

## **Chargeurs launches NATIVA™ Cotton, a unique program in the world, combining environment, traceability and technology**

- Back in 2017, Chargeurs Luxury Fibers launched NATIVA™ program for Merino wool, becoming the pioneer in trading natural fibers, that are traceable and produced with respect for the environment and animal welfare
- Building upon the program's success, praised by prominent fashion brands, Chargeurs Luxury Fibers has opted to expand it to include cotton
- With an initial partner in Greece, NATIVA™ Cotton is currently being rolled out, starting in Europe, as part of an extensive program designed to provide the textile industry with cotton fibers sourced from regenerative agriculture. The entire transformation chain, from combing and spinning to garment manufacturing, is rigorously traced
- NATIVA™ Cotton contributes to the shift towards an ecosystem that promotes the use of more responsible and sustainable natural fibers within the fashion industry. Given that cotton accounts for 65% of the fibers used, it can play a pivotal role in the sector's commitment to a more sustainable industry
- Chargeurs will, this year, also extend NATIVA™ to cashmere, with a first partner in Mongolia. The company thus consolidates its position as a world leader in providing sustainable natural fibers to fashion brands
- NATIVA™ also offers digital services leveraging a secure blockchain technology, unique in the textile industry and developed by Chargeurs. It enables consumers to trace the manufacturing process of their garment from their smartphone, made with NATIVA™ natural fiber, and to gain better insights into its value chain's stakeholders
- In 2023, sales of NATIVA™ certified wool accounted for over 20% of Chargeurs Luxury Fibers sales, up +40% on the previous year.

**Federico Paullier, Chargeurs Luxury Fibers CEO, declared:** *"Our NATIVA™ program has been extremely well received by fashion brands: fully aligned with their environmental commitments, it provides them with a turnkey service solution to ensure the traceability of the natural fibers they use in their collections. Our approach aims to promote a more sustainable supply chain and help reduce the carbon footprint of the entire textile industry. Given the importance of cotton in the fashion industry, it seemed logical to include this emblematic fiber in our program."*

## **272 farms worldwide have now joined the NATIVA™ program**

In 2017, Chargeurs Luxury Fibers (CLF) launched NATIVA™, a demanding program through which the division guarantees, using proprietary blockchain technology, the quality and traceability of Merino wool fibers. Going forward in this approach, CLF has implemented a regenerative agriculture program, selecting partner farms that are committed to apply regenerative farming practices, according to an extremely rigorous protocol aimed at preserving the nature of cultivated soils and biodiversity, and respecting the well-being and health of the animals raised for their wool. The program also has a social dimension, assisting farmers and their families, and promoting employment in local communities.

The NATIVA™ program has expanded to major breeding countries such as the USA, Uruguay, Australia, Argentina and South Africa. If we add the deployment in Greece, for cotton fiber, there are now 272 farms in six countries referenced in the NATIVA™ program.

## **The NATIVA™ traceability program, developed by Chargeurs Luxury Fibers, is acclaimed by leading fashion brands, acknowledging its significant value addition**

This unique and innovative program provides them with the guarantee of using, in their creative process, a natural fiber produced with the utmost respect for the environment, the animal and whose entire transformation chain takes into consideration the sharing of value for the benefit of farmers and local communities. Today, 50 brands use the NATIVA™ label, up from 20 in 2021.

Building on its success with Merino wool fibers, Chargeurs has therefore decided to extend the program to cotton fiber, first in Europe, with the signing of a partnership with an initial farm in Greece. Every stage, from cultivation to fiber processing, is carried out in Greece, guaranteeing a complete process within the European Union, in line with EU standards on labor rights and environmental protection. Deployed with cotton fiber, the NATIVA™ Cotton program guarantees respect for cultivated soils and the production of fiber according to strict selectivity criteria.

The NATIVA™ Regenerative Agriculture program protects the land by enhancing soil quality, preserves crops by ensuring soil health, and supports farmers and local communities by improving their livelihoods. Over five years, NATIVA™ aims to increase the amount of natural nutrients in the soil by 20%, through its regenerative farming practices. This approach is supported by a 25% reduction in pesticides used, with an ultimate goal of zero pesticides.

To meet the demand of fashion brands, the program will also be extended to cashmere fiber, with an initial partnership expected in Mongolia. Expanding to a new fiber will further strengthen Chargeurs Luxury Fibers' global leadership in the trading of natural fibers, both plant-based and animal-derived, produced and processed in an environmentally responsible manner.

## 2024 Financial Calendar

Tuesday, April 30, 2024

Tuesday, April 30, 2024 (*before market*)

Shareholders' General Meeting

2024 First-quarter financial information

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### ABOUT CHARGEURS

CHARGEURS is a family-owned entrepreneurial Group and world leader in high value added niche markets. Located in nearly 100 countries with nearly 2,300 employees, the Group is organized into two strategic business segments: Technologies and Luxury.

Benefiting from the long-term strategy of the Fribourg Family Group, its majority shareholder via Columbus Holding, Chargeurs serves sectors with strong structural growth and expresses its know-how of excellence in the commercial, industrial, marketing and logistics fields. The Group, whose global signature is High Emotion Technology, achieved revenues of €653.2 million in 2023.

The Chargeurs share is listed on Euronext Paris and is PEA-PME eligible.

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