



OTB PRESENTS ITS 2024 SUSTAINABILITY REPORT

**REDUCED ENVIRONMENTAL IMPACT: EMISSIONS DOWN BY 31% AND 100%
RENEWABLE ENERGY PURCHASED IN EUROPE AND NORTH AMERICA**

**SUPPORT TO THE SUPPLY CHAIN, RESPONSIBLE MATERIALS, AND SOCIAL IMPACT
THROUGH OTB FOUNDATION: THE PILLARS OF THE GROUP'S SUSTAINABILITY
STRATEGY**

- *The Group reduced its total emissions (Scope 1, Scope 2 market-based, and Scope 3) by 31% compared to 2023 and achieved 100% renewable energy usage in Europe and North America at directly managed sites*
- *In its brands collections, OTB used 24% certified materials of the total purchases made by the Group*
- *OTB Foundation has promoted over 380 projects, directly impacting the lives of more than 380,000 people worldwide.*

Milan, May 5, 2025 – OTB, the international fashion and luxury group which owns the brands Diesel, Jil Sander, Maison Margiela, Marni, Viktor&Rolf, the companies Staff International and Brave Kid, continues to advance its “Be Responsible. Be Brave.” strategy and presents its 2024 Sustainability Report.

The document outlines the monitoring and reporting process of the Group’s sustainability goals, with the aim of measuring progress and milestones achieved over the year in terms of environmental, social, and governance responsibility.

“Sustainability is a state of mind for us and one of the most important values in my vision of business. Sustainable development, together with innovation and the use of technologies such as Artificial Intelligence and blockchain, must drive a contemporary way of doing business and will play an increasingly important role in the future,” said **Renzo Rosso, Chairman and Founder of OTB Group**. *“I’m very proud of the goals we’ve achieved this year. They are the result of the work of the 7,000 people who are part of our Group and the spirit we all share.”*

The Sustainability Report underlines OTB Group’s commitment to building a fashion industry that is increasingly responsible, inclusive, and transparent. This is a journey that is consistently structured around three strategic pillars: The New Fashion System, Protecting Our Planet, and Brave Together.



The New Fashion System: toward a more responsible and circular fashion industry

In 2024, OTB Group continued to actively rethink the traditional model of the fashion industry, with the goal of developing collections with a lower environmental impact. This was pursued through responsible design, the adoption of circular business models, and the sourcing of preferred, recycled, and lower-impact materials. In particular, these materials accounted for over 24% of the Group's total raw material purchases in 2024, an increase of 7 percentage points compared to 2023.

Special focus was placed on sourcing natural materials with a reduced environmental impact. For example, in 2024, purchases of preferred cotton (organic, regenerative, and recycled), representing 62% of the raw materials procured by the Group, rose by 31% compared to the previous year.

To further improve performance, OTB introduced Group-wide shared standards for preferred materials, and listed those that are banned or scheduled for phase-out from collections within defined timeframes.

In this case, Diesel stood out for its innovative approach to circularity and received the Circular Economy Award, a recognition granted by the Ellen MacArthur Foundation as part of the 2024 *Sustainable Fashion Awards* promoted by the National Chamber for Italian Fashion. Diesel was awarded for projects such as DIESEL Rehab Denim and DIESEL Second Hand, as well as for its collaboration with the United Nations Industrial Development Organization (UNIDO) on recycling initiatives involving the brand's supply chain.

As part of its broader strategy focused on innovation, transparency, and consumer protection, OTB Group also strengthened its commitment to the fight against counterfeiting and to ensuring product authenticity for customers across its brands.

From 2022 to 2024, OTB issued more than 1,800,000 digital certificates of authenticity for products from Jil Sander, Maison Margiela, and Marni. This was made possible through its collaboration with Aura Blockchain Consortium, where OTB serves as a Steering Member alongside LVMH, Prada Group, and Cartier (part of Richemont). Thanks to this tool and its underlying blockchain technology, customers can use their smartphones to verify the authenticity of their purchases and access details about product origin and production.

Diesel products, on the other hand, are equipped with a QR code and a 12-digit numeric code. Combined, these two elements create a unique digital identity that customers can access with a simple scan.

In 2024, around 300 websites selling illegal goods were monitored. Thanks to collaboration with authorities and digital platforms, more than 23,000 illicit pieces of content were removed from social media channels, along with over 60,000 online listings for counterfeit products of the Group's brands.



Protecting Our Planet: advancing the path to reduced environmental impact

In 2024, OTB Group made significant progress in its transition journey by cutting total emissions — Scope 1, Scope 2 (market-based), and Scope 3 — by 31% compared to 2023. This achievement reflects the Group's ongoing commitment to contributing to global climate change mitigation targets, in line with international standards and industry direction.

In addition, in the same year, 100% of sites managed directly by the Group in Europe and North America (including offices and stores) were powered exclusively by electricity from renewable sources. Globally, the share of renewable energy used reached 70%, further underlining OTB's responsible approach and commitment to sustainable energy management.

These achievements align with OTB Group's emission reduction targets, which have also been validated by the Science Based Targets initiative (SBTi). The SBTi is a global movement that encourages companies to set science-based emissions reduction goals to help limit global warming. These efforts are part of a broader environmental strategy that includes investments in energy efficiency, initiatives to optimize transportation, and active engagement with supply chain partners.

Brave Together: people at the heart

OTB Group continued to place people at the core of its strategy through significant investments in training and professional development. In 2024, more than 53,000 hours of training were delivered. During the same reporting year, over 1,000 employees received specific training on sustainability, reflecting the Group's commitment to spreading a shared culture on these topics across all levels of the organization.

In 2024, OTB also confirmed its gender equality certification — originally obtained in 2023 — thanks to continuous improvements in key indicators, including a female representation of 54.7% in managerial roles, as well as strong policies on inclusivity and equal opportunity.

The Group also strengthened its commitment to training the next generation of Made in Italy talent through the fourth edition of Staff International's "Scuola dei Mestieri." This internal academy, designed to pass on the craftsmanship and cultural heritage that define Italian excellence, led to more than 85% of students being hired within the Group's companies.

The involvement and cooperation with the supply chain are fundamental to creating a sustainable model for OTB. In fact, even in 2024, the Group renewed its C.A.S.H. (Credito Agevolato – Suppliers' Help) program, which has been active since 2013. It remains one of the most significant strategic initiatives supporting its Italian supply chain. Since the start of the project, which offers access to credit under favourable conditions thanks to OTB's role as a guarantor, more than 600 million euros have been disbursed to participating companies, contributing to strengthening the financial stability of the small and medium-sized enterprises that make up the Group's value chain.

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At the same time, OTB continued its investment in the "M.A.D.E. – Made in Italy, Made Perfectly" project, a docuseries aimed at highlighting the best stories of Italian craftsmanship in the fashion and luxury sectors. The campaign, which involved some of the Group's most important suppliers, was a great success, with millions of views worldwide through OTB's communication channels. It also won the 'Premio Film Impresa', a film award promoted by Unindustria with the support of Confindustria, presented by a distinguished jury chaired by Oscar-winning director Gabriele Salvatores.

The Group also strengthened its collaboration with key players in the global fashion and luxury sectors. It is actively participating in The Fashion Pact and the Re.Crea Consortium, an initiative coordinated by the National Chamber for Italian Fashion to manage the end-of-life of textile products and promote research and development of innovative material recycling solutions. In 2024, Diesel also joined the 'Fashion Task Force' of the "Sustainable Markets Initiative", an alliance founded in 2020 by King Charles III, which aims, among other things, to promote responsible solutions within the fashion industry.

OTB Foundation

In 2024, OTB Foundation continued to serve as the backbone of the Group's social commitment, reaffirming its role as a catalyst for positive change in the communities where it operates, with a particular focus on women, children, young people, and vulnerable individuals.

One of the most recent and significant initiatives is "Brave to Care," the corporate volunteering program born from the collaboration between OTB Group and the Foundation. Through this project, employees had the opportunity to dedicate part of their time – in the form of paid leave – to important social causes. The first edition saw the involvement of over 130 collaborators, who contributed to 8 solidarity projects located across Italy, donating a total of more than 700 hours. This initiative stands as a model of corporate social responsibility, strengthening the connection between the company, its employees, and the social fabric in which it operates.

OTB Foundation has remained a loyal ally of women, particularly those in vulnerable situations, providing tangible support to victims of violence through legal and psychological assistance, as well as pathways to work independence. The Foundation has also promoted global female empowerment with training programs, social reintegration, and equal opportunity projects. Among these is the "Brave Women Awards," an initiative offering scholarships to deserving but economically disadvantaged female students at prestigious public and private Italian universities, aimed at increasing female leadership within businesses and public administration. Another key project is "Brave Business in a Bus," the first mobile incubator for female entrepreneurship in Afghanistan, which enables women in Kabul to start small businesses from home, providing a comprehensive training program, practical lessons, and access to essential tools for business management.

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The Foundation has continued its commitment to the younger generations by expanding prevention activities against bullying, cyberbullying, and gender-based violence in secondary schools throughout Italy. It has also strengthened the "OTB Chiama Alice" service, offering free online psychological help to young people aged 12 to 25. Additionally, OTB Foundation has continued to support the employment and social integration of refugees and asylum seekers through the "Job Clinic" project, and has provided free food, essential needs, and personalized support services to families in economic distress through an increasingly extensive network of "Empori Solidali".

The Sustainability Report is published and available for consultation at: www.otb.net/en/sustainability

OTB GROUP

OTB is an international fashion group comprising the iconic, unconventional brands Diesel, Jil Sander, Maison Margiela, Marni and Viktor&Rolf. It also controls the Staff International and Brave Kid companies and holds a stake in American brand Amiri. OTB – short for “Only The Brave” – believes in the possibility of pushing beyond the frontiers of fashion and style to support the creativity of international talents and express in full the innovative spirit and uncompromising courage of its founder and chairman, Renzo Rosso. With more than 7,000 employees worldwide, the Group is founded on a digital approach centred on the consumer, a concrete long-term commitment to the creation of a sustainable, technologically driven business, and close attention to social issues through OTB Foundation.

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