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A LETTER FROM OUR CEO

2021 marks a new beginning in many ways. Inspired by the many collective and individual contributions we have seen over the past two years, there is no doubt in my mind that one of the most important undertakings for us at Eton now is doing our part in transforming the textile industry, to future proof our business and legacy.

When Annie Pettersson launched Eton in 1928, her dedication to quality made it a success in difficult times. Her motto "Never hand over a shirt unless you are completely satisfied with it" still guides us in everything we do — it is who we are. Inspired by her never-ending pursuit of excellence, we have continued to hone the way we structure our sustainability goals this year. Our belief is that sustainability should include environmental, social, and financial aspects and be fully integrated into everything we do. By defining four sustainability pillars connected to our goals, based on the three Ps, People, Planet and Prosperity, as well as our own Eton-specific legacy and values, we create four strategic areas of action as we move forward towards a holistic way of working:

Legacy for Longevity is our way of taking Annie's heritage forward, contributing our unique characteristics to enable more sustainable consumption: timeless design that inspires use for a long time and superior, long-lasting quality that enables just that. Together with Consideration for the Planet, where we strive to reduce the negative impact of our value chain, this is the foundation for our work towards what we call low footprint per use. Empower People stands for Social Sustainability in own operations and our supply chain for products made with consideration for people and planet. Prosperity for Transformation is our engine: tools for a way of doing business that is financially viable and enriches the world — like all the pillars, it is based on our material topics and the Sustainable Development Goals. In this report, they include analysis of potential financial implications and a new system for mapping gender parity. I, and Eton with me, recognize equality and diversity as a key area to address going forward.

I am convinced of the need to make more space for different perspectives, based on gender and beyond, and of the value of doing so. For 2022, our intention is to review and set new goals for Social Sustainability a whole: building the foundation for conscious work around social impacts throughout our value chain in the coming years, including equality.

As for 2021, I am particularly proud of the steps we took as an organization to move towards actual data. For the first time, our Climate Emissions were calculated on 96,8% actual data, with only 3,2% estimates — including Scope 3, our Supply Chain. Having a clear overview of where we have our greatest impact, we can move forward with purpose and take action where we see the greatest potential for improvement. However, as important as that emission data is, it is just one of many manifestations of the hard work I know has taken place across our organization and at our partnering suppliers to shift towards a new way of collecting, registering, and communicating facts in all sustainability areas, in line with our Transparency goals, and according to a set standard. Knowledge is the foundation for good decision-making.

As a part of an industry that we know faces big challenges, I believe in setting sustainability goals that challenge us, trusting in our, and our partners', ability to be progressive. In 2021, we decided to sharpen our goal to be climate neutral by 2050 to 2035. A shift that is at once ambitious and driven by necessity, and one we will only focus harder on going forward. We make our products in close collaboration directly with our first and second tier suppliers and work together to improve products across everything from fit to performance, to shifting towards more sustainable fibers and methods. It is my belief that our way of working with our supply chain — focusing on long-term relationships and collaboration — provides us with the steppingstones to begin reducing emissions in Scope 3, in the same way that we were able to come together to work towards our first certifications, despite the challenges of the pandemic.

2021 was a year of taking steps forward: of crafting our sustainability work, refining it. In many ways, that is the Eton way: we never stand still. We develop the way we address sustainability the same way we have developed our signature shirt for over 30 years, always with a clear goal in mind: to make it the best we can. It is one of many reasons I am proud to be a part of this company. While we have a way to go and are humble in the face of the challenges ahead, I am proud of the steps we have taken, and of our dedication and commitment to moving towards not just our existing goals, but an overarching purpose: transformation for the preservation of a beautiful legacy, in a way that will contribute to limiting negative impact on tomorrow.



With our values as our inspiration, I am confident in my team's persistence in and ability to take on this challenge: with One Eton inspiring us to act together towards a common goal, empowering each other to collaborate, excel and work smart in a progressive way, for our customers, present and future, and with quality as our goal in all things.

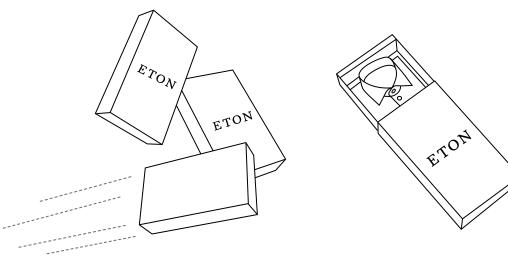
David Thörewik CEO, Eton

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INTRODUCTION

The Eton Group in 2021

Our business idea is to create superior products for all occasions in life, made with consideration for people and planet, sold in a premium to luxury segment to men striving for excellence.



The Eton assortment consists of off-the-shelf premium to luxury shirts and accessories, and Custom Made shirts, made with an uncompromising production and quality focus and designed for every occasion in life.



Our brand purpose is to empower the modern man to be his best self. We empower consumers to dress to express their personal sense of style and feel inspired to confidence while enabling more sustainable behaviors through products made for longevity in style and quality.

The Eton Group reaches customers on a near global scale digitally, and in brick-and-mortar stores in over 50 markets in Europe, North America, Africa, Oceania, and Asia. Our operations include consumer-facing ecommerce that reaches 42 countries, physical retail, including outlet stores, in five countries, as well as a wholesale-facing operation delivering to premium department stores in over 50 countries, and e-tail with multinational reach.

THE ETON GROUP

Parent:

Eton Group AB

Subsidiaries:

Eton AB

Eton Shirts GmbH

Eton Shirts Ltd

Eton Canada Inc.

Eton Inc

Eton Madison Avenue Inc

Eton S.R.L.

For the legal ownership structure as well as other financial entity information see note 15 in the annual report, for the reporting period and frequency see the annual report note 39.

Sales Eton Group 2021: 639 105 000 SEK

Employees: 211

Consultants/not employed: 7,5

- Assortment / Production Department: 1
- Sustainability function:
- IT/Digital Solutions Department: all others

Reporting period for report: 1 January 2021-31 December 2021

DIRECT ECONOMIC VALUE GENERATED AND DISTRIBUTED

On an accrual basis, including the basic components for the organization's global operations:	SEK	Product category
Direct economic value generated during the reporting period: revenues	639 105 000	Garments and accessories
Economic value distributed during the reporting period: inc. operating costs, employee wages and benefits, payments to providers of capital, payments to government by country, and community investments	685 751 731	Garments and accessories
Economic value retained during the reporting period: 'direct economic value generated' less 'economic value distributed'	-39 867 210	Garments and accessories
Separately at country, regional, or market levels:		
Wholesale	-39 279 436	Garments and accessories
Retail	-22 191 534	Garments and accessories
eCom	15 340 903	Garments and accessories

For more information on our financial status see Annual Report

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Our Value Chain



Our value chain brings focus on local possibilities to affect positive impact on a global level, with durability and longevity as our starting point.

Assortment and Production

Our Assortment Department (Design, Production teams, Quality and R'n'D) and Production Department (Planning, Production, Sourcing and Distribution) are located in Sweden and Italy, with representatives in Rumania and Lithuania.

Supply Chain

Our way of working is: together. Apart from our Research and Development studio in Gånghester we do not own any factories. However, we collaborate closely with suppliers to secure uncompromising quality of product as if they were our own. By aiming for longterm collaborations we create opportunities for increased security for staff, and improved conditions for change through the security of a collaborative approach and a longer perspective on initial investments and job security.

Customers

We define our customers as well-educated urbanites who strive to look their best and are willing to spend to do so. The Eton customer sees longevity as a key factor when it comes to sustainability: the ability to wear and cherish a garment for a long time.



OFFICES

Gånghester (HQ)

Atlanta

Como London

New York

Stockholm

WHOLESALE SHOWROOMS

Amsterdam

Dusseldorf

Copenhagen

London New York

Stockholm

CUSTOMER TOUCHPOINTS

Eton Online: Reaches 44 markets

Eton Retail: 5 markets, Europe, North America

Wholesale: Partners in Europe, North America, the Middle East, Asia, Russia (active 2021, all business stopped until further notice in 2022)

E-wholesale: Partners with near global reach

LOGISTICS CENTERS

Gånghester, Sweden

Atlanta, USA

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Our supply chain contains several different areas:



FABRIC

Suppliers who provide the fabric for our shirts, including sourcing yarn and raw materials. Also included often separate suppliers who provide finishing.



Raw Materials:

Eton mainly buys fabric directly from weavers, who in turn buy yarn from sub-contractors – spinneries – who in their turn purchase the raw materials. The bulk of the raw material we use is cotton, and mainly but not exclusively sourced from Egypt, Turkey, the US.

Weaving: Italy, Switzerland, Egypt and Turkey.
Finishing: Italy, Switzerland, and Turkey.

6 191 people employed by our suppliers74 3932 shirts and 13 6604 accessories made during 2021



ASSEMBLY

Suppliers who cut and sew our shirts.

Assembly units: Romania, Lithuania, North Macedonia, Portugal, Sweden (HQ).



TRIMMINGS

Suppliers who provide buttons and other details

Sweden, Italy, China, Taiwan, Portugal,
Germany, Switzerland.



ACCESSORIES

Suppliers, both providers of all steps, and individual suppliers.

Italy





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Integration of Sustainability

The demand on the planet's resources, from food and water to energy, housing and clothing will continue to rise, due to, among other things, population growth and rising incomes. More consumption means that the planet's resources are placed under more strain. At the same time, the World Economic Forum's Global Gender Gap Report for 2021 shows that the global pandemic has created rising economic and gender inequality, with risk for environmental, social, and economic impacts. By realigning how we operate and answering to sustainability challenges we bring value to our stakeholders and to the world at large through reducing negative impact and scaling up our possibility for positive impact.

Eton's approach to sustainability is driven by ambitious goals, consumer insights, stake-holder input and company values. We believe in an approach that is both strategic and culture-driven — in line with our belief in the transforming abilities of both: developed through both structured workstreams and employee engagement. Inspired by our legacy, we remain dedicated to longevity — while moving forward to affect change, motivated by our values

One Eton, Progressive and Empowering.

Our sustainability work encompasses the social, environmental, and financial responsibility throughout our value chain and is focused on four key areas, inspired by our values, business idea, and history: Legacy for Longevity, or durable products, Consideration for the Planet, environmental and climate impact and actions against climate change and towards climate neutral, Empower People, Social responsibility, and Prosperity for Transformation, governance, and economic validity.

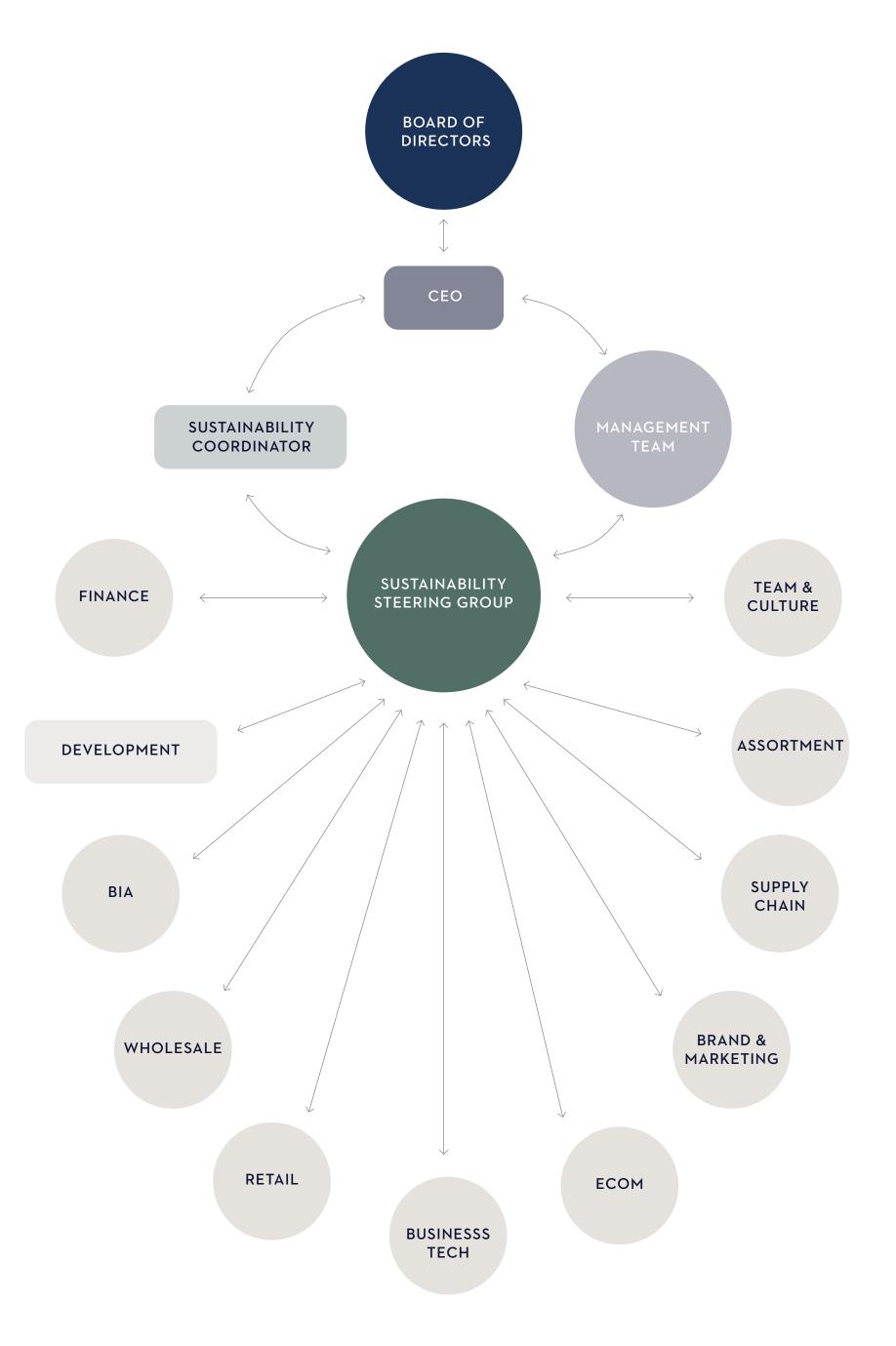
By creating this report and making it public both at Bolagsverket.se and our own site **etonshirts.com** we comply with existing laws and regulations.

As a company, our strategic actions are based on the most material topics for our business, identified through stakeholder analysis, and defined in our **Materiality Matrix**.

The yearly Sustainability Report is approved at Eton Groups Annual General Meeting, 19 May 2022, setting of the board of directors and its compensation, and appointing the Chair, Vice Chair and members. Eton Group's renumeration is adopted yearly by the board of directors. The renumeration policy has not been adjusted during the year.

SUSTAINABILITY GOVERNANCE

The Board of Directors oversees the company's strategy, sustainability and social responsibility topics. The CEO reports to the Board of Directors, with each Department Head and team leader being responsible for sustainability development in their department or team, gathered in the Management Team. During 2021, our Sustainability Steering Group included representatives from our Quality department and Brand and Marketing, as well as CEO and CFO, and functioned as an arena for ideation and problem-solving.



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A Dedicated Role – Supercharging our Sustainability Work

In September we introduced a Sustainability
Coordinator role, investing in experience,
knowledge, and leadership for transformation.
The coordinator reports to and works strategically
with CEO, and drives, enables, and accelerates
sustainability development on a strategic and
operational level across the Eton group.

A Re-invented Sustainability Steering Group

In line with this strategic movement towards integrated sustainability work, the existing Sustainability Steering Group, focusing on driving ideas, was reformed in December 2021. The new group consists of senior decision-makers from departments identified as having high impact in the work to reach our sustainability goals. The purpose of the group, led by the Sustainability Coordinator, is to fully integrate sustainability into our strategy and operations by taking lead on the vision and start cross functional workstreams that will enable our efforts, and act as a key accelerator for implementation, coordination, and sustainability leadership operationally.

HYPER ISLAND®

Investing in Employee Engagement & Transformation from Within

We aim for environmental, social and economic sustainability to be included at all levels of the company through dedication and personal engagement. In 2021, we decided to invest in sustainability training across the company and partnered up with Hyper Island in our quest. We began to plan how we during 2022 could educate the full company and provide the sharpest possible tools for transformation to a select group of volunteer sustainability ambassadors.

MEMBERSHIPS AND ASSOCIATIONS

STICA

Eton is a member of The Swedish Textiles Initiative for Climate Action since 2019. The purpose of STICA is to support the apparel and textile industries and their stakeholders in the Nordic region to, at minimum, reduce greenhouse gases in line with 1.5°C warming pathway, as outlined by the United Nations Framework on Climate Change and the Paris Agreement. Ultimately STICA's aim is to ensure the Swedish and Nordic textile industry does more than its share by becoming the first climate positive apparel and textiles industry in the world well before 2050.

TEKO

Eton is also a member of the Swedish trade and employers' association for companies working in the textile and fashion industry (a member of EURATEX, on a European level), as well as TEKO's environmental group, where member companies meet and discuss current environmental, and sustainability issues several times a year. The environmental group also arranges training and events for its members.



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Materiality Assessment

During fall 2021 Eton conducted a new materiality assessment, to identify and assess the potential environmental and social issues most relevant to us as a company, based on input from from our key stakeholders.

PROCESS

Our starting point was to identify key stakeholder groups: employees, owners, wholesale customers, retail customers, e-com customers, and suppliers. Next, we identified key stakeholder partners to initiate a conversation with, to gather information on their view of Eton from a sustainability perspective, assisting in identifying our materiality areas.

To gather input from our employees, we conducted a workshop with representatives from a broad selection of departments. Our CEO and Chairman of the Board were subject to in-depth interviews. Wholesale customers and Suppliers were also represented through in-depth interviews with representatives from selected partners. To reach our end-consumer, as well as eCom or retail customers, we sent out a survey to 174 414 customers with a global spread.

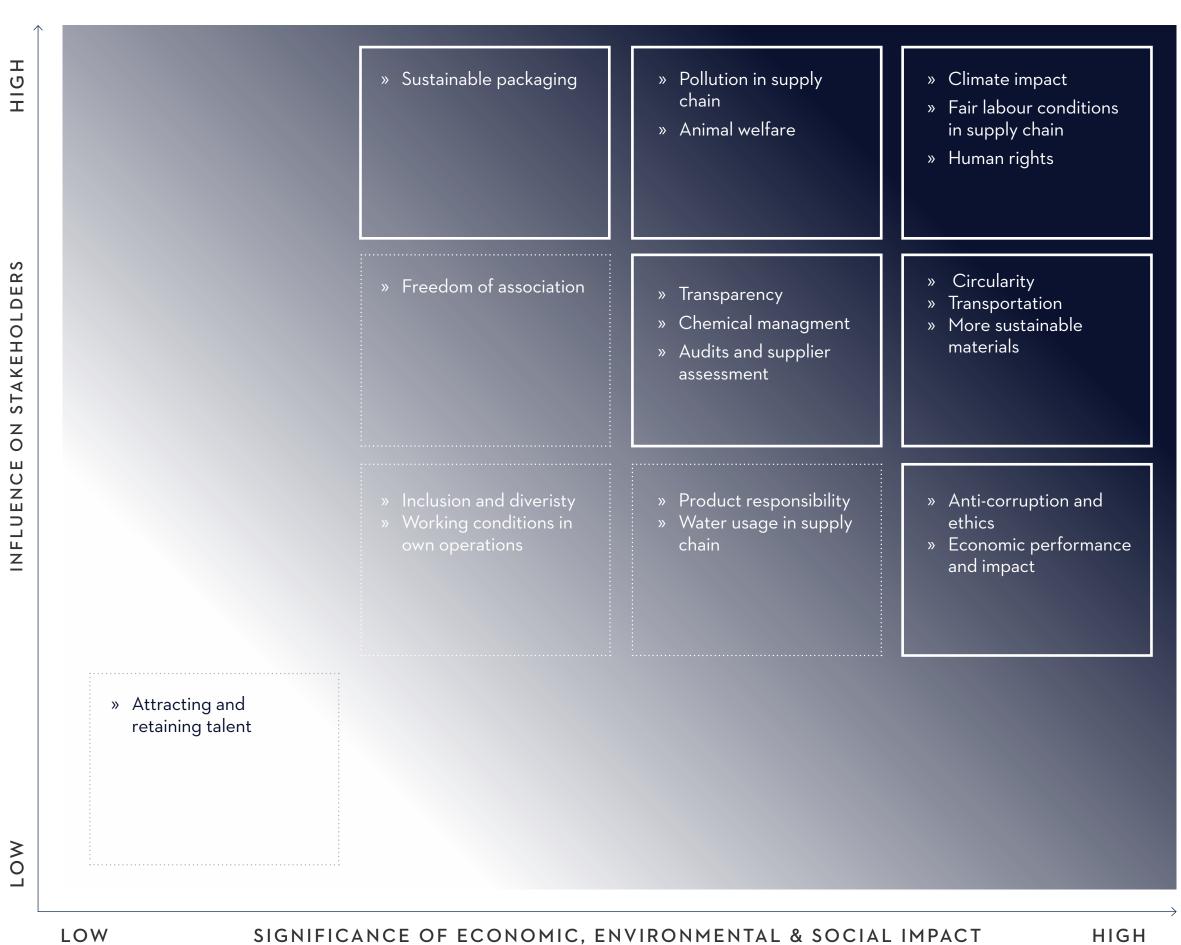
The insights from our analysis of the information gathered formed the basis for identifying our key risks and mapping our material topics – that is presented in an updated materiality matrix. In our materiality analysis, we have considered all relevant GRI standards related to our supply chain and selected the disclosures relevant for our material issues.

REVIEW

The Sustainability Coordinator, supported by our Sustainability Steering Group, identified the most important issues and initiated problem-solving and coordinated action plans. The topics in our materiality Matrix has been presented to and reviewed by Sustainability Steering Group and CEO and presented to the Management Team as part of our yearly Sustainability Report process.

Materiality matrix - Topics Identified

This matrix shows our impact points placed according to their key impacts based on how stakeholders rated the different identified topics. The boxes with a solid white frame represent our most prioritized areas, our material topics.



SIGNIFICANCE OF ECONOMIC, ENVIRONMENTAL & SOCIAL IMPACT

HIGH

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SUSTAINABLE G ALS

Complex issues require targeted actions, and, as we know at Eton, collaboration.

The 2030 Agenda for Sustainable Development is a global, shared blueprint for peace and prosperity for both people and planet.

The core consists of the Sustainability

Development Goals (SDGs) that focus on global and local efforts, and require action from all stakeholders, including states, the private sector and civil society.

We support all SDGs; however, we have identified seven prioritized SDGs where we as a company have the biggest impact and can make a positive contribution, one that we have the capacity and the intention to strengthen even further. We have developed our Eton Sustainability Goals, and will be developing them further, along with practical actions in order to focus on initiatives that support these prioritized goals.

In order to take our societal responsibility as a company and acknowledge that our business affects more goals than our most prioritized SDGs, we do, and will continue to strive to support all SDGs in addition to our focused actions for prioritized SDGs.



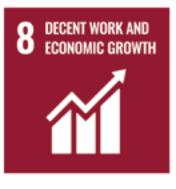
































Achieve gender
equality and
empower all
women and girls.



SDG 5 relates directly to Eton's heritage, and our female founder Annie Pettersson who started Eton almost a hundred years ago, as well as actions taken in our business to promote gender equality in line with our company values; One Eton and Empowering. Our material topics relating directly to this target are: human rights, fair labor conditions in supply chain, and non-material topics inclusivity and diversity and working conditions in own operations.

5.1End all forms of discrimination against all women and girls everywhere.

5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.

Ensure availability and sustainable management of water and sanitation for all.



We prioritize **SDG 6** in order to mitigate pollution in our supply chain, ensure cleaning of waste-water, and decrease water usage: an issue for the textile industry at large, and a collaborative effort we make together with our supply chain. The goal is linked to our values **One Eton** and **Progressive**. Our material topics relating directly to this target are pollution in supply chain, chemical management, and topic water usage in supply chain.

6.3By 2030, improve water quality by reducing pollution, eliminating dumping and minimizing release of hazardous chemicals and materials, halving the proportion of untreated wastewater and substantially increasing recycling and safe reuse globally.

Ensure access to affordable, reliable, sustainable, and modern energy for all.



We prioritize **SDG 7** by actively working towards transforming scope 1-2 (own operations) into renewable energy only and mapping our supply chain (scope 3) in line with our material topic climate change, and in order to support the transition to renewable energy, guided by our company values **One Eton** and **Progressive**.

7.2 By 2030, increase substantially the share of renewable energy in the global energy mix.

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Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.

8 DECENT WORK AND ECONOMIC GROWTH

roout,

Eton Group prioritizes **SDG 8** by addressing our material topics human rights, anticorruption, fair labor conditions in supply chain, freedom of association, economic performance, and impact as well as our non-material topic working conditions in own operations. In line with our company values **One Eton, Empowering** and **Work Smart.**

8.8

Protect labor rights and promote safe and secure working environments for all workers, including migrant workers, in particular women migrants, and those in precarious employment.

Ensure sustainable consumption and production patterns.

RESPONSIBLE CONSUMPTION AND PRODUCTION

We prioritize **SDG 12**through "Legacy for
Longevity" and our goal to Create for
longevity and low FPU (footprint per use)
and by addressing our material topics
pollution in supply chain, chemical management, more sustainable materials and
economic performance and impact. In line
with our company values **Work Smart**and **Progressive.**

2.2

By 2030, achieve the sustainable management and efficient use of natural resources.

2.4

By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment.

12.5

By 2030, substantially reduce waste generation through prevention, reduction, recycling and reuse.

12.6

Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle.

Take urgent action to combat climate change and its impacts.

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Eton has **SDG 13** as a prioritized goal in line with our material topic climate change, and are supporting it by measuring and follow up on our emissions in scope 1-3 and actively working on reducing our emissions and mitigating our impact. In line with the company values **Work Smart** and **Progressive**.

Integrate climate change measures into national policies, strategies and planning.

Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss.

We prioritize and contribute to **SDG 15** by addressing our material topics; climate change, circularity, more sustainable materials, pollution in

supply chain and animal welfare (which contributes to biodiversity), sustainable packaging and water usage in supply chain. We are actively converting to organic and recycled cotton, and continuously increasing the amount of sustainable materials over all in our products, materials developed with consideration for land and biodiversity. When we source non-commercial goods such as packaging material, we have decided to select recycled materials, or materials from responsible forestry. In line with our company value **Progressive**.

15.3

By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought, and floods, and strive to achieve a land degradation-neutral world.

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Our Goals

Legacy for Longevity

» Create for longevity and low FPU (footprint per use)

Consideration for the Planet

- » Climate Neutral by 2035
- » 100% organic or recycled cotton by 2025
- » 100% sustainable fibers in all shirts and accessories by 2030
- » Increase amount of recycled materials
- » Reduce over-production and production-waste
- » An absolute reduction of scope 1-2 emissions by 50% by 2030 and of scope 3 emissions by 30% by 2030 (scope 3) with 2019 as our base-year, a goal set in line with science-based targets.
- » Transform to renewable energy across and throughout the organization

Empower People

- » Transparency
- » Structured stakeholder dialogue

Prosperity for Transformation

» Climate Neutral by 2035



TOOLS FOR SUSTAINABLE DEVELOPMENT 2021

Ambitious Goals

Sustainability integrated in company business idea, goals and OKRs for all functions, teams, and individuals. Personal OKRs for all employees, in line with our corporate value One Eton.

Spearheading Development

Led by Sustainability Coordinator, our Sustainability Steering Group, affect actions and develop concrete plans within Environment, Social, and Economic impacts. A Diversity and Inclusion Steering Group targets diversity specifically within own operations.

Company Values

The foundation for how we develop, and think, act, and feel as a company on a day-to-day basis for meaningful growth.

STANDARDS AND POLICIES

Available tools for Eton Group employees and partnering suppliers:

- The Eton Company Values
- Code of Conduct (internal)
- Code of Conduct (external)
- Code of Ethics (external)
- Anti-corruption and Anti-bribery
 Policy /HR Policy, including Equal
 Treatment, Workplace Guidelines
- Car Policy
- The Eton Principles our policy for Performance, Quality, Flammability and Chemical Restrictions*
- Quality and process manuals (assembly)
- Eton's More SustainableProduct Guidelines

*The Eton Principles is based on REACH, and ECHA, the European Chemical Agency's Candidate List of Substances of Very High Concern for Authorization, as well as the OEKO-Tex standard. Signed by all suppliers.

Please email csr@etonshirts.com for access to these documents

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Inspired by Our Heritage

As a company in the textile industry, with near global reach and international production, we know that our value chain has an impact on climate, economies, and people, both individually and as communities. Each piece produced represents resources used, and as a fashion company we are a part of a creation and consumption pattern that has negative implications for the environment. The impact is not just directly connected to our operations, supply chain or customer locations, but affects people and economies across the planet through global warming.

"Never hand over a shirt unless you are completely satisfied with it."

- ANNIE PETTERSSON, ETON FOUNDER

Our ambition is to build on our strengths to redefine luxury consumption as responsible consumption and garment-ownership. That means that, inspired by our legacy, and our founder's motto to "never hand over a shirt unless you are completely satisfied with it", we work towards our goal to **Create for longevity** and low product FPU (footprint per use) for reduced climate impact. We design for and collaborate with our suppliers to create high quality style products that enable a consumption pattern with reduced negative impact through extended lifespan and desirability.

Our work is guided by customer insights, long experience, quality control, and, for all garments, our Assembly Manual - an internally created manual for high quality assemblage that is uniquely detailed and strict, following each step of the process - with directions for each fold, seem, press, temperature, or speed. For accessories we apply a more generic product development process with suppliers, with strict quality control in the prototype phase. We always have a focus on close and longterm collaborations. All inspired by our heritage.



1928

Annie Pettersson launched Eton from her home in the village of Gånghester, Sweden, in 1928. Thanks to her dedication to quality, the company grew in reputation and into successful venture, that even in those financially challenging times employed many skilled craftspeople. Today, Eton is an international men's shirt specialist dedicated to quality of product and thoughtful design, in line with Annie's ideas.

Thoughtful Design

More sustainable products begin with thoughtful design: where longevity in style, durability in quality, and end-of-life impacts are all considered, besides fiber choices and manufacturing processes. Inspired by our heritage and the motto that helped propel us from a small village to the world stage, we are dedicated to offering well-made, long-lasting products, designed, and made by dedicated craftspeople in the most optimal way and materials possible, products essential to the modern man for every occasion in his life. Because style is timeless, and fashion timely, we believe in products made to express individuality and inspire confidence through taste — sometimes sparked by, but never dictated by, trends or rules: timeless essentials and modern icons, for personal style that is as right today as tomorrow.

Carefully Considered Raw Materials, Yarn, Fabric and Production Techniques

We enable long-term product use through high quality standards, from raw material to execution. With cotton being our biggest source of raw material, most of the cotton fibers in our fabrics are ELS, Extra-Long-Staple: from the 2-3% longest fibers in each harvest. Some shirts are made with Long Staple fibers. The longer the fiber, the stronger, more tenacious it is — enabling a stronger, more durable, and beautiful end-fabric.

Eton works with six contracted assembly units in Romania, Lithuania, and North Macedonia. We conduct weekly visits by Eton's local quality control representatives to guarantee the highest possible quality.

In addition, we have our smaller production unit at our headquarters in Gånghester, for the purpose of product development, custom made shirts, sample production and technique tests.

As an example of how we work, our Assembly Manual ensures quality in sewing and construction of our garments — and is followed by each assembly unit.

The Eton range of soft men's accessories and styling details include scarves, ties, bow ties, bandanas, pocket squares and knitted products such as beanies and cold-weather scarves, designed either inhouse or in collaboration with suppliers. Design and make are always geared towards longevity.

The production is controlled by our inhouse accessories team located in Como, Italy, with trusted partners, who are among the top producers in their field such as heritage suppliers in Italy. Materials used include wool, virgin wool, merino wool, silk or cotton, cashmere, nylon, and polyester.

Control - for Quality

Quality assurance for our shirts consists of several steps made by Eton in close collaboration with the appointed assembly unit. Eton's quality and production department have daily contact with the production teams at each factory. Through our/Eton's local presence in the factories we enable support to the factory workers and help the assembly line with all details that needs to be exact:

- » All parameters during the assembly/production process are reviewed and approved by Eton's quality team.
- » We review everything from how the fabric is stored and handled, cut and matched, to how every piece of the shirt is prepared and assembled with the accuracy of 1/3 of a mm in every step of the assembly process.
- » We assure that the right machines and technology is used for production/assembly.
- » Apart from the right tools, we check templates, temperatures, speed etc in order to assure that the final quality and measurements of the shirt are perfect.

Supporting More Sustainable Consumption

We believe in mindful consumption: in the emotional value of dressing to express your style, and the social value in dressing for your context, yet consume with a longer perspective in mind - made possible by timeless design and high quality in materials and execution.

In short: From the day Annie picked up her first order and until today, quality has been a driving force for creating durable products – products that stand the test of time. That is why we are proud of our customer claims rate. For shirts it is 0,079% or in total 652 shirts out of 825 252 pieces sold, and for accessories it is 0,178% – 22 out of 12 360 pieces sold.

Love Even Longer

Durability may start with design, material choices and execution, but we believe that by sharing our expertise for the usage phase we support an even longer life span and enjoyment of our products. On etonshirts.com and on our business to business platform, b2b.etonshirts.com we share instructions for how to air and wash shirts in a way that supports a longer lifespan, and reduces the footprint of care, as well as expert tips on stain removal and ironing from our Quality and R'n'D department. For customers who lose a button, we have a complimentary button-replacement service via our customer service, for longer usage. (We are phasing out most buttons made from virgin materials, in favor recycled).



A MORE SUSTAINABLE STORY | Leah Lyck, seamstress Gånghester Studio

VALUE CHAIN

"Longevity starts with the fibers. You only have to see our fabrics to know that: we have such beautiful fabrics coming into the studio. Many of them are made with extra-long staple cotton fibers for example; that makes them very durable, very strong.

But there are many components to crafting quality, before a new fabric comes to us in the Gånghester studio, it is tested by the Quality Department – many, many times.

And then we test it out and create a rapport – the seams for example: an Eton shirt must have beautiful, smooth seams. And they need to hold: be as strong and durable as the fabric.

That is where stitches per centimeter comes in: seven per centimeter, for a strong, durable seam – double stitch; Egyptian for the side seam, French for the rest. Both lock-in the fabric pieces and create a strong hold, as well as a beautiful look.

Still, the secret to quality sewing is that each seam is so well thought through. For our four-way stretch, for example, we use a flex yarn, so the shirt is truly flexible in every way.

Last but not least, the buttons: we sew ours on a shank, and create an almost laminated effect with a strong hold."

The Gånghester sewing studio has multiple functions, from product testing for product development to sample creation and correction, and special orders. It is also the model for the "Eton method": a fully automized assembly line, made efficient, and easier to handle, with the Eton System's line. The main benefits of an assembly unit at our HQ are the speed with which we can act, the closeness to our Quality department, the reduced need for transportations, and the ability to give great service that comes with increased flexibility: Leah and the team have, among other things, created customized shirts adapted to different taste preferences, wedding themes, and sports clubs as well as for differently abled and sized bodies - from adjustments for hearing aid cables, to tailoring sleeves for people with variations in arm-length.

FPU - FOOTPRINT PER USE

Every product made represents an initial cost to the environment. In reference to our "Low Footprint per Use" goal, carefully considered materials enables a "use" phase that is as long as possible through durability. Thoughtful design does the same through timeless desirability and versatility: a design that you love to wear, find occasion to wear often, and feel inspired to wear season after season, rather than one (regardless of quality) that hangs unused in your closet.

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MAKING THE BEST SHIRT IN THE WORLD BETTER

From Production & Beyond

We are moving towards a more sustainable version of Eton. If our legacy of dedication to quality inspires the longevity of our product, shirts or accessories, the audacity and ability to change that has driven Eton forward over the past near-century, drives us in revising our methods — how we produce, ship, package and distribute that product.

We acknowledge that as a member of the textile industry, we have a significant climate impact and it's essential that we take our producer responsibility. By addressing our material topics; climate change impact, circularity, more sustainable materials, pollution in supply chain and animal welfare (which contributes to biodiversity), sustainable packaging and water usage in supply chain, we take actions in line with our company values **Progressive** and **One Eton** to reduce the impact of creating our products all the way form the design table to the customers. We revisit our vision of making the best shirt in the world – but "make it" better, from production and beyond.

We have set an ambitious goal of becoming Climate Neutral by 2035 and we have started our transitional journey in order to achieve this. By becoming members of STICA we have committed to climate goals that are in line with science and aims towards keeping the global warming below 1,5°C as agreed in the Paris Agreement - to mitigate dangerous, irreversible climate change. We are equally committed to our ongoing efforts to reduce our emissions and the impact we have as a producing company on eco-systems services. Since our raw materials to a considerable degree are conventionally grown, increasing the amount of sustainable material is a key first step to protect, restore and promote sustainable use of those ecosystems, and sustainably managed forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss. Eton is working towards having a holistic approach to sustainability, and the shift towards a more sustainable Eton is the responsibility of every department.

Towards Climate Neutral by 2035

The Eton Group has "take urgent action to combat climate change and its impacts" as a prioritized SDG goal. In 2021, our direct actions were as planned to measure and follow up on our emissions not only in scope 1-2 but also scope 3 and begin to integrate measures to mitigate our impact on climate change in our strategies and plans.

The materials we select and the conditions under which they were produced represent the first, defined and prioritized step for us towards a more sustainable Eton. An immediately upcoming goal is 100% organic or recycled cotton by 2025: targeting major issues, water depletion, pesticide use and nutrient pollution by transitioning our biggest source of raw material by far to organic.

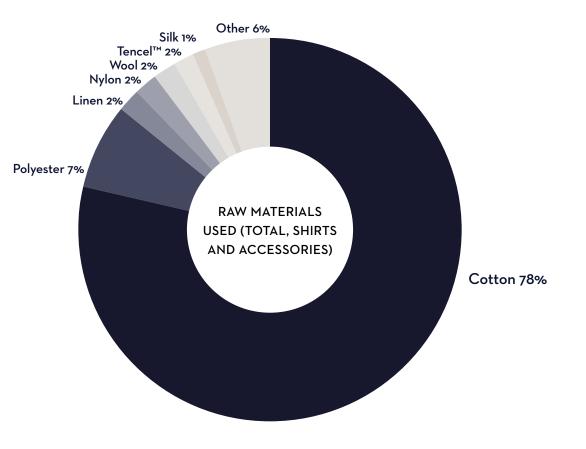
By 2030, we will have transitioned to 100% sustainable fibers in all shirts and accessories, expanding beyond cotton.

Transforming our Iconic Product

In order to transition in a way that has great effect immediately, we are working on transforming our biggest seller, the iconic Signature Twill, to organic - we now know we can craft as beautiful a shirt, regardless, and the first examples of this were crafted in 2021, for sale to wholesale with end-consumer sales in 2022.

A MATERIAL ISSUE: RAW MATERIALS

During 2021, we used 355 153,33 kg materials to create our primary products, of which in total approximately 300 000 kg came from renewable resources and 53 000 kg from non-renewable resources. We used a total of 56 786,44 kg from renewable and 13 347, 29 kg from non-renewable materials to package these products.





FPU - FOOTPRINT PER USE

When it comes to reducing our Footprint per Use, consideration for the planet in production, distribution, selling, marketing, returns, care and repair, represents our possibility to reduce the size of the original footprint – the sustainability cost of creating a new product. To work smart, be progressive and reduce our production footprint without reducing desirability, is, together with design and quality that enables longevity the equation, is the first, and most important steps toward a low FPU.

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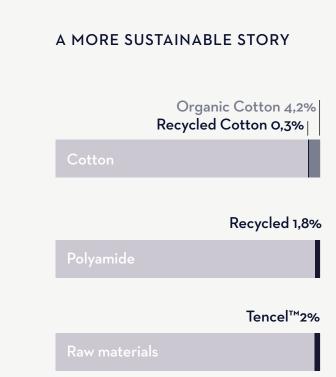
Certifications

In 2021 Eton and its supply chain started the process to become certified Textile exchange's OCS and RCS standards. Our upcoming goals are 100% certified organic or recycled cotton by 2025, and 100% certified sustainable fibers in all shirts and accessories by 2030.

During 2021, Eton and many of our suppliers worked hard to ensure that we received certifications for OCS (Organic Content Standard) and RCS (Recycled Claim Standard) for Eton group as well as for our supply chain. The process was unfortunately delayed due to Covid, with physical audits of our production sites made possible in September 2021. We are happy to have received the approval for both in January 2022, meaning that products produced after that can when relevant be labelled with organic (OCS) or recycled (RCS). More certification processes are planned to be initiated for 2022.

REUSE AND RECYCLE

During 2021, we had an agreement with I:CO, sending returns and overstock for re-selling or recycling.



PROGRESS IN 2021: MORE SUSTAINABLE MATERIALS

During 2021 we set up an internal Eton More Sustainable Products Guideline along with definitions, as a tool for making active and conscious choices within Assortment and Product to increase the use of more sustainable materials in our collections. Since certifications of our supply chain were delayed, and we thus cannot claim on product level, more sustainable materials used in 2021 will not be a part of our reporting. However, we did reach a total 8,3% kg fibers kilos that we define as more sustainable materials according to the list below, a step forward in comparison to 2% in total in 2020 (consisting of Tencel™). We plan to take even bigger steps in 2022.

A MORE SUSTAINABLE STORY | Johanna Kinander, Head of Assortment – Casual

"We estimate that up to 15% fabric is lost when we cut a shirt (for patterned shirts, the loss is greater due to our principle of perfect pattern-matching).

That means that, since we use approximately 250 g of fabric on average to make a shirt, we are left with 37,5 g waste from our high-end, exclusive fabrics in our sewing production. Our biggest-selling product, a Signature Twill Shirt in a plain color, the waste is still, 27 grams.

This represents an opportunity: the waste could be used again to creating new fabrics.

Together with our supplier Albini we are trying to find use for our cutting waste from our sewing production.

However, there are many projects around recycled materials out there, so what makes this one special? The answer is simple: again, being Eton we think long-term, trying to find a lasting use for recycled materials. Today, we know we can create recycled yarn. But we don't yet know how fine yarns we can create and still keep our level of quality, hand feel and durability... And that is what we are working to find out.

RECYCLING: ALBINI

In addition, we want to take the next step and develop a range of products that we can produce and sell in a big scale, so that we find a continuous flow of use for our cutting-waste, not just one a one-off product.

We don't know if this is possible or how far we an go, but we know we will try!"

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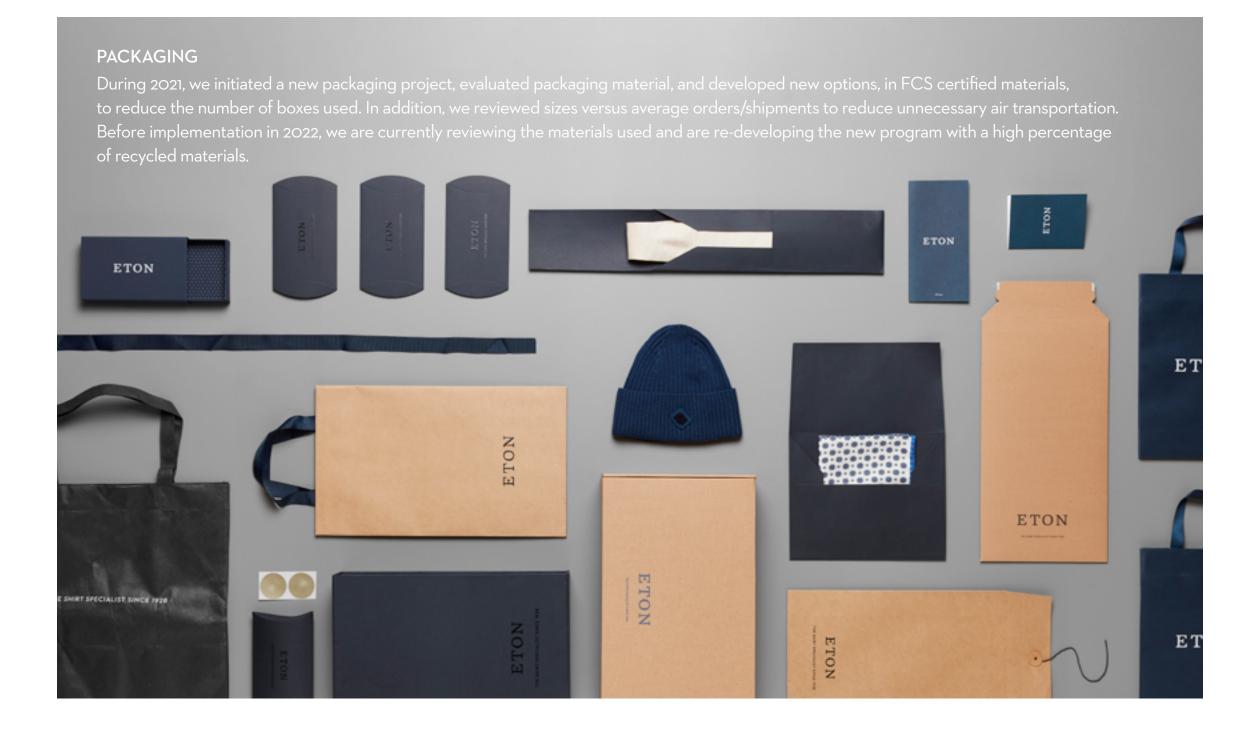
CLEAN WATER AND SANITATION

Access to clean water is a necessary component to human life and planetary health. The textile industry relies heavily on water use: from water-dependent raw materials (with cotton as a main example) to processes used to soften, finish and dye fabrics. All of these uses present risks in two areas: threatening the availability of water and access to water for other purposes, such as drinking and growing edible crops, and threatening access to clean water, with the chemicals and processes our product brings with it.

Today, we clean our water in own operations, through municipal water supply and waste-water treatments. For suppliers that perform wet-processing, we follow up and monitor. As stated in our code of conduct, suppliers shall use energy and water responsibly and strive towards reducing their consumption by setting reduction targets and monitoring energy and water use regularly. Renewable energy sources shall be prioritized and water shall be treated and reused when possible.

Our follow up enables us to be informed – know if they are performing a process that requires a significant amount of water usage, what kind of wastewater treatment they use, if they have set a reduction target for their usage, and their total water consumption for the period.

While we are not currently working actively with our suppliers to transform beyond this, this gives us the information we need in order to do so. Our non-iron finishing, while containing chemicals, happens in a closed loop system which means that those chemicals are not released beyond the loop.



ANIMAL WELFARE For us and the Eton customer, animal welfare is key. Today, our Code of Conduct states that our suppliers should respect animal welfare, and the five freedoms of animal welfare as adopted by the Farm Animal Welfare Council. They are essential. As a minimum animals shall be entitled to: "Freedom from hunger or thirst "Freedom from discomfort "Freedom from pain, injury, or disease "Freedom to express normal behavior "Freedom from fear and distress. To strengthen this ambition, we will start the certification process for RWS, the Responsible Wool Standard in 2022: a voluntary standard that addresses the welfare of sheep, and the land they graze on.

CHEMICAL MANAGEMENT

The textile industry relies on chemicals in several ways to produce its products: dyeing, and finishing are two key examples with great relevance to Eton; a brand known for its wrinkle-free shirt, achieved through finishing. A more sustainable chemical management looks at different aspects of chemical use across the entire value chain: from worker safety in production to customer health and safety.

At Eton all relevant suppliers sign the Eton Standard: agreeing to our quality standards in three areas: Performance and Quality, Chemical Restrictions and Flammability. The Eton Standard is based on REACH, and ECHA, the European Chemical Agency's Candidate List of Substances of Very High Concern for Authorization, as well as the OEKO-TEX standard, limiting dangerous substances in textiles such as harmful chemicals, including legally banned and controlled substances, chemicals known to be harmful to human health but not yet legally restricted, and other parameters for health protection.

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Eton Group's Climate Impact 2021

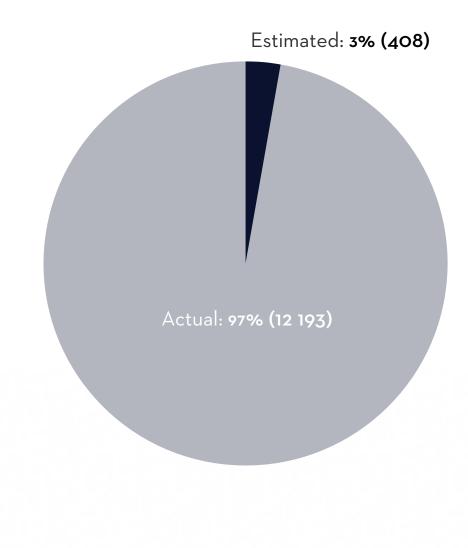
The total emissions from Eton Group's operations in the financial year of 2021 were 12 601 ton CO_2 e. The absolute majority, 97.6 %, came from scope 3: our value chain. Across all categories, our production process has the largest overall impact, with 66 % of total emissions.

Process

All calculations are primarily based on actual activity data from our operations. For 2021, 96,8% of our emissions figures are based on actual data, and estimates amounts to only 3,2%. The improved data quality compared to previous years provides a better decision-making basis regarding strategies to reduce our CO₂ emissions.

Climate consultant company 2050 has assisted in making the calculations. Our reported activity has been matched to emission factors to calculate the climate impact from our operations. Where data gaps have been identified estimations has been made based on best available knowledge. In our climate accounting, a market-based method has been applied, and an operational control approach has been used.

CO₂ EMISSIONS BASED ON ACTUAL AND ESTIMATED DATA (ALL SCOPES)



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Emissions Scope 1-2

Since 2018, we have followed up on and reported on our scope 1 and 2 emissions. We have also been taking concrete, deliberate steps to reduce climate impact across scopes 1–2, and the data for 2021 does reflect significant improvements. However, it must be highlighted that the COVID-19 pandemic has had an impact on the emission reductions shown below. This impact has partly been driven by a reduction in sales, with a total order volume in 2021 down by approximately 35% compared to our last financial year unaffected by the pandemic, 2019. In addition, work-from-home directives, short-term work allowances and store closings directly affected the usage and demands on own operations. Both have led to a decreased overall climate impact.

Scope 1 and 2 emissions decreased by 43 % compared to our base year 2018. They did increase compared to 2020, however 2020 numbers were to an even larger extent affected by the pandemic (lower demand, even less use of own facilities). Emissions caused by refrigerant leakage dropped by 95 %, as no refill occurred.

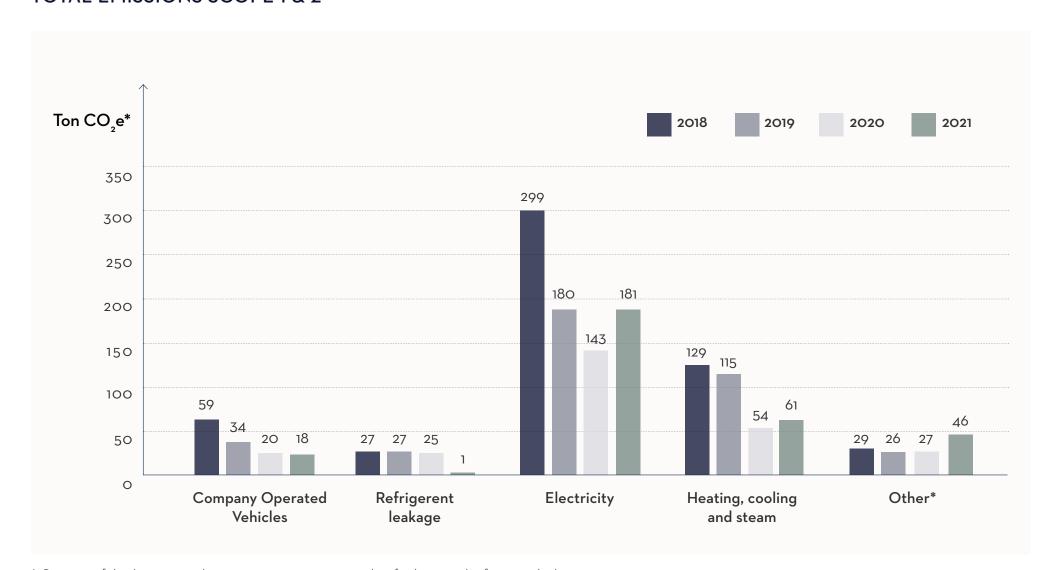
We have significantly decreased our emissions for company operated vehicles, the big reduction is partly driven by the pandemic which led to reduced travels. However, we have taken active steps to decrease our emissions in this section and implemented a new car policy in 2021 which states that all new company cars shall be either fully electric or hybrids going forward.

On a very positive note, data collection for scope 1-2 improves every year, and took a big step forward in 2021. The proportion of emission information that was based on estimated data decreased from a full 56% in 2018 to 6% 2021. This means we are closer to 100%, and have a better base for reduction roadmaps, active and effective decision-making, and accurate future reporting.

43%

reduction in emissions in scope 1-2 from base year 2018

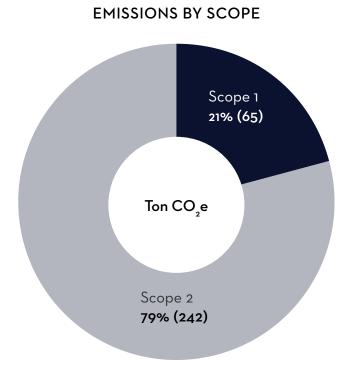
TOTAL EMISSIONS SCOPE 1 & 2



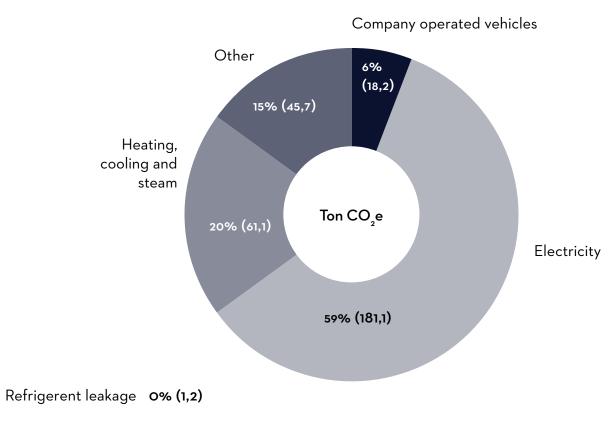
^{*} Consists of third-party warehouses, concession stores, other facilities, and refrigerant leakage.

Scope 1 Direct greenhouse emissions that occur from sources that are controlled or owned by an organization.

Scope 2 Indirect emissions associated with the purchase of electricity, steam, heat, or cooling.



EMISSIONS BY SOURCE



Note: during 2022 we will convert to district heating at our global Headquarters in Gånghester, where geothermal heating has been our primary, and fuel oil our secondary source for heating during the colder months. This change will have a significant impact on our scope 1 emissions going forward.

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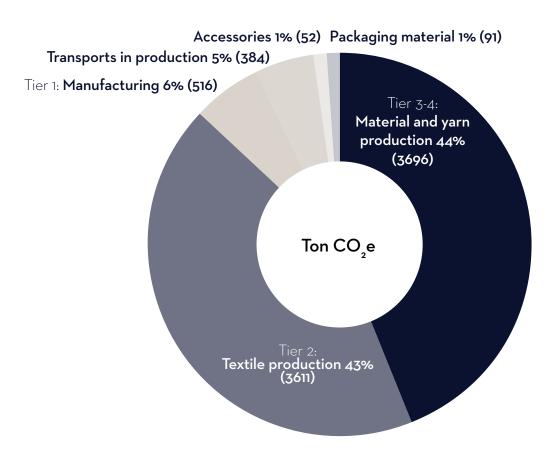
Emissions scope 3

2021 marks the first year where we have mapped our emissions in scope 3 with mostly actual data. We have identified that our biggest impact, and major reduction potential lies in scope 3, and we will focus our primary climate reduction actions on this category.

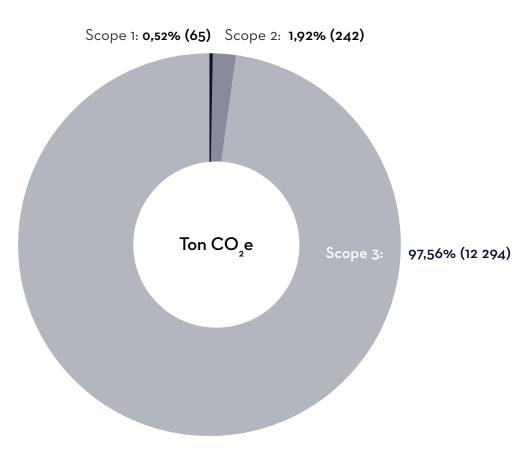
Scope 3

Emissions that are the result of activities from assets not owned or controlled by us, but that we indirectly impact in our value chain - for example our production.

EMISSIONS PER CATEGORY FOR PURCHASED GOODS AND SERVICES



EMISSIONS BY SCOPE



Tier 1-2

Emissions from tier 2 (fabric production, weaving, finishing) are almost as significant as those from raw materials and yarn production. By collaborating with suppliers to increase the share of renewable electricity used, and simultaneously reducing energy consumption per piece, emissions can be reduced in this tier - something we will include in our efforts going forward.

We see great potential for reducing our materials impact by replacing with more sustainable materials with a lower impact. During 2021 our main focus was to initiate and lay the groundwork for material certifications for Eton Group and our Assembly Suppliers. From 2022 we will now be able to include more sustainable, certified materials in our collections (beyond Tencel™), in line with our material goals − recycled and organic cotton only by 2025, and more sustainable materials only by 2030.

We have also identified potential across both tier 1 and tier 2 to increase the share of renewable electricity, as 11 out of 21 suppliers still report 0 % renewable electricity in their production. Switching to renewable energy throughout the supply chain will significantly reduce our total emissions in the future.

Tier 3-4

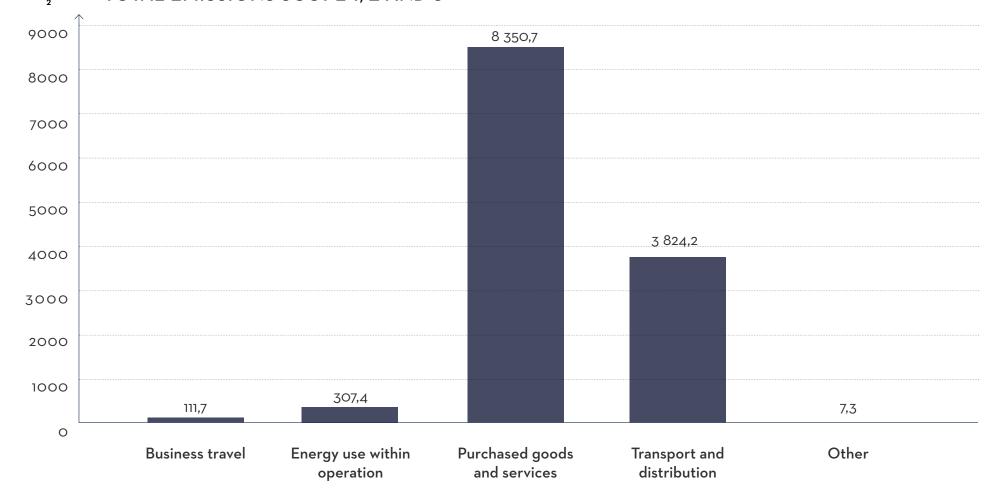
Within the production phase, material, and yarn production in tier 4 (raw materials) 3 (yarn and fiber processors) stand for the biggest impact. Broken down by material, fabric made with virgin cotton stands for the majority of emissions from materials we used in our products — two other materials of note are silk and wool: despite only making up 2.6 % of the total material weight, these materials, made from virgin fibers, materials cause 17 % of the total emissions from materials used in products.

We are gradually improving our efforts in line with SDG 7, affordable and clean energy, we are convinced that our future actions will have an indirect positive impact on target 7.2, increasing the share of renewable energy in the global energy mix. We follow our suppliers' development with interest and aim to be an active partner in their transformation.

66%

of our total emissions are generated in the production phase.



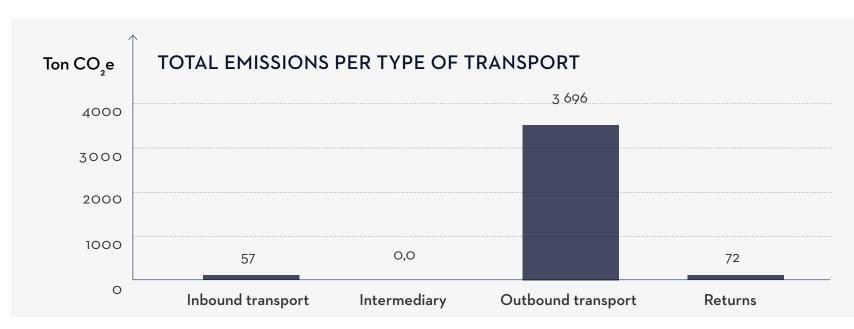


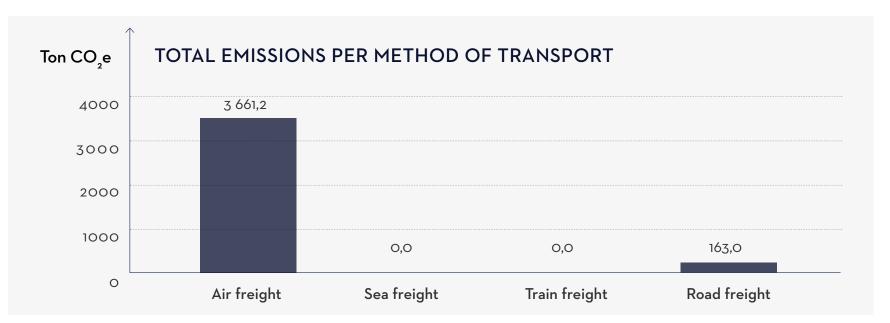
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Transportation

3824 tonnes CO2e, a full 30% of our total emissions as a company currently come from transportation and distribution: a significant share. Of this, outbound transportation stands for nearly 97 %, due to a high percentage of air freight, with a significantly higher negative impact than any other options. Here, we have an opportunity to make a significant impact on our emission reduction by replacing air freight, with for example train or sea freight.

Note: DHL stands for 12,02 tonnes CO2e of our emissions from transport and they offset 5,54 CO2e tonnes on our behalf, the offset is not visible In the disclosure of our emissions.





SUMMARY

All calculations and reporting conform to the guidelines set out in the Greenhouse Gas (GHG) Protocol. Accordingly, the company's emissions have been divided into three scopes (1–3), where scope 1 includes the direct emissions, scope 2 includes the indirect emissions from producing purchased energy and scope 3 includes all other indirect emissions.

System boundary and GHG scopes Scope 1 emissions for the Eton Group:

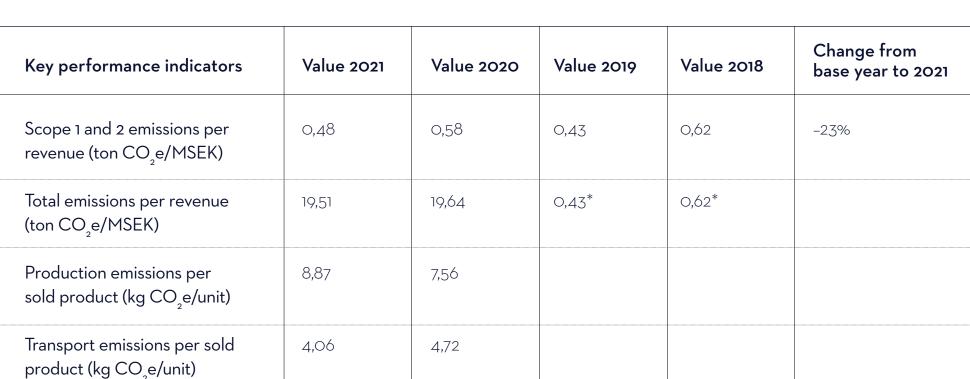
- » Company operated vehicles
- » Refrigerant leakage in offices, stores, and warehouses

Scope 2 emissions for the Eton Group:

- » Electricity consumed in offices, stores, and warehouses
- » District heating consumed in offices, stores, and warehouses

The scope 3 emissions for the Eton Group:

- » Purchased goods and services (representing tier 1-4 and non-commercial goods/packaging materials)
- » Transportation and distribution (upstream & downstream).
- » Energy (electricity, heat and fuels) consumed in third party warehouses, concession stores, and other facilities
- » Fuel and energy related activities
- » Business travel



^{*} For 2018 and 2019, only scope 1 and 2 is included. During 2022 we will recalculate our scope 3 base year to 2019.

1.5 C Aligned - Absolute Reduction

Eton group is a member of the Swedish Textile Initiative for Climate Action (STICA). Eton Group commits to reduce our absolute emissions in scope 1 and 2 by 50% by 2030 from a 2018 base year. Eton also commits to reduce our absolute emissions in scope 3 by 50% by 2030 from a 2019 base year. This commitment is aligned with what is required by scientific consensus regarding what is required to stay within the 1,5 C warming pathway. To learn more about our commitments and progress, visit www.sustainablefashionacademy.org/stica

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A MORE SUSTAINABLE STORY | MADE IN NORWAY: DALE OF NORWAY

With a combined experience of 230 years, Eton from Sweden and knitwear specialist Dale of Norway, joined forces to design and create a unique knitted sweater jacket, commonly known as 'swacket'. Designed in Sweden and Norway and knitted locally in Norway using the first lamb's wool from free-range dalasau sheep that roam the slopes of the mountainous Vestland region the sweater jacket translates a mutual obsession for quality into "Nordic Luxury".

A MORE SUSTAINABLE STORY | REPURPOSING: SEBOÜ



We partnered up with Swedish design brand Sëbou to repurpose byproducts from its shirt design process into timeless interior design pieces. The excess fabrics 'blanket rolls' play a key part in the design development process and each roll consists of over 1000 different new color and pattern combinations. Once the design process has been completed, they are typically placed in storage in the company's fabric archives. Through the collaboration, Eton found a new purpose for some of these fabrics: a limited-edition collection of handmade rugs, woven in Morocco from Eton fabrics.

A MORE SUSTAINABLE STORY | RE-THINKING "OLD": RETAIL

In 2021, we updated several brand store locations by using old fixture furniture: instead of producing new interiors, we reviewed every single piece we had in storage, furniture and fittings produced years ago, but never used. Rather than discarding or recycling these pieces, we used them to create or refurbish our stores. Sometimes a simple paint job was all it took to update something to fit in with our Brand DNA and existing store materials. For example, we created an entire new Outlet store by our HQ in Gånghester. For other projects, we found new homes for old interiors with our wholesale partners who built dedicated Eton brand areas in multi brand stores.



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Our People are Always a Priority to Us

We are committed to and have a responsibility to create healthy workplaces with an inclusive culture that lives up to our values in our own operations: Empowering, peer to peer and employer to employee. As directly stated in our One Eton value: diversity, inclusivity and equality are a given and therefore a constant goal in our places of work.

We have also committed to promoting sustained, inclusive, and sustainable economic growth, and decent work for all throughout our operations and supply chain and see our longer perspective on collaborations as in part as a way to promote a safe and secure working environment for all workers. In addition, we know that as a company in the textile industry, parts of our supply chain rely heavily on female labor.

We focus on presence and collaboration to enable good conditions for avoiding negative risks such as discrimination or physical health risks and stimulating good working conditions.

We manage other human rights risks, such as water and land rights, through our environmental agenda.

At the time of writing, Eton consultants, wholesale partners and partnering suppliers are all affected - directly and indirectly - by the ongoing humanitarian crisis in Ukraine. Human rights guide us in putting people first though our prime value "One Eton" - because we are one team. As we strive to find ways to contribute, support and monitor the situation, after two years of a global pandemic, upholding those rights for our colleagues, partners and partnering suppliers is exactly that: a human right, that falls on our responsibility as a company to uphold.

Attrition

In 2021, the Eton Group had a total of 234 full time employees: over the course of the year 48 left the Group, one of which was a result of restructuring, resulting in an annual percent attrition of 20,5.

Reorganizations

During 2021, we carried out one re-organization: restructuring our Assortment and Production departments, including Design, Quality and Purchasing teams.

NEW ORGANIZATION

Redundant positions:	9
New positions:	13
Offered new positions:	9
Declined:	2
New positions created:	4

The reorganization, motivated by future potential and the ability to meet changing demands, was carried out according to set procedures: a risk analysis was made, negotiations were held with unions, information was given in a way intended to prioritize respect for individuals and for the challenges a reorganization poses. Safety inspections were carried out - one physical and one digital conducted during 2021, a follow up is planned for 2022.

The Vision

Two fully autonomous departments, with full ownership of product offer and supply chain respectively.

Great Place to Work

The biannual Great Place to Work Surveys measures well-being. During 2021, a 93% of employees participated and the resulting score ensured that Eton was certified as a Great Place to Work.®

Whistleblowing

We strive to prevent all forms of harassments, corruption, bribery, and misconduct in the workplace. Therefore, we have, in compliance with EU directives and Swedish law, arranged an anonymous whistle-blower function that enables employees in own operations, i.e. 100% of the Eton group including its seven subsidiaries to speak freely and openly about their concerns, whether it is for compliance, HR or culture purposes. The function, Whispli, is a mobile application in which employees can send feedback, ask questions and chat with total anonymity. During 2021 Eton received three whistleblower reports. None were related to corruption, harassment, bribery, or misconduct in the workplace. All three reports have been managed and solved in 2021.

Collective Bargaining Agreements

All employees within the Eton Group that are employed in Sweden, i.e. 66% of our total employees, are covered by different collective bargaining agreements with Unionen, The Swedish Association of Graduate Engineers, Ledarna, IF Metall and the Swedish Trade Federation. TEKO is the employer organization for Eton AB in this area.

Employment agreements for employees outside of Sweden are defined and based on local collective bargaining agreements where applicable. Business Sweden is our partner in assuring that we live up to local regulations and legislation regarding employment and reimbursements. In the USA, there are no collective white collar bargaining agreements in line with our type of business, thus our agreements are market based.

EMPOWER PEOPLE - AT ETON

To promote a healthy, physically, and mentally sustainable work environment throughout the organization we have set up an HR committee, consisting of representatives from legal, finance and executive coordination that ensure that HR-related issues are carried through with respect for employee rights. All Eton employees are also obliged to read our Code of Conduct, to create a joint understanding of what it means to be an Etonian. We also work actively with the Eton Values, with all employees either already having attended or being scheduled to attend workshops, to redefine our culture in a changing age and take steps towards our goals. These values are a part of our annual Dialogue Review.

EMPOWER PEOPLE - BEYOND ETON

Interacting with stakeholders to share knowledge, expertise, and ideas is a way for us to take the lead when we can and follow when others are ahead of us. That way, we can go beyond our own capacity and have an even greater impact.

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A MORE SUSTAINABLE STORY | LINA ÖDEEN

"Eton is a member of STICA, and we – and I – have the privilege of being represented in two work groups, one of which I co-chair, both targeted at reducing emissions, one towards the transport sector and the other towards renewable energy in the supply chain. The over-all purpose is to share knowledge and insights within the textile industry to speed up the transformation we all have to go through."

A MORE SUSTAINABLE STORY | EMPOWERING: ANN-HELÈNE SÖRBÖ

"These last few years I have given lectures on production technology in the same educational area for students in the Garment Technical Designer program in the Higher Vocational Education (Yrkeshögskolan) in Borås. To contribute to forming the best education for the student to meet today's and tomorrow's challenges, I am a member of the management team for the Garment Technical Designer program. As there is a competence gap in this field today, it is satisfying to contribute with my knowledge — I hope that I can inspire students to make better decisions towards more sustainable production solutions in their future roles. It is also with great pleasure we invite students from the textile classes to visit the Eton production unit and development centre at our headquarters in Gånghester, Sweden. The aim is to give students a better understanding about advanced shirt production and to give them an idea of what is required to make premium longevity products."

A MORE SUSTAINABLE STORY | FRIDA LJUNGMALM

"I'm deputy chairman of the board of Proteko, who runs NTA – "Nordiska textilakademin" offering courses and educations within textile. With my 15 years' experience from Eton, supply chain and textile I have the privilege of being part of securing talents and competence to continue developing the textile industry. As member of the board, I set the strategic direction and define the specific courses needed — during the last years I have specifically driven the need for courses and educations within sustainability and circularity. I am happy to say "circular designer within textile and fashion" is an upcoming education. "International designer" continues to be appreciated by companies within textile and fashion, and by including sustainability and circularity as part of the design process we will have a substantial impact on the transformation towards a more sustainable textile and fashion industry. Proteko is also the foundation behind Kompetensslussen and re:skills Textile & Fashion, financed by EU/ Europeiska socialfonden to facilitate the necessary transformation for the Swedish textile industry to move towards more sustainable consumption and production."

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Our Partnering Suppliers

OUR WAY: LONGTERM PARTNERSHIPS AND CLOSE COLLABORATION

We believe that our focus on collaboration and long-term perspectives in partnerships not only provides conditions for longevity but is our starting point for creating optimal conditions for quality, and fair working conditions. To implement our guidelines and assess the production, we are an active presence in the workplace. A longer perspective creates increased likelihood of economic stability for our suppliers, along with the ability to plan and recruit with confidence – which we believe increases the opportunity for people on the floor to experience stability too. As a company that relies on expertise within a traditionally female craft, sewing, we believe that our partnership creates jobs and opportunities for mainly women to specialize and gain valuable skills in developing parts of Europe – a reflection of how we were founded.

TRANSPARENCY

In 2021, we took the decision in line with our goals for transparency to make our supply chain fully public, including number of employees, gender parity and length of collaboration. The information, first published in February 2022, covers Fabric, Construction and Accessories suppliers, and will be updated twice yearly. Trimmings and details are currently out of scope.

ETON SYSTEMS

Some facilities have installed the Eton Systems, for an efficient production process with increased opportunities for quality control. The system also has ergonomic benefits such as reduced load on operators and reduced risk of strain injuries.



HUMAN RIGHTS, LABOR LAWS, ANTI-CORRUPTION AND BRIBERY

Agreements with suppliers that contribute to our products has our Code of Conduct attached, to ensure compliance with health and safety regulations, fair working conditions, fair pay, freedom of association, and anti-corruption.

Eton acts in accordance with national legislation in all countries where we operate and take appropriate measures to prevent direct or indirect violations of human rights, labor laws, environmental laws, competition laws and anti-corruption laws. Eton's rule is that all our suppliers and other business partners must, in all their activities, follow the national laws and regulations in the countries in which they operate as well as Eton's company policies and agreements.

We have aligned our Code of Conduct with the Ten Principles of the UN Global Compact and applicable international agreements: the UN Universal Declaration of Human Rights, the International Labor Organization Conventions, the UN Convention against Corruption, and the Rio Declaration on Environment and Development. During the reporting period Eton had 23 operations under its control, with one supplier signing the Code of Conduct during the period. As this was our single new supplier in the period, that means that 100% of new suppliers in the period have signed our CoC. Of note is that all 23 suppliers have signed the CoC within the last five years, and have then all been registered in our Business System.

No audits for negative environmental impacts in the supply chain were performed in the reporting period, and no actions were taken, nor were any suppliers assessed or audited for negative social impacts. Compliance was last reviewed via an independent third party in 2018 for Fabric and Assembly, and 2017 and/or earlier for accessories, with new plans delayed by Covid – no audits conducted during Covid.

All suspected corruption cases are reported to Eton's Head of Legal, who documents this information. We did identify one significant risk of corruption internally at the Eton Group during this period related to bribery and corruption risk, this was investigated, but found to be neither. We have no reported incidents from our supply chain during the reporting period.

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A MORE SUSTAINABLE STORY | WORKING TOGETHER: ACHILLE PINTO/NICOLETTA GRAZIOLI

"Achille Pinto has a strong focus on more sustainable, certified materials: in fact, they are ahead of us. We believe that gives us opportunities to grow."

Eton's Accessories design team is based in Como, Italy - close to many of its suppliers, and in the same country as all accessory suppliers. We make all our accessories with the same goal as for our shirts: quality in every detail, quality made to last. To ensure that we develop high-level products, our Product Developer Assistant has weekly or daily contact with most of our partnering suppliers. We are currently developing a longterm relationship with a bigger partner, Achille Pinto, in addition to other, smaller suppliers.

At Achille Pinto, The Product Developer
Assistant connects with a dedicated team,
including a production expert, as well as
conducts personal visits and check-ins –
even "at the loom". With an accessories
supplier chain located in Italy, mainly in the
Milan region, we are able to conduct many
of the steps required in creating high-quality
accessories within sometimes as short a
distance as across the street.



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Business as Usual is Not an Option

We know that as as a company in the textile industry, we always act as a part of a bigger system: We play a part in putting a strain on the environment and know that means that we must take responsibility to transition into a different way of operating — within planetary boundaries. Reducing emissions through climate action must happen swiftly and decisively, and within the next ten years. We are committed to becoming Climate Neutral by 2035: neutrality is necessary to avoid very dangerous climate change by limiting global warming below 2°C, and pursuing — with hope — a limit of 1,5°C as stated in the Paris Agreement.

Human rights form an umbrella for our social compliance commitment; we must play our part in transitioning towards gender equality and diversity and good jobs and economic growth for all, inspired by our value One Eton and the UN definition of prosperity: "to ensure that all human beings can enjoy prosperous and fulfilling lives and that economic, social, and technological progress occurs in harmony with nature."

Redefining how we play our part in the world is not just the right thing to do — it makes business sense. Future proofing our business means building an Eton capable of prospering after its first centennial. Today, we have defined goals, and mapped out initial action points: In 2021, recuperating financially from the effects of Covid 19 was an involuntary focus, but we initiated a few key steps that will lead to more in 2022 – certifications, laying the groundwork for new processes, material guidelines, along with a selection of collabs with sustainability angles. We are also delighted to have mapped our emissions in scope one, two and three now finally with a degree of actual data — with new knowledge enabling structured supplier and stakeholder dialogue and a roadmap onward to embark on a sustainable business journey, environmentally, socially, and economically. Going forward, we will take yearly steps towards our goals, and towards fully executing our approach to sustainability transformation.

IDENTIFIED FINANCIAL RISKS AND OPPORTUNITIES CONNECTED TO CLIMATE CHANGE

We are at a point where mapping and understanding potential financial challenges and possibilities related to climate change is key to future proofing our business.

RISKS

Transportation cost increases

Whether due to a cost increase for fuel or through demands from customers that we transition from air transports, we do see a risk for an increased cost that would require price increases and/or investments in logistics.

CAPEX and increased transport cost as NRI connected to key initiatives. As it stands today, we believe one action should be to reconsider our shipment solutions to load more volume per shipment and decrease the cost per unit, as well as evaluate possible new logistics solutions.

Sustainability-related new tariffs/duties

New tariffs could be implemented in our markets to counteract climate change and encourage domestic trade. This would mean higher costs that, as well as make expansion more difficult, would make it difficult to maintain our gross profit. The actions we believe in is to evaluate the potential to manufacture locally in more markets.

Material cost increases

With climate change, the price of materials and therefore fabrics could rise, which would most likely lead to a necessary price increase of our products. If we should fail to do so, we would most likely see a falling gross margin. Our perceived actions are to invest in product development to spread this risk and act against climate change, in addition to staff working with sustainability issues.

OPPORTUNITIES

Increased demand

As effects attributed to, or potentially attributed to climate change grow more extreme - heat, storms, floods, fires, and climate refugeeism to mention just a few examples - so does media coverage. Together with an increasingly urgent and serious message from activists, scientists, and world leaders, for example through the IPCC report, the COP conference and of course, a growing activist movement, this creates increased awareness. As a result, more people question unsustainable consumption patterns.

As a high-quality, entry-to-luxury product made for durability, Eton's potential target group could expand along with demand from people looking to buy less and buy better, and still feel as stylish and confident as their previous consumption pattern enabled them to do. This target group would place different sustainability-related demands on our products. If we continue our transition into a more sustainable value chain, we can fully answer up to their expectations, and increased demand could enable continued or greater profitability. By addressing our challenges, we are prepared for coming regulations and alternative costs due to this.

Regardless, we are confident that timeless products designed to be desirable - with a luxurious look and feel - made to last with consideration for people and planet, will enable our business model to not only continue to be viable, but thrive - and Eton to be a part of the solution instead of the problem.

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A NOTE ON COVID 19

Impact on Eton

The Covid-19 pandemic has had devastating effects on people, communities, and economies on a global scale. During its second year, it continued to impact every single Eton employee, the people employed in our value chain and our customers. First and foremost, in the form of loss of life, health or loved ones. Secondly, with a prolonged state of uncertainty, fear and isolation came emotional health challenges on a global scale. Financially, rapid changes and loss of demand resulted in job insecurity in the retail industry, with customer-facing operations and supply chain being the most exposed.

Our Corona Taskforce, made up representatives from management and our Work Environment Council continued to play an important part through regular information.

The key elements of our response can be summarized up as increased information, collaboration, cost-control and finding new ways to drive our business, do our day-to-day work, communicate with our suppliers, and reach our customers.

IMPACTS ON ETON AND OUR VALUE CHAIN

- » We estimate that the pandemic led to an 35% decrease in our net sales by the end of our financial year.
- » Customer demand continued to shift to digital platforms, with lessened demand in physical stores due to restrictions and fear of contagion.
- » One store closure during the year.
- » Until June 2021, a majority of Eton employees worked reduced hours, many through government support: short-term work allowance (Sweden) or similar programs (Denmark, France, Germany, Holland, and UK).
- » Supply chain impacts: the challenges from 2020 continued in the first half of the year with reduced demand and capacity in the sewing factories. However, after summer 2021 we began to experience increased demand from end-consumers and wholesale partners who had not replenished their stocks as per usual. Our suppliers did experience some challenges in answering up to that demand, but thanks to our long and strong relationships and geographically close locations we secured a flow of goods. One positive aspect was that we were also able to reduce existing high stock-levels substantially, although we continued to work to find the right balance.

- » The pandemic presented a continuing physical and emotional health risks, which we continued to meet by prioritizing People through actions, including but not limited to, physical distancing, working from home whenever possible, obligatory 14-day quarantine for anyone travelling abroad, and the possibility of getting vaccinated during work hours for all employees. In addition, all locations followed regulations and recommendations from local governments.
- » We transformed into a digital way of working in our offices, creating new ways to connect the different touchpoints of our global company.
- » The pandemic also continued to affect several sustainability-related actions. Most notably, inperson audits or assessments, which were already identified as a needed action point. This also delayed our first certifications for OCS and RCS The effects of Covid 19 on our supply chain also created new challenges as we moved towards our goal of sustainable fibers in 2030.

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EQUALITY AND DIVERSITY

For Good Jobs for All and Economic Growth

A thriving Eton across all our workplaces matters: to map and understand where we are when it comes to gender parity and fair reimbursement provides the understanding, we need for ongoing action for diversity and inclusion within the Eton Group, contributing to transformation in line with SDG 5. At Eton we map our gender parity on a yearly basis.

As a company in the textile industry, we know that parts our supply chain can be a means to provide employment for women, especially through assembly suppliers. In 2021, we also initiated and took decisions on transparency regarding this in our supply chain. In 2022, we made this information public in our supply list, found on **etonshirts.com**

INCLUSION AND DIVERSITY

Eton connects workplaces in different countries and co-workers of different genders, ages, and backgrounds. In 2021, we launched a Diversity and Inclusion Steering group, consisting of engaged employees from across several departments and offices, with different life experiences and perspectives. The group collaborates to define action points and activities that promotes inclusion within the company on a global level, and acts as a freestanding point of contact for issues and ideas within the company.

Note: Eton is not currently aware of any employee identifying as other than male/female, hence no such reference in the charts on this page. Also note that Swedish law does not permit data to be collected based on for example race (It does allow data based on place of birth. For 2021 that is out of scope).

GENDER PARITY - ETON GROUP



GENDER PARITY - PROGRESS REPORT

	Eton	Group	Non-mar	nagement		Managers*	Management Team	Board
2019	49%	51%	48%	52%	40%	60%	22% 78%	20% 80%
2020	48%	52%	54%	46%	33%	67%	22% 78%	20% 80%
2021	52%	48%	56%	44%	42%	58%	33% 67%	17% 83%

Managers* Spans from specific responsibility, to low, mid and higher management. Includes all Eton Group employees with titles Leads, Head of, Manager and Director. Note that the word "manager" represents two different functions/titles:

Manager (v 1): Specific area of responsibility (Content Manager, Online Product Manager, Sales Manager)

Lead: Leads area of responsibility

Head of: Manages area of resp. No staff responsibility

Manager (v 2): Manages Function or area of responsibility. Staff responsibility

Director: Manages Department or business area (mainly) on a global scale. May or may not have staff responsibility.

CFO, CSO, CIO, Chief officer. Executive: Manages Department and/or area or areas key to the company. Staff Responsibility.

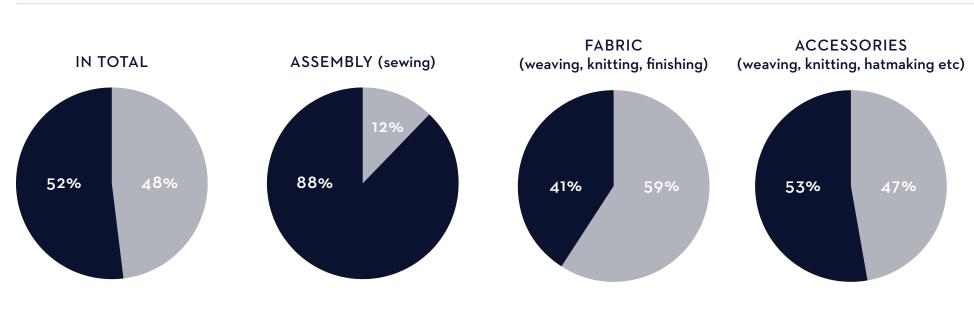
CEO: Chief Executive Officer

female

male

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GENDER PARITY - IN OUR SUPPLY CHAIN



female male

INCLUSION AND DIVERSITY

In 2021, we took the decision to map gender parity in our Supply Chain. As a textile industry company, and inspired by our brand value **Empowering,** we work towards providing fair jobs and so contributing to equality and agency not just for women, but their children, with a specific focus on parts of our supply chain dominated by female labor.

For detailed information on gender parity in our supply chain (as of February 2022) see our public supplier list <u>here.</u>

COMPLIANCE

During 2021, one new supplier was added and signed our Code of Conduct which means that 100% of our suppliers have signed our Code of Conduct.

AUDITS AND ASSESSMENTS

No audits for negative environmental impacts in the supply chain were performed in the reporting period, and no actions were taken. Compliance was reviewed via an independent third party in 2018 for Fabric and Assembly, and 2017 and/or earlier for accessories, with new plans delayed by Covid.

A MORE SUSTAINABLE STORY | THE PROFIT-SHARING PROGRAM

During 2021, we took the first steps in rolling out a brand new Eton Profit Sharing Program/Company Bonus Program that will come in to affect in 2022. A complete bonus program for the employees on similar conditions for all participants, based on EBITDA level. The purpose is increased motivation and profitability, yet also increased sharing of profits and good results: When the company is doing good, employees are rewarded.

A LEGACY OF LONGEVITY - COLLABORATION FOR CHANGE

A long-term perspective and close collaboration are Eton keywords in our transformational journey going forward. Within own operations we believe in optimizing the effect of all engagement, complementing our formal governance system with a Sustainability Steering Group to sync and coordinate on management level from key department and with employee ambassadorship based on voluntary applications, to be trained in peer-to-peer change management during 2022.

By focusing on the longer perspective, we are also able to present suppliers with security and ability to transform ways of working towards for example more sustainable materials – in some cases leading the way for other brands to follow. Through our mapping of our supply chain we have identified which suppliers to focus on first to see how we can transform to renewable energy through a collaborative effort. As we address Scope 3 emissions going forward, we believe this to be our greatest advantage: as previous investments in more efficient and ergonomic transport lines (Eton Systems) have shown, by thinking longterm we can create value over time, enabling initial investments.

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SCOPE AND BOUNDARIES

The Eton Group produces an annual sustainability report that covers sustainability challenges, strategy, goals, activities, and performance for the global group operations of the Eton Group (As of 2021 that includes the following wholly owned subsidiaries; Eton AB, Eton Group AB, Eton Shirts GmbH, Eton Shirts Ltd, Eton Canada Inc., Eton Inc and Eton Madison Avenue Inc) including six offices in Sweden, Italy, USA and the UK, six showrooms in the Netherlands, Germany, UK, USA and Sweden, two own-operated logistics centers in Sweden and USA, as well as all own-operated Eton stores and outlets.

The Eton group is owned by EQT.

The report does not cover our wholesale partners' stores, partnering etailers, or localized aspects of our operations in Japan and South Korea (still in their infancy) partially run through consultant firm Panagora.

FRAMEWORK

This report is prepared in accordance with the Global Reporting Initiative (GRI) Standards: Core Option: GRI 1: Foundation 2021. Additional information about our ownership structure, business operations, financials can be found in our Annual Report for 2021.

Reporting period and frequency:

Eton creates a public sustainability report each year, this report covers the year 2021.

PROCESS

The Sustainability Coordinator is responsible for reviewing and approving the reported information, including the organization's material topics. This is done in collaboration with all department representatives, and the identified issues and progress is documented. The report is presented to, and approved by CEO, David Thörewik, and Board of Directors, chaired by Peter Sjölander.

CONTACT

csr@etonshirts.com

for general requests and questions from the public.

lina.odeen@etonshirts.com

Sustainability Coordinator Lina Ödeen for specific questions on this report.

INFORMATION AND COMPETENCIES

Chief Executive Officer

Prior to the implementation of a new Sustainability
Coordinator role in September, CEO drove development
and received updates on issues, regulations, and progress
reports monthly via the Sustainability Steering Group, of
which he was a member. In addition, he received progress
reports from department heads in weekly Management
Team meetings. From 1 September, a structure of Monthly
Sustainability meetings between CEO and Sustainability
Coordinator where set up. The meetings concern goals,
status and strategy and include updates from Coordinator
on status versus goals, present and future issues, laws
and regulations, needs and requirements, as well as
Sustainability Steering Group actions, workstreams and
employee-led initiatives.

Board of Directors

The Board has received a yearly status presentation through the Sustainability Report since 2018.

Sustainability Coordinator provided the Board with a Deep Dive analysis of Eton's status and future steps in the Fall of 2021 and upcoming developments. The next update coincided with the presentation of this report, i.e. Spring 2022.

The board is evaluated by the owners yearly on skills and insights, including but not limited to economic, environmental, and social topics, in order to secure necessary competence. The evaluation takes place in conjunction with the Annual General Meeting (May 2021). During 2021 one (female) member left the board and two new board members (one female, one male) joined the board. The evaluation for 2022 takes place at the General Meeting held 19 May.

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Statement of use: Eton Group has reported in accordance with the GRI standards for the period 2021 01 01-2021 12 31

GRI 1: Foundation 2021

Applicable GRI sector standard(s):
No applicable sector standad at the reporting period.

GRI STANDARD		DISCLOSURES	LOCATION	OMISSIONS AND COMMENTS
1. Organizational profile	2-1	Organizational details	3-7	
	2-2	Entities included in the organization's sustainability reporting	3	
	2-3	Reporting period, frequency and contact point	3, 35	
	2-4	Restatements of information		No restatements of information has been done.
	2-5	External assurance		This report has not been externally assured.
2. Activities and workers	2-6	Activities, value chain and other business relationships	4-7	
	2-7	Employees	11, 13, 25	
	2-8	Workers who are not employees	3	
3. Governance	2-9	Governance structure and composition	6-7	
	2-10	Nomination and selection of the highest governance body	6, 32	Page 32 in reference to gender parity BoD.
	2-11	Chair of the highest governance body	6	
	2-12	Role of the highest governance body in overseeing the management of impacts	6-7	
	2-13	Delegation of responsibility for managing impacts	6	
	2-14	Role of the highest governance body in sustainability reporting	6-7, 35	
	2-15	Conflicts of interest		No conflicts of interest identified.
	2-16	Communication of critical concerns	25	
	2-17	Collective knowledge of the highest governance body	35	
	2-18	Evaluation of the performance of the highest governance body	35	
	2-19	Remuneration policies	6	
	2-20	Process to determine remuneration	6, 35	
	2-21	Annual total compensation ratio	2	Note 9 in the Annual report.
4.Strategy, policies and practices	2-22	Statement on sustainable development strategy	2	
	2-23	Policy commitments	11	
	2-24	Embedding policy commitments	6-7, 11, 18, 25, 27	
	2-25	Processes to remediate negative impacts	19-22, 25	
	2-26	Mechanisms for seeking advice and raising concerns	25, 27	
	2-27	Compliance with laws and regulations	6, 27, 33	
5. Stakeholder engagement	2-28	Membership associations	7	
	2-29	Approach to stakeholder engagement	7-8, 25-26, 30	
	2-30	Collective bargaining agreements	25	
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GRI 1: Foundation 2021

Applicable GRI sector standard(s):
No applicable sector standad at the reporting period.

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