

ARDENE

THE

doing good

REPORT



ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE
FY 2024–2025

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ABOUT THIS REPORT

We're stepping into the fourth year of publishing our ESG Report, and we're as excited as ever to share this year's edition with our community.

We're committed to learning, evolving, and staying open to what comes next. Our teams have continued to expand their knowledge at sustainability conferences, build meaningful partnerships, and focus on increasing the use of sustainable materials in our products.

Every step we take is aimed at caring for our planet and the people who share

it. We know we're not perfect, but each challenge is an opportunity to grow and do better. That commitment to continuous improvement remains at the heart of everything we do.

When it comes to doing good, we're in it for the long haul.

OH CANADA!

As a proud Canadian-born company, born and raised in Montreal in the early 1980s, we acknowledge the beauty of our nature, wildlife and ecosystems and strive to help preserve our natural habitats. It's important to us to not only secure partnerships with international organisations but also to support local not-for-profit organisations whose priority is Canada. Making a difference worldwide starts in our own backyard – and we have a beautiful backyard.

We acknowledge that Ardene stores across North America are on the traditional and unceded territory of many diverse First Nations peoples. We recognize and respect these communities as the traditional stewards of this land.

A NOTE FROM OUR LEADER

At Ardene, doing good isn't something we do in addition to our work, it's in everything we do. As we look back on 2025, I'm proud to share a report that reflects not just what we've accomplished, but who we are as a company. Guided by our belief in community, sustainability, and social responsibility, we continue to move forward with purpose, shaping a business that balances meaningful growth with genuine accountability.

This past year, we took important steps to strengthen our sustainability commitments. Our teams are making more conscious choices every day, and we know that real change is built incrementally, through thoughtful decisions at every level of the organisation. We remain committed to reducing our environmental footprint while keeping fashion accessible and inspiring for our customers.

Giving back remains at the heart of who we are. Through the Ardene Foundation, we continued to support causes that make a meaningful difference. From our partnership with the Starlight Children's Foundation and our work with Jack.org on Mental Health Awareness Month to campaigns like Gifting Kindness and Fill a Backpack that connect us to the communities we serve, every initiative reflects our belief that together,

never alone is more than a phrase. It's the spirit that drives everything we do.

Creating meaningful impact starts with our people. By fostering an inclusive, respectful, and empowering culture, we give our teams the foundation they need to bring their best every day. When our people feel seen, valued, and aligned, our collective impact grows. The work ahead is significant and we're up for the challenge. Together, we will continue to shape what's next, turning Ardene's values into measurable, lasting change.

Mark D.

Chief Executive Officer



ARDENE AT A GLANCE

Hey, we're Ardene! We think of ourselves as the ultimate destination in North America and beyond for head-to-toe apparel, footwear, and accessories – all at the best prices. In the early '80s, we started as an accessories and jewellery retailer. Today, we're on a whole new level, with nearly 250 stores in Canada, the USA and internationally - not to mention ardene.com and our app!

We believe that fashion shouldn't be exclusive or intimidating – it should be celebrated with youthful confidence and fearless enthusiasm.

As we continue to evolve in today's retail landscape, we're placing a stronger focus than ever on delivering great customer experiences and advancing our commitment to sustainability.

ARDENE

1980

We opened our first 500 sq. ft. store near Montreal, QC in 1980.

\$8.9 M

The Ardene Foundation had provided \$8.9 million in total donations to its charity partners by the end of 2025.

2.2 M

Over 2.2 million products have been donated to various charity initiatives since the Ardene Foundation began.

3500

Around 3,500 employees at our headquarters, stores, and DC.

242

242 stores from coast to coast in North America and internationally.

2.25 M

Over 2.25 million sq. ft. of retail space globally.

40 M

Over 40 million annual visitors on ardene.com and our app.

OUR MISSION & VISION

Mission

To empower customers everywhere to express themselves through on-point, affordable fashion so that everyone can look good and feel good.

Vision

To pave the path to the future of fashion retail, while staying true to our belief in community, sustainability, and social responsibility.



Ardene HQ, Sainte-Dorothée, Qc.

OUR VALUES

Our values are the standards that strengthen and support our business.

Make Authentic Connections

Create meaningful relationships by collaborating, celebrating success, and promoting inclusion to build community and make a difference.

Own the Moment

Embrace accountability and the pursuit of excellence, always evolving and growing to achieve more together and as individuals.

Shape What’s Next

Lead with optimism, creativity and vision, inspiring one another to pave the path to the future.

Bring Your Best You

Deliver your best every day with intention, fostering trust and embodying confidence to thrive together.



OUR SOCIAL RESPONSIBILITY STATEMENT

We continue with our longstanding agreement with vendors to adhere to our Social Responsibility Statement. This helps us ensure fair and equal conditions for every worker along the supply chain, and all of our vendors must agree to comply with our Social Responsibility Statement.



All federal, provincial or state and local laws which relate to the manufacture and production of products regarding occupational health and safety, labor and employment practice, human rights, immigration, product safety, shipping and product labelling must be followed.



Child labor, prison labor, or slave labor in connection with the manufacture and production of products must never be used.



Vendors must adhere to all other federal, provincial or state, and local laws which relate to the manufacture and production of products regarding environmental matters and demonstrate continual improvement of their efforts to protect and preserve the environment.



Workers should have equal access to jobs and training, on equal terms, regardless of their sex, race, colour, political opinion, religion, age, disability, sexual orientation, union membership, or social origin.



THE UN'S SUSTAINABLE DEVELOPMENT GOALS

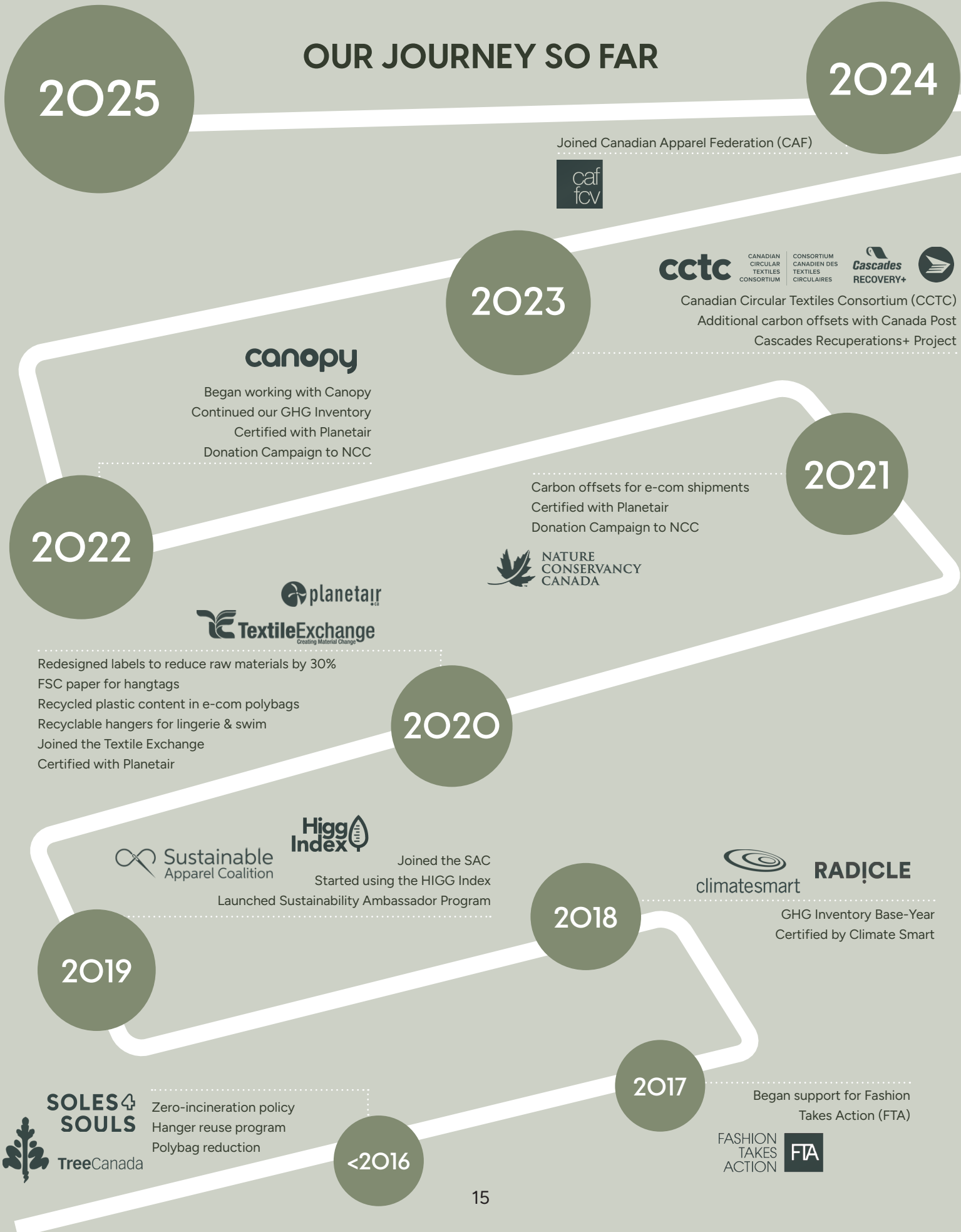


The United Nations has established 17 Sustainable Development Goals, or Global Goals, to pave a path towards a peaceful and prosperous future for all by 2030. These goals include ending poverty, providing education, encouraging economic growth and protecting the planet, and we know that we have a role to play in supporting the UN's targets. We continue to align our current partnerships, initiatives and projects with 7 SDG's in particular, which will be explained in more detail later in the report.

Our SDG's

3	Good Health & Wellbeing
4	Quality Education
5	Gender Equality
8	Decent Work & Economic Growth
12	Responsible Consumption & Production
13	Climate Action
17	Partnerships For The Goals

OUR JOURNEY SO FAR



CHAPTER ONE

OUR PEOPLE

Our people are at the core of everything we do, and we are committed to creating a culture of belonging and inclusivity for all. These initiatives align with four of the UN's SDG's as well as the Canadian Supply Chains Act.



DIVERSITY, EQUITY, INCLUSION & BELONGING

We continue to be committed to the principle of Diversity, Equity, Inclusion and Belonging, and believe they are important facets in our organisation and in society. Not only have we continued to grow our

companywide initiatives related to DEIB, but we continue to convey our support through campaigns and our partnerships.

In August 2025, we relaunched our Diversity, Equity and Inclusion survey to our Headquarters and Distribution Center employees. This information helps us continue to strengthen our programs and better support our teams.

BLACK HISTORY MONTH

In honor of Black History Month, we were proud to support three Canadian, non-profit organisations dedicated to empowering and uplifting the Black community.

As part of our efforts, we donated to [DESTA](#), a Montreal-based group that provides young professionals access to educational resources, employment support, entrepreneurial mentorship, and more. We also contributed to the [Black Youth Helpline](#), which provides a nationwide helpline for Black youth, offering vital support for emotional and psychological challenges, as well as guidance in health and education. In addition, we supported the [Black Healing Centre](#), which offers culturally grounded and community-centered mental health and healing services and programs to support the wellbeing of Black individuals and communities in Montreal.



MINDFUL LEADERSHIP

Ardene is committed to supporting wellbeing through mindful leadership. When we tune into our thoughts, feelings, and physical cues without judgment, we're better able to respond with calm, clarity, and care. That's why we launched the Ardene Mindfulness Program in 2018, to give our teams practical tools to stay grounded and navigate stress with confidence.

Since then, the program has grown into a meaningful part of our culture. This past year, we introduced a mindfulness mini-series, guided meditations, and micro-learning on psychological safety. In 2025, we measured our impact: 50% of employees actively

practice mindfulness, an encouraging sign that these habits are part of everyday life at Ardene. The results also highlighted where to grow: strengthening mindful leadership across every level and evolving our practices through continuous feedback so they remain dynamic, inclusive, and accessible.

These insights shaped our 2026 Mindfulness Roadmap, with each quarter spotlighting an Ardene Value and how mindfulness can elevate it to guide us in showing up as our best selves. With interactive exercises and thoughtful prompts, we're deepening understanding, sparking real-life application, and making authentic connections to empower everyone at Ardene to thrive together.

GREAT PLACE TO WORK® CERTIFIED

Ardene was once again Great Place to Work Certified in 2025. Based on a confidential poll shared with our 3,500 employees across North America, we took the pulse of our people to understand their experiences and learn how we can continue supporting them.

In addition to being Great Place to Work Certified in 2025, we also received additional recognitions through GPTW.

Diversity & Inclusion:

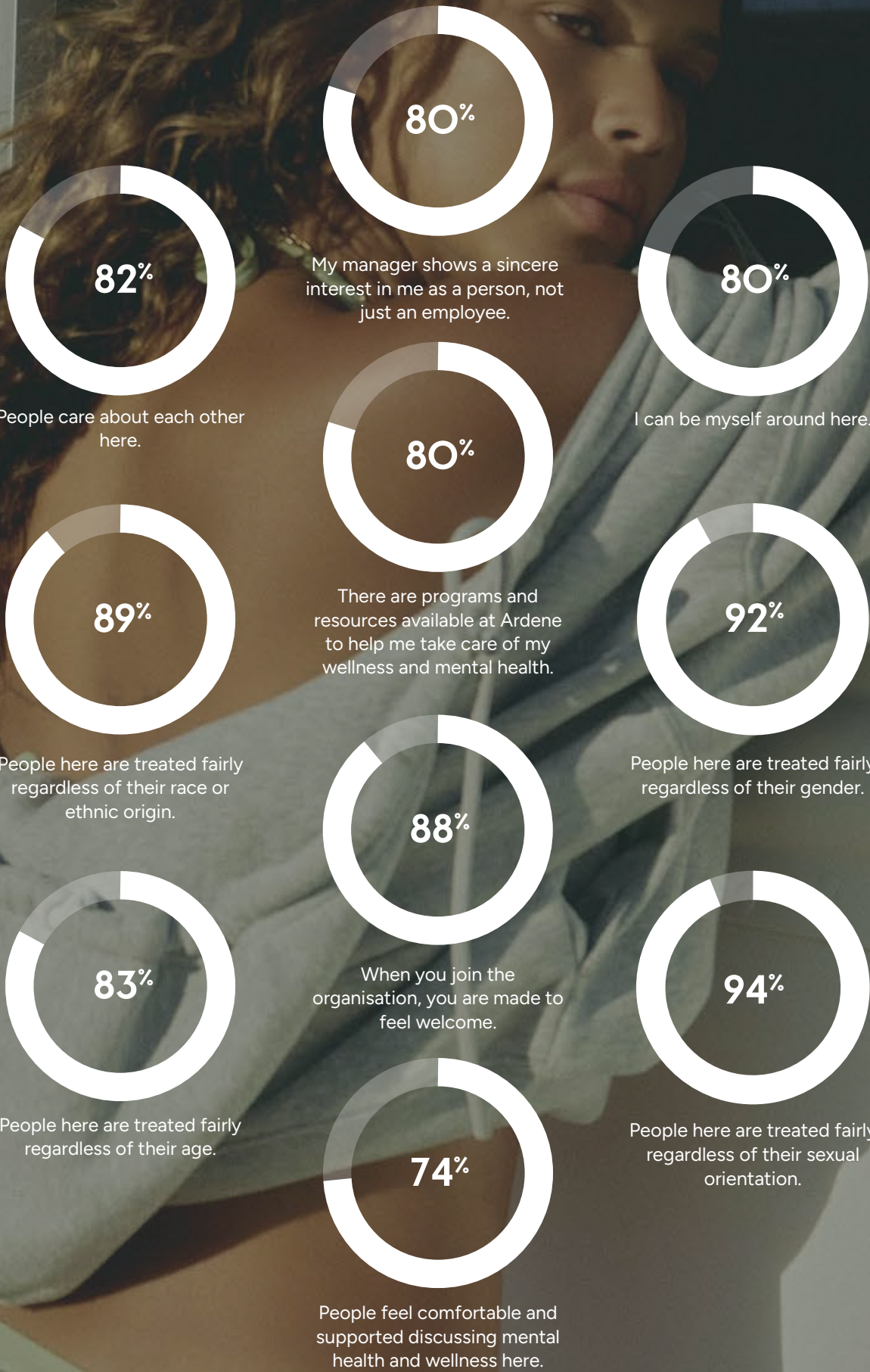
Ardene is committed to creating an environment where our people feel valued, respected, and empowered to be themselves every day. We're proud to share that we have been recognized as one of the 2025 Best Workplaces for Inclusion—a testament to the welcoming culture we've built, where diversity is embraced, individuality is celebrated, and everyone truly feels a sense of belonging.

Retail & Hospitality:

From becoming a top retail destination to creating a workplace where everyone thrives, our journey has been driven by vision and growth. We're proud to be recognized as one of the 2025 Best Workplaces in Retail & Hospitality—an honor that reflects our commitment to being a first in class retailer with a culture where everyone feels valued. In a constantly evolving industry, our people are the foundation of our excellence.

Best Workplaces with the Most Trusted Executive Team:

We are honored to be recognized as one of the Best Workplaces with the Most Trusted Executive Teams of 2025. This recognition reflects our leadership's commitment to fostering a culture of trust and collaboration. It is with every team member's contribution that we can shape a culture that drives our success and that everyone can be proud of.



SUPPLY CHAIN – AT THE HEART OF OUR BRAND

Ardene Vendor Code of Conduct & Social Responsibility Statement

- All vendors must sign on and adhere to our principles.
- Laws at every level relating to the manufacture of products regarding occupational health and safety, labor and employment practice, human rights, product safety and product labelling must be adhered to.
- Child labor, or any kind of forced labor, must never be used.
- Laws regarding environmental matters must be followed, and vendors must demonstrate continual improvement in their efforts to protect and preserve the environment.
- Workers must have equal access to jobs and training, on equal terms, regardless of their sex, race, colour, political opinion, religion, age, disability, sexual orientation, union membership, or social origin.

CANADIAN SUPPLY CHAINS ACT

- Ardene complies to continued improvement to prevent and reduce risk of forced labour and child labour used in the production of goods. Currently this is achieved by 3rd party social compliance audits for all factories producing finished goods for Ardene.

- Ardene recognizes that more work needs to be done to find solutions to auditing further back in the supply chain to include raw materials and material conversion processes.
- Each year, Ardene conducts mandatory education and training to explain the risks of forced labour and child labour to all employees involved with our supply chains.

To learn more, visit: [Forced Labour in Candian Supply Chains](#)



SPOTLIGHT: CCES CONFERENCE MONTREAL APRIL 15-17, 2025

Ardene sent two delegates to the Canadian Circular Economy Summit held in Montreal.

The second edition of CCES 2025 explored the potential of the circular economy to address Canada's biggest challenges while bolstering local competitiveness and economic resilience.



Over 900 Canadian and international delegates came together to share best practices, discuss cutting edge solutions, and build new partnerships to drive Canada towards a sustainable, equitable, and prosperous future.

Highlights included workshops for Designing for Circularity and Scaling Circularity in Fashion.

Two Ardene designers attended a workshop at the Cirque Du Soleil HQ to learn more in-depth sustainable processes that can be implemented. As well, they saw the laboratories of Vestechpro where they have machines that recycle textiles, turning fabric into thread using a carding machine to turn the threads into fibers, and another machine that transforms fibers into cloth. It got the designers thinking how we can work on creating more circular economy items at Ardene.



Select images from CCES 2025 & Cirque Du Soleil Vestechpro.

SPOTLIGHT: JACK.ORG

We're honored to continually contribute to a future where young people have the education and resources needed for mental health support.

In 2021, we proudly launched our partnership with Jack.org, united by a shared commitment to empowering young people and breaking the stigma surrounding mental health. Supporting mental wellbeing has long been a priority for us, reinforced through our internal programs dedicated to our team members. Partnering with Jack.org was a natural extension of these values.

Since the beginning of our collaboration, we have actively participated in Jack Ride, growing our involvement year after year. In 2025, we reached a major milestone. We saw our highest level of participation to date, with 65 riders taking to the streets of Laval for a 20-kilometre bike ride in support of youth mental health. Together, our riders raised over \$50,000.

Our impact extended beyond the ride. Through our in-store fundraising efforts in May and October 2025 alone, we raised more than \$130,000, bringing our total contribution for 2025 to over \$180,000.

In just five years, our partnership has generated nearly \$500,000 in support of youth mental health initiatives—a testament to the passion and commitment of our teams and community.



jack.org



Select images from Ardene's Jack Ride, 2025.

CHAPTER TWO

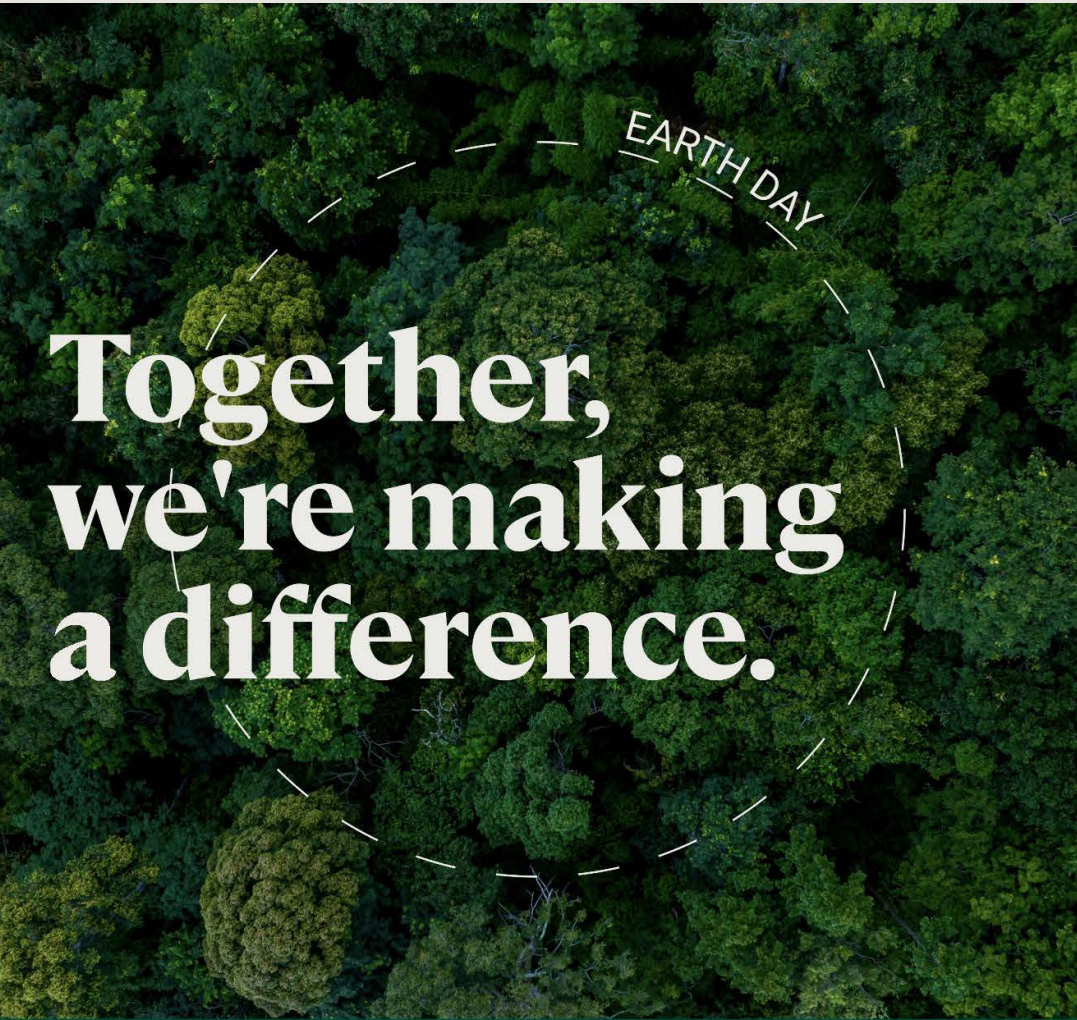
OUR PLANET

In previous years, we eliminated 99% of our individual polybags for merchandise shipments to stores, ran company-wide waste reduction and recycling programs, implemented a ban on single-use plastic and styrofoam, like cutlery and cups, built a Head Office organic community garden and beehives, and – of course – we have always maintained a zero-incineration policy, meaning our overstock is either donated or liquidated.



SUSTAINABILITY PARTNERSHIPS	
	• Drive education, collaboration and impact within the fashion ecosystem • Educate the next generation to set future sustainable changes • Inform Canadian policy through research, and help industry prepare for compliance
	• Enable a circular textiles system in Canada by improving recycling and recovery systems • Support the growth of circular business models • Influence policy development to drive systemic change
	• Manage internationally recognized certifications relating to sustainability VENDOR CERTIFICATION STANDARDS • CCS - Content Claim Standard • GRS - Global Recycled Standard • OCS - Organic Cotton Standard • RCS - Recycled Claim Standard
	• NGO to manage our EPR (Extended Producer Responsibility) requirements • Ardene continues to work towards the reduction of packaging materials where possible
	• Commitment to FSC paper for packaging • Commitment to reducing the amount of paper used in packaging

SPOTLIGHT: CASCADES



EARTH DAY

Together,
we're making
a difference.

LES PLACEMENTS ARDEN

Your recycling efforts,
in partnership with Cascades, helped save approximately:



9,601
mature
trees



79,214
bathtubs of
water¹



87
households
of energy saved²



2,203
waste
diverted from
landfill (yd³)



Please note that the numbers presented are for celebratory purposes only and should not be used for any external sustainability reporting.

¹Avg. bathtub holds approx. 50 gallons or 189L of water.
²Avg. household energy use is approximately 29,172 kWh/year.



TAKING INVENTORY OF OUR EMISSIONS WITH BMO RADICLE

We continue to work with BMO Radicle’s Climate Smart to provide us with tools so that we can track our annual greenhouse gas emissions correctly, and they certify our results annually. With their guidance, we commit to an annual reduction plan and are accountable for those reductions. With Climate Smart, we can continue to plan further emission reductions and continue to lower our footprint.

2024 Climate Smart Certification

In 2018, we partnered with Climate Smart, now known as BMO Radicle, to help us reduce our carbon footprint by tracking our greenhouse gas emissions, and we’ve made big strides since our base year.

In 2024, we achieved an overall decrease in our GHG emissions by 17%, a huge achievement. Although our Scope 1 emissions, mainly heating, and Scope 2 emissions, mainly electricity, were quite flat year-over-year, our large decrease occurred in our Scope 3 emissions. This was mainly due to a new initiative that we employed for consolidating our trucking, thus decreasing our road (gas) emissions substantially.

In 2024, we implemented a shuttle service to make using public transportation much easier for our head office and distribution centre staff. We also support a carpool scheme for these locations.



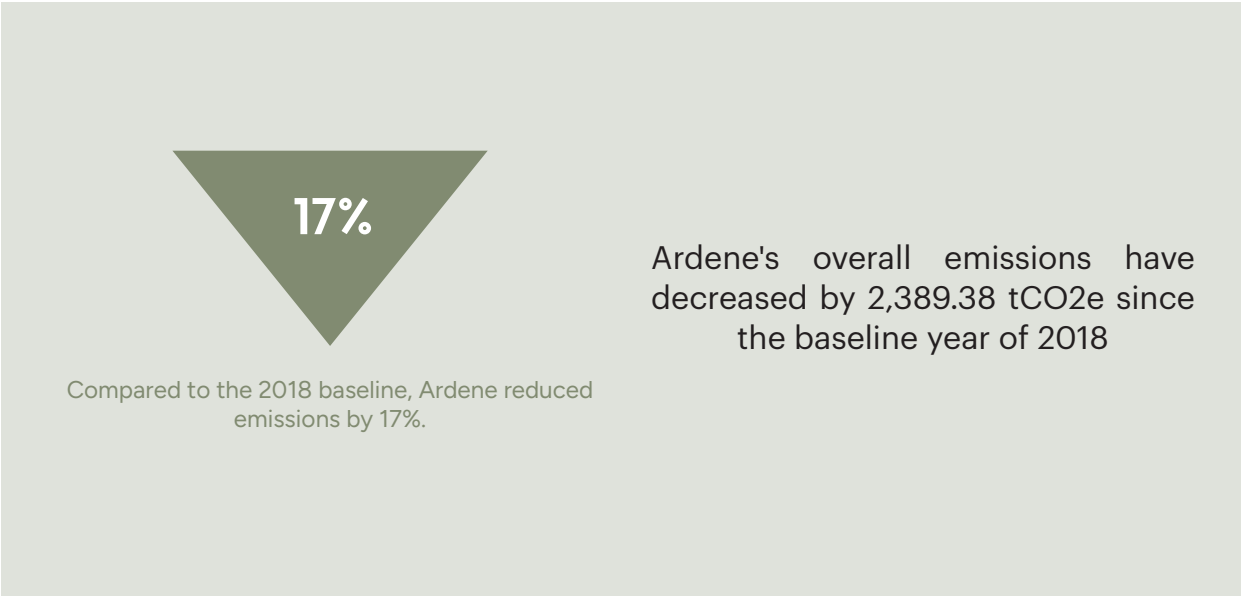
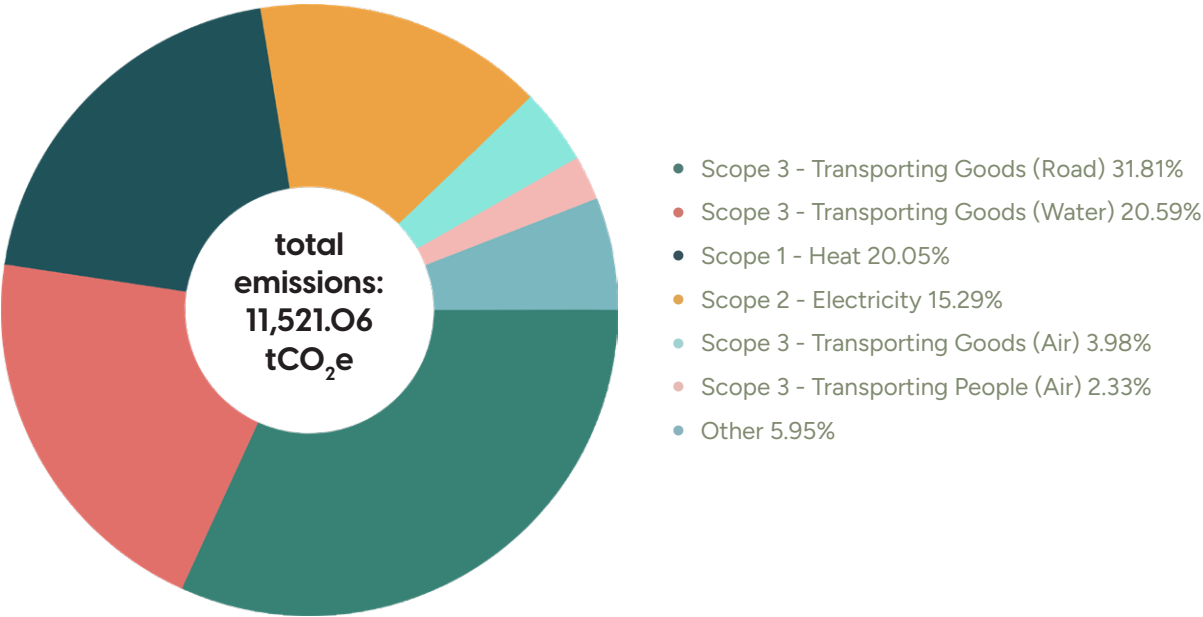
EMISSIONS BY SCOPE SINCE BASE YEAR 2018*		
SCOPE 1	SCOPE 2	SCOPE 3
Direct emissions from our owned or controlled sources.	Indirect greenhouse gas emissions from purchased energy.	All indirect emissions that occur from our value chain. They are the result of activities from assets we don’t own or control but that indirectly impact our value chain.
Fuel for Ardene-owned vehicles, natural gas used in owned buildings	Purchased electricity, purchased heat or cooling	Inbound & outbound third-party shipping, garbage, air travel, staff commuting, paper consumption
2018-2024: Emission increase of 2.1%	2018-2024: Emission reduction of 34%	2018-2024: Emission reduction of 17.5%
Total emissions for 2024: 11,521.06 tCO ₂ e		
*tracked emissions are for one year prior to reporting year		

*Ardene does not currently track the GHG emissions of its suppliers.

BMO RADICLE (CLIMATE SMART)

Ardene’s Carbon Emissions - Feb 1, 2024, to Jan 31, 2025

This report details the greenhouse gas emissions footprint for Ardene during the FY2024 Inventory, including the breakdown of emissions by source activity and Ardene’s plan to reduce their emissions going forwards. This report and inventory were compiled in compliance with the Greenhouse Gas Protocol Corporate Accounting and Reporting Standard, Revised Edition.



Methodology

As a Climate Smart business, Ardene conducted its GHG emissions inventory according to the GHG Protocol. The GHG Protocol is an internationally recognized standard published by the World Resources Institute and the World Business Council on Sustainable Development.

Organisational Boundaries

Ardene used the operational control approach to determine its organisational boundary and included in its inventory all operations and facilities over which it has operational control.



Inventory Boundaries

The GHG Protocol requires the inclusion of Scope 1 and 2 emissions, and recommends including Scope 3 emissions from activities relevant to an organisation’s business and goals, and for which reliable data can be obtained. Ardene included GHG emissions from the following activities under Scope 1, 2 and 3:

Scope 1: includes direct GHG emissions from sources that are owned or controlled by the reporting company or organisation.

- Heat > Generated
- Transporting People > Vehicles you own > Road

Scope 2: includes indirect GHG emissions from purchased electricity and purchased heat.

- Electricity > Purchased

Scope 3: includes indirect GHG emissions that are consequences of the reporting company’s operations but occur at sources owned by another company.

- Garbage
- Paper Consumption
- Staff Commuting
- Transporting Goods > Vehicles owned by others > Air/Rail/Road/Water
- Transporting People > Vehicles owned by others > Air

Emission Factors

This inventory was conducted using the emissions factors from the Climate Smart web-based greenhouse gas management tool. The Climate Smart GHG management tool was designed for adherence to the GHG Protocol. Climate Smart's emission factors come from a variety of sources, such as Environment Canada, the GHG Protocol Initiative, the US Environmental Protection Agency, and the Intergovernmental Panel on Climate Change. Climate Smart reviews its emission factors annually to update them based on refined industry methodology and changing electricity grids.

Climate Smart also acknowledges that complete adherence to the Protocol requires the seven major greenhouse gases to be accounted for separately and is working towards adding this feature at a future date. Further details on Climate Smart's emission factors, their sources, and methodology for updating them are available upon request to info@radiclebalance.com.

Sources of Data Included

Ardene used the following sources of data to estimate their greenhouse gas emissions for the FY2024 inventory:

Activity	Data Source
Heat > Generated	The total gigajoules of natural gas used were entered based on utility bills.
Transporting People > Vehicles you own > Road	The total litres of fuel used were entered.
Electricity > Purchased	The total kilowatt-hours of electricity used, based on utility bills, were entered into the Climate Smart software tool.
Garbage	The total estimated weight of garbage was entered into the Climate Smart tool.
Paper Consumption	The paper type, paper bond weight, number of reams used and post-consumer recycled content were entered. The paperweight and paper type were entered into the Paper Calculator to calculate emissions.
Staff Commuting	The distance commuted by each mode of transport was entered based on staff commuting survey.
Transporting Goods > Vehicles owned by others > Air/Rail/Road/Water	Distance travelled and weight for each parcel were entered.
Transporting People > Vehicles owned by others > Air	The total kilometers travelled were entered by type of flight (short-, medium-, or long-haul).

VENDOR ENVIRONMENTAL COMMITMENT

Ardene is committed to supporting initiatives to better monitor these efforts for overall environmental improvements and change:

	Minimize waste, avoid excess packaging, use non-toxic recycled and recyclable materials where possible and promote energy efficiency
	Obtain, keep current, and follow the reporting guidelines of all the required environmental permits and registrations to be at any time legally compliant
	- Optimize consumption of natural resources, including energy and water - Monitor and assess energy used and carbon emitted to drive efficiency improvements and use alternative renewable energy options
	Implement and demonstrate sound measures to prevent pollution and minimize generation of solid waste, wastewater and air emissions. Prior to discharge or disposal, vendors should characterize and treat wastewater and solid waste appropriately and according to applicable laws and regulations

SPOTLIGHT: CARBON OFFSETS

For several years, we have been partnering with Planetair, a non-profit leader in the fight against climate change, to offset our carbon emissions on our e-commerce shipments. Through our partnership we have invested in global Gold Standard carbon offsets and supported other initiatives, such as the Nature Conservancy of Canada.



Since 2023, we offset our carbon emissions in two impactful ways:

PLANETAIR CARBON OFFSETS

We continue with our ongoing initiatives to offset carbon emissions through diverse projects, including energy efficiency, renewable energy, and more.

CANADA POST CARBON NEUTRAL SHIPPING

Canada Post helps offset the carbon emissions generated during the transportation of our e-commerce packages. This means that the environmental impact of delivering Ardene goodies to our customers' doorstep is reduced through various sustainability initiatives like renewable energy, reforestation, and methane capture to neutralize the environmental impact.

SPOTLIGHT: LEED SILVER

LEED stands for Leadership in Energy and Environmental Design. Getting a LEED Silver certification means we’ve gone beyond the basic requirements to make our building more sustainable.



This certification isn’t just about using eco-friendly materials. It also looks at energy efficiency (which we’re still improving to be fully transparent), waste management during construction, indoor air quality, water efficiency, and even how comfortable the building is for its users. It also considers using regional materials, sustainable furniture, and other environmentally friendly choices.

In short, our building is not only green, but it was built with sustainability in mind. While constructing a LEED-certified building can cost more upfront, it’s a smart investment that reduces environmental impact and lowers costs over time by being energy efficient. It’s a step toward reducing our carbon footprint and making a positive impact.



SPOTLIGHT: OUR BEEHIVES

We opened the Ardene garden back in 2018, and it has been thriving since then. Over the years, not only have we added herbs and veggies that are being used to serve meals in our cafeteria, but we also installed beehives to support local colonies.

We continued our partnership with Apiguru in 2025 to maintain our hives we lovingly named Bee-trice and Miel-odie!

The Apiguru program focuses on three core pillars:

- Responsible pollinator stewardship through professional hive management and animal welfare standards
- Employee engagement and awareness via on-site programming and honey-related activities
- Governance, safety, and transparency aligned with best practices for urban beekeeping

Our teams harvest, bottle and label the honey produced in our hives.

The honey is sold internally, with proceeds supporting the Ardene Foundation.



CHAPTER THREE

OUR PRODUCTS

Our design teams continue to work with suppliers to source sustainable materials and use better processes. In 2025, our teams continued to search for better fabric choices and worked to reduce packaging



RESPONSIBLE MATERIALS AND PRODUCTION

2018: 1st sustainable materials collections launched using recycled polyester and organic cotton.

2024: Reached 5 million units and 1,313 distinct styles using recycled and/or sustainable materials.

2025: Almost 20 million units and 1,650 distinct styles using recycled and/or sustainable materials, consisting of the majority of our sleepwear, sweatshirts, leggings and t-shirts.

JEWELLERY

2024: Rolled out recycled plastic for hair accessories.

2025: Recycled metals used in 34 styles, producing over 71,000 pieces.

APPAREL

Our collection includes products made with natural materials, recycled content, or sustainable processes.

Natural Materials
Naturally derived or organic. Responsibly sourced materials with less environmental impact.

Recycled Content
Material with a new life. Made from post-consumer materials to reduce waste.

Sustainable Processes
Made with better processes. Less harmful chemicals. Less water. Less waste.

CRUELTY-FREE COSMETICS

When it comes to our cosmetics and beauty products, we’ve always been committed to offering options that are completely free from animal testing. This means that not only the finished products, but also every ingredient used in their formulation, is developed without any testing on animals.

We rely on validated alternative approaches that ensure our products meet safety standards while aligning with our commitment to ethical practices.

FOOTWEAR & BAGS

In 2025, we continued to use various types of recycled PUs and suedes in some of our fashion heels & boots. For the majority of our Home Slippers collection, recycled polyester fibres were used for our recycled furs & sherpa materials.

853k 450k 175k

853,780 pairs of sneakers, flats, heels, boots, and sandals made using recycled PU.

450,405 totes, handbags, and wallets linings made using recycled polyester.

175,690 pairs of sneakers made using recycled canvas.

168k

168,830 pairs of flats, heels, boots, and sandals made using recycled polyester.

118k

118,034 pairs of sandals and flip flops made using recycled EVA.

89k

89,879 pairs of slippers made using recycled faux fur.

62k

62,752 pairs of sandals made using natural cork midsoles.

SPOTLIGHT: SOLES4SOULS CANADA

Since 2016, we have proudly partnered with Soles4Souls Canada, an organisation committed to keeping shoes and clothing out of landfills and putting them to meaningful use in communities around the world.

This year, we introduced a Back-to-School campaign – buy one pair of shoes, Ardene donates one pair – which resulted in an incredible 110,000 pairs of shoes and apparel items donated. To date, the Ardene Foundation has contributed more than 2 million pairs of shoes and clothing items in support of Soles4Souls' mission.

As part of our Back-to-School initiatives, we also hosted a group of teenage girls at our Laval flagship store for a special shopping experience. For many of these girls, purchasing new clothing is not a regular opportunity, often relying on hand-me-downs. This experience gave them the confidence to begin the school year feeling proud and empowered in a brand-new outfit for their first day.

After hosting it twice, this event has now become an annual tradition, and we are excited to continue the initiative in 2026 where we will be expanding it to include Toronto as well.

Our commitment goes beyond donations. Our team members actively volunteer on global distribution trips to give back directly to communities in need. This year, we proudly sent four Ardene team members to the Dominican Republic, where they distributed over 1,000 pairs of shoes to local families.

We are honoured to continue supporting Soles4Souls in providing relief, creating opportunity, and helping to break the cycle of poverty.



Impact Report 2025

Impact Stories

4EveryKid

"On behalf of our entire team and our families, I want to extend our deepest gratitude for the incredible opportunity and support you provided. The impact you helped us make was immediate and powerful. I wanted to share one piece of feedback that really stuck with us:

"Thank you again so much! We've never been able to just shop without looking for the sale items. I appreciate you! Thanks for thinking of us."

-4EveryKid Partner

4Relief

"One volunteer, who wished to remain anonymous, became emotional upon receiving the gift and shared: 'I never imagined being able to have something like this. I feel like my efforts have been seen and valued.' The impact of this small gesture went beyond the material value of the items - it reinforced a sense of recognition, gratitude, and belonging."

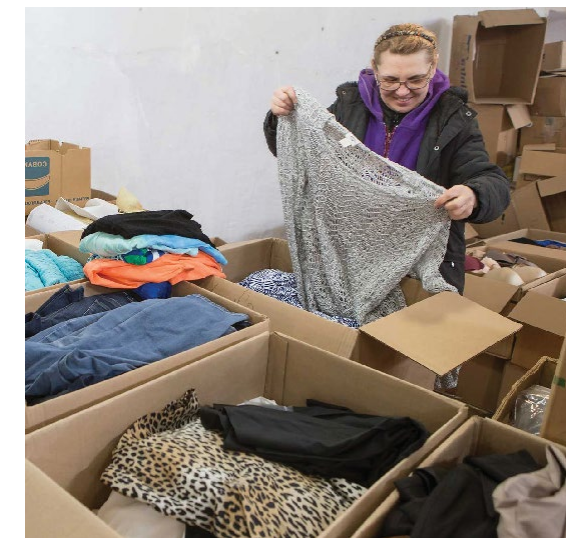
-4Relief Partner

4Opportunity

"I would like to express my sincere gratitude to all the people involved. Your support is not just help, but a true manifestation of humanity, care, and kindness. Thanks to you, many people receive the necessary things, attention, and a warm feeling that they are remembered and not left alone with their difficulties."

-Moldova 4Opportunity Partner

**SOLES4
SOULS
CANADA**



FABRICS IN 2025

Our collection includes products made with natural materials, recycled content, or sustainable processes.



Recycled Polyester

Fibres that are made using the recycled waste from bubble wrap, bottles and poly waste give a second life to materials that would have ended up in a landfill.

Recycled polyester fibres can be found in many apparel and footwear styles, by far the most widely used recycled material at Ardenne.



Recycled Metal

Created by melting down and repurposing existing metal, recycled metal reduces carbon emissions because it reduces the need for metal mining and using raw materials, and it can easily be recycled repeatedly.

Over 70,000 pieces of jewelry in the past year were created using recycled metal.



Organic Cotton

Organic cotton comes from non-GMO plants, and is grown without the use of synthetic agricultural chemicals (like fertilizers & pesticides).

Used in select t-shirt programs.



Recycled Nylon

Using recycled nylon reduces the need for new petroleum-based products, and uses fewer natural resources to produce. Some recycled nylon fabrics come from old fishing nets and leftover factory scraps, meaning less waste overall.

Used in select lingerie products.



Recycled Cotton

Recycled cotton takes existing cotton fabric from pre- or post-consumer cotton waste and converts it into new cotton fiber that can be reused in textile products, eliminating the need to source virgin cotton.

Used in select pajama styles.



Bamboo

Bamboo is one of the fastest growing plants in the world, and grows without the use of pesticides or harmful chemicals, making it a sustainable raw material.

Used in our hosiery program on select styles.



SPOTLIGHT: ECO-CONSCIOUS PACKAGING

We are consistently reassessing and reducing the amount of packaging materials for 2026.

OVER THE YEARS

- Eliminated single use plastics at HO & DC
- Introduced a hanger reuse program
- Initiated the use of FSC paper for hangtags (2020)
- Eliminated individual polybags for apparel shipments to stores
- Eliminated single use plastic shopping bags in stores (2023)
- Reduced the amount of new signage in stores
- Introduced the use of modular signage in stores for reuse
- Accessory plastic packaging is made from recycled plastic
- PJ packaging uses FSC or FSC Mix Specialty paper only
- All sewn in labels are made from recycled materials

30%

Redesigned our price tickets to reduce paper usage by 30% by weight (2020)

40%

Reduced the amount of labelling on denim products by 40% (2022)

100%

100% of swim and lingerie hangers are made from recyclable plastic

100%

100% of our surprise bags are made from recycled plastic

40%

Reduced the amount of hosiery paper packaging by weight by over 40% (2025)

60%

Reduced the amount of footwear paper ticketing by weight by 60% (2025)

SPOTLIGHT: PHINEAS

For several years, we've been working together with Phineas Group, the leading manufacturer of sustainable hangers, to contribute to their '1 carton = 1 tree' project in support of Ripple Africa's reforestation projects.

Through this project, we have contributed to planting over 25,000 trees.

We're happy to have helped Phineas reach their pledge of one million trees planted which was achieved in 2025!



phineas

1 million trees planted!



Phineas is extremely proud to announce that 1 Million trees have been planted through the Ripple Africa and the Phineas '1 carton = 1 tree' project set up in April 2017 in Malawi!

1 million trees planted helps to support a minimum of 330 families with sustainable timber and sequester around 100 000 tonnes of CO2 in their lifetime. The project also contributes to the invaluable regeneration and protection of forests in Malawi.

Thank you so much

Ardene

for your contribution to planting

🌳 25,249 🌳

trees and help Phineas meet our pledge.



CHAPTER FOUR

OUR COMMUNITY

Our community is part of who we are as an organisation and it’s part of our core values. Giving back through the Ardene Foundation is at our core, and our longstanding partnerships – as well as the new ones we build along the way – help us do good in the world.



ARDENE FOUNDATION

The Ardene Foundation was established in 2015 as an independent not-for-profit organisation operating with its own board of directors and financial reporting. The foundation's mission is to support a wide range of initiatives, focusing on empowerment, poverty, education and health. We are on track to reach our ambitious goal of raising \$10 million dollars in charitable contributions by the end of 2027.

Foundation Partnerships

The Ardene Foundation partners with both local and international charity partners. Advocacy groups that help people navigate issues of mental health, charity partners that deploy resources to help break the cycle of poverty, and non-profits that provide hope to families in need represent some of the Foundation’s top partners and main focuses.

The Ardene Foundation’s dedication to making a positive impact on people’s lives has driven it to seek out some of the country’s most impactful organisations.

The foundation continues to seek out new partnerships, adding new non-profit organisations to collaborate with each year. Our current roster includes:

- *Starlight Children’s Foundation Canada*
- *Soles4Souls*
- *Jack.org*
- *Indspire*
- *Shoebox Project*
- *The Montreal Children’s Hospital*
- *Apiguru*
- *Canadian Red Cross*

In 2025, Starlight Children's Foundation Jack.org, and Soles4Souls continue to be our three largest and longest relationships.



VOLUNTEERING

Ardene team members have the chance to make a meaningful and lasting difference in their communities and beyond. Every year, they contribute thousands of volunteer hours and take part in donation programs, often working with the same organisations over many years.

In 2024–2025, these initiatives once again included:

- *Packing boxes for the Shoebox Project to donate to local women’s shelters*
- *Volunteering to sort food at Moisson Montréal*
- *Helping naturalists from Guepe clean parks*
- *Assisting at various Starlight Foundation Canada events and fundraisers*
- *Donating holiday gifts to local children, distributed by the Welcome Hall Mission*
- *Donating food baskets for the holidays for the West Montreal Readaptation Centre*
- *Donating holiday gifts to seniors with Elves For Seniors Montreal*

GOAL: \$10M

The Ardene Foundation has set the goal to raise 10 million dollars in total donations to its charity partners by the end of 2027.

SPOTLIGHT: THE SHOEBOX PROJECT

The Shoebox Project is a charitable organisation that supports women experiencing homelessness or are at risk of homelessness by providing them with shoeboxes filled with essential items, self-care products, and small gifts. These thoughtfully curated boxes, donated and assembled by Ardene employees, serve as a gesture of kindness, dignity, and support, helping women feel valued and remembered during difficult times. The organisation operates across North America, partnering with shelters to distribute these gifts to those in need.

To date, we have donated over 400 shoeboxes that are distributed in the Montreal area. We collect and distribute these boxes for International Women’s Day and the Holiday season.



SPOTLIGHT: CANADIAN RED CROSS

At Ardene, we are committed to supporting communities in times of urgent need. In response to the devastating wildfires across Western Canada, we partnered with the Canadian Red Cross to provide timely and meaningful support to those affected.

Wildfires have had a profound impact on communities across the country—displacing families, disrupting livelihoods, and placing significant strain on local resources. The Canadian Red Cross plays a critical role in emergency response and providing immediate relief, including emergency lodging, food, financial assistance, and recovery support to individuals and families during times of crisis.

To support these efforts, Ardene mobilized its teams and customers through community-based fundraising initiatives. By focusing our efforts on local communities most impacted by the fires, we ensured that support was directed where it was needed most. Through these collective efforts, Ardene proudly raised \$13,000 in support of wildfire relief efforts.

This initiative reflects the strength of Ardene’s community engagement, bringing together employees and customers with a shared purpose. By contributing to the Canadian Red Cross, we are helping provide critical resources and support to individuals and families as they navigate recovery and rebuild their lives.



STARLIGHT DONATIONS 2025

Celebrating 12 years of partnership, the Ardene Foundation is proud to continue its journey with Starlight Children's Foundation Canada. In 2025, Ardene made an impact across various starlight initiatives, including event sponsorship such as Tea & Tiaras, Halloween Trick or Suite, Drive for Smiles, and more.

1

1 Fun Center was placed, with a mobile entertainment unit featuring a flat-screen tv and gaming system with a wide variety of games for every kid.

12

12 VR, Sensory Play Bundles, or Comfort Kits depending on what the hospital's needs are.

24

24 Nintendo Switch consoles, Books for Bravery, or Comfort Kits depending on what the hospital's needs are.

137

137 toy shipments will be delivered to hospitals across Canada.



\$3.7M

We have donated a total of over \$3.7 million in support of Starlight Children's Foundation Canada's inspiring initiatives since the start of our partnership.

8

A year of wishes were granted for 8 deserving Starlight children across Canada!

15

In Banff, Alberta, the Ardene team warmly welcomed 15 families with seriously ill children for an exclusive VIP shopping spree.



THANK YOU

Creating meaningful impact is central to how we define success at Ardené. Across the organisation, our teams lead with purpose and accountability, helping to shape a business that balances growth with responsibility.

Throughout 2025, we continued to strengthen our sustainability commitments, expand our community partnerships, and refine the way we operate. While this report highlights key initiatives, it reflects only part of the broader, ongoing efforts happening every day. We remain focused on making thoughtful decisions that create long-term value for both people and the planet.

By fostering an inclusive, respectful, and supportive culture, we empower our teams to contribute at their highest potential. When our people feel engaged and aligned, our collective impact grows. As one team, we continue moving forward with intention-focused on meaningful growth, clear accountability, and turning Ardené’s values into measurable impact.

Together, we’re building something bigger—because when we work with purpose, we can make a lasting impact.





The Doing Good Report was prepared by Ardene for FY 2024–2025 and outlines Ardene’s Environmental, Social, and Corporate Governance. It provides a summary of the company’s priorities related to People, Planet, Product, and Community. For more information, please visit ardenecorporate.com/doing-good/.

#ardenelove

ARDENE