



Sustainability Review 2023

marimekko

Contents

Marimekko in brief _____ 3

Highlights in 2023 _____ 5

From the President and CEO _____ 6

Sustainability at Marimekko _____ 8

Timeless design brings joy for generations to come _____ 12

The products of tomorrow leave no trace _____ 18

Positive change through fairness and equality _____ 32

Business principles _____ 44

Our value chain _____ 46

Stakeholder engagement _____ 48

Key figures _____ 50

Reporting principles and GRI _____ 53

GRI content index _____ 55



Renowned for bold prints

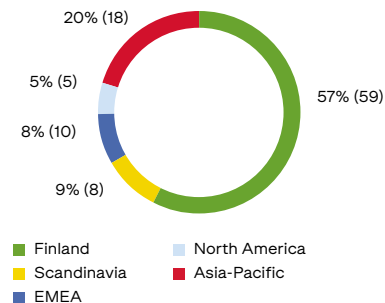
Marimekko is a Finnish lifestyle design company whose original prints and colors have brought joy to people's everyday lives for over 70 years already. Our product portfolio includes high-quality clothing, bags and accessories as well as home décor items ranging from textiles to tableware.

Since the very beginning, our operations and design philosophy have been based on longevity: we want to offer our customers timeless and functional products of high quality that bring them long-lasting joy.

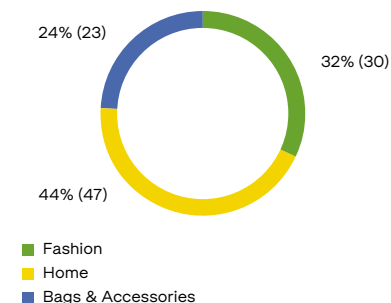
When Marimekko was founded in 1951, its unparalleled printed fabrics gave it a strong and unique identity. Even today, a large part of Marimekko's printed fabrics, used across all of its product lines, is produced in Helsinki at the company's own textile printing factory. The printing factory also acts as an innovation hub for Marimekko's key differentiator, its art of printmaking, and enables active participation in research and development projects related to our products and operations.

In 2023, our net sales totaled 174 million euros and comparable operating profit margin was 18.4 percent. Globally, there are roughly 170 Marimekko stores, and online store serves customers in 37 countries. Our key markets are Northern Europe, the Asia-Pacific region and North America.

Net sales by market area, 2023 (2022)



Net sales by product line, 2023 (2022)



Our value “fairness to everyone and everything” crystallizes Marimekko’s sustainability thinking. We treat people fairly and we strive to create products that bring joy for a long time while minimizing the environmental impacts.

Purpose

Empower people to be happy as they are and bring joy to their everyday lives through bold prints and colors.

Vision

To be the world’s most inspiring lifestyle design brand renowned for bold prints.

Our values

Living, not pretending
Fairness to everyone and everything
Common sense
Getting things done – together
Courage, even at the risk of failure
Joy

Highlights in 2023

Piloting closed-loop production in Portugal and Finland, where textile waste generated in the manufacturing of Marimekko's collections was partly used as raw material for new Marimekko products.

Joining the Ellen MacArthur Foundation, the world's leading network on circularity, as a Network Member.

Documenting circular design principles that take into account the requirements of the circular economy. Designing the new Marimekko Maridenim jeans according to these principles and the Jeans Redesign Guidelines of the Ellen MacArthur Foundation.

Launching the Icons Revived capsule collection from surplus fabrics of past collections.

Rethinking our product design process with the help of 3D technology which helps in reducing emissions in the product development phase.

Continuing official partnership with Helsinki Pride, as well as creating omnichannel content and collaborations to support the LGBTQIA+ community as well as working with a wide range of models, influencers and creatives to foster diversity.

Joining the global Leather Working Group initiative which is committed to building a responsible leather supply chain.

Marimekko was granted Responsible Animal Fiber certification, which covers wool from sheep and alpaca as well as mohair.

From the President and CEO

At Marimekko, we want to provide our customers with timeless, functional and high-quality products that bring them long-lasting joy and that they will not want to throw away. This principle has always been the backbone of our design philosophy and operations.

Sustainability is one of the most significant drivers of change in the fashion and textile industry. For us, sustainability considerations are part of the daily work of everyone at Marimekko, from the design and product development stages to production, logistics and serving our customers at the Marimekko stores or online. In 2023, we took many important steps on our sustainability journey. Our key activities included, for example, work to increase the share of organic and recycled materials in our collections, to further lengthen the product lifecycle as well as to promote innovations and new business models in line with the principles of the circular economy.

During the year, we joined the Ellen MacArthur Foundation, the world's leading network on circularity, and documented our own Framework for Circular Design to support our teams in their daily work. The new Marimekko Maridenim jeans, to be launched on the market in August 2024, are a prime example of

putting this framework into practice. We also launched the first products from closed-loop pilot projects, where textile waste generated in the manufacturing of Marimekko's collections was partly used as raw material for new Marimekko products. To further extend the product lifecycle, we introduced care products for clothing and bags, and continued the omnichannel development of our peer-to-peer second-hand and vintage platform, Marimekko Pre-loved.

Long-lasting products are a key component in improving sustainability in the fashion industry: According to Ellen MacArthur Foundation, wearing items twice as long can reduce the industry's emissions by up to 44 percent¹. Further, material choices play an important role in minimizing the environmental impact of products. At Marimekko, over a quarter of the total greenhouse gas emissions of our value chain come from purchased textile materials. The determined execution of our material strategy – which guides our transition towards using organic and recycled materials, among others – is a key measure in reducing our greenhouse gas emissions intensity. We are proud of the steps we have taken so far: In 2023, we increased the share of recycled materials to 21 percent



(2022: 10) and the share of organic materials to 20 percent (6) of all sourced textiles. This material transition work by our design, product development, sourcing and quality teams has direct impacts also on our use of water, as the production of recycled and organic materials typically requires less water, chemicals and fossil resources per kilogram of textile².

Moreover, our material transformation journey supports us in continuously improving the transparency of our operations. Ultimately, we are aiming for full transparency of our supply chain. Sourcing of certified, more traceable textile materials is one of the methods that helps us progress towards this ambitious goal. In 2023, in addition to organic and recycled materials, we also increased our share of certified wool to 67 percent (57), and we only use certified or recycled down and feathers. Furthermore, we joined the Leather Working Group initiative that is committed to building a more sustainable supply chain for leather, introduced Imprint, a bag and accessories series made with traceable leather, and obtained the Responsible Animal Fiber certification.

At Marimekko, we have strong values that guide our operations. One of them – fairness to everyone and everything – crystallizes our sustainability thinking and extends to our personnel, customers, partners, and other collaboration parties and stakeholders around the world. For

our employees, we want to provide an inspiring, responsible and caring workplace, and we believe that good leadership improves employee well-being, engagement and performance. In 2023, we continued to further develop the leadership and management skills in our organization. We also established our SCALE Academy, our own program frame for learning and career development for all Marimekko personnel.

Marimekko has a versatile lifestyle product portfolio. Its manufacturing requires different kinds of special expertise knowledge. We seek to find the best possible production place for each Marimekko product, and with many of our partner suppliers, we have worked for even decades. Through continuous dialogue and cooperation with our partner suppliers as well as other industry actors, we promote equality and fairness in our supply chain. 100 percent of our purchases from non-EU countries also in 2023 were from partner suppliers subject to social audits. We are committed to respecting human rights in all our operations, and audits are one of the tools that help us monitor adherence to human rights, our values and responsible sourcing principles throughout our supply chain. Marimekko is a participant in the UN Global Compact. We are committed to promoting its ten principles in our own operations as well as in the value chain and we report our progress annually.

In our own operations, we have managed to reduce our Scope 1 and 2 emissions well below our target level. In 2023, these emissions were 71 percent lower than in the baseline year of 2019. At the Helsinki printing factory and headquarters, we currently use only renewable energy: renewable biogas, district heating and electricity. A large part of our printed fabrics, used across our three product lines, is produced at our own printing factory. The printing mill also enables active participation in research and development projects. In 2023, we tested and piloted, for instance, alginate-based thickener for printing paste together with Origin by Ocean, and we continued the use and testing of plat-based dyestuff. We are committed to continuously driving innovation in technologies, materials and business models through collaborations, either with our partners or as part of larger networks, such as the Climate Leadership Coalition, which we joined in 2023.

We believe that, in the future, timeless and high-quality products will be made in balance with the environment, in line with the principles of the circular economy. We want to be a forerunner in developing our products and practices throughout the value chain – for instance, by extending the lifespan of our products and increasing the use of materials that are less emission and water intensive. Thank you for being a part of this journey with us!

Tiina Alahuhta-Kasko

Marimekko is renowned for its timeless designs and art of printmaking. We aim to continue creating new classics – high-quality products, that stand the test of time and follow the principles of the circular economy.

¹ Ellen MacArthur Foundation: A new textiles economy: Redesigning fashion's future (2017).

² Based on Higg MSI 3.7 data at app.worldly.io.

Sustainability at Marimekko

Marimekko's design philosophy and operations have always been based on a sustainable approach: we want to provide our customers with timeless, functional and high-quality products that bring them long-lasting joy and that they will not want to throw away. We believe that determined sustainability efforts support Marimekko's long-term success.



At Marimekko, we want to be a forerunner in improving products and practices throughout our value chain.

Sustainability is one of the most significant drivers of change in the fashion and textile industry. Globally, the production of textile fibers and sales of clothing have nearly doubled over the past two decades¹, while the average lifespan of clothes has decreased by more than a third. A long-lasting product is a key component in improving sustainability in the fashion industry; for example, wearing items for twice as long can reduce the industry's emissions by up to 44 percent².

At Marimekko, we want to be a forerunner in improving products and practices throughout our value chain. In our current sustainability strategy, therefore, we have raised our sustainability targets to a new and more ambitious level. In 2022, we committed to the Science Based Targets initiative (SBTi) to set science-based and even more ambitious targets for emissions reductions throughout our value chain in line with the UN Paris Climate Agreement. We will set the new science-based emissions reduction targets in accordance with the schedule of the SBTi within two years of the commitment, i.e. during 2024. The targets will be published as soon as SBTi has validated them.

Sustainability is a strategic success factor

Determined sustainability efforts support our long-term success, and sustainability has been defined as one of the five strategic success factors during the strategy period of 2023–2027.

Sustainability is an increasingly important factor guiding consumers' choices and it has an impact on attracting and retaining talent as well as investors.

The focus areas for our sustainability strategy and work have been determined on the basis of the Marimekko brand, vision and values paired with analyses of our value chain impacts, factors affecting the sustainability of our products and practices and sustainability development efforts with the most effect, as well as benchmarking of industry best practices, industry and consumer insights and input from stakeholder dialogue.

In 2023, we conducted a double materiality analysis to comply with the upcoming Corporate Sustainability Reporting Directive (EU) 2022/246. This analysis will further define the focus areas of our sustainability work in the coming years. The material sustainability aspects related to Marimekko's operations are included in the sustainability strategy's three guiding principles and related goals. Our sustainability actions cover the entire product life cycle from raw materials to end use.

Operating practices throughout the value chain

Improving sustainability is a journey on which each milestone is followed by a new goal. Our current sustainability strategy extends to the end of 2025. The targets and focus areas we have determined for this period take place in different stages of the product's life cycle, from materials to end use, and hence apply not only to our own operations but also to our entire value chain.

Our industry is characterized by long and complex supply chains. The development of transparency and sustainability in supply chains requires long-term efforts, both within our organization and in

cooperation with our partner suppliers, for example. At the same time, a significant proportion of the environmental impacts of our value chain arise from the use and care of the products, so customer communication and education also play an important role.

In addition to seeking continuous improvement in our day-to-day operations, we are involved in many cooperation projects, such as with our partner suppliers and trade organizations in the textile and fashion industry. We believe that collaboration is the most effective way to promote sustainable business practices. We also work together with several different companies on material innovation, such as by enabling the testing of new textile materials, dyes and coatings at our textile printing factory in Helsinki, Finland.

Innovations related to technology, materials and business models help us move gradually toward our long-term objective: a value chain that is based on the principles of the circular economy, where timeless products bring long-lasting joy, while we continue to promote fairness and equality.

¹ Textile Exchange: Preferred fiber and materials market report (2021).

² Ellen MacArthur Foundation: A new textiles economy: Redesigning fashion's future (2017).

Sustainability management at Marimekko

One of our values, “fairness to everyone and everything”, crystallizes our approach to sustainability: we treat people fairly and strive to create products that provide long-lasting joy while minimizing environmental impacts. For us, sustainability considerations are part of our day-to-day work and the development of our operations.

Each business unit and function is responsible for the actions relating to its own areas in order to reach the shared targets. The Business Development & Transformation team is responsible for ensuring the execution of Marimekko's sustainability strategy both for the company's own operations and its value chain. The internal innovation team, Marimekko Innovation Works, is responsible for the development, promotion and piloting of innovative materials, dyes and technologies, as well as new business models and services related to sustainability and the circular economy.

The Board of Directors approves the Marimekko Code of Conduct and the sustainability strategy, including related key targets, and monitors annual sustainability reporting. Marimekko's ethics and compliance program is also approved and monitored by the Board of Directors. The Board of Directors sets the annual targets for the President & CEO and the members of the Management Group. For all members of the top management, these also include sustainability-related metrics. The Management Group sets annual targets for the sustainability work and follows the progress on an at least a bi-annual basis.





Timeless design brings joy
for generations to come



The products of tomorrow
leave no trace



Positive change through
fairness & equality

Our sustainability strategy for 2021–2025 is built on three main principles that extend beyond our own operations to the entire value chain.

These three main principles guide us on our journey:

Timeless design brings joy for generations to come

We aim to continue creating new classics – high-quality products that stand the test of time and follow the principles of the circular economy. Our ambition is that, during their lifetime, Marimekko items bring joy to many different consumers, even generations, after which they are finally recycled into new products. To help consumers prolong the life of our products, we are expanding our service offering related to lengthening our products' life cycle, such as second cycle and product care.

The products of tomorrow leave no trace

We have launched several projects to significantly reduce greenhouse gas emissions intensity in our entire value chain. We are committed, for example, to reducing the greenhouse gas emissions intensity of the purchased textile materials and logistics as well as the water use intensity of the textile materials. In addition, we are reducing the greenhouse gas emissions from our own operations. We are committed to the Science Based Targets initiative (SBTi) to align our greenhouse gas emissions-related targets with those of the UN Paris Climate Agreement.

Positive change through fairness and equality

We want to promote the implementation of fairness and equality in our value chain and to provide an inspiring and caring workplace. We will continuously provide more information about the origin of our products, ultimately aiming for the full transparency of our supply chain. By actively collaborating with other players in the industry, we can drive positive change across the whole sector.

Timeless design brings joy for generations to come

We aim to continue creating new classics – high-quality products that stand the test of time and follow the principles of the circular economy. Our ambition is that, during their lifetime, Marimekko items bring joy to many different consumers, even generations, after which they are finally recycled into new products. To help consumers prolong the life of our products, we are expanding our service offering related to lengthening our products' life cycle, such as second cycle and product care.



Timeless design brings joy for generations to come

Goal	Criteria for achievement	Progress in 2023	UN SDGs
We make designs that stand the test of time.	Improving consistency in fit and size and enhancing modularity and combinability in our collections	<p>We documented circular design principles that take into account the requirements of the circular economy and designed the new Marimekko Maridenim jeans according to these principles.</p> <p>We joined the Ellen MacArthur Foundation, the world's leading network on circularity, as a Network Member to accelerate our circular economy journey.</p>	
We offer durable, high-quality and functional products.	Share of products subject to claims, target not more than 0.5 percent of products sold	The share of products subject to claims was 0.4 percent (2022: 0.5) of the products sold.	
We actively work to prolong product lifetime.	Improving adjustability and enhancing the careability and repairability of our products	<p>We introduced care products for clothing and bags as well as increased product care communication and piloted a repair service in Finland.</p> <p>We continued to offer alteration services to new Marimekko clothing in all our stores in Finland.</p>	
We contribute to the circular economy through new processes and services.	Ensuring recyclability and encouraging the resale of our products	<p>We continued with the omnichannel development of the Marimekko Pre-loved marketplace for second-hand and vintage goods in Finland. In addition, we organized pop-ups for vintage items in Sweden and in Finland.</p> <p>We launched first products from closed-loop pilot projects in Portugal and Finland, where textile waste generated in the manufacturing of Marimekko's collections was partly used as raw material for new Marimekko products.</p>	

We ensure both the quality of our materials and the durability of products with rigorous quality management processes.

WE MAKE DESIGNS THAT STAND THE TEST OF TIME

We strive to offer aesthetically lasting designs, use materials that stand the test of time and craft future classics. To ensure timeless design, Marimekko teams, starting from design and product development, consider in their daily work the quality as well as environmental impacts and social aspects of materials, the ability to care for and recycle products, as well as design for combinability within and across seasons. A long-lasting product is a key component in improving sustainability in the fashion industry; for example, wearing items twice as long can reduce the industry's emissions by up to 44 percent¹.

One example of Marimekko's approach to timelessness is our continuing collection, which consists of classic products in Home, Bags and Accessories, and also Ready-to-Wear. The products in the continuing collection are so-called never-out-of-stock products on offer often for years or even decades, such as the Tasaraita (even stripes) shirt. While we have several items in the collection year after year, we make sure they stay relevant. For example, during 2023, we started to update the fits of the Tasaraita shirt based on feedback on shape, fit and length. To ensure the designs still stand the test of time and we are making the right changes, the updated designs were tested on different body types, genders and ages. We also collected feedback on the look and feel of the garments. All design choices are based on careful consideration and long-term work: that's how we believe we can continue to create new classics.

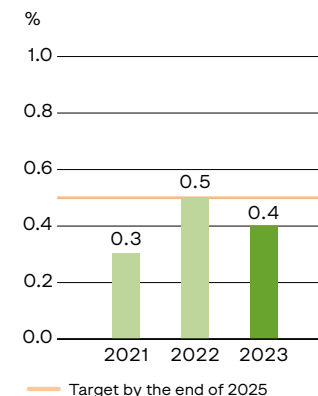
As a starting point for design, Marimekko has defined archetype silhouettes and block fits for the dresses, skirts and blouses. The archetypes and block fits help our customers in finding the right silhouette and size, support the building of a long-lasting, timeless style and aim to decrease returns, especially when buying online season after season. The archetype silhouettes are modernized versions of the iconic Marimekko shapes we have used in our designs for decades.

WE OFFER DURABLE, HIGH-QUALITY AND FUNCTIONAL PRODUCTS

At Marimekko, we want to create items that truly last. This means quality and longevity are key considerations for us when choosing materials. Rigorous quality management processes – such as anticipatory quality assurance through material and product testing, both for products made at Marimekko's own printing factory and at partner suppliers – ensure the durability and high-quality of Marimekko products and materials. Our product quality controls include inhouse processes, testing in third-party laboratories and by carrying out third-party production checks at our suppliers' factories. During 2023, over 5,000 tests were carried out by our own quality laboratory to ensure compliance with our quality criteria. In addition, a small share of these tests was carried out in external quality laboratories.

In line with our material strategy, we continued in 2023 to increase the share of, for instance, organic and recycled materials in our products. To ensure the

Share of sold products subject to claims, target not more than 0.5% of products sold



¹ Ellen MacArthur Foundation, A new textiles economy: Redesigning fashion's future (2017)

longevity of our products, we implement the same high quality and durability criteria for newly adopted materials as for conventional materials. Materials are tested for shrinkage, color fastness, abrasion resistance and pilling, among other things.

Due to higher production volumes, an elevated product offering following the sharpened creative vision as well as introducing new material qualities, we onboarded 19 new suppliers during 2022 and an additional 11 in 2023. Despite the large number of new suppliers, the share of products subject to claims in 2023 was 0.4 percent of the products sold (0.5), i.e. below the set target of a maximum of 0.5 percent by the end of 2025.

WE ACTIVELY WORK TO PROLONG PRODUCT LIFETIME

In addition to timeless aesthetics, we aim to extend the product lifetime in different ways, such as by enhancing the careability and repairability of our products. To lengthen the product life cycle, we introduced care products for clothing and bags as well as increased product care communication in 2023. By providing a comprehensive care guide, we encourage our customers to take good care of their products. We also piloted a repair service at one of our stores in Helsinki, where the customers could drop-off their Marimekko products to have them repaired by our sewing atelier. In addition, we offer alteration services to new Marimekko clothing at all our stores in Finland.

Another way to lengthen the product life cycle is Marimekko Pre-loved, the marketplace for second-hand and vintage products in Finland. During 2023, we extended the drop-off and pick-up of products to three stores in Finland, and another two at the beginning of 2024. In addition to the online marketplace, several pop-up stores in Finland and Sweden sold pre-loved products in 2023.

[Read more on p. 16](#)



The first years of Marimekko Pre-loved

In August 2022, we launched the Marimekko Pre-loved marketplace for Marimekko's vintage and second-hand goods in Finland, with the aim of further extending the life cycle of our products. In addition to peer-to-peer sales, independent B2C sellers can also sell their second-hand Marimekko products in Pre-loved.

During 2023, we continued to find new customers and spread the joy of colorful prints and and bold colors through the platform. The platform strengthens Marimekko's customer relationship, showcased by the fact that the majority of Pre-loved customers choose to redeem their earnings into Marimekko gift cards.

"The platform has clearly found its audience. It has been exciting to follow how the life span of a product really extends. During the year, we collaborated with vintage store Beyond Retro in Stockholm and Helsinki. We also had physical pop-ups in our flagship stores in Stockholm and also in New York at the beginning of 2024," says **Mari Nikitin**, Head of Global Digital Commerce & Operations.

Marimekko Pre-loved was also the platform for two larger pilots in 2023: the Icons Revived capsule collection and experimenting take-back. The Icons Revived collection featured iconic dress designs from the 1960s and 1970s, made from leftover

fabrics from past collections. The take-back pilot was an easy-to-implement way of learning how our community responds to take-back.

"We opened a physical pop-up in one of our stores in Helsinki, where customers could not only buy timeless, pre-loved gems but also bring their beloved Marimekko items to us. This allowed us to bring new customers into the Marimekko Pre-loved world, especially interesting to the younger generations who are into buying second-hand. In addition, it's wonderful to hear the stories behind the products and see the customers' love for them," says **Ziyi Pei**, Digital Commerce Specialist.

After the pilot, Marimekko decided to expand the take-back locations to cover five Finnish stores by the beginning of 2024.

Marimekko Pre-loved activities contribute to a growing trend in the fashion industry. According to a 2023 report by ThredUp, second-hand retail sales in the USA are expected to grow nine times faster than broader clothing retail.

"To mark the first anniversary of Marimekko Pre-loved, we hosted a one-day physical meet & swap event at the Marimekko House. Before the doors opened on the Saturday, there was a long queue outside the office – so many wanted to enjoy the communal feeling. There is true love for Marimekko," concludes Pei.



WE CONTRIBUTE TO THE CIRCULAR ECONOMY THROUGH NEW PROCESSES AND SERVICES

Developing the circularity of the value chain is one of the most important priorities for the fashion industry. At Marimekko, we work to develop circularity through various measures implemented across our value chain. In our design and product development, this means that we, for instance, choose materials and fabric qualities that are easy to recycle. These include mono-materials, which only consist of one fiber or raw material. Moreover, through new material innovations, we aim to move toward fully circular materials that can be recycled several times without a reduction in the quality or durability of the fiber.

In 2023, Marimekko became a Network member of the Ellen MacArthur Foundation, the world's leading network on circularity, and we documented our own Framework for Circular Design to support, for example, our design and product development teams. Examples of products utilizing this approach include items made of mono-materials for which their recyclability at the end of their life cycle is better considered already in the product design. A new product category, Marimekko Maridenim, was also designed in 2023 according to the principles of circularity and will launch on the market later in 2024. The new circular design principles will be even more visible in collections from 2024 onward. [Read more on p. 17](#)

In summer 2023, we launched the first products from a closed-loop pilot, where the cutting waste and other leftover materials generated in the manufacturing of our jersey products in Portugal were partly used as raw material for new Marimekko products. Towards the end of the year, we launched similar products utilizing textile waste collected from our own printing factory, in cooperation with a Finnish Rester Oy. [Read more on p. 31](#)

Marimekko Maridenim designed following The Jeans Redesign guidelines

Whenever Marimekko ventures into a new category, we do so with the intention of addressing all aspects of the process from raw material to fabric, design, production, to care and repair as well as after life and recyclability. In 2023, we took this journey with a denim collection which we designed following The Jeans Redesign guidelines by the Ellen MacArthur Foundation.

The Jeans Redesign gave the industry a minimum bar to design and make garments in line with circularity and covers criteria such as durability, traceability, recyclability as well as safe materials and processes.

“To name a few highlights, Marimekko Maridenim is made with mono-material cotton with no stretch and minimal hardware to allow as easy as possible recycling once the garment is at the end of its lifecycle,” explains **Emmakaisa Kirves**, Design Director of RTW and Bags & Accessories.

The building of the Marimekko Maridenim collection coincided with drafting our own Framework for Circular Design which is now being implemented in all product lines.

“We believe that circular design is a critical component in our sustainability work. To help guide our teams through the world of circularity, our framework begins by mapping out a general product lifecycle to identify the key stages where circular strategies can be implemented. We need circularity not only to reduce our impacts on the environment but to support our core commitment to timeless design that brings joy for generations to come,” says **Riika Wikberg**, Chief Business Development Officer.

In order to utilize the know-how of the Ellen MacArthur Foundation and its members, Marimekko joined it as a Network Member in 2023. “As a member, Marimekko gains access to the knowledge and inspiration of the foundation. Achieving a truly circular fashion industry demands a systemic change, which is something that no company can achieve alone. That is why we are excited to pursue our vision together with the whole network,” adds Wikberg.











The products of tomorrow leave no trace

Marimekko's long term ambition is to leave no burden for coming generations. We believe that, in the future, timeless and high-quality products will be made in balance with the environment, in line with the principles of the circular economy. We are committed to continuously driving innovation in technologies, materials and business models through collaborations to push the industry forward and to reach and to reach our ambitious vision of leaving no trace.

The products of tomorrow leave no trace

Goal	Criteria for achievement	Progress in 2023	UN SDGs	
We work to reduce our greenhouse gas emissions intensity throughout the value chain.	<p>Greenhouse gas emissions of our own operations (Scope 1 and 2), target to reduce by 40 percent by the end of 2025¹</p> <p>Greenhouse gas emissions of logistics, per kg of transported product, target to reduce by 50 percent by the end of 2025²</p> <p>Greenhouse gas emissions of textile materials per kg of sourced textiles, target to reduce 20 percent by the end of 2025¹</p>	<p>Greenhouse gas emissions from our own operations (Scope 1 and 2) continued to be well below the target, with a 71 percent (2022: 72) decrease from the base year 2019 level. 100 percent of the energy purchased for Marimekko's printing factory and headquarters is renewable and a part of the electricity used is produced using solar panels located on the roof of the headquarters.</p> <p>Greenhouse gas emissions of logistics per kilogram of transported product were 33 percent (40) below the base year 2018 level. We increased direct deliveries from suppliers to wholesale customers in Asia to shorten logistics routes and reduce emissions. Nevertheless, the emission intensity of logistics increased compared to the previous year as the share of sea freight, which is less emission intensive compared to air freight, decreased.</p> <p>We continued to increase the share of organic and recycled materials in line with our material strategy. The greenhouse gas emissions of textile materials per kilogram of sourced textiles were 9 percent (7) below the base year 2019 level³. Reductions in the emission factors of several materials³ and the increased share of recycled and organic textiles in the collections contributed to the decreased emission intensity. The increased share of emission-intensive materials, such as leather and wool, slowed the positive development.</p>		
We work to reduce the amount of chemicals used in our supply chain.	Share of OEKO-TEX certified and unbleached fabrics at our own printing factory	<p>The share of unbleached base materials increased to 40 percent (29). The share of OEKO-TEX certified materials was 80 percent (70) of the fabrics printed at our printing factory.</p> <p>We tested and piloted, together with Origin by Ocean, the use of alginate-based thickener for printing paste and continued the use and testing of plant-based dyestuffs.</p>		
We work to reduce the water use intensity in our supply chain.	<p>Water scarcity score of sourced textiles, target to reduce by 50 percent by the end of 2025¹</p> <p>Water consumption per meter of fabric printed at our own printing factory</p>	<p>The water scarcity score of textile materials per kilogram of sourced textiles was 33 percent (9) below the base year 2019 level³. Positive development compared to the previous year was mostly due to the increased share of organic and recycled cotton as well as the decreased overall share of cotton in Marimekko's material base.</p> <p>Water consumption in the printing factory and the headquarters totaled 28.7 liters per meter of fabric printed (23.8). The increased number of visitors at the headquarters and restaurant as well as the types of fabrics printed and the number of dyes used affected the water use intensity.</p>		
We minimize waste and maximize recycling and upcycling of materials in our operations.	<p>Total amount of waste from our own printing factory and headquarters</p> <p>The share of waste recycled as material or utilized in energy production</p>	<p>The total amount of waste generated at the printing factory and headquarters was 78.8 tonnes (84.7).</p> <p>Of the waste generated, 57 percent (48) was recycled as material and the rest of the waste was utilized in energy production. We continued separate sorting of textile and plastic waste.</p> <p>A capsule collection called Icons Revived and consisting of dresses made from surplus fabrics of past collections using the iconic silhouettes originally from the 1960s and 1970s was launched.</p>		

¹ 2019 used as the baseline year.² 2018 used as the baseline year³ Based on Higg MSI 3.7 data at app.worldly.io. The results were calculated by Marimekko and are not third-party verified.

WE WORK TO REDUCE OUR GREENHOUSE GAS EMISSIONS INTENSITY THROUGHOUT THE VALUE CHAIN

Climate change continues to be one of the greatest challenges of our time. As the fashion and textile industry is estimated to account for 8–10 percent of global annual greenhouse gas emissions⁴, the industry's efforts to reduce emissions play a significant role in climate change mitigation. In order to mitigate our impact on the environment and contribute to tackling climate change, we have set ambitious targets to reduce greenhouse gas emissions intensity by the end of 2025.

By the end of 2025, we are committed to:

- 40% absolute reduction in greenhouse gas emissions in our own operations (Scopes 1 and 2, baseline 2019)
- 50% reduction in greenhouse gas emissions in logistics (per kg of transported product, baseline 2018)
- 20% reduction in greenhouse gas emissions in textile materials (per kg of sourced textiles, baseline 2019)

In 2022, we committed to the Science Based Targets initiative (SBTi) to set science-based and even more ambitious targets for emissions reductions throughout our value chain in line with the UN Paris Climate Agreement. We will set the new science-based emissions reduction targets in accordance with

the schedule of the SBTi within two years of the commitment, i.e. during 2024. The targets will be published as soon as SBTi has validated them.

Calculating emissions of our entire value chain

We have calculated the carbon footprint of our entire value chain (Scopes 1–3) in accordance with the Greenhouse Gas Protocol standards⁵, starting from the year 2019. In 2023, we made some minor improvements to the calculation:

- estimating the emissions from local distribution of our e-commerce deliveries from warehouse to customers in the US for the first time;
- calculating the packaging materials in our supply chain so that packaging materials purchased by our suppliers are also included in the calculation, in addition to packaging material purchased by our warehouse partner in Finland;
- refining the calculation of indirect sourcing related to IT based on data from IT partners;
- using primary carbon footprint data from our material suppliers of cupro and Scandinavian traceable leather instead of industry average data and
- conducting a survey of our employees on commuting practices.

All these updates to the calculation were made starting from 2023 apart from the emissions of local distribution of our e-commerce deliveries in the US, which were also corrected to the calculation of 2022. These changes had only

a minor impact on our carbon footprint.

In 2023, the total annual carbon footprint of our entire value chain was 49,053 tCO₂e (66,601⁶), 26 percent lower compared to 2022, while our net sales increased by 5 percent. The main reason behind the decreased overall carbon footprint was the lower amount of purchased products compared to 2022. In 2022, we prepared for the demand of the continuing collection in the event of supply chain disruptions, which resulted in good inventory levels. In 2023, a decrease in purchased products reduced emissions of purchased goods, emissions from the use of products as well as emissions of upstream transportation. Other drivers behind the decreased carbon footprint in 2023 were lower non-production-related purchases and reduced emissions of IT purchases due to the improved calculation methodology, a decrease in several emission factors of textile materials⁷, an increased number of direct deliveries from suppliers to wholesale customers in Asia, as well as an increase of recycled and organic textile materials in our material base.

The main emission sources in our carbon footprint were similar to previous years: purchased goods and services (51%), in particular purchased textiles (26%), use of sold products (33%) and transportation and distribution (11%). All other emission sources, including emissions from our own operations (Scopes 1 and 2), totaled 6 percent of the carbon footprint. As the majority of emissions originate from indirect sources,

the results emphasize the need to address greenhouse gas emissions throughout our value chain, from raw materials all the way to the use and eventual disposal of a product.

⁴ Niinimäki, K., Peters, G., Dahlbo, H. et al.: [The environmental price of fast fashion](#) (Nature Reviews Earth & Environment, 1/2020).

⁵ We use two standards in our greenhouse gas calculation: the GHG Protocol Corporate Accounting and Reporting Standard and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard.

⁶ Figure for 2022 has been restated due to a correction in the calculation of Scope 3 emissions.

⁷ Based on Higg MSI 3.7 data

Target: GHG emissions from sourced textiles -20%

The goods and services that we purchase, particularly textiles, are one of the main sources of greenhouse gas emissions in our value chain. Therefore, our goal is to reduce the emissions of textile materials per kg of sourced textiles⁸ by 20 percent by the end of 2025 compared to the baseline year 2019. We will do this by shifting to use, for example, more organic, recycled and bio-based materials as well as new material innovations.

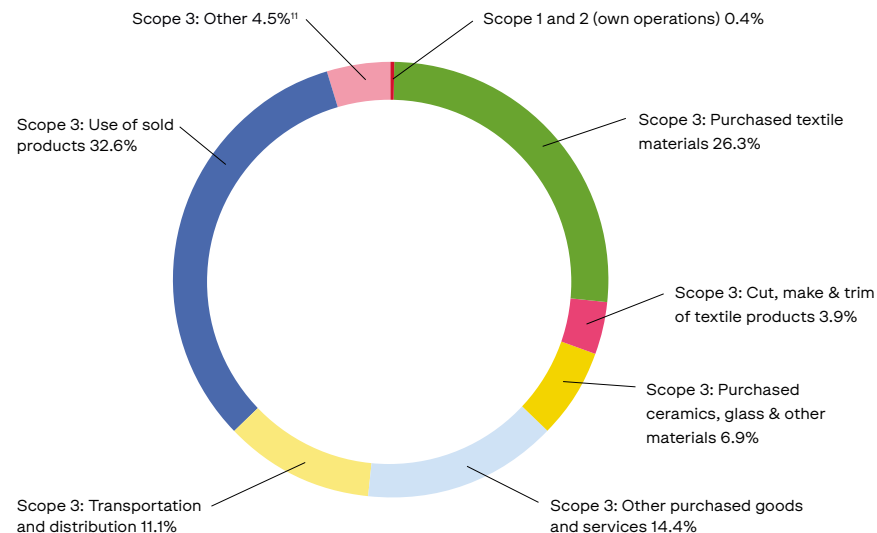
Transitioning toward preferred textile materials

In 2023, 26 percent of our total greenhouse gas emissions came from purchased textiles materials. A key measure in reducing our carbon footprint is the execution of our material strategy, which guides our transition toward using preferred materials such as organic, recycled and bio-based materials as well as new material innovations. With our material strategy, we aim to increase the use of these materials and reduce the use of conventional materials. The production of recycled and organic materials typically generates less greenhouse gas emissions than conventional alternatives and uses less water, chemicals and fossil resources per kilogram of textile⁸. We started the rollout of our material strategy at the beginning of 2021, and the results started to be visible following the 2022 collections.

In 2023, we increased the share of recycled materials to 21 percent (10) and the share of organic materials to 20 percent (6) of all sourced textiles. The share of conventional materials decreased to 11 percent (16) and conventional enhanced materials to 48 percent (68) of all purchased textile materials⁹.

Our goal is to reduce the emissions of textile materials per kg of sourced textiles by 20 percent by the end of 2025 compared to the baseline year 2019. In 2023, the greenhouse gas emissions of textile materials per kilogram of sourced textiles⁸ were 9 percent lower compared to 2019. Reductions in the emission factors of several materials⁸ and the increased share of recycled and organic textiles in the collections contributed to the decreased emission intensity. On the other hand, increased share of

Carbon footprint of Marimekko's entire value chain¹⁰



⁸ Based on Higg MSI 3.7 data at app.worldly.io. The results were calculated by Marimekko and are not third-party verified.

⁹ Conventional enhanced materials include Better Cotton, EUROPEAN FLAX[®] linen, LENZING[™] ECOVERO[™] viscose, LENZING[™] TENCEL[™] lyocell, wool and down with a responsibility certificate, traceable leather and leather from LWG-certified tanneries. The shares of conventional and conventional enhanced materials for 2022 and 2023 have been corrected: conventional lyocell is moved from conventional enhanced materials to conventional materials. Also, leather from LWG-certified tanneries has been moved from conventional to conventional enhanced material.

¹⁰ Based on emissions calculation for 2023.

¹¹ Includes capital goods, fuel and energy-related activities, waste generated in operations, business travel, employee commuting, leased assets, end-of-life treatment of sold products and downstream leased assets and franchising.

emission-intensive animal derived materials, such as leather and wool, slowed the positive development in emission intensity of textile materials. The more versatile material selection better corresponds to customer needs, but it also makes it more challenging to reach our target set in 2020.

In 2023, 57 percent of the cotton sourced was Better Cotton¹² (81), 29 percent organic cotton (10) and 9 percent recycled cotton (6), while the share of conventional cotton was 5 percent (18). We are committed to phasing out the use of conventional cotton and are thus sourcing only organic cotton, Better Cotton, recycled cotton or other traceable cotton as of 2024.

We strive to increase the share of certified materials of all sourced materials. In 2023, 67 percent of the wool sourced had a responsibility certificate (57) and 14 percent was certified, recycled wool (2). 100% of the leather we source comes from Leather Working Group (LWG) certified tanneries.

Assessing and mitigating biodiversity impacts

The fiber and textile industry is estimated to be one of the sectors that has the largest terrestrial biodiversity impact¹³. In the mitigation of this impact, designing long-lasting products, extending their lifespan and using recycled raw materials all have an important role through, for example, reducing the pressure on land use change, greenhouse gas emissions and water use related to the production of new materials. Climate change mitigation actions also have an impact on biodiversity, as climate change and biodiversity loss are deeply interconnected issues.

In addition, material choices play a role in protecting biodiversity. In Marimekko Product Policy, certain materials are ruled out due to biodiversity reasons. Examples of these materials are any materials from species defined endangered or vulnerable in the International Union for Conservation of Nature's (IUCN) Red List, included in the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) or leather from cattle farms in deforested Amazon Biome or other regions where the farmland has been acquired through deforestation of ancient or endangered forests or forests with high conservation values. We are also committed to sourcing cellulose-based fibers made only from FSC or PEFC certified raw materials as of 2024 to reduce the risk of deforestation in our supply chain.

In 2023, Marimekko participated in a training program on science-based targets for nature, organized by the UN Global Compact Network Finland. In the program, we learned about biodiversity loss, the SBTN framework and related tools to assess nature related impacts and piloted the first steps of the framework. As a continuation to the pilot, we plan to pursue the assessment of our biodiversity impacts, considering at least the most significant raw materials and countries of origin, to identify the biodiversity impact hotspots in our own operations and the value chain to be able to reduce those impacts in a systematic way.



¹² Marimekko is a member of Better Cotton. Better Cotton's mission is to help cotton communities survive and thrive while protecting and restoring the environment.

¹³ Forslund, T., Gorst, A., Briggs, C. et al.: Tackling root causes – Halting biodiversity loss through the circular economy (Sitra studies 205, 2022). [Tackling root causes – Halting biodiversity loss through the circular economy \(sitra.fi\)](#)

Our preferred materials

Banned	Accepted		Preferred		
Conventional	Conventional	Conventional enhanced	Organic or regenerative	Recycled	Innovative materials
Cotton from highest risk areas as specified in our Product Policy Conventional cotton (no longer sourced as of 2024)		Better Cotton In-conversion cotton* Other traceable cotton	Organic cotton	Recycled cotton	Closed-loop recycled cotton
Cellulose-based fibers that are not recycled or certified according to FSC or PEFC (no longer sourced as of 2024)	Viscose Lyocell Modal Acetate Cupro	LENZING™ TENCEL™ lyocell LENZING™ ECOVERO™ viscose		Recycled cellulose-based fibers	Spinnova®
	Linen	European Flax®	Organic linen*	Recycled linen	
	Hemp		Organic hemp*	Recycled hemp*	Vireo
	Silk				
Leather from exotic animals or from deforested Amazon area	Leather (only from animals that have been bred for food production)	Leather from LWG certified tanneries Traceable leather		Recycled leather	
Fur Mulesed merino wool Angora Conventional mohair/ alpaca	Mulesing-free merino Sheep wool Yak wool Cashmere	Certified wool Certified mohair Certified alpaca	Organic wool* Wool from regenerative farming*	Recycled wool	
Conventional down		Certified down		Recycled down	
	Polyester	Bio-based polyester*		Recycled polyester	
	Polyamide	Bio-based polyamide*		Recycled polyamide	
	Elastane	Bio-based elastane*		Recycled elastane	

Our preferred materials

* Marimekko is not currently using these materials but has either identified these materials as potential future materials or is testing or piloting these materials

Encouraging energy-efficient consumer behavior

A significant share of greenhouse gas emissions emitted during the lifetime of a long-lasting garment relates to its care, including machine washing, drying and ironing. Marimekko recommends care for its products using methods that save energy and provides practical advice on how to lower emissions in product care in its comprehensive care guide available on its website. Customers are also regularly informed about product care methods and the importance of product care on social media channels.

At 33 percent, the use of sold products is one of the main sources of emissions in our value chain. These emissions result mainly from the washing of sold products. Each wash consumes energy, which in turn generates emissions indirectly. These emissions can be reduced by washing products less frequently, fully loading machines and by choosing renewable electricity. To support consumer behavior that reduces emissions within our value chain, we strive to enhance the careability and repairability of our products, provide customers with material-specific care instructions as part of our care guide and increase our offering of lifecycle services. However, our calculation of the emissions from the use of our products relies on assumptions concerning average product care practices and energy use and our customers' actual product care practices are not currently reflected in the calculated emissions.

Reducing emissions from logistics

An important source of emissions in our value chain is the transportation, distribution and storage of our raw materials and products, which generate 11 percent of our carbon footprint. Our main means of reducing emission intensity from logistics are optimizing transportation routes and favoring lower-emission modes of transport.

In 2023, we clearly increased direct deliveries from suppliers to wholesale customers in Asia, which shortened the transport routes and thus contributed to the positive emission development of logistics. On the other hand, the share of sea freight, which is less emission intensive compared to air freight, decreased, which affected the emission intensity of our logistics negatively: In the comparison year of 2022, Marimekko prepared for the demand of the continuing collection in the event of possible supply chain disruptions. As a result of good inventory levels, clearly fewer heavy ceramics and glassware, typically transported by sea from Asia, were imported in 2023 than in the comparison year.

Early commitment to product orders from supplier partners is typical of the textile industry. Russia's attack on Ukraine in spring 2022 ended sea-train transport, which is faster than sea transport. This further amplified the lead-time needed for product orders from the supply chain. In order to avoid over-production, this necessitated during 2023 some increase in faster but more emission-intensive air freight. For these reasons, the greenhouse gas emissions of logistics per kilogram of transported products¹⁴ increased slightly from the previous year,

but were still 33 percent lower compared to 2018, which is the base year for the target.

In 2023, we acquired carbon credits corresponding to the emissions generated by e-commerce deliveries to Finland and Europe, partly directly and partly through our partner DHL Express. These carbon credits totaled to 536 tCO₂e in 2023 corresponding to 1 percent of our carbon footprint.

Income from the carbon credits that Marimekko purchased directly (166 tCO₂e) was used to finance a Gold Standard verified water purification project in Uganda. The project provides local communities with solar powered UV measurement devices (WADI), which use solar power to inactivate harmful pathogens in the water and thereby provide access to clean and affordable water. As a result, the project reduces the need to use firewood for water boiling. Consequently, there is less deforestation and the habitats of many animal and plant species are protected. The devices also save people's, especially women's, time that would otherwise be spent on the collection of firewood and gives them a better opportunity to carry out work activities. You can read more about the project at myclimate.org.

Our criteria for selecting the climate protection project included global and recognized certification and additional benefits in addition to the climate impact, such as the empowerment of women, biodiversity protection and access to safe water.

Target: GHG emissions from logistics -50%

Logistics is a significant source of greenhouse gas emissions in our value chain. By the end of 2025, our goal is to reduce the emissions from our logistics per kg of transported product by 50% compared to the baseline year 2018. We are working to reach this ambitious goal by, for example, choosing less emission intensive transportation modes and optimizing routes.

¹⁴ The greenhouse gas emissions of logistics are calculated as the Scope 3 Category 4 emissions divided by the total amount (kg) of ordered products that have a delivery date in the reporting year.

3D technology speeds design and product development

Traditionally, a designer's vision of a product, such as a piece of clothing, bag or dish, is first expressed in the form of a two-dimensional image. This image is then sent to the factory, where a sample of the product is made. After seeing the physical sample, the designer usually further modifies the design – the traditional process may involve several sample rounds before the product actually goes into production.

At Marimekko, 3D technology has revolutionized the product design process: it speeds up work significantly and helps reduce emissions in the product value chain.

“We have increasingly started to use 3D tools in our design and product development processes over the past few years. We work on physical items – 3D technology enables us to sketch them directly in three dimensions and, consequently, process and examine them immediately on the right scale. This reduces the need to send samples back and forth between the designer and factory, which, in turn, reduces environmental impacts and enhances the product development process,” explains **Minna Kemell-Kutvonen**, Design Director of Home & Print Design.

In clothing and textile design, 3D technology helps with pattern making. One can model the piece of clothing directly on a person to see the fit as well as how the prints are placed. Hard products, such as dishes, can be printed out in their final form using a 3D printer.

“A good example of the benefits of 3D technology is the plate created for the Unikko print's 60th anniversary, shaped in the form of the flower. We used 3D technology from the very beginning: we modeled and printed the plate in 3D at Marimekko House and we were able to send the actual product as a 3D sample to the factory. We were already able to see at our own design studio whether the product was functional. 3D technology helps to concretize and visualize ideas, which speeds up decision-making. The use of technology has improved our processes and clearly reduced the transportation of samples between our designers and the factories,” says **Niklas Alenius**, Designer, 3D and hard materials.



Target: GHG emissions from own operations -40%

While our Scope 1 and 2 emissions represent a minor part of our total carbon footprint, they are fully in our own hands, which is why we have continuously worked to reach the target of reducing them by 40 percent by the end of 2025. In 2022, we achieved the target ahead of time and, in 2023, the emissions from our own operations were 71 percent lower compared to the baseline year 2019.

Emission reduction target for our own operations achieved

We achieved already in 2022 our target of reducing emissions from our own operations (Scope 1 and 2) by 40 percent by the end of 2025. In 2023, our Scope 1 and 2 emissions were 71 percent lower compared to 2019. The most significant action contributing to the achievement of the target has been the transition to renewable district heating in 2022 at our headquarters and printing factory located in Helsinki. To further reduce emissions from our own operations, we will continue our transition to renewable energy in all our own electricity contracts outside Finland.

Total energy consumption within our organization was 6,849 MWh (6,977¹⁵) and the share of renewable energy of all energy purchased and produced by Marimekko increased to 92 percent (91) in 2023. Our solar panels at the Marimekko printing factory and headquarters produced 156 MWh of renewable electricity, which corresponds to 2 percent of our total energy consumption.

In 2023, Marimekko headquarters had the WWF Green Office certificate and a related environmental program, focusing especially on emissions reductions and increasing employee awareness of environmental matters. The actions in 2023 were related mostly to improving the sorting of waste.

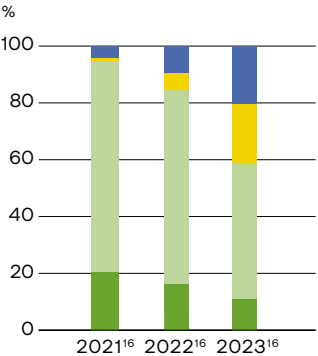
Future steps to reduce our greenhouse gas emissions intensity

In collaboration with our partners, we continuously drive innovation in technologies, materials and business models to help us reach our ambitious sustainability targets. While we have already reached our target for Scope 1 and 2 emissions and are optimistic about reaching our water scarcity target, we recognize that despite the good progress toward our targets for emission reduction in textile materials and logistics, it will be more challenging actually achieving them. However, we will determinedly continue to implement our material strategy and look for less emission intensive material alternatives, optimize logistics routes and choose less emission intensive transportation modes, among other things. Additionally, we will send our science-based emission reduction targets for official validation by the SBTi during 2024, and we are developing our climate transition plan to guide our climate work beyond 2025.

¹⁵ Figures for 2022 and 2023 have been restated due to a calculation error in renewable electricity consumption. Earlier in 2024, we reported that total energy consumption was 7,005 MWh for 2023 and 7,133 MWh for 2022. The share of renewable energy remained the same despite the correction.

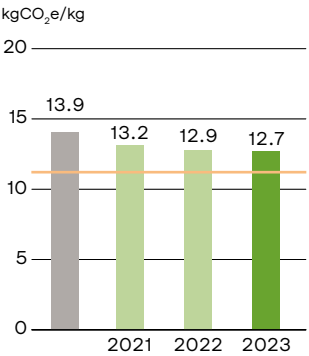


Textile material composition shares



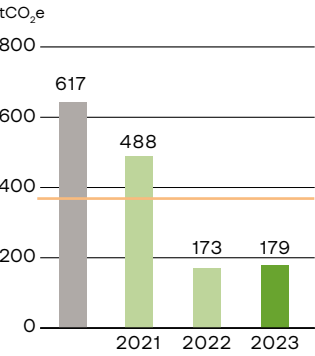
- Conventional
Includes conventional cotton, linen, hemp, viscose, lyocell, cupro, acetate, modal, silk, leather, wool, polylactic acid, polyester, polyamide, elastane and polyurethane
- Conventional enhanced
Includes Better Cotton, other traceable cotton, EUROPEAN FLAX® linen, LENZING™ ECOVERO™ viscose, LENZING™ TENCEL™ lyocell, traceable leather, leather from LWG-certified tanneries as well as certified wool and down
- Organic
- Recycled

Greenhouse gas emissions of textile materials per kg of sourced textiles¹⁷
Target to reduce by 20% from the 2019 baseline of 13.9 kgCO₂e/kg



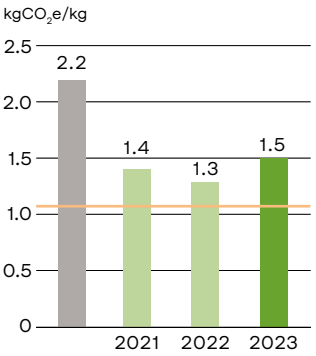
- Baseline 2019
- Target by the end of 2025

Greenhouse gas emissions Scope 1 and 2
Target to reduce by 40% from the 2019 baseline of 617 tCO₂e



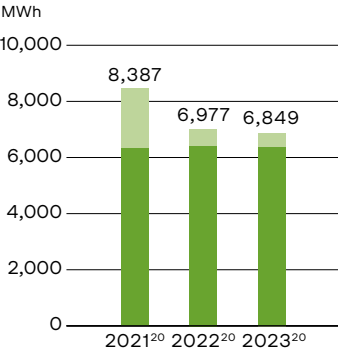
- Baseline 2019
- Target by the end of 2025

Greenhouse gas emissions of logistics per kg of transported product¹⁸
Target to reduce by 50% from the 2018 baseline of 2.2 kgCO₂e/kg



- Baseline 2018
- Target by the end of 2025

Total energy consumption¹⁹



- Renewable energy
- Non-renewable energy

¹⁶ The shares of conventional and conventional enhanced materials of years 2021–2023 have been corrected so that conventional lyocell is moved from conventional enhanced materials to conventional materials. Also, leather from LWG certified tanneries has been moved from conventional to conventional enhanced materials for years 2022 and 2023 (for year 2021, the share of leather from certified tanneries was not available).

¹⁷ Greenhouse gas emissions of textile materials per kilogram of sourced textiles are calculated as the cradle-to-gate greenhouse gas emissions of purchased textiles (based on Higg MSI 3.7 data at app.worldly.io) divided by the total amount (kg) of purchased textiles. The results were calculated by Marimekko and are not third-party verified. The figure for 2021 is not fully comparable with those for 2022 and 2023, as Marimekko updated its method of calculating the emissions of textile materials in 2022 to better take into account the dyeing and printing practices of different product types, which reduced emissions.

¹⁸ The greenhouse gas emissions associated with logistics are calculated as Scope 3, Category 4 emissions divided by the total amount (kg) of ordered products with delivery date in the reporting year.

¹⁹ Includes consumption of fuels, electricity and heating purchased by Marimekko and solar electricity produced by Marimekko.

²⁰ Figures for 2021–2023 have been restated due to a calculation error in renewable electricity consumption.

WE WORK TO REDUCE THE AMOUNT OF CHEMICALS USED IN OUR SUPPLY CHAIN

In addition to reducing greenhouse gas emission and water use intensity, we aim to continuously reduce the amount of chemicals used in our supply chain, as it is estimated that a significant share of global chemical output originates from the textile industry²¹. In textile manufacturing processes such as bleaching, dyeing, printing and finishing, various chemicals are used to ensure the appearance and properties of the textiles. The use of these chemicals and substances is strictly regulated in the EU and in other markets. To ensure compliance with both legal and our own, stricter requirements, we have environmental and chemical management principles in place for both our in-house printing factory and our partner suppliers. For our partner suppliers, we have implemented chemical management principles, detailed in contracts and the company's Restricted Substances List (RSL). We monitor the compliance with the RSL by random testing based on risk assessment.

For partner suppliers' environmental practices, such as management of emissions, effluents and waste as well as the handling of chemicals, the requirements are set in Marimekko's Supplier Code of Conduct, which was updated in 2022. Requirements related to environmental protection were specified in the update of the Supplier Code of Conduct. Our sourcing teams regularly collect and assess information about environmental impacts in the supply chain in order to plan future actions.

We seek to further reduce the use of chemicals and replace them with alternatives that are better for the environment and for people. Our own printing factory offers unique possibilities for testing new and innovative dyestuffs and other printing chemicals in the printing process. In 2023, we tested and piloted, together with Origin by Ocean, the use of alginate-based thickener for printing paste. We also continued the use and testing of plant-based dyestuffs derived from woad plant, willow and pomegranate.

Our printing factory has its own environmental and chemicals management processes in place. 80 percent (70) of the fabrics printed at the factory are certified according to the STANDARD 100 by OEKO-TEX®. The certificate guarantees that the materials contain no substances harmful to people or the environment, as detailed in the standard criteria. Currently, labeling in accordance with the STANDARD 100 by OEKO-TEX® can also be found, for example, on the towels and bed linen manufactured for us by our partner suppliers.

To further reduce the use of chemicals, we have increased the share of unbleached materials used in our printing factory to 40 percent (29) of all sourced materials. Using unbleached fabrics makes the natural characteristics of the material more visible and removes one chemical-intensive phase in the production process.

²¹ Niinimäki, K., Peters, G., Dahlbo, H. et al.: The environmental price of fast fashion (Nature Reviews Earth & Environment, 1/2020).



Target: Water scarcity score of sourced textiles -50%

Climate change increases water scarcity and uneven distribution of water resources. We want to do our best to decrease the water use intensity in our value chain and cut the water scarcity score²² of our textile materials per kilogram of sourced textiles to half by the end of 2025 compared to the baseline year 2019. We can decrease our water scarcity score by, for example, using more organic and recycled cotton.

WE WORK TO REDUCE THE WATER USE INTENSITY IN OUR SUPPLY CHAIN

Material choices have a direct impact on the use of water. It is estimated that the fashion industry consumes 79 trillion liters of water per year and accounts for 20 percent of industrial water pollution which is caused by textile treatment and dyeing²³. As climate change is likely to further increase the scarcity and uneven distribution of water, it is crucial that we reduce the use of water in our value chain.

Increasing the share of organic and recycled materials and new material innovations help us reduce the water use intensity in our upstream value chain. Also, water-saving technologies can help us reduce water use intensity. In 2023, we designed a new category, Marimekko Maridenim, which is laser marked and finished using ozone technology resulting in water use savings compared with traditional manufacturing technologies. Water use intensity can also be reduced in our own operations by improving water efficiency at our printing factory and in the downstream of our value chain by washing our products less often at home.

In 2023, the water scarcity score for our textile materials per kilogram of sourced textiles²² decreased by 33 percent compared to 2019, mostly due to the increased share of organic and recycled cotton as well as the decreased overall share of cotton in our material base. We expect to see further positive development toward the target, as our transition to organic and recycled cotton continues.

As conventional cotton has a high water footprint and is often grown in water scarce areas, we have carried out systematic work for several years to transition to less water-intensive types of cotton. Marimekko is committed to phasing out the use of conventional cotton and is thus sourcing only organic cotton, Better Cotton²⁴, recycled cotton or other traceable cotton as of 2024.

We monitor the water consumption of our printing factory and headquarters. In 2023, water consumption in the printing factory and the headquarters totaled 28.7 liters per meter of fabric printed (23.8). Water consumption in the printing factory varies depending on the types of fabrics printed and the number of dyes used in printing. Some fabrics need to be washed twice after printing, which increases water consumption. The water consumption also includes water used at the headquarters and lunch restaurant. In 2023, we had more visitors at the office and the restaurant compared to previous year, which increased our water consumption compared to the years of the coronavirus pandemic.

Our own printing factory holds an environmental permit which sets conditions on, for example, for the monitoring and quality of our wastewaters. In line with the environmental permit requirements, wastewater samples were taken and analyzed four times during 2023. There was one instance of exceeding the limit value of one monitored substance, copper. After this instance, the wastewater sampling well was emptied and cleaned. The concentrations decreased and returned to normal level in the new sample, clearly below the limit values. Compliance with our environmental permit is also monitored through annual reporting and inspections.

²² The water scarcity score takes into account the blue water consumption in the cradle-to-gate production of textiles and the water scarcity of the region where the water is consumed. The score is based on Higg MSI 3.7 data at app.worldly.io. The results were calculated by Marimekko and are not third-party verified.

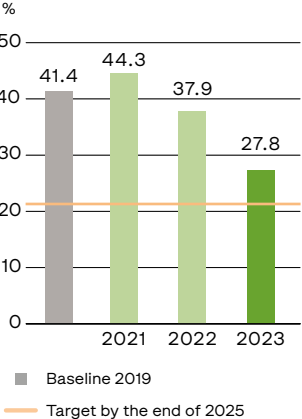
²³ Niinimäki, K., Peters, G., Dahlbo, H. et al.: *The environmental price of fast fashion* (Nature Reviews Earth & Environment, 1/2020).

²⁴ Marimekko is a member of Better Cotton. Better Cotton's mission is to help cotton communities survive and thrive while protecting and restoring the environment



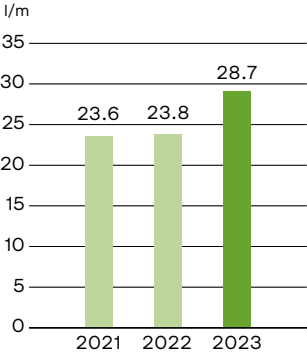
Water scarcity score of textile materials per kg of sourced textiles²⁵

Target to reduce by 50% from the 2019 baseline of 41.4



Water consumption per meter of fabric printed

Helsinki printing factory and headquarters



²⁵ The water scarcity score takes into account the blue water consumption in the cradle-to-gate production of textiles and the water scarcity of the region where the water is consumed. The score is based on Higg MSI 3.7 data at app.worldly.io. The results were calculated by Marimekko and are not third-party verified.

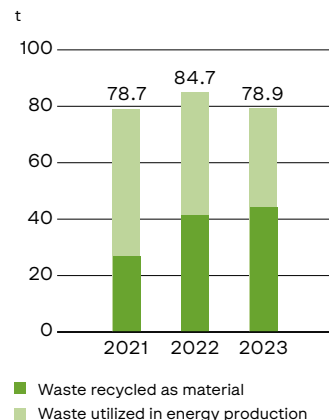
WE MINIMIZE WASTE AND MAXIMIZE RECYCLING AND UPCYCLING OF MATERIALS IN OUR OPERATIONS

We strive to continuously improve the material efficiency of our production to ensure that valuable materials are utilized to the maximum. In addition, we aim to continue reducing fabric, plastic and other waste, and increase the recycling of materials in line with the waste hierarchy.

We reduce cutting waste through decisions made in the design phase, such as by considering the size and positioning of prints and designing products of different sizes from the same fabric. In 2023, we launched a capsule collection called Icons Revived, consisting of dresses made from surplus fabrics of past collections using the iconic silhouettes originally from the 1960s and 1970s. In addition, our home collection included a number of products using repurposed materials.

We aim to reduce the waste from our own operations and to sort the waste as efficiently as possible for further use. In 2023, 57 percent of the waste generated at our headquarters and printing factory was recycled as material (48) and the rest of the waste was utilized in energy production. The recycling rate increased, for example, thanks to the separate sorting of plastic waste, which started in fall 2022. Since the beginning of 2022, end-of-life textiles from our printing factory and sewing shop in Helsinki have been recycled at Rester's mechanical recycling plant in Paimio, Finland, and the collaboration with Rester continued in 2023.

Total amount of waste
Helsinki printing factory and headquarters



All the packaging materials we use are recyclable and in the future, we intend, for example, to reduce the use of plastic and increase the use of recycled materials in packaging. Cardboard and paper purchased by Marimekko for packaging are either made of recycled materials or materials that have a certificate from the Forest Stewardship Council® (FSC) or the Programme for the Endorsement of Forest Certification (PEFC).

T-shirt as an innovation base

Together with its partners, Marimekko has tested the closed-loop production model by using cutting waste and other leftover materials from the manufacturing of Marimekko's jersey products as raw materials for new products. This is a good example of a circular operating model where materials used in products are utilised in the production of new products. In our first closed-loop products – T-shirt, sweatshirt and hoodie, launched in the summer of 2023 – we mixed recycled fibers (25 percent) with virgin cotton (75 percent) to ensure the durability and quality of the product. The goal of closed loop is to reduce the consumption of natural resources and production-related emissions.

In our following closed-loop pilot, we also tested digital product passports (DPP). Digital product passports are designed to support circularity by giving access to product-specific information that enables, for example, product repair and recycling. They also increase the transparency of the value chain by opening up different steps in it.

"It works by scanning a QR code in the product's care label, which allows customers to access information on the sustainability

aspects of the product. The QR code opens a webpage where it is possible to present more information about the product. In our pilot, we provided, for example, information on the manufacturing process by listing raw materials and manufacturing locations," explain **Masaki Kato**, Project Manager, and **Marjut Lovio**, Sustainability Manager.

Our pilot T-shirt was part of the Trace4Value research project, which provides us with valuable experience in identifying the data needed for a digital product passport. It also supports us in preparing for the DPP requirements, which are a part of the EU eco-design legislation for sustainable products coming into force by 2030.

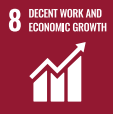
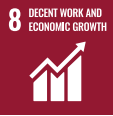

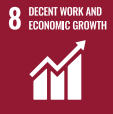

"Our first closed-loop products were manufactured in Portugal and the pilot was extended to Finland. Typically, there are many different parties involved in closed-loop production, so it is important to have an efficient process and close local collaboration. Therefore, testing the DPP on a product with a large network of partners proved to be a good way to start the exploration process," says **Pauliina Varis**, Product and Material Development Lead.



Positive change through fairness and equality

We want to promote the implementation of fairness and equality in our value chain and to provide an inspiring and caring workplace. We will continuously provide more information about the origin of our products, ultimately aiming for the full transparency of our supply chain. By actively collaborating with other players in the industry, we can drive positive change across the whole sector.

Positive change through fairness and equality

Goal	Criteria for achievement	Progress in 2023	UN SDGs
We promote human rights, living wages, worker empowerment, and safe working conditions in our supply chain.	Share of purchases from audited suppliers in non-EU countries	We covered 100 percent (2022: 100) of purchases from outside the EU by social audits. Audits according to the new, more comprehensive amfori Code of Conduct began in fall 2023.	
We aim for full product transparency.	Increase the share of traceable materials	We increased sourcing of certified, more traceable textile materials. The share of organic materials was 20 percent (6) and recycled materials 21 percent (10) of all sourced textiles. The share of certified wool was 67 percent (57) of all wool used.	 
	Provide customers with more product information	We enhanced the transparency of the supply chain especially on animal-derived materials through Responsible Animal Fiber certification, membership in the Leather Working Group and using traceable leather. We renewed product-level information about materials in our e-commerce.	
We provide an inspiring, responsible and caring workplace.	Employee Net Promoter Score (eNPS)	As part of our continuous efforts to build Marimekko into an even better place to work, we focus on and measure employee engagement; the eNPS (Employee Net Promoter Score) was on a good level of 30 (41) on a scale from -100 to 100.	
	Leadership KPI feedback survey	We continued to develop tools for managers with a focus on, e.g., change management, coaching and providing feedback. We measure the development with the statement of “My manager was interested in my well-being” in our leadership survey. This was rated at 4.4 (4.5) on a scale of 1–5, strongly disagree-strongly agree.	
	Sick leave absences, %	Sick leave absences decreased to 3.1 percent (3.5).	
	Number of occupational accidents	Number of occupational accidents was 12 (19). Two thirds of the occupational accidents did not lead to absence from work.	
Our culture is founded on equality, diversity, and inclusivity and we promote and foster these values in our entire value chain.	Share of women/men in the total personnel, Management Group and Board of Directors	The share of women/men out of all Marimekko employees was 91/9 percent (91/9), in the Management Group 100/0 (90/10), and on the Board of Directors 33/67 (33/67). We continued the incorporation of diversity, equity and inclusion perspectives into Marimekko’s people processes, providing, for example, training on the theme for managers and information on the theme internally. We continued the official partnership with Helsinki Pride and supported the LGBTQIA+ community through omnichannel content and collaborations. We worked with a wide range of models, influencers and creatives to foster diversity. In addition, we provided internal knowledge sharing.	

Regardless of where our products are made, we want to ensure that they are manufactured in accordance with our values and responsible sourcing principles.

WE PROMOTE HUMAN RIGHTS, LIVING WAGES, WORKER EMPOWERMENT AND SAFE WORKING CONDITIONS IN OUR SUPPLY CHAIN

Marimekko has a wide and varied product range and the manufacturing of our products requires a skillful and diverse partner supplier network. Our objective is to always find the best manufacturers for each product category. Regardless of where our products are made, we want to ensure that they are manufactured in accordance with our values and responsible sourcing principles.

We have strong values. One of those is 'fairness to everyone and everything', which extends to our personnel, customers and partners around the world. We are committed to promoting human rights, living wages, worker empowerment and safe working conditions in our supply chain and in all our operations, and we require the same from our suppliers. Our approach to human rights is based on the United Nations Guiding Principles on Business and Human Rights (UNGPs).

Our commitment to respecting human rights is included in the [Marimekko Code of Conduct](#) which also includes zero tolerance for any discrimination and also covers other aspects of managing social matters. The Marimekko Code of Conduct was last revised in 2022. All personnel are required to complete an e-training module addressing the content of the Code.

All our partner suppliers are required to sign our [Supplier Code of Conduct](#), which details, among

other things, zero tolerance for child labor and forced labor, as well as respect for workers' freedom of association, the right to collective bargaining and the right to equal treatment. The Supplier Code of Conduct was last updated in 2022, when we also offered training to our partner suppliers regarding the content and most significant changes in the Code.

Marimekko is a participant in the UN Global Compact and we are committed to promoting its ten principles in our own operations as well as in our value chain.

Continuously developing our due diligence approach

We respect the human rights laid down in the International Bill of Human Rights in all our operations and we require the same of our suppliers. Marimekko's due diligence approach toward human rights is based on careful supplier assessment and selection as well as contractual obligations imposed on partner suppliers. We monitor compliance with human rights in our supply chain through various means, including third-party audits and site visits by our own personnel.

Our due diligence process is continuously assessed and developed. We evaluate and, when needed, also complement our policies based on monitoring work and the risks identified. We have excluded sourcing of materials from certain very high-risk areas. This applies, for example, to the sourcing of cotton from Uzbekistan, Turkmenistan and the Xinjiang Uyghur Autonomous Region in China. To further improve the supply chain practices within our

value chain, we offer training to our sourcing experts and other relevant employees on responsible sourcing practices and human rights topics.

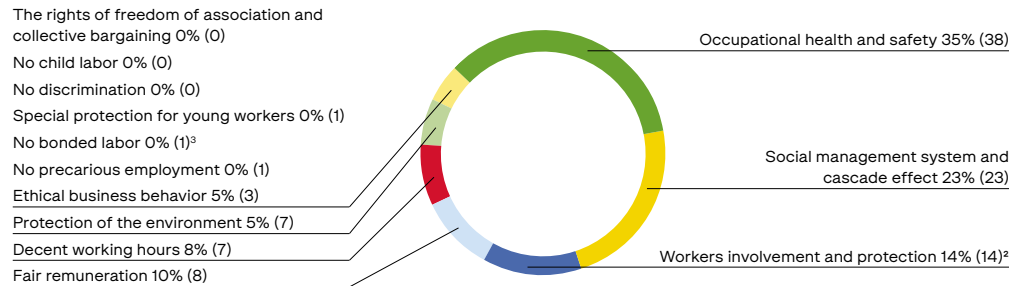
Marimekko carried out a human rights impact assessment in 2022, which focused especially on the company's own personnel. The analysis complemented the previously implemented impact assessment concerning partner suppliers.

External audits are an important tool for monitoring factories

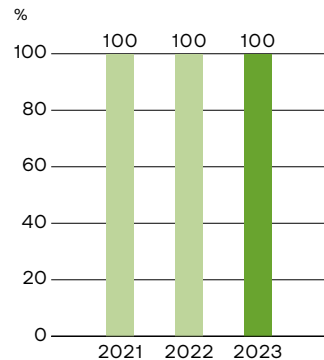
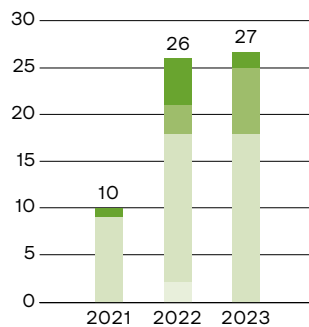
To ensure compliance with our requirements, our suppliers' factories are monitored regularly with audits by external specialists, factory visits by Marimekko staff and via questionnaires sent to suppliers regarding the origin of materials used, for example.

We are a member of the European amfori BSCI initiative, which provides tools for monitoring and improving working conditions in global supply chains. Third-party audits are a mandatory requirement for our partner suppliers operating outside the EU in countries that are considered higher risk¹.

¹ For country risk assessment, Marimekko follows the amfori BSCI risk country classification as a minimum.

amfori BSCI audit findings by area in 2023 (2022)², %

Share of purchases from audited suppliers in non-EU countries

Number of audits and audit results⁴

- Outstanding (A)
- Good (B)
- Acceptable (C)
- Insufficient (D)

In 2023, 82 percent (75) of our non-EU product purchases were covered by amfori BSCI audits and 100 percent (100) were covered by amfori BSCI audits or other, similar social compliance audits, such as SA8000 or Sedex.

During 2023, 27 amfori BSCI audits (26) were conducted at our partner suppliers' facilities. Most of the findings in the audits concerned occupational health and safety (2023: 35 percent; 2022: 38), management systems (23 percent; 23) and worker involvement and protection (14 percent; 14). In 2022–2023, amfori BSCI renewed their auditing system to correspond to the new amfori Code of Conduct introduced at the beginning of 2022. Audits according to the new amfori Code of Conduct began in September 2023, but the factories have a transition period of one year to fully implement the needed changes.

Corrective actions identified through monitoring are followed-up regularly with suppliers, either in connection with factory visits or in separate meetings with suppliers. Based on the follow-up audits conducted in 2023, corrective actions were completed for 38 percent of findings. However, the findings and required corrective actions are not fully comparable: some findings may take a lot of time and resources to correct, whereas others are smaller and easier to close. The implementation of the remaining actions will be monitored by Marimekko and, in future audits, in accordance with the amfori BSCI audit cycle.

² The figure for 2023 has been restated because of a correction in the number of findings. Earlier this year, we reported that the share of findings related to worker involvement and protection was 13 percent.

³ The finding in the area of “No bonded labor” in 2022 concerned a situation where migrant workers covered part of the costs of country entry and recruitment themselves. These situations have been treated as Zero Tolerance findings in the amfori system since 2022. The partner supplier took immediate corrective action and received a top A rating in a follow-up audit seven weeks later. The finding in the area of “Special protection for young workers” at another partner supplier's factory was related to not identifying potential risks in the production process from the perspective of young workers. No forced labor or inappropriate treatment of young workers was found in the partner suppliers' factories.

⁴ The number of audits varies year by year, based on the frequency of audits (the audit cycle is 1 or 2 years depending on the result) and changes in the supplier base (for example, a new factory may have another audit than amfori BSCI).

Our supply chain practices and initiatives

CAREFUL SUPPLIER SELECTION	<ul style="list-style-type: none">• We conduct an evaluation in which sustainability aspects, such as working conditions, occupational safety and other human rights aspects, as well as possible social and environmental certifications and audit results and potential risks, are carefully considered in addition to commercial terms.• When selecting suppliers operating in non-EU countries, we require such suppliers to have already been subject to an amfori BSCI audit or SA8000 certification or to start an audit or certification process. We also accept other social compliance audits on a case-by-case basis.
SUPPLIER CODE OF CONDUCT	<ul style="list-style-type: none">• Our suppliers are committed to the sustainability requirements embodied in our Supplier Code of Conduct, which include, e.g., respect for human rights and the strict prohibition of child and forced labor.• Our purchasing agreements bind our suppliers to comply with the International Labour Organization (ILO) conventions, as well as our Supplier Code of Conduct and Product Policy, which defines our sustainability requirements for the materials used in our products.
MONITORING AND EVALUATION	<ul style="list-style-type: none">• External specialists regularly carry out amfori BSCI or similar social audits at our partner suppliers’ facilities, particularly in high-risk countries. Our own personnel also visit the factories where our products and materials are manufactured.• We use Marimekko’s supplier evaluation tool to annually evaluate our suppliers against the same criteria. The tool covers all key aspects of our cooperation with suppliers, including sustainability.• Where corrective actions are needed, we monitor the completion of these actions in close dialogue with our suppliers. And, when needed, we complement our policies based on monitoring work and the risks identified.
SYSTEMATIC TRAINING	<ul style="list-style-type: none">• We offer training for our sourcing experts and other relevant employees on responsible sourcing practices and human rights topics to further improve sustainability within our value chain. We also train our suppliers on these topics.
INDUSTRY COLLABORATION INITIATIVES	<p>We are members of the following international collaborative networks, among others:</p> <p>amfori BSCI – an initiative promoting the monitoring and improvement of working conditions in global supply chains;</p> <p>Better Cotton – aiming to help cotton communities survive and thrive while protecting and restoring the environment;</p> <p>Leather Working Group (LWG) – an initiative committed to building a more sustainable supply chain for leather;</p> <p>Responsible Sourcing Network (RSN) – an initiative dedicated to ending human rights abuses and forced labor associated with the raw materials found in everyday products.</p>

WE AIM FOR FULL PRODUCT TRANSPARENCY

Supply chains in the textile industry are complex and involve many players – thus, enhancing transparency in the supply chain from raw materials to the stores demands long-term work both within our company and in cooperation with other actors in the sector. We aim to continuously increase transparency in our supply chain and provide our customers with more information on the players involved in manufacturing our products.

To improve transparency, we currently map our supply chain and gather data about at least two tiers upstream. The supply chain stages covered by the mapping depend on complexity of the chain – for textile supply chains, we typically cover the sewing factory and material supplier. Furthermore, we require our suppliers to report, at least annually, the origin of different raw materials, including cotton, leather, wood and wood-based materials.

As a small actor on a global scale, Marimekko is partly reliant on the progress of the whole industry in the matters related to transparency. We recognize that there is still significant work to be done to reach our ultimate goal of full transparency and we are committed to constantly taking steps toward this. In the coming years, we will develop our systems for managing supply chain data and plan to publish more information on the supply chains to our customers in various channels.

We are also participating in a Swedish research and development project Trace4Value, which focuses on increasing traceability of value chains by piloting

a digital product passport (DPP) for textiles. In 2023, the project focused especially on developing a data protocol that defines information requirements for DPP based on coming legislation and industry standards. The project will run until the second half of 2024. [Read more on p. 31](#)

When sourcing materials to produce Marimekko items, our suppliers are bound by our Product Policy, which defines the sustainability requirements for the materials and their origin. Our Product Policy was last updated in 2022, when we also offered training to suppliers on the updated requirements.

In line with our material strategy and Product Policy, we give preference to certified materials, which also improves supply chain transparency by enhancing the chain of custody. In 2023, we increased sourcing of certified materials, such as organic and recycled materials and certified wool. [Read more on p. 33](#)

We also took several other steps to increase transparency. In the spring of 2023, we joined the Leather Working Group initiative that is committed to building a more sustainable supply chain for leather. In addition, Marimekko began using traceable leather in its Imprint bag series. At the end of 2023, Marimekko obtained the Responsible Animal Fiber certificate. This certification covers wool from sheep and alpaca as well as mohair and it ensures animal welfare, responsible use of farmland, workers' rights at the farms and the traceability of the certified material in the supply chain. [Read more on pp. 37 and 38](#)

Our direct suppliers include factories making the final product as well as material suppliers for our Helsinki-based printing factory. A large part of Marimekko's printed fabrics, used by our partner suppliers across all three product lines, is produced in Helsinki in our own textile printing factory even today. In 2023, our products were manufactured by a global network of around 150 partner suppliers. In total, 44 percent (52) of the products were manufactured in EU countries, with the rest mostly coming from other European countries and Asia.

We value long-term relationships with our suppliers and we have been cooperating with many of them for decades. For transparency, we publish an annually updated list of our main partner suppliers. The content of the list is aligned with the requirements of The Apparel and Footwear Supply Chain Transparency Pledge. You can find the updated list on our [website](#) and our partner suppliers' data are also published on [Open Supply Hub](#) platform. The purpose of the platform is to improve human rights and environmental conditions in factories by opening supply chain data as a free, public good. Transparency is enhanced also by providing customers continuously with more information about the materials and production techniques used in our products.

Marimekko obtained Responsible Animal Fiber certification

At the end of 2023, Marimekko obtained Responsible Animal Fiber (RAF) certification, which covers wool from sheep and alpaca as well as mohair. The certification is based on standards created by the Textile Exchange, a global non-profit driving beneficial impact on climate and nature across the textile industry.

The standards (Responsible Wool Standard, Responsible Alpaca Standard and Responsible Mohair Standard) include criteria for animal welfare protection, land health preservation and social welfare protection. The farms certified to the standards must respect the Five Freedoms of animal welfare, protect soil health, biodiversity and native species and address social welfare, working conditions and the health and safety of workers. The standards are developed with the input of farmers, animal welfare and land conservation experts as well as brands and retailers using the certified materials in their products.

The RAF standards ensure a strong chain of custody for certified materials as they move along the supply chain from farm to final product. Each stage in the supply chain is audited by a third-party certification body. Only products that meet all requirements may be labeled with the standard logos. The first RWS labelled product in Marimekko's collections will be introduced in fall 2024. While we obtained the RAF certificate at the very end of the year, the majority of the wool sourced by us was certified: In 2023, 67 percent of the wool sourced had a responsibility certificate and 14 percent was certified, recycled wool.

Imprint series – Leather traced back to a farm

Our Imprint bag and accessories series features a leather manufacturing milestone that we are especially proud of – traceability. It may sound easy, but full traceability is really hard to achieve due to the long supply chain of leather and is only possible with close collaboration with our long-standing suppliers: Working backward from the point of sale, traceability must stand through logistics, product manufacturing, tanning and dyeing, through food manufacturing process and finally landing at the farm level.

All this magic happens in multi-country territory: Imprint products are skillfully crafted in Italy, with the inner lining having been printed at Marimekko's printing mill in Finland. The leather is first pre-tanned in Denmark and then finish-tanned in Germany – both tanneries are gold certified by the Leather Working Group (LWG). The farm of origin of the leather is in Scandinavia. This level of transparency allows us to confirm animal welfare at the farm and also enables us to get specific environmental data for the hides.

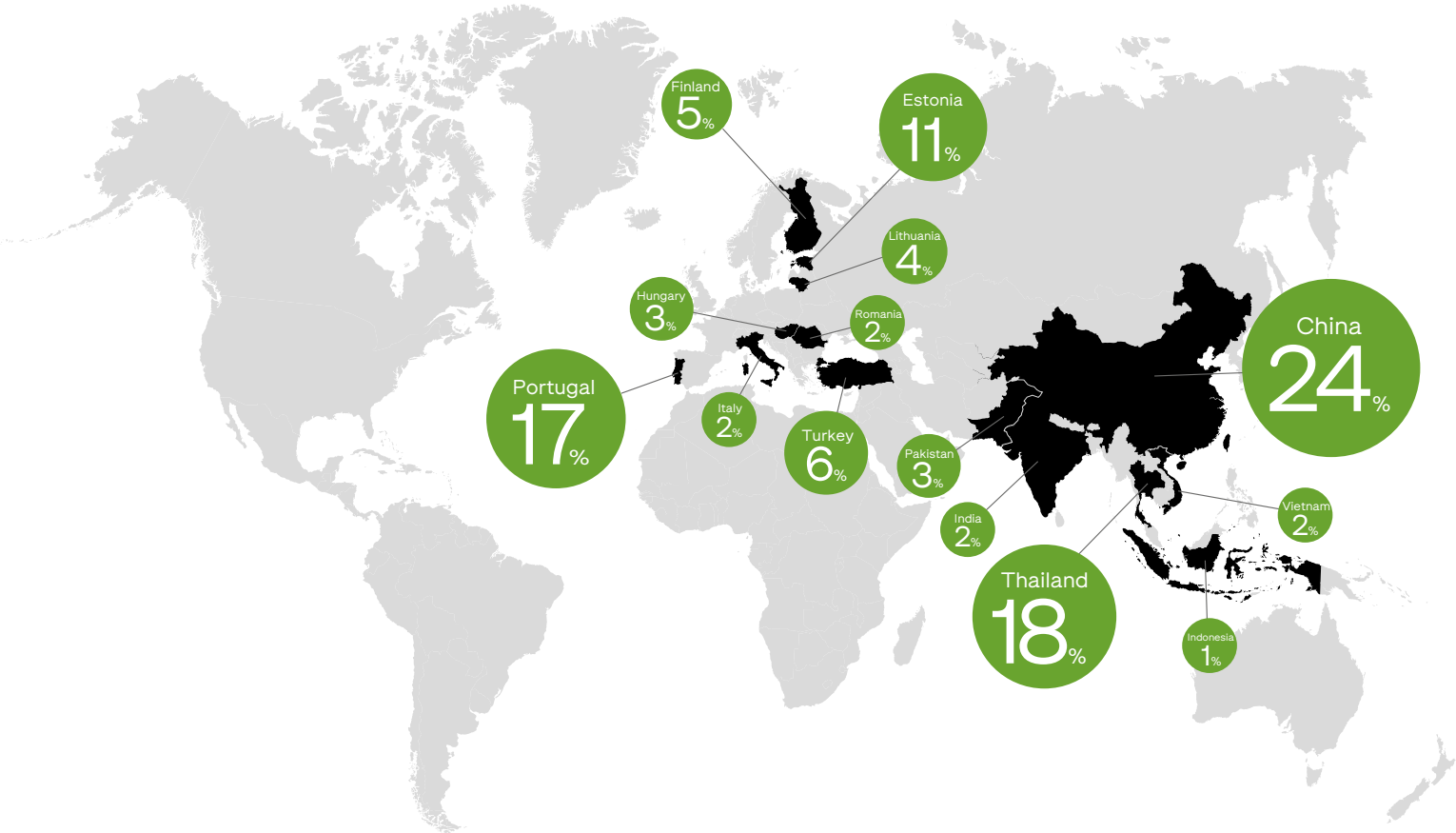
“Developing traceability has required many years of preparation and development. We are extremely proud of having the Imprint series on the market. This level of collaboration in the supply chain and transparency to the farm level is something we aim to have more widely also in the future,” says **Jennie Evaldsson**, Product Development Consultant.

What is common to all leather used by Marimekko is that, in line with our product policy, we only accept leather from animals bred for food production. All leather used in our bags is from LWG-certified suppliers. This means that the leather in the products has been produced in accordance with the standards of the Leather Working Group, suppliers have undergone third-party assessments and their operations meet specific criteria related to for example environmental performance and chemical management.

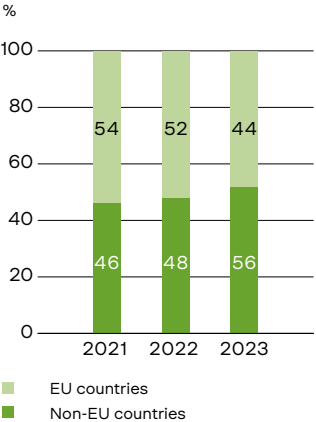
The Imprint series truly represents meticulous attention to every detail in the creation of a leather accessory, from material sourcing to design and manufacturing.



Main countries of origin of products, share of sales 2023



Origin of products, share of sales



We believe in fairness, courage and cooperation and foster an open and low-hierarchical corporate culture that is based on creativity and entrepreneurship. We put a strong focus on the continuous improvement of our processes, leadership culture and other areas impacting the employee experience.

WE PROVIDE AN INSPIRING, RESPONSIBLE AND CARING WORKPLACE

We believe in fairness, courage and cooperation and foster an open and low-hierarchical corporate culture that is based on creativity and entrepreneurship. Marimekko supports its employees in reaching their full potential in terms of e.g. the utilization of their skills and creativity. We develop our people processes and leadership culture continuously as they have an important role in building the employee experience. Our way of working is based on the company's values and [Code of Conduct](#). We have guidelines and processes in place to support the provision of an inspiring, responsible and caring workplace. They include topics such as occupational health and safety, well-being at work, onboarding as well as employee engagement, performance and development. In addition, we have an annual plan for diversity, equity and inclusion.

Strong leadership culture supports employee well-being and performance

We support and promote our employees' personal and professional development. The Group-wide performance management model for individuals, Maripeople, is applicable to all Marimekko employees and covers objectives related to work tasks, ways of working and competence development. The objective of the annual Maripeople process is to ensure clarity of expectations, to encourage systematic two-way feedback between employees and people managers

and to increase dialogue about each employee's work, skills, development areas and career aspirations.

A well-structured and implemented process supports employee well-being and ensures that the individuals' work contribution is aligned with the company's strategy. Employee and leadership surveys provide feedback and development ideas.

We believe that good leadership improves employee well-being, commitment and performance. During 2023, we continued to further develop leadership and management skills across the organization. These efforts were especially focused on change management, coaching and providing feedback. Since 2020, the Maripeople performance management model has also included Leadership KPIs that allow us to measure the quality of leadership and managerial work, as well as to gain valuable input for planning leadership and team-level development activities. In 2023, the total result of Leadership KPIs for the people managers of office employees was 4.3 (4.3; scale of 1–5, strongly disagree–strongly agree) and for retail 4.3 (4.2).

In terms of more employee group-specific training, during 2023, we continued the global store personnel training programs, Art of Selling and Art of Leading Sales. The programs included, for example, sustainability training and information regarding our products, current collections and overall sustainability development work in the company.

Long-term focus on enhancing employee engagement

We continuously put effort into developing employee engagement. In 2023, we focused, for example, on the quality of our managerial and leadership skills and on the clarity of performance in management practices. In 2023, we also introduced and started the gradual implementation of SCALE Academy, our new framework regarding learning and career development. We believe that these – among our other focus areas – support us in maintaining and improving our level of employee engagement.

At Marimekko, we have two employee engagement surveys every year: a comprehensive survey and a shorter follow-up survey. The aim of our employee engagement surveys is to gather the views and opinions of our employees regarding their work and teams, leadership and Marimekko as an organization and as an employer. The surveys provide a channel for all employees to express their opinions confidentially and, therefore, to contribute to our organizational development. Overall, the emphasis in the surveys is on high-impact questions that allow us to focus on topics that are the most relevant for the employees and gather high-quality feedback. One of the KPIs of these surveys is the Employee Net Promoter Score (eNPS), which measures the commitment of employees and their willingness to recommend the company. In 2023, the eNPS was 30 (41; results between -100 and 100), which is generally considered a good result.

SCALE Academy for learning and career development

At the end of 2023, we introduced SCALE Academy, our own program frame for learning and career development for all Marimekko personnel. It was partially designed on the basis of feedback received from our employee engagement survey, and it also supports the wider organizational vision and strategy.

“The SCALE Academy frame provides improved tools and information regarding learning and career development in the different phases of the employment lifecycle, starting from pre- and onboarding. In terms of processes, our performance management tool Maripeople plays a key role in the collection of individual needs and wishes, and lays – together with our strategy – the foundation for us on things to focus on within the program frame,” says **Tanya Strohmayr**, Chief People Officer.

The frame includes, among other things, materials and internal sessions, tools as well as internal and external learning offerings.

“However, the frame doesn’t only touch the surface – it goes much deeper into the details of, for example, our job architecture and job evaluation, rewarding elements and processes as well as our different learning and development offerings. These are matters our personnel want to understand better and know more about. Including these in the SCALE Academy allows us to increase the visibility and transparency of the topics,” explains **Ida Siljander**, People & Culture Development Lead, who adds: “We believe that this makes our personnel better equipped in the different phases of their careers and positively contributes to the overall employee experience.”

A proactive approach to well-being and safety

At Marimekko, personnel well-being is enhanced by promoting our employees’ physical and mental health, work ability and functional capacity, as well as by ensuring an empowering working atmosphere. This work is done in close cooperation between occupational health care, human resources, managers and the occupational safety organization.

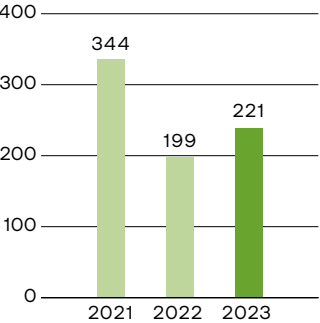
We use our own early support model, that is aimed at improving work ability and workplace well-being. The objective is to increase dialogue between our managers and employees to improve the working conditions and to prevent prolonged absenteeism and early disability retirements.

A safe work environment is a basic right for every Marimekko employee. To achieve this, we focus on continuously developing our working culture. As preemptive measures of occupational safety, we proactively recognize and evaluate hazards and risks involved in the work. This both enhances dialogue about these matters and helps us prevent accidents and near misses. We carry out regular risk assessments in stores, the printing factory and office environments and we combine this data with the data obtained from workplace surveys. In addition, we train our employees in occupational safety matters.

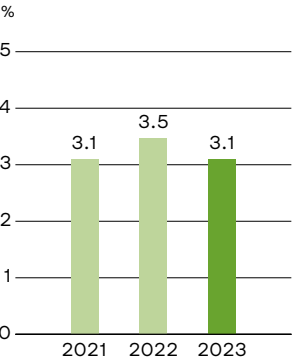
In Finland, our employees use a joint notification system to report safety observations. The reported observations and occupational accidents are monitored regularly and we take the necessary corrective actions based on them. In 2023, our employees made a total of 221 (199) safety observations. The number was exceptionally high in 2021 (344), the first year of the coronavirus pandemic, when special attention was paid to managing safety in exceptional circumstances. Compared to 2021, the number of safety observations has declined.

In 2023, there were 12 (19) occupational accidents. In 2023, two thirds of the occupational accidents did not result in absence from work and none were fatal. Sick leave absences totaled 3.1 percent (3.5) during the year.

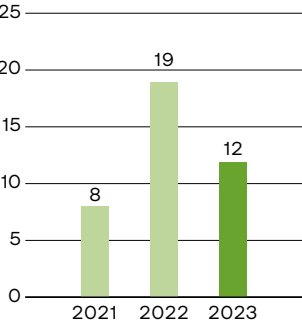
Number of safety observations⁵



Sick leave absences⁷



Number of accidents⁶



OUR CULTURE IS FOUNDED ON EQUALITY, DIVERSITY AND INCLUSIVITY AND WE PROMOTE AND FOSTER THESE THROUGHOUT OUR ENTIRE VALUE CHAIN

Our culture and working environment are founded on equality, valuing diversity and inclusion. Discrimination in any form is prohibited at Marimekko. We want to provide a safe, caring, communal and respectful working environment for all our employees. Any potential cases related to actions that are contrary to legislation or unethical are taken seriously and investigated according to established processes.

We promote equality based on an equality plan, provide training for our managers and measure success with the results of employee engagement surveys, among other things. Our DEI (diversity, equity and inclusion) Foundational Principles provide a high-level structure for our annually updated Global DEI Plan that covers both Marimekko’s DEI activities

and related KPIs. In 2023, we continued to train our managers, for example, on taking diversity, equity and inclusion perspectives into consideration in the implementation of people processes. Information on the DEI themes was provided also for the personnel at large.

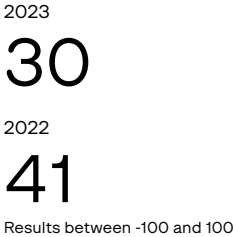
Equality and authenticity have been important values for Marimekko since the beginning and we want to actively promote diversity, equity and inclusion in our communities. Supporting inclusion through, for example, our choices in imagery and representation is a constant and consistent part of our marketing activities. In 2023, the activities around DEI matters included, for instance, continuing the official partnership with Helsinki Pride and supporting the LGBTQIA+ community through omnichannel content and collaborations. We worked with a wide range of models, influencers and creatives to make sure that the company fosters diversity, for example, in age, size, gender and ethnic background.

⁵ Covers Finland.

⁶ Covers employees in Finland, where 80 percent of Marimekko’s personnel is located. The change in comparison to 2021 is partly explained by the more accurate recording of accidents. Two thirds of the recorded occupational accidents in 2023 did not lead to an absence from work.

⁷ Covers employees in Finland, where 80 percent of Marimekko’s personnel is located.

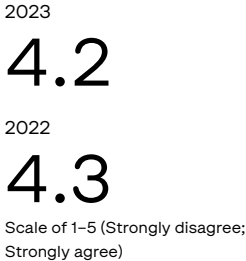
eNPS (Employee Net Promoter Score)
measures the commitment of employees and their willingness to recommend the company



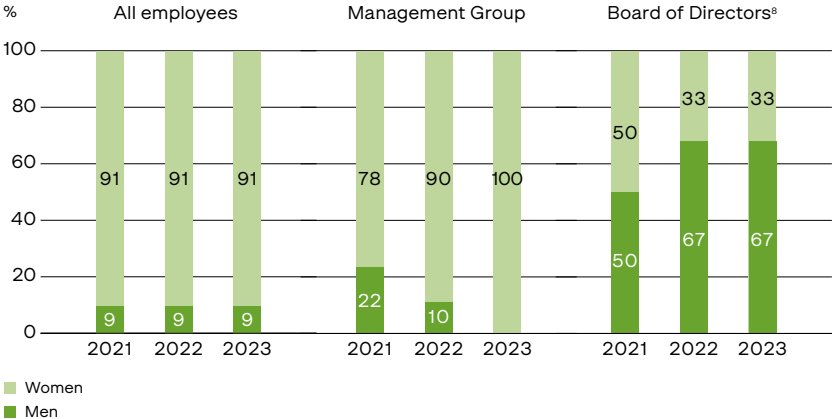
Leadership
One of the KPIs regarding leadership and managerial work is the statement of Leadership KPI feedback survey: "My manager was interested in my well-being"



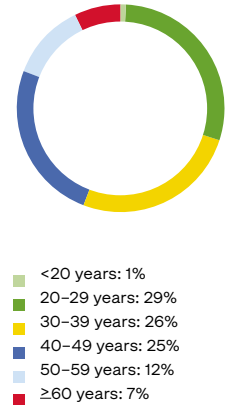
Leadership
One of the KPIs regarding leadership and managerial work is the statement of Leadership KPI feedback survey: "My manager supported me to succeed in my role"



Gender distribution at Marimekko



Employee age distribution



Employee figures are presented as of 31 December 2023.
^a For more on Board composition and diversity, please see our Corporate Governance Statement, which is published on the company's website and in Marimekko's year 2023 publication on pp. 87–95.

Business principles

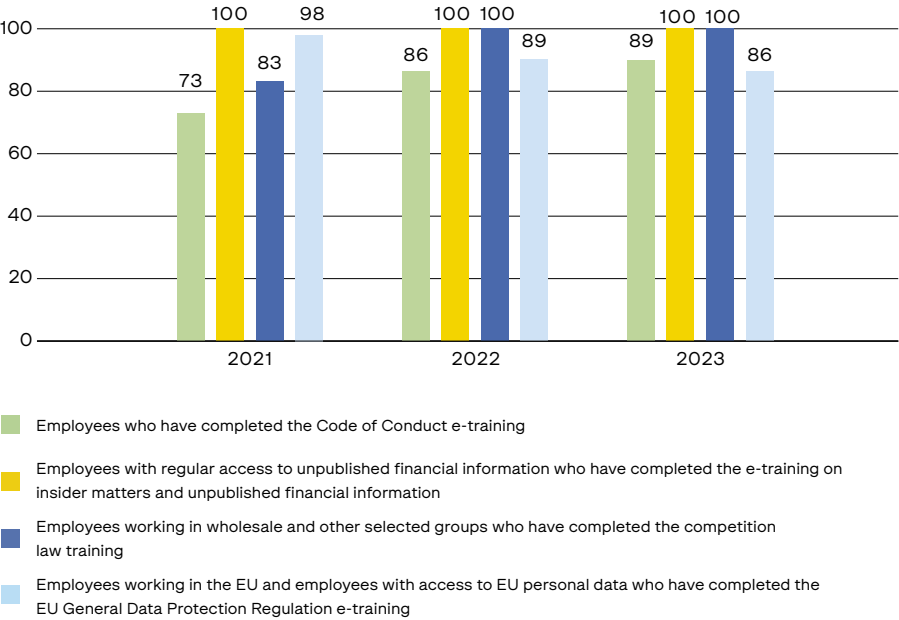


Marimekko is committed to operating according to the same principles around the world, complying with international and local laws and regulations, the Marimekko values and following ethical business practices. The key principles for ethical business practices are included in the [Marimekko Code of Conduct](#) and the [Supplier Code of Conduct](#). The Marimekko Code of Conduct details, e.g., our commitment to sustainability development in our operations, including environmental and social aspects, respect for human rights as well as Marimekko's anti-corruption and anti-bribery stance. We revised the Marimekko Code of Conduct in 2022. We give more specific instructions, for example, in HR guidelines and the policies on competition law, industry associations, insider regulations and data protection. In 2023, we also launched new guidelines for gifts and hospitality. Anti-corruption and anti-bribery matters are further addressed in contracts with partners, such as suppliers and distributors. Audits at partner suppliers also cover ethical business practices, in accordance with the amfori BSCI Code of Conduct. Furthermore, we have a tool to check the background of our partner suppliers and other significant business partners, including the possible risk of corruption and trade sanctions. Marimekko has not been involved in any legal cases or rulings related to corruption, bribery, or any other unethical business in the reporting period.

We have instructions and pre-determined processes in place to address suspicions of violations of laws or the company's Code of Conduct or other policies. Possible misconduct can be reported personally or anonymously via a whistleblowing channel maintained by an independent third-party service provider. The channel is also available to external parties. In 2023, a total of nine incidents were reported and they were all handled according to the pre-determined processes.

To ensure that all of our employees are familiar with the Code of Conduct and follow it in their daily work, all employees are required to complete an e-training course. At the end of 2023, 89 percent of all employees (86) had completed the training. All of our employees working in the EU or processing the personal data of persons living in the EU must also complete an e-training course on the EU General Data Protection Regulation (EU) 2016/67. The e-training course was updated in 2023. In addition, we regularly organize customized training and communications about insider regulations, competition law as well as anti-corruption and anti-bribery, among other matters.

SHARE OF EMPLOYEES WHO HAVE COMPLETED TRAINING IN ETHICAL BUSINESS PRACTICES





Our value chain

Marimekko is a Finnish lifestyle design company renowned for its original prints and colors. The company designs, produces, sources, markets and sells clothing, bags and accessories, as well as home décor items ranging from textiles to tableware. Our business model is based on a variety of distribution channels including company-owned Marimekko stores, outlet stores and e-commerce (retail), partner-owned Marimekko stores, shop-in-shops and e-commerce, wholesale customers such as department stores and multi-brand stores, e-tailers (wholesale) and licensing as well as various creative retail concepts such as pop-up stores that are constantly increasing in importance.

A large part of our printed fabrics, used across our three product lines, is produced in Helsinki at our own textile printing factory. The printing factory also acts as an innovation hub for Marimekko's key differentiator, its art of printmaking, and enables active participation in research and development projects related to our products and operations.

Value chains are typically long and global in scale in the fashion and textile industry and improving the transparency and sustainability of operations throughout supply chains demands patient work, both within our company and in cooperation with other actors in the sector. We are currently able to trace our supply chains at least two tiers upstream and we require our suppliers to report the origin of raw materials such as cotton annually or more frequently, when needed.

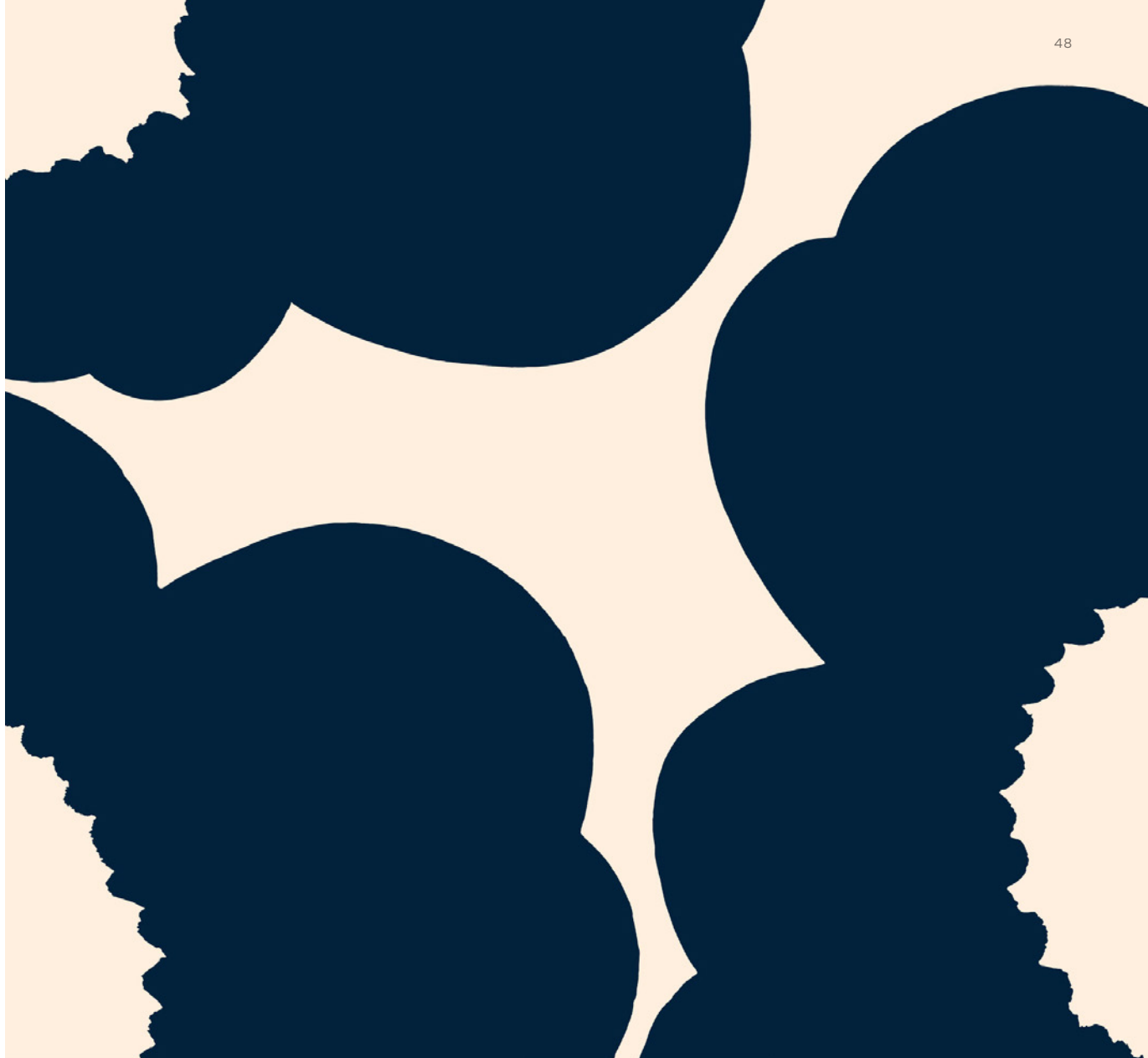
We place special emphasis on addressing the environmental impacts of both our upstream operations, such as production and sourcing of textile materials and our downstream operations, such as the distribution and the end use of our products. We promote human rights, living wages, worker empowerment and safe working conditions in our supply chain.

Our design philosophy is based on timeless, functional and high-quality products that give people long-lasting joy. We believe that, in the future, timeless and high-quality products will be made in balance with the environment, in line with the principles of the circular economy and with full transparency. Achieving this requires new technological, material and business-model innovations, which we are committed to continuously developing together with our partners.



Stakeholder engagement

For us, sustainability work is a joint commitment to continuously developing our products and practices throughout the value chain in collaboration with our personnel, partner suppliers and other external stakeholders. We want to be transparent about how we work and have an active dialogue with our community and stakeholders. We are open to feedback and use it to develop our sustainability work.



Marimekko has a diverse range of stakeholders with whom we communicate in a variety of ways. For example, we get feedback on our operations as customer feedback from both consumers and our wholesale customers, as suggestions from our employees, in meetings with and as inquiries from investors, our supply-chain partners and representatives of various other stakeholder groups and through both traditional and social media. The sustainability aspects of a product and ways companies operate are increasingly important considerations in the choices consumers make, in the investment decisions of investors and in attracting and retaining talented employees.

Key topics

In recent years, the general sustainability related discussion in the global media has focused on circular economy solutions, such as textile recycling and services intended to support a sharing economy in clothing, new textile innovations, green claims and greenwashing in fashion, human-rights impacts in fashion's supply chains and the lack of credible and ambitious climate emission reductions in the industry.

The topics that have sparked the most interest among our community have been the origin of used products and materials, manufacturing countries, social sustainability in the manufacturing countries, as well as diversity, inclusion and equity themes. Sustainability topics were also discussed with shareholders, investors and analysts as an important part of investor relations.

Cooperation is the best way to tackle shared challenges

We believe that collaboration is the most effective way to promote best practices in the industry and to achieve change on a broader scale. In addition to striving for daily improvements in our own operations, we are involved in many collaborative initiatives in the textile and fashion industry.

Since 2011, we have been a member of amfori BSCI, an international initiative which promotes the monitoring and improvement of working conditions in global supply chains. In 2013, we joined Better Cotton. Better Cotton's mission is to help cotton communities survive and thrive while protecting and restoring the environment. We are also part of the Responsible Sourcing Network (RSN), an initiative dedicated to ending human rights abuses and forced labor associated with the raw materials found in everyday products. In 2021, we joined UN Global Compact, the world's largest corporate sustainability initiative and committed to promoting its ten principles in our own operations and in our value chain.

In 2022, we committed to the Science Based Targets initiative (SBTi) to set science-based targets for emissions reductions throughout its value chain in line with the UN Paris Climate Agreement. We will set the new science-based emissions reduction targets in accordance with the schedule of the SBTi within two years of the commitment, i.e. during 2024. The targets will be published as soon as SBTi has validated them.

In 2023, Marimekko joined the Leather Working Group initiative that is committed to building a more sustainable supply chain for leather. At the end of 2023, Marimekko obtained the Responsible Animal Fiber certificate. This certification covers wool from sheep and alpaca as well as mohair and it ensures animal welfare, responsible use of farmland, workers' rights on farms and the traceability of the certified material in the supply chain.

We also participate in the activities of textile and fashion industry organizations in Finland, such as the Finnish Textile and Fashion association, Fashion Finland and the Finnish Fashion and Sports commerce association.

Our most important stakeholders

Consumers

Distribution partners and retailers

Personnel

Shareholders and investors

Partner suppliers

Media

Collaboration partners

NGOs and charities

Universities and research institutes

Key figures

Key figures for financial responsibility

	2023	2022	2021
Net sales, EUR 1,000	174,105	166,515	152,227
Comparable operating profit, EUR 1,000	32,031	30,382	31,249
Result before taxes, EUR 1,000	29,737	29,139	30,697
Return on capital employed (ROCE), %	33.0	31.5	33.0
Dividends paid, EUR 1,000 ¹	13,794	37,372	7,299
Gross investments, EUR 1,000	2,033	999	207
Equity ratio, %	54.1	49.2	53.3
Employee salaries, wages and bonuses, EUR 1,000	26,245	24,155	21,273
Pension and other indirect social expenditure, EUR 1,000	6,850	6,593	5,742
Income taxes, EUR 1,000 ¹	6,137	6,430	6,289
Purchases from suppliers of goods and services ² , EUR 1,000	63,190	72,115	61,484

¹ In 2022, Marimekko paid a dividend of EUR 0.20 per share for the financial year 2020 as well as a regular dividend of EUR 0.32 per share and an extraordinary dividend of EUR 0.40 per share for 2021. The dividend payment for 2020 was originally postponed due to the uncertainties in the operating environment caused by the coronavirus pandemic.

² Including materials, supplies and external services.

Key figures for environmental responsibility

	2023	2022	2021
Fabric printing factory output, million meters	0.7	0.9	1.1
Total energy consumption ^{1, 2} , MWh	6,849	6,977	8,387
Total non-renewable energy consumption, MWh	526	624	2,139
Non-renewable fuel consumption, MWh	297	395	680
Non-renewable electricity consumption, MWh	218	216	319
Non-renewable heat consumption, MWh	11	13	1,139
Total renewable energy consumption ² , MWh	6,323	6,354	6,248
Renewable fuel consumption, MWh	3,786	3,957	4,656
Renewable electricity consumption ² , MWh	1,514	1,515	1,592
Renewable heat consumption, MWh	1,024	881	0
Share of renewable energy of total energy consumption ² , %	92	91	74
Biogas consumption relative to output ³ , kWh per meter of fabric printed	5.1	4.5	4.3
Total greenhouse gas emissions ⁴ , tCO ₂ e	49,053	66,601	65,614
Direct greenhouse gas emissions (Scope 1), tCO ₂ e	124	109	184
Indirect greenhouse gas emissions (Scope 2, market-based), tCO ₂ e	55	65	304
Indirect greenhouse gas emissions (Scope 2, location-based) ⁵ , tCO ₂ e	279	282	439
Other indirect greenhouse gas emissions (Scope 3) ⁴ , tCO ₂ e	48,875	66,428	65,126
Greenhouse gas emissions of textile materials per kg of sourced textiles ⁶ , kgCO ₂ e/ kg	12.7	12.9	13.2
Greenhouse gas emissions of logistics per kg of transported product ⁷ , kgCO ₂ e/ kg	1.5	1.3	1.4
Waste generated from operations ⁸ , tonnes	79	85	79
Waste utilized as energy or material ⁸ , %	100	100	100
Waste recycled as material, %	57	48	33
Waste utilized as energy, %	43	52	67

	2023	2022	2021
Water consumption ⁹ , m ³	21,294	20,962	25,803
Water consumption relative to output ⁹ , liters per meter of fabric printed	29	24	24
Water scarcity score of textile materials ⁹	28	38	44
Sourced textile materials by type			
Share of recycled materials of all textile materials, %	21	10	4
Share of organic materials of all textile materials, %	20	6	2
Share of conventional enhanced materials of all textile materials ^{10, 11} , %	48	68	74
Share of conventional materials of all textile materials ¹¹ , %	11	16	20
Better Cotton sourced ¹² , tonnes	467	1,190	1,132
Share of Better Cotton of total cotton sourced ¹³ , %	57	81	88
Share of certified wool of all used wool, %	67	57	NA
Share of OEKO-TEX® certified fabrics printed in our own printing factory, %	80	70	73
Share of unbleached fabrics printed in our own printing factory, %	40	29	22

¹ Includes consumption of fuels, electricity and heating purchased by Marimekko and solar electricity produced by Marimekko.

² Figures for 2021–2023 have been restated due to a calculation error in renewable electricity consumption.

³ Applies to the Helsinki printing factory.

⁴ Figures for 2021 and 2022 have been restated due to a correction in the calculation of Scope 3 emissions.

⁵ Figures for 2021 and 2022 have been restated due to a correction in the calculation of location-based Scope 2 emissions.

⁶ Greenhouse gas emissions of textile materials per kg of sourced textiles is calculated as the cradle-to-gate greenhouse gas emissions of purchased textiles divided by the total amount of purchased textiles. Figures are based on Higg MSI 3.7 data at app.worldly.io. They were calculated by Marimekko and are not third-party verified. Figure for 2021 is not fully comparable with 2022–2023 figures, as the emission factors of textile materials have been updated starting from 2022 calculation.

⁷ The greenhouse gas emissions associated with logistics are calculated as the Scope 3 Category 4 emissions divided by the total amount (kg) of ordered products that have delivery date in the reporting year.

⁸ Applies to the Helsinki printing factory and head office operations.

⁹ Water scarcity score takes into account the blue water consumption in the cradle-to-gate production of textiles and the water scarcity of the region where water is consumed. The score based on Higg MSI 3.7 data at app.worldly.io. The score was calculated by Marimekko and is not third-party verified.

¹⁰ Includes Better Cotton, other traceable cotton, EUROPEAN FLAX® linen, LENZING™ ECOVERO™ viscose, LENZING™ TENCEL™ lyocell, certified wool and down, traceable leather and leather from LWG-certified tanneries.

¹¹ The shares of conventional and conventional enhanced materials for 2021–2023 have been corrected: conventional lyocell is moved from conventional enhanced materials to conventional materials. Also, leather from LWG-certified tanneries has been moved from conventional to conventional enhanced materials for years 2022 and 2023 (for 2021, the share was not available).

¹² Includes Better Cotton Claim Units (BCCUs) declared in the Better Cotton Initiative's Better Cotton Platform online system. One kilogram of raw cotton lint equals one BCCU.

¹³ Calculated based on the share of Better Cotton in final products in weight, taking into account the loss of materials in sewing. When using Better Cotton Initiative's guidance for calculation, the share of Better Cotton of our total cotton consumption in 2023 was 61% (2022: 80%, 2021: 85%).

Employee key figures

	2023	2022	2021
Average number of employees ¹	462	434	401
Employees at year end ¹	468	459	409
New employees ¹	73	100	57
Leavers ^{1,2}	51	52	49
Average turnover ³ , %	7.0 / 25.5	11.7 / 23.3	13.6 / 20.0
Average age of employees, years	38	36	38
Employee gender ratio, women/men, %	91/9	91/9	91/9
Share of women in Board of Directors, %	33	33	50
Share of women in Management Group, %	100	90	78
Sick leave absences ⁴ , %	3.1	3.5	3,1
Work and commuting accidents ⁵	12	19	8
Healthcare expenses per person ⁴ , EUR	1,413	1,367	999

Key figures for responsible sourcing

	2023	2022	2021
Manufacturing in the EU, % of sales	44	52	54
amfori BSCI audited suppliers	24	30	25
Share of product purchases from amfori BSCI audited suppliers in non-EU countries, %	82	75	78
Share of product purchases from other audited suppliers in non-EU countries, %	18	25	22
Share of amfori BSCI audited suppliers with an acceptable result ⁶	100	92	100
Violations of Code of Conduct related to use of child labor	0	0	0

¹ Personnel converted to full-time employees (FTE).

² Including voluntary leavers and pensions. Not including ended fixed-term employments or layoffs in Finland due to production-related or financial reasons.

³ The average voluntary turnover of permanent employees was 7.0 percent for office and production staff and 25.5 percent for store personnel. As is typical in the company's sector, the turnover of store personnel is somewhat higher than the average.

⁴ Calculated on theoretical regular working hours. Applies to employees in Finland.

⁵ Applies to employees in Finland.

⁶ According to amfori BSCI's audit rating system, an acceptable result is A (outstanding), B (good) or C (acceptable). The rating C requires, however, a follow-up audit.

Reporting principles and GRI



This is Marimekko's 11th sustainability review. This material references disclosures from the Global Reporting Initiative (GRI) Standard 2021. The GRI Content Index presents the standards or sections of standards referred to and the corresponding content in the report.

Marimekko's statement on non-financial information in accordance with Chapter 3a of the Finnish Accounting Act (1336/1997) and the Directive 2014/95/EU is included in Marimekko's year 2023 publication.

Marimekko supports the ten principles of the United Nations Global Compact. As a company, we at Marimekko respect and promote these principles throughout our operations and we report on our progress according to Global Compact's reporting requirements.

REPORTING SCOPE AND CALCULATING PRINCIPLES

Data included in this report covers the Marimekko Group. Any exceptions to this principle are presented in connection with the data in question. The report also includes information on Marimekko's supply chain.

Data used in the calculation of greenhouse gas emissions and environmental indicators is derived from sources including Marimekko's service providers (such as energy and biogas consumption data and emission factors), from logistics partners (emission reports, shipment data and warehouse energy consumption), from partner suppliers (e.g. emission factors for ceramics and certain textiles such as traceable leather and cupro and emissions from the cut, make and trim of Marimekko products), from Marimekko's own systems (such as amounts of sourced materials and spend data) and from several databases (such as Higg MSI 3.7 at app.worldly.io and Defra conversion factors¹). Spend-based method

was used particularly for estimating emissions from indirect sourcing.

The total energy consumption reporting boundary is aligned with Scope 1 and 2 emissions reporting boundaries. Total energy consumption includes fuel consumption at the Helsinki printing factory, the Kitee facility and company leased vehicles, as well as electricity and heating purchased and produced by Marimekko for the Helsinki printing factory and headquarters, the Sulkava facility as well as retail stores and offices globally. Biogas consumption per meter of fabric printed applies to the Helsinki printing factory.

Indicators of the amount of waste generated, total water consumption and water consumption per meter of fabric printed apply to the Helsinki printing factory and headquarters.

Our greenhouse gas emissions accounting and reporting are aligned with the GHG Protocol and cover our entire value chain. GHG emissions have been calculated in line with the GHG Protocol Corporate Accounting and Reporting Standard and the Corporate Value Chain (Scope 3) Accounting and Reporting Standard. All Scope 3 emission categories are included within the scope of calculation, except for categories 10 and 15 (Processing of sold products and Investments), which are not relevant for our operations. We use the market-based approach for reporting Scope 2 emissions.

The calculation of greenhouse gas emissions and water scarcity score of sourced textile materials is based on the Higg Materials Sustainability Index (MSI) 3.7 data at app.worldly.io. The results were calculated by Marimekko and are not third-party verified. These indicators are expressed as relative to the total amount of sourced textiles. The total amount of sourced textiles is the amount of ordered textile products (kg) that have a delivery date in the reporting year.

The calculation of greenhouse gas emissions of cut, make and trim of textile materials is based on energy consumption and emissions data collected from Marimekko's Tier 1 suppliers on annual basis. As data was not received from all suppliers, the result has been extrapolated to represent all suppliers based on the volume of purchased goods sourced from these suppliers.

Greenhouse gas emissions from packaging materials (part of Scope 3) include packaging purchased by Marimekko and Marimekko's warehouse partner in Finland. Additionally, the packaging materials purchased by our suppliers were estimated for the first time and reported in the Scope 3 figure for 2023.

The greenhouse gas emissions associated with logistics (per kg of transported product) are calculated as the total greenhouse gas emissions of logistics paid by Marimekko (emissions under Scope 3 Category 4, Upstream transportation and distribution) divided by the total amount (kg) of ordered products that have a delivery date in the reporting year. Emissions from local distribution of our e-commerce deliveries from warehouse to customers in the US were estimated for the first time and were reported in the Scope 3 figures for 2022 and 2023.

The greenhouse gas emissions from employee commuting (part of Scope 3) are calculated based on a questionnaire to employees and results have been extrapolated to cover the entire organisation. The emissions for 2023 are based on a questionnaire conducted in 2023, whereas emissions for 2021 and 2022 are based on a questionnaire conducted in 2021.

Information on personnel for Finland is derived from the company's HR data and information system. Personnel data has been collected separately for parts of the organization located outside of Finland.

Financial data is derived from Marimekko's audited financial statements, complying with the IFRS standards and from internal accounting.

The figures related to supply chain and more sustainable materials are based on reports extracted from internal systems, such as sales and purchase reporting and our supplier management system.

MATERIAL TOPICS AND THEIR BOUNDARIES

The material topics identified by Marimekko and the process of identifying them are described in the section Sustainability at Marimekko and the tables presenting the progress in each of our sustainability goals is provided on pages 13, 19 and 33. Some of the aspects concern Marimekko's own operations and some have been identified as relevant, such as at a particular stage of Marimekko's supply chain, or only in relation to certain activities. These boundaries are specified in connection with the material topic and indicator in question.

ASSURANCE PRACTICES

This sustainability review has not been assured by a third party. The information based on the statutory financial statements has been audited by KPMG Oy Ab.

FEEDBACK AND CONTACT INFORMATION

We hope to receive feedback from all of our stakeholders regarding our sustainability communications and reporting as part of our commitment to further development in this area. Please contact us at sustainability@marimekko.com.

¹ UK Government GHG Conversion Factors for Company Reporting at Greenhouse gas reporting: conversion factors 2023 - GOV.UK (www.gov.uk).

GRI content index

Disclosure		Included	Section/additional information
GENERAL DISCLOSURES			
2-1	Organizational details	Yes	Marimekko in brief, p. 3–4
2-2	Entities included in the organization's sustainability reporting	Yes	Reporting principles and GRI, p. 54
2-3	Reporting period, frequency and contact point	Yes	Reporting principles and GRI, p. 54 Reporting period is from 1 January to 31 December 2023. The review is published annually.
2-4	Restatements of information	Yes	Reporting principles and GRI, p. 54
2-5	External assurance	Yes	Reporting principles and GRI, p. 54
2-6	Activities, value chain and other business relationships	Yes	Marimekko in brief, p. 3–4 Our value chain, p. 46–47 No significant changes compared to the previous reporting period.
2-7a	Employees	Partly	Our culture is founded on equality, diversity and inclusivity and we promote and foster these in our entire value chain, p. 40–43 Key figures p. 50–52
2-9	Governance structure and composition	Partly	Marimekko's year 2023, p. 88–95
2-10	Nomination and selection of the highest governance body	Yes	Marimekko's year 2023, Corporate governance statement 2023 p. 88–95

Disclosure		Included	Section/additional information
2-11	Chair of the highest governance body	Yes	Marimekko's year 2023, Corporate governance statement 2022 p. 88–95
2-12	Role of the highest governance body in overseeing the management of impacts	Yes	Marimekko's year 2023, Corporate governance statement 2023 p. 88–95
2-14	Role of the highest governance body in sustainability reporting	Yes	Marimekko's year 2023, Statement of non-financial information 2023, p. 65–80
2-19	Remuneration policies	Partly	Marimekko's year 2023, Remuneration report 2023, p. 96–102
2-20	Process to determine remuneration	Partly	Marimekko's year 2023, Remuneration report 2023, p. 96–102
2-22	Statement on sustainable development strategy	Yes	From the President and CEO, p. 6–7
2-27	Compliance with laws and regulations	Yes	Marimekko's year 2022, Statement of non-financial information 2022, p. 65–80
2-28	Membership associations	Yes	Stakeholder engagement, p. 48–49
2-29	Approach to stakeholder engagement	Yes	Stakeholder engagement, p. 48–49
2-30	Collective bargaining agreements	Partly	At the end of 2023, 79 percent (79) of Marimekko employees in Finland were covered by collective bargaining agreements.

Disclosure	Included	Section/additional information
MATERIAL TOPICS		
3-2 List of material topics	Yes	Reporting principles and GRI, p. 53–54 Tables on p. 13, 19 and 33
3-3 Management of material topics	Partly	Sustainability at Marimekko, p. 8–11 Tables on p. 13, 19 and 33 Timeless design brings joy for generations to come, p. 12–17 The products of tomorrow leave no trace, p. 18–31 Positive change through fairness and equality, p. 32–43
ECONOMIC PERFORMANCE		
201-1 Direct economic value generated and distributed	Yes	Marimekko's year 2023, Financial Statements and Report of the Board of Directors 2023, p. 13–64
ANTI-CORRUPTION		
205-2 Communication and training about anti-corruption policies and procedures	Yes	Business principles, p. 44–45
205-3 Confirmed incidents of corruption and actions taken	Yes	Business principles, p. 44–45
ANTI-COMPETITIVE BEHAVIOR		
206-1 Legal actions for anti-competitive behavior, anti-trust and monopoly practices	Yes	Business principles, p. 44–45
MATERIALS		
301-2 Recycled input materials used	Partly	Key figures, p. 50–52

Disclosure	Included	Section/additional information
ENERGY		
302-1 Energy consumption within the organization	Partly	Key figures, p. 50–52
302-3 Energy intensity	Partly	Key figures, p. 50–52
302-4 Reduction of energy consumption	Partly	Key figures, p. 50–52
WATER AND EFFLUENTS		
303-5 Water consumption	Partly	Key figures, p. 50–52
EMISSIONS		
305-1 Direct (Scope 1) GHG emissions	Partly	Key figures, p. 50–52
305-2 Energy indirect (Scope 2) GHG emissions	Partly	Key figures, p. 50–52
305-3 Other indirect (Scope 3) GHG emissions	Partly	Key figures, p. 50–52
305-4 GHG emissions intensity	Partly	Key figures, p. 50–52
WASTE		
306-3 Waste generated	Partly	Key figures, p. 50–52
306-4 Waste diverted from disposal	Partly	Key figures, p. 50–52
306-5 Waste directed to disposal	Partly	Key figures, p. 50–52
OCCUPATIONAL HEALTH AND SAFETY		
403-9 Work-related injuries	No	The total number of occupational accidents is reported. We provide an inspiring, responsible and caring workplace, p. 40–43

Disclosure		Included	Section/additional information
TRAINING AND EDUCATION			
404-2	Programs for upgrading employee skills and transition assistance programs	Partly	We provide an inspiring, responsible and caring workplace, p. 40–43
404-3	Percentage of employees receiving regular performance and career development reviews	Partly	Marimekko discussions are held twice a year with each Marimekko employee.
DIVERSITY AND EQUAL OPPORTUNITY			
405-1	Diversity of governance bodies and employees	Partly	Our culture is founded on equality, diversity and inclusivity and we promote and foster these in our entire value chain, p. 40–43 Marimekko's year 2023, Corporate governance statement 2023, p. 88–95
405-2	Ratio of basic salary and remuneration of women to men	No	Aspect has been identified as material, but the ratio has not been reported due to lack of data.
FREEDOM OF ASSOCIATION AND COLLECTIVE BARGAINING			
407-1	Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Partly	We promote human rights, living wages, worker empowerment and safe working conditions in our supply chain, p. 34–39 In the amfori BSCI audits in 2023, no findings were made related to freedom of association and collective bargaining.
CHILD LABOR			
408-1	Operations and suppliers at significant risk for incidents of child labor	Partly	We promote human rights, living wages, worker empowerment and safe working conditions in our supply chain, p. 34–39 In the amfori BSCI audits in 2023, no findings were made related to child labor.

Disclosure	Included	Section/additional information	
FORCED OR COMPULSORY LABOR			
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Partly	We promote human rights, living wages, worker empowerment and safe working conditions in our supply chain, p. 34–39
SUPPLIER SOCIAL ASSESSMENT			
414-1	New suppliers that were screened using social criteria	Partly	We promote human rights, living wages, worker empowerment and safe working conditions in our supply chain, p. 34–39 Social criteria are always part of our supplier selection.
414-2	Negative social impacts in the supply chain and actions taken	Partly	We promote human rights, living wages, worker empowerment and safe working conditions in our supply chain, p. 34–39
CUSTOMER HEALTH AND SAFETY			
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	Yes	No such incidents during the reporting period.
MARKETING AND LABELING			
417-3	Incidents of non-compliance concerning marketing communications	Yes	No such incidents during the reporting period.

marimekko.com

