O'NEILL EUROPE

SUSTAINABILITY REPORT 2024

O'NEILL

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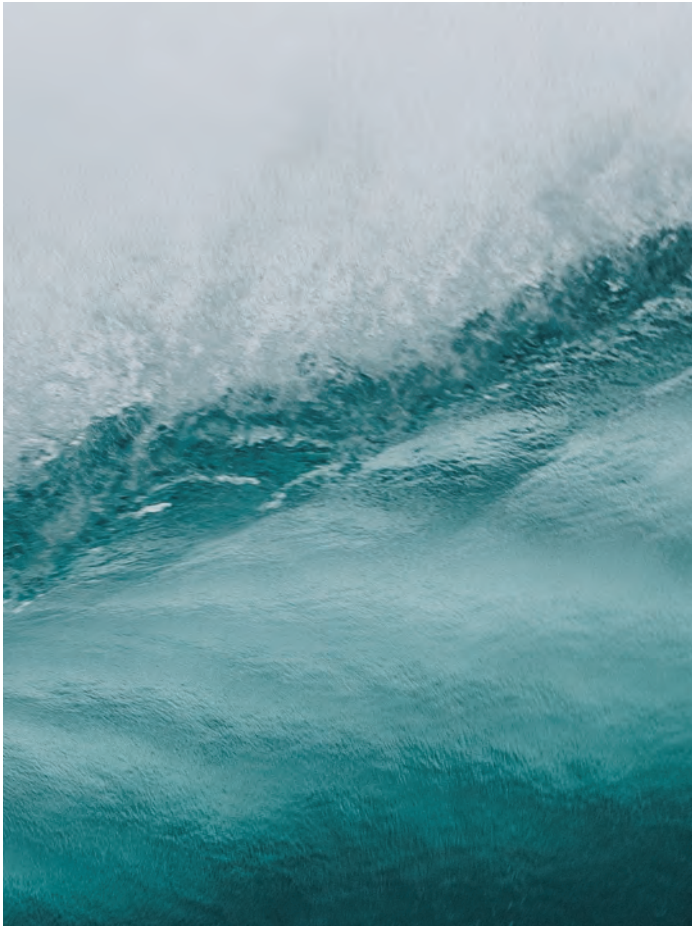


ABOUT THIS REPORT

This is the 2024 sustainability report from O'Neill Europe BV. It covers the results of the 2024 calendar year, in which we produced the Winter 2024–2025 collection and the Spring/Summer 2025 collection.

In this report, we highlight the actions we take under Our Impact to reduce our environmental footprint, support people in our value chain, and navigate the challenges that come with making progress.

In case of questions regarding O'Neill Europe's sustainability activities, please contact the sustainability team at **csr@oneill.com**.

ABOUT O'NEILL EUROPE

O'Neill is the original Northern California surf brand, founded in 1952 by Jack O'Neill. For over seven decades, we've been pushing the boundaries of innovation and exploring the unimaginable with one simple mission—to surf longer. Jack's groundbreaking invention—the original wetsuit—transformed the surf landscape for generations.

Building on that legacy, we continue to evolve our products and unlock new potential. Today, O'Neill offers functional gear for surf and snow—everything a rider needs to get the maximum out of their experience and enjoy their playground longer.

Driven by innovation, our designs are multifunctional, durable, and often made using alternative, forward-thinking materials. Carrying Jack's passion for the ocean, we support environmental and community projects like Surfers Not Street Children and Save the Waves.

MESSAGE FROM THE CEO

This report reflects our integrated approach to sustainability.
We recognize that long-term business success depends on our ability to operate responsibly, transparently, and always have people and planet embedded in our decision making.
We believe transparency is essential. Not only in sharing our achievements, but also in acknowledging the challenges we face and the areas where we must do better.

Over the past year, we have strengthened our understanding of our environmental and social impacts. We have done this by launching seven cross-functional CSR workstreams: Transparency & Traceability, Impact & Footprint, Digital Product Passport (DPP), Longevity & Circularity, Communication & Engagement, Reporting & Regulation and Human Resources (HR). This approach has given us insights, ownership, and momentum. Resulting in a baseline - starting with our double materiality assessment and first environmental footprint measurement.

Materials and production were confirmed as the main impact hotspots. This has strengthened our focus on circular design, product longevity, and more traceable low impact materials. Our partnership with Root sustainability helps us translate these goals to tangible action plans. This report is by no means the end-goal but a starting point to improve and create performance products with a lighter footprint.

I am proud of the dedication shown by our employees and partners.
Together we will continue to evolve, learn, and act, every day for both people and the planet.

Regards,

Eppo van Berckelaer
CEO

SUSTAINABILITY AT O'NEILL EUROPE

"AS A BRAND CREATED TO ENJOY WATER AND NATURE, WE SEE IT AS OUR RESPONSIBILITY TO PROTECT OUR PLAYGROUND FOR GENERATIONS TO COME."

OUR VALUES

CURIOUS:
We are constantly pioneering, experimenting and searching to become better.

ENERGETIC:
We are active people. We are full of positive energy. We never stop and always go the extra mile.

INCLUSIVE:
We are part of a community. Everybody is invited and truly welcome to join.

RESPONSIBLE:
We have a natural drive to take care of each other, our products, our planet and our brand. Together we will do our part.

RESILIENT:
We are adaptable to change under any circumstance. We choose to become strong, healthy and successful in the face of adversity.

When it comes to CSR our actions are our actions are guided by the three pillars of our impact strategy:

TO REDUCE OUR ENVIRONMENTAL IMPACT

At O'Neill Europe, we reduce our footprint by focusing on innovation, responsible materials and packaging, durable products, and repair solutions.

TO MAKE A POSITIVE IMPACT

We want to leave a positive impact on our communities, O'Neill employees and everyone involved in our supply chain—engaging, including, fostering, innovating, and bringing the thrill of the ride to as many people as possible

TO GOVERN OUR IMPACT

We work towards visibility and full transparency in our supply chain (Tier I and Tier II) and improving working conditions across our value chain by being transparent in our communication to our business partners and by collaborating on Multi-Stakeholder Initiative projects.

These three pillars guide how we operate, shape our decisions, and define the impact we aim to make.

GOALS & ACHIEVEMENTS

Topic	Achieved 2024	Goal 2025	Goal 2030
Product	88% of our collection was made using at least 30% preferred materials, calculated based on full product composition. Strengthened criteria for wet processes to reduce the use of hazardous chemicals.	Stricter wet process requirements.	Full collection meets product-weighted sustainable material criteria.
Supply Chain	Finalised Learning & Communication community. Active participation in multi-stakeholder initiatives including MADE, Accord and AMPLIFY.	Ongoing engagement in MSIs to improve access to remedy, working conditions and environmental performance across our value chain. Ensure access to clean water, sanitation and safe working conditions for all workers. Promote decent work: fair contracts and protection from forced labour or corruption.	Continued collaboration in MSIs, with further empower worker voice through improved grievance mechanisms.
Transparency & Traceability	100% transparency of Tier 1 suppliers. 90% visibility of Tier 2 fabric suppliers.	100% of styles traceable to Tier 1 and Tier 2. 100% of key preferred materials traceable and certified.	Full transparency for Tier 1. Complete visibility of Tier 2 suppliers and processing stages.
Circularity	Launched product longevity initiatives. Initiated exploration of repair services.	Continue longevity efforts and explore repair possibilities across more categories.	Expand circular product solutions to minimise waste, using renewable, recycled and recyclable fibres. Scale up longevity services, including repair, to additional regions.
Environment		Measure scope 1, 2 and 3 with ROOT-sustainability. Retrospectively we measured 2024.	Targets to be decided early 2026
Packaging	E-commerce boxes: 100% FSC-certified recycled cardboard. E-commerce bags: 80% recycled plastic. Retail shopping bags: 40% recycled plastic (select regions: 100% FSC-certified recycled paper). Product polybags: 100% recycled LDPE.	All packaging designed to be reusable and/or recyclable.	-

OUR IMPACT

OUR MISSION

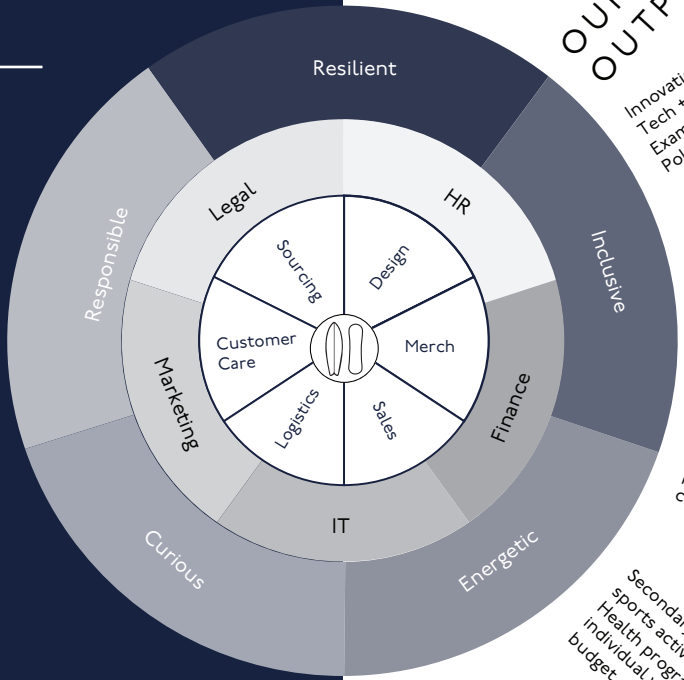
We enable and inspire our consumer to enjoy their playground longer.

OUR INPUT

MATERIALS:
- Natural fibres
- Synthetic fibres
- Dyes
- Functional finishes
- Trims
- Packaging

EMPLOYEES:
- Internal
- External (Value chain)

RELATIONS:
- Buying office
- Assemble (CMT)
- NGO's
- Knowledge institutes
- Athletes
- B to B customers
- B to C customers



OUR OUTPUT

Innovation = Tech + Sustainability: Examples: Recycling, Polygiene.

High quality standards and initiatives like repair patch.

Participation in multi-stakeholder initiatives like Accord and Made.

Each business partners signs our code of conduct.

Secondary benefits: sports activities, Health program and individual wellbeing budget.

OUR IMPACT

High quality clothing.

Use lower impact materials and processes.

Longevity and circular business models.

Positive impact on value chain.

Full traceability.

Ensure responsible buying practises.

Motivated and healthy employees.

OUR IMPACT

We enable and inspire our consumer to enjoy their playground longer.An inherent connection to nature runs through O'Neill's DNA. That connection drives everything we do. Our mission is clear and consistent.

EMBEDDING SUSTAINABILITY IN OUR BUSINESS

We believe performance and responsibility go hand in hand. That's why sustainability is embedded across all layers of our business. Not as an afterthought, but as part of how we design, source and deliver.

OUR DAY-TO-DAY DECISIONS ARE SHAPED BY:

- **Materials:** choosing lower-impact fibres, smart packaging, and functional finishes
- **People:** working closely with our internal teams and long-term supply chain partners
- **Connections:** engaging with retailers, NGOs, customers and athletes who help drive progress

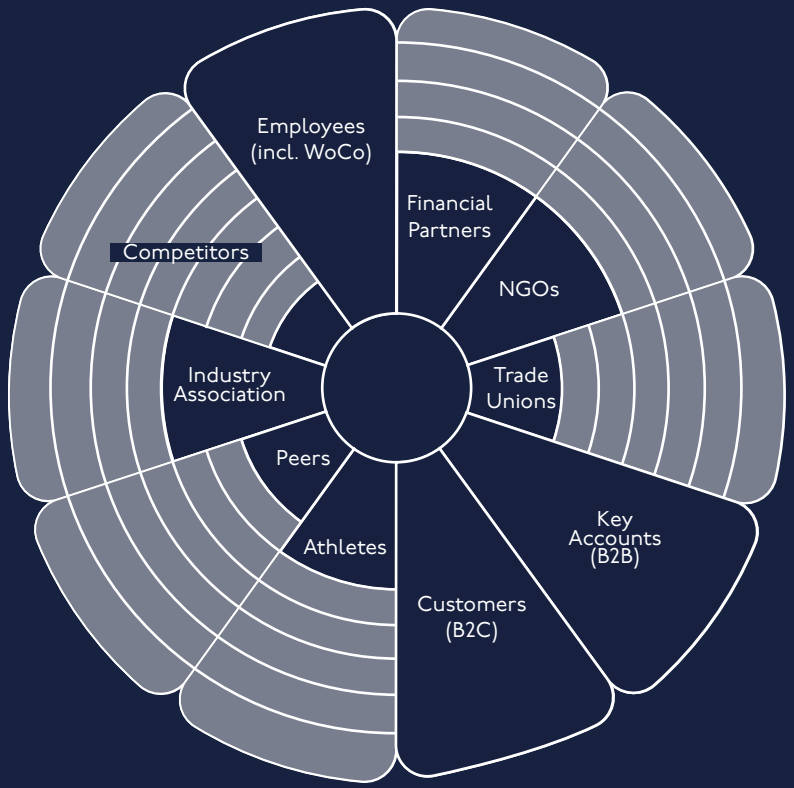
By taking a connected approach, we aim to reduce impact, support people, and protect the playgrounds we all depend on. For today and tomorrow.

STAKEHOLDER ENGAGEMENT

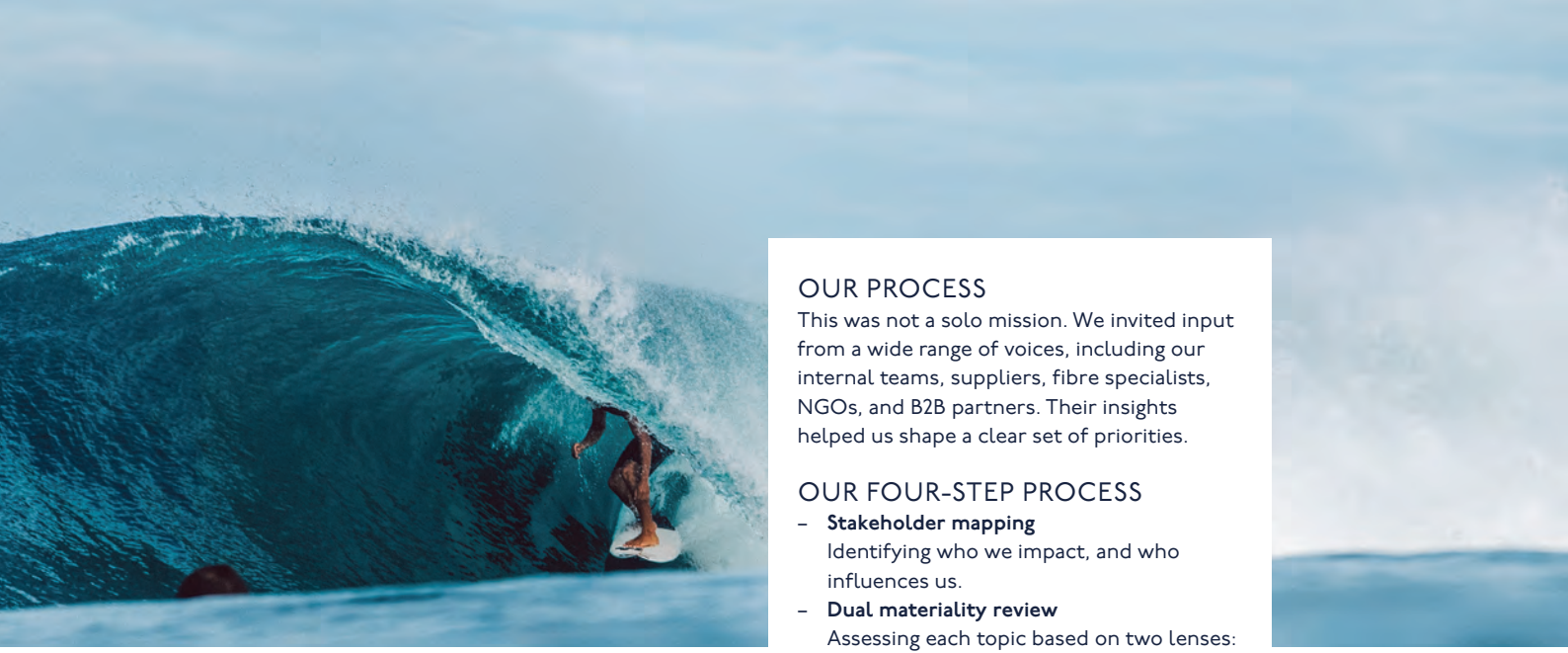
To make progress, we need input. That's why we stay closely connected to the people and organisations around us. From Team O'Neill athletes to production partners and financial stakeholders, each group offers a unique perspective that helps us stay grounded and relevant.The table below outlines who we engage with, what we discuss, and how often we connect.

Stakeholder Group	Role and Relevance	Topics of Engagement	Manner of Dialogue	Frequency
Employees (incl. Works Council)	Internal stakeholder with strong interest and operational influence	Wellbeing, safety, training, internal initiatives	HR meetings, townhalls, internal surveys	Weekly
Financial Partners (Banks)	External stakeholder, relevant for ESG transparency and financial compliance	ESG risk, disclosures, strategic alignment	Regular contact with finance and leadership	Ongoing
NGOs (e.g. Arisa, Amfori)	Dual role: representing affected workers and using ESG data	Due diligence, risk, transparency, certifications	Assessments, platforms, targeted meetings	Frequent
Supply Chain Unions (upstream)	Represent affected workers in sourcing countries	Wages, conditions, grievance mechanisms	Indirect dialogue via platforms and coalitions	Occasional
Key Accounts (Retail Partners, B2B Customers)	Commercial and strategic partners with high influence	Product impact, sustainability claims, compliance	Quarterly review meetings, B2B portal	Regular
Customers (B2C)	Direct product users, core to brand experience and trust	Product quality, material transparency, brand values	E-commerce, social channels, customer care	Daily
Partnerships/ Community	External initiatives that reflect our values and mission	Ocean health, youth development, local impact	Direct partnerships, funding, event support	Ongoing
Athletes (O'Neill Team Riders)	Brand ambassadors and product testers with strong authenticity value	Product innovation, performance feedback, sustainability	Direct contact with product teams and marketing	Regular
Peers	Industry peers and fellow brands collaborating on shared challenges	Circular design, traceability, sector alignment	Working groups, informal contact, joint initiatives	Frequent
Industry Association (Modint)	Sector-wide representation and policy coordination	Legislation, sustainability tools, member input	Membership meetings, coordination platforms	Regular
Competitors	Indirect benchmark stakeholders	Industry standards, innovation, peer initiatives	Monitoring and industry dialogue	Passive

STAKEHOLDER ENGAGEMENT



This visual represents O'Neill Europe's stakeholder engagement model, with active engagement in blue.



MATERIALITY ASSESSMENT

WHY MATERIALITY MATTERS

In 2024, we revisited our materiality assessment to gain a deeper understanding of the sustainability topics that are most relevant to our business and the people we impact. The result informs both our actions and our reporting.

OUR PROCESS

This was not a solo mission. We invited input from a wide range of voices, including our internal teams, suppliers, fibre specialists, NGOs, and B2B partners. Their insights helped us shape a clear set of priorities.

OUR FOUR-STEP PROCESS

- **Stakeholder mapping**
  Identifying who we impact, and who influences us.
- **Dual materiality review**
  Assessing each topic based on two lenses: its impact on people and planet, and its potential influence on our business value.
- **Validation**
  We are prioritising the most relevant topics through internal review and dialogue with the CSR Steering Committee.
- **Topic identification**
  Building a longlist of **Environmental, Social** and **Governance themes**, based on what matters internally and externally.

PRIORITY TOPICS

Here's where we're focusing our energy:

Environmental
Protecting our Playground (ocean health, nature)
Lower impact materials and processes
Design for longevity
Circularity and end-of-life product solutions
Energy and emissions (climate impact)

Social
Employee health, safety and well-being (own organisation)
Labour rights and working conditions (value chain)
Diversity, equity and inclusion

Governance
Governance and transparency
Responsible supply chain

These themes guide our decisions and goals for the coming year, with a growing understanding of what truly matters across our ecosystem.

TO REDUCE OUR
ENVIRONMENTAL
IMPACT

PROTECTING OUR PLAYGROUND FOR GENERATIONS TO COME

WHETHER IT IS THE COASTLINE WE SURF OR THE SNOW WE RIDE, NATURE IS NOT ONLY OUR INSPIRATION BUT ALSO OUR RESPONSIBILITY.

At O'Neill Europe, we are working to reduce our environmental impact at every stage of the product journey. That means thinking beyond the look and function of a garment, and asking tougher questions about what it's made from, how it's produced, and what happens when it's no longer in use.

Our ambition is to create high-performing products with a lighter footprint. We do this by:

- Choosing preferred materials that are recycled, responsibly sourced, or bio-based.
- Using the ROOT LCA tool to assess product impact and guidebetter decisions.
- Designing for longevity and mono-materiality to improve recyclability and reduce waste.
- Investing in innovation and partnerships that support circular solutions.

It is not about being perfect. It is about improving season after season and making sure every step we take leaves less impact and more possibility.

PREFERRED MATERIALS LIST

1. Best

-COTTON-

COTTON

(Fibre to Fibre recycled*)

-SYNTHETIC FIBERS-

POLYESTER

(Fibre to Fibre recycled*)

POLYAMID

(Fibre to Fibre recycled*)

2. Better

-COTTON-

REGENERATIVE COTTON

COTTON (organic**)

-MAN-MADE CELLULOSE FIBERS-

LIVAECO by Birla cellulose***

-SYNTHETIC FIBERS-

POLYESTER (recycled* PET bottles)

- non-branded
- REPREVE® (Unifi)

POLYAMIDE (mechanical recycled*)

- non-branded
- REPREVE® (Unifi)

ACRYLIC (mechanical recycled*)

3. Preferred

-COTTON-

BETTER COTTON INITIATIVE

-MAN-MADE CELLULOSE FIBERS-

PAPER

*FSC verification/certification required

-ANIMAL FIBERS-

RESPONSIBLE WOOL****

(SHEEP)

-BIOBASED SYNTHETICS-

BIOBASED NYLON

BIOBASED POLYESTER

4. Conventional

-SYNTHETIC FIBERS-

CONVENTIONAL NYLON

CONVENTIONAL POLYESTER

CONVENTIONAL ACRYLIC

CONVENTIONAL ELASTANE

EVA

PE

TPU

PU

5. Not preferred

-COTTON-

CONVENTIONAL COTTON

-MAN-MADE CELLULOSE FIBERS-

CONVENTIONAL VISCOSE

Not used in collection

-ANIMAL FIBERS-

DOWN FEATHER **(O'NEILL EUROPE IS DOWN- FREE SINCE 2017)**

CASHMERE/MOHAIR/ALPACA

LEATHER

Banned

-SYNTHETIC FIBERS-

PVC

-ANIMAL FIBERS-

FUR (**O'NEILL EUROPE IS A FUR FREE RETAILER SINCE 2012**)

ANGORA/RABBIT/LAMA/YAK

SILK

ANY LEATHER FROM EXOTIC ANIMALS

*RECYCLED FIBERS require GRS certification

**ORGANIC FIBERS require GOTS & TC certification

***GreenTrack™ verification required

****WOOL FIBERS require RWS certification - in case of Organic Wool, GOTS certification required additionally

*****If in future any of these fibres are used, certfiication is mandatory (Downfeather RDS - Leather LWG - Cashmere GCS - Mohair RMS - Alpaca RAS)

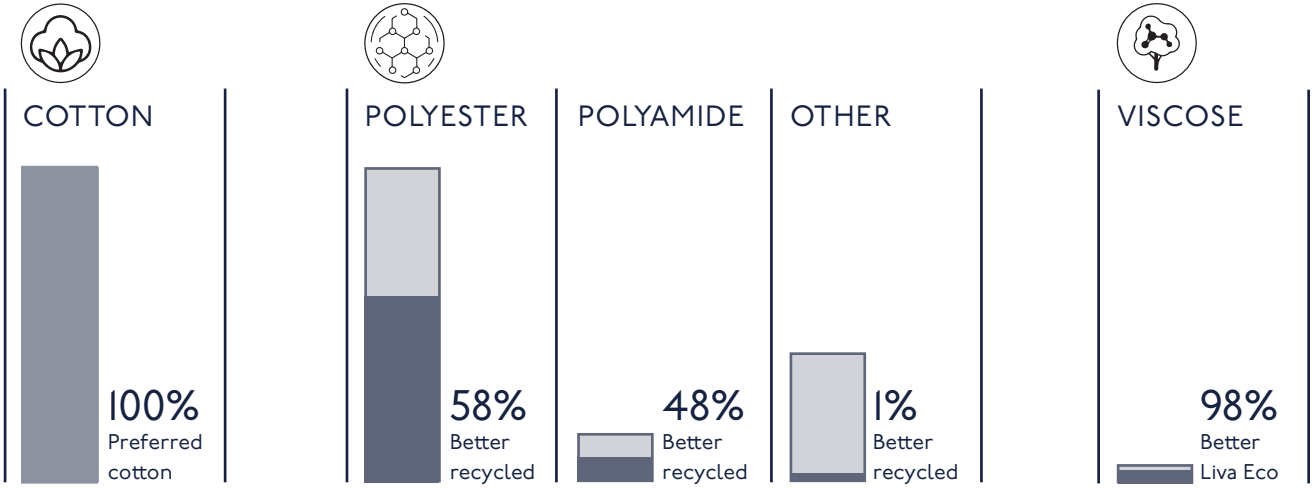
FIBRE SHARES 2024

METRIC TON

TOTAL

67%

3. PREFERRED
2. BETTER
1. BEST



NATURAL
39% of total fibre share

SYNTHETIC
58% of total fibre share

MAN MADE
3% of total fibre share

COTTON

Cotton is our most-used fibre, accounting nearly 39 percent of our total material use in 2024. That means any shift we make in this area has significant impact.

Since 2022, we have committed to sourcing 100 percent of our cotton as more sustainable cotton.
BCI Cotton is sourced via a chain of custody model called mass balance. This means that BCI Cotton is not physically traceable to end products, however, BCI Farmers benefit from the demand for BCI Cotton in equivalent volumes to those we 'source.'

Our long-term goal is full traceability from farm to garment. To reach this, we support BCI's roadmap and working to increase visibility across the cotton supply chain in the years ahead.

100%
Preferred
BCI

NATURAL

39% of total fibre share

RECYCLED CONTENT

Recycled synthetic materials make up a significant share of our collections. In 2024, they accounted for nearly a quarter of our total fibre use. This includes both branded and non-branded recycled polyester and recycled polyamide.

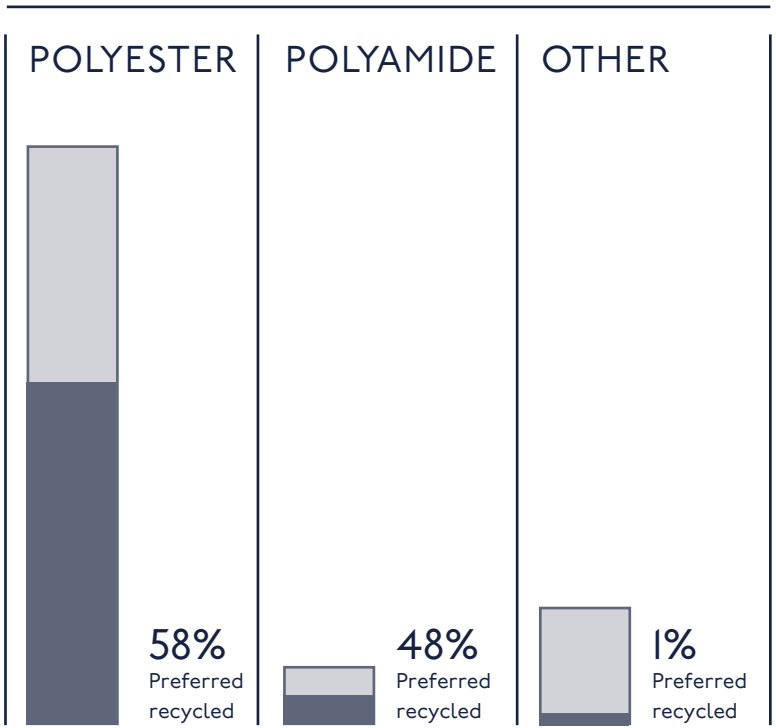
We use these materials to reduce our reliance on fossil-based virgin fibres and to give waste a second life. From outerwear insulation and bikini linings to shell-materials and boardshorts, recycled fibres help us create high-performance gear with a lighter footprint.

We are also aware of the limitations. Most recycled fibres today are sourced from post-industrial waste or PET bottles. These are important steps forward, but they are not yet circular. Our ambition is to move towards textile-to-textile recycling in the future.

At the same time, we are closely tracking innovations that aim to reduce microplastic shedding and exploring lower-impact alternatives.

SYNTHETIC

58% OF TOTAL FIBRE SHARE



MAN-MADE CELLULOSIC FIBRES

Man-made cellulosic fibres like viscose and lyocell are derived from renewable wood pulp. They combine a natural feel and soft drape with technical properties. In 2024, they represented 3 per cent of our total fibre use.

We currently source exclusively from Livaeco by Birla Cellulose. Their fibres come from responsibly managed forests and are produced in a closed-loop process that reduces water and chemical use. Traceability is ensured through GreenTrack, a blockchain-based system that verifies the origin and journey of each fibre batch.

This provides confidence in the environmental standards behind the material, while offering consumers greater transparency about what they wear. We aim to expand the use of these fibres as a lower-impact alternative to conventional options.

VISCOSE

98%
Preferred
Liva Eco

MAN MADE
3 % OF TOTAL FIBRE SHARE

WET PROCESSES

The way fabrics are dyed, treated, and finished can have a significant environmental impact. These so-called wet processes often require large amounts of chemicals, water, and energy. That is why we focus on minimising risks and increasing visibility across this part of the value chain.

We work with a Restricted Substances List (RSL) and a Manufacturing Restricted Substances List (MRSL). Our RSL has been in place for over 15 years and is stricter than legal requirements. We do prohibit the use of PVC, and since 2018, we have been applying PFC-free finishes on outerwear to reduce harm to people and nature.

We are also working to strengthen traceability in wet processing, especially in high-impact areas.
At the same time, we are exploring more responsible dyeing methods that reduce water use, energy consumption, and chemical input. As new technologies become available, we aim to integrate them into future collections.

LONGEVITY AND CIRCULARITY

At O'Neill Europe, we design to make things last — in style, in performance, and in purpose. We believe that longevity is the most impactful way to reduce our environmental footprint.

We aim to create garments that perform better and stay relevant over time. This means working with durable materials, smart construction, and performance technologies such as Polygiene StayFresh and O'Neill Hyperdry. We reinforce high-stress zones and field-test our products in real-world surf, snow, and outdoor conditions.

While longevity is our first priority, we also invest in circular solutions. We track product progress with our internal Circularity Matrix. A product reaches our highest level when it is made with mono-materials, contains at least 30 per cent certified recycled fibres, and is fully recyclable.

We are actively exploring the possibilities of mono-material design in garments. For packaging, we have already implemented a mono-material solution: all paper hang tags are attached with a paper cord and can be recycled together.

We are also part of national Extended Producer Responsibility (EPR) schemes to take responsibility for our products after use.

This is a long-term effort. But by focusing on durability today, we believe we can help lay the groundwork for a circular tomorrow.

PRODUCER RESPONSIBILITY

We believe that responsibility does not end at the point of sale. That is why we support the development of Extended Producer Responsibility (EPR) systems across Europe. These ensure that brands take accountability for the full life cycle of their products, including what happens after use.

O'Neill Europe is a registered member of Re-Fashion in France, the national eco-organisation for textile and footwear EPR. In the Netherlands, we are aligned with the development of the Uitgebreide Producentenverantwoordelijkheid (UPV) under the UPV Textile Foundation. The mission of this foundation is to build a circular textile value chain through collective action. Its targets include reusing or recycling 50 per cent of all textiles placed on the market by 2025, with the ambition to reach 100 per cent by 2050.

We are committed to contributing to these goals and complying with local legislation as it evolves. Our own approach reflects the same mindset: every item we buy for commercial sale is either sold in-store, online, through partners, outlets, or sample sales.

MEASURING OUR IMPACT

In 2024, we reached a key milestone:
calculating our full carbon footprint across scope 1, 2 and 3 emissions for the first time. The results confirm that scope 3 emissions dominate our footprint, accounting for nearly 98% of the total. Within scope 3, the production of materials used in our products has the highest environmental impact.

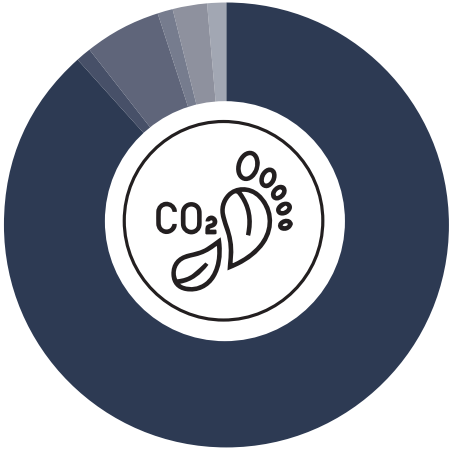
To measure our footprint, we partnered with Root Sustainability, a platform that integrates Life Cycle Assessment (LCA) expertise into our product development workflow. Root enables us to generate carbon insights across our entire portfolio by streamlining data, filling in gaps, and delivering clear, actionable results. This approach reduces manual work and increases confidence in our decisions by ensuring they are based on robust, transparent data.

The footprint results help us focus our efforts where they matter most. This is on the parts of our business with the highest emissions and the greatest potential for improvement.

EMISSION RESULTS (2024)

Scope	Emissions	Share of total
Scope 1	76.64 tonnes CO2-eq	0.87%
Scope 2	137.76 tonnes CO2-eq	1.56%
Scope 3	8,140 tonnes CO2-eq	97.43%

SCOPE 3 BREAKDOWN



Category	Emissions	Share of total
3.1 Purchased goods and services	7,190 tonnes	88.39%
3.3 Fuel- and energy-related activities	91.81 tonnes	1.13%
3.4 Upstream transportation and distribution	461.62 tonnes	5.67%
3.5 Waste generated in operations	5.93 tonnes	w0.07%
3.6 Business travel	85.60 tonnes	1.05%
3.7 Employee commuting	198.89 tonnes	2.44%
3.9 Downstream transportation and distribution	101.86 tonnes	1.25%

Note

Scope 1 and 2 emissions include owned and leased offices, retail stores, warehouses, and company vehicles. Data is reported market-based and estimations are made where data is unavailable.

Scope 3 emissions follow the GHG Protocol, including categories 1, 3, 4, 6, 7 and 9. Results are calculated location-based and have not yet been third-party verified.

ABOUT SCOPE 1, 2 AND 3

- **Scope 1:** Direct emissions from sources owned or controlled by O'Neill Europe (e.g., office heating and company vehicles).
- **Scope 2:** Indirect emissions from purchased energy (e.g., electricity for owned buildings and company vehicles).
- **Scope 3:** Indirect emissions across our value chain (e.g., materials, production, transport and business travel).

Scope 3 data includes emissions from third-party organisations. As such, it often relies on generic industry data and assumptions, especially when supplier-specific data is not available. This introduces a degree of uncertainty. Still, it provides a valuable starting point to map our impact and guide our priorities.

We are committed to continuously improving the quality and accuracy of our data. In 2025, we aim to collect more **verified supplier-specific data**, enhance transparency, and adapt our methodologies as new tools and standards become available.

REDUCING OUR FOOTPRINT

Reducing our emissions starts with reducing energy use. Both within our own operations and across our supply chain. As the **production of materials** is our largest emissions source, this is our key focus area.

We will prioritise reductions by:

- Using materials and dyeing processes with lower environmental impact
- Working with suppliers verified to use energy efficiently
- Collecting and analysing supplier-level energy data to identify best practices
- Designing durable products that last longer, reducing the need for replacement

Early 2026, we will set new targets focused on both **emission reductions** and **improved data collection** across all three scopes.

LOOKING AHEAD

Reducing environmental impact is a long-term commitment. We are not chasing perfection, but progress.In the coming seasons, we will continue investing in better materials, smarter design choices, and stronger partnerships. We will also enhance how we track, measure, and share impact, using tools like ROOT and our Circularity Matrix.

As expectations rise— from legislation to consumer awareness — we see this as an opportunity to push ourselves further. Step by step, we aim to turn responsibility into action, and innovation into impact.

TO MAKE A
POSITIVE IMPACT

INTRODUCTION

At **O'Neill Europe**, we believe in building a fair and transparent supply chain. We support the communities around us and the people behind our products.

For us, making a positive impact means actively contributing to better working conditions, supporting education, promoting wellbeing, and investing in communities where we can make a difference.

In this chapter, we highlight the steps we've taken and the partnerships we're building to create positive, lasting value— both within our organisation and beyond.

SAVE THE WAVES

O'Neill is a proud partner of Save The Waves Coalition (STW), an international non-profit dedicated to protecting surf ecosystems worldwide.

STW defines a surf ecosystem as more than just a wave—it encompasses the surrounding nature, wildlife, communities, and cultural heritage. Through this partnership, we contribute to STW's mission of safeguarding 1, 000 surf ecosystems by 2030.

Our support includes annual financial and product contributions, campaign activations with our athletes, and direct involvement in key projects such as Punta Conejo (Mexico) and Chikens (Maldives).

At Save the Waves, the impact programs are built around the following three key pillars:

WORLD SURFING RESERVES (WSR)

This flagship program proactively identifies, designates ,and preserves outstanding waves and their surrounding environments across the globe. Each WSR is managed, implemented, and protected by its local community, forming part of a global network of surf reserves.

SURF PROTECTED AREAS (SPA)

Surf Protected Areas represent a new approach for marine and coastal conservation—combining the legal protection of ecosystems with sustainable community development. The program establishes a systematic and scalable approach to conserving large numbers of surf ecosystems at a national level

CAMPAIGNS & ENDANGERED WAVES

Save The Waves' campaigns inspire collective action that leads to real conservation outcomes. They work with local communities and movements to address and prevent immediate threats, or to safeguard surf ecosystems before they are destroyed or altered.

https://www.savethewaves.org/

COMMUNITY PROJECTS

Surfers Not Street Children

O'Neill is a proud partner of Surfers Not Street Children (SNSC), a non-profit organisation with over 20 years of experience supporting street-connected youth in Durban, South Africa, and Tofo, Mozambique. The programme combines surfing, mentorship, and care to help young people on their journey toward independence, stability, and self-confidence.

O'Neill provides long-term financial and in-kind support to SNSC. Team O'Neill rider Jordy Smith actively amplifies the organisation's message, raising awareness through international campaigns and events.

www.surfnotstreets.org

Rookie Rippers

Our Rookie Rippers Youth Surf Academy gives 12–16-year-old surfers the opportunity to be mentored by O'Neill athletes and professional surf coaches. The programme includes coaching sessions, team challenges, and video analysis designed to develop talent both in and out of the water.

Winners receive a one-year sponsorship with Team O'Neill.

www.oneill.com/rookie-rippers

Women of the Wave

The O'Neill Women of the Wave is our global initiative to welcome more women into the surf community — whether it's your first wave or your hundredth. At O'Neill, we believe that the ocean is for everyone.

This initiative is about connecting like-minded women, cheering each other on and sharing unique stories. Learning new skills or honing your craft becomes easier and more fun when done together. Everyone has their own journey into surfing, and sharing the joys of it with your community makes it even more precious.

In 2024, we supported more women through local activations with our athletes and community-building events.

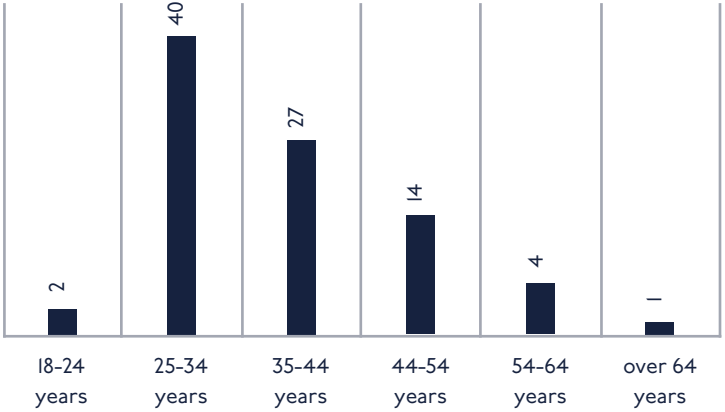
www.oneill.com/women-of-the-wave

O'NEILL EUROPE

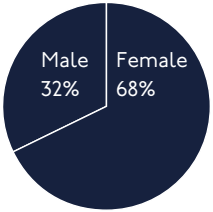
EMPLOYEES IN THE HQ, WARMOND, THE NETHERLANDS

88

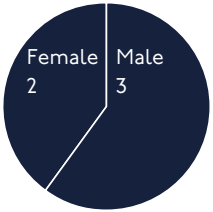
SPLIT PER AGE GROUP



SPLIT PER GENDER



TOTAL



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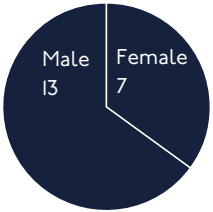


SLT

NUMBER OF NEW HIRES: **26**
NUMBER OF LEAVERS: **26**

EMPLOYEE HEALTH & WELLBEING

At our headquarters in Warmond, the Netherlands, we foster a culture that supports both personal wellbeing and professional growth.

We encourage an active lifestyle by offering weekly yoga and boot camp sessions, helping employees recharge and stay connected. Each team member also receives a Health & Wellbeing Budget, which can be used for additional holidays, sports equipment, coaching, or gym memberships.

We also invest in professional development. Employees are offered training opportunities such as Franklin Covey's 7 Habits of Highly Effective People, helping them strengthen focus, resilience, and leadership skills.
To ensure employee voices are heard, we maintain an active Works Council. This internal advisory group plays a key role in safeguarding employee interests, strengthening transparency, and supporting constructive dialogue between staff and leadership.

By giving people the tools, space, and voice to grow, we aim to create a healthy and empowered workplace.

WORKPLACE SAFETY & SUPPORT

We are committed to maintaining a working environment where everyone feels safe, respected, and supported.

At our headquarters and in our stores, we take a proactive approach to physical safety. We conduct regular safety audits, run internal fire drills, and provide training in line with our security manual. In 2024, no incidents were reported.

Beyond physical safety, we also prioritise psychological wellbeing. O'Neill Europe has a clear protocol for inappropriate behaviour, supported by three designated confidants: two are internal contacts trained externally, and one independent professional available through our Arbo service Richting. Employees can turn to these trusted contacts for confidential support on issues such as aggression, violence, bullying, discrimination, or (sexual) intimidation. In 2024, no reports were filed through either channel.

By combining structured prevention with accessible support, we aim to create a culture of safety, respect, and trust.

WORKING CONDITIONS

We are committed to ensuring fair, safe, and healthy working conditions throughout our supply chain. In the higher-risk countries, we are participating in multi-stakeholder initiatives, including the International Accord and MADE in Myanmar.

International Accord

O'Neill Europe is a proud signatory to the International Accord for Health and Safety in the Textile and Garment Industry. While the Accord operates in both Bangladesh and Pakistan, we source only from Bangladesh.

This legally binding agreement has driven significant safety improvements across the garment industry. It includes independent factory inspections, ongoing remediation, safety training, and a complaints mechanism for workers. Since its inception, the Accord has supported over two million workers and helped remediate more than **170,000 safety issues**.

MADE in Myanmar

We also support MADE in Myanmar, a European Union-funded initiative aimed at improving labour conditions and promoting responsible business conduct in Myanmar's textile sector.

The project works with local factories, employers, and workers to strengthen workplace dialogue, labour rights, and industry standards in a highly sensitive context.

Amfori

As a member of Amfori, we are part of a global business network committed to open and sustainable trade. Through Amfori's BSCI platform, we monitor social performance at the factory level, collaborate on improvements, and support transparency in high-risk countries.

This is one of the ways we work to create a positive impact for the people behind our products, moving beyond compliance toward shared responsibility. Our full Code of Conduct, outlining the standards we expect from all our suppliers, will be detailed in the next chapter: **To Govern Our Impact.**

TO GOVERN OUR IMPACT

INTRODUCTION

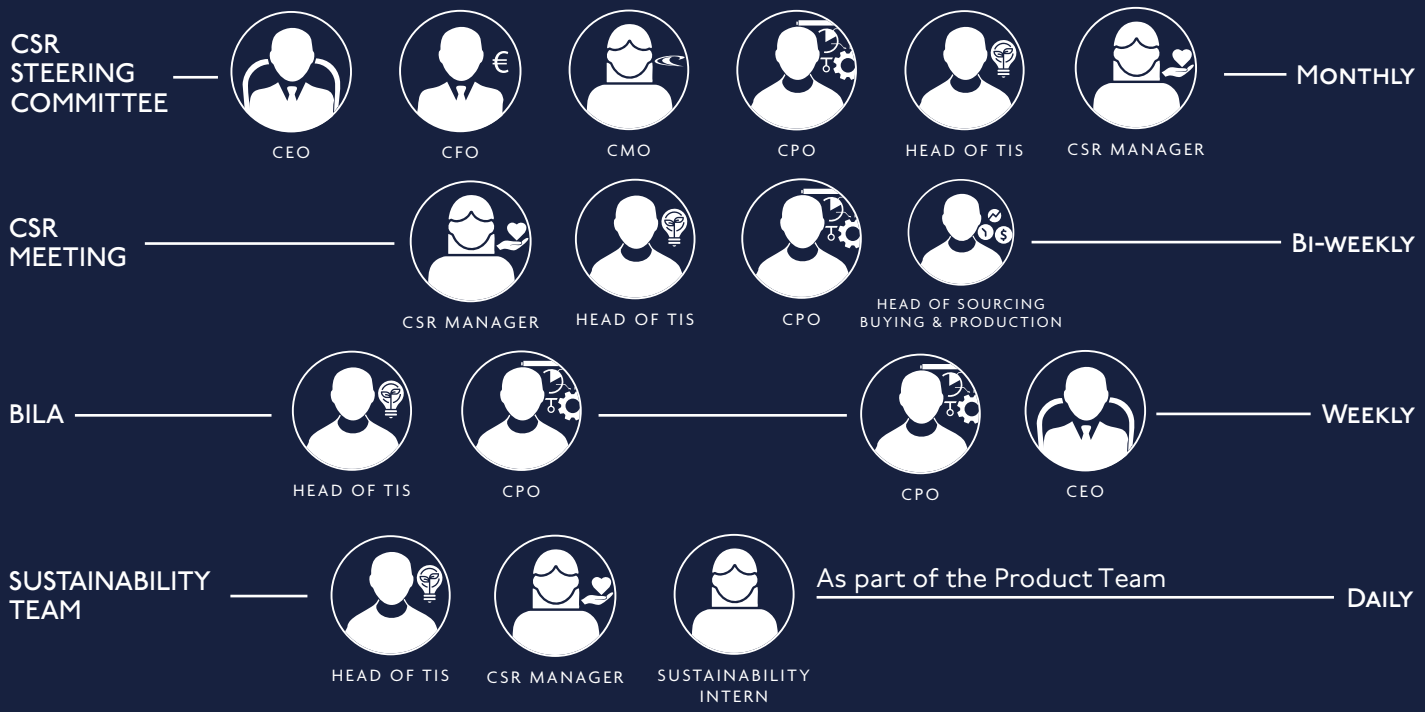
We recognise that our industry is connected to complex environmental and social risks—from working conditions in textile production to the use of chemicals and raw materials.

Governments, consumers, and civil society increasingly expect brands to identify, prevent, and address risks across the entire value chain. These expectations are reflected in international frameworks, such as the OECD Guidelines for Multinational Enterprises and the UN Guiding Principles on Business and Human Rights.

At O'Neill Europe, we are committed to responsible business conduct. This means establishing systems that uphold human rights, support decent work, and minimise harm. It also means building strong relationships with suppliers and stakeholders to improve visibility, share responsibility, and respond to new challenges together.

In this chapter, we outline the policies, tools, and partnerships that help us embed governance into our daily operations and prepare for the regulatory landscape of tomorrow.

CSR MEETING STRUCTURES



CODE OF CONDUCT

To address risks in our operations and value chain, we have adopted clear policies that guide our internal processes and define the minimum standards we expect from our business partners.

Our Code of Conduct reflects the values that define O'Neill Europe. It applies to all individuals associated with O'Neill Europe and its affiliates, regardless of role or location.
All O'Neill Europe business partners are expected to uphold this Code, comply with applicable laws, and conduct regular audits to monitor social and environmental progress.

Where risks or violations occur, we engage with partners to define corrective actions and monitor their implementation. If improvements are not made within an agreed timeframe, we reserve the right to suspend or terminate the business relationship.

By signing our Code of Conduct, suppliers commit to working proactively on social and environmental topics, implementing appropriate governance structures, protecting workers, and contributing to greater transparency and accountability across the supply chain.

TRANSPARENCY

We rely on full visibility across our supply chain to identify risks, make improvements, and act responsibly. Without access to the right data, it becomes difficult to evaluate the social and environmental impacts linked to each stage of production. That is why transparency is essential to our due diligence efforts.

To support this, we use the Worldfavor platform, which strengthens our ability to go beyond traditional audit reports. In collaboration with Worldfavor, we have developed custom requirement packages for suppliers across all tiers of our value chain.

These packages collect data on topics such as environmental management, certifications, and health and safety.

The platform enables automated alerts when certain responses require follow-up. By centralising this information, we gain a better understanding of where risks may arise and can take timely action. This structured approach improves transparency and accountability, and strengthens our dialogue with our supply chain partners.

By tracking our allocation share per country, we gain insight into our leverage and identify where participation in multi-stakeholder initiatives can drive the most impact. Tracking allocation is an integral part of shaping our sourcing strategy for the future.

TRACEABILITY

The upstream supply chain of O'Neill Europe's products consists of four main stages, categorised as Tier 1 through Tier 4. Tier 4 suppliers are responsible for cultivating or extracting raw materials. Tier 3 suppliers process these raw materials into yarn. Tier 2 suppliers handle fabric production and processing, including wet processes such as dyeing and finishing. Tier 1 suppliers assemble the final products.

We currently have full visibility of our Tier 1 suppliers and good visibility of our nominated Tier 2 suppliers. For other Tier 2 suppliers, visibility is more limited. At present, insights into our Tier 3 and Tier 4 suppliers remain limited.

TIER 0
OFFICE, RETAIL, DISTRIBUTION CENTRES

OFFICE

DISTRIBUTION CENTRES

OFFICE

TIER 1
FINISHED PRODUCT ASSEMBLY

FINISHED PRODUCT ASSEMBLY

TIER 2
MATERIAL PRODUCTION & STAND-ALONE OPERATIONS

MATERIAL PRODUCTION

STAND-ALONE OPERATIONS

TIER 3
RAW MATERIAL PROCESSING

RAW MATERIAL PROCESSING

TIER 4
RAW MATERIAL EXTRACTION

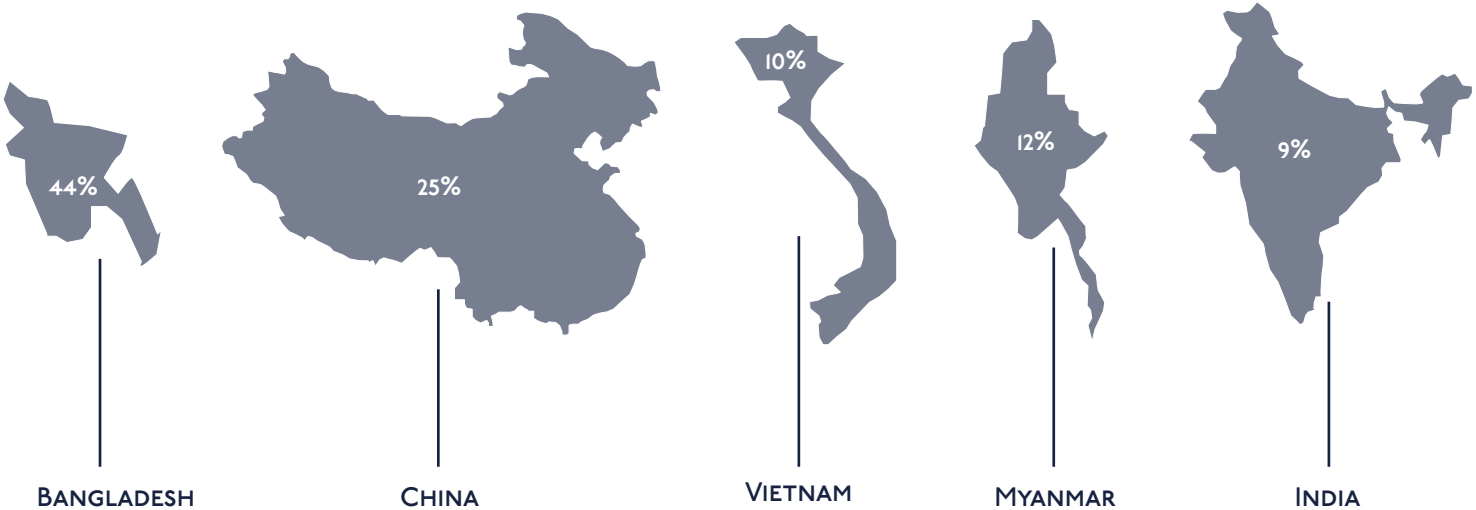
SYNTHETIC RAW MATERIAL EXTRACTION

NATURAL RAW MATERIAL EXTRACTION

PRODUCTION COUNTRIES

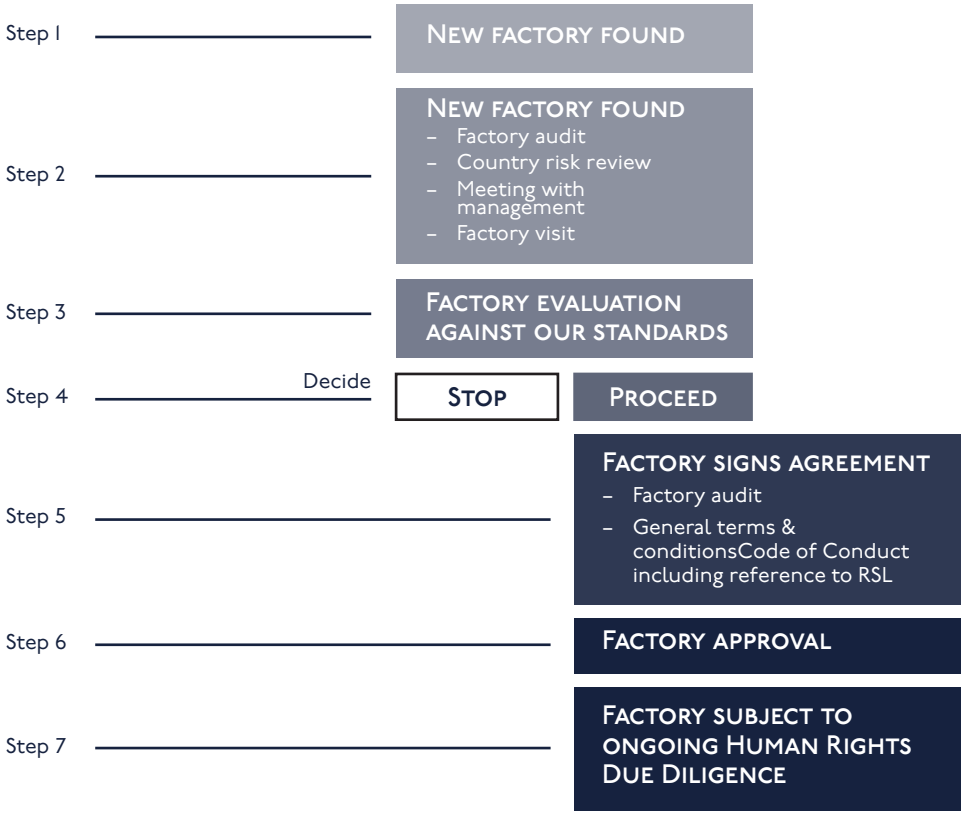
Bangladesh
China
Myanmar
Vietnam
India

PRODUCTION COUNTRIES SHARES IN VALUE



OUR ONBOARDING PROCESS

Before working with a new manufacturing partner, we follow a structured onboarding process to assess and ensure compliance with our standards. This includes a factory audit, a country risk review, meetings with management, and a site visit. Only factories that meet our requirements proceed to the next steps: signing our Code of Conduct and other key agreements. Once approved, the factory becomes part of our supply chain and is subject to ongoing human rights due diligence.



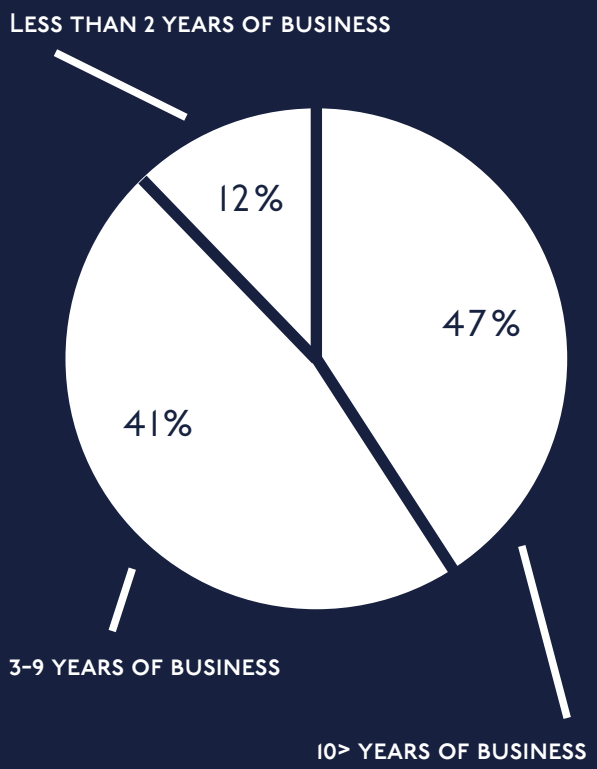
RESPONSIBLE SOURCING & LONG-TERM PARTNERSHIPS

At O'Neill Europe, we believe that strong relationships lead to stronger impact. That's why we prioritise long-term partnerships with our suppliers. Continuity helps build mutual trust, shared values, and consistent quality. These relationships allow us to collaborate more openly, understand local realities, and drive improvements over time. In 2024, 47% of our supplier base had been a business partner for more than 10 years.

Before working with any new supplier, we conduct a thorough onboarding process. This includes collecting certifications and compliance documents, assessing working conditions, and evaluating country-specific risks using tools like the MVO Risico Checker (CSR Risk Checker). This is followed by an on-site visit by members of our sourcing and product teams.

By taking these steps, we ensure our sourcing decisions reflect not only operational needs but also our responsibility to protect people and the planet throughout the supply chain.

LENGTH OF PARTNERSHIPS



MONITORING, TRAINING AND CORRECTIVE ACTION

We take a structured, risk-based approach to managing working conditions in our supply chain. In regions where labour and environmental risks are elevated, we apply enhanced due diligence through third-party audits, direct dialogue, and personal visits.

We are a member of Amfori BSCI, which supports our efforts to monitor social performance. To broaden our insight and reduce audit fatigue, we also accept internationally recognised audits such as SMETA/SEDEX, WRAP, and SA8000. These cover topics such as wages and working hours, workplace safety and employee representation.

AUDITS TYPICALLY INCLUDE:

- A physical inspection of the workplace.
- A review of documents (salaries, working hours, contracts, insurance).
- Confidential interviews with workers, without management present.

Each audit results in a rating. When gaps are identified, we work with suppliers to create a Corrective Action Plan (CAP). Deadlines are set, and we monitor progress to ensure improvements are implemented.

Beyond audits, we also aim to address root causes. For example, we help reduce overtime by improving capacity planning. By sharing forecasts early and placing orders on time, we support better planning and reduce pressure on workers.

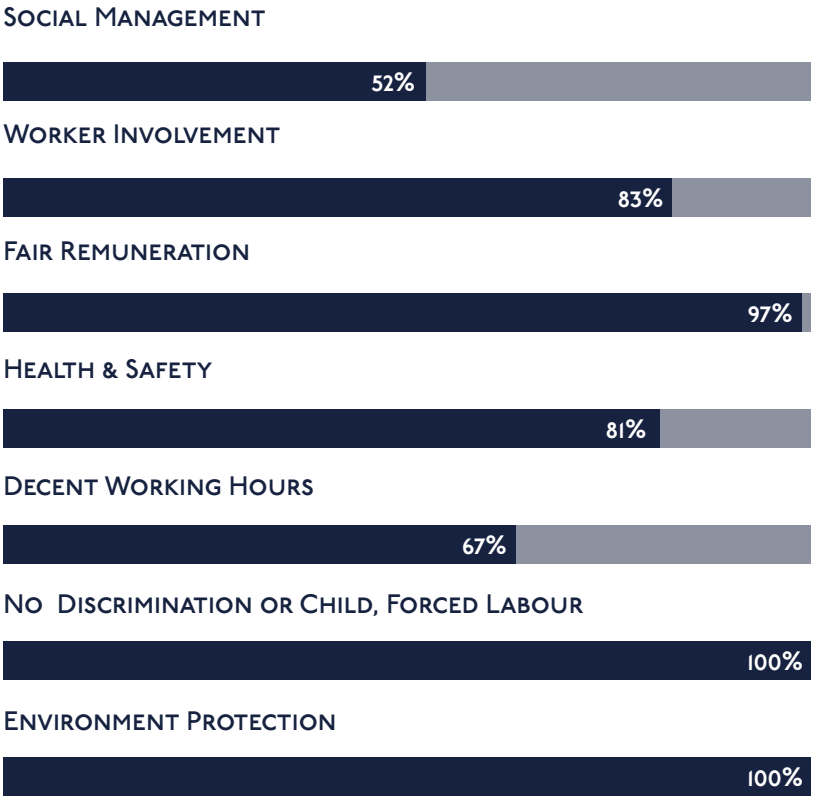
AUDITS

Issues found during audits at factories:

- **Social management:** 48% of factories need to improve their social management system.
- **Decent working hours:** in 33% of the factories, workers regularly or occasionally work too many hours and/or do not receive enough rest or days off.
- **Health and safety:** in 19% of the factories, improvements are needed to ensure a healthy and safe environment. This is often due to insufficient safety training, missing safety devices on machinery, and failure to use personal protective equipment.
- **Worker involvement:** 17% of factories do not sufficiently involve workers. They do not train workers on their rights, do not have long-term goals to protect workers, and often have failing grievance mechanisms.

It is important to identify these issues, as it allows us to engage in an open dialogue with suppliers and work together on concrete improvements.

COMPLIANCE RATING ACROSS THE PERFORMANCE AREAS



HEIGHTENED DUE DILIGENCE IN MYANMAR

Operating in Myanmar requires an elevated level of human rights due diligence. Since the military coup in 2021, the social and political landscape has significantly changed, putting human rights at risk. Rather than disengaging—which may disproportionately harm garment workers—we have chosen to continue our business in Myanmar with greater caution and responsibility.

As part of this approach, O'Neill Europe participates in the MADE in Myanmar programme: a multi-stakeholder initiative supported by the EU, EuroCham, SMART Myanmar, Sequa, other brands and local actors. The programme supports responsible business conduct in Myanmar's textile sector through:

- Factory training and assessment via the SMART Factories programme.
- Dialogue and transparency through the Forum on Supply Chain Conduct.
- Support for female workers via the Centre for Women's Advancement.

These efforts are reinforced by independent grievance mechanisms, enhanced monitoring, and ongoing collaboration with peers and local stakeholders. By staying actively engaged, we aim to support decent working conditions and safeguard the wellbeing of workers despite the challenges.

BEYOND AUDITING

In 2024, we partnered with Mondiaal FNV's AMPLIFY project to launch a training programme at our biggest factory in Bangladesh. The goal was to establish elected and functional Participation Committees (PCs) that represent workers and meet legal requirements. These committees are a vital bridge between workers and factory management. When properly implemented, they help address concerns early, improve communication, and boost worker motivation.

The training is guided by local experts and includes factory mapping, elections, training sessions, and follow-up support. This strengthens worker voice and supports long-term improvements in workplace conditions.

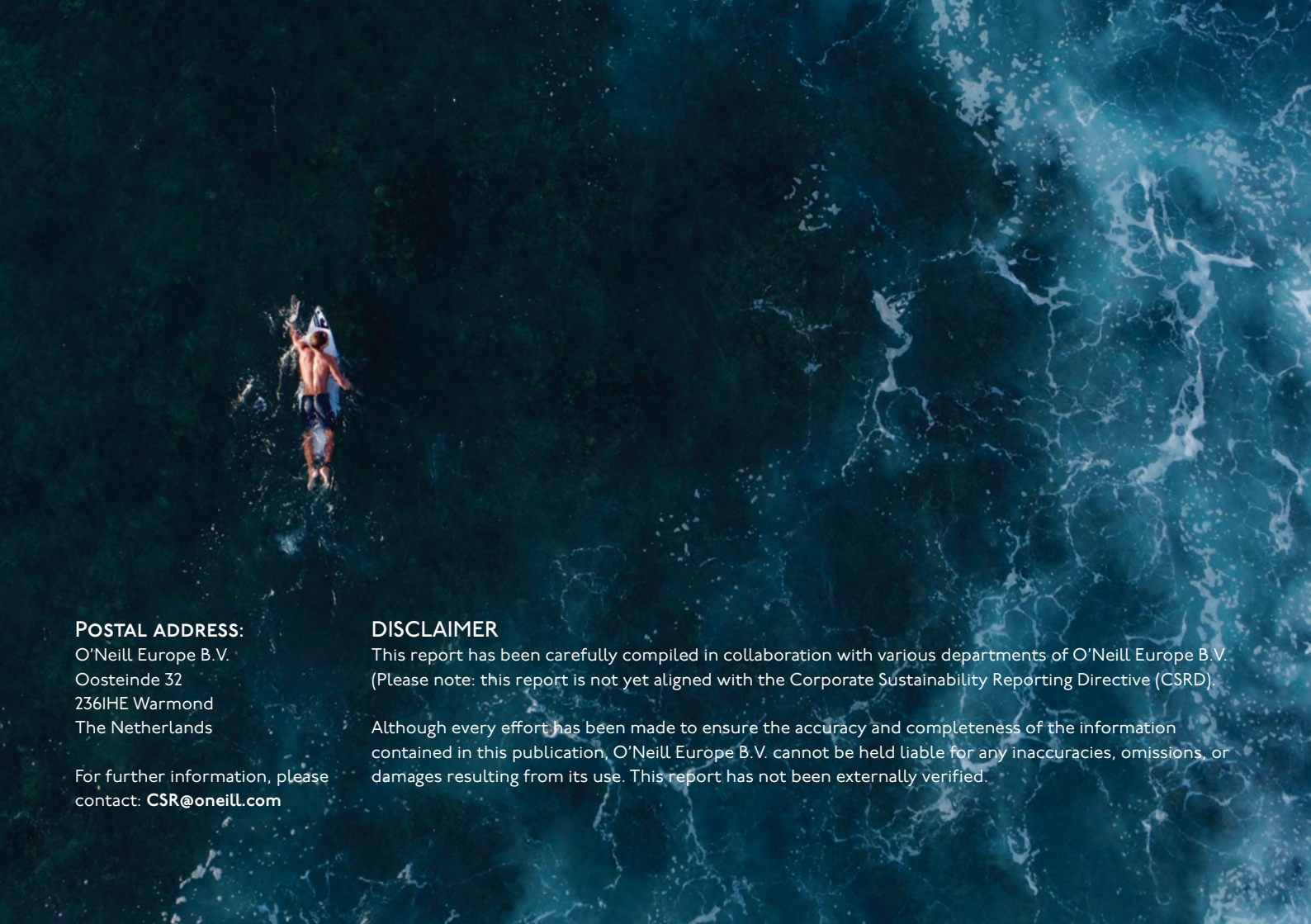
Workers in our supply chain also have access to independent grievance mechanisms. Through Amfori's Speak for Change programme, the Accord helpline, and the MADE in Myanmar helpline, workers can raise concerns confidentially and without fear of retaliation.

In 2024, one contract-related grievance was submitted through an independent helpline. The issue was resolved satisfactorily through compensation.

CLOSING

We believe that transparency, accountability, and collaboration are key to driving meaningful change. At O'Neill Europe, we are committed to building strong governance structures that protect people, respect the planet, and support long-term value for all stakeholders.

WANT TO KNOW MORE?
WWW.ONEILL.COM



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DISCLAIMER

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