



TRANSPARENCY & ESG

SNOW REPORT

2022/23 Year 3

MGG

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FOUNDER & CEO STATEMENT

I'm delighted to present our third annual Transparency & ESG Snow Report for 2022/23! It's been an exciting year for our sustainability agenda, as we introduce the world's first ever Radical Transparency Label, integrated within the lining of our latest range of jackets. Although implemented in our 2023/24 collection (i.e. products that will feature in next year's report), the groundwork for this new initiative was laid over the previous 12 months, to which this report relates. Our commitment to becoming increasingly transparent and our focus on supply chain innovation remain as strong as ever. We're also proud to have released our first range of products - our new Tanner Hall Signature Collection - made from revolutionary NILCOTT© Recycled fabric. This was a milestone project for our design team, where for the first time we created products using 'circular' materials. Lastly, taking everything that we've learnt since we launched MGG in 2020, this was a year in which we took the decision to begin to reposition the brand, with the aim of increasing our focus on Merino knitwear and circular apparel. As we look to the future, we will continue to maintain the highest standards of quality, transparency, and sustainability, with a particular emphasis on product lifespan. Thank you to all our customers, partners, athletes, ambassadors, and friends, for your continued support and motivation!



HIGHLIGHTS

100% made in Europe

While the vast majority of our competitors produce either some or all of their products in developing countries, we take pride in manufacturing 100% of our final products in Europe. This approach allows us to ensure the premium quality of our products, to work in close cooperation with our suppliers, to guarantee that our suppliers' employees enjoy fair working conditions, and to monitor our suppliers' environmental impact.

Price vs Cost

We want you to understand everything about your purchase, and not just the financial cost of our manufacturing and operations. Globally, the apparel industry is the 4th highest consumer of raw materials and water, and the 5th highest producer of greenhouse gas emissions. Furthermore, working condition transparency is sorely lacking. The environmental and social costs of our industry must not be ignored, and we'll therefore continue to build on our Price vs Cost transparency initiative. In particular, we plan to expand it by developing a new 'Radical Transparency Label', which we're aiming to integrate within as many of our future products as possible.

Fair working conditions

Fair working conditions for our employees and suppliers are a cornerstone of our brand ethos. Our products are produced by people in Europe, only. We strongly believe in European manufacturing talent, as well as the capacity of its clothing manufacturing infrastructure to evolve and become increasingly more sustainable.

Give back initiative

Our [Off Piste . On Course](#) give back initiative combines circularity and a social cause. When you've had enough wear out of your old gear, you can either leave it at our Verbier store, or send it to us. We then work with charities such as [Riders for Refugees](#) to ensure that your donations will be distributed to people who are less fortunate than ourselves, and who need warm clothing every day to live and work.

Carbon neutral

An in-depth assessment of the carbon footprint of our wider business operations, and also a strategy to reduce up and downstream greenhouse gas emissions, will take time to implement. We're continuing to work on this in close cooperation with our suppliers and experts. For now, however, we're reducing our greenhouse gas emissions with carbon offsetting. In partnership with [Forestmatic](#), we're planting a new tree in the tropics in Uganda with every single online *and* offline order, so as to fully offset the carbon footprint of every product that we sell.

OUR PEOPLE

MGG's multinational team of mountain enthusiasts was made up of 7 individuals in 2022/23, hailing from 6 countries, and speaking between them a total of 9 different languages. We believe that our diversity, our unique combination of skills, and our varied experience, all of which are bound by a love of snow and a dedication to MGG's values, are an asset to our business, and will allow us to grow while maintaining a lean headcount, over the following years.



Charlie Cazalet
Commercial Director & Co-Founder



Tom Bata
CEO & Founder



Rohit Chandra Mouli
Sales Director & Co-Founder



Patrik Pavlíček
COO & Head of Design



Paola Colleoni
Merchandising Director



Tomáš Vojtas
Graphic & Fashion Designer



Friedi Feige
Sustainability Manager

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OUR PURPOSE

Bound by snow

After another year dominated by extreme weather phenomena, focusing on ways to reduce our impact on the environment remains as strong as ever. We stand firmly against fast fashion, and in particular needless overproduction, which is a strain on the Earth's resources, exerts pressures on the global supply chain, and results in excessive waste. With this in mind, and with the lingering effects of COVID-19 and the ongoing war in Ukraine still impacting the industry, we made the decision not to produce any new outerwear in 2022/23.

MGG was founded on a promise of quality, an obsession with radical transparency, and a commitment to long term sustainability.

Our values are reflected in our approach to our products, our supply chain, our leadership and employees, our customers, and our partners. They were developed by our core founding team in 2020, and represent an ethos which underpins every action and decision that we've made from Day Zero.



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COMPANY PROFILE

MGG

Our products are available to buy on our website and ship worldwide. We opened our first brick & mortar flagship store in [Verbier](#) in November 2020, where our customers can fully experience our products. We also wanted our store to be more than just a retail space, so every season we invite local artists to exhibit and sell their work, and we've added seating and a professional espresso machine to create a more social atmosphere.

MGG registered companies:

Mont Gele Gear S.à.r.l. (ID: CHE-397.112.704)

Rue du Lignolat 55, 1170 Aubonne, Switzerland

Find our Swiss registered company on the official national registry: [HERE](#)

Mont Gele Gear s.r.o. (ID: 09244662)

Elišky Krásnohorské 12/5, 11000 Prague, Czech Republic

Find our Czech registered company on the official national registry: [HERE](#)

Our high performance technical outerwear and premium apparel is designed and manufactured in Europe. We're intimately familiar with our supply chain, which allows us to closely monitor the working practices of our manufacturers, and the impact of our manufacturing and operations. Our team is in charge of sourcing our raw materials, managing our supply chain, and delivering our products to our customers across our various sales channels.



OUR MARKETS

Total MGG revenue (%) by sales channel, 1st October 2021 to 30th September 2022 vs 1st October 2022 to 30th September 2023

Sales channel	01.10.21 - 30.09.22	01.10.22 - 30.09.23
Wholesale	38.95%	52.3%
Store	29.43%	20.86%
Website	11.53%	13.58%
Online platforms	20.09%	13.26%

We were able to continue to grow our wholesale revenue as a percentage of our total revenue, from 38.95% in 2021/22, to 52.3% in 2022/23. Our revenue from online platforms (e.g. Zalando), however, decreased from 20.09% in 2021/22, to 13.26% in 2022/23. This is because we ceased our online platform sales in 2023, since the fulfilment business with which we were working became too closely aligned with the fast fashion industry, in direct opposition to our own values. As such, this revenue only represents a single quarter of sales.

Total MGG website revenue (%) by country / region, 1st October 2021 to 30th September 2022 vs 1st October 2022 to 30th September 2023

Country / Region	01.10.21 - 30.09.22	01.10.22 - 30.09.23
Switzerland	25.62%	35.25%
North America	6.93%	24.8%
United Kingdom	38.93%	15.86%
Germany	7.8%	14.29%
Other European	20.26%	4.95%
Other International	0.46%	4.85%

RADICALLY TRANSPARENT FROM DAY ZERO

The global apparel industry has been under the spotlight for many years, due to the negative impact that it has on the environment and society. When founding MGG, our aim was to create a new kind of brand that actively recognises and acknowledges its environmental and social impact from the very beginning, and which does everything within its power to minimise this impact, while creating value for its customers, and the suppliers and communities with which it partners.

We therefore committed to being radically transparent from Day Zero. What does this mean? It means that we will always endeavour to share with our customers information and data which other brands are often simply too afraid to share, or indeed can't share, because it would destroy their business model.

In a world that's rife with overconsumption and overproduction, accountability is key. The need to improve production processes so as to reduce environmental impact and create fabrics which are easier to recycle, is now more crucial than ever before.

- Only 27% of brands annually disclose a breakdown of the sources of their fabrics
- The global consumption of clothing and footwear is expected to increase by 63% by 2030, but there still remains no industry-wide solution for textile disposal or recycling
- Most products, many of which will never have been worn, will be sent to landfill or incinerated within five years of purchase
- Most major brands don't disclose their production volumes, which obscures the extent of overproduction within the global apparel industry
- Only 4% of major brands disclose the percentage of products that they manufacture which have been designed to be circular

At MGG, we believe in radical transparency, since it's patently clear that the apparel industry has a major problem with social and environmental credibility, and we feel that the only way that we can hope to create change is by disrupting the status quo. In so doing, we're aiming to increase accountability and accelerate the adoption of sustainable practices. To build trust with our customers, we provide them with ALL the information that they need to make a fully informed decision about their purchase, from in-depth details about the working conditions of all our manufacturers, to a precise breakdown of the different costs that go into producing our products, and much more.

RADICAL TRANSPARENCY LABEL

Inspired by food labelling, where nutritional data is displayed on food packaging to allow consumers to make informed decisions about what to buy and place *inside* their bodies, in what we believe is a world first, we're extremely excited to reveal that we've now finally completed the development of our 'Radical Transparency Label'. We want to display what goes into producing each piece of apparel, so that our customers are able to make similarly well-informed decisions about what to place on the *outside* of their bodies.

Our Radical Transparency Label will capture key data for each product, such as the final product and component origins, the percentage price breakdown, details on factory working conditions, carbon footprint and offsetting information, and the percentage of recycled materials used. Starting in the next 2023/24 season, our new Radical Transparency Labels will be integrated within the lining of all of the jackets in our new collection. Please note that the mockup is only provided as an example, and may contain inaccurate data.



RADICAL TRANSPARENCY LABEL KENAI CROSSOVER JACKET 2.0

Final product origin Slovakia

PRODUCT

COMPONENTS SOURCED FROM WITHIN EU ^(TOTAL) 47%

Outer shell Pertex® Quantum Pro
3,000mm outer shell (DWR C6) (Japan)

Insulation Climashield® Apex + HL
Insulation (100% recycled polyester) (Poland)

Lining Nylon (100% recycled) (China)

Other components sourced from within EU 50%

PERCENTAGE PRICE BREAKDOWN

Materials 16%

Design & Marketing 19%

Manufacturing 11%

Logistics 5%

Rent & Operations 12%

Taxes 20%

Admin & Profit 17%

PEOPLE

Space per employee 35m²

Average monthly net salary vs. minimum wage €702.00 vs. €623.00

Employees in full-time employment 89%

Gender of employees F: 91% / M: 9%

PLANET

Carbon footprint per unit 20.92 Kg

No of trees required to offset 1 unit over 5 years 0.33 trees

Carbon emissions offset per unit sold 100%

Amount of recycled materials used by weight 61%

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

At MGG, our business model and approach are in line with, and support, the SDGs:



Secure employment, worthwhile work for all, and social protection, are at the heart of what we do at MGG. Fair working conditions are one of the reasons why we manufacture all our final products in Europe, and also why we source as many components as possible from European or other countries with strong labour laws.



We pride ourselves on making products from the highest quality, durable materials, so that they stand the test of time. We also believe in small batch production, and only work with suppliers who agree to accommodate this approach. We're convinced that consumers should buy fewer, better products, and we hope that our mission and values play a part in re-educating the wider public.



We calculate and assess the carbon footprint of the production of all our products, and we offset each product unit accordingly when they're sold, so as to achieve 100% product carbon neutrality. In the medium to long term, we're committed to becoming a carbon neutral business.



To offset the CO2 emissions generated by every product unit that we sell (online *and* offline), we plant trees in Uganda. As well as carbon sequestration, trees counteract deforestation and help return biodiversity to barren land, where trees were previously felled for firewood. Where fruit trees are planted, they provide an additional means of income for local people. The organisation that we partner with provides agroforestry training and employment in rural communities.

In 2015, all members of the United Nations adopted the *2030 Agenda for Sustainable Development*, which provides a shared blueprint for peace and prosperity for people and the planet, made up of 17 Sustainable Development Goals (SDGs). These SDGs are an urgent call for action by all countries, as a global partnership. They recognise that ending poverty and other deprivation must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth - all while tackling climate change, and working to preserve our oceans and forests.

KEEPING TRACK

Priority assessment

Our approach

As a young company, we understand the need to integrate the management of ESG (Environmental, Social & Governance) issues into our strategy and approach. Identifying key areas of impact is essential to being transparent and accountable. It also allows us to make informed decisions based on appropriate data. We have identified the following key ESG focus areas:



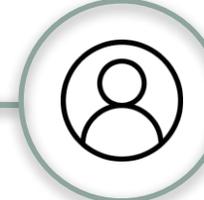
ENVIRONMENTAL

Sustainable apparel Climate change & biodiversity



SOCIAL

Supply chain transparency Fair working conditions



GOVERNANCE

Transparency Accountability

KEEPING TRACK

Priority assessment

A dialogue with our stakeholders

Being a young, small, and agile business, we have particularly benefited from what has been an excellent opportunity to be in such close contact with our stakeholders at a very early stage. The issues that continue to arise from our conversations and questionnaires will be further assessed and prioritised, and specific actions will be taken in response.

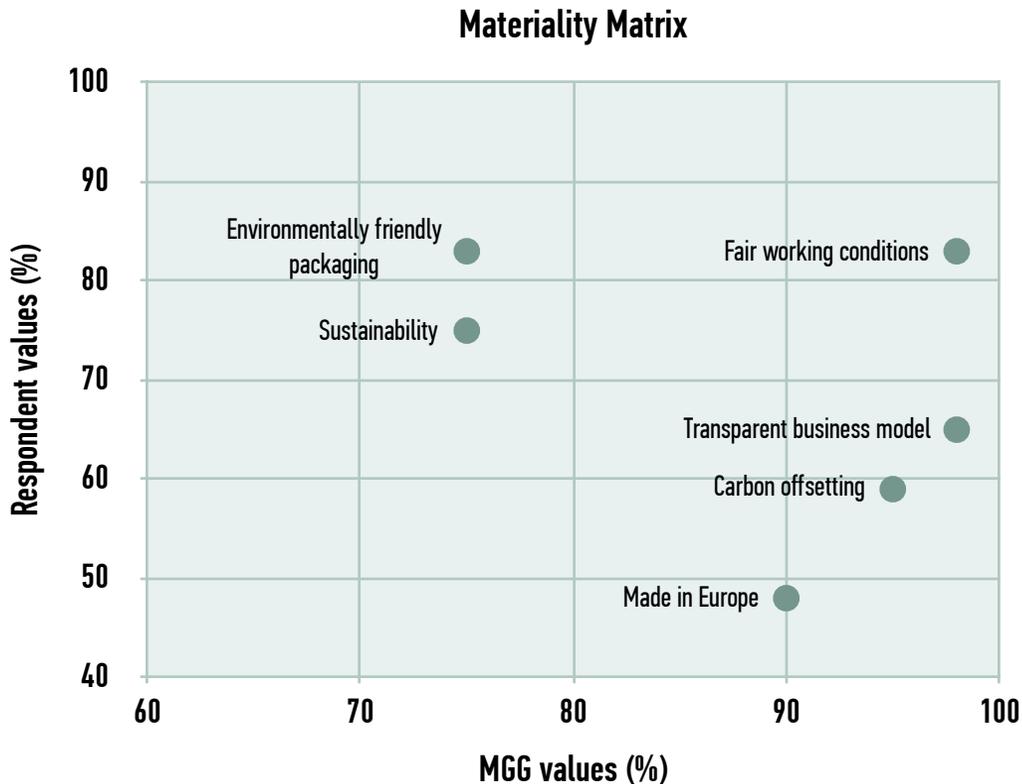
An active and ongoing dialogue with our stakeholders is crucial. It enables us to better our understanding of our impact, and to identify key areas for improvement and risk management. We now have ongoing discussions with a range of stakeholders, including employees, suppliers, customers, NGOs, and business partners, which has helped us to create a baseline for understanding their concerns and needs.

Key issues identified by stakeholder groups

Customers	Employees	Suppliers	General public
Pricing Quality & design Sustainability & transparency	Employee equality Fair salaries Purpose & values	Supply chain transparency Laws & regulatory compliance Opportunities for growth & learning	Climate change awareness Supply chain transparency Product transparency
Investors	NGOs	Government & policy	Innovators (academics, startups & SMEs)
ESG performance Risk management Compliance	Climate change awareness Supply chain transparency Active engagement	Compliance Human rights GHG emissions management	Knowledge transfer Climate change awareness Incentives

KEEPING TRACK

Materiality assessment



Materiality Matrix: Survey results

This materiality assessment allows us to have better informed conversations with our key partners and stakeholders. Even though the Materiality Matrix is only a snapshot in time, it helps us gain a clearer understanding of our customers, and what they value most when buying our products.

The survey questions were based on the priority assessment previously described. We distributed the survey via our newsletter, promoted it on our social media, and we also shared it via private channels. 84% of respondents were existing MGG customers, members of the general public, or others, meaning that the remaining 16% were MGG business partners or athletes.

The results of the survey showed that fair working conditions (83%) and environmentally friendly packaging (83%) are valued most highly by our stakeholders. Of the survey respondents, 75% and 65% considered sustainability and a transparent business model, respectively, to be important. Carbon offsetting and Europe production were stated to be either very or extremely important by 59% and 48% of survey respondents, respectively.

At MGG, in order of priority, we value the transparency of our business above all else, followed by fair working conditions, carbon offsetting, European production, sustainability, and environmentally friendly packaging.



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GOVERNANCE

Producing high performance products with a long lifespan, and which are made in as sustainable a way as possible, is a challenge. It's a challenge, however, that we as a team, together with our suppliers, are willing and eager to embrace. We must also not forget that sustainability is not solely concerned with environmental issues. The social and economic impacts of businesses such as ours are just as important, and brands that fail to take an holistic approach shouldn't describe themselves as 'sustainable'.

MGG

GOVERNANCE

We believe that radical transparency is the correct and only way to keep our business accountable to its stakeholders.

Long-winded sustainability and/or transparency reports are commonly produced by much larger businesses than our own, in which crucial information (or indeed a lack thereof) is often buried amid a sea of pretty pictures and unintelligible graphics. This led to us asking ourselves, “What good is transparency, if it’s so hard to see?” After all, total transparency is the *only* way to create and ensure accountability for sustainable and ethical practices. We believe in communicating the whole truth (and not just the part that makes us look good) in as detailed and concise a manner as possible, so that it’s easily accessible for everyone.



GOVERNANCE

Transparency

Our commitment is to be THE radically transparent brand.

Everything that you need to know about us as a company can be found in the following sections:

[OUR PEOPLE, COMPANY PROFILE](#) and [OUR MARKETS](#).

Everything that you need to know about our supply chain can be found in the following chapters:

[SOCIAL](#) and [ENVIRONMENTAL](#).

We believe that all our stakeholders deserve the truth, and especially our customers. We've also identified that most fashion and almost all outdoor apparel brands are not transparent enough about production and other COSTS.

Therefore, we've decided to reveal the various costs of our ENTIRE product portfolio. Every piece of apparel that we produce has environmental and social costs which should not remain hidden.

PRICE VS COST

GOVERNANCE

Price vs Cost

What is the PRICE vs COST of the clothing that you're buying? Our hope is that in the future, this question will be answered as standard, by all apparel brands. However, this is certainly not the case right now.

For each of our products we provide:

- the origin of all component materials
- the location of the final product manufacturer
- a full percentage price breakdown (including profit)
- the CO2 & monetary carbon footprint



RADICAL TRANSPARENCY

Origin of raw materials

- Spain - Recycled cotton (European waste)
- Turkey - Organic cotton

Location of manufacturer

- Czech Republic

Transparent pricing

Percentage price breakdown for our Tanner Hall Signature Collection NILCOTT® Recycled Bandana Hoodies:

- Materials - 15%
- Design & Marketing - 15%
- Manufacturing - 11%
- Logistics - 4%
- Rent & Operations - 12%
- Taxes - 20%
- Admin & Profit - 23%

GOVERNANCE

Price vs Cost

Percentage price breakdown for 2022/23 products	Denali Insulated Pro Jacket 2.0 (M) & 1.0 (F)			Lyngen Touring Shell Pro Jacket 1.0 (M/F)			Kodiak Crossover Jacket (M)		
	%	CHF	EUR	%	CHF	EUR	%	CHF	EUR
Materials	22	175.78	175.78	23	149.27	149.27	27	215.73	215.73
Design & Marketing	19	151.81	151.81	19	123.31	123.31	19	151.81	151.81
Manufacturing	10	79.90	79.90	10	64.90	64.90	10	79.90	79.90
Logistics	5	39.95	39.95	5	32.45	32.45	5	39.95	39.95
Rent & Operations	12	95.88	95.88	12	77.88	77.88	12	95.88	95.88
Taxes	20	159.80	159.80	20	129.8	129.80	20	159.80	159.80
Admin & Profit	12	95.88	95.88	11	71.39	71.39	7	55.93	55.93
Totals	100	799.00	799.00	100	649.00	649.00	100	799.00	799.00

GOVERNANCE

Price vs Cost

Percentage price breakdown for 2022/23 products	Kenai Crossover Jacket 2.0 (F)			Valdez & Teton Pro Pants 2.0 (M/F)			Technical Ski Socks (Unisex)		
	%	CHF	EUR	%	CHF	EUR	%	CHF	EUR
Materials	16	103.84	103.84	25	99.75	99.75	10	2.90	2.90
Design & Marketing	19	123.31	123.31	17	67.83	67.83	20	5.80	5.80
Manufacturing	11	71.39	71.39	10	39.90	39.90	5	1.45	1.45
Logistics	5	32.45	32.45	5	19.95	19.95	10	2.90	2.90
Rent & Operations	12	77.88	77.88	12	47.88	47.88	12	3.48	3.48
Taxes	20	129.80	129.80	20	79.80	79.80	20	5.80	5.80
Admin & Profit	17	110.33	110.33	11	43.89	43.89	23	6.67	6.67
Totals	100	649.00	649.00	100	399.00	399.00	100	29.00	29.00

GOVERNANCE

Price vs Cost

Percentage price breakdown for 2022/23 products	Merino Sweaters (M/F)			Merino Beanies (Unisex)			Merino Scarves (Unisex)		
	%	CHF	EUR	%	CHF	EUR	%	CHF	EUR
Materials	16	31.84	31.84	16	7.84	7.84	16	12.64	12.64
Design & Marketing	20	39.80	39.80	20	9.80	9.80	20	15.80	15.80
Manufacturing	10	19.90	19.90	10	4.90	4.90	10	7.90	7.90
Logistics	7	13.93	13.93	7	3.43	3.43	7	5.53	5.53
Rent & Operations	12	23.88	23.88	12	5.88	5.88	12	9.48	9.48
Taxes	20	39.80	39.80	20	9.80	9.80	20	15.80	15.80
Admin & Profit	15	29.85	29.85	15	7.35	7.35	15	11.85	11.85
Totals	100	199.00	199.00	100	49.00	49.00	100	79.00	79.00

GOVERNANCE

Price vs Cost

Percentage price breakdown for 2022/23 products	Cotton Tees (short-sleeved) (M/F)			Cotton Tees (long-sleeved) (M/F)			Cotton Hoodies & Sweatshirts (M/F)		
	%	CHF	EUR	%	CHF	EUR	%	CHF	EUR
Materials	15	6.00	6.00	15	6.00	6.00	15	12.00	12.00
Design & Marketing	20	8.00	8.00	20	8.00	8.00	20	16.00	16.00
Manufacturing	7	2.80	2.80	7	2.80	2.80	7	5.60	5.60
Logistics	10	4.00	4.00	10	4.00	4.00	10	8.00	8.00
Rent & Operations	12	4.80	4.80	12	4.80	4.80	12	9.60	9.60
Taxes	20	8.00	8.00	20	8.00	8.00	20	16.00	16.00
Admin & Profit	16	6.40	6.40	16	6.40	6.40	16	12.80	12.80
Totals	100	40.00	40.00	100	40.00	40.00	100	80.00	80.00

GOVERNANCE

Price vs Cost

Percentage price breakdown for 2022/23 products	Tanner Hall Signature Collection Tee (M)			Tanner Hall Signature Collection Hoodie (M)		
	%	CHF	EUR	%	CHF	EUR
Materials	25	12.50	12.50	15	18.00	18.00
Design & Marketing	15	7.50	7.50	15	18.00	18.00
Manufacturing	11	5.50	5.50	11	13.20	13.20
Logistics	5	2.50	2.50	4	4.80	4.80
Rent & Operations	12	6.00	6.00	12	14.40	14.40
Taxes	20	10.00	10.00	20	24.00	24.00
Admin & Profit	12	6.00	6.00	23	27.60	27.60
Totals	100	50.00	50.00	100	120.00	120.00

GOVERNANCE

Price vs Cost: All products

Product	Retail Price (CHF) (including sales taxes)	Taxes	Materials	Design & Marketing	Manufacturing	Logistics	Rent & Operations	Admin & Profit
Kodiak Crossover Jacket (M)	799.00	20%	27%	19%	10%	5%	12%	7%
Denali Insulated Pro Jacket 2.0 (M)	799.00	20%	22%	19%	10%	5%	12%	12%
Denali Insulated Pro Jacket 1.0 (F)	799.00	20%	22%	19%	10%	5%	12%	12%
Kenai Crossover Jacket 2.0 (F)	649.00	20%	16%	19%	11%	5%	12%	17%
Lyngen Touring Shell Pro Jacket 1.0 (M/F)	649.00	20%	23%	19%	10%	5%	12%	11%
Denali Insulated Pro Jacket 1.0 (M)	399.00	20%	34%	15%	12%	5%	12%	2%
Kenai Crossover Jacket 1.0 (F)	299.00	20%	25%	15%	10%	5%	12%	13%
Valdez Pro Pants 1.0 & 2.0 (M)	399.00	20%	25%	17%	10%	5%	12%	11%
Teton Pro Pants 1.0 & 2.0 (F)	399.00	20%	25%	17%	10%	5%	12%	11%
Merino Sweaters (M/F)	199.00	20%	16%	20%	10%	7%	12%	15%
Merino Scarves (Unisex)	79.00	20%	16%	20%	10%	7%	12%	15%
Merino Beanies (Unisex)	49.00	20%	16%	20%	10%	7%	12%	15%
Cotton Hoodies & Sweatshirts (M/F)	80.00	20%	15%	20%	7%	10%	12%	16%
Cotton Tees (long-sleeved) (M/F)	40.00	20%	15%	20%	7%	10%	12%	16%
Cotton Tees (short-sleeved) (M/F)	40.00	20%	15%	20%	7%	10%	12%	16%
Tanner Hall Signature Collection Tee (M)	50.00	20%	25%	15%	11%	5%	12%	12%
Tanner Hall Signature Collection Hoodie (M)	120.00	20%	15%	15%	11%	4%	12%	23%
Technical Ski Socks (Unisex)	29.00	20%	10%	20%	5%	10%	12%	23%

Please note:

The CHF to EUR exchange rate was, on average, 1:1 in 2022/23, which is why CHF prices are the same as EUR prices on the preceding pages.

GOVERNANCE

Commitments & targets

Topic	Key Performance Indicator	Target	Status: 2021/22	Status: 2022/23
Global Reporting Initiative (GRI)	Extend GRI Standards reporting to GRI 200, 300 & 400	Assess GRI Standards structure & provide update on progress for 2022/23 report	In progress	In progress, to implement in 2023/24 report
Sustainable Development Goals (SDGs)	Understand our contribution to SDGs	Assess SDG reporting standards & incorporate SDG related data and progress into 2022/23 report	Incorporated in 2021/22 report	Incorporated in 2022/23 report
Stakeholder Dialogue & Materiality Assessment	Run impact topic priority assessment with all key stakeholders; create assessment process	Complete full priority assessment by 2022	Materiality Matrix	Materiality Matrix
Materiality Assessment	Provide more extensive materiality assessment	Extend materiality assessment in 2022/23 report	In progress	To reassess priority assessment and review materiality for 2023/24 report



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SOCIAL

A huge amount of time and effort has gone into choosing our suppliers, and we maintain a close working relationship with all of them, often on a daily basis. Many different factors determine why we've chosen to work with these suppliers but, above all, they need to be able to adapt and grow with our brand, and they also need to be prepared to accept and embrace real change, which we recognise is not an easy thing to ask of them. We have a supplier **Code of Conduct**, which is based on the **ILO Conventions** and the **UN's Declaration of Human Rights**, and which also covers the ethical treatment of animals. We ask all our suppliers (who don't already have their own code of conduct) to adhere to ours.



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OUR MARKETS

Our online sales during our inaugural 2020/21 season were predominantly to European customers, and more specifically to customers in the UK, Switzerland and Germany. However, we could already see a small but dedicated customer base forming in other regions (Japan, Singapore, etc.) and we hope to grow our sales in these regions in particular during the upcoming 2021/22 season, using a mixture

REGION	% OF SALES	PLATFORM	% OF SALES
UK	30.9%	ONLINE+	44.90%
OTHER EU	20.6%	VERBIER STORE	27.79%
NORTH AMERICA	10.3%	ONLINE PLATFORMS	7.31%
DE	7.4%		
SCANDINAVIA	2.9%		
OTHER	5.9%		

Online sales on our website, between 1st October 2020 and 31st July 2021

"FOR ME, SUSTAINABILITY IS A PROCESS AND NOT AN END POINT, BECAUSE THERE'S ALWAYS MORE ROOM FOR IMPROVEMENT."

Friedi Feige
Sustainability Manager

SR20/21_R_A

OUR COMMITMENT IS TO BE THE RADICALLY TRANSPARENT BRAND.

We believe that all stakeholders deserve the truth, and especially our customers. We've also identified that most fashion and almost all outdoor fashion brands are not transparent enough about production and other COSTS.

As such, we've decided to reveal the various costs of our ENTIRE product portfolio. Every piece of clothing that we make has environmental and social costs which should remain hidden.

SR20/21_R_B

WHAT IS THE PRICE VS COST OF THE CLOTHING THAT YOU'RE BUYING?

OUR HOPE IS THAT THIS QUESTION WILL BE ANSWERED, AS STANDARD, BY ALL FASHION BRANDS IN THE FUTURE. HOWEVER, THIS

is a table showing the breakdown of MGG sales (%) by sales channel, between 1st October 2020 and 31st July 2021

SR20/21_R_B1

Category	Material	Design & Marketing	Manufacturing	Logistics	Rent & Operations	Staff	Admin & Profit
Material	22	15	15	15	15	15	15
Design & Marketing	15	15	15	15	15	15	15
Manufacturing	15	15	15	15	15	15	15
Logistics	15	15	15	15	15	15	15
Rent & Operations	15	15	15	15	15	15	15
Staff	15	15	15	15	15	15	15
Admin & Profit	15	15	15	15	15	15	15

SR20/21_R_B2

MERINO KNITWEAR

Category	Material	Design & Marketing	Manufacturing	Logistics	Rent & Operations	Staff	Admin & Profit
Material	22	15	15	15	15	15	15
Design & Marketing	15	15	15	15	15	15	15
Manufacturing	15	15	15	15	15	15	15
Logistics	15	15	15	15	15	15	15
Rent & Operations	15	15	15	15	15	15	15
Staff	15	15	15	15	15	15	15
Admin & Profit	15	15	15	15	15	15	15

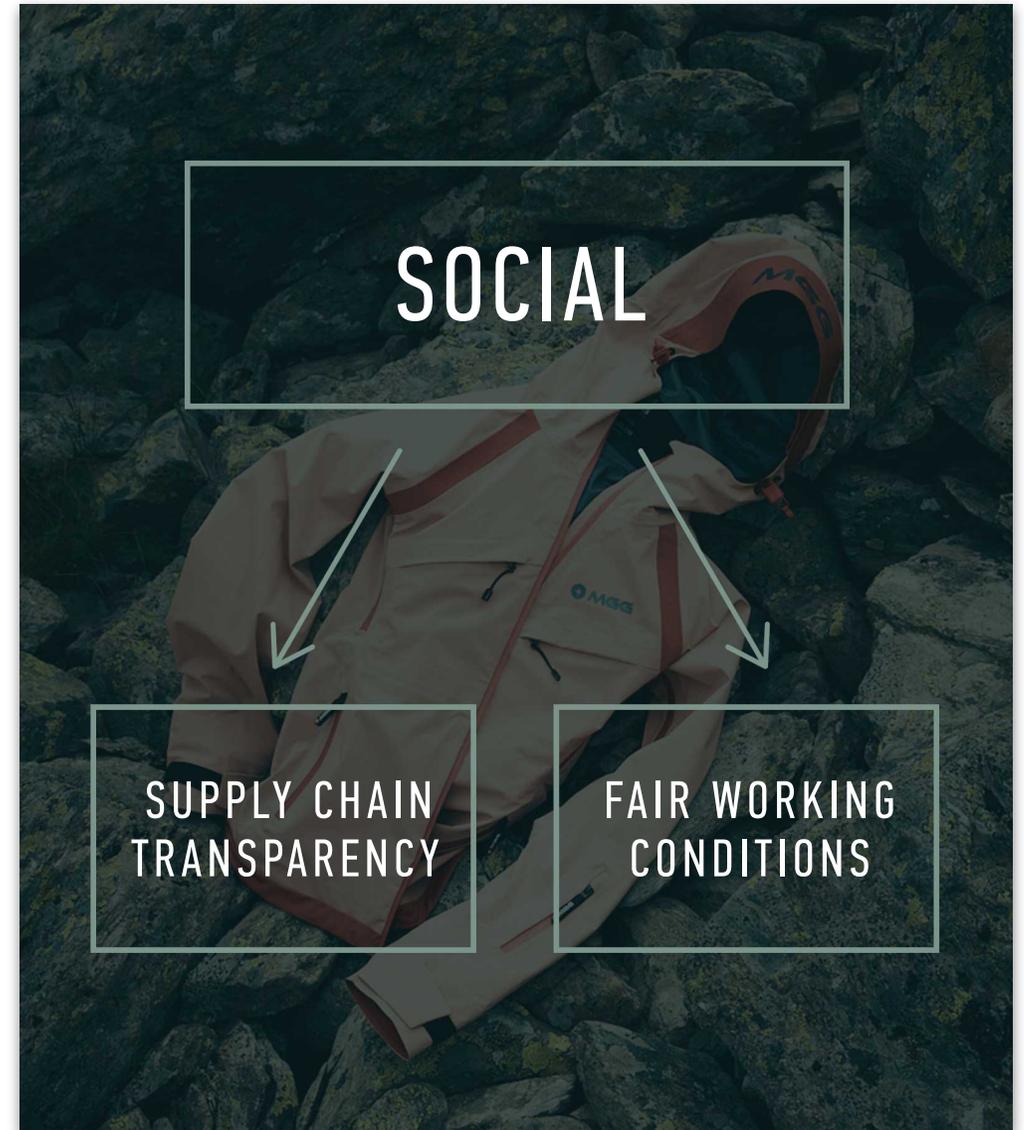
SOCIAL

Total supply chain transparency among brands within the apparel industry is almost non-existent, because it's not easy to achieve. If a brand such as ours wants to call itself transparent and sustainable, it cannot ignore the social impact of its business operations. We've selected our suppliers very carefully, and we've based each decision not only on the quality of their manufacturing, but also just as importantly on how they treat their own employees, and on the way that they approach the environmental impact of their operations. Mandatory EU regulatory disclosures and/or global standards with which our European suppliers must comply, are also an additional reliable guarantee that our suppliers will meet the social standards that we've set for MGG.

Our SOCIAL pillar explains our approach to supply chain transparency in terms of:

- the geographic location of our manufacturers
- our manufacturers' working conditions
- the environmental standards to which our manufacturers adhere

We also have a supplier [Code of Conduct](#) that we ask all our suppliers (who don't already have a code of conduct of their own) to adhere to.



SOCIAL

Final product suppliers: Always in Europe

All MGG final products are manufactured in Europe.

By making this commitment, we can maximise the quality of our manufacturing, benefit from an intimate working relationship with our suppliers, guarantee that our suppliers' employees are treated fairly, and better manage the environmental impact of our manufacturing and logistics.



SOCIAL

Jackets:

Manufacturer location, working conditions & environmental approach



Manufacturer site information Social	
Site size (m ²)	1,100
m ² per employee	52
Number of employees	21
Gender of employees (%)	Female: 62 Male: 38
Age breakdown (%)	<30: 10 30-50: 90 >50: 0
Type of contract (%)	Full-time: 81 Part-time: 19
Holiday (days/year)	25
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	979.34 (2021)
Legal minimum monthly net salary full time (EUR)	574.62 (2021)
Health insurance + pension provisions	Yes
Health & safety training + emergency & accident measures in place	Yes
Availability of rest & social areas	Yes
Manufacturer site information Environmental	
Energy source	Electricity
Renewable energy commitment	Heat pump implementation analysis in progress.
Waste disposal	Waste separation of paper, plastic, glass, and other. In case of additional volume, waste is sent directly to a waste separation plant. Water passes through a cleaning plant, and then back into the sewage system, following cleaning.

SOCIAL

Jackets & Pants:

Manufacturer location, working conditions & environmental approach

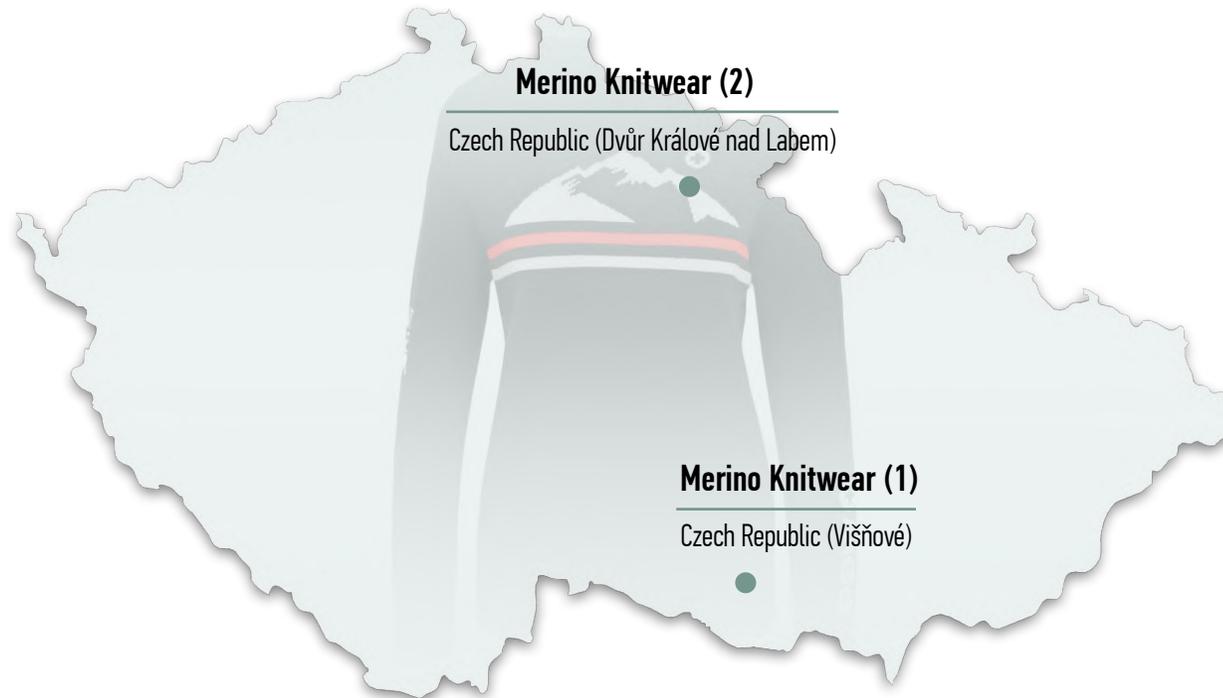


Manufacturer site information Social	
Site size (m ²)	3,200
m ² per employee	35
Number of employees	91
Gender of employees (%)	Female: 91 Male: 9
Age breakdown (%)	<30: 3 30-50: 29 >50: 68
Type of contract (%)	Full-time: 89 Part-time: 11
Holiday (days/year)	25
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	702.00 (2021)
Legal minimum monthly net salary full time (EUR)	623.00 (2021)
Health insurance + pension provisions	Yes
Health & safety training + emergency & accident measures in place	Yes
Availability of rest & social areas	Yes
Manufacturer site information Environmental	
Energy source	Electricity
Renewable energy commitment	Plan to use solar energy being consulted upon.
Waste disposal	Waste separation and secondary use of textile waste.

SOCIAL

Merino Knitwear:

Manufacturer location, working conditions & environmental approach



Manufacturer site information Social	(1) 2020-22	(2) 2021-2023
Site size (m ²)	175	2,500
m ² per employee	44	208
Number of employees	4	12
Gender of employees (%)	Female: 100 Male: 0	Female: 92 Male: 8
Age breakdown (%)	<30: 0 30-50: 75 >50: 25	<30: 0 30-50: 100 >50: 0
Type of contract (%)	Full-time: 75 Part-time: 25	Full-time: 67 Part-time: 33
Holiday (days/year)	20	20
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	566.20 (2021)	977.20 (2022)
Legal minimum monthly net salary full time (EUR)	574.62 (2021)	666.87 (2022)
Health insurance + pension provisions	Yes	Yes
Health & safety training + emergency & accident measures in place	Yes	No data
Availability of rest & social areas	Yes	Yes
Manufacturer site information Environmental	(1)	(2)
Energy source	Electricity, solar powered water heating, and heating support.	Czech grid mix
Renewable energy commitment	Not currently	Not currently
Waste disposal	All Merino Wool is fully processed.	No data

SOCIAL

Cotton Wear:

Manufacturer location, working conditions & environmental approach



Manufacturer site information Social	
Site size (m ²)	1,600
m ² per employee	28
Number of employees	56
Gender of employees (%)	Male: 64 Female: 36
Age breakdown (%)	<30: 16 30-50: 81 >50: 3
Type of contract (%)	Full-time: 98 Part-time: 2
Holiday (days/year)	14-26
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	392.30 (2021)
Legal minimum monthly net salary full time (EUR)	346.62 (2021)
Health insurance + pension provisions	Yes
Health & safety training + emergency & accident measures in place	Yes
Availability of rest & social areas	Yes
Manufacturer site information Environmental	
Energy source	Electricity
Renewable energy commitment	Not currently.
Waste disposal	All waste water is treated. Paper and plastic are recycled.

SOCIAL

Circular Cotton Wear: Manufacturer location, working conditions & environmental approach



Manufacturer site information Social	
Site size (m ²)	400
m ² per employee	44
Number of employees	9
Gender of employees (%)	Male: 33 Female: 67
Age breakdown (%)	<30: 67 30-50: 33 >50: 0
Type of contract (%)	Full-time: 67 Part-time / Other: 33
Holiday (days/year)	20
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	791.03 (2023)
Legal minimum monthly net salary full time (EUR)	703.76 (2023)
Health insurance + pension provisions	Yes + No
Health & safety training + emergency & accident measures in place	Yes
Availability of rest & social areas	Yes
Manufacturer site information Environmental	
Energy source	Czech grid mix
Renewable energy commitment	Yes, renewable energy from grid, and assessment for installation of solar panels at new manufacturing site underway.
Waste disposal	No dangerous waste, public waste management system used.

SOCIAL

Ski Socks:

Manufacturer location, working conditions & environmental approach



Manufacturer site information Social	
Site size (m ²)	4,500
m ² per employee	66
Number of employees	68
Gender of employees (%)	Male: 28 Female: 72
Age breakdown (%)	<30: 13 30-50: 57 >50: 30
Type of contract (%)	Full-time: 98 Part-time: 2
Holiday (days/year)	22
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	900.00 (2020)
Legal minimum monthly net salary full time (EUR)	775.80 (2020)
Health insurance + pension provisions	Yes
Health & safety training + emergency & accident measures in place	Yes
Availability of rest & social areas	Yes
Manufacturer site information Environmental	
Energy source	Electricity
Renewable energy commitment	Not yet, but plans in place to replace all lights with LEDs in the future.
Waste disposal	All waste water is treated. Paper and plastic are recycled.

SOCIAL

Logistics Hub:

Location, working conditions & environmental approach



Logistics Hub site information Social	
Site size (m ²)	16,000
m ² per employee	163
Number of employees	98
Gender of employees (%)	Female: 61 Male: 39
Age breakdown (%)	<30: 17 30-50: 64 >50: 19
Type of contract (%)	Full-time: 59 Part-time: 41
Holiday (days/year)	25
Average monthly net salary full + part-time (EUR) (N.B. Part-time salaries skew this total net average downwards)	1629.7 (2021)
Legal minimum monthly net salary full time (EUR)	574.62 (2021)
Health insurance + pension provisions	Yes
Health & safety training + emergency & accident measures in place	Yes
Availability of rest & social areas	Yes
Logistics Hub site information Environmental	
Energy source	57.65% nuclear energy 32.43% coal 7.09% gas 2.83% renewable sources
Sustainability commitment	Yes, better handling of packaging material and waste (repeated use, or transformation into filling material, etc.).

SOCIAL

Commitments & targets

Topic	Key Performance Indicator	Target	Status: 2021/22	Status: 2022/23
Final product manufacturer working conditions	Achieve increased transparency on final product manufacturer working conditions	Gather and publish more detailed data about new and existing manufacturers for 2022/23	In progress	Expanded supplier questionnaire to be published in 2023/24
Raw material & component supplier working conditions	Achieve increased transparency on sub-supplier working conditions	Continue to share Code of Conduct with new suppliers who don't already have one, and encourage suppliers & sub-suppliers to adhere to it	Supplier Code of Conduct in place	Supplier Code of Conduct in place
Education	Provide final product suppliers with materials and training on sustainability	Fully train all final product suppliers by 2023/24	In progress	In progress

SOCIAL

Off Piste . On Course

As part of our commitment to sustainability and helping others, we've established a give back initiative: [Off Piste . On Course](#)

Off Piste . On Course is part of MGG's commitment to sustainability and helping others by:

- reducing waste by giving used clothing a second life; and
- helping those in need of warm clothing in remote and vulnerable, high-altitude regions around the world.

Through this initiative, we were able to donate one very large box of warm winter clothing to [Riders for Refugees](#) in 2021 and 2022.

Clothing may be donated at our Verbier store or by using our dedicated webpage form, [HERE](#). Please note that right now, Off Piste . On Course is available in the EU, only.

Through our focus on sustainability, ethical business practices, and philanthropic action, we'd like to inspire more sustainable processes and behaviours, and foster more respect and responsibility for the mountains, the environment, and the products that our customers purchase.



SR22/23_11_D

SOCIAL

NIL Circular Point

To ensure that all products created in collaboration with our Circular Cotton Wear producer, NIL Textile, remain “in the loop”, we’ve set up a ‘Circular Point’ in our Verbier store. Any unwanted products can be returned in person or sent to our store and, once our collection box is full, we’ll send these products back to NIL Textile, so that they can be recycled into new garments.

To return your unwanted NILCOTT© Recycled apparel in person, simply leave it with a member of our team in our Verbier store. We’ll have a returns form on hand for you, and we’ll take things from there.

More information can be found here: www.nilmore.com/en/recycling





SR22/23_12

ENVIRONMENTAL

As a brand founded entirely by mountain enthusiasts, every member of the MGG team has and continues to regularly witness the impacts of climate change first hand. Directly connecting our products and operations with their environmental impact and ensuring that we improve our performance year on year is, for us, the only way to responsibly run an outdoor apparel brand.

MGG

SR22/23_12

ENVIRONMENTAL

All our final products are made in Europe and, by doing this, we're already significantly reducing our CO2 emissions from logistics.

However, we're also committed to giving you detailed raw material and component origin data for all our products, because we believe that this is the best way to illustrate what we *don't* manufacture in Europe. We'll then continue to use this information as a baseline, on which we intend to improve in each subsequent season.

For our 2020/21 and 2021/22 collections, we worked with [Product DNA](#) to calculate the CO2 emissions generated by all our products. However, for our 2022/23 collection, we started to use the [2030 Calculator](#), an award winning tool that enables businesses to calculate the carbon footprint of their products quickly, easily, and cheaply.

To determine the monetary carbon footprint of our products and how many trees we need to plant to offset our carbon footprint, we've continued to work with [Forestmatic](#), who enable us to plant a new tree in the tropics in Uganda with every single online *and* offline order, so that we're able to fully offset the carbon footprint of every product that we sell.



ENVIRONMENTAL

Products

Raw materials & components

Product	Raw materials & components	Country of origin
Denali Insulated Pro Jacket 1.0 (M) (2020/21)	Polyamide & polyester (Gelanots® 2L 20K waterproof outer shell (DWR C6))	Japan
Denali Insulated Pro Jacket 2.0 (M) (2021/22)	100% recycled polyester (Climashield® HL insulation)	Poland
Denali Insulated Pro Jacket 1.0 (F) (2021/22)	100% recycled nylon (inner lining), YKK® zips, Velcro®, zip pullers, fold-over elastic & elastic cord with MGG logo	China
	Additional non-woven fabric (neck fleece & hood lining), elastic trims & other additional fabric	Czech Republic
	Pocket bag fabric, neck fleece fabric & hood lining fabric	Italy
	MGG logo, care info transfer, hanging loop & headphones wire eyelet	Hong Kong
	MGG hood logo transfer, OPOC logo transfer & thermos pocket transfer	Austria
	Eyelets & snap buttons	Latvia
	Zip stopper & cannon clip	Taiwan
	Additional elastic fabric	Spain
	Additional fabric	South Korea
	Woven MGG label	Turkey

FINAL PRODUCT

Made in the Czech Republic

RAW MATERIALS & COMPONENTS

Percentage made in Europe:

2020/21: There are 28 components in this product, of which 53.6% are made in Asia, and 46.4% are made in Europe.

2021/22: There are 29 components in these products, of which 51.7% are made in Asia, and 48.3% are made in Europe.

Percentage made from recycled sources (% by weight) (same for 2020/21 and 2021/22):

- Insulation (16%): Climashield® HL - 100% recycled polyester
- Lining (6%): 100% recycled nylon

In total, 22% of the raw materials and components (by weight) in these products are made from recycled sources.

t-gelanots.com
climashield.com
toray.com

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw materials & components	Country of origin
Lyngen Touring Shell Pro Jacket 1.0 (M/F) (2021/22)	Polyester & polyurethane (Pertex® Shield 20K waterproof shell (DWR C6)), YKK® zips, Velcro®, zip pullers & fold-over elastic	China
	Pocket bag fabric	Italy
	MGG hood logo transfer & OPOC logo transfer	Austria
	MGG logo & care info transfer	Hong Kong
	Eyelets	Latvia
	Additional non-woven fabric	Czech Republic
	Additional elastic fabric	Spain

FINAL PRODUCT

Made in Slovakia

RAW MATERIALS & COMPONENTS

Percentage made in Europe:

2021/22: There are 15 components in these products, of which 53.3% are made in Asia, and 46.7% are made in Europe.

In total, 0% of the raw materials and components (by weight) in these products are made from recycled sources.

[pertex.com](https://www.pertex.com)

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw materials & components	Country of origin
Kodiak Crossover Jacket (M) (2021/22)	Polyamide & polyester (Gelanots® 3L 20K waterproof outer shell (DWR C6))	Japan
	100% recycled polyester (Climashield® Apex + HL insulation)	Poland
	100% recycled nylon (inner lining), YKK® zips, Velcro®, zip pullers, fold-over elastic & elastic cord with MGG logo	China
	Pocket bag fabric, neck fleece fabric & hood lining fabric	Italy
	MGG logo, care info transfer, hanging loop & headphones wire eyelet	Hong Kong
	MGG hood logo transfer & OPOC logo transfer	Austria
	Zip stopper & cannon clip	Taiwan
	Eyelets	Latvia
	Additional elastic fabric	Spain
	Additional non-woven fabric	Czech Republic
	Woven MGG label	Turkey

FINAL PRODUCT

Made in the Czech Republic

RAW MATERIALS & COMPONENTS

Percentage made in Europe:

2021/22: There are 24 components in this product, of which 58.3% are made in Asia, and 41.7% are made in Europe.

Percentage made from recycled sources (% by weight):

- Insulation (37%): Climashield® Apex + HL - 100% recycled polyester
- Lining (6%): 100% recycled nylon

In total, 43% of the raw materials and components (by weight) in this product are made from recycled sources.

t-gelanots.com
climashield.com
toray.com

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw materials & components	Country of origin
Kenai Crossover Jacket 1.0 (W) (2020/21)	Polyamide & polyester (Pertex® Quantum Pro 3K water resistant outer shell (DWR C6))	Japan
Kenai Crossover Jacket 2.0 (W) (2021/22)	100% recycled polyester (Climashield® HL insulation) (2020/21) 100% recycled polyester (Climashield® Apex + HL insulation) (2021/22)	Poland
	100% recycled nylon (inner lining), YKK® zips, Velcro®, zip pullers, fold-over elastic & elastic cord with MGG logo	China
	Pocket bag fabric, neck fleece fabric & hood lining fabric	Italy
	MGG logo, care info transfer, hanging loop & headphones wire eyelet	Hong Kong
	MGG hood logo transfer & OPOC logo transfer	Austria
	Eyelets	Latvia
	Additional elastic fabric	Spain
	Additional non-woven fabric	Czech Republic
	Woven MGG label	Turkey

FINAL PRODUCT

Made in Slovakia

RAW MATERIALS & COMPONENTS

Percentage made in Europe:

2020/21: There are 18 components in this product, of which 94.45% are made in Asia, and 5.55% are made in Europe.

2021/22: There are 19 components in this product, of which 89.5% are made in Asia, and 10.5% are made in Europe.

Percentage made from recycled sources (% by weight) (same for 2020/21 and 2021/22):

- Insulation (51%): Climashield® Apex + HL 100% recycled polyester
- Lining (10%): 100% recycled nylon

In total, 61% of the raw materials and components (by weight) in these products are made from recycled sources.

[pertex.com](https://www.pertex.com)

[climashield.com](https://www.climashield.com)

[toray.com](https://www.toray.com)

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw materials & components	Country of origin
Valdez Pro Pants 1.0 (M) (2020/21)	Nylon, polyester & polyurethane (Caroltex 10K waterproof outer shell (DWR C6))	Taiwan
Teton Pro Pants 1.0 (F) (2020/21)	YKK® zips, Velcro®, zip pullers & fold-over elastic	China
Valdez Pro Pants 2.0 (M) (2021/22)	Pocket bag fabric	Italy
Teton Pro Pants 2.0 (F) (2021/22)	Elastic braces, brace loops & additional non-woven fabric	Czech Republic
	MGG logo & care info transfer	Hong Kong
	Eyelets & snap buttons	Latvia
	MGG logo transfer	Austria
	Additional elastic fabric	Spain
	Additional fabric	South Korea

FINAL PRODUCT

Made in Slovakia

RAW MATERIALS & COMPONENTS

Percentage made in Europe:

2020/21: There are 17 components in these products, of which 52.9% are made in Asia, and 47.1% are made in Europe.

2021/22: There are 18 components in this products, of which 55.6% are made in Asia, and 44.4% are made in Europe.

In total, 0% of the raw materials and components (by weight) in these products are made from recycled sources.

caroltex.com

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw material	Country of origin	Country in which yarn spun
Merino Wool Sweaters (M/F)	Merino Wool	Argentina, Brazil, Chile, South Africa & Uruguay	Austria
Merino Wool Beanies (Unisex)			
Merino Wool Scarves (Unisex)			

FINAL PRODUCT

Made in the Czech Republic

CERTIFICATIONS

- Oeko-Tex® Standard 100: Fabric Dyes - Product Class II Annex 6
- Mulesing-free certified production of raw Merino Wool provided by Schoeller Group

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw material	Country of origin
Cotton Tees (M/F)	Cotton	Greece, Turkey & USA
Cotton Hoodies & Sweatshirts (M/F)	Elastane (long-sleeved tee (F), only)	Turkey
	Polyester	Turkey

FINAL PRODUCT

Made in Turkey

CERTIFICATIONS

- Oeko-Tex® Standard 100: Fabric Dyes - Product Class I Annex 4; Embroidery - Product Class II Annex 4; Transfer Printing - Product Class I Annex 6
- Oeko-Tex® Eco Passport (screen printing)

ENVIRONMENTAL

Products

Raw materials & components

FINAL PRODUCT

Made in the Czech Republic

CERTIFICATIONS

- Oeko-Tex® Standard 100: Fabric Dyes

Product	Raw material	Country of origin
Tanner Hall Signature Collection NILCOTT® Recycled Tees (M)	NILCOTT® Recycled - 50% recycled cotton (processed in Spain from European waste) + 50% Turkish organic cotton - 100% molecularly recyclable at product end of life	Spain & Turkey
Tanner Hall Signature Collection NILCOTT® Recycled Hoodies (M)	NILCOTT® Recycled - 50% recycled cotton (processed in Spain from European waste) + 50% Turkish organic cotton - 100% molecularly recyclable at product end of life	Spain & Turkey

ENVIRONMENTAL

Products

Raw materials & components

Product	Raw material	Country of origin
Technical Ski Socks (type 1 & 2) (Unisex)	Coolmax®	Germany
	Merino Wool	Various
	Polyamide & elastane	Portugal

FINAL PRODUCT

Made in Portugal

CERTIFICATIONS

- Oeko-Tex® Standard 100: Embroidery – Product Class II Annex 4 Ponto Verde 2018/ 0002024 (packaging is compliant with Portuguese law n° 152-D/2017)
- Merino Wool bought from Südrolle Group (Richter), CSR commitment backed by several major certifications

ENVIRONMENTAL

Hang tags & packaging

All MGG hang tags, boxes, envelopes, paper bags, paper padding, and paper wrapping are made from recycled or FSC certified (or equivalent) paper, and the ink printed on our boxes, envelopes, paper bags, and paper padding is produced using environmentally friendly processes.

We do, however, recognise that the tape used on our boxes does not yet come from recycled sources, and nor do the plastic bags in which our products are sent by our suppliers to our logistics hub. We're currently investigating different types of tape, and we're also discussing with our logistics hub how they can recycle and/or reuse these plastic bags.

Hang tags | Products (2020/21 to 2022/23)

Made from 100% recycled paper by [Grafia Gryc](#).

Boxes, envelopes & paper padding | Logistics hub (2020/21 to 2022/23)

Made from a combination of recycled and FSC certified (or equivalent) paper.

Printed inks are made from natural dyes. The supplier of our boxes and envelopes, [RAJA](#), is ISO14001 certified.

Paper bags & paper wrapping | Verbier store (2020/21 to 2022/23)

Made from a combination of recycled and FSC certified (or equivalent) paper.

Printed inks are water based.

Envelopes | Verbier store (2021/22 to 2022/23)

Made from recycled and FSC certified (or equivalent) paper. Printed inks are water based.



ENVIRONMENTAL

Commitments & targets: Raw materials & components

Topic	Key Performance Indicator	Target	Status: 2021/22	Status: 2022/23
Raw material & component supplier assessment	Achieve increased sub-supplier transparency	Publish a detailed raw material & component supplier matrix by 2023	In progress	In progress
Merino Wool (Merino Sweaters, Merino Beanies, Merino Scarves, Technical Ski Socks)	Achieve increased transparency on animal welfare conditions and precise yarn origin	Animal welfare programme structure to be prepared by 2022	Supplier Code of Conduct with reference to animal treatment in place	Supplier Code of Conduct with reference to animal treatment in place
Coolmax® (Technical Ski Socks)	Switch to using Coolmax® Eco	Use Coolmax® Eco for 2022/23 collection	No new products planned	No new products planned

ENVIRONMENTAL

Commitments & targets: Raw materials & components

Topic	Key Performance Indicator	Target	Status: 2021/22	Status: 2022/23
Recycled raw materials & components	Achieve increased % of recycled raw materials & components in final products	Report on increased % of recycled raw materials & components in final products in 2022/23 collection	In progress	31.28% of final products in 2022/23 collection were made from recycled cotton (by weight)
Packaging, tape & plastic bags	Base approach to packaging, tape, and plastic bags on LCA analysis data	Establish packaging portfolio with lowest environmental impact according to scientific data	In progress	In progress + Emissions for all marketing materials calculated & offset

ENVIRONMENTAL

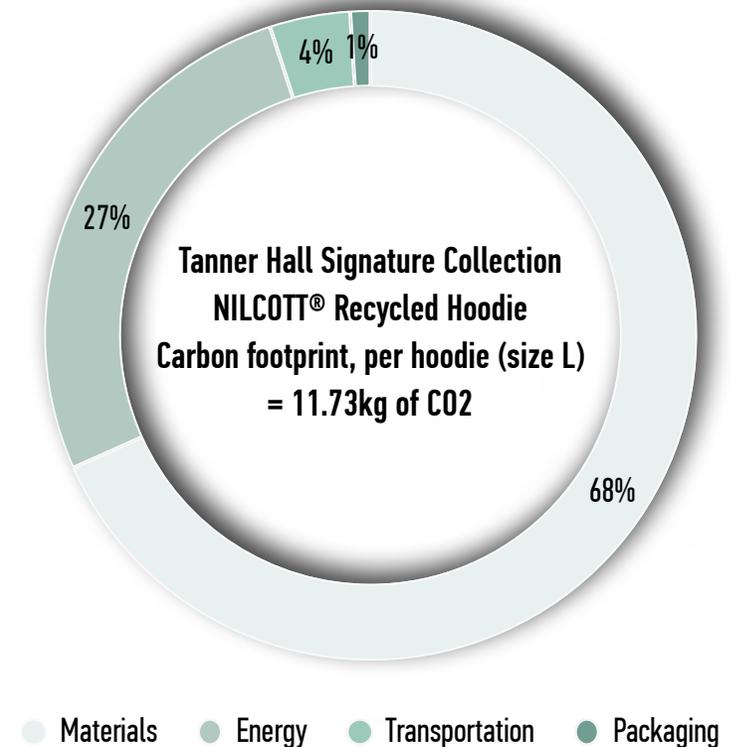
Climate change & biodiversity

From Day Zero, we set out to minimise the negative impact of our manufacturing and operations by planting trees to fully offset the carbon footprint of every product that we sell.

We began this process by working with [Product DNA](#), who calculated the carbon footprint of every product in our 2020/21 and 2021/22 collections. For our 2022/23 collection, however, we started to use the [2030 Calculator](#) to do the same. This award winning tool, create by Swedish company [Doconomy](#), uses unique emissions factors for each of the product parts, materials, packaging, and transportation, as well as the energy consumed during the manufacturing process, to determine its calculations.

The 2030 Calculator also helps us to identify which parts or steps of the production process contribute most to the overall carbon footprint of our products, as illustrated in the example on the right, and this will guide our emission reduction strategies in the future.

As our business expands, so do our business travel requirements. This is why we've started to calculate our emissions generated by business travel using the [MyClimate calculator](#). MyClimate is an international climate protection organisation with Swiss roots.



SR22/23_12_D

ENVIRONMENTAL

Climate change & biodiversity

We've also continued to partner with [Forestmatic](#) for 2022/23. Using our 2030 Calculator and MyClimate calculator carbon footprint calculations, Forestmatic are able to determine the monetary carbon footprint of all our products. We then know how many trees we need to plant to offset the carbon footprint of every product that we sell. Forestmatic also assist us with managing the process of planting a new tree in the tropics in Uganda with every single online *and* offline order.



ENVIRONMENTAL

Why we plant trees

At the time of writing (23.12.23), we've already planted 2,914 trees, and our trees have offset 47.62 metric tonnes of CO2!

Why do we plant trees to offset the carbon footprint of our products?

Here's why: A sapling (<3 years old) absorbs 6kg of CO2 per year, and a mature tree (>3 years old) absorbs 22.65 kg of CO2 per year, for the rest of the tree's life. Our carbon offset calculations are based on the assumption that every tree that we plant will live for 5 years, and absorb 63.3kg of CO2 in total during that period. Note that the amount of CO2 absorbed will vary by the type of tree and where it's planted. Also, note that in reality, we of course expect our trees to live much longer than 5 years! We plant different types of fast growing tropical trees that are particularly strong sequesters of CO2, that help preserve the local ecosystem, and that provide economic opportunities for local Ugandans.

Forestmatic work with [Kijani Forestry](#), an organisation based in Uganda, which is dedicated to combating deforestation in East Africa by building nursery hubs and educating local farmers in the production of sustainable wood for fuel. 51% of Uganda's forests have been clear felled over the past couple of decades, the vast majority of Ugandans are subsistence farmers, and most currently rely on unsustainably sourced firewood.

Kijani Forestry's tree planting action plan ensures that both deforestation and the cycle of poverty are being addressed in tandem. To maximise the impact of their reforestation activities, permanent nurseries and training facilities are being established in rural communities. Nursery hubs are high-output nurseries that provide diverse seedlings, agroforestry training and employment, to vulnerable communities. Shareholder farmers are also provided with the tools to reforest their land, and to build capacity for long-term income and wealth generation.

Visit our [Forestmatic profile](#) for real-time data on our tree planting programme

ENVIRONMENTAL

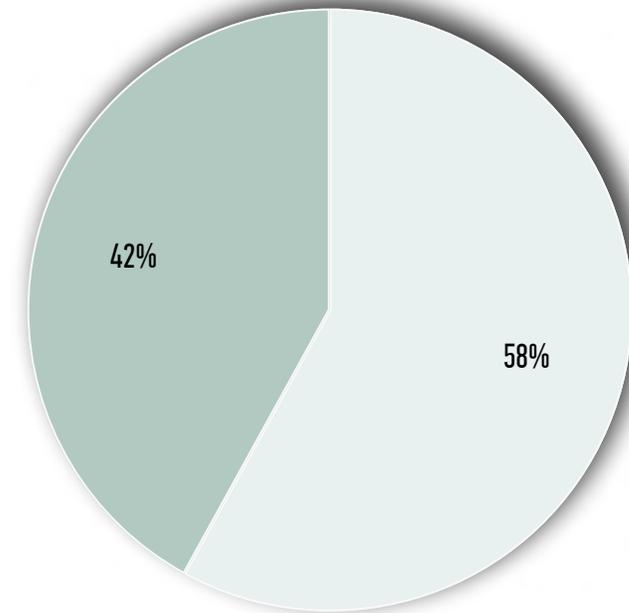
CO2 offset targets

CO2 offset target per collection	2020/21	2021/22	2022/23
CO2 (kg) sequestered (p.a.): Sapling (<3 years from planting)	6	6	6
CO2 (kg) sequestered (p.a.): Mature Tree (>3 years from planting)	22.65	22.65	22.65
CO2 (kg) sequestered by 1 tree over 5 years	63.3	63.3	63.3
Total emissions (kg) generated by MGG	163,779	221,614	49,790
Total number of trees required to offset collection	2,588	3,502	787

This table shows the CO2 offset targets for our past collections. As our business grows and our product range expands, our CO2 emissions will increase accordingly. Because our collection was smaller in 2022/23 compared with previous seasons, less CO2 was generated overall. We only plant trees after we've sold products (to offset their carbon footprint), and since we're still continuing to sell our 2020/21 and 2021/22 inventory, this is why there are trees which are yet to be planted.

By 23rd December 2023, 2,914 (42%) of 6,877 trees required to offset CO2 emissions created during the production of all our previous and current collections, had been planted. This is important, because it means that we've now surpassed the 2,588 trees required to offset all CO2 emissions from our 2020/21 collection:

Progress of tree planting to offset MGG's carbon footprint, 2020/21 to 2022/23



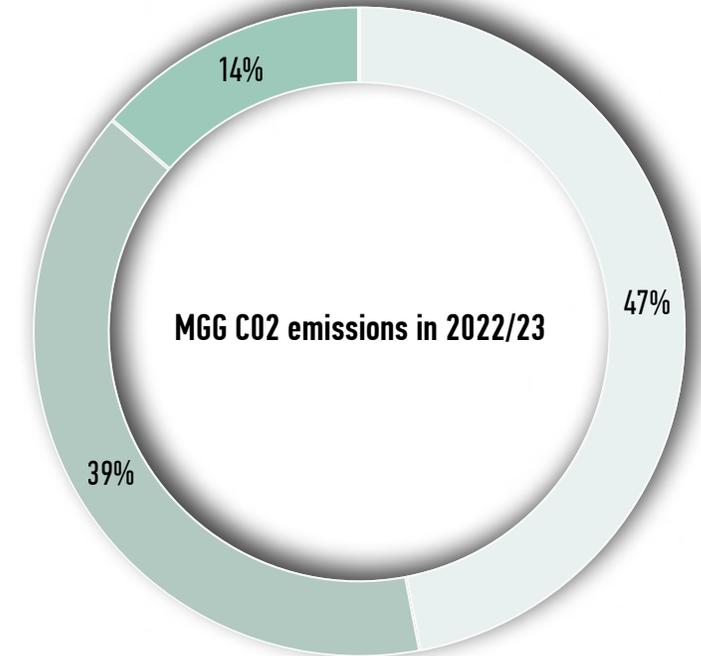
● Trees to be planted (%) ● Trees planted (%)

ENVIRONMENTAL

CO2 business emissions

Breakdown of CO2 emissions	2022/23
2022/23 collection - CO2 (kg)	23,406
Business operations (travel + marketing materials) - CO2 (kg)	19,547
Wholesale partner custom collections - CO2 (kg)	6,837

In 2022/23, we also started to track our business travel emissions. These emissions, along with emissions from marketing materials, accounted for 39% of our total CO2 emissions in 2022/23. Our new 2022/23 collection products resulted in 47% of emissions. And custom collections created for our wholesale partners accounted for 14% of emissions.



- 2022/23 collection
- Business operations
- Wholesale custom collections

ENVIRONMENTAL

Our tree planting promise

The long term impact of our tree planting promise

We plant a new tree with every single online *and* offline order, and we really mean it. It doesn't matter whether you purchase something as small as a single Merino Beanie or a pair of Technical Ski Socks - we'll plant a new tree regardless. Because even for our most CO2 intensive products, planting a tree will more than offset their carbon footprint, this means that by planting a new tree with every order in this way, in the long term our trees will more than offset the CO2 emissions created during the production of all our products.

What happens if a season's collection isn't fully sold?

Noting in particular the impact of COVID-19 on the 2020/21 and 2021/22 seasons, but also because it was always our intention to do so anyway, we continued to sell all those remaining 2020/21 and 2021/22 products that we still had in stock, during the 2022/23 season, and we'll continue to do so in 2023/24.

Nevertheless, we recognise that at the end of the 2023/24 season, it's possible that certain products may still not have been sold. If this proves to be the case, depending on the saleability of these products in following seasons, if they can't be sold, we'll offset those remaining products at our own expense by planting trees to reflect the CO2 emissions created during their production, and those remaining products will then be donated via our [Off Piste . On Course](#) give back initiative. **No product will ever go to waste.**

ENVIRONMENTAL

CO2 emissions per product

CO2 emissions per 2020/21 collection product (data produced by Product DNA)			
Product	CO2 (kg) / product unit	Trees / product unit (5 year horizon)	CO2 monetary value (EUR) / product unit (5 year horizon)
Denali Insulated Pro Jacket 1.0 (M) & Kenai Crossover Jacket 1.0 (F)	40.64	0.64	0.42
Valdez Pro Pants 1.0 (M) & Teton Pro Pants 1.0 (F)	41.51	0.66	0.43
Merino Sweaters (M/F)	46.75	0.74	0.48
Merino Beanies (Unisex)	9.60	0.15	0.10
Merino Scarves (Unisex)	26.72	0.42	0.27
Cotton Tees (M/F)	7.75	0.12	0.07
Technical Ski Socks (type 1) (Unisex)	5.65	0.09	0.06
Technical Ski Socks (type 2) (Unisex)	5.86	0.09	0.06

Please note:

- CO2 emissions calculations are based on a men's size L. A women's size L is assumed to weigh 15% less. Where M/F is indicated for 2020/21 products, an average of these men's and women's products was used to calculate the overall CO2 emissions of the product in question.
- For all 2020/21 jackets and pants, an average of the men's and women's versions of these products was used to calculate their combined overall CO2 emissions.

With every new season, we're able to gather more information about our products, which results in improved CO2 emissions estimates. The tables on these pages show the CO2 emissions per product unit, for our 2020/21, 2021/22, and 2022/23 collections, the number of trees required to offset those CO2 emissions on a 5 year horizon, and the equivalent CO2 monetary value in EUR, per product unit, again on a 5 year horizon.

ENVIRONMENTAL

CO2 emissions per product

CO2 emissions per 2021/22 collection product (data produced by Product DNA)			
Product	CO2 (kg) / product unit	Trees / product unit (5 year horizon)	CO2 monetary value (EUR) / product unit (5 year horizon)
Denali Insulated Pro Jacket 2.0 (M)	24.44	0.39	0.25
Denali Insulated Pro Jacket 1.0 (F)	21.30	0.34	0.22
Lyngen Touring Shell Pro Jacket 1.0 (M)	36.08	0.57	0.37
Lyngen Touring Shell Pro Jacket 1.0 (F)	29.36	0.46	0.30
Kodiak Crossover Jacket (M)	28.69	0.45	0.29
Kenai Crossover Jacket 2.0 (F)	20.92	0.33	0.21
Valdez Pro Pants 2.0 (M)	33.77	0.53	0.34
Teton Pro Pants 2.0 (F)	31.36	0.50	0.33
Merino Sweaters (M/F)	46.86	0.74	0.48
Merino Beanies (Unisex)	6.28	0.10	0.07
Merino Scarves (Unisex)	25.44	0.40	0.26
Cotton Tees (M)	8.79	0.14	0.09

Please note:
 - CO2 emissions calculations are based on a men's size L. A women's size L is assumed to weigh 15% less. Where M/F is indicated for 2021/22 products, an average of these men's and women's products was used to calculate the overall CO2 emissions of the product in question.

ENVIRONMENTAL

CO2 emissions per product

CO2 emissions per 2021/22 collection product (data produced by Product DNA)			
Product	CO2 (kg) / product unit	Trees / product unit (5 year horizon)	CO2 monetary value (EUR) / product unit (5 year horizon)
Cotton Tees (F)	8.53	0.13	0.08
Cotton Hoodies (M)	31.64	0.50	0.33
Cotton Hoodies & Sweatshirts (F)	26.89	0.42	0.27

Please note:
 - CO2 emissions calculations are based on a men's size L. A women's size L is assumed to weigh 15% less.

ENVIRONMENTAL

CO2 emissions per product

CO2 emissions per 2022/23 collection product (data produced using the 2030 Calculator)			
Product	CO2 (kg) / product unit	Trees / product unit (5 year horizon)	CO2 monetary value (EUR) / product unit (5 year horizon)
Merino Sweaters (custom wholesale collection excess products) (M)	32.03	0.51	0.33
Merino Sweaters (custom wholesale collection excess products) (F)	25.27	0.40	0.26
Cotton Hoodies (M)	18.19	0.29	0.19
Tanner Hall Signature Collection NILCOTT® Recycled Tees (M)	3.97	0.06	0.04
Tanner Hall Signature Collection NILCOTT® Recycled Hoodies (M)	11.73	0.19	0.12

Please note:

- CO2 emissions calculations are based on a men's size L. A women's size L is assumed to weigh 15% less.
- As of July 2023, the price of 1 tree increased from EUR 0.65 to 0.70. This change will be reflected in the next report for 2023/24.

ENVIRONMENTAL

Commitments & targets: Emissions, energy & waste

Topic	Key Performance Indicator	Target	Status: 2021/22	Status: 2022/23
Greenhouse gas emissions	Achieve full carbon offsetting for all products and business operations	100% by 2023	33% (30.09.22)	42% (23.12.23)
		Better understand the CO2 footprint of our operations	In progress	Offset 100% of CO2 emissions from business travel
Energy consumption inside & outside organisation	Understand and assess energy consumption of our own operations and manufacturing, including energy mix, and our contribution to SDGs	To be assessed and addressed by 2023	In progress	Energy used in Verbier store from 100% hydro and renewable sources
Water consumption, waste water & effluents	Assess water consumption, waste water treatment, and effluents	To be assessed and addressed by all product manufacturers by 2023	In progress	Water consumption to be actively assessed and measured for 2023/24 collection

ABOUT THIS SNOW REPORT

This report provides a non-financial overview of MGG's environmental, social, and governance performance. All of the data presented cover the periods from 1st October 2020 to 30th September 2023 (unless otherwise indicated), and will be updated henceforth on an annual basis. This report delivers a level of transparency which, to the best of our knowledge, and our suppliers' and partners' knowledge, is an accurate reflection of all MGG business operations. Our aim is to further deepen this knowledge, and to be 100% transparent not only about our own operations, but also about the business operations of third parties that are associated in any way with our own business. Our priority assessments and stakeholder dialogues have been conducted based on historical data relating to apparel industry impacts concerning ESG issues. The main objective of doing this is to determine areas of our own operations which require particular attention, and to gain insights that can help us to put in place targets to improve our performance in the future. We will continually evaluate the quality of our reporting, and align our future reports with commonly used frameworks, such as GRI or SDGs reporting standards. Some of the disclosures in this report are based on reasonably qualified estimates or reasonable assumptions, due to measurement uncertainties, so it's possible that the actual data may vary slightly. The information in this report has not been audited, verified, or attested by any third party, except for those data verified by Product DNA, Forestmatic, or

local business authorities.

Reporting frameworks alignment

This third full report covers our 2020/21, 2021/22, and 2022/23 seasons. It follows many GRI standards, but not all GRI standards. This is because we've simply not generated certain data yet. We intend to follow more GRI standards in the future, and to evaluate the benefit of using other similar standards which are relevant to our business needs, and for transparency and performance related purposes. This report also makes reference to certain SDGs.

Third party links & websites

This report contains links or references to third parties over whose content we have no control. Such links are provided merely as a convenience. MGG makes no warranties or representations of any kind as to the accuracy, currency, or completeness of any information contained on such third party websites, including any third party social media or mobile app platforms. The information contained on our website, and on our Instagram, Facebook, YouTube, and LinkedIn pages, is not incorporated by reference into this report. Inclusion of any third party links in this report does not imply an endorsement or recommendation by MGG, and a link to this report from another website does not imply a relationship between MGG and any third party. Your use of any third party websites, platforms, or apps is at your own risk, and will be governed by that third party's terms & conditions (including its privacy & cookies policy).

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CONTACT & FEEDBACK

Our aim is to continue to improve our performance and the transparency of our business operations. Any feedback will always be welcomed, and all questions will be answered within the shortest time possible and to the best of our knowledge.

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References:

HIGHLIGHTS:

- www.eea.europa.eu/publications/textiles-in-europes-circular-economy

SUSTAINABLE DEVELOPMENT GOALS (SDGs):

- www.sdgs.un.org/goals

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