

REGENERATION STRATEGY

MISSION For Vivobarefoot to become the most regenerative barefoot brand in the world.

GOAL To be on a trajectory to net positive impact on people and planet by formalising and operationalising sustainability culture, policy and processes, effectively making the sustainability team redundant.

OBJECTIVES **2020** **2021** **2022** **2023**

HEALTHY BRAND: To become a b corp certified business for good – pioneering fully integrated and regenerative business practices that position vivobarefoot as net-positive social business of the future.

B CORP 80 90 100 120+

INTEGRATION Strategy Reporting BI Processes BI System

TRANSPARENCY Main Materials + Certifications All Factories + Regeneration Score All Upstream Partners + Regeneration Score Full Real-Time Value Chain Data

HEALTHY COMMUNITY: Continuously improve the health & wellbeing of all our stakeholders through regenerative experiences that challenge the status quo and literally re-connect people with nature.

EMPLOYEES 5/10 HI Score >5/10 6-8 8+

SUPPLIERS CleanChain Launch >50 60-80 80+

CUSTOMERS 50 41.5 55 55+Data

HEALTHY PLANET: Design, manufacture and sell products in a closed loop that incorporate the most innovative solutions to regenerate natural resources, people and communities that make and wear them.

MATERIALS 8.5/25 Eco Matrix 12/25 16/25 20/25

CIRCULARITY 20% 40% 60% >80%

FOOTPRINT Natural Capital Baseline Net Negative Net Neutral Net Positive

3 YEAR KPI'S

B CORP SCORE >120

PODCAST LISTENS >50K

100% TRANSPARENCY

STRATEGIC DELIVERABLES

PRODUCT & SOURCING	FINANCE & PEOPLE	MARKETING & COMMERCIAL	VIVOBAREFOOT GOES GLOBAL
Integrated Business Strategy	B Corp Certification & Public Launch	Sustain This Podcast Growth & Engagement	Handover of Sustainability Function
Regeneration Branding & Mission Update	Launch Livebarefoot Foundation	Website Update Incl. Value Chain Map	Corporate Sustainability Advisor to VB Board
Hire & Integrate Sustainability Team	Integrated Annual Report	Thought Leadership Champagne Moments	Sustain This: Sponsored by Vivobarefoot PODCAST
Strategic On-Boarding of Key Stakeholders	Operational Policy Implementation	High Value Stakeholder Partnerships e.g. WWF	Regenerative Business: The Vivobarefoot Story BOOK
Product Range & Supplier Consolidation	Stakeholder Training & Engagement	Scale Education & Experiences Services	Redefining Sustainability: DOCUMENTARY
Eco-Matrix & Materials Toolbox	Diverse, Regeneration Leadership Team	Regenerative Business Franchise Model	