

## **Chargeurs Luxury Fibers signs a long-term partnership agreement with Gucci for the supply of NATIVA™ responsible wool, illustrating the radical change in its business model towards high value-added services**

**The Camera Nazionale della Moda Italiana (CNMI) presented to Gucci the Climate Change Award for this innovative program which promotes regenerative agriculture, protecting animal welfare and supporting rural communities**

- **The Italian luxury brand signs a four-year renewable partnership, which notably covers:**
  - ◆ The supply by Chargeurs Luxury Fibers (CLF) to Gucci of NATIVA™ wool stemming from regenerative agriculture, contributing to the luxury brand's 'SBTi' carbon footprint reduction goals
  - ◆ An investment by Gucci in the NATIVA™ Regenerative Agriculture program, which enables a positive impact on the environment, notably via the improvement of the quality of land, the reduction of the carbon footprint of activity and the promotion of biodiversity
  - ◆ A commitment to support sheep farms developing regenerative agriculture, as well as rural communities via long-term social programs
- **Success of the CSR approach implemented by Chargeurs Luxury Fibers since 2017, testifying to the development by Chargeurs Group of responsible solutions in the service of its customers**
- **Confirmed ability of the Group to adapt its business models in niche businesses towards a Product As A Service model, favoring recurring profits**

*"The historic agreement concluded between Chargeurs Luxury Fibers and Gucci, recognized by the Climate Change Award presented by the Camera Nazionale della Moda Italiana, is genuine confirmation of the business transformation that was initiated five years ago. After winning over numerous brands, the NATIVA™ label has proved its ability to meet the multiple CSR requirements of one of the world's most prestigious luxury brands, and to support it with reducing its carbon footprint. Today, CLF affirms its status as an unrivaled player, offering responsible supply to players in fashion and luxury industries." **said Michaël Fribourg, Chairman and CEO.***

## **AN EMBLEMATIC PARTNERSHIP CONFIRMING THE SUCCESS OF THE NATIVA™ VISION**

The signing of the partnership between Chargeurs Luxury Fibers, the world's leading trader in responsible high-end worsted wool, and Gucci, one of the world's leading fashion and luxury brands belonging to the Kering group, illustrates the key role of responsible sourcing in the ecological transition of brands.

It provides for the acquisition by Gucci, directly or from partners it designates, of NATIVA™ quality wool fiber from sheep farms in Uruguay practicing regenerative agriculture.

As part of the partnership, Chargeurs Luxury Fibers pledges to supply an integrated system based on scientific data measuring carbon sequestration in the soil, in collaboration with external auditors specializing in regenerative agriculture, including Quantis, who will certify the achievement of the program's objectives. The partnership also provides for social support initiatives for the benefit of local communities, and, more generally, will contribute to policies and commitments defined by Gucci and its parent company Kering, in their production processes, including, notably [Gucci Corporate Sustainability & Responsibility Policy](#), [Gucci Sustainability Principles](#), [Kering's Code of Ethics](#), [The Kering Sustainability Standard](#), [The Kering Animal Welfare](#), [The Kering MRSL](#) and [The Kering PRSL](#).

## **GUCCI PRESENTED WITH THE CLIMATE CHANGE AWARD BY THE CAMERA NAZIONALE DELLA MODA ITALIANA**

The program signed between Chargeurs Luxury Fibers and Gucci enabled the luxury Italian brand to receive a high distinction as part of the responsible fashion awards organized on September 25, 2022 by the prestigious Camera Nazionale della Moda Italiana (CNMI), in partnership with the EFI (Ethical Fashion Initiative) and with the support of the Italian Ministry of Foreign Affairs and International Cooperation, and the Municipality of Milan.

Gucci was presented with the Climate Change Award in recognition of its commitment to the promotion of regenerative agriculture, as part of a program which will involve 10 agricultural companies selected by Chargeurs Luxury Fibers. These farms were represented on this occasion by Gabriela Bordabehere, who manages La Soledad, a farm in Uruguay involved in the program.

## **NATIVA™, A RESPONSIBLE AND TRANSPARENT LABEL, ILLUSTRATING THE TRANSFORMATION OF CHARGEURS' BUSINESSES TOWARDS A PRODUCT AS A SERVICE MODEL**

A pioneer in developing a responsible wool supply chain, Chargeurs Luxury Fibers deployed NATIVA™ in 2017. Through a demanding certification protocol for the various players in the value chain, and in line with the United Nations Global Compact, the NATIVA™ label notably guarantees:

- Respect for animal welfare;
- Sustainable land management and environmental preservation;
- The well-being of farmers and their communities.

NATIVA™ offers full transparency concerning the origin of the wool, including end-to-end traceability provided by proprietary blockchain technology. The label also provides brands with tailor-made support and powerful marketing tools.

Since its creation, NATIVA™ has convinced a large number of customers, not only in the fashion industry (VF Corp., Stella McCartney, Madewell, etc.), but also in related segments such as sportswear with Decathlon, or in other industries, such as with auto manufacturer Volvo. More recently, the regenerative agriculture program developed has led to the formation of partnerships with new clients such as Reformation or Vivienne Westwood.

The iconic partnership with Gucci is a testament to the credibility NATIVA™ has earned in the premium and sustainable wool market. It also illustrates Chargeurs' ability to complement its industrial expertise with high value-added services and to leverage them in Product As A Service models.

These new services, linked to digital and logistical transformation, co-innovation with partners and traceability solutions enable the Group to increase its pricing power and the recurring nature of its profits, and to reduce its capital intensity. They are shaping new, more integrated and sustainable growth models at the heart of the Leap Forward 2025 development program.

## Financial calendar 2022

Wednesday, November 9, 2022 (before market)

Q3 2022 financial information



### ABOUT CHARGEURS

CHARGEURS is a family-owned entrepreneurial Group and world leader in high value added niche markets. Located in nearly 100 countries with more than 2,600 employees, the Group is organized around three strategic business segments: industrial technologies, luxury and diversification.

Benefiting from the long-term strategy of the Fribourg Family Group, its reference shareholder, Chargeurs serves sectors with strong structural growth and expresses its know-how of excellence in the commercial, industrial, marketing and logistics fields. The Group, whose global signature is High Emotion Technology, achieved revenues of €737m in 2021 and celebrates, in 2022, its 150 years of entrepreneurial boldness.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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