BIN ZHOU BIO COTTON

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12th Mar 2019
C&A CHINA 2018
Sustainable Performance
Fashion with a positive impact

Our Sustainability Strategy
Sustainability Performance in FY18

2018 C&A CHINA 可持续绩效

- **SUSTAINABLE COTTON** 可持续棉花 95%
- **MOHAIR** 马海毛 0%
- **RDS DOWN** 负责羽绒 100%
- **WATER SAVING** 节约用水（原材料） 30%
- **SUSTAINABLE VISCOSE** 可持续木浆纤维 100%
- **SUSTAINABLE SUPPLIERS** 可持续供应商 67%

绿色供应链CITI指数

<table>
<thead>
<tr>
<th>Rank</th>
<th>LOGO</th>
<th>Brand</th>
<th>Industry</th>
<th>CITI Score</th>
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C&A ranked 4th out of all industries (out of 306) / 2nd in the textile industry (out of 79)
BIO COTTON

- BINZHOU

滨州有机棉田项目

17 March 2019
Organic cotton is better for farmers' health, their businesses and the environment. Without consumer demand, sustainable fashion has no future in China. So through C&A Foundation’s partnership with Cotton Connect, C&A China will cooperate with Binzhou farm since 2018SS collection to expanding organic cotton in China. 为了可持续时尚在中国的发展，西雅衣家在2018年初夏推出第一季滨州转换器有机棉花项目。
STRENGTHENED BIO COTTON SUPPLY CHAIN

FASHIONABILITY & STYLE OF WEARTHECHANGE COLLECTION

70T 224,400P

80T 207,000P
INTERVIEW WITH COTTON FARMER

➢ ORIGINAL ASPIRATION 初心
1. Distribution channel is better than conventional 分销渠道好
2. Sales warrant 能卖
3. Net-Zero on chemical fertilizer and air-pollution 无毒害
4. Government support and leading 政府支持

➢ CHALLENGINGS 挑战
1. High technology requirement 技术要求高
2. Benefit result is lower 产量低
3. Market Trend 市场趋势
➢ Cotton farm management improve with COTTON CONNECT support, increased land yield output — 农田管理提高产量增加

➢ Cotton price and Qty fix before order placement — 尽早锁定价格和数量

➢ Consumer education in sales channel — 消费者市场引导

➢ Quality tolerance on BIO products — 有机棉品质接受度
MARKETING

市场推广
Wear-the-Change

• Co-organized a design competition with ZCOOL (a designer online community) in April 2018
• Purposed to market C&A as a sustainable brand

• The 2\textsuperscript{nd} campaign was held in August 2018
• Offered products designed by the winner of the design competition in C&A stores
C&A - BIO COTTON
C&A始终相信，时尚是可持续的。3年以上未施农药与化肥的农田，所培育的棉花才是最上乘的“生机天然棉”。C&A中国位于山东滨州的棉花示范田现已加入环保种植，致力为你带来更环保的穿衣体验。

JIUKOUSAN - Environmental protection notebooks
九口山提倡回归书写，以高品质的笔记本唤回人们书写的乐趣。此“和谐共生”合作系列采用意大利环保书写纸与环保大豆油墨制成，把珍贵的点滴记录在册，将美好的未来留给地球。
Thank you