

Impact & Responsibility

**PAS NORMAL
STUDIOS**

INTERNATIONAL CYCLING CLUB

A full-page background image showing two male cyclists riding on a paved mountain road. The cyclist on the left is wearing a dark brown cycling jersey and black shorts, with a black helmet and yellow-tinted sunglasses. He has a beard and visible tattoos on his arms and legs. The cyclist on the right is wearing a light blue cycling jersey and dark shorts, with a tan helmet and sunglasses. Both are leaning forward in a racing posture. In the background, there are rolling green hills and a cloudy sky. A white dog is partially visible behind the cyclist on the right.

A message from Peter Lange

CEO, Pas Normal Studios

We started Pas Normal Studios back in 2015 as two friends with a shared passion for cycling.

As a sports brand designed for the outdoors, we understand our responsibility in minimizing the impact we have on the environment - while maximizing the positive impact that cycling has on people and communities.

From the beginning, part of our DNA has been to aim to become leaders in our industry, but we wanted to do so in a different way compared to the established brands. Our approach is 'pas normal' [not normal], and we strive to go beyond the normal both in the design of our apparel, and how we think about our impact and responsibility as a company.

We aim to become the leader in our industry when it comes to sustainable practices and reporting. Ultimately, we want to achieve this by doing things in a way that might be 'pas normal' today, but that will inspire other companies to look our way and adopt some of our ideas in the future.

We have prepared this document to provide an overview and insights into our impact & responsibility strategy. At the end of each financial year, we will share an annual report to be transparent on our development and commitment.

I am proud of the initiatives and progress we have already made as a young organization and determined to play our part in shaping the agenda for a more sustainable future.

Our Commitment

We are committed to promote our sport towards more environmentally sustainable practices. We hold ourselves accountable to 3 clear commitments

Collaborate closely with industry partners and our entire supply chain

Just as in a cycling race, we cannot do it alone. We are part of a complex supply chain and share many of our supply chain partners with other companies. Collaborating closely towards industry change and industry standards will get everyone further than 'going it alone'. This is why we partner with industry-leading organizations such as the Sustainable Apparel Coalition, the Higg Index, and the Science Based Targets Initiative.

Be transparent about our environmental impact

We believe that the environmental profile of a product should be as transparent as its price. We are working hard to quantify our environmental impact, which will help us communicate transparently, make better decisions in the future, and hold ourselves accountable to our targets. Creating transparency in a complex value chain is a challenging exercise, but we are progressing steadily towards this commitment.

Be accountable for our sustainability goals

Creating a transparent overview of our company's impact is the first step to be able to hold ourselves accountable for our goals. We have partnered with the Science Based Target Initiative and committed to their targets for Scope 1 and Scope 2 CO₂e-emissions in 2030. We have gone one step further to also set ourselves a target for our Scope 3 emissions (the vast majority) in 2025 and 2030. We hold ourselves accountable for all our sustainability goals.

Our Challenges

We have a number of real challenges that hold us back from doing things as fast as we would like. We address three of these challenges here to shed some light on our day-to-day work to improve the sustainability of our company.

Quantifying our environmental impact

Measuring our environmental impact is a vital step towards understanding the hotspots in our value chain and prioritize initiatives in the short- and long term that will have the highest positive impact. Our value chain covers everything from raw material extraction, manufacturing of the finished product, its transportation and storage, how it is cared for, and its end-of-life. We are working to quantify this at scale across our product portfolio.

Moving towards less impactful, renewable fabrics

Part of our mission is to create the highest quality, most technical cycling apparel. In today's market the highest quality, technical fabrics in sport and performance are made using non-renewable materials such as polyester. We work with these fabrics because they provide uncompromising technicality and performance, and we believe that the best products will stay in use for longer. We challenge ourselves and our supply chain partners to improve the sustainability profile of those fabrics, and we continue to seek innovations in the supply chain.

Implementing circularity

Sadly, as with most garments around the world, our products often have a linear life that ends with disposal. Currently one of the most impactful levers we have to reduce our impact is to help ensure that our products stay in use for as long as possible. One part of this is to bring the best possible products to the market, and equally important is to facilitate a market for products after their first life. We are working to overcome our logistical challenges behind reselling and recycling to make this operational at scale.

Strategic Priorities

We have defined six strategic priorities in our impact & responsibility strategy. We set a short- and long term vision for each priority to ensure accountability as well as the ability to measure our progress. At the same time, we will certainly learn new things throughout our journey and recognise that some priorities will require adjustments over time as we develop the breadth and depth of our knowledge.

1. Progress on our strategy and goals

Our first strategic priority is to be abundantly clear about what we aim to achieve as a company when it comes to sustainability. Our vision is to lead the way in our industry and doing it in a pioneering way that can inspire others - or at least start a good idea somewhere else.

2. Measure our environmental impact and strategise its reduction

Our second priority is to continuously measure our company footprint and identify hotspots and focus areas to reduce our impact. With most of our environmental impact created within our supply chains, we have a responsibility to collaborate and act alongside our partners.

3. Continue to raise the standards within our value chain

The third priority is to ensure the highest standards are maintained within our supply chain by contractually agreeing on standards with our partners and co-developing improvements.

4. Implement product circularity initiatives

Our fourth priority is to integrate circularity into our business models and product development to reduce resource demand. We will offer extended services alongside our products (including reselling and repair), and continue to preference the least environmentally impactful materials

5. Initiate meaningful social responsibility initiatives

Our fifth priority is to use the power of cycling to drive change in the world and improve the quality of people's lives, physically and mentally. We partner with organisations around the world to make this happen, including charities in Colombia and cycling clubs and Lithuania.

6. Improve communication and transparency about our operations and impact

Our sixth priority is to create transparency in our operations and have clear communication about our progress. We will share our aims, progress and experiences openly, alongside full transparency down to the product level.

Priority 1: Progress on our strategy and goals

Our goals for 2025 align with our commitment to continue developing into a progressive and industry-leading organisation when it comes to measuring and reducing impact, setting goals, and improving transparency. We are continuously learning and developing processes with regards to sustainability, and we will improve our approach and ambition as we progress. As we grow as a company, our footprint - and responsibility - grows, too. As part of this, we have outlined 6 key goals for 2025, tied in to our 2030 vision and commitment.

	By 2025..	By 2030..
Progress on our strategy and goals	We aim to have full transparency on our social and environmental impact and be clear on the effects of each decision we make: we must integrate sustainability in to every aspect of the organisation.	We lead the way in our industry; leading with pioneering solutions (in line with the 'Pas Normal' DNA) and reaching our own ambitious goals.
Measure our environmental impact and strategise its reduction	We aim to be fully aligned to the 'Business Ambition for 1.5°C', and be among the top 20% apparel businesses on all Sustainable Apparel Coalition benchmark items.	We reduce our Scope 1 and Scope 2 emissions in line with the Science Based Targets initiative (42% absolute reduction from 2020 base year). Beyond the SBTi, we commit to reducing our Scope 3 emissions year on year towards 2030.
Continue to raise the standards within our value chain	We aim to have a fully comprehensive and transparent overview of our suppliers' social and environmental performance, working systematically to improve our joint operations and standards.	We co-invest with our supply chain partners to improve working conditions, fund social value projects, improve environmental performance and develop the regions within our network.
Implement product circularity initiatives	We aim to be pushing the boundaries for circularity in the cycling industry by offering innovative solutions to the circular economy.	We are frontrunners on product circularity and have implemented at least 5 concrete initiatives to extend the product lifetime.
Initiate meaningful social responsibility initiatives	We aim to have launched a number of meaningful projects around the world in line with our purpose. The initiatives will be aimed at giving back to the communities that support our network.	We have established the PAS Foundation to distribute financial means to relevant cases. In parallel, we use our International Cycling Club as a vehicle to raise awareness and inspire people to explore what cycling can do for them.
Improve communication and transparency about our operations and impact	We aim to publish an annual sustainability report, highlighting our aims and progress, alongside a diverse and transparent online hub for all of our environmental and social impact developments.	We provide fullytransparent overviewto our consumers of the environmental impact of each of our products.

Priority 2: Measure our environmental impact and strategise its reduction

As of 2021 we have started work on reducing our absolute scope 1 & 2 emissions through a series of initiatives and have fully measured our scope 3 emissions.

	Baseline 2020 (CO2e)	% of total emissions	2030 Target
Scope 1	6.03 tonnes	0.8%	42% absolute reduction
Scope 2	2.77 tonnes	0.2%	42% absolute reduction
Scope 3	540.3 tonnes	99%	25% intensity based reduction
	75.3kg /€'000 revenue		

Now that we have a clear overview of our environmental footprint, we can commit to reduction targets.

Through the SBTi we have formally committed to “reduce our absolute scope 1 and scope 2 GHG emissions 42% by 2030 from a 2020 base year, and to measure our scope 3 emissions”. We are therefore beginning to reduce our scope 3 GHG intensity by 25% by 2030 from a 2021 baseline.

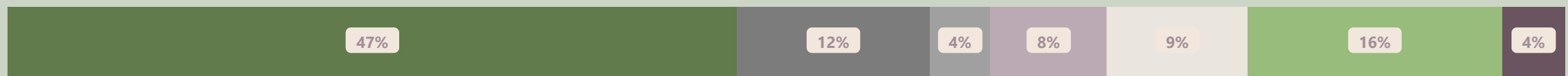
Our Scope 3 emissions account for around 99% of our total emissions.

We have identified several key areas of focus within the Scope 3 emissions to focus our attention on:

- Purchased goods and services accounted for 58% of our Scope 3 emissions in 2021. This includes the items we design and produce with our manufacturing partners and material suppliers.
- The product use phase contributed an estimated 18% of Scope 3 emissions in 2021. This highlights the importance of correct product care, and responsible use and maintenance of our items.

Going forwards we aim to share more product-specific data online but in the meantime, we have collated some data about our latest Mechanism Jersey to view below; our most popular product in 2021. The measurements and calculations have been performed in-house using the Higg Index and are not audited: they should be used as a guide.

Global Warming Potential by Step of Value Chain #1-7 ● 1. Bill of materials ● 2. Finished Goods Manufacturing ● 3. Packaging ● 4. Logistics ● 5. Retail ● 6. Product Care ● 7. End of Use



Priority 3: Develop the quality of our value chain

Our partners

Our manufacturing and material partners form the supply chain of our items. Each item has a unique journey, with every step involving different people and processes. All products flow through several tiers of the supply chain before reaching our stores.

We develop our products in unison with a curated and well-established selection of partners.

Working with partners across the globe enables us to utilise the knowledge and skills built up in regions over many years. We have direct and frequent contact with all of our manufacturing partners (Tier 1), communicating through phone and video calls and factory visits. Some of our manufacturing partners have been collaborating with us since our company's inception. In addition, we also have direct contact with many of our fabric partners (Tier 2).

In 2021, we worked with 15 Tier 1 partners from across the world. While most of our products are produced in Europe (83% of styles), we also work with specialist manufacturers in Asia (17% of styles).

Code of Conduct

Improving the quality of life for our stakeholders is what we strive for with our partners. We also take great interest in working with partners to reduce our operations' environmental impacts. These continuous improvements are facilitated through regular updates via factory visits, video calls, telephone calls, and emails. We believe in an honest and fair business, with all employees treated equally. Our Code of Conduct is an outline of our expectations of our partners. As an international brand, we expect our partners to follow all local laws and regulations.

Maintaining Standards

We build relationships with our suppliers through trust and communication, and the Code of Conduct is a way of ensuring our partners have a clear understanding of what we ask for in a partnership. The Code of Conduct has been signed by all of our manufacturing partners and is available to view online.

We believe it is our responsibility to work alongside our partners to raise standards of all aspects of activity, from the working conditions to wages, equality to community engagement.

Priority 4: Implement product circularity

Most of the apparel industry is built upon the linear 'take-make-dispose' model. In contrast, the circular model redefines growth and focuses on the re-circulation of materials. In this way, product circularity promises multiple benefits to the environment, including reduced resource demand, reduced pollution, and reduced waste.

Product Care

One of the most effective ways of reducing the need for overconsumption is to care and maintain the garments already produced. For this reason we have developed an extensive care guide designed to ensure items can last as long as possible. By following the specified instructions, materials will last longer, look better and perform consistently.

En Route

Keeping items in use for longer can also be achieved by redistributing them to new users. We have developed an online platform for users to trade items. This will make it more appealing to sell and buy used items, which may otherwise not be used to their full potential. This platform will extend the lives of many products. The platform is a development of the long-standing internal product redistribution initiative 'second life' which has redirected over 300 items away from landfill and into the hands of users.

Repair

As part of the reselling platform, we have partnered with a local tailor to repair items. This allows us to resell warranty claims and crash replacement claims online, which would otherwise not be resold. The platform will also allow us to sell photo samples, and other often disregarded resources.



Priority 5: Initiate meaningful social responsibility initiatives

While our environmental impact is one of our key priorities, the potential impacts we have on communities is also growing. The complexity and scale of our value chains means we interact with many people in many forms. We have the responsibility to ensure the impact we have on each person is positive, and helps them develop, as part of the society they are within.

As part of our mission to become more socially responsible, we have set up several initiatives to help benefit our network.

Communities benefiting from sample redistribution

One of the initiatives created not only benefits communities, but also reduces resource use and waste. It can take several prototypes and samples to create a product that has all the necessary qualities of a Pas Normal Studios piece. These prototypes are sampled in alternative fabrics, colours, or dimensions to test and refine the design. This process leads to usable, high-performing garments which cannot be sold. We use these garments to help grow and enable cycling in the communities we encounter. Our first collaboration was with the Funchaves Foundation, an organisation created by professional bike ride Esteban Chaves, intending to benefit Colombian children through cycling.

Recently, we have been collaborating with cycling clubs helping children get into cycling in Lithuania, and charities assisting in the crisis in Ukraine. In the future, we aim to further develop this initiative with a wide range of partners.

Who made my clothes?

Our community includes our entire supply chain. To increase transparency within our supply chain, we will be sharing stories from our partners, starting with the simple question “Who made my clothes?” This question is the backbone of the organisation Fashion Revolution. Fashion Revolution was founded in the wake of the Rana Plaza disaster in 2013. It has since become the world’s largest fashion activism movement, mobilising citizens, industries, and policymakers through research, education, and advocacy work.

We will be utilising their tools and research to improve our practices. With this approach in mind, during 2022 we will be introducing some of the people who work in our supply chain.



Priority 6: Improve communication and transparency about our operations and impact

We believe transparency and honest communication are key to increased responsibility. This view is backed up by our extensive communication online, allowing a full picture of our supply chain, goals, environmental impact and progress. We are committed to building upon the communication and maintaining an up-to-date record of our journey.

This document will serve as a foundation for our annual reports going forwards, which we commit to publishing at the end of each financial year.

Future communication about impact & Responsibility

In 2023 we will publish a full report highlighting our progress, aims and challenges. This will be the first annual report, and will be updated and revised at the start of each year going forwards. As we work to improve our knowledge on these topics, the depth, detail and accuracy of our reporting will improve.



Outlook

As a foundation for our ongoing work to improve our responsibility, and educate our network on our environmental impact, this document will serve as a reference for regular, honest communication about our journey.

An impact and responsibility report will be shared annually summarising the relevant progress and initiative, providing a clear picture of our work.

To learn more about our approach, visit our Impact website. This resource provides an in-depth portal for all of our projects, alongside our strategy and goals. The information will be updated regularly and developed alongside the rapidly changing projects and standards we align with.

Let the climb begin.

For more information on our work please visit pasnormalstudios.com/impact
We welcome any feedback or thoughts.
Please get in contact at impact@pasnormalstudios.com

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