

Partner Collaboration to Accelerate Innovation & Sustainable Production

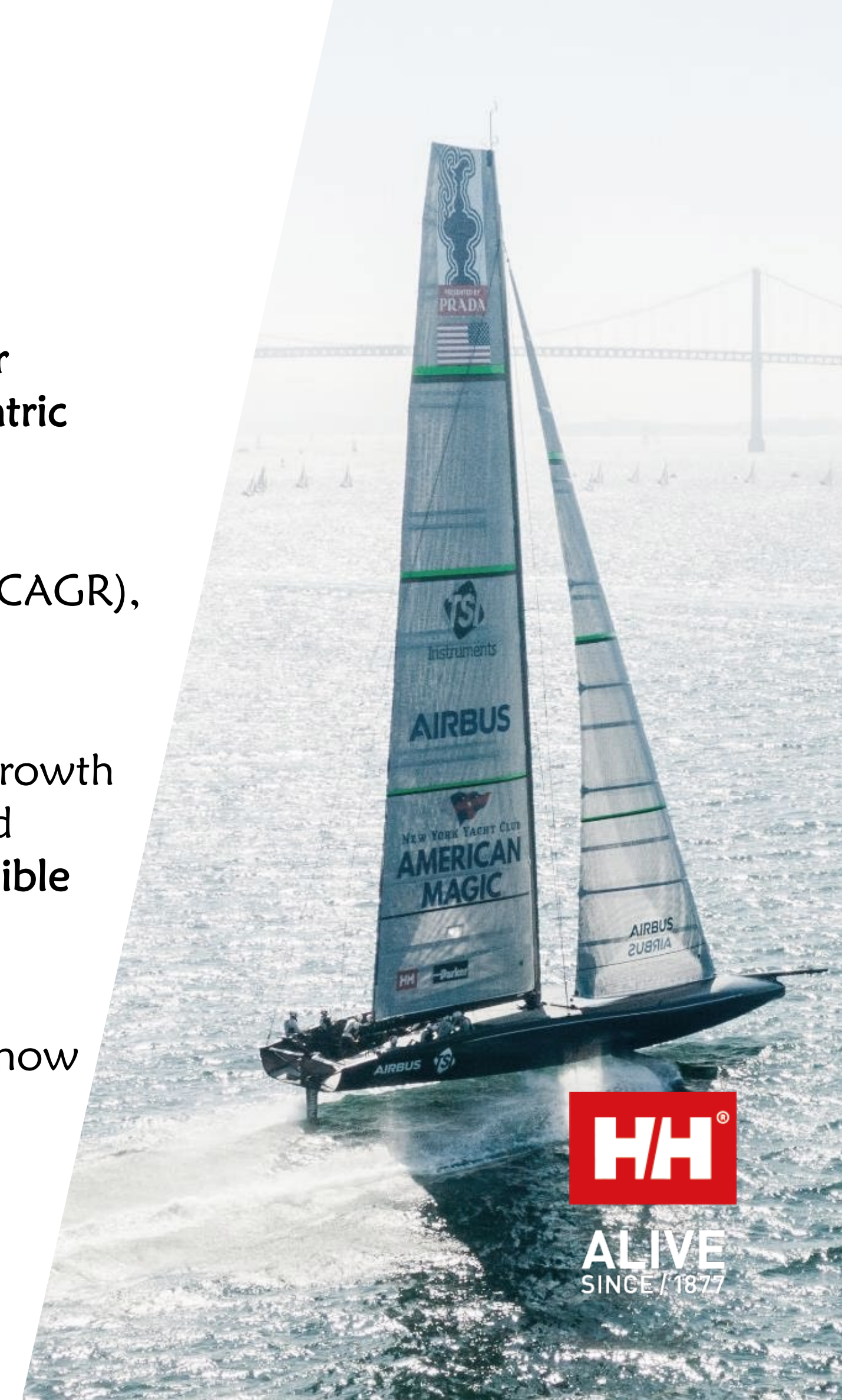
Paul Stoneham - CEO Helly Hansen
October 2020



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KEY MESSAGES

- In 2015, we started a journey to transform Helly Hansen by redefining our growth strategy and ambition for the next 5 years to build a consumer centric business.
- We over-delivered our 5 Year Plan: 2014-19 Revenue increased 2.1x (16% CAGR), and Profits built by 4.6x (36% CAGR).
- The World changed radically in March 2020. Although we lost a year of growth the business fundamentals have not changed. What we have seen is a rapid acceleration of consumer and industry trends across **Sustainability, Responsible Consumption, Planet Health and Community.**
- I would like to share a small but vital portion of our journey focusing on how we **Collaborated with Partners to Accelerate Innovation & Sustainable Production.**



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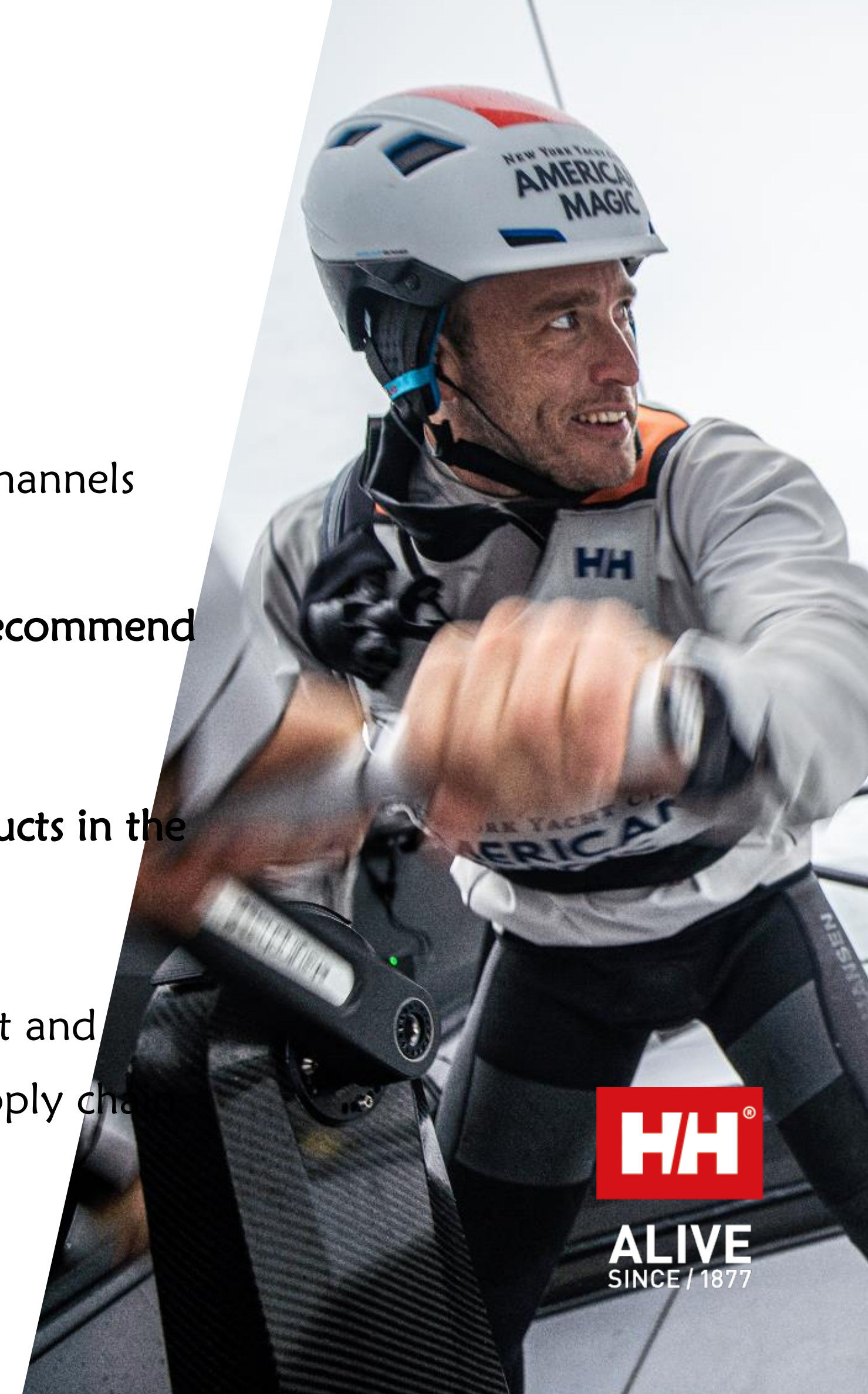
OUR MISSION

WE MAKE PROFESSIONAL GRADE GEAR
TO HELP PEOPLE STAY AND FEEL ALIVE



FOCUS ON 4 STRATEGIC INITIATIVES FOR SUSTAINABLE GROWTH:

- Develop a strong brand with a focus on core categories, countries & channels
- Strengthen recognition as the brand that professionals use, trust and recommend to their peers and clients
- Secure position as the leader in providing technical performance products in the mountains and on the sea
- Build a consumer-centric organisation, investing in brand development and innovation funded by improved financial performance & a leaner supply chain



THE PRODUCT

TO CREATE MUST HAVE PRODUCTS THROUGH UNIQUE TECHNOLOGIES AND CONSUMER-CENTRIC DESIGNS THAT REFLECT THE EXPERIENCES, INSIGHTS AND SPIRIT OF THE PROFESSIONAL.



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SUSTAINABILITY VISION

Helly Hansen's DNA is forever intertwined with water. Our love for water and snow has led us to focus on preserving and conserving water around the world.

We are prepared to lead the way forward, together with our professionals, partners, colleagues and customers. We are setting out to create a positive long-term impact helping the world's water stays as clean as the Norwegian fjords.



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SUSTAINABILITY MISSION

We will reduce the negative impact from our actions and help to conserve and protect nature. We will do this by applying a long-term, result oriented, holistic, fact based and scientific approach to guide all our decisions and actions.

We will work to make sure our actions in no way undermine the opportunity for people and the planet to flourish. We will continue to advocate for the responsible use and enjoyment of the oceans, mountains and greater outdoors. We will prioritize actions that will help conserve and preserve the oceans and water resources globally.



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We have prioritised 9 of 17 the UN Sustainable Development Goals



Helly Hansen SUSTAINABILITY ROAD MAP

PLANET HEALTH



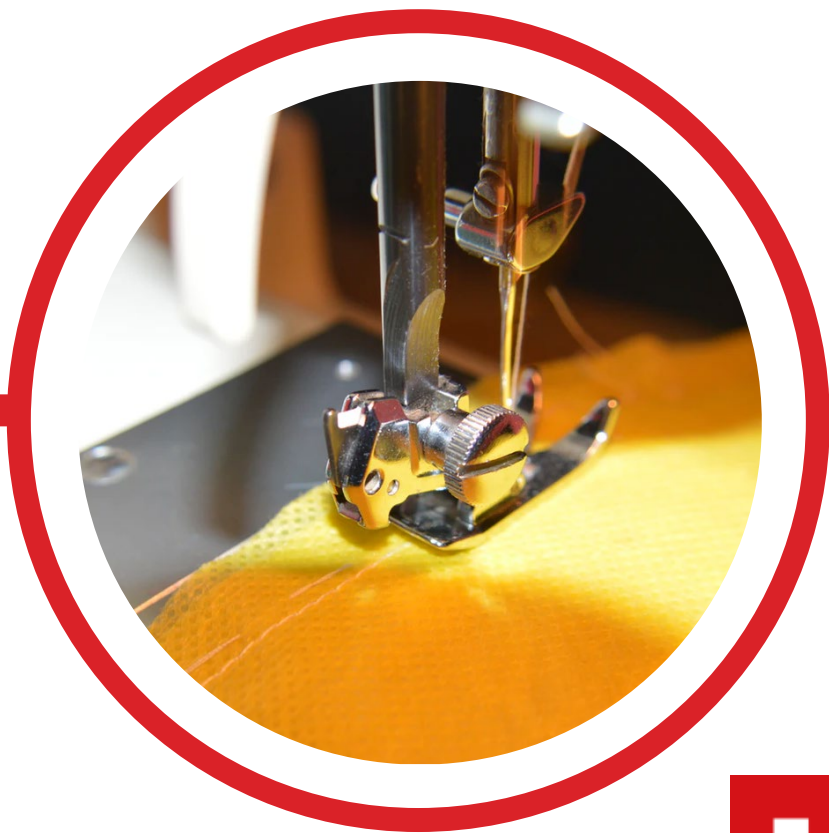
RESPONSIBLE CONSUMPTION



ENGAGE INTERNAL, EXTERNAL AND COMMUNITIES



LIVELIHOOD AND LABOUR RIGHTS



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Helly Hansen SUSTAINABLE FOCUS AREAS



PLANET HEALTH



- GHG & WATER FOOTPRINT
- WATER PROTECTION
- HIGG : FEM
- MICROFIBRES
- PFC FREE
- BLUESIGN ®
- OEKOTEX
- CHEMICAL MANAGEMENT



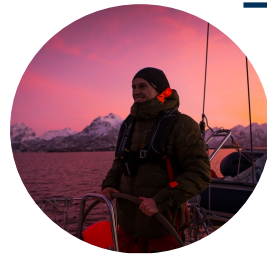
RESPONSIBLE CONSUMPTION



- QUALITY
- LONGEVITY (RE-USE/ REPAIR)
- END-OF-LIFE
- PACKAGING
- WATER REDUCING DYEING PROCESSES
- RECYCLED MATERIALS



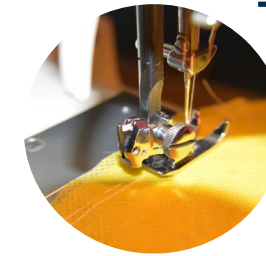
Helly Hansen SUSTAINABLE FOCUS AREAS



ENGAGE



- PARTNER WITH PROFESSIONALS
- EMPLOYEE ENGAGEMENT
- PARTNER COLLABORATION
- SUSTAINABILITY REPORTING
- COMMUNICATION
- TRANSPARENCY IN THE SUPPLY CHAIN



LIVELIHOOD AND LABOUR RIGHTS



- SOCIAL EMPOWERMENT PROGRAM
- CSR POLICY
- CODE OF CONDUCT
- FACTORY AUDITING



ENGAGE- Who, When & How?



- Partner with professionals
- Employee engagement
- Partner Collaboration

- Transparency in the supply chain

- Sustainability reporting
- Communication



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Helly Hansen SUSTAINABILITY NON-NEGOTIABLES

BRAND

- We don't compromise on our sustainability and ethical policy and principles
- As stewards of our most precious resource, our priority is to advocate for water related issues first.
- We also demonstrate respect for people, animals and nature
- Our actions are based on facts and focused research

PRODUCT

- We make professional grade gear that is designed to last and built according to relevant sustainable standards

CONSUMERS

- We give professional sustainability guidance to our consumers when they select and use our products
- We engage with consumers on water related issues and provide opportunities for them to advocate and engage with us.

SUPPLY CHAIN

- We don't compromise on labour conditions, environment, health and safety - standards in our supply chain
- We will use water, energy and raw materials responsibly

PEOPLE

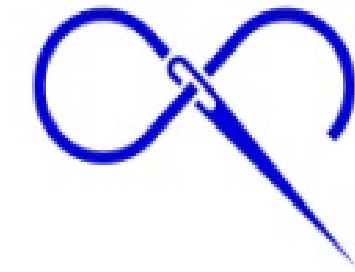
 We empower all people in the organisation to take ownership of sustainability projects and embed them into their daily life and our business processes



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Helly Hansen SUSTAINABILITY PARTNERS



in the same boat



EUROPEAN
OUTDOOR
GROUP



OUTDOOR
INDUSTRY
ASSOCIATION

#RMB SINGLE USE PLASTICS



microfibre



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ENGAGEMENT APPROACH

- ETHICAL TRADE NORWAY MEMBERSHIP



DUE DILIGENCE MODEL DEVELOPED BY OECD AND IMPLEMENTED AS A TOOL :





SUSTAINABILITY

MEMBERSHIP COMMITMENTS



Since 2003, Helly Hansen annually reports on status, initiatives, progress and results of our ethical trade efforts.



Members since 2008, Helly Hansen follows this holistic approach to provide safer and more sustainable supply chain management. 7 of our top 10 fabric suppliers are bluesign® members.



Helly Hansen uses the Higg Index to help measure & improve our environmental impact in the supply chain.



Since its founding in 2017, Helly Hansen has been a member of The Microfibre Consortium, collaborating with industry partners to reduce and eliminate fiber fragmentation pollution.



Helly Hansen collaborates with industry partners to reduce the negative impacts from single use plastics and find better solutions for packaging.

PRODUCT INNOVATIONS



SOLUTION DYED SINCE THE 1970S
REDUCING WATER USAGE BY 60% & GHG EMISSIONS BY 55%*

*Compared to standard dyeing processes

lifa infinity pro

THE NEXT LEVEL OF **RESPONSIBLE WATERPROOF/BREATHABLE TECHNOLOGY** WITHOUT ANY ADDED CHEMICAL TREATMENTS

MONO MATERIAL

100% RECYCLABLE ENABLING GARMENT-TO-GARMENT RECYCLING

ALL DOWN IS **RDS CERTIFIED**

REAL FUR HAS BEEN **PHASED OUT SINCE 2007**

BETTER MATERIALS

ALL MERINO WOOL IS **ZQ CERTIFIED**

NO ANTIBACTERIALS. WE USE ALTERNATIVE ANTI-ODOR TREATMENTS, SUCH AS ACTIVE CARBON FROM COFFEE GROUNDS

PFC-FREE DWR TREATMENT A BETTER CHOICE FOR THE ENVIRONMENT

More than 70% of DWR treated styles are PFC-free.

RECYCLED POLYESTER MADE FROM EXISTING MATERIALS

SOLUTION-DYEING LESS WATER, CHEMICALS, ENERGY AND CO2 EMISSIONS

2.3M liters of water saved in 2019

ORGANIC COTTON GROWN FROM NON-GMO SEEDS & WITHOUT THE USE OF ANY SYNTHETIC AGRICULTURAL CHEMICALS

75% of cotton styles are made with organic cotton.

BY 2021, ALL HANGTAGS WILL BE MADE WITH **FSC PAPER***

*FSC® certified paper is paper that has been harvested in a responsible manner.

ALL HELLY HANSEN RETAIL BAGS ARE MADE WITH **RECYCLED PAPER**

BETTER PACKAGING

*Statistics reflect the current Fall/Winter 2021 collection

lifa infinity pro™

WATERPROOF. BREATHABLE. RESPONSIBLE.

THE NEXT LEVEL OF RESPONSIBLE WATERPROOF/BREATHABLE TECHNOLOGY

LIFA INFINITY™ IS A RESPONSIBLE PROFESSIONAL GRADE WATERPROOF/BREATHABLE TECHNOLOGY WITHOUT ANY ADDED PFCs

Challenging the industry norm, LIFA INFINITY PRO™ pushes the envelope in apparel design based on advanced textile engineering and development.

Being first-to-market, LIFA INFINITY PRO™ is our most innovative and sustainable waterproof/breathable technology to date. The professional grade waterproof/breathable membrane and durable water repellent performance are achieved without the use of chemicals. Combining the LIFA INFINITY™ membrane and the hydrophobic LIFA® face fabric results in a responsible and superior professional grade performance.

LIFA INFINITY PRO™ FEATURES:

- Helly Tech® Professional
- Professional grade waterproof/breathable performance
- Everlasting water repellent protection
- LIFA INFINITY™ membrane
- LIFA™ hydrophobic fabric
- No chemicals added to create LIFA INFINITY™ membrane
- No chemical treatment added for durable water repellent protection
- No need to reproof garment with chemical treatment after use

 TRUSTED BY
PROFESSIONALS



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MONO MATERIAL

GARMENT TO GARMENT RECYCLING

Made with one single material, Mono Material garments contain no mixed fibers. Innovative and forward-thinking, each garment in the Mono Material collection is resilient and 100% recyclable, making it a better resource in a circular system.



A CIRCULAR RECYCLING PROCESS

NO MIXED FIBERS ENABLES "GARMENT TO GARMENT" RECYCLING

HELLY TECH® WATERPROOF, BREATHABLE PROTECTION

 TRUSTED BY PROFESSIONALS



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Key Messages- OUR APPROACH TO PARTNER

COLLABORATION

- Company growth strategy is clear, unique, and sustainable with continual input to keep it fresh
- Build a Strong Brand, Organisation, Customer relationships, Client following, Supply partnerships
- Ensure a clear product strategy forces true trade-offs in support of the brand under-pinned by a long term investment in a range of innovation concepts: Innovation & Sustainability can Co- exist
- Embed a clear sustainability strategy and plans linked to transparent internal & external metrics
- Align the organisation to your aspirations, strategy and plans with clear set of “non-negotiables”
- Create a secure and open environment to learn and grow
- Attracting the right Partner with similar values then Share the rewards of success with long-term, stable relationships open to challenge each other to develop and grow