pandemic leaves its mark on the economy.

We have been facing many challenges during this year but have also made it very clear to our suppliers that we will not let them down but instead continue to evolve and grow together. If our suppliers do not have economic growth, neither can Modström.

Over the course of many years, we have built up great relations with our suppliers. This makes it easier for us to help them with whatever struggles they may have that go against our principles. An open debate and support are how we manage to help our suppliers improve their work process.

Modström strongly refrains from any sort of corruption or bribery. It is our company policy that bribery must not be offered, accepted, or demanded at any time. We do not have any procedures to monitor our employees in Denmark as we consider this irrelevant, we believe in freedom of responsibilities. We believe that it may be quite relevant to focus on this principle together with our suppliers in Asia where bribery and extortion is more commonly accepted. We want to fight this wherever possible and raise awareness.

MODSTROM HQ

At Modström head office in Copenhagen, we follow the Danish legislation and therefore all employees have individual contracts.

We have introduced a stress policy at Modström HQ and at our retailers, to protect the health and welfare of our employees. Workplaces can be stressful, which poses a risk for our employer's wellbeing. We would like to acknowledge the importance of identifying and reducing the factors which may cause stress to our employer's, and by doing so hopefully create a better work environment. We will start by introducing a stress manual that is guiding employer's on how to identify stress within themselves or their colleagues and how to deal with it in the best way possible. We will also try to eliminate the taboo of stress in workplaces by talking openly and honestly about the seriousness of it and identifying it as an illness.

In continuation to our 2019 summit day, we have founded a "SWAT-team" – a team which focus on Modströms core values along with making sure that every individual employee feels heard and acknowledged.

The SWAT-team is represented by one employee from each department – this way we ensure that all departments are heard and respected. The team meets up every other month to discuss ongoing project, new ideas and lurking difficulties. From these meetings there have been introduced:

Monthly brief from a department

Each month a department brief the office about their current situation, what they are working on and how it is going. This makes everyone aware of what their colleagues are working on. We celebrate wins and discuss obstacles. It makes us more aware of each other and our day-to-day tasks.

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Weekly department meetings with new topics

For every departments weekly meeting we have created a new topic of discussion. They must talk about one of Modströms core values and how it applies to their work and themselves on a more personal level. It is a way to make sure all employees are familiar with Modströms core values and that they values are reflected in themselves.

Festive event calendar

As a new initiative the SWAT-team has suggested that our event committee release a calendar twice a year where all internal events are stated. This means all employees can see dates, times, and other specification to the event. It has been received with great success and made everyone more excited for the events to come.

The SWAT-team will continue their work and add on more projects in the future. As of now half-summit days will be held every six months to keep growing and inspiring the Modström team and its spirit.

3.2.2 FUTURE PLANS

We will continue to work with our summit days throughout the year 2021. It is a newly implanted workshop, that we will keep working on, as we will always be able to evolve and grow with.

Throughout COVID-19 we have been quite restricted in our social events and have for health purposes been forced to cancel some of our well-planned events. Luckily, we were able to gather the whole office for 2 summit days even with the COVID-19 situations. For 2021 we hope to plan more fun activities that can boost our work morale and keep the good relation to our colleagues.

Modström has never been involved in bribery or anti-corruption of any kind, and we are confident that we comply with the Danish legislation in this respect and that we will continue to do so in the future. From our suppliers we are told that corruption and bribery is not a big issue and we are confident that they are also focused on working towards a zero tolerance.

3.3 GOAL 12 - RESPONSIBLE CONSUMPTIONS AND PRODUCTION

Worldwide consumption and production - a driving force of the global economy - rest on the use of the natural environment and resources in a way that continues to have destructive impact on the planet.

Over the last century economic and social progress has been accompanied by environmental degradation that is endangering the very systems on which our future development and indeed, our own survival is dependent.

A few facts and figures:

Each year, an estimated one third of all produced food – equivalent to 1.3 billion tons worth around 1

Modström

trillion USD – ends up rotting in the bins of consumers and retailers, or spoiling due to poor transportation and harvesting practices.

If people worldwide switched to energy efficient light bulbs the world would save 120 billion USD annually. Should the global population reach 9.6 billion by 2050, the equivalent of almost three planets could be required to provide the natural resources needed to sustain current lifestyles.

The COVID-19 pandemic offers countries an opportunity to build plans to recover. Plans that will reverse current trends and change our consumption and production patterns towards a more sustainable future.

Sustainable consumption and production are about doing more and better with less. It is also about decoupling economic growth from environmental degradation, increasing resource efficiency, and promoting sustainable lifestyle.

Sustainable consumption and production can also contribute substantially to poverty alleviation and the transition towards low-carbon and green economies.

3.3.1 MODSTRÖM ACTION AND BELIFES

Modström is a small order company, meaning that most of our orders are developed by the made-to-order mechanism.

Primarily we work sell-ins around 6 months prior to a delivery date. This means we only buy what we have sold. By not over producing we minimize our wastage. We do not have big stock supplies and therefore will save both the use of fabric and the use of plastic.

REACH

We do what we can to encourage our suppliers to always think more about the environment and to avoid all unnecessary use of chemicals. We are in close contact with them on all matters CSR related. We expect all suppliers to live up to the REACH. REACH is a regulation of the European Union, adopted to improve the protection of human health and the environment from the risks that can be posed by chemicals, while enhancing the competitiveness of the EU chemicals industry. REACH means more knowledge of dangerous chemicals and ensuring products can be used without risk to the environment or people, as well as enhancing the development of methods that can be used as alternatives to animal testing.

PACKAGING

To avoid any waste from packing, we use export cartons from our suppliers instead of using new cartons when sending out goods to customers. Any new cartons we order in case we need them are FSC marked.

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Plastic pollution is a big problem and at Modström we wish to do ours to reduce the use of plastic. Modström has made a set of actions to try and minimize single use plastics in collections. Purchases made from our webshop or in one of Modström's stores are packed in recycled plastic bags. We have reduced plastic waste by no longer packing size set samples and proto samples in individual polybags and we have stopped using master polybags. We have also made it a requirement for our suppliers to use polybags of recycled plastic rather than conventional plastic polybags.

Throughout the year we have been testing out using smaller polybags for each garment, by folding the garment multiple times instead of only a half fold. It has been important for us to test it before implementing it fully for all styles. It has so far been a great success and we will demand all our suppliers to use smaller polybags and therefore minimize the use of plastic. This will also be stated in the updated supplier agreements we will send out next year, so old as well as new suppliers will make sure to follow it. Only by folding the garments multiple times, we have been able to reduce our plastic with almost 50% from our main supplier.

MODSTROM.COM

On our website we are creating more focus on our sustainable materials and have added a sustainable tag on styles that are made from sustainable materials. This way makes it easy for the customers to consciously choose a more sustainable approach to their shopping.

THE DANSIH CONSUMER COUNCIL "TÆNK"

The organization The Consumer Council "Tænk" is a government independent membership organization that works for safe consumerism in Denmark. They test products, work politically for consumer rights, and help the consumer make conscious choices in a complex world.

Through the Consumer Council "Tænk" we have signed a petition to show that we do not dispose our excess of clothes by burning it and that we are very against it. We have an agreement with the danish firm Trasborg, to make sure our clothes are reused by sorting and exporting to other countries. Trasborg is a company that reuses or recycles old clothes and depending on the condition of the garments, it can either be resold in Africa or send to Bangladesh to be repurposed.

THE TEXTILE REVOLUTION

The Textile Revolution is a political textile task force that work towards developing sustainable textile industry and consumption. We believe that information, dialog, inspiration and cocreating is the tools we must master to reach our sustainable goals.



GLORYANN SKIRT

650,00 KR

SUSTAINABLE

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We work via an impact-triangle, where we focus on 3 key factors. These factors are all crucial when working towards a future with greener textile industry:

- Companies must use their know-how and business connections to create innovation and strong business models.
- Authorities and politicians must have an insight in the textile business and know which buttons to push to make sure the business is supported by constructive incitements.
- Consumers must receive information, knowledge, and the right tools to be capable of making more sustainable decisions.

To help Textile revolution get closer to their goals above, we volunteer to take part in a white paper alongside a lot of other danish fashion companies. We think it is important we all stand together to find a way to make the fashion industry less cruel to the climate, so more transparency and less green hushing is a step in the right correction.

3.3.2 FUTURE PLANS

Our efforts to change our polybags into biodegradable bags have not yet been successful. As we are a small company, it is difficult for us to meet the high criteria of both prices and minimums. And furthermore, it has been difficult to find suppliers with a valid certificate, that shows proof of the biodegradable function. We will continue to be aware of the fashion industry's plastic consumption and how we can work more towards using biodegradable polybags for our styles in the future. We will make sure to keep in contact with our suppliers and make sure they are constantly looking for a suitable solution. As an alternative we have implemented smaller polybags sizes, which we estimate will reduce our plastic use for polybags with 50%.

For 2021 we hope to create a customer care-guide on our website, to inform our customers on how they can make their favorite Modström styles long lasting. We want to talk about washing, treating, drying and general small but efficient tips that everyone can do to help save our planet.

Modström will enter a partnership with Continued fashion which is a platform that includes full-service resale solution for fashion brands. It is still in the start-up phase, but we will hopefully enter the partnership in 2021. To maintain Modström's values of thinking in more sustainable solutions we believe it is important to be one of the first fashion companies entering this partnership.

3.4 GOAL 13 - CLIMATE ACTION

2019 was the second warmest year on record and the end of the warmest decade (2010- 2019) ever recorded.

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Carbon dioxide (CO₂) levels and other greenhouse gases in the atmosphere rose to new records in 2019.

Climate change is affecting every country on every continent. It is disrupting national economies and affecting lives. Weather patterns are changing, sea levels are rising, and weather events are becoming more extreme.

Although greenhouse gas emissions are projected to drop about 6 per cent in 2020 due to travel bans and economic slowdowns resulting from the COVID-19 pandemic, this improvement is only temporary. Climate change is not on pause. Once the global economy begins to recover from the pandemic, emissions are expected to return to higher levels.

Saving lives and livelihoods requires urgent action to address both the pandemic and the climate emergency.

3.4.1 MODSTRÖM ACTION AND BELIFES

COOKSTOVES IN GHANA

Modström has this year joined forces with SEMASYS helping us keeping track on our carbon footprint and furthermore helping us finding a good cause to help with co₂ compensation.

Modström has chosen to help the population in Ghana with new cookstoves. The primary objective of the project is to significantly reduce wood fuel consumption of low-income Ganesh households by providing them with affordable improved cookstoves in the Ashanti region in Ghana. The improved cookstoves can replace traditional stoves, that expose them for toxic smoke and gas from burning wood while cooking.

The project aims to contribute to the socially, economically, and environmentally sustainable development of the region by making efficient cookstoves widely available and educating the population about their benefits.

The social benefit of the project is that it creates jobs for local people, with employment of both women and men in the region. They are educated in the health benefits of using clean burning stoves and employed in the production of stoves. This gives locals a livelihood, with wages that are 80% higher than the minimum wage. The stoves are produced locally from scrap metal and sold at subsidized prices. The improved stoves are 40% more energy efficient than traditional stoves and reduce consumption of wood charcoal. The project contributes to reduced demand and thus to less deforestation. A significant proportion of annual household budget is spent on the purchase of charcoal. By reducing the need the project also reduce expenses for a family accordingly.

More efficient stoves provide health benefits by allowing less carbon monoxide and toxic fumes inhaled. Here, especially for women and children who have the traditional responsibility of the

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household. Surveys show that the project has provided cost savings and improved health for those that adopt the stoves.

FREIGHT

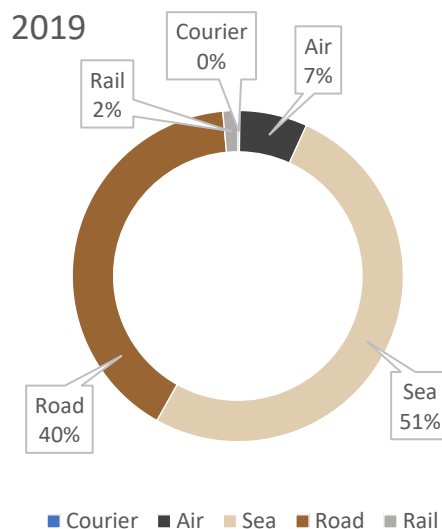
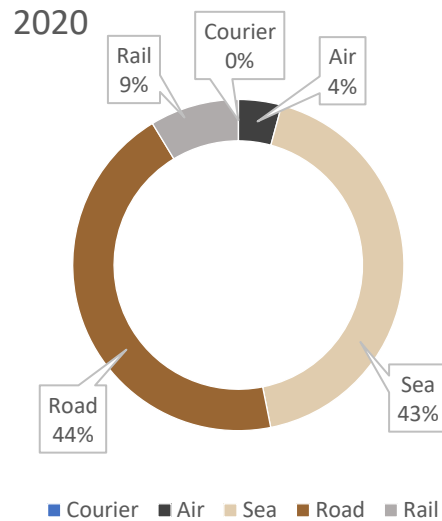
Our production is based in China, Turkey, Italy, India and Bulgaria. We take great pride in reaching shipping deadlines to avoid faster, but more polluted, freight option. Our scheduling always takes our goal of decreasing the airfreight every year into consideration. Since 2019 we have managed to decrease airfreight by 3%. As an alternative to transport by air, we have started to use rail transport, where we previously would have used air transport. Rail is slightly faster than shipping goods by sea, and it is far less polluting than shipping by air.

On the other side, we still see an increase in road shipment due to a shift in suppliers, as more of our styles are now being produced in Europe. This is also shown by the decrease in shipments by sea, which is down by 8% from 2019. This causes our shipment by sea and by road to almost be even in percentages. Unfortunately, for now there is not a more environmental transport option out of Europe, but we need to do our research and stay curious about alternative transporting methods that can contribute to cleaner air.

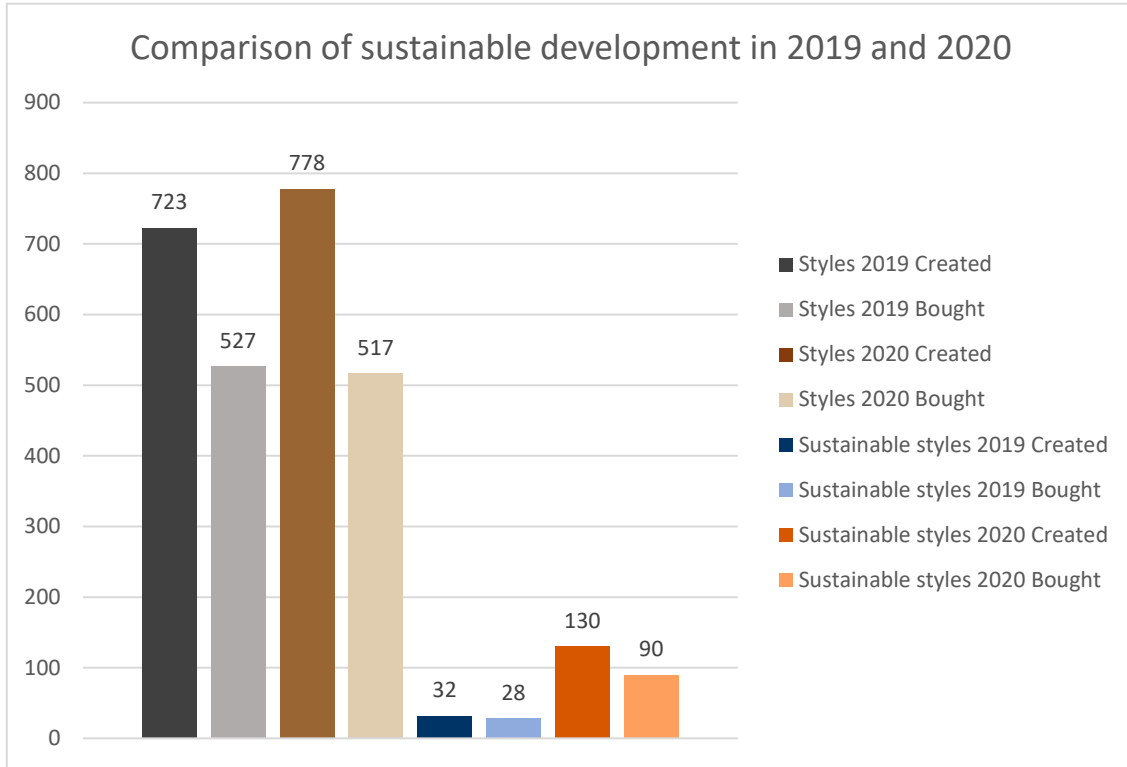
MATERIALS

In 2017 we started to work with more sustainable materials in our collection. During 2020 we have proceeded to expand our sustainable material library, adding BCI cotton (Better Cotton Initiative) and recycled cotton to our repertoire. We have introduced Thermolite Ecomode in our outerwear collection, which is a recycled insulation padding.

For better overview of our progress in improving our sustainable impact in our collections, we have compared our sustainable styles from 2019 with 2020.



We have also included the total of styles created for both years, to show that the added sustainable styles have not made our collections bigger, but mostly replaced other materials that have been less sustainable. It is important to note that these figures are based on style level – not color level. So, if 1 sustainable style is produced in 5 different colors, it only counts for 1 on the graph below



In 2019 4,5 percent of our created styles were sustainable. In 2020 it counts for 16,5 percent – this means we have created nearly 4 times as many sustainable styles this year compared to 2019.

In 2019 5,5 percent of our bought styles were sustainable. In 2020 it counts for 17,5 percent – this means that from the styles we have bought in 2020, more than 3 times as many have been sustainable compared to last year.

Comparing number of Sustainable created styles for 2020 vs Sustainable bought styles for 2020, shows that we unfortunately have a high number of styles that are not being put into production. This can be caused by the fact that they have been cancelled before our selling period, or they have not performed well during our selling period. We need to be better at focusing on creating sustainable styles and making sure to boost our sales, so that we will buy more sustainably.

Small initiatives at Modström headquarters:

- No plastic bottles
- Wool wash balls for drying clothes
- Reusable coffee filters
- Organic Fairtrade coffee
- Environmental-friendly laundry detergent
- Environmental-friendly cleaning supplies
- LED light bulbs
- Only digital look books
- Reuse of copy paper when possible

FUTURE PLANS

In 2021 we hope to continue our journey towards more sustainable collection. We are in the works of changing our biggest NOOS style (Never out of stock), Krown t-shirt, to an Eco Vero certified quality, that is far more sustainable than conventional viscose. In addition to Krown t-shirt, we are also exploring the possibility to use FSC certified Modal in our NOOS styles, to ensure that the modal is made with ethics in mind, in a

closed loop system that prevent extra wastage of chemicals and protects the forest.

Amongst our collection pieces we are looking into RWS wool (Responsible Wool Standard), recycled wool, organic cotton for denim and recycled cotton, as a way of improving our sustainability count in different product groups (knits, denim and basics)

Furthermore we are in dialog about changing our polyester lining to a recycled alternative, that is better for the environment. We are hopeful that we will be able to implement this in 2021.

We are working towards signing the Science-based Targets. Science-based Target provides a clear-defined path for companies to follow, to reduce greenhouse gas (GHG) emissions, helping prevent the worst impacts of climate change and proofing future business growth.

Targets are considered 'science-based' if they are in line with what the latest climate science deems necessary to meet the goals of the Paris Agreement – limiting global warming to well below 2°C above pre-industrial levels and pursuing efforts to limit temperature rising to 1.5°C.

At present, around 20% of our styles in each collection are in sustainable materials. We have recently made a climate considerate goal for ourselves, promising that in 2024 65% will be made in sustainable materials. This goal we will continue to work towards throughout 2021, and we expect to have a positive update for our progress report for 2021.

How do you intend to make this COP available to your stakeholders?

This COP will be available at our website www.modstrom.com

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