

April 2022–March 2023

# IMPACT REPORT



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# ABOUT THIS REPORT



We are excited to introduce our very first Impact Report, which dives **deep** into the heart of our **social** and **environmental endeavours**.

Our goal is simple yet profound: to create a document that not only encapsulates our annual performance but also reflects our aspirations for the future. We're mindful of the mark we leave on the world and are dedicated to finding the delicate balance between responsibility and performance, pouring our energy into initiatives that create value for all involved.

We're proud to share the journey we've embarked on, from examining our company's direct impact to celebrating the positive effects felt through our partner brands and our engagement with employees and communities alike.

But it's not just about numbers and figures—it's about the stories behind them. We believe in transparency, in opening up about our successes, failures, and challenges we've faced along the way. These are the moments of growth and learning that shape who we are and where we're headed.

**Inquiries about this report:**

[social\\_responsibility@altitude-sports.com](mailto:social_responsibility@altitude-sports.com)

**Note:**

The report covers the entire Altitude Sports and The Last Hunt businesses, including our proprietary brands for the fiscal year starting April 1, 2022, and ending on March 31, 2023.



# A letter from the **owners**

Maxime and I purchased Altitude Sports in 2011, and as we approach August 2024, marking our business's 40th anniversary, we reflect on our journey with immense pride. Since inception, our mission has been clear: to provide durable outdoor equipment for all, fostering a deeper connection with nature. We firmly believe that spending time outdoors, whether it's a remote mountain or your neighbourhood park, enhances our well-being, cultivating good health and balance in our lives. And when we enjoy those spaces, we all feel the need to preserve them.

Despite facing numerous global challenges, we're thrilled to present our inaugural Impact Report, a testament to our resilience and optimism. Our journey has been fuelled by a dedicated team whose commitment to progress continually propels us forward.


At Altitude Sports, our ethos extends beyond profit margins; it's about sustainable growth and creating value for all stakeholders.

While our commitment to ethical practices has always been inherent, this report marks a significant milestone for us in formalizing it.

Today, we are more resolute than ever in creating a diverse and inclusive workplace, minimizing our environmental footprint, and collaborating with our suppliers to shape a brighter future. Our inaugural Impact Report marks a pivotal moment as we strive to enact positive change and inspire others to do the same.

Thank you for standing by us. We are grateful for the support that empowers the team at Altitude Sports to channel their energy into growing a business while finding innovative and responsible solutions.

*Maxime Dubois and Alex Guimond*




Maxime Dubois



Alexandre Guimond



**2**

**ABOUT  
ALTITUDE  
SPORTS**



# About Altitude Sports

**Montreal-  
based**

head office and distribution centre

**384 brands**

purchased across both websites:  
Altitude Sports and The Last Hunt

**333 full-time  
employees**

as of March 31, 2023

**160,000  
square feet**

warehouse

**Canada-wide  
sales**

with 60% outside of Quebec

**100% online**

**Same-day  
delivery**

Same-Day Delivery in Montreal and  
Next-Day Delivery in 2,000 Canadian cities

**More than  
1.2M shipped  
orders**

(April 1, 2022 - March 31, 2023)



# History

**1984**

Our roots start when the first Altitude Sports store opens, known at the time as Altitude Sports Plein Air, with a purpose to promote the outdoors by selling and renting quality outdoor apparel and equipment.

**1999**

The launch of our ecommerce store—the first online outdoor retailer in Canada. The website becomes well-known to people looking for very specific technical products. We carry brands like The North Face, Salomon and Osprey and offer special request orders—the first store to do so, which is met with a positive reception.

**2010**

The launch of our outlet store, The Last Hunt, dedicated to selling past-season products from Altitude Sports at high discounts, allows us to reduce waste while offering durable, long-lasting products to everyone.

**2011**

Employees Alexandre Guimond and Maxime Dubois purchase Altitude Sports, becoming majority owners.

**2012**

We launch the “Don’t Dump that Downie” pilot project, collecting jackets in wearable condition to donate to Old Brewery Mission, an NGO helping people in need.

**2016**

We help design and launch the first ever parka insulated with milkweed, a local, renewable, and completely natural fibre, with Quartz Co.

**2017**

Alti Action starts up supporting the outdoors through various programs.

**2018**

We launch our “Short Film” project, providing a glimpse behind the scenes of our partner brands. These stories are brought to life by Altitude Sports employees who travel to remote areas to test gear and gain deeper insights into the vision of these brands.

The Business Development Bank of Canada becomes minority shareholder.

**2019**

Our Marketplace goes live to connect Altitude Sports to the inventory of partner brands, offering customers enhanced options for sizes, colours and more to complement their shopping experience.

**2020**

We launch Same-Day and Next-Day Delivery options.

**2021**

Introduce the much anticipated and popular Ski & Snowboard hard goods category.

**2022**

Introduce the Climbing Category, offering products ranging from harnesses, to shoes, and hardware.

**2023**

We provide options for delivery across the Island of Montreal using 100% electric vehicles and bicycles.

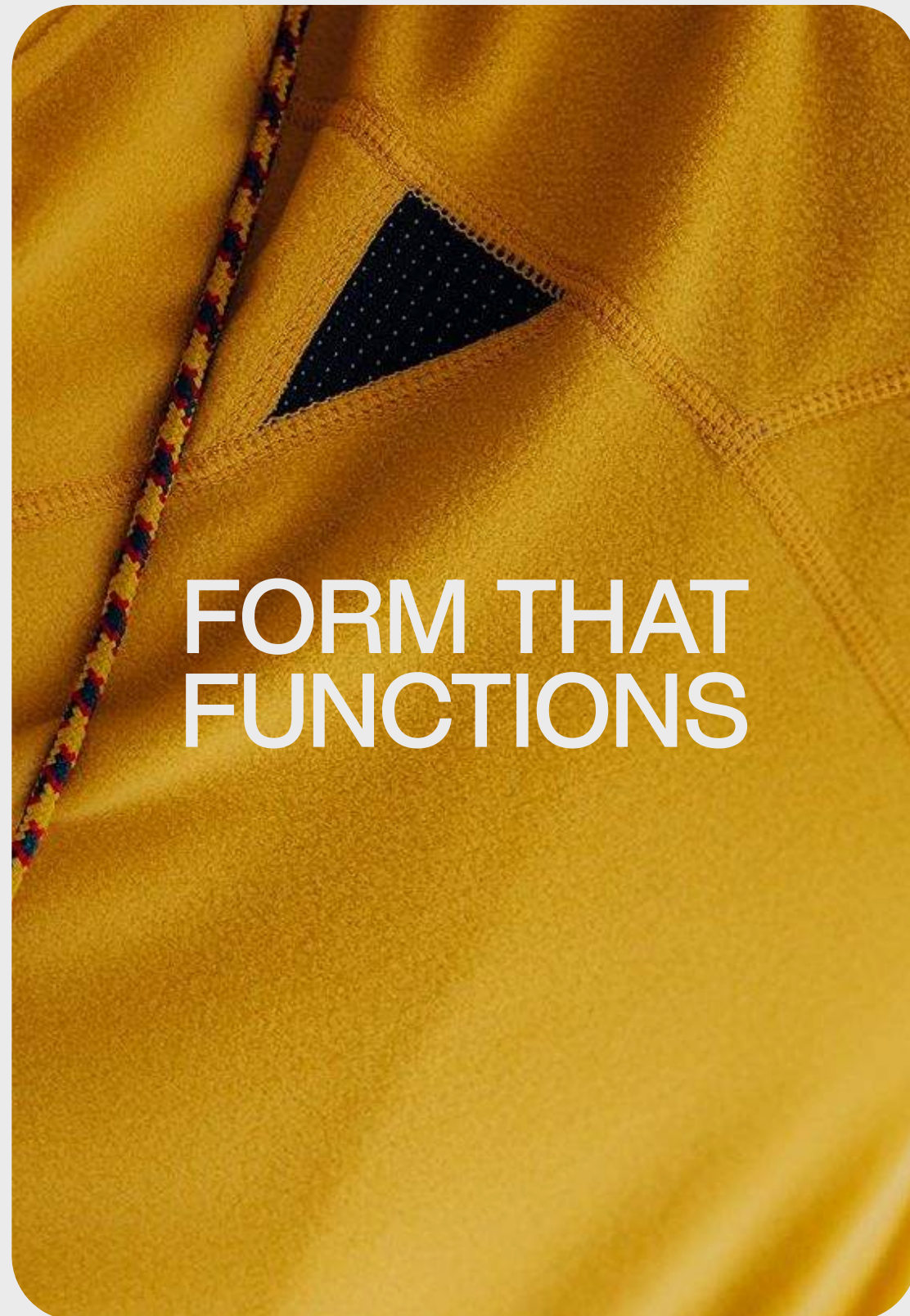


Our **vision** is to be  
the world's biggest  
little shop.



Our **mission** is to equip you with the **most durable** & **well-designed** goods through an online experience that's **unequaled.**





## FORM THAT FUNCTIONS

We prioritize functional design, where everything serves a purpose. This principle guides how we select products and shapes our user experience: simple, clean, and efficient.



## AESTHETIC VISION

We strive for high aesthetic standards in our curated collections, experiences, and content. Aesthetics bring self-confidence, whether you are practicing a sport or simply going through your everyday life.



## HUMAN TOUCH

We aim to personalize every customer journey, offering best-in-class advice on premium gear and technical apparel. Our goal is for everyone, from beginners to hardcore adventurers, to feel at home in our online store.



## RESPONSIBLE LIVING

We promote equality, diversity, and environmental harmony by partnering with brands and individuals who share our values. Through education and various initiatives, we aim to create positive change.



## Our 2023 highlights

45%

of our managers identify as women.

\$128,000

donated to nonprofit organizations through our Alti Action Program.

25,000

deliveries were made using a vehicle or bicycle that is 100% electric.

29.8%

of our managers identify as an underrecognized social group.

62.18%

of our workforce use a low environmental impact method of transportation (bicycle, walking, public transportation or 100% electric vehicle).

53.85%

of our products have an environmental certification\*

\*based on 45.81% of our brand partners who answered our survey.

48%

of our workforce identify as being from an underrecognized social group.



# Majority owners

Maxime Dubois

CO-CEO



Alexandre Guimond

CO-CEO





# Board of directors



**Alexandre Guimond**  
Member & President



**Maxime Dubois**  
Member & Secretary



**François Roberge**  
Member & Director



**Serge Dubois**  
Member & Treasurer



**Dustin Robertson**  
Independent Member & Director



**Valérie Sicard**  
Observer



**Maxime Tourangeau**  
Observer



**Guillaume Felx**  
Observer



# Executives



**Alexandre Guimond**  
Co-CEO & Chief Privacy Officer



**Maxime Dubois**  
Co-CEO



**Jason Grenier**  
Chief Financial Officer



**Raff Paquin**  
Chief Technology Officer  
& Chief Security Officer



**Louis-Dominic Parizeau**  
Vice-President Marketing



**Bao Trinh**  
Vice-President Merchandising



**Sharlinee Maharaj**  
Vice-President People & Culture



3

**WORKING  
TOGETHER**



# 3.1

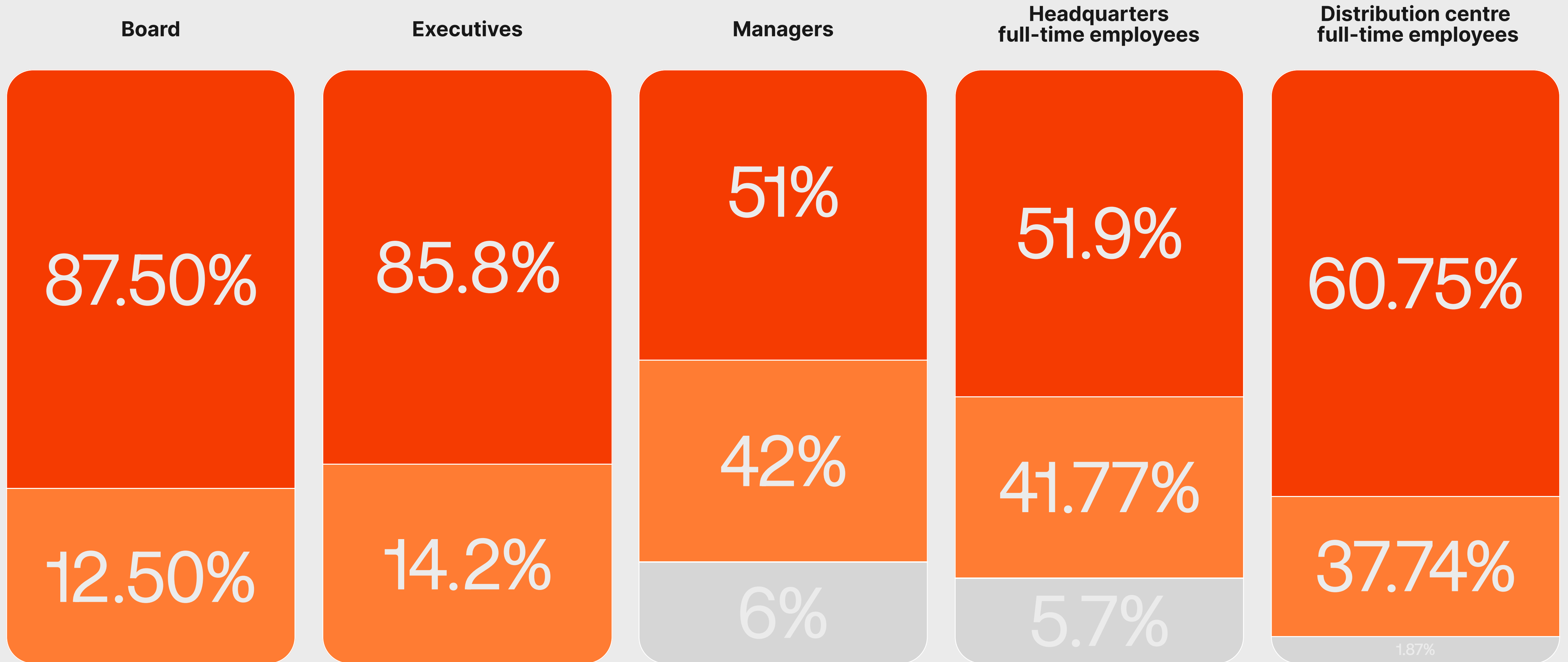
OUR

PEOPLE



# Workplace gender identity data

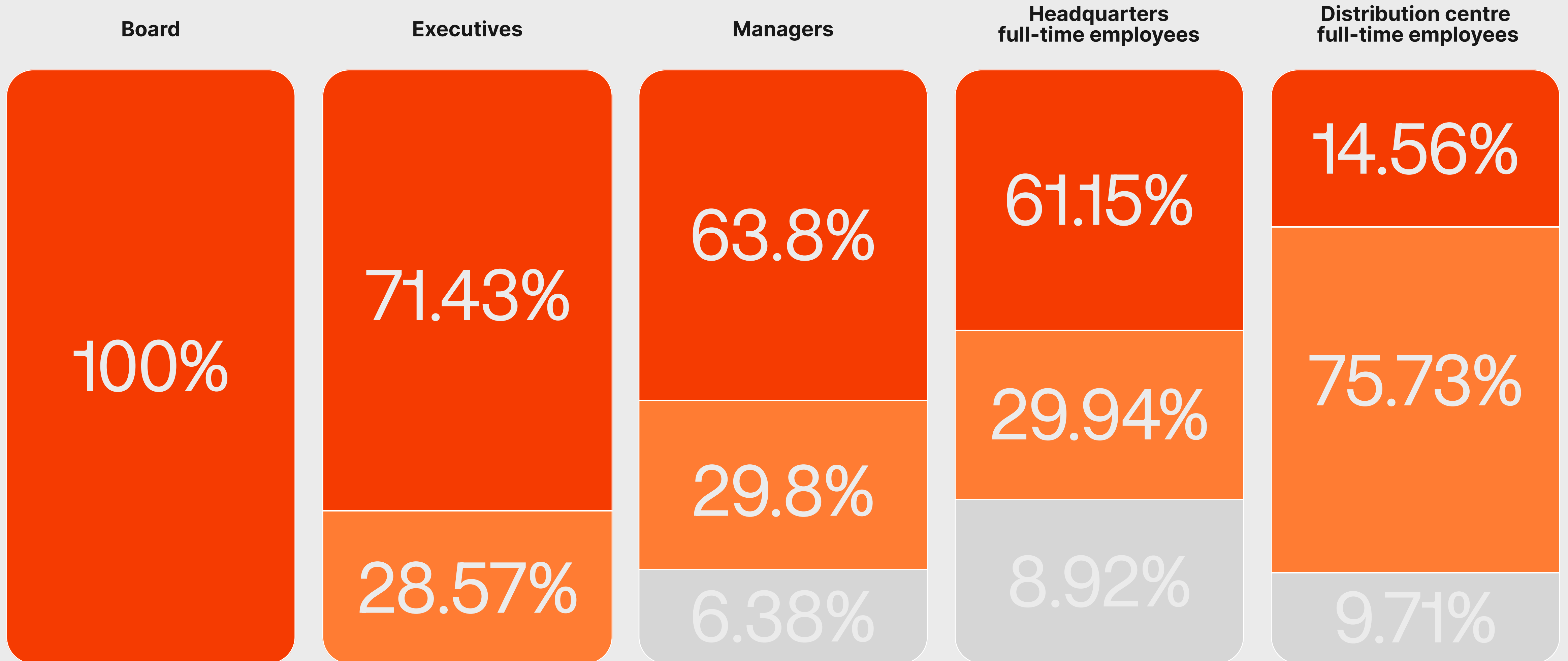
- Men
- Women
- Prefer not to say





# Workplace diversity data

- White
- Underrecognized social group
- Prefer not to say





## Employee engagement

In January 2024, we achieved an eNPS\* score of **26.40** which is a **11.4 point improvement** year over year.

\*eNPS refers to the Employee Net Promoter Score and is a way of measuring employee satisfaction and loyalty in our organization. According to Workleap, 0-20% is good, 20-40 is great, 40+ is excellent.



# Employee benefits

Discounts on all Altitude Sports products

Medical and dental care

Personal days taken at discretion throughout the year

Discounts on booking camping trips

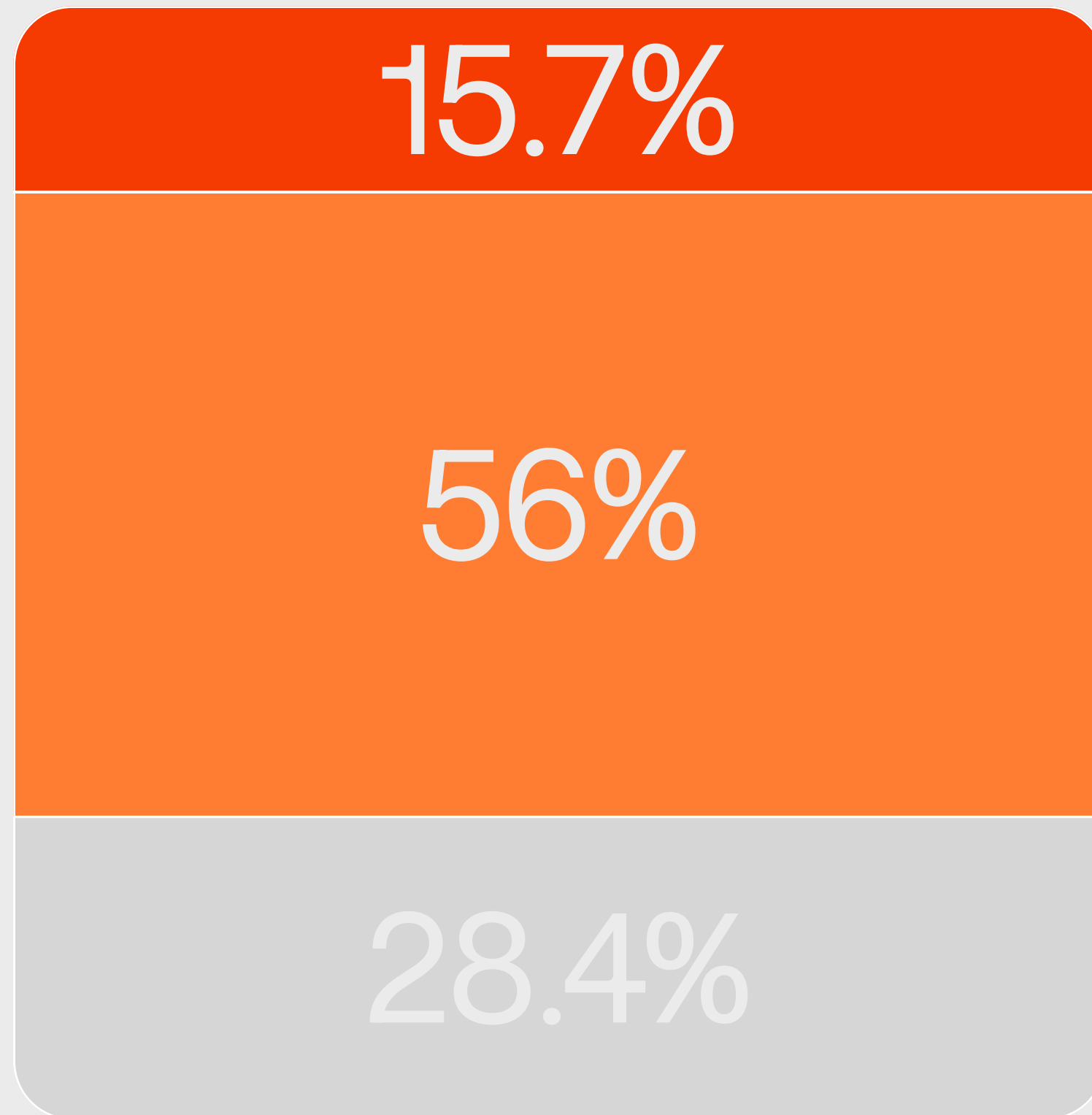
Discounts on guided touring days

Flexibility to work from home





# Flexibility to work from home



- Employees using the office 3 times or more per week
- Employees using the office 1-3 times a week
- Employees using the office 1-2 times per month





# Internal community events

Sports leagues (softball, soccer, volleyball, and more)

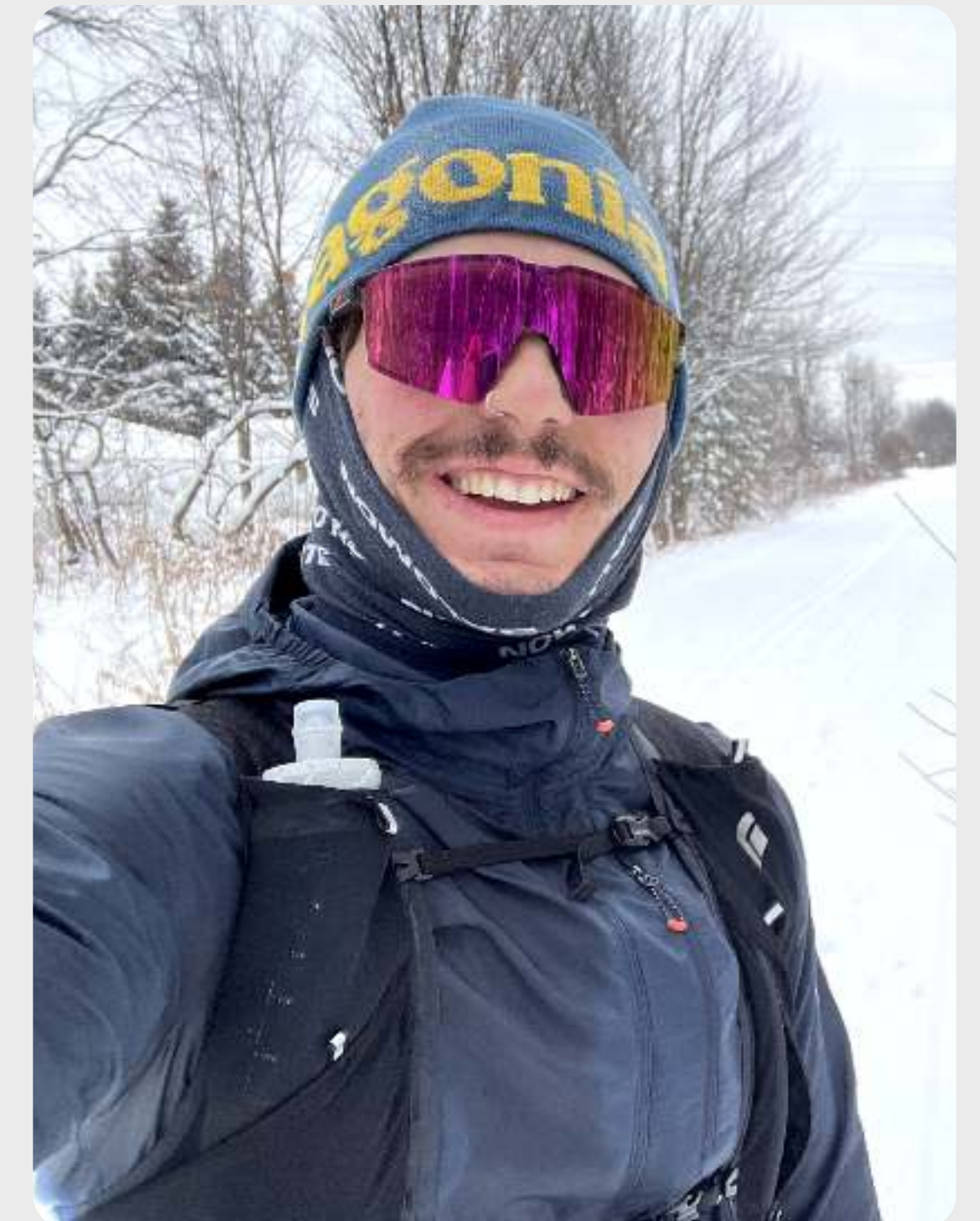
Summer camping getaways

Summer BBQ events

Trivia Nights & Happy Hours

Recognition Day

Yoga, massage therapy at the office, and other well-being initiatives.





## Compensation evaluation

We aim to make every member of our team feel valued by rewarding them equitably for their contributions. We consider experience, expertise, and market standards to adjust salary arrangements. Our compensations include non-monetary rewards that support well-being and professional growth.

We also regularly review and adjust our compensations to reflect evolving market trends and to uphold our commitment to fairness. Through these measures, we strive to maintain a workplace where every individual feels valued and motivated to excel.

## Employee development

Every team member has access to training and conferences, with each department allocated a budget. We prioritize DEI, data security training, and sustainable development training for all staff and provide specific product training in collaboration with our partner brands to ensure expertise in our offerings.



# Our targets

## Reach

25% female representation on the board of directors by 2026.

## Ensure

at least a 30% female representation across our executive team by 2028.

## Reach

10% underrecognized group representation on the board of directors by 2026.

## Maintain

a 30% representation of underrecognized groups within our executive team, while aligning with the demographic composition of the Canadian population to progressively enhance diversity and inclusivity.

## Maintain

a 30% representation of underrecognized groups within our headquarters workforce, while aligning with the demographic composition of the Canadian population to progressively enhance diversity and inclusivity.



# 3.2

OUR

COMMUNITY





# Alti Action Program

Alti Action is our dedicated initiative designed to bolster organizations that champion each of our core pillars.







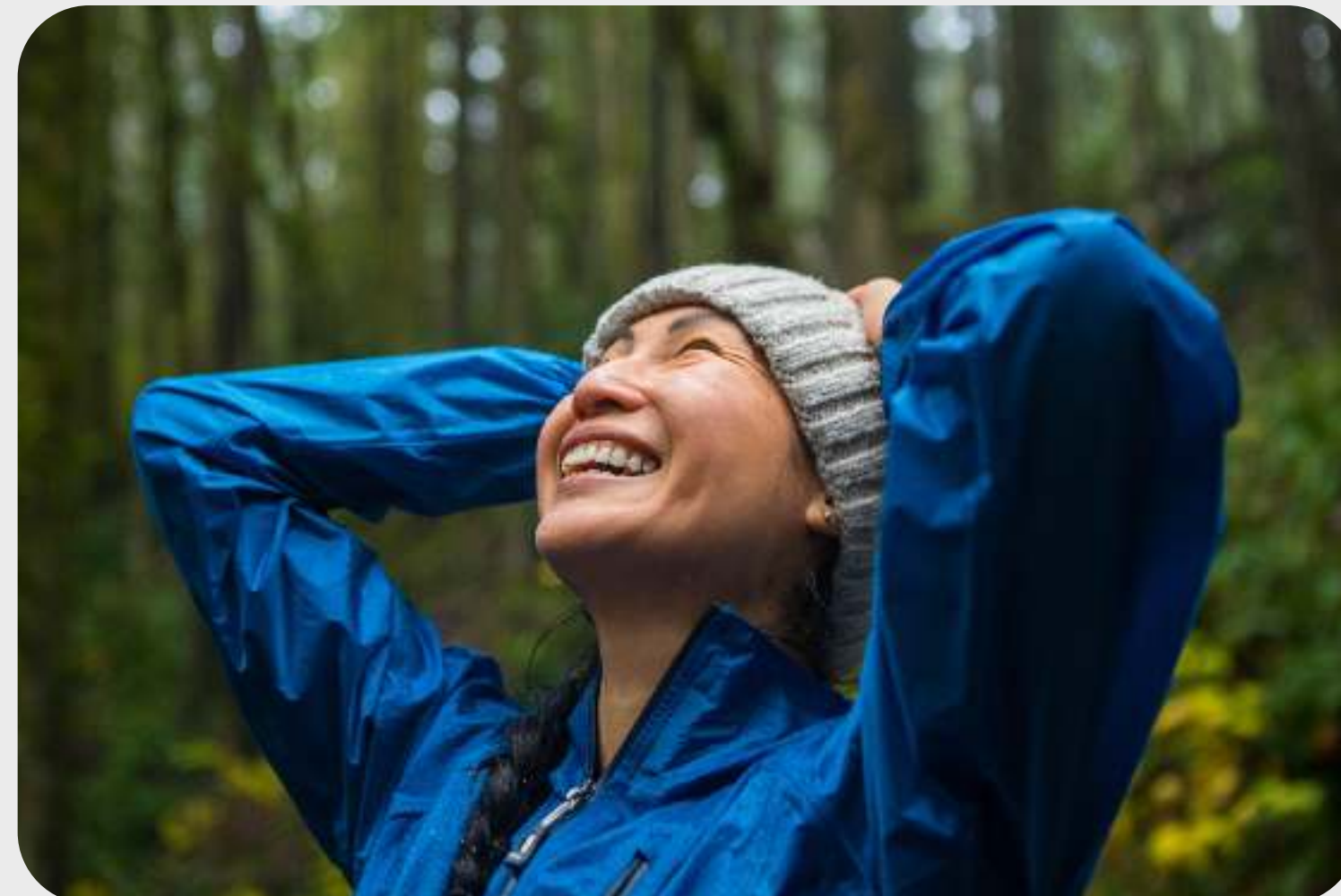
## Environment

Advocating for the protection, restoration, and education surrounding pertinent issues, alongside providing actionable ways to contribute.



## Outdoor community

Promoting awareness and fostering a more inclusive outdoor community.



## Youth

Empowering youth development and facilitating their access to activities.



## Financial donations

Twice a year, we launch our Alti Action Campaign, offering customers the opportunity to contribute \$15 to one of our three partner organizations. Every cent of the donation directly supports these organizations.



## In-Kind donations

We are proud to collaborate with Sun Youth, Dans la rue, and Old Brewery Mission to fulfil clothing needs for children, as well as for men and women. We are honoured to be able to provide vital support to families in need of emergency services or with people experiencing homelessness.

## Volunteering hours

We firmly believe in contributing to our community beyond financial donations. As such, we are committed to allocating 20% of our workforce's volunteering hours per quarter to assist our partner organizations with their projects, whether it involves events, daily tasks, or even administrative, strategic, or marketing work.





Since its inception in 2017,  
**Alti Action** has proudly  
contributed over **\$786,000**  
to our esteemed **partner**  
**organizations.**





### POW Canada

Protect Our Winters (POW) Canada unites passionate outdoor enthusiasts, professional athletes and industry brands advocating for policy solutions to climate change. By educating and inspiring communities and stakeholders across Canada, POW Canada's mission is to create effective climate advocates.



### pour3points

#### Pour 3 Points

Pour 3 Points believes in equal opportunities for in-need youth. By pairing them with coaches who act as a positive influence in sport and in life, the organization fosters an environment that supports kids' well-being and motivation.



colour the trails

#### Colour The Trails

Colour The Trails' programs and events give people from BIPOC communities the chance to experience nature through outdoor sports, as well as opportunities for becoming a guide or coach. Because the great outdoors is good for the soul, and everyone should have the right to enjoy it.







### Sun Youth

Sun Youth's goal is to alleviate poverty and prevent exclusion by providing the Montreal community with emergency food, clothing, medication, and crime prevention services. It also offers sports, recreation, and camp programs for children, as well as a social club for seniors.



### Zero Ceiling

Zero Ceiling provides programs for unhoused youth in British Columbia, founded within the healing power of the mountains. The organization seeks to carve out spaces where youth can come as they are and find health, safety, security, and people who care.



### Trans Canada Trail

The Trans Canada Trail is the longest recreational trail in the world. Linking three oceans and connecting 15,000 rural, urban, and Indigenous communities, it is a ribbon that connects Canada's diverse landscapes, seasons, people, and experiences.





# Our commitment

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## Commit

to supporting our community by making monetary donations and product donations totalling a minimum of \$150,000 each year.

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## Pledge

to support our community by ensuring that our employees contribute a minimum of 800 volunteer hours during working hours each year.

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# 3.3

# OUR SUPPLY CHAIN



# Supplier code of conduct

We are committed to continuously improving our social and environmental impact through our business practices, including our supply chain. The Altitude Sports Supplier Code of Conduct (“Code”) defines standards for fair, safe, non-discriminatory, and healthy working conditions, and that manufacturing processes are environmentally responsible.

Our Code mandates full compliance with the laws, rules and regulations of the countries in which they operate at all levels, from farm to garment factory, including all subcontractors and sub-suppliers. This Code goes further, drawing upon International Labour Organization (ILO) Core Labour Standards, in order to advance social and environmental responsibility.

We require all our suppliers and brand partners to sign our code of conduct or submit their own version that covers the same elements.





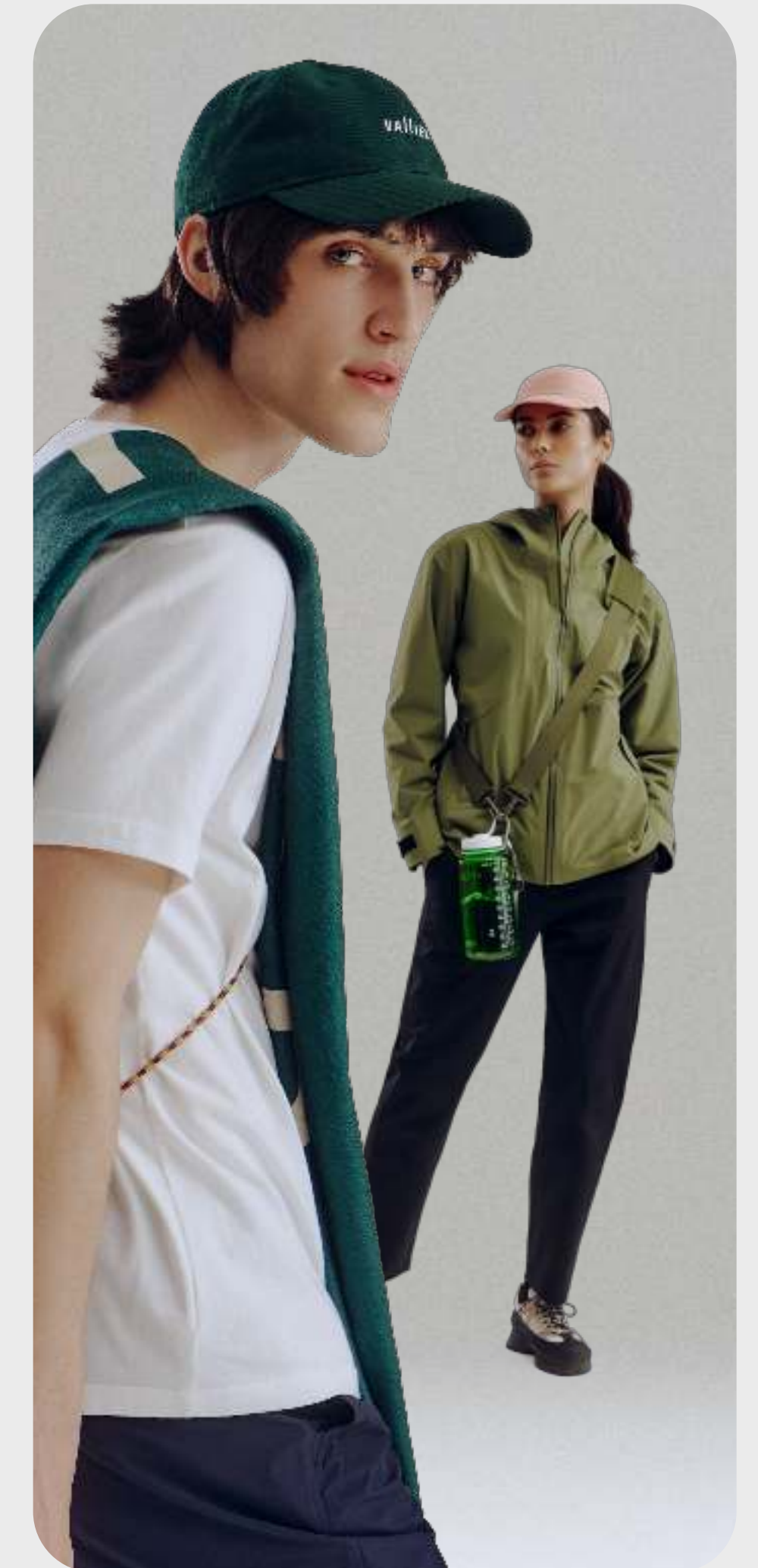
## Our owned brands

In addition to our retail endeavours, we proudly own the Vallier brand. The Vallier product team is committed to crafting items from sustainable materials and ensuring ethical sourcing. We collaborate with factories in Quebec, Ontario and in Asia, all of which undergo annual third-party audits covering facility conditions, health and safety protocols, labour practices, and compliance with labour laws.

The Vallier team continually strives to expand the range of styles made in Canada each year.

We are also moving towards third-party certification for material selection. In 2023:

- Over 60% of the cotton and merino yarn we source is certified by GOTS (Global Organic Textile Standard), one of the most reputable certifications in the organic fibre industry.
- More than 30% of our sourced yarn is certified by GRS (Global Recycled Standard), guaranteeing the use of recycled textiles.
- Over 45% of our materials are bluesign certified, showing compliance with textile industry regulations that eliminate over 900 potentially harmful chemicals from the production process.
- 100% of the down used in Vallier collections throughout all seasons is certified by RDS (Responsible Down Standard).
- Our collection of knitted sweaters is made from 100% extra fine merino wool certified by RWS (Responsible Wool Standard).
- More than 70% of our materials are OEKO-TEX certified, ensuring adherence to international regulations and rigorous testing for chemicals used in production processes.





An aerial photograph of a forest landscape covered in snow. The ground is a mix of white snow and dark, charred tree trunks, indicating a forest fire. The trees are mostly dead and stand as dark, vertical poles against the white snow. The perspective is from directly above, looking down on the forest floor.

**4**

**CLIMATE**



# 4.1

# OUR FOOTPRINT



## Our footprint

Our climate strategy is centred on a commitment to progress, transparency, and data rather than striving for perfection. We initiated this process by ensuring the accuracy of our data and evaluating our environmental footprint to establish a baseline year and identify areas for improvement. To accomplish this effectively, we partnered with experts in their respective fields, such as ClimeCo, who conducted our FY2022 Scope 1 and 2 GHG footprint analysis, and PWC, who assessed our Scope 3 emissions. Additionally, we enlisted the assistance of Action Environnement to conduct our water and waste audits, among other tasks. Furthermore, we collaborated with our partner brands to gather data from our supply chain.

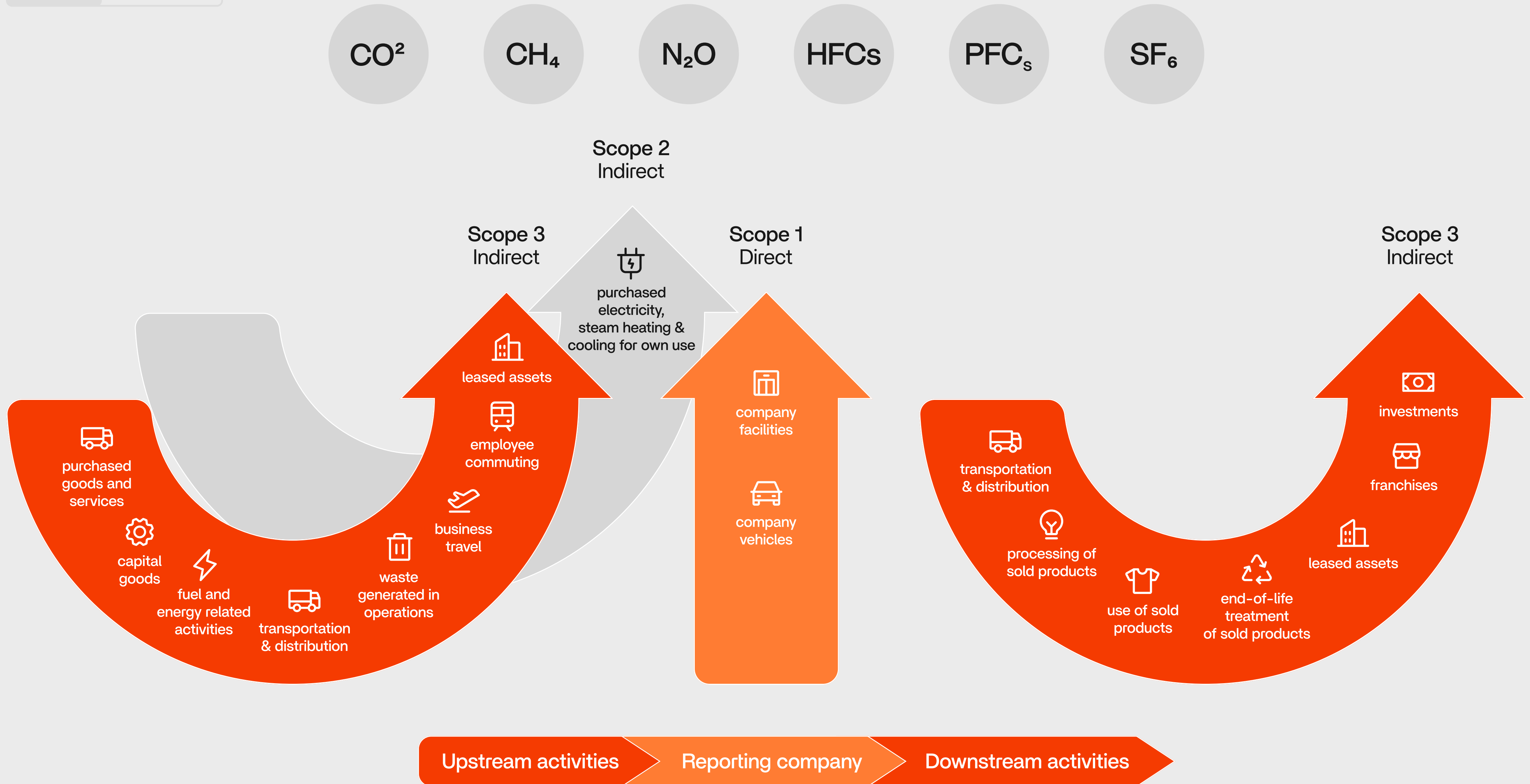
Having gained insights into our footprint, we have developed targets and goals to minimize our impact. Our objective now is to foster creativity, innovation, and experimentation with new approaches aimed at reducing our CO2 emissions, conserving water, and sourcing environmentally friendly products.

## Carbon emission

Our carbon footprint is calculated according to the Greenhouse Gas Protocol (GHG Protocol), a global standardized framework to measure and manage greenhouse gas (GHG) emissions from private and public sector operations, value chains, and mitigation actions.

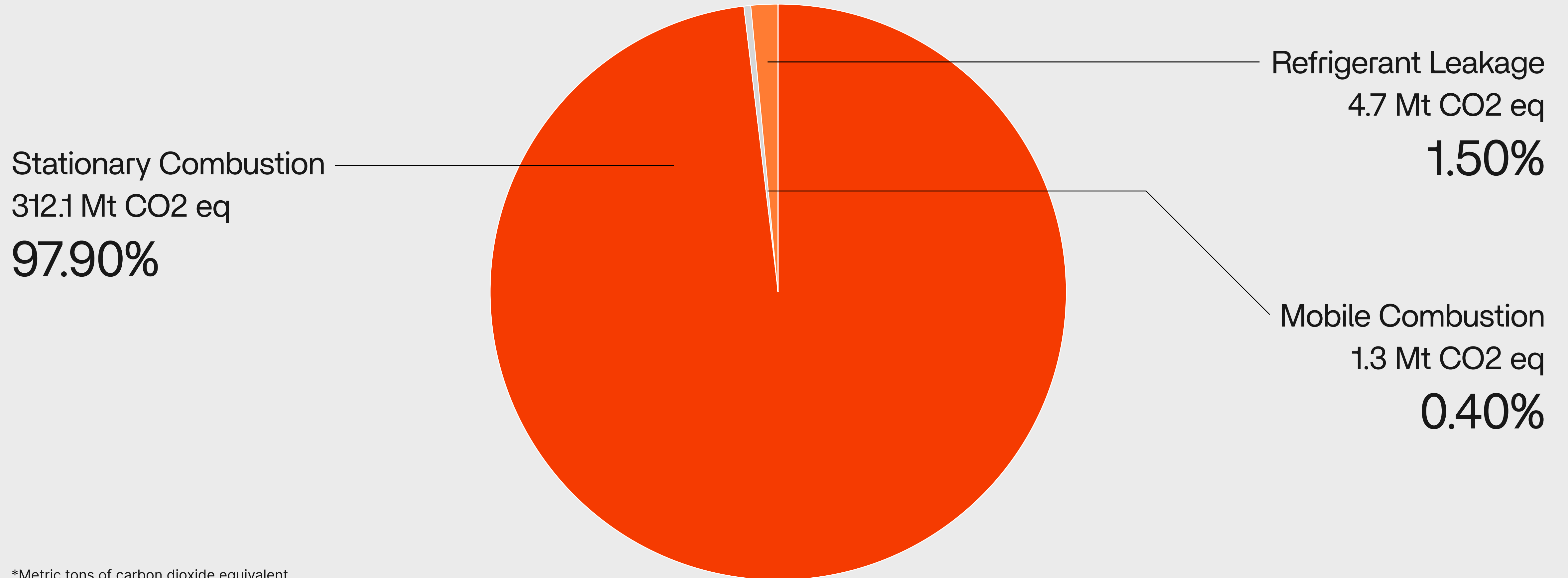
We calculated our Scopes 1 and 2 market-based and location-based carbon emissions which encompass any activities that we exert operational control over. This includes any facilities, vehicles, or other emissions sources we own, lease, or otherwise control.







# Scope 1: 318.1 Mt CO2 eq



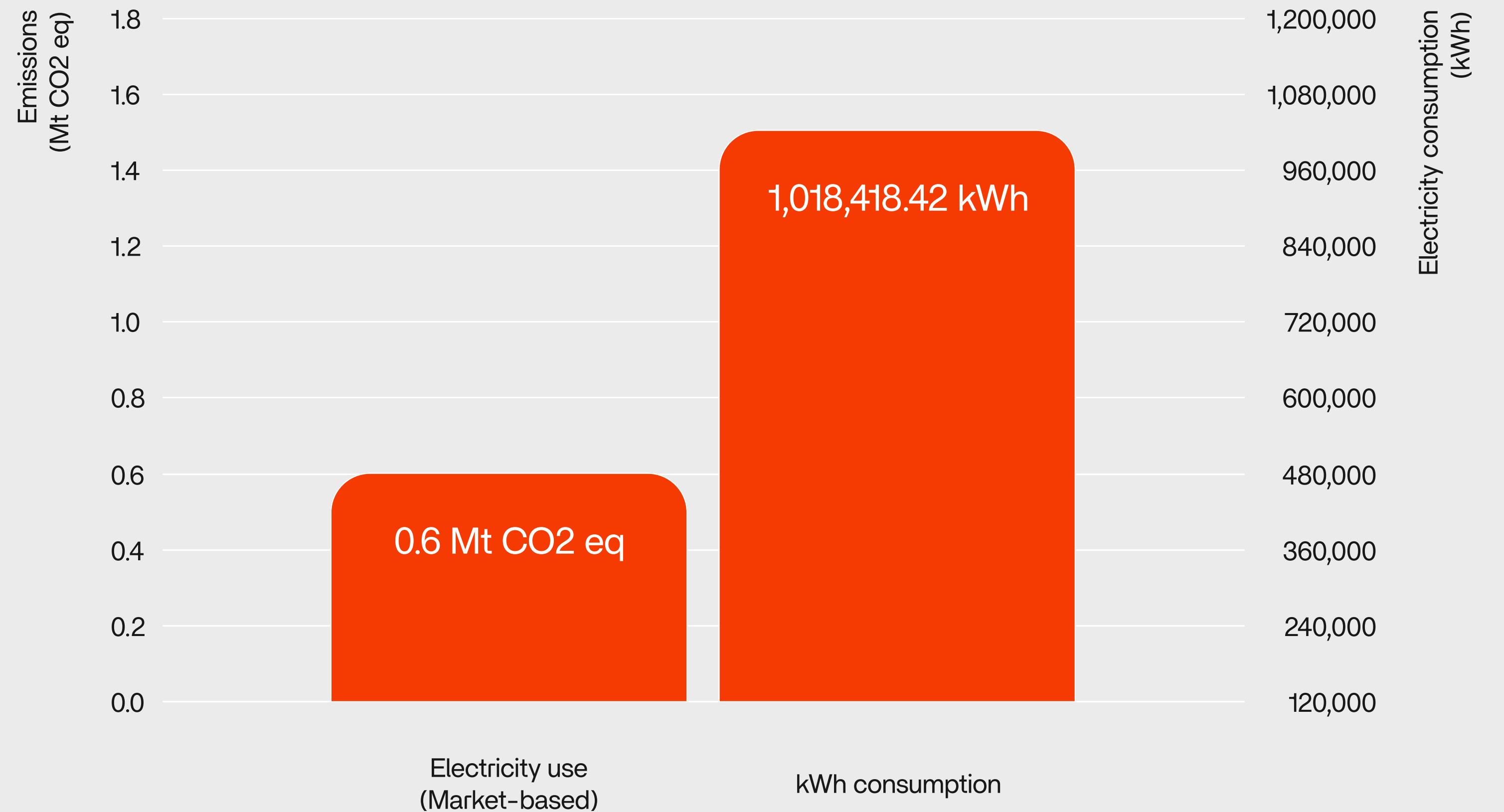
\*Metric tons of carbon dioxide equivalent.



# Scope 2: 0.6 Mt CO2 eq

We are fortunate to have our head office and distribution centre located in Quebec, Canada, providing us with access to hydroelectricity, a renewable energy source.

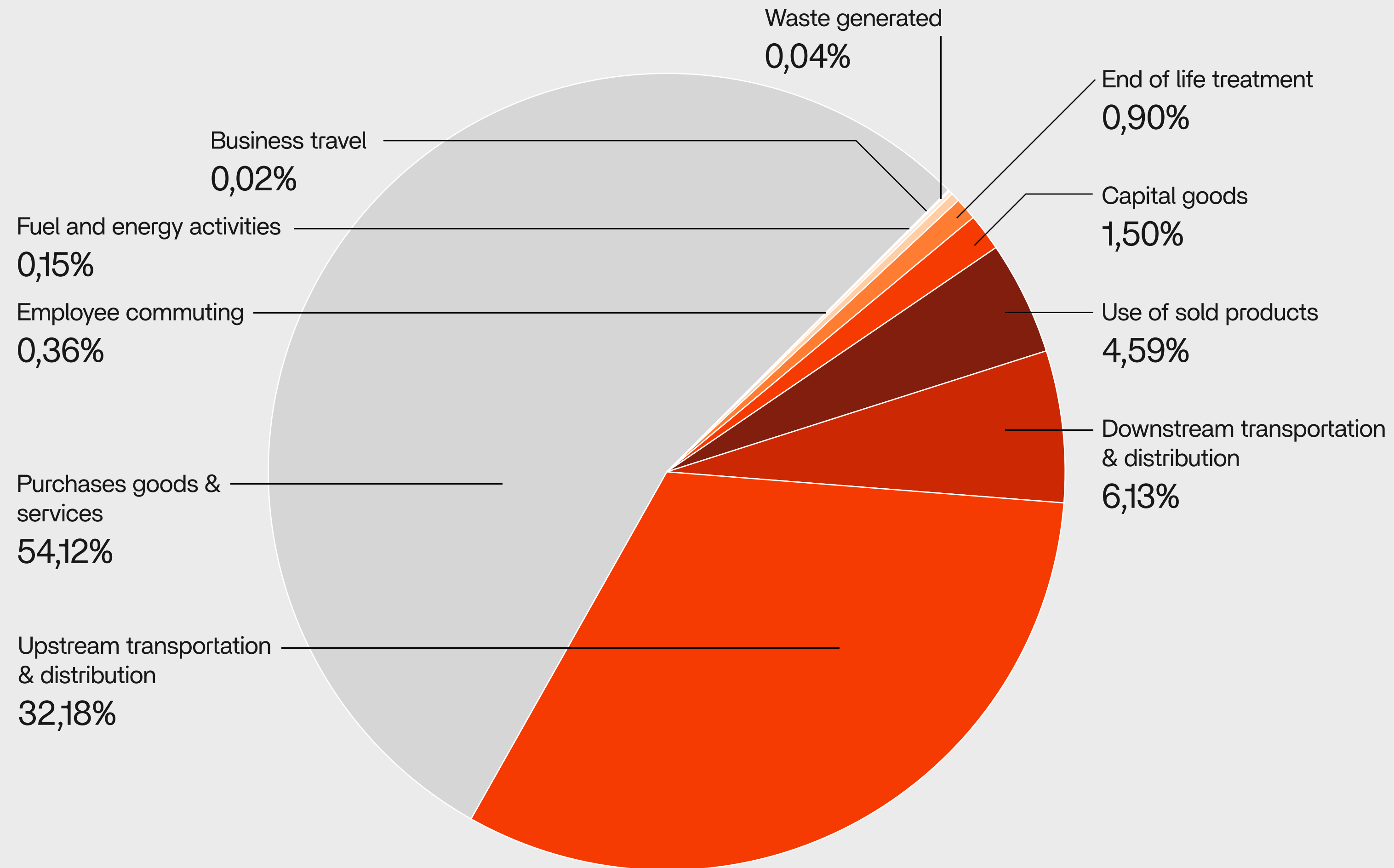
Total kWh consumption was 1,018,418.42 kWh, and total Scope 2 emissions were 0.6 MT CO2e. This metric is representative of the market-based total, which utilizes a provider-specific emission factor to calculate the emissions.



\*Metric tons of carbon dioxide equivalent.



# Scope 3: 58,582 Mt CO2 eq



\*Metric tons of carbon dioxide equivalent.



# Scope 3: Emissions by category

Scope 3 Category	GHG Emissions (Mt CO2 eq)	Share for Scope 3
Purchased goods & services	31 704	54,12%
Capital goods	880	1,50%
Fuel and energy activities	87	0,15%
Upstream transportation & distribution	18 855	32,18%
Waste generated	22	0,04%
Business travel	12	0,02%
Employee commuting	213	0,36%
Downstream transportation & distribution	3 592	6,13%
Use of sold products	2 690	4,59%
End of life treatment	527	0,90%
<b>Total</b>	<b>58 582</b>	<b>100%</b>

\*Metric tons of carbon dioxide equivalent.



# Methodology

We have worked with PWC to calculate our Scope 3, which extends to include supply chain emissions, commuting, business travel, and more. In our current methodology, the primary data source for assessing Scope 3 GHG emissions is the spend-based method.

We are committed to enhancing the quality of data associated with purchased goods and services, as well as upstream transportation and distribution categories. While striving for comprehensive insights across all Scope 3 categories, we acknowledge certain limitations inherent in utilizing the spend-based method for assessment in some cases. Nevertheless, we are committed to overcoming these challenges and constantly improving our methods to obtain accurate and actionable data.





# Offsetting Scope 1 and 2 at 100%

We place great priority on implementing concrete actions to reduce absolute emissions. In our ongoing progress, we are proud **we offset 100% of our scope 1 and 2 footprint (320 tons)** through the Climate Action Gold Standard Portfolio by Ostrom Climate.

The Gold Standard is a globally recognized standard for offsets, specifically designed to promote sustainable development worldwide. Projects must be completed in developing nations, and have co-benefits (benefits beyond the emissions reductions) that support the 17 SDGs.

Ostrom Climate, situated in Vancouver, British Columbia, stands as one of North America's leading providers of carbon management solutions.

More info here: [www.ostromclimate.com/offsetters-community/offset/offset-portfolios/gold-standard/](http://www.ostromclimate.com/offsetters-community/offset/offset-portfolios/gold-standard/)



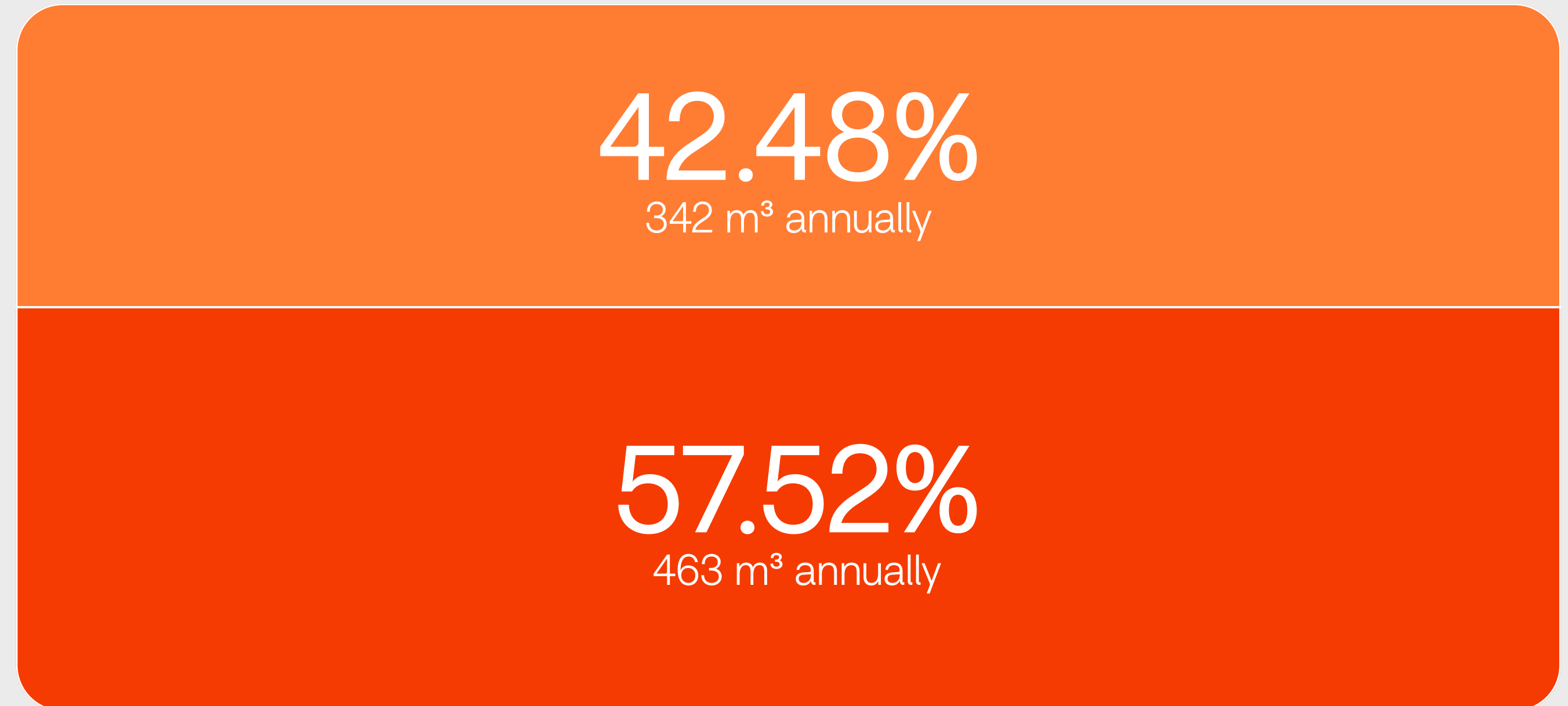


# Water usage

Total estimated sectoral consumption: **805 m<sup>3</sup> annually**  
Over **80%** of our consumption comes from sanitary facilities.

# Methodology

This audit was conducted by the Action Environnement company. All water-consuming premises have been inspected. Consumption calculations were made using LEED standards, technical data from appliances, and information provided by building personnel.



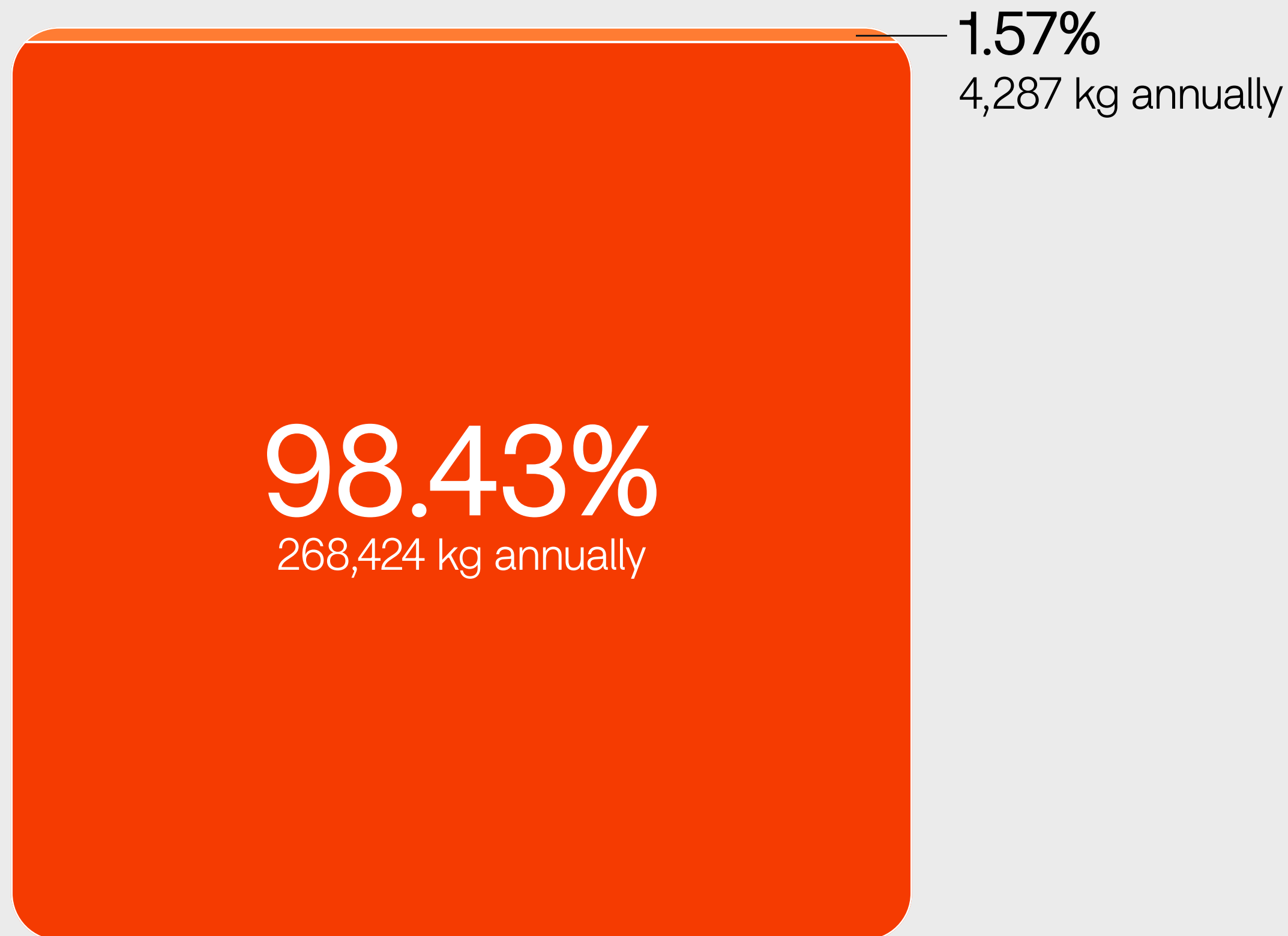
- Head office
- Distribution centre

Based on 1 m<sup>3</sup> = 1000 L



# Residual materials

Over **92%** comes from our packaging for shipping.



- Head office
- Distribution centre

Recyclable waste	253,931 kg	93.11%
Compostable waste	784 kg	0.29%
Other recyclable materials	420 kg	0.15%
Non-recyclable	2,915 kg	1.07%
Waste	14,661 kg	5.38%
<b>Total</b>	<b>272,711 kg</b>	



# 4.2

# OPERATIONS AND LOGISTICS



The majority of our environmental impact stems from our operations and logistics. This is why we are dedicated to actively seeking **sustainable solutions**.

We invest considerable effort in testing various options to minimize our footprint while ensuring that we maintain the same high level of quality and efficiency for our customers.





# Packaging

In collaboration with Éco Entreprise Québec, we conducted a comprehensive audit of all our packaging materials.





### Opaque plastic envelope bag

Origin	China
Packaging composition	<p>45% post-consumer recycled low-density polyethylene (LDPE)</p> <p>45% low-density polyethylene (LDPE)</p> <p>8% polyethylene terephthalate (PET)</p> <p>2% glue</p>
What we like	<p>100% recyclable</p> <p>Contains post-consumer recycled LDPE</p> <p>Envelopes can be reused for returns</p>

### Cardboard box

Origin	Montreal
Packaging composition	100% recycled fibres

### Kraft paper

Origin	Canada
Packaging composition	100% recycled fibres



### Bubble wrap

Origin	Canada
Packaging composition	Blend of low-density polyethylene (LDPE) and linear low-density polyethylene (LLDPE) with a maximum of 15% recycled content.

In our commitment to reducing our carbon footprint, we've adopted a sustainable approach by repurposing the original packaging from our suppliers. Instead of using traditional bubble wrap, we shred the material to create eco-friendly filling for our boxes. We aim to eliminate the use of bubble wrap by 2026.

### Water-activated tape (for sealing boxes)

Origin	United States
Packaging composition	Virgin fibre Kraft paper Starch and polypropylene-based glue Fibreglass and polyester strand reinforcements



# Shipping

The distribution process, both upstream and downstream, stands out as one of the most impactful operations in terms of greenhouse gas emissions within our business. Consequently, we have dedicated considerable effort to collaborating with our carriers to identify sustainable solutions. Over the past few years, our focus has been on expanding the use of electric vehicles for deliveries.

We plan to considerably expand the territories available for electric delivery in 2024 and achieve a minimum of **200,000 electric deliveries by 2025**.





In 2023, we officially launched this initiative, achieving a significant milestone by completing **25,000 deliveries** across the Island of Montreal using vehicles or **bicycles** that are entirely **electric-powered**. Despite the higher costs incurred on our end, we made the deliberate decision to offer this service to our customers at no additional charge compared to standard delivery options.

Furthermore, we are pleased to note that the majority of our carriers have conducted comprehensive GHG impact audits encompassing Scope 1, 2, and 3 emissions. They have also publicly disclosed their sustainable goals and are actively working towards increasing the proportion of their deliveries carried out via electric means.



# Shipping & freight policy

To minimize the environmental impact of our transportation activities, we have implemented an inbound and outbound shipping policy to prioritize the use of low-impact transportation methods. Inbound freight and outbound shipping methods should prioritize modes of transportation with the lowest environmental impact. Whenever possible, ground transportation, sea freight, and rail transport should be chosen over air transport.





# 4.3

# TRANSPARENCY



## Website filters

We prioritize providing our customers with the information necessary to make informed choices. To facilitate this, we've established an eco-friendly collection on the Altitude Sports website. This curated collection features products that either carry a sustainable certification or are made from sustainable materials. These certifications include bluesign, Fairtrade, Responsible Down Standard (RDS), and materials such as responsibly sourced wool or a minimum of 40% organic or recycled content. Additionally, customers can use a filter across all collections to easily locate products that meet these sustainability criteria.

## Seasonal magazine

Twice a year, we proudly publish a magazine, and while it may seem contradictory to print in our pursuit of sustainability, we've taken measures to ensure our practices align with our values. Our magazine is printed on 100% recycled material using soy-based ink and is fully recyclable, reflecting our commitment to minimizing environmental impact. Within its pages, we aim to inspire our customers to embrace the outdoors while also fostering discussions about environmental stewardship.

Each issue features insightful interviews with influential leaders who share their perspectives on the future of our planet. We've spoken with respected figures such as Mike Douglas, renowned freeskiier, filmmaker, and activist for Protect Our Winters, who spoke with us about critical environmental concerns. We also spoke with Vincent Stanley, co-author of "The Future of the Responsible Company" alongside Yvon Chouinard, and a key figure at Patagonia since its inception in 1973. Through these conversations, we aim to learn and grow, sharing valuable knowledge with our community as we work towards a sustainable future.





5

# CLIMATE STRATEGY



# 5.1

# OUR APPROACH



# Our approach

Our approach is to seamlessly integrate our sustainability pillars into our global business strategy. The aim is to ensure alignment across every aspect of our operations, with everyone contributing to our evolution. Cohesion is essential to maximize our impact.

Within this framework, we have developed our sustainable development policy to underscore our commitment to a vision that resonates with our mission and core values. Through our influence, Altitude Sports possesses the ability to create a positive impact on our entire environment for the betterment of present and future generations. As a result, we outline Altitude Sports' dedication to embedding this responsibility within our business model, focusing on:

**Minimizing the risks and impacts of our activities on our employees and communities.**

**Advancing social and economic benefits.**

**Reducing our environmental footprint throughout the company and the supply chain.**

**Communicating our footprint and efforts with utmost transparency, integrity, and ethics.**




This vision strengthens our mission to provide a range of sustainable products crafted with premium materials and ethical practices.

The principles outlined in this policy are aligned with the ISO 14001 standard and the United Nations Sustainable Development Goals. There are seventeen priorities under the SDGs. We can't achieve all of them at once, so we're focusing on the ones in line with our values, prioritizing the SDGs for which we feel we can make the most meaningful contributions:


13  
Climate action




14  
Life below water




15  
Life on land




3  
Good health and well-being



5  
Gender equality



8  
Decent work and economic growth



12  
Responsible consumption & production





# 5.2

# TARGETS



# Emissions reduction

- 
- Get** 40% of our partner brands (spend-based) to officially have a target aligned with the SBT to reduce greenhouse gas emissions by 2030.
- 
- Reduce** our greenhouse gas emissions by 30% relative to our revenues by 2030 from our 2023 baseline.
- 
- Perform** a digital cleanup (i.e. clean mailbox, delete unused applications, delete old files and more) 3 times per year.
- 
- Limit** corporate travel to 320,000 km annually regardless of employee count, emphasizing only essential trips.
-



# Water

## Reduce

our water consumption by 5% by 2027 from our 2023 baseline year, proportional to the average number of headcounts.



# Waste

## Reduce

the amount of waste going to the landfill by 3% from the 2023 baseline year, proportional to units shipped, and prevent contamination of the recycling collection route by disposing of liquids correctly by 2025.

## Implement

composting initiatives at the head office and distribution centre, and hire a private company to oversee transportation and management of the compost material by 2025.

## Implement

sorting stations with clear signage to encourage proper sorting of compost, trash, and recycling by 2025.

## Provide

employees with reusable and durable gloves to eliminate the use of disposable nitrile gloves by 2025.

## Implement

awareness and education workshops on waste management for employees and the cleaning staff every year starting in 2024.



# Packaging

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**Eliminate** the use of bubble wrap entirely by 2026.

---

**Reduce** waste generated from our operations by 5%, proportional to the number of orders shipped, by 2026 from the 2023 baseline year.

---

**Establish** guidelines and share best practices for suppliers' packaging (e.g., 100% recyclable packaging) by 2026.

---



# Transparency

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## Incorporate

sustainable certification, country of origin, and material information on our product page for 50% of our products by 2028.

---

## Reach

100% of Altitude Sports owned-brand products to have supply chains mapped for Tier 1 and Tier 2 suppliers' level by 2028.

- Tier 1: Finished goods assembler & subcontractors
  - Tier 2: Dyers & printers; finishers, weavers, knitters
- 

## Commit

to publishing an impact report every year.

---



# Shipping

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## Reduce

scope 3 emissions from upstream transportation and distribution by 10% per shipped order by 2028 from the 2023 baseline year.

---

## Ship

30% of deliveries with electric transportation modes by 2026.

---



## Supplier targets - DEI

---

### Reach

22% of brand partners (spend-based) with founders or CEOs, either women or from underrecognized social groups by 2027.

---

### Get

75% of our partner brands (spend-based) to have a target for human rights based on internationally recognized organizations by 2028.

---

### Get

100% of our partner brands to have a signed code of conduct for the factories that manufacture their products by 2028.

---



## Supplier targets - animal welfare

---

**Get** 70% of brand partners (spend-based) that supplies down to have an animal welfare policy for down by 2027.

---

**Get** 70% of brand partners (spend-based) that supplies down to have a certification for down by 2027.

---

**Get** 50% of brand partners (spend-based) that supplies fur to have an animal welfare policy for fur by 2027.

---

**Get** 70% of brand partners (spend-based) that supplies wool to have an animal welfare policy for wool by 2028.

---



# Supplier targets - chemicals

- 
- Get** 50% of our partner brands (spend-based) to have a Restricted Substance List approved by a third party like bluesign by 2028.
- 
- Get** 90% of our brand partners (spend-based) compliant with Altitude Sports Restricted Substance List by 2028.
-



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# OUR BRAND PARTNERS



We recently completed our **sustainability survey** with our brand partners.

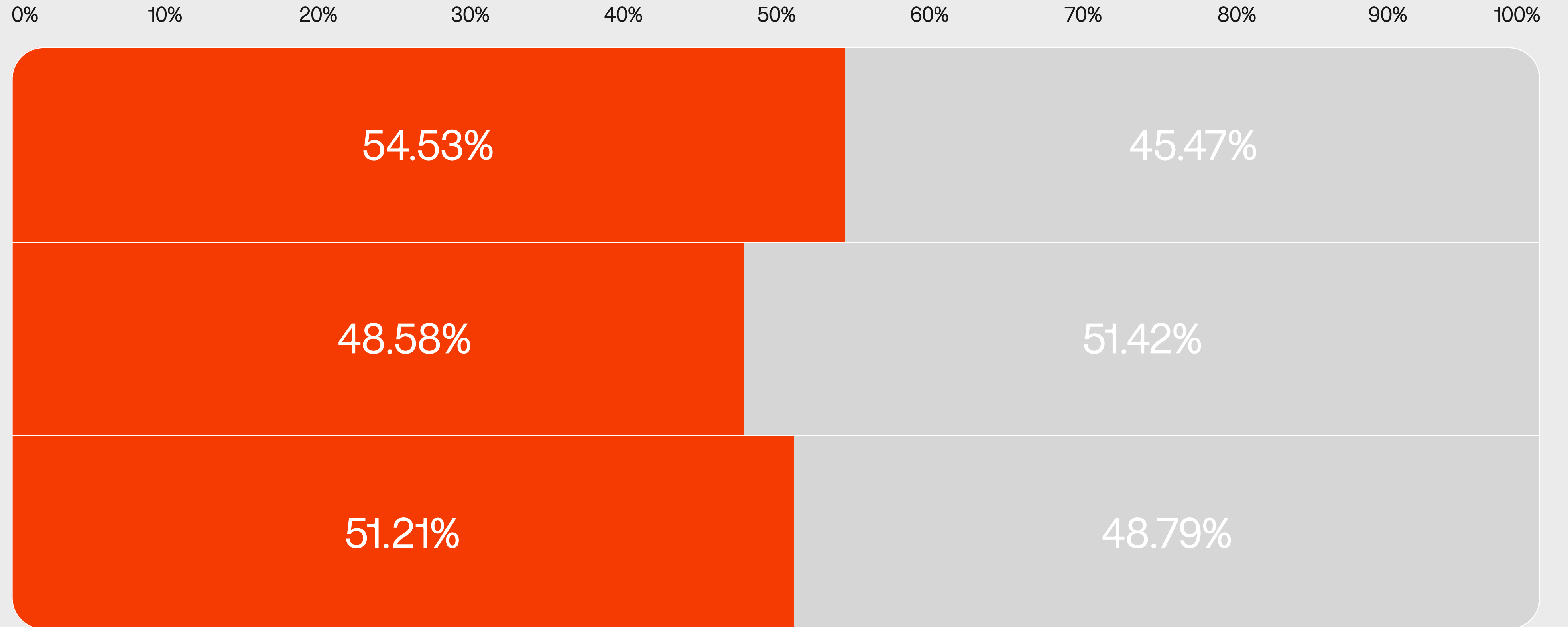
Our objective was to comprehensively assess the environmental impact of all the products we offer and enhance transparency regarding their footprint. Our aim is to work closely with every partner, exchanging resources and insights to find sustainable solutions. Transforming the landscape of the retail industry requires a collective effort, and we're thrilled to share the results we've obtained from our key suppliers.

The following data represents 45.81% of the brand partners who responded to the survey. We are aiming to increase that number to 80% by 2027.



# Social impact

% of Altitude Sports FY23 purchases

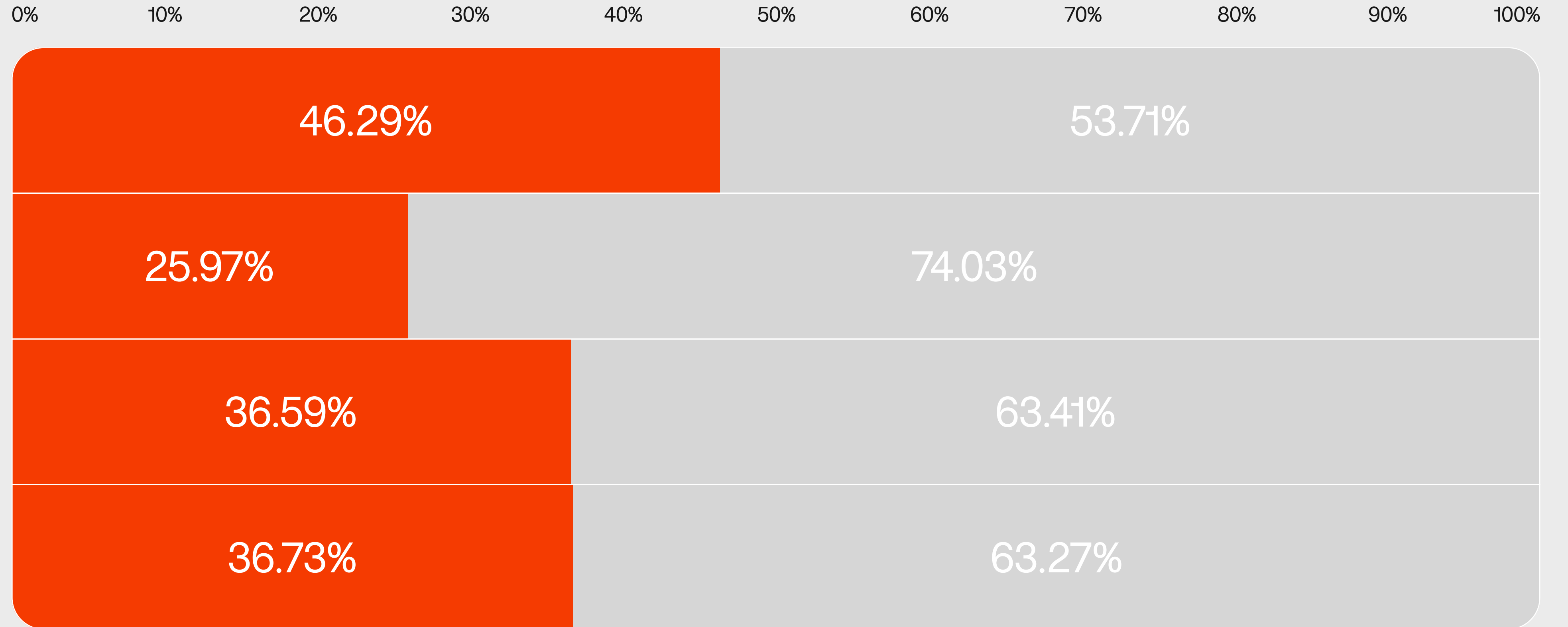


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Diversity, Equity and Inclusion (DEI)

% of Altitude Sports FY23 purchases

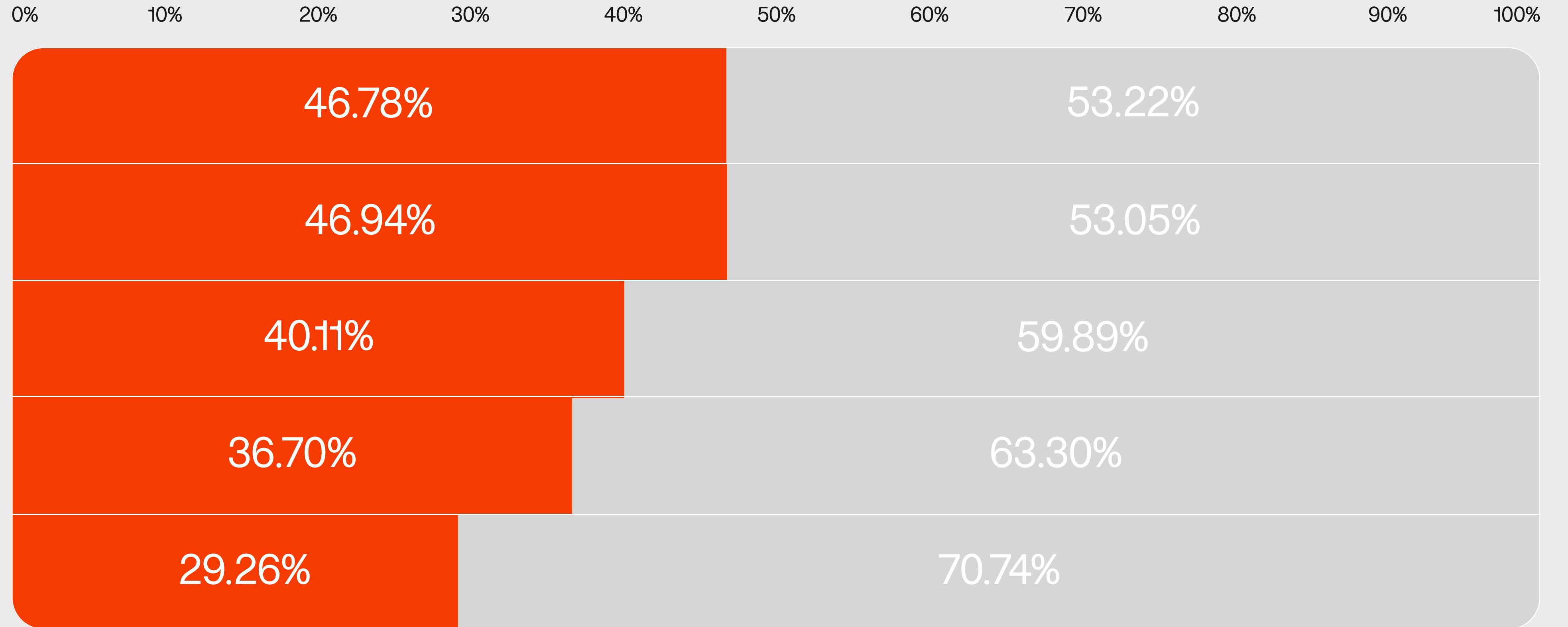


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Greenhouse gas emissions

% of Altitude Sports FY23 purchases

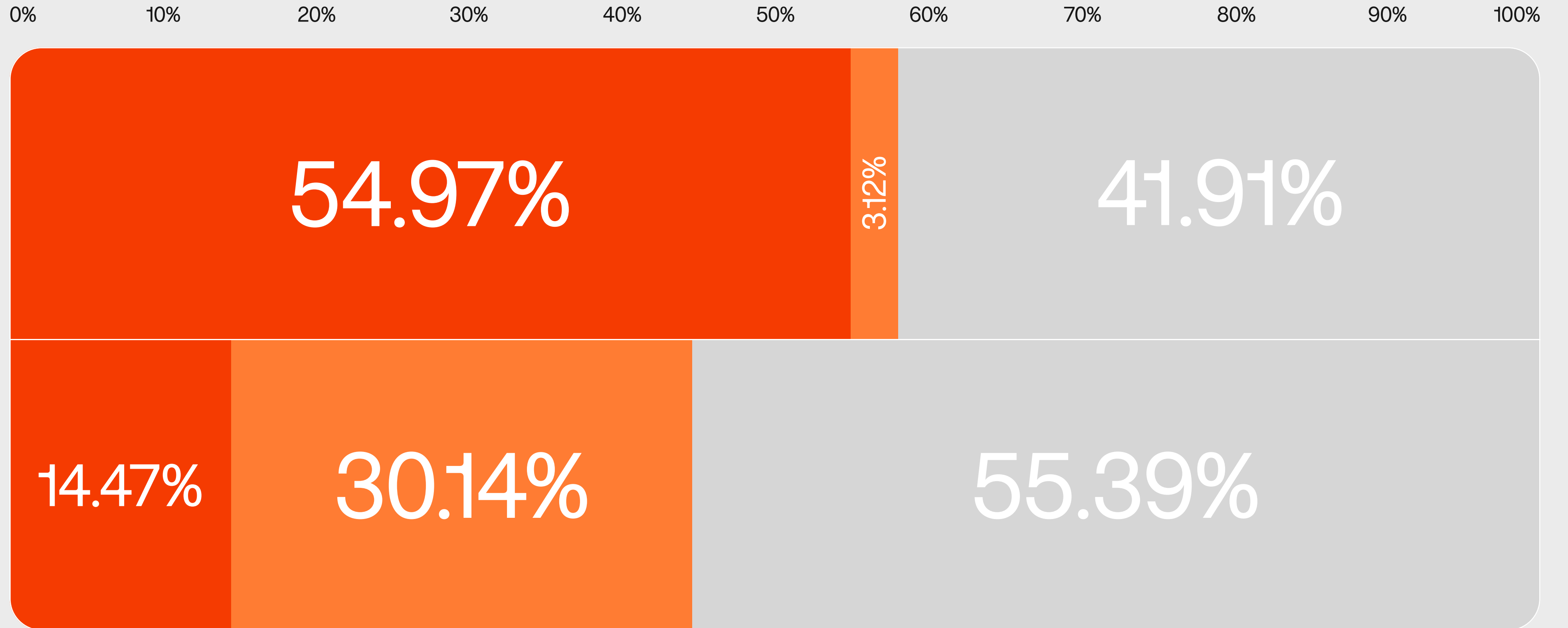


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Sustainable materials

% of Altitude Sports FY23 purchases

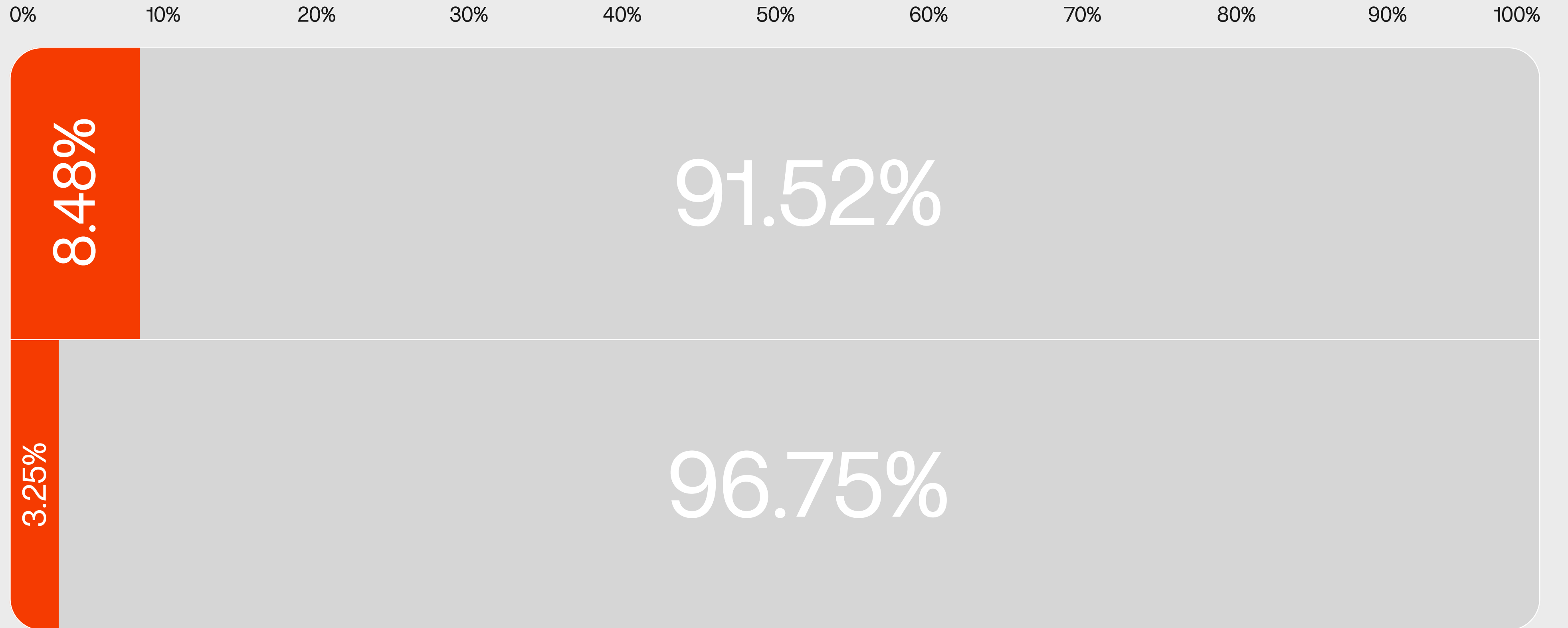


- Brands that responded "yes"
- Brands not providing Altitude Sports with hard goods or soft goods
- Brands that responded "no" or didn't complete the survey



# Water

% of Altitude Sports FY23 purchases

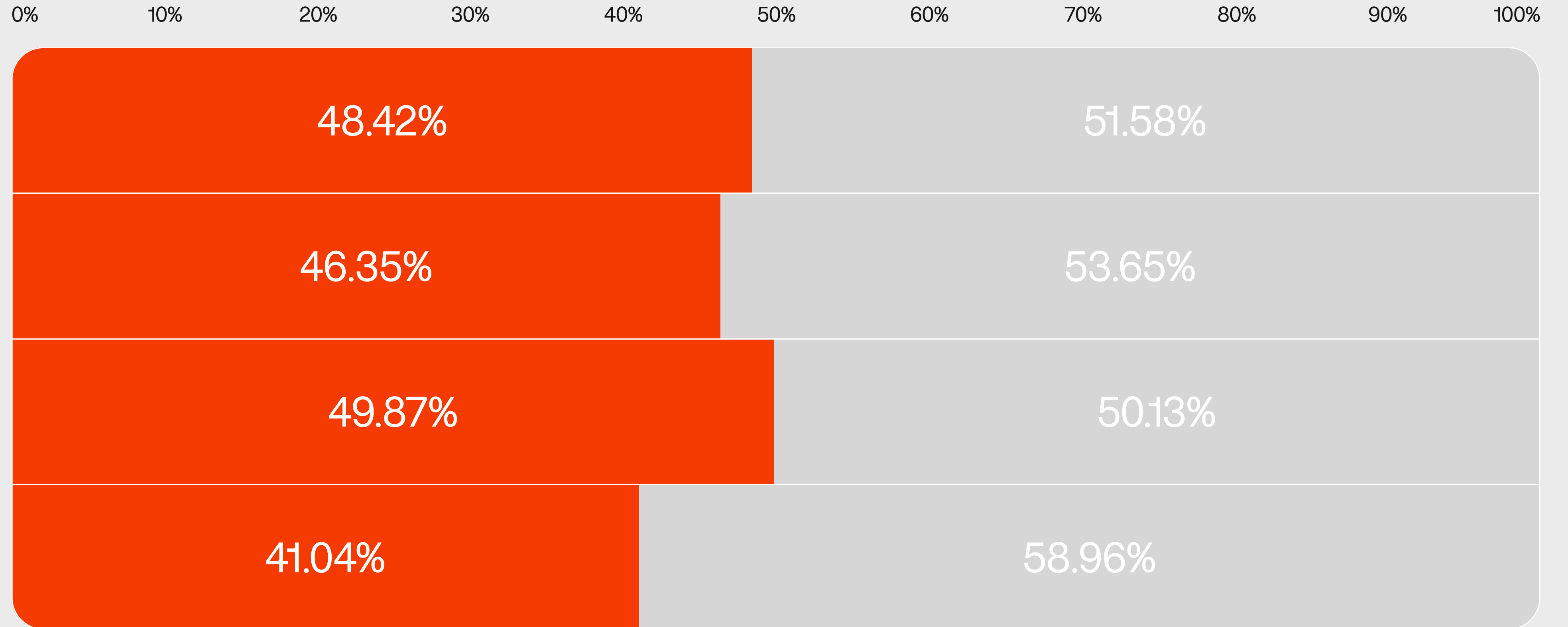


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Chemical

% of Altitude Sports FY23 purchases

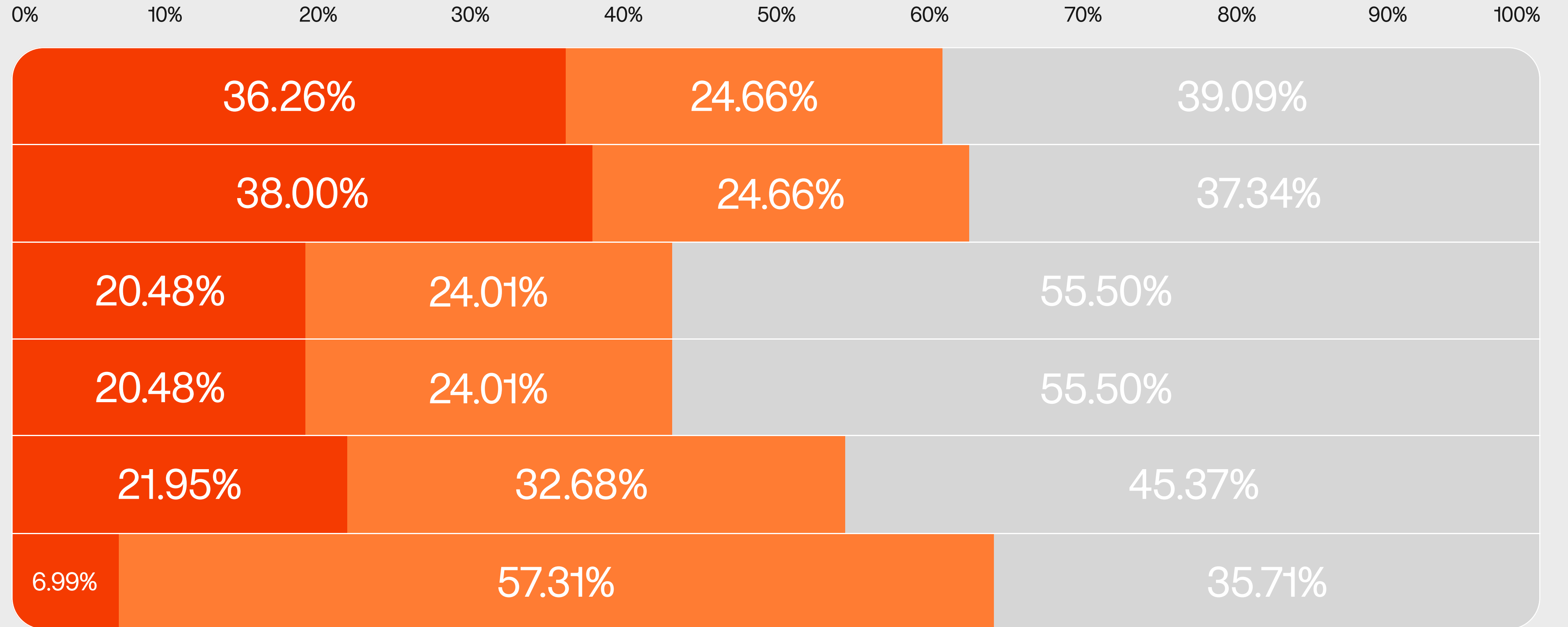


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Animal welfare

% of Altitude Sports FY23 purchases



- Brands that responded "yes"
- Brands not providing Altitude Sports with any product containing animal material
- Brands that responded "no" or didn't complete the survey

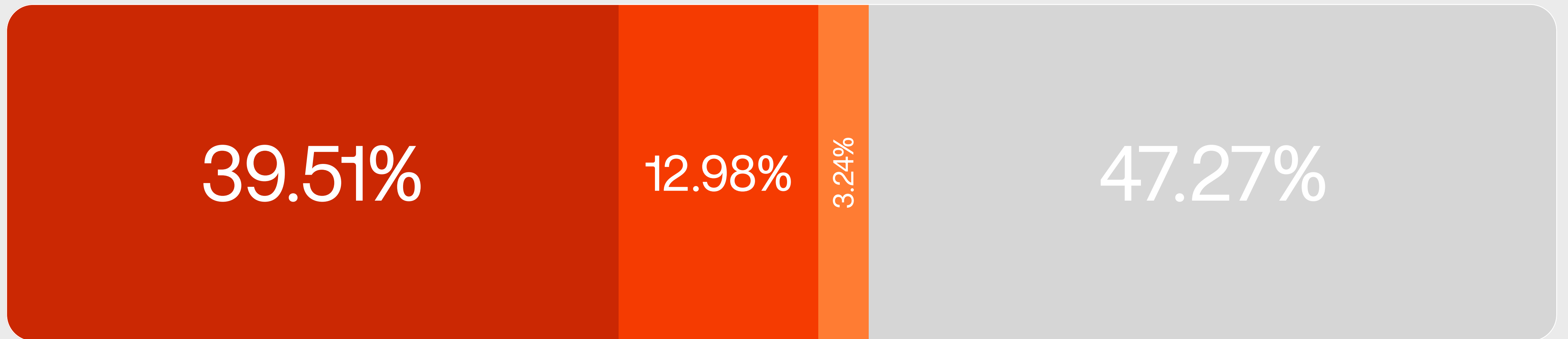


# Packaging

Packaging materials used for products that are sent to Altitude Sports by brands.

% of Altitude Sports FY23 purchases

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%



- Paper, corrugated cardboard and plastic
- Paper, corrugated cardboard
- Plastic
- Brands that don't have the data or didn't complete the survey

# Packaging

Brands with noteworthy improvements in product packaging that have eliminated single-use plastics, reduced packaging volume, or any other sustainability best practices.

% of Altitude Sports FY23 purchases

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

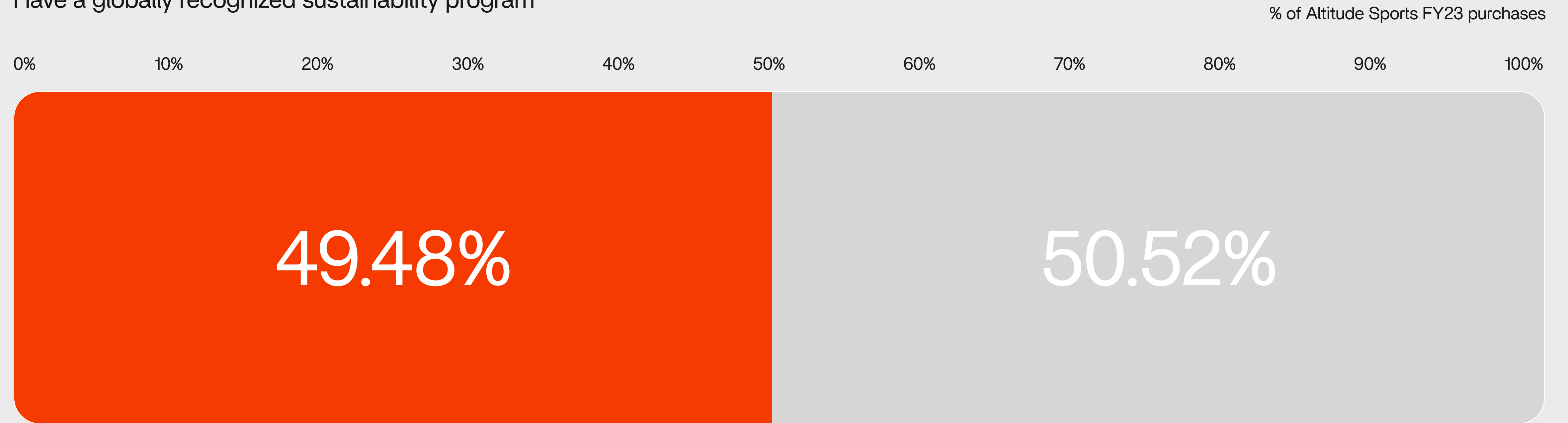


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Globally recognized sustainability program

Have a globally recognized sustainability program

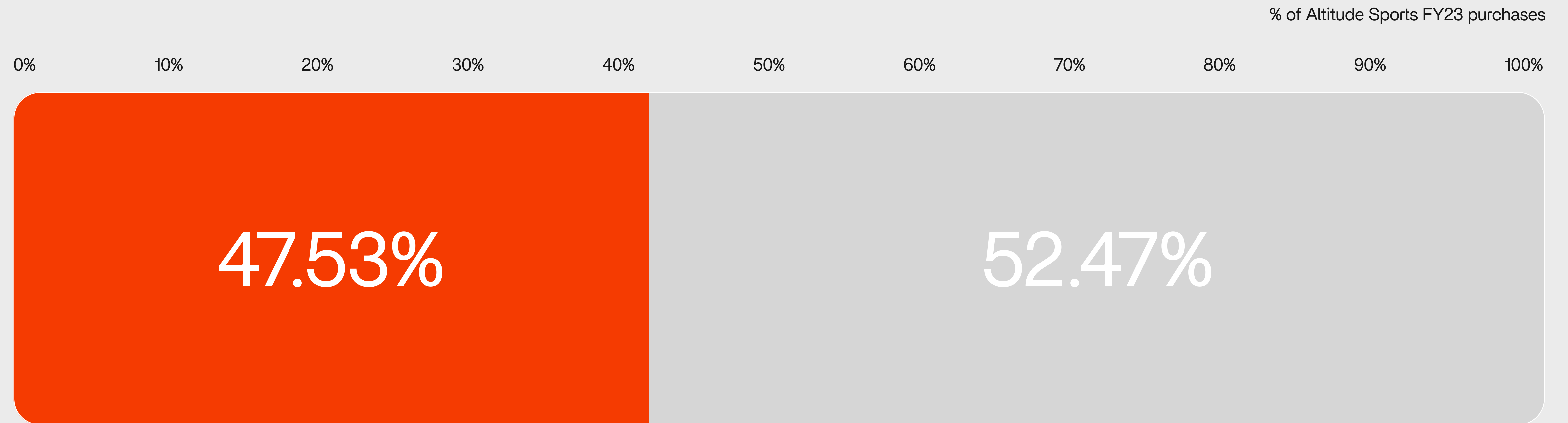


- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey

## Program in the list includes:

1% for the Planet, amfori Business Social Compliance Initiative, B Corp Certification, Better Cotton Initiative, Better Work Branch, bluesign®, Code of Labour Practices, Climate Neutral Certified, Ethical Trade Norway, European Outdoor Conservation Association, European Outdoor Group, Exponential Roadmap Initiative, Extended Producer Responsibility, Fair Labor Accreditation, Fair Trade, Fair Wear Foundation, Forest Stewardship Council, Global Recycled Standard, Global Organic Textile Standard, Higg Index, International Wool Textile Organisation, Leather Working Group, Leave No Trace, Leave On, Non-Mulesing Merino Wool, OEKO-TEX®, Organic Content Standard, Pack4Good, Partnership for Sustainable Textiles, People for the Ethical Treatment of Animals, Planet Water, Recycled Claim Standard, Repreve®, Responsible Down Standard, Responsible Wool Standard, Science Based Targets initiative, Sustainable Apparel Coalition, Swedish Textile Industry for Climate Action, Tencel, Textile Exchange Regeneration Roundtable, Traceable, The Climate Pledge, The Consumer Product Safety Improvement Act, The Cradle to Cradle Certified® Product Standard, The Fashion Pact, The Microfibre Consortium, United Nations Global Compact, Worldwide Responsible Accredited Production, ZQ Certified Wool.

# Publish annual sustainability commitments and progress



- Brands that responded "yes"
- Brands that responded "no" or didn't complete the survey



# Glossary

**B Corp Certification:** Commonly found in brands that value sustainability, transparency and accountability for their impact, this certification (granted by B Lab) is about ensuring companies meet the utmost standard in five categories: workers, governance, community, environment, and customers.

**bluesign®:** An organization that partners with brands, manufacturers, and chemical suppliers to see the environmental impacts of the textile value chain reduced. Products that are bluesign certified go through rigorous on-site assessments, input stream management and chemical inventory verifications, meaning that they're of the highest level of safety for people and the planet. It's not just about having safe fabrics, but having safe practices throughout the whole process. Source: bluesign.com.

**Equity & Justice:** Equity fairly distributes access to resources and tools based on individual needs, and justice refers to transforming the systems at the root of inequality so they can continually support equity.

**ESG - Environment, Social, Governance:** A framework that assesses whether an organization is being held to high environmental and social standards.

**Fair Labor:** A label that promotes fair and non-discriminatory treatment of employees, with access to services, fair pay, and overall healthy working conditions.

**GHGs - Greenhouse gasses:** Greenhouse gasses (GHGs) are found in the earth's atmosphere and naturally act as heat containers through what is called the greenhouse effect. The increase in GHGs is what's affecting the earth's internal temperature, primarily causing global climate change.

**GOTS - Global Organic Textile Standard:** GOTS is recognized as the world's leading standard for organic textiles. It encompasses both environmental and social criteria and aims to ensure the organic status of textiles, from the harvesting of raw materials through environmentally and socially responsible manufacturing all the way to labelling to provide a credible assurance to consumers.

**GRS - Global Recycled Standard:** GRS is an international, voluntary standard that sets requirements for the content and production process of products made with recycled materials. It was developed by the Textile Exchange, a global nonprofit organization dedicated to sustainability in the textile industry.

**MT eq - Metric Ton Equivalent:** It's a unit used to express quantities of greenhouse gasses or other emissions in terms of their impact relative to a metric ton (tonne) of carbon dioxide (CO<sub>2</sub>).

**OEKO-TEX®:** Founded in 1992, OEKO-TEX sets itself apart by independently testing textile and leather products in laboratories in over 70 countries. Among their numerous certifiable labels, their most known may be the OEKO-TEX® STANDARD 100, which checks for harmful chemicals in every article, be it buttons, zippers, or threads, so that you know what you're wearing is human safe at every stage.

**PFCs & PFAs:** Also known as "forever chemicals", these substances are composed of toxic fluorinated chemicals that have been contaminating essentially everything, from our oceans to the air. There's a difference between these acronyms that is important to note.

**Renewable Energy:** A form of energy that can be consumed using renewable natural sources. Some examples include sunlight, wind, or water.

**RSL - Restricted Substances List:** RSL refers to a compilation of substances that are restricted or prohibited for use in certain products or processes due to environmental, health, or safety concerns. These lists are often created and maintained by regulatory agencies, industry groups, or individual companies to ensure compliance with regulations and standards.

**RWS - Responsible Wool Standard:** The Responsible Wool Standard (RWS) is a social, environmental, and animal welfare certification ensuring the ethical treatment of wool animals and sustainable land management practices.

**Science-Based Targets:** Targets providing clear paths for corporations to reduce their GHG emissions and bring down the earth's internal temperature, as per the climate research guidelines, in line with the goals of the Paris Agreement.

**Scope 1, 2, 3 Emissions:** A way for measuring and categorizing the type of greenhouse gas emissions (GHG) a company creates directly or indirectly. For example, a scope 1 emission would be the amount of fuel being burnt from transportation vehicles delivering goods. A scope 2 emission is an indirect emission such as heating, electricity, or cooling. This is considered indirect because even if the company purchases these sources, they're generated off-site. Scope 3 emissions are every other indirect emission that is related to the company, but not controlled by them, such as (but not limited to) employee commutes or consumer disposal practices.

**UNSDGs:** The United Nations Sustainable Development Goals (UNSDGs) are a set of 17 goals that United Nations Members have developed to strive towards world peace and prosperity for present and future generations.





 Altitude  
Sports