

QUALITY
WEAR FOR
A 1000 JOBS



ID[®] IDENTITY



RESPONSIBILITY REPORT

2024

LETTER FROM OUR CEO

- THOMAS HUSTED

With our responsibility report, we aim to show our ongoing commitment and how it is integrated into our business, so we continuously create changes that positively impact the environment and the textile industry as a whole.

General overconsumption is one of the main causes of the world's growing waste problems, including in the textile industry. We go against this trend by focusing on quality and durability, as we believe that high-quality products with a long lifespan are the best way to limit environmental impact. We want to contribute to a culture where it is natural to wear clothes longer, repair them, and take care of them to minimise resource consumption as much as possible.

We are receptive to EU legislation. It supports our goal of increased transparency and responsibility. We continue working with the EU's digital product passport and packaging regulation, and we see the legislation as an important step in the right direction for the textile industry.

Certifications have long been part of our responsibility strategy, and we already work with the EU Ecolabel and

OEKO-TEX®. In 2024, we also achieved STeP by OEKO-TEX® certification, which supports our commitment to creating more responsible production.

Responsibility is part of our DNA, and we believe that transparency, data, and collaboration are key to creating long-term change. We continue to develop our business in line with regulatory requirements and with a focus on innovative and durable solutions that make a real difference.



Thomas Husted, CEO bei ID® Identity

A handwritten signature in white ink, appearing to read 'THUSTED'.

/// Quality lasts longer
– so does our responsibility



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The year in review
PURCHASING



SØREN ØRSKOV
OPERATIONS MANAGER

“WE’VE BEEN DEEP IN THE ENGINE ROOM WITH OUR SUPPLIERS TO OPTIMISE PROCESSES – IN TERMS OF QUALITY, EFFICIENCY, AND FLEXIBILITY”

STRONGER COOPERATION WITH THE FACTORIES ENSURES BETTER PROCESSES

At ID®, we have spent the past year working purposefully to strengthen cooperation with our suppliers, both in China and Bangladesh. This has meant more visits, closer dialogue, and a more integrated approach to collaboration across the organisation.

“We’ve been deep in the engine room with our suppliers to optimise processes – in terms of quality, efficiency, and flexibility,” says Søren Ørskov. “The goal has been to create a more streamlined and value-creating workflow for both parties.”

One concrete initiative has been moving part of the sample approval process to Bangladesh. This has reduced the number of shipments back and forth while also shortening product lead times. “We’re

leveraging the strong competencies we have at our office in Bangladesh, which has had a positive effect on our workflows,” explains Søren Ørskov.

Global logistics have posed challenges. Longer shipping times have required even closer collaboration to optimise production. “This is only possible because our suppliers know ID® and our products so well,” says Søren Ørskov. “That trust and understanding allow us to find solutions together.” Going forward, ID® will continue to develop partnerships with existing suppliers while also exploring new ones. “We set high standards for our suppliers, and it takes time to find the right partners, but it’s essential to ensure the quality and delivery reliability we stand for,” concludes Søren Ørskov.

ID[®]'S FOCUS & RESPONSIBILITY PROFILE

Social responsibility

Each year, we focus on working conditions, both social and ethical. Our goal is to ensure that every employee is part of the ID[®] community – not only in Denmark, but also internationally. It is people who create identity.

Focus on the environment

We support environmentally friendly technologies, products, and raw materials. In collaboration with our suppliers, our goal is to minimise our environmental impact in the textile industry. This is an ongoing effort that we continue to develop year after year.

Transparency

We want to be transparent and actively communicate our work within responsibility. We believe that increased transparency creates greater value when we demonstrate our efforts related to the environment, social responsibility, and product longevity.

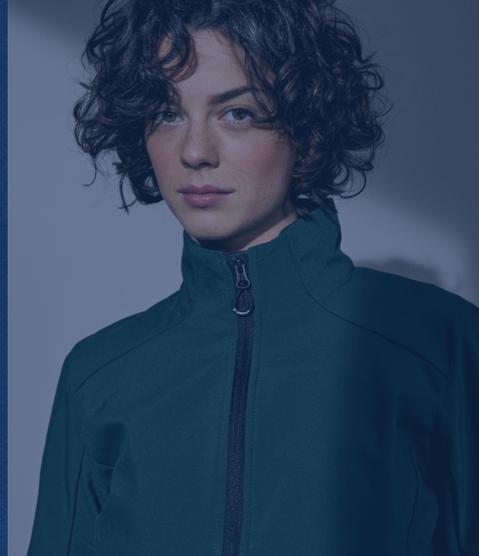
Product longevity

All our products have undergone a strict process to ensure product quality. We want to ensure that each product has a long lifespan and that it is produced and handled correctly throughout the entire process.



**FOR ID®
IT IS A
CONSTANT
JOURNEY
TOWARDS
CREATING
A MORE
RESPONSIBLE
WORLD!**

Over the past 15 years,
we have taken both
small and big steps
towards reaching our
common goal – to
manufacture products
with limited impact
on people and the
environment.



ID® & BRANDS



ID® Identity designs classics that can be used again and again. High-quality designs that never go out of style.



**QUALITY
WEAR FOR
A 1000 JOBS**

TIMELESS CORPORATE WEAR

Corporate Wear with a classic and timeless design – refined since 1983

SHARED IDENTITY

Clothing that emphasises a shared identity and strengthens the sense of community

FIND YOUR COLOUR

Choose from more than 60+ colours – there's one for you too

NO COMPROMISES

Created to be used again and again – retains shape and colour

ID[®] MISSION

Every day, we dress Europe's businesses and events, highlighting our customers' shared corporate identity. We focus on creating corporate wear with a classic, timeless and durable design that never goes out of style – instead of chasing seasonal trends. Our clothing keeps its shape and retains its colour wash after wash. Whether we deliver quality solutions to the profile industry, to laundries, or offer consultancy in product development and design, we do it with passion and joy. It has been part of our identity and story for more than three decades. Our roots are in Denmark, but our outlook is international.

ID[®] VISION

The message is simple. We want to design corporate wear developed to withstand changing trends and to strengthen identity and a sense of community. We aim to deliver corporate clothing regarded as the best in the industry in terms of quality, functionality, digital solutions and responsibility.



The clothing is a symbol of the community that arises when we are dressed alike.

ID® CORPORATE PROFILE

OUR DNA

We believe that products with high quality, functionality, and long durability make a real difference for our distributors. We strive to be the preferred quality choice and develop high-quality products. The name ID® is our customers' guarantee of quality – something they can pass on with confidence. This has been a driving force keeping us in the industry for years, and it remains just as relevant today. By embracing ID®'s history and facing the future, we continue to pursue the design of products with outstanding quality and functionality.

QUALITY WEAR FOR A 1000 JOBS

Each industry has its own needs – and we have the clothing to match. Whether you work in manufacturing, healthcare, hospitality, retail, construction, or the event industry. We offer quality clothing for thousands of professions – bringing people together every day.

**QUALITY
WEAR FOR
A 1000 JOBS**

Quality clothing brings people together every single day across thousands of professions – regardless of title, role, or job function.

THIS IS HOW WE DO IT

Since 1983, we have been producing quality clothing for businesses and events that create a shared identity and sense of unity. We don't chase seasonal trends – instead, we design corporate wear with a classic and timeless look that never goes out of style and stays durable wash after wash. Our goal is to create value for customers throughout the entire value chain, and we achieve this with the help of a strong network of professional distributors across Europe.

BUSINESS MODEL



1. Design

Design and development of products



2. Production

Production is handled by our trusted partners



3. Distribution

Products are sent directly to the ID® warehouse – ready for sale



4. Marketing

We market products through various channels to distributors and end customers



5. ID® distributors

Our distributors sell, and ID® distributes the product from our warehouse



6. End customer

The end customer receives their corporate wear from ID®



VALUE PROPOSITION



Short delivery time



Ability to deliver tailored solutions



High-quality products



Well-known, certified, and reliable suppliers



Extensive and stable collection



Efficient online infrastructure

ID[®] SERVICE



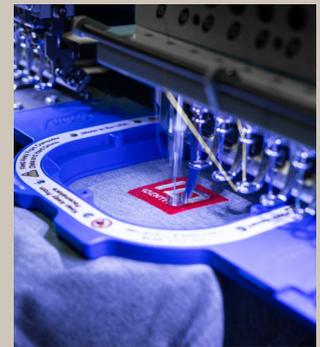
LOGISTICS AND INFRASTRUCTURE

Efficient logistics, warehouse systems, and online digital infrastructure



PRIVATE LABEL

We help companies design their own corporate wear



ID[®] SERVICE

We assist with transfer, embroidery, direct printing, and chip.

OUR WORD IN ACTION

It is important to us to put action behind our words, which is why we have developed specific policies within the areas of HR, environment, procurement, and anti-corruption.



RESOURCE POLICY

Employees, colleagues, and suppliers – all are important resources for ID®. This policy supports the fundamental principles and values of ID®, as well as continued development and growth. Identity is created by people.



ENVIRONMENTAL POLICY

Our environmental policy is part of our overall strategy for continuing to reduce our environmental impact. We have identified eight environmental focus areas that we have chosen to prioritise.



Scan and read all our policies here



PROCUREMENT POLICY

Procurement and collaboration with our supply chain are based on this policy. A fundamental part of the policy is respect for people and the environment. Transparency is the foundation of knowledge, and understanding all these aspects is essential for creating change.

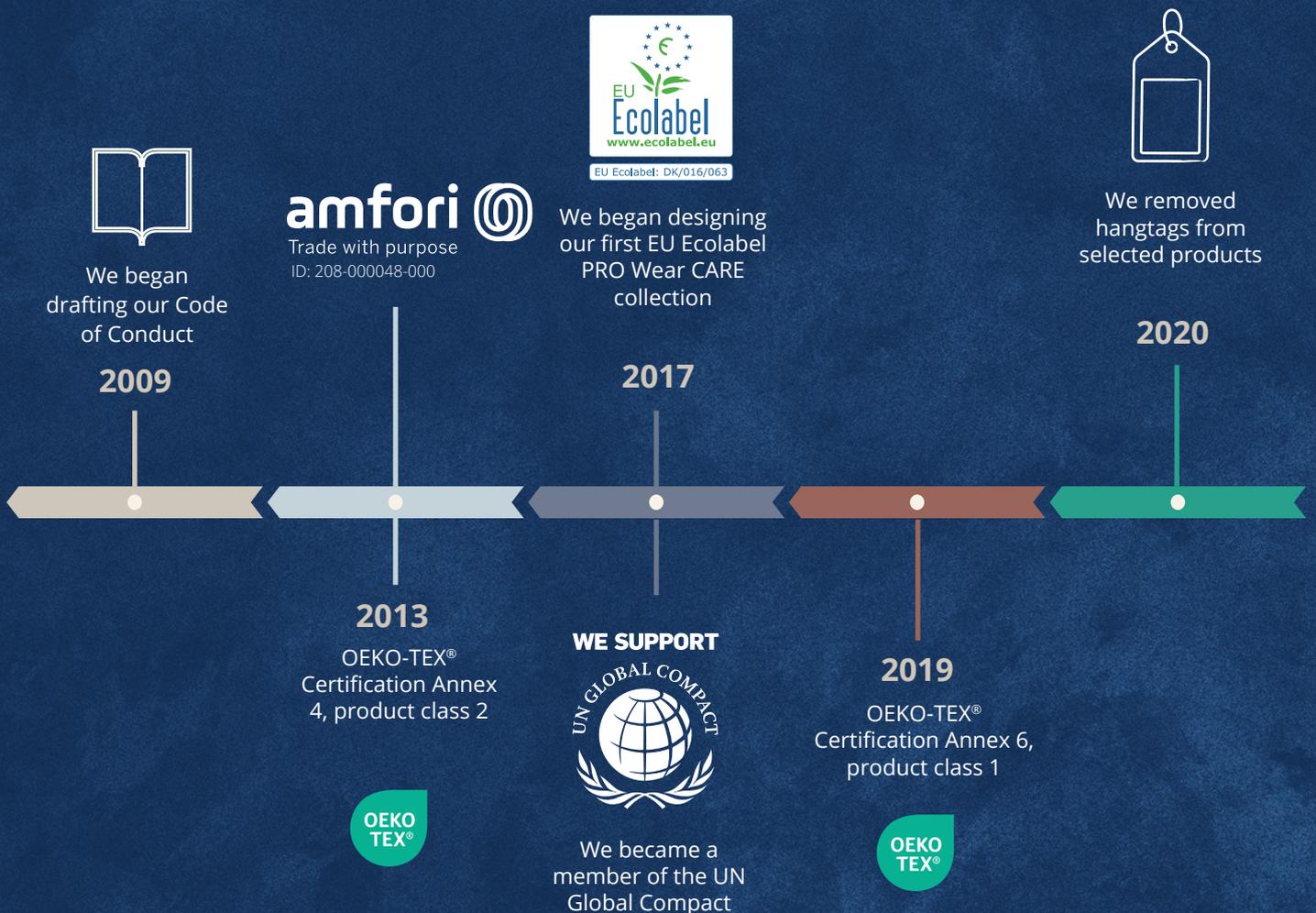


ANTI-CORRUPTION POLICY

ID® Identity has zero tolerance for corruption, bribery, and extortion. All our business must be conducted in an open, honest, and ethical manner. Our policy is designed to ensure that corruption, bribery, and extortion do not take place in our operations.

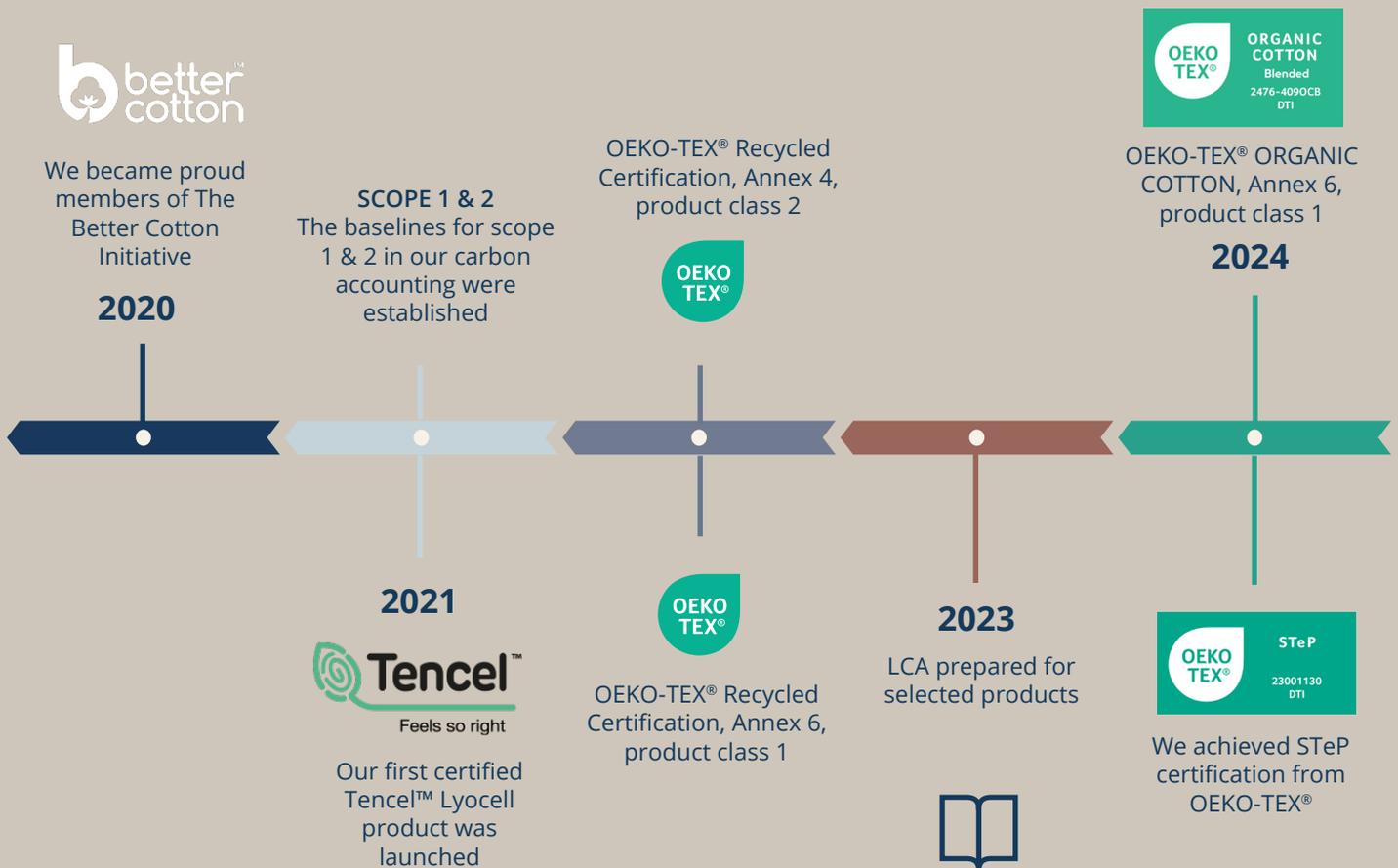
HIGHLIGHTS

Selected responsibility highlights from our journey towards more responsible production



ID® RESPONSIBILITY HIGHLIGHTS

Over recent years, we have taken both small and significant steps towards our shared goal – producing products that impact people and the environment no more than necessary. Here are some of our key achievements.



FOCUS ON ANTI-CORRUPTION

We have zero tolerance for corruption, bribery, and extortion; all business must be conducted in an open, honest, and ethical manner, no matter where in the world it takes place.

Based on our commitment to responsible conduct, ID® operates in accordance with the principle: "The company should work against all forms of corruption, including extortion and bribery."

No employee may offer, promise, authorise, or receive any form of bribe or other unlawful payment. ID® opposes

all such actions, and we expect our business partners to follow the same principles. We do not offer, promise, or request bribes or other unethical advantages to gain or maintain business opportunities or benefits.

This policy applies to all employees acting on behalf of ID®. All employees are required to avoid any activity that may lead to a violation of ID®'s anti-corruption policy.

RESULTS FOR 2025

All employees have completed an internal training course in which the department manager presented and facilitated dialogue around the contents of the employee handbook. A central theme was ID®'s anti-corruption policy, including how employees can actively contribute to preventing corruption, bribery, and extortion. The training also focused on how employees should act in the event such a situation arises.

IN 2024, NO CASES OF CORRUPTION, BRIBERY, OR EXTORTION WERE IDENTIFIED.

GOALS FOR 2025



Improve our anti-corruption training for ID® employees.



Ensure that there are no signs of corruption or bribery, either within ID® or in our value chain.



All suppliers are required to sign our Code of Conduct, thereby confirming that they do not support corruption.

ANTI-CORRUPTION POLICY

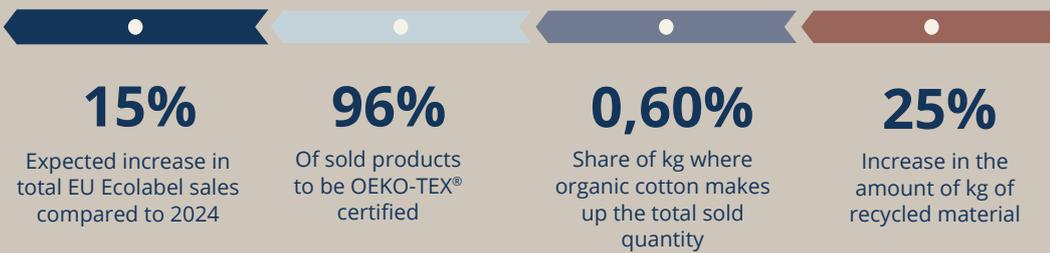
ID® Identity has zero tolerance for corruption, bribery, and extortion. All our business must be conducted in an open, honest, and ethical manner. Our policy is designed to ensure that corruption, bribery, and extortion do not occur.



RESULTS 2024



TARGETS 2025



We take responsibility for developing products made to last – with care for the environment.



PRODUCT

We believe that by developing and producing quality products with a long lifespan, we can minimise our impact on the environment. Instead of chasing seasonal trends, we produce corporate wear with a stylish, classic, timeless, and long-lasting design that never goes out of style and retains its fit and colour, wash after wash.

A large part of our products is certified by OEKO-TEX® or the EU Ecolabel and verified by third parties.

THE FOUR R'S

People need clothing, so we cannot avoid using resources in production. However, to minimise waste, we must avoid overusing the Earth's resources and reduce the environmental impact of production.

That's why we place great emphasis on producing long-lasting products. We carefully select high-quality materials to ensure the durability of the clothing we produce – garments that can be used again and again, helping to reduce the need for new production.



REDUCE

Our focus is on producing clothing that can withstand being worn and washed again and again. Garments made from materials that have gone through a production process designed to minimise resource use — with consideration for both the environment and people — using as little water and chemicals as possible, and preferably powered by renewable energy.

We work with certified organic cotton, Better Cotton, and the EU Ecolabel to reduce our impact on the environment and on people. The same applies to our use of Lyocell™ from Lenzing and OEKO-TEX®, which ensures that no harmful substances are present in the clothing.

REUSE

Today, there are many initiatives that support the reuse of clothing. Second-hand shops help give garments a new life, and websites offer resale and repair services for used clothing.

In 2021, we began a partnership with NOMI4S, which supplies textiles to institutions and educational settings where they are used in creative projects.

Read more about our partnership with NOMI4S on page 56 and discover how unsellable shirts have been given a new life.

RECYCLE

Globally, large volumes of textile waste highlight the need to develop systems capable of handling this waste so it can be recycled and used in the production of new garments. Clothing should not be recycled as long as it is still usable. Sending garments for recycling while they are still in good condition contributes to inefficient use of resources before the actual recycling takes place.

Partnership with NewRetex

In 2022, we entered into a partnership with NewRetex focused on the collection and sorting of textile waste. We closely follow technological developments and are involved in various projects that explore the possibilities of reusing and recycling cotton and other materials.

The DeCouple Project

The DeCouple Project is an EU-funded initiative. It involves ID[®] Identity, NewRetex, Elis, the Danish Technological Institute, Design School Kolding, and the University of Southern Denmark.

With our different areas of expertise and approaches, the collaboration aims to pave the way for textile products with a long lifespan while providing documented insight into how these initiatives impact the climate, environment, and economy.

REFUSE

IT'S IMPORTANT TO SAY NO.

Say no to processes and products that are not of good quality or not responsible. Development requires collaboration and partnerships to explore ways of minimising waste and environmental impact. What matters most is highlighting facts and data to gain insight and be able to make informed choices. So take good care of your clothing, wear it for a long time, again and again – and choose quality products.



"The best way to reduce your environmental impact is to take good care of your clothing and use it for as long as possible."



LCA provides a detailed overview of the environmental impacts associated with a product.



Read or revisit our life cycle assessment, which asks the question: Do you know your T-shirt's environmental footprint?

WEAR YOUR T-SHIRT AGAIN AND AGAIN

DO YOU KNOW YOUR T-SHIRT'S ENVIRONMENTAL FOOTPRINT?

Calculating the carbon impact of a T-shirt is a complex task. That's why, in our LCA, we've made the journey visible and highlighted what the T-shirt goes through — and how we can all help make a difference.

We want to shed light on the key factors that influence the environmental impact of a T-shirt. Calculating the actual CO₂ footprint isn't simple

— producing a T-shirt involves a wide range of processes, from raw material extraction and production to distribution, and even how many times the T-shirt is worn and washed.

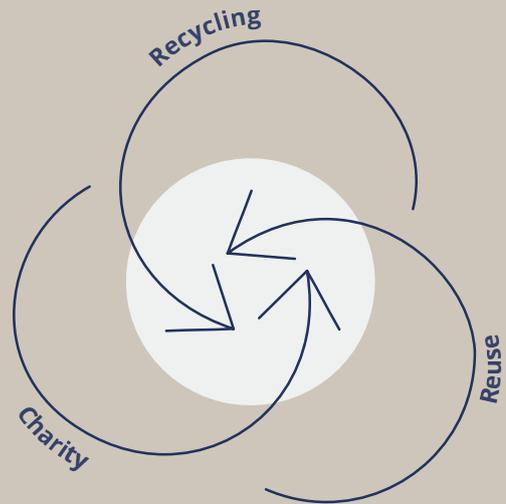
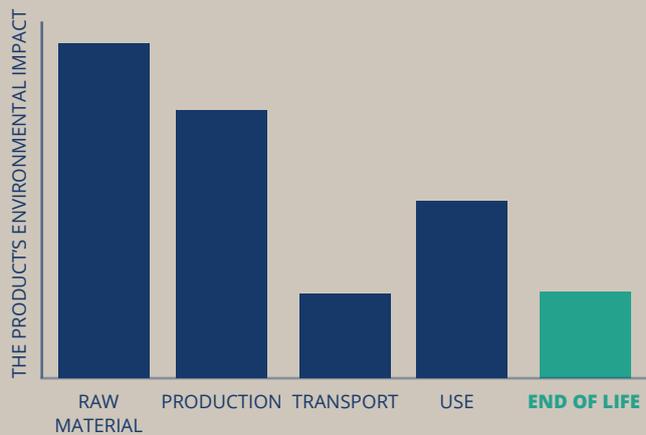
Quality vs. longevity

Here, we highlight the importance of durability and the value of choosing quality products. When you choose a T-shirt of good quality, you help reduce the environmental impact. A quality T-shirt lasts longer — which means you won't need to buy more than necessary.

WHAT HAPPENS TO YOUR T-SHIRT

MAKE A DIFFERENCE

The best way to reduce your environmental footprint is to take care of your T-shirt and use it for as long as possible. So wash it with care and make repairs whenever possible.



AFTER USE

When you can no longer use the T-shirt, we encourage you to donate it to second-hand shops, charities, or other institutions that can benefit from the T-shirt in other contexts.

WASH AND CARE

It is important to us to share the knowledge we have gained from more than 40 years of experience in handling textiles with our customers. That's why we have created a wash and care universe called TAKE-CARE. It includes washing instructions, a guide to reading and understanding care labels, descriptions of wash symbols, and best practices for extending the life of our garments. The purpose of this new care universe is to ensure longer product lifespans and reduce resource use by limiting the need to purchase new textiles.

DID YOU KNOW?

With proper washing and drying, you can help make a difference for the environment. We've gathered 10 washing tips to help you save resources, maintain your T-shirt's fit, and extend its lifespan. For more information, visit id.dk/en/wash-with-care



Scan and see our tips

A WORLD OF RESPONSIBLE CHOICES – ALL WITH PURPOSE



Explore our
responsibility universe
at id.dk. Scan the code
to learn more.



CERTIFICATIONS

We take our responsibility as a clothing manufacturer seriously.

The certifications and memberships are your guarantee that you're purchasing ethically and responsibly produced products with a clear conscience.

We have divided our certifications and memberships into product and company certifications, making it easy to see where they apply.

PRODUCT CERTIFICATIONS



OEKO-TEX® STANDARD 100,
Annex 4, product class 2

OEKO-TEX® ensures that the product complies with limit values for harmful substances. Clothing labeled with OEKO-TEX® STANDARD 100 is subject to requirements on pH levels and the content of substances such as pesticides and heavy metals.



OEKO-TEX® STANDARD 100,
Annex 6, product class 1

ID® offers a wide range of OEKO-TEX® STANDARD 100 certified products, including Annex 6, product class 1, which imposes even stricter requirements on the content of health- and environmentally harmful substances in textiles.



OEKO-TEX® STANDARD 100
Recycled, annex 4, product class 2

The OEKO-TEX® Recycled certificate applies to products that contain more than 20% recycled fiber material. In connection with the recycling process, the material undergoes specific test procedures. OEKO-TEX® guarantees that the product does not contain harmful substances.



OEKO-TEX® STANDARD 100
Recycled, annex 6, product class 1

Covers products that contain more than 20% recycled fiber material. During recycling, the material is subject to special test procedures. OEKO-TEX® ensures the clothing does not contain harmful substances. Annex 6, product class 1 includes even stricter requirements.



OEKO-TEX® ORGANIC COTTON BLENDED
Annex 6, product class 1

Covers products made with at least 70% organic cotton and guarantees traceability from farm to product, and that the product is free from pesticides and GMOs.



OEKO-TEX® ORGANIC COTTON
Annex 6, product class 1

Covers products made with 100% organic cotton and guarantees traceability from farm to product, and that the product is pesticide- and GMO-free.



The EU Ecolabel is your guarantee that clothing marked with the EU Ecolabel impacts the environment as little as possible. It ensures that the garments do not contain pesticide residues or other environmentally harmful chemicals, that environmentally friendly dyes are used, and that wastewater is managed responsibly.



The product is developed to meet the hygiene requirements in all food production as defined by HACCP – certified by Hohenstein.



ISO 15797 is an international standard for assessing a product's suitability for industrial laundering. The tests are carried out in close cooperation with external experts.

“The best way to reduce your environmental impact is to take good care of your clothing and use it for as long as possible.”



COMPANY CERTIFICATIONS / MEMBERSHIPS



OEKO-TEX® STEP CERTIFICATION

The STeP certification from OEKO-TEX® is a company certification that confirms our responsibility as a business. It ensures responsible production for both people and the environment – with a focus on six key areas: environmental management, environmental performance, quality management, chemical management, social responsibility, and health & safety.



BETTER COTTON INITIATIVE

ID® is a proud member of the Better Cotton Initiative. BCI aims to make global cotton production better for the people who produce it, better for the environment it grows in, and better for the industry's future.

“Better Cotton” is purchased through a so-called Mass Balance System and cannot be physically traced to the final products. By using the Mass Balance System, BCI can reach more producers, which means that more responsible methods are introduced globally.



Move Forward with Confidence

BUREAU VERITAS

The Bureau Veritas Group is one of the world's largest companies in inspection, classification, advisory, and certification services. They deliver high-quality services to help customers meet growing challenges in quality, safety, environmental protection, and social responsibility.



Trade with purpose

Member

AMFORI BSCI

ID® is a member of amfori BSCI (Business Social Compliance Initiative), an alliance of 2,400 European companies that have formulated a set of common rules for purchasing and production in countries outside the EU. This means that production must not involve child labour, forced labour, or any form of discrimination. It guarantees safe working conditions and fair wages. The rules also take significant account of environmental concerns.



For Health and Safety in the Textile and Garment Industry

ACCORD

The Accord on Fire and Building Safety in Bangladesh, effective from 1 November 2023, is a three-year independent, legally binding agreement between producers, suppliers, and unions in the textile industry. It aims to build a safe and healthy Ready-Made Garment (RMG) industry in Bangladesh.

WE SUPPORT



FN GLOBAL COMPACT

ID® participates in the Global Compact initiative. At ID®, we are committed to responsible action and contributing to sustainable development.

We are proud to be a member of the UN Global Compact, which provides a foundation for our work with internationally recognised principles on: Human Rights – Labour – Environment – Anti-Corruption.



TEKSTILREVOLUTIONEN

At ID®, we are a member of Tekstilrevolutionen, a textile policy think tank working towards a textile industry that leaves a positive impact on the world and the people living in it.

In collaboration with Tekstilrevolutionen, we aim to be frontrunners in the circular transition by calculating our climate and environmental footprint — and then implementing circular solutions where the product is repurposed after its end of life.

TRANSPARENCY AT ID.DK



WE BELIEVE THAT TRANSPARENCY CREATES VALUE!

That's why we make our data available exactly when needed – both on id.dk and on the product itself. We are open about our work with responsibility. For us, responsibility is a continuous process – a journey, not a destination.

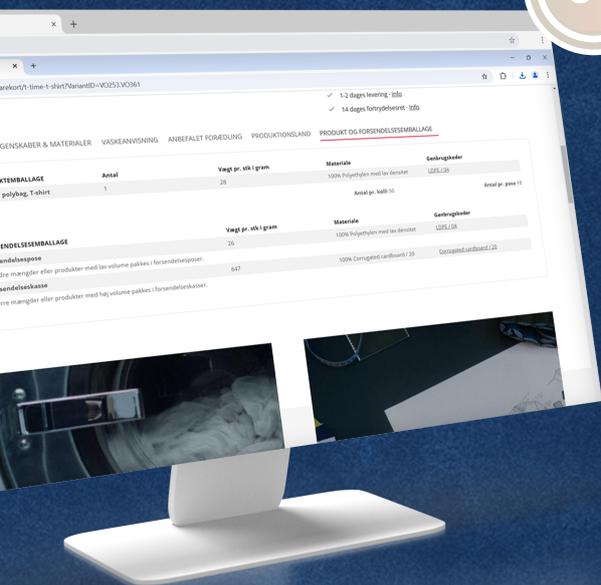
We want to make it even easier for you to find the data you need. That's why we're highlighting why, and which, data is available around the clock on id.dk.

01

PRODUCT AND SHIPPING PACKAGING

Waste sorting and packaging volumes have become an increasing focus for both businesses and end customers in recent years. In 2025, Denmark will introduce extended producer responsibility, based on the EU Packaging Directive. This directive aims to increase the recycling of collected packaging.

We actively work to minimise our packaging volume and increase its recyclability. We therefore register our packaging types and their weight as part of our environmental targets. Our goal is to reduce the impact on both the environment and people by lowering our packaging quantities.



WHERE IS THE PRODUCT MADE?

02

We believe it is important to be transparent about the origin of our products and our choice of suppliers and business partners. That's why it is now possible for everyone to see this information on id.dk.

We divide our partners into two levels – Tier 0 and Tier 1. Tier 0 refers to our supplier partners, and Tier 1 refers to the factories.

WHAT IS THE PRODUCT MADE OF?

03

Due to the Ecodesign Regulation (ESPR) and the associated Digital Product Passport (DPP), we have added an overview of the materials used to produce our products.

AMFORI REPORTS

04

AMFORI REPORTS DOWNLOAD BSCI SOCIAL REPORTS AT ID.DK

It is possible to find, view, and download the factories' amfori BSCI social reports on id.dk. The audit reports are linked to the product and are produced by an amfori business partner.



amfori 
Trade with purpose

Member

SCAN THE LABEL IN YOUR CLOTHING



LEARN MORE ABOUT THE PRODUCT

05

In 2024, we began incorporating a new label into our product tags. This label now includes an EAN and a QR code linked to the product's master data on our website. The new label is an integrated part of our transparency efforts, and by the end of 2025, it will be added to the majority of our products.

Product users can scan the QR code for quick and direct access to product data, country of origin, certifications, and much more.



**BY THE END OF 2025,
THE MAJORITY OF
ALL PRODUCTS WILL
INCLUDE A QR CODE.**



**WE DON'T
COMPROMISE –
EVEN THOUGH
QUALITY
REQUIRES
TIME AND
RESOURCES.**



THE CIRCULAR JOURNEY

OUR FOCUS AREAS

In July 2024, our environmental policy was updated to reflect ongoing developments both within the company and in the world around us. One of the key areas revised was our efforts related to the circular economy.

One of our focus areas is our work with recycled polyester. For several years, we have been working with this material, and the first products introduced in 2019 were certified with the EU Ecolabel. Since then, the range has been expanded with more products made from recycled polyester.

2024

In May 2024, we launched our RE-CARE T-shirt. The T-shirt is made from 20% recycled multi-coloured textile waste. The textile waste is locally collected, sorted, shredded, and spun into new yarn by our partner NewRetex.

When the textile waste is sorted and shredded into fibres, it is done without the use of water or chemicals. The fibres are then blended with new cotton and polyester fibres. The product is undyed, which means the T-shirt appears in its natural base tone, and the colour may therefore vary.

2025

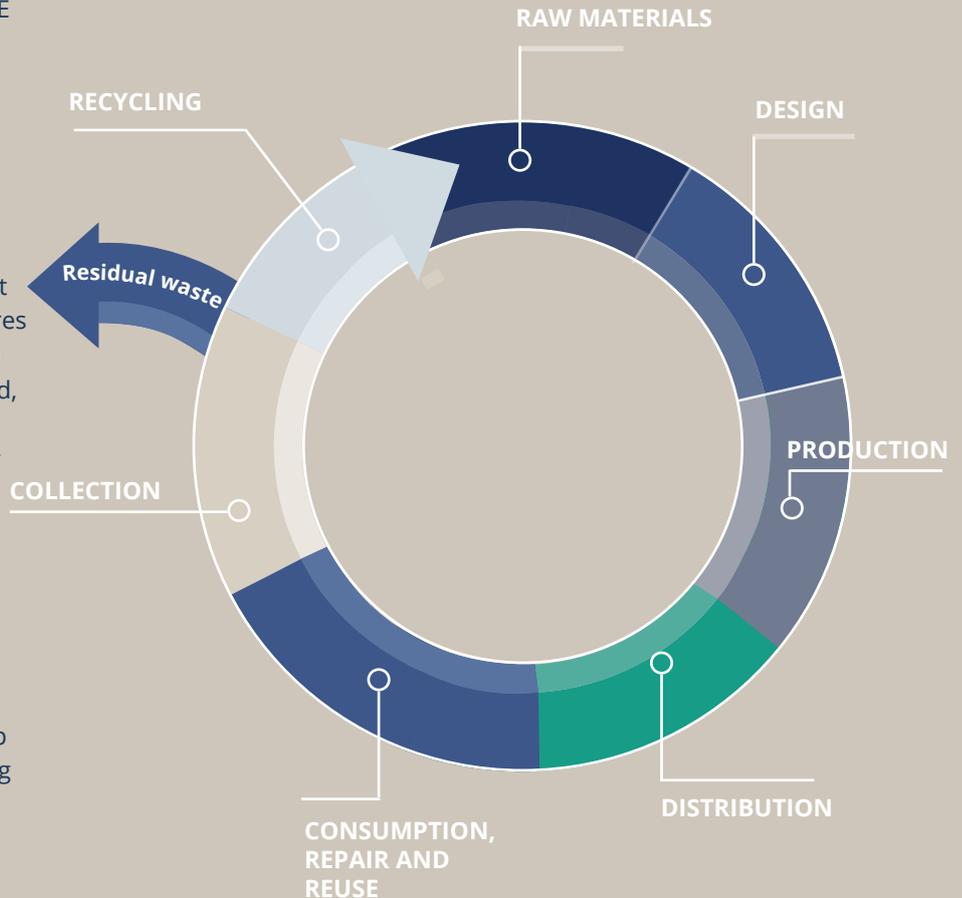
In 2025, we launched our first jacket where the outer fabric, insulation, and lining are all made from recycled polyester. With the development of this jacket, we have taken the first step toward converting more of our existing jackets to be made from recycled polyester in the future.

FUTURE FOCUS

We expect production and the transition of our Zip'n'Mix jackets and trousers to recycled materials to begin during 2025/26.

The transition will take place gradually as the current inventory is phased out.

At the beginning of 2025, we also started expanding our range of products made with recycled polyester to include selected micro fleece items.



That's why we invest significant time and resources into developing, performance testing, and user testing the products — and ensuring quality — before initiating the shift to recycled polyester.

We will not compromise on the quality of our products! That's why these processes cannot be rushed — quality takes time.

DECOUPLE - TRACE project

DECOUPLE began in 2023 and is part of the TRACE initiative supported by Innovation Fund Denmark. The TRACE partnership aims to promote a circular economy for plastics and textiles in Denmark by 2050. Work with plastics and textiles is one of four mission-driven research and innovation partnerships launched under this initiative.

DECOUPLE is a collaboration between Elis, ID® Identity, Design School Kolding, NewRetex, the University of Southern Denmark, and the Danish Technological Institute. The project uses data to support sound and economically viable decision-making when a product has reached the end of its use phase.

Together, we explore what the next step for the product should be: repair, reuse, recycling – or continued washing and use?

The goal is to extend the life of products and avoid unnecessary disposal. We are developing holistic solutions, where new technology and design play a key role in addressing the challenges.

Throughout 2024, the focus has been on data collection, which will now be analysed and evaluated. The project will conclude in 2025.

WE HAVE ACHIEVED OEKO-TEX® STEP CERTIFICATION

The STeP certification from OEKO-TEX® is a company certification that confirms our responsibility as a business. The certification ensures responsible production for both people and the environment.



COVERS SIX KEY AREAS

- Environmental management
- Environmental performance
- Quality management
- Chemical management
- Social responsibility
- Health and safety

The certification is a major new milestone in our responsibility journey. An important step towards greater openness and transparency, as part of our ongoing effort to take more responsibility.



OEKO-TEX® STEP

is a company certification that documents responsible production with a focus on social responsibility, environmental management, and working conditions. It assesses and certifies conditions in production facilities – not the products themselves – and is one of the most comprehensive certifications in this area.

OEKO-TEX® STEP:
**RESPONSIBLE
PRODUCTION
FOR PEOPLE AND THE
ENVIRONMENT**

WE TAKE GREAT PRIDE IN GUIDING OUR DISTRIBUTORS

Know the difference between OEKO-TEX® certifications, how the certifications may be used, and how to avoid greenwashing in your marketing. These are some of the topics we aim to address through our active distributor guides – guides that distributors can easily access via id.dk.

OEKO-TEX® GUIDE



GUIDE FOR DISTRIBUTORS

It can sometimes be difficult to keep track of certifications and their guidelines – which is why we've created a guide for our distributors. The guide includes instructions on how to use OEKO-TEX® certifications in sales and marketing materials.

EU ECOLABEL GUIDE



GUIDE FOR DISTRIBUTORS

Guidance on how to use the EU Ecolabel certification in sales and marketing materials.



WE SHINE A LIGHT ON OUR CERTIFIED PRODUCTS

We work continuously with our targets and regularly assess how we can optimise processes and methods to ensure we reach our goals. Everyday operations bring changing challenges, and we are aware that unforeseen events may affect our progress — but we remain adaptable and committed to finding solutions to the issues that may arise.



Today, OEKO-TEX® certified products make up 95% of the total kilos sold — a decrease of 1% compared to 2023. Although the total quantity of OEKO-TEX® certified goods has increased by 3%, it now makes up a slightly smaller share of the total volume. This decrease is due to Ecolabel-certified products now accounting for a larger part of the overall assortment. Products with the EU Ecolabel cannot be OEKO-TEX® certified at the same time, as the requirements in the two certifications differ.



Annex 6, product class 1, currently makes up 86% of OEKO-TEX® certified goods. This is a clear sign that our efforts to choose certifications with stricter requirements for product content and chemical use are paying off. As a result, we reduce the potential negative impact that harmful chemicals may have on both people and the environment.



We have now achieved OEKO-TEX® ORGANIC COTTON certification, following a period without organic certification. This gap led to a drop of about 25% in the share of sold kilos of organic products. With the new certification in place, we are now able to increase the level of organically certified products again.



We have achieved an increase in the number of kilos sold made from recycled material. We have placed particular focus on developing new products with recycled content – an area still in development, but where distributor support can be difficult to predict. That's why we're pleased to see the positive increase from 2023 to 2024 and look forward to the results in 2025.



In 2024, we carried out 600 product tests with Bureau Veritas. On paper, this is a slight decrease compared to 2023, but the change in volume is due to a new order management method. This method has influenced how and when products are now tested.



Ecolabel total kg sales increased by nearly 24% from 2023 to 2024. Our target for 2024 was a 5% increase in total kg sales – making this a highly satisfactory result.



Little Parts. Big Difference. >>>

A PARTNERSHIP FOCUSED ON DIALOGUE AND QUALITY

For over a decade, YKK® has been an essential part of our products and a trusted supplier. In 2020, YKK® and ID® formalised their partnership with a shared commitment to developing and producing high-quality products with a focus on durability and longevity.

Quality is a cornerstone for both companies, and our close collaboration ensures continuous improvement of both products and processes.

“YKK®, like ID®, has an uncompromising approach to quality. We greatly value the close dialogue and excellent communication we have with YKK® in our daily cooperation,” says Product Manager Dorthe Hestbjerg at ID®.

In August 2024, ID® had the pleasure of visiting YKK®’s factories in China to gain deeper insight into their production processes and extensive quality control.

The visit gave us the opportunity to see how zippers and buttons are produced with great precision, and how quality assurance is an integral part of the entire production. We reviewed every step from raw materials to finished products and gained valuable understanding of the mechanisms that ensure consistently high standards.

Visits to our supply chain partners are essential for maintaining and further developing our shared quality goals. A key focus area in 2024 was updating the zipper tape material in all our products to NATULON®. This is a central initiative, and the work will continue into 2025 as existing stock is gradually replaced.

What is NATULON®?

NATULON® is an innovative material in which the zipper tape is made from 100% post-consumer recycled PET material. This means the material comes from recycled plastic bottles and similar sources.

90%

of our products with zippers use YKK®

12 YEARS

ID® has partnered with YKK® for the past 12 years

FOCUS

Our focus is to replace zipper tape material with NATULON® in 2025

Bottles and plastic waste – supporting the shared ambition of ID® and YKK® to combine quality with responsibility

Günther Frank Nellemann, General Manager of the Global Marketing Group, EMEA, comments on the partnership with ID®:

“We value our partnership with the team at ID® Identity. Our shared core values and focus on quality and responsibility have created a strong bond from the beginning. ID® has invested time in visiting our

factories and management, and key people from the YKK Group have visited both ID® Identity and their manufacturers. This has not only strengthened our collaboration across borders, but also created a deep mutual understanding of our companies, products, and working processes.”



Visit to ID® by Günther Frank Nellemann and Jannie Troelsen from YKK's European division in February 2024



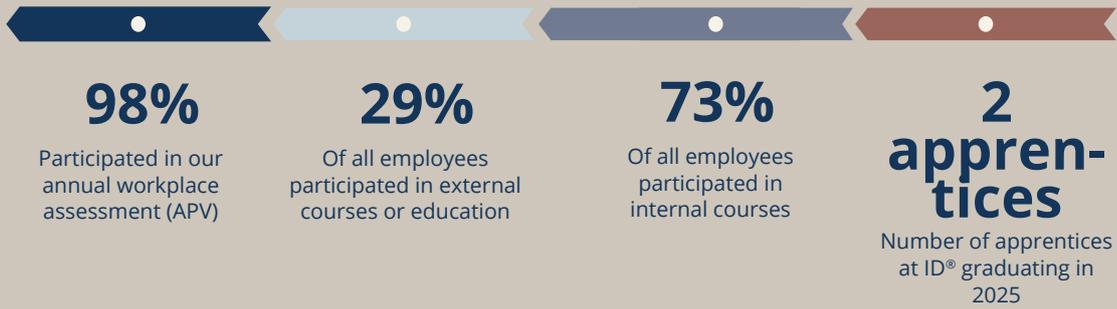
Dorthe Hestbjerg and Günther Frank Nellemann review the YKK® zipper on our No. 0842 winter jacket

STATUS – REPLACEMENT

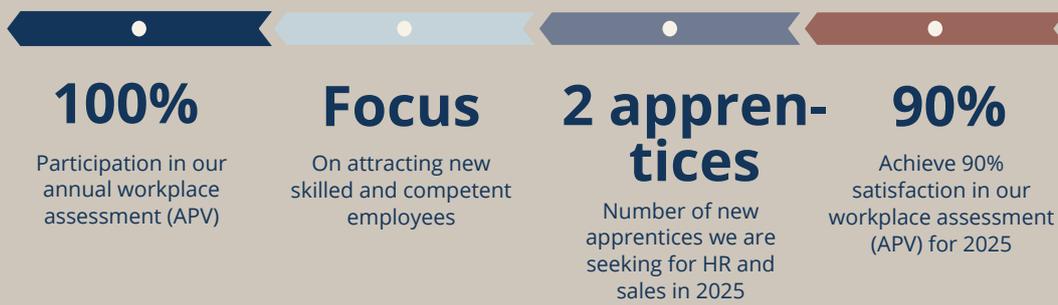
BANGLADESH	100%
BULGARIA	100%
CHINA	85%

100% of our zipper tapes will be converted to NATULON®. Zippers from Bangladesh and Bulgaria have already been fully replaced, while 85% of zippers from China have been converted.

RESULTS FOR 2024



GOALS FOR 2025





PEOPLE

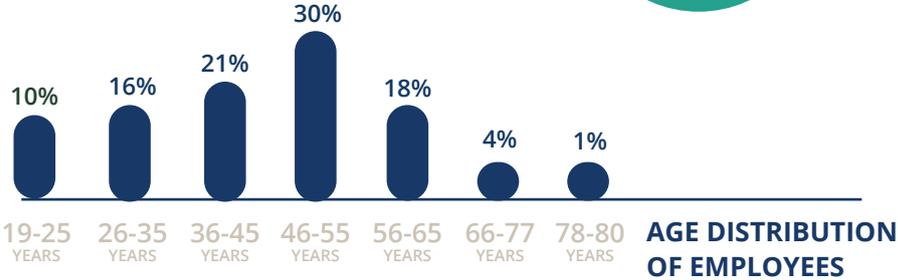
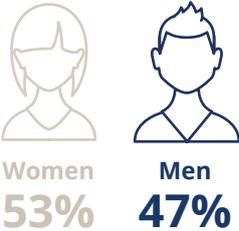
The most important resource for ID® is our people. The skills and experience our employees bring are a key factor for the company's success. We prioritise the small things that strengthen how we work together, our sense of unity, and our working environment – elements that make ID® a safe and pleasant place to be.

We produce corporate wear and equipment for various industries across Europe. We are proud to be a reliable partner and to deliver quality products. This is only possible because we are surrounded by fantastic and dedicated people – from purchasing, design and quality control to marketing, sales, HR, finance, warehouse, and ID® Service.

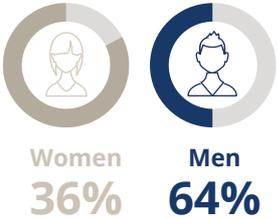
THE PEOPLE AT ID®



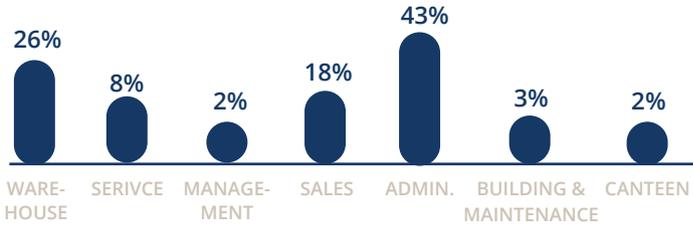
EMPLOYEES



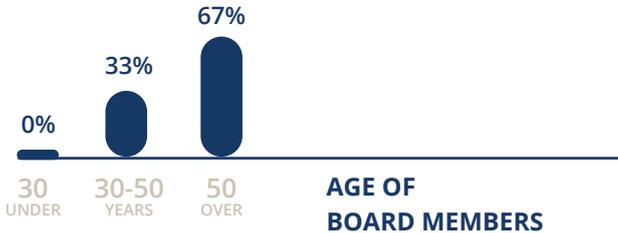
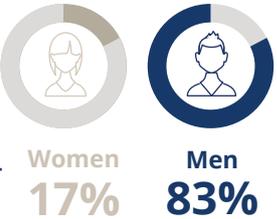
LEADERS



EMPLOYEES IN OUR DEPARTMENTS



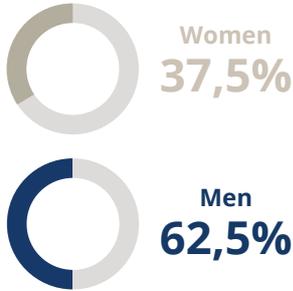
BOARD MEMBERS



SENIORITY AT THE WORKPLACE



EMPLOYEES PARTICIPATING IN OUR SENIOR SCHEME





OUR MOST IMPORTANT RESOURCE IS OUR EMPLOYEES

The most important resource our company has is the skills and experience possessed by our employees. This is essential for our business. We prioritise the small things that strengthen our collaboration, our sense of unity, and our working environment - elements that make ID® a safe and pleasant place to be.

We produce corporate wear for various industries across Europe. We are proud to be a reliable partner delivering quality products - and this is only possible because we are surrounded by fantastic and dedicated people - from purchasing, design, and quality control to marketing, sales, finance, IT, warehouse, and the ID® Service department.

Employees, colleagues, suppliers - all are important resources for ID®. This policy supports the fundamental principles and values of ID®, as well as our continued development and growth.

ID[®] WORKPLACE ASSESSMENT (APV)

The annual Workplace Assessment (APV) was conducted in autumn 2024, achieving a response rate of 98%, an increase of 1% compared to 2023.

The survey results indicate that the physical working environment is particularly good.

There is a clear improvement across several areas, suggesting our efforts have had a positive effect. Our follow-up with action plans on selected focus areas — developed in close dialogue with the Health and Safety Organisation — has made a noticeable difference. This work will, of course, continue with the same high level of commitment in 2025.

SATISFACTION PERCENTAGES 2017 2020 2021 2022 2023 2024

	2017	2020	2021	2022	2023	2024
PHYSICAL CONDITIONS	95%	98%	97%	93%	88%	93%
INDOOR CLIMATE	94%	94%	97%	85%	80%	83%
ERGONOMIC CONDITIONS	91%	92%	92%	85%	78%	85%
MENTAL CONDITIONS	94%	95%	96%	85%	86%	87%
TOTAL	94%	95%	96%	87%	83%	87%

Our efforts in three key focus areas in 2024 have led to improvements across the organisation. This is clearly reflected in the overall employee satisfaction, which has risen from 83% in 2023 to 87% in 2024 - an increase of 4 percentage points.

We are pleased with the result but continue to work continuously to strengthen employee satisfaction.

4%

Is the increase in satisfaction percentage from 2023 to 2024

1%

Is the increase in response rate of the 2024 APV

90%

Target for overall employee satisfaction in our Workplace Assessment (APV) for 2025



KIM JAKOBSEN (WAREHOUSE AND RETURNS DEPARTMENT)

“It gives a really good feeling of community to start the day with an activity together. Movement is good for both the body and the senses - the exercises activate the whole body and provide a mental boost that you can really feel. It fits very well with our work - both for us in the warehouse, where we lift a lot, and for those in administration who sit still for long periods.”

ID® APV 2024 FOCUS AREAS

The three focus areas for ID® APV 2024 are ergonomic conditions, information, and skills development. These topics were also central after last year's APV. Previous initiatives have created positive development in all areas and have also underlined the employees' desire for continued focus.

ERGONOMICS



During 2024, we have had a special focus on improving ergonomic conditions for our employees - and this has borne fruit. Satisfaction with ergonomics has increased significantly from 78% to 85%.

Among the most important initiatives are targeted individual ergonomic reviews, especially focusing on employees who have not yet received such an assessment. Additionally, adjustments and optimisations of work tools have been carried out. We have also revised and updated our ergonomic instructions and guidelines at the workstations, making them easily accessible and practically applicable in daily work.

Additional measures:

- Regular break exercises with elastic bands in all departments
- Larger selection of health offers, such as yoga and TRX training
- Job rotation in warehouse and service department

COMPETENCES



STRENGTHENED FOCUS ON COMPETENCE DEVELOPMENT AT ID®

We continue to focus on developing the competences of our employees. The goal is to ensure that all employees have the right conditions to solve their tasks and simultaneously have opportunities for professional and personal growth.

We believe ongoing development increases motivation and well-being in everyday life — and contributes to a continued positive development for both the employee and ID® as a whole.

INFORMATION



STRENGTHENED FOCUS ON VALUES AND OPEN COMMUNICATION

We want to promote an open and transparent information culture where employees feel involved in the company's development and anchored in our core values.

In 2025, we will therefore increase the focus on ID®'s values — and how they create meaning for each employee in everyday life. This will include regular one-on-one meetings, where there is room for dialogue, reflection, and shared understanding.

FLEX JOB AT ID®

QUALITY – A PART OF OUR EVERYDAY LIFE

At ID® we take responsibility — both for our employees and for the community we are part of. For us, quality is not only about products and services but also about the everyday life our employees experience. Quality is something we strive for in everything we do — from collaboration and leadership to work environment and well-being.

We want to be more than just a workplace. We know that life can have bumps along the way — and that is exactly why it is important for us to be there when our employees need support. We actively engage in guiding and helping our employees through life's challenges because we believe that safety and trust create the foundation for development.

Our goal is to create a workplace where each individual can find their footing, develop, and feel at home. In 2024, two of our employees in the Service Department needed support to clarify their future work situation.

In this process, HR has been an active player and closely involved in the job clarification process. This led to flex job becoming the right solution — to the benefit of both the employees and their continued well-being with us.



"I no longer feel that I am alone in the fight - ID® has supported me all the way. They have been incredibly supportive, attentive, and considerate of my needs.

I am happy to have become a part of ID®. It is my second home."



"ID® has lifted me and made me feel valued. I could tell that you wanted me - and that has meant a lot. You stood by my side and followed me through the process, so I never felt alone."



FINISHED AS AN APPRENTICE, BUT STILL PART OF THE TEAM.

Logistics and warehouse apprentice
- Graduating in 2025

A CLOSE COLLABORATION WITH UCHOLSTEBRO

ID® has had a close collaboration with UCH for many years, as we prioritise our relationship with educational institutions in Holstebro.

We open our doors for HHX and EUX Business students, as well as local elementary school classes, offering tours and historical presentations that connect theory with practice and provide insight into ID® as a workplace. Additionally, we offer both short and long internships for students from UCH, VIA, and upper secondary school.

We actively participate in job and student fairs, where we meet future talents – and UCH regularly visits us for skills assessment and employee upskilling.



APPRENTICES CREATE VALUE

We choose to take on apprentices because we believe it creates value – both for them and for us.

It's not just about passing on knowledge, but also about being curious about what young people can contribute. Apprentices bring questions, ideas, and new perspectives. They challenge routines and spark reflection. And that sharpens us.

But it also requires something in return. When you take on an apprentice, you commit.

To taking the time.
To listening.
To creating space.
And to taking the role as employer and training place seriously.

In March 2025, Alexander will complete his training and apprenticeship as a warehouse and logistics apprentice at ID®. He was our first apprentice in the warehouse — and certainly not the last.

The journey has been both educational and challenging. After his apprenticeship, Alexander will be a permanent and valued part of the ID® team.

WHAT WE SUPPORT

SELECTED ID® SPONSORSHIPS

SPONSORSHIPS BASED ON VALUES

ID® aims to make a positive difference both locally and globally. In 2024, the company has been involved in many sponsorship activities, covering a broad geographical and content spectrum. The common values across these sponsorships are community, engagement, and the will to make a difference for others.

GLOBAL HOPE RESCUE AND REHABILITATION CENTER | KENYA

In October 2024, ID® chose to support a meaningful and heartfelt project in Kenya. Mathilde Bach, a committed and proactive woman, decided she wanted to make a difference for street boys in Ngong—a suburb of Nairobi. Through the organisation Global Hope Denmark, she spent the entire month of October at the Global Hope Rescue and Rehabilitation Center.

The center was founded by Joseph, who himself grew up on the streets, and today houses around 120 boys who otherwise would be left to fend for themselves on the streets of Nairobi. Here they have a safe place to live, but despite the improved conditions, the center still struggles with challenges—among other things, a lack of basic necessities like clothing and shoes.

When we received Mathilde’s application for sponsorship support, we were deeply moved by her compassion. It inspired us to contribute, and we chose to donate clothes to the boys at the center. We are happy to see how our donation has helped make a real difference in their daily lives.



Photo of the boys in the donated clothing



Photos of the volunteers sorting and inspecting the clothing before donation

FLOODING AT POLISH SCHOOL

In September 2024, Poland, especially the southern regions, was hit by flooding, which was part of a larger natural disaster in Central Europe. We received a request for donations from the Education Department in Głuchołazy, which wanted help for the students at T. Kościuszko Primary School in Bodzanów. Both the school and its infrastructure were severely affected by the floods, so we decided to donate backpacks, sweatshirts, trousers, T-shirts, and jackets to nearly 70 students at the school.



Photo from Kościuszko Primary School in Bodzanów after the flooding

HERNING ART SCHOOL

We want to support and promote education and creativity. Therefore, we chose to sponsor shirts for Herning Art School. The project was part of the school's big spring project for children and youth. The theme "The Shirt" was developed in collaboration with the artist Marianne Jørgensen.

The shirts were to be the main element of their exhibition and were used in many creative ways – from a playful "giant rag doll" activity to personal decoration and artistic embellishment. The entire project culminated in a beautiful spring exhibition with an opening in April 2024.



Exhibition "giant rag doll"



Exhibition with artistic decoration

WE SUPPORT THE DANISH HOSPITAL CLOWNS

Since 2016, we have proudly supported the Danish Hospital Clowns through a Major Clown Sponsorship. The Danish Hospital Clowns work every day to strengthen the joy and courage of children admitted to hospitals. The hospital clowns visit not only children in somatic hospitals but also young people in psychiatric wards and children in institutions within the special needs sector. Their presence makes a difference – every day.

We are happy to be part of this work. Because even a small smile can make a huge difference.

Sponsor i 2025

**Af hjertet og næsen tak til
ID Identity
for jeres sponsorat i 2025**

Uden jer ville Danske Hospitalsklovne ikke kunne invitere lige så mange indlagte børn ind i en verden af fantasi, poeti og forlystelse, der kan give dem en tiltrængt pause fra deres sygdom.

Med venlig hilsen

Tanja Dethlefsen
Direktør

Danske Hospitalsklovne

FOR MORE THAN A DECADE WE HAVE ENSURED SCHOOLING FOR 40 CHILDREN

AN IMPORTANT SUPPORT

Social responsibility is a cornerstone of our values. We believe that taking responsibility is not only about making a difference locally but also about reaching out to those in need around the world.

Through our annual donation, we ensure that 40 children aged 6-14 can continue their education for a whole year. It is a small effort for us – but a big difference for them.

For more than 12 years, we have supported the global learning project (glp), and our contribution enables 40 children to attend school for an entire year. This support is crucial for vulnerable families who otherwise would not have the opportunity to provide education for their children.

WHO IS GLP?

GLP was founded in 1985 and is a nonprofit organisation working to provide education to vulnerable children in Dhaka. The organisation is 100% dependent on private donations. GLP operates two schools with about 230 students from kindergarten to 8th grade. Each year, about 25 new children are admitted to the schools.

WHICH CHILDREN ARE ADMITTED?

GLP prioritises children from the local area whose families earn low wages – such as rickshaw drivers, day laborers, or street vendors. Children with single parents, disabled parents, or elderly guardians are given priority.



Photo of one of the 230 school students in Dhaka



Nicolai Bue (Head of Sales) visits a classroom – Nov. 2024

WHY DOES IT MATTER?

The Gulshan Literacy Programme makes a real difference for children who would otherwise have very few opportunities. By providing them with an education and strengthening their future prospects, GLP helps break the vicious cycle of poverty and creates hope for future generations.

WE VISIT THE SCHOOL

We visit the school several times a year, and each visit is a powerful and life-affirming experience.

The children's smiles and the joy we witness clearly show how much the support means — not just for the children, but for their entire families.

It is important for us to be present, actively engage, and show our support to both students and management.

In November 2024, Carsten Borreskov (Purchasing Manager), Annette Frimand Rasmussen (Marketing Manager), and Nicolai Bue (Head of Sales) visited the school.



Annette Frimand Rasmussen (Marketing Manager) sits with schoolchildren

**A SMALL EFFORT
FOR US, BUT A BIG
DIFFERENCE FOR
THEM**

RESULTS FOR 2024



GOALS FOR 2025





IMPACT

The principle of maintaining decency and responsibility was established more than three decades ago, and from the start, it was clear that we wanted to be a supplier who does things the right way and takes responsibility for our impact on people and the environment, no matter where in the world our products are produced.

Responsibility is something we share. For us, CSR is about taking responsibility for the company's impact on the environment and people. We have a close and long-term collaboration with our suppliers, who are willing to meet changing demands over time.

WHAT ARE OUR VALUES?



OUR GOALS

TO MINIMISE OUR ENVIRONMENTAL IMPACT

ID® Identity's goal is to minimise the impact we and our suppliers have on the environment. For our suppliers, this is a continuous process involving effective collaboration, long-term partnerships, and close follow-up in accordance with ID®'s ethical and environmental policies — including the code of conduct. Our waste and used resources are managed through our waste handling and resource consumption practices.

We have identified eight focus areas within the environment that we have chosen to prioritise in our efforts. We believe that by working purposefully on each of these eight areas, we contribute positively to reducing our overall environmental impact.



Biodiversity



Chemicals



**Resources and
waste management**



**Working
conditions**



**Energy
optimisation**



**Water
management**



**Climate
impact**



**Circular
economy**



**Scan and
read our
environmental
policy**

CLIMATE ACCOUNTING - Scope 1,2 and 3

SCOPE 2



SCOPE 3



UPSTREAM ACTIVITIES

Indirect emissions

Cover emissions from the use of shared energy – such as district heating and electricity purchased and used by ID®.

Other indirect emissions

For scope 3 upstream emissions, we consider emissions from activities related to the product before it reaches ID®. For example, textile production, pretreatment, shipping, business travel, and waste management.

The 2023 emission factor from Klimakompassen has been used for the 2024 calculation, along with our own factors calculated by Tekstilrevolutionen. Our CO2 accounting has been reviewed and verified by Tekstilrevolutionen.

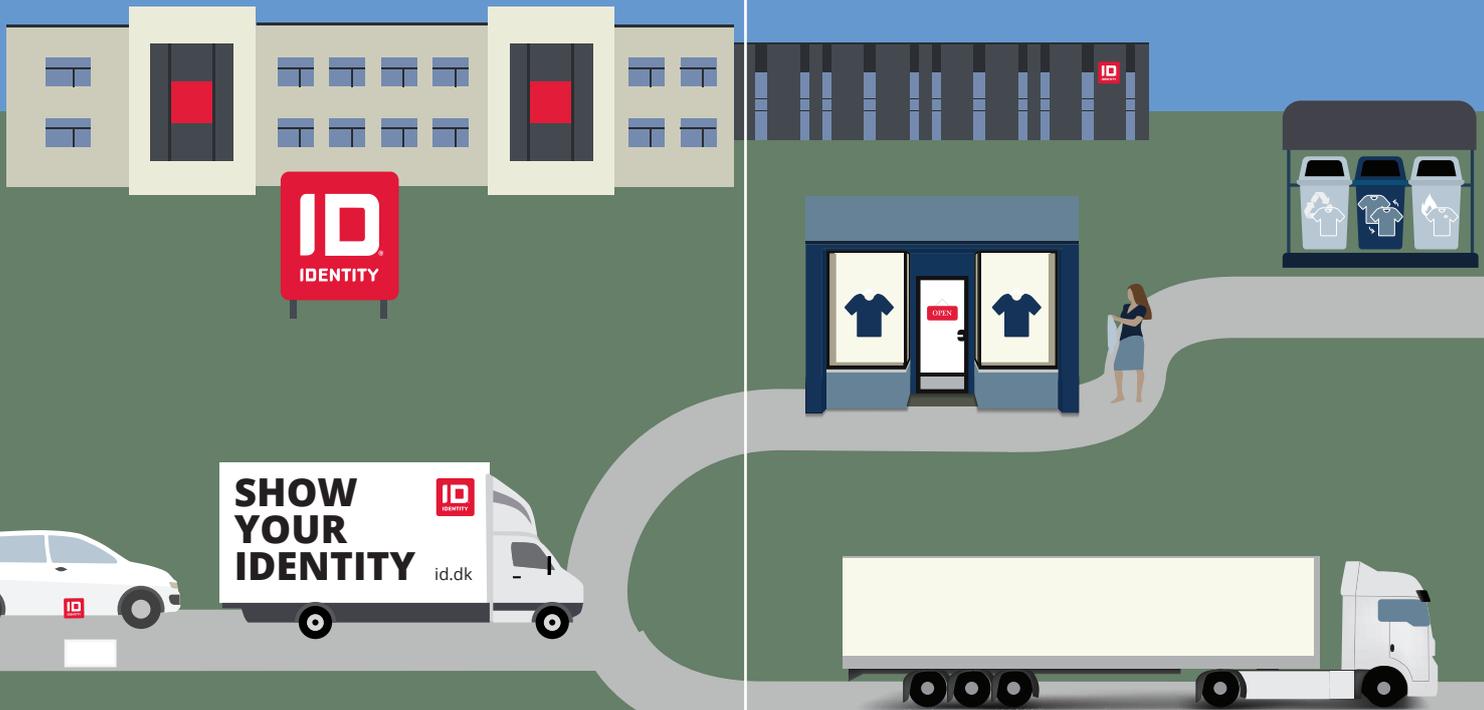
SCOPE 1

SCOPE 3

2024
102.41 tCO₂eq

2023
109.46 tCO₂eq

2022
72.54 tCO₂eq



REPORTING COMPANY

DOWNSTREAM ACTIVITIES

Direct emissions

This covers all direct emissions controlled by ID® itself. For example, emissions released by ID® sales representatives driving leased cars.

Other indirect emissions

For scope 3 downstream emissions, we look at emissions released after the product has left ID®. This includes shipping from ID® to the distributor and end customer, as well as what happens to the product at the end of its life.

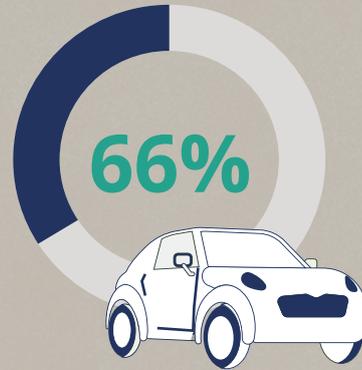
SCOPE 1

Car leasing

ELECTRIC AND HYBRID CARS

Our sales representatives drive leased company cars. The goal is to replace company cars using fossil fuels with electric or hybrid cars.

Analyses from the past two years show that hybrid cars are often chosen due to limited charging facilities in certain areas, leading to higher fossil fuel consumption than desired. We continue to replace cars with electric models where charging infrastructure allows — a possibility that is steadily improving in the Nordics and Europe. Hybrid cars are no longer considered a long-term solution and will be gradually phased out.



of our leased cars in 2024 are either electric or hybrid vehicles.



// We continuously evaluate ways to reduce our consumption

The increased activity level during the year has led to a greater need for driving, resulting in more kilometers driven in 2024 compared to 2023. Of these kilometers driven, 66% were done in electric or hybrid cars.

The slight decrease of 7.05 tCO₂e compared to 2023 in emission levels is considered within the normal range.

RESULT:

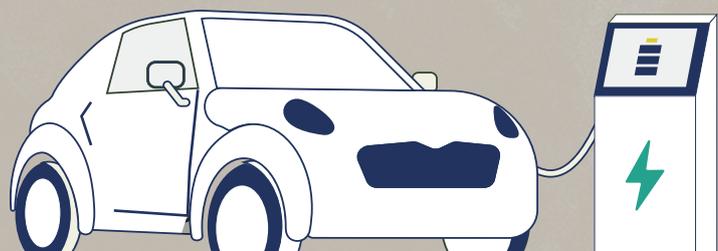
29%

of our leased cars are 100% electric

GOAL:

35%

electric cars should constitute 35% or more in 2025.

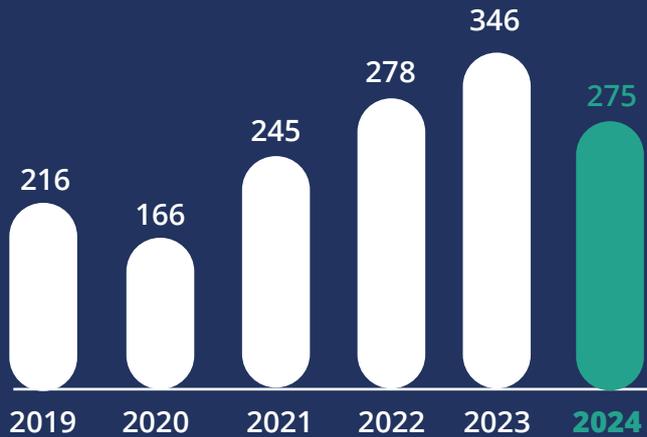


SCOPE 2

Electricity and heating

Scope 2 covers all indirect emissions from energy consumption. We collect data from our headquarters, the office in Dhaka (Bangladesh), and our two ID® showrooms.

A year with increased activity levels has affected our electricity consumption, and milder weather has contributed to a total reduction of 9.57 tCO2eq compared to 2023.



HEATING (MWH) HQ

In 2024, the weather has been milder, which has reduced the need for heating and thus energy consumption.

ELECTRICITY (KWH) TOTAL HQ



ELECTRICITY (KWH) HQ



ELECTRICITY (KWH) COOLING HQ



SCOPE 3

Incoming and outgoing transport, water and CO₂E

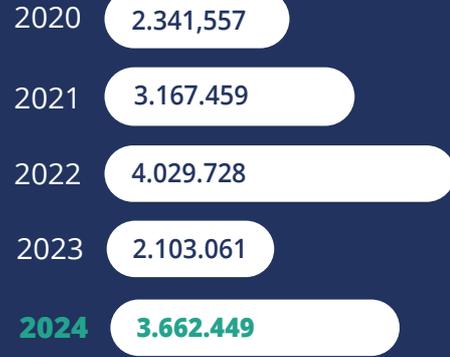
OUTGOING

In transported kg



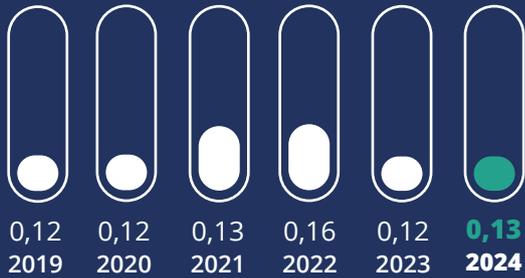
INCOMING

In transported kg



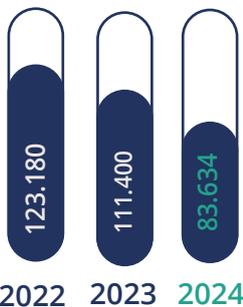
CO₂e OUTGOING

Per transported kg



CO₂e INCOMING

Per transported kg



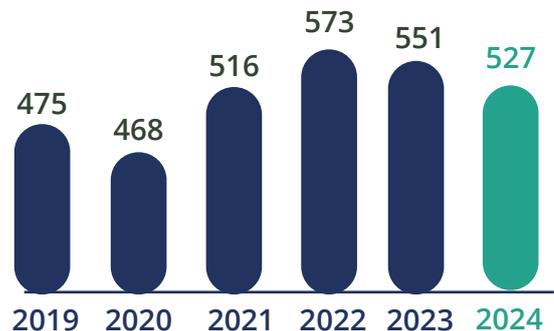
COURIER SHIPMENT

CO₂e in kilograms

As part of our effort to reduce our environmental impact, we have moved a number of tasks directly to the office in Bangladesh. The restructuring has made it possible for us to reduce the number of courier shipments and optimise our work processes. This has also contributed to a significant reduction in our CO₂ emissions.

25%

reduction in our total CO₂e in kilograms from 2023 to 2024



WATER (M³)

In 2024, however, we aimed to reduce over-time by optimising internal processes – which resulted in a smaller reduction in our water consumption.



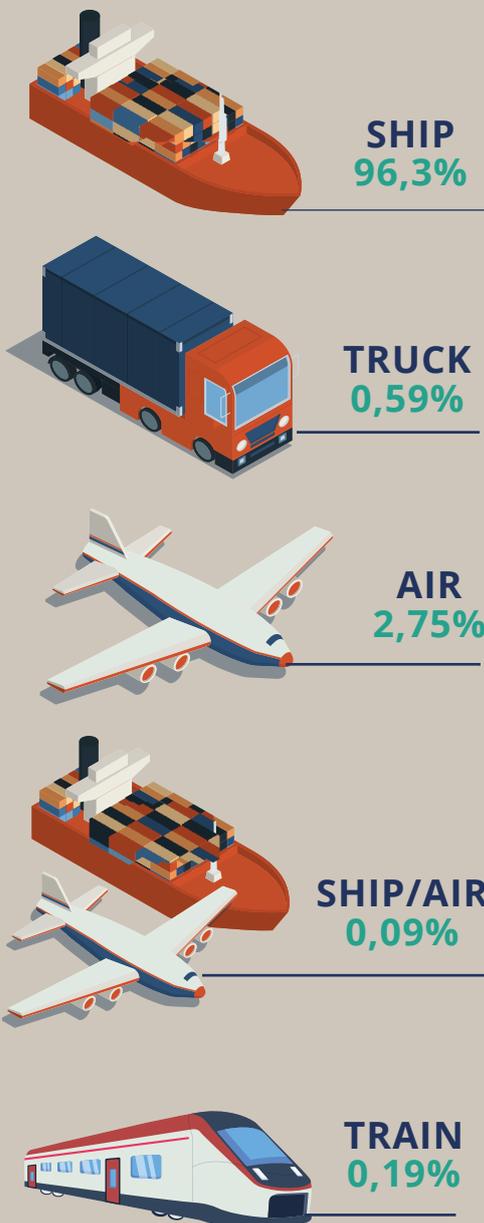
A NECESSITY NOW, BUT A REDUCTION OVER TIME

Over the past year, our use of air freight has increased. This is primarily due to challenges in the shipping market, including the Suez Canal blockages, which have created increased demand for products. Air freight has been a necessary solution to ensure timely delivery and meet the high demand. However, we are aware of the significant environmental impact of air freight.

OUR GOAL IS TO REDUCE AIR FREIGHT TO A MAXIMUM OF 2% IN 2025.

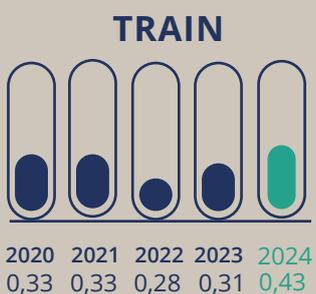
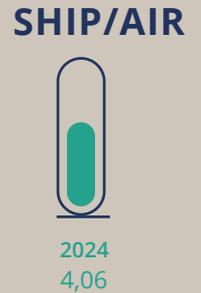
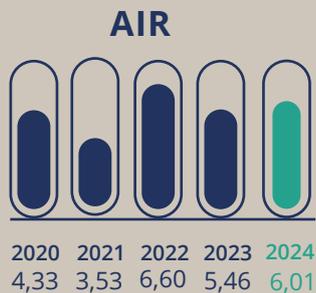
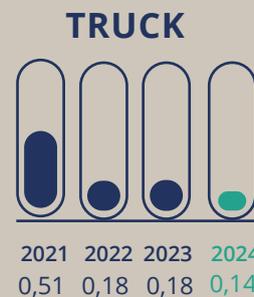
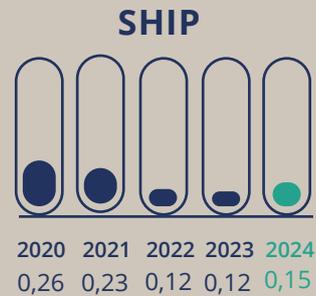
TYPES OF TRANSPORT

This is how we received products from our producers in 2024



CO₂E PER KILOGRAM TRANSPORTED

Including sea transport, road transport, air freight, or rail transport from 2020-2024



WASTE AND OUR CONSUMPTION

ID® HEADQUARTERS - HOLSTEBRO

TOTAL WASTE VOLUME (TONS)

In 2024, our total waste production was reduced by 7 tons compared to 2023.



2.09

tons of our waste is sent for recycling

WASTE (TONS)

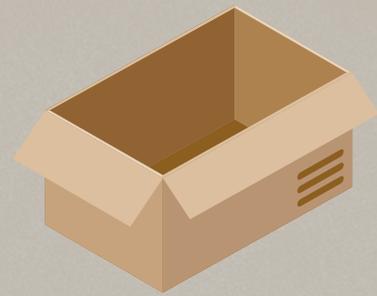
Numbers are based on all types of waste leaving ID®



2.18

total waste volume in 2024

CARDBOARD (KG)



-7.160

reduction in cardboard in 2024 compared to 2023

RECYCLED (TON)

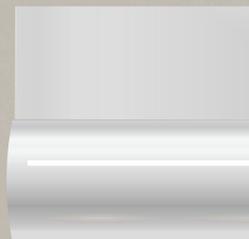
Figures are based on: Paper, plastic, and cardboard



1.9

tons sent for recycling

PLASTIC REDUCTION (TON)



+1,1

tons have increased our plastic consumption due to changes in our packaging methods – as we use multipacks for our products instead of individual packaging. Read more on page 80.

TEXTILE WASTE (KG)



871

kg textile waste that was converted into new yarn and fabrics (NewRetex)

200

kg we have sent to Nomi4s for reuse



A joint effort that has delivered good results



PRINT

Over the past 6 years, we have put extra focus on reducing our print consumption. This effort has resulted in a significant reduction in paper use from 2019 to 2024.

Print consumption in 2024 was reduced by 38% compared to 2023 – a result we can rightfully be proud of.

The measures introduced in 2019 now appear to have reached their full effect. Therefore, we maintain our focus on printing only what is absolutely necessary. At the same time, we continue to use dual screens, double-sided printing, and black-and-white as the default setup.

Focus areas for 2025:

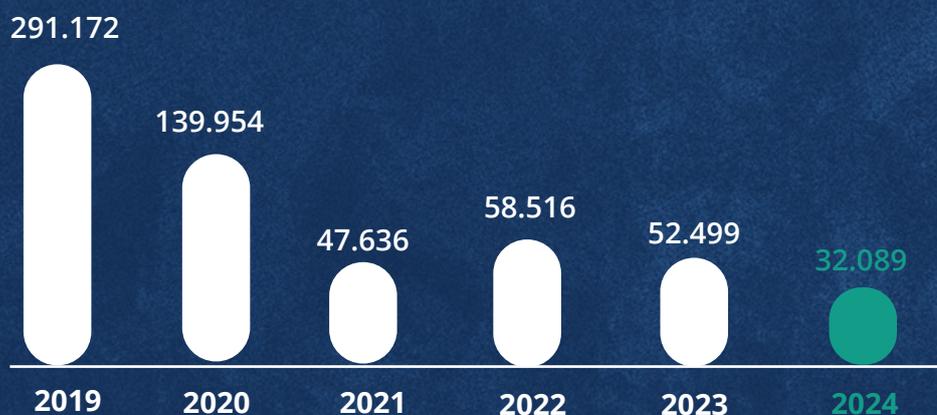
- Further reduction in the number of prints
- Reduction in colour printing

-38%

REDUCTION IN PAPER
FROM 2023 TO 2024



WE PRINT ON BOTH SIDES OF THE PAPER IN BLACK AND WHITE.



Number of printed pages in the last 6 years

RESULTS FOR 2024



GOALS FOR 2025



A woman with her hair tied back, wearing a dark green crew-neck sweater, is looking down and holding a piece of fabric. The background is a solid, muted blue-grey color.

PURCHASING

Responsible textile production is not about geography. In the 1990s, we started production in Bangladesh and have since continuously developed our cooperation with our partners there. In 2006, we took a further step and established an office in Dhaka, Bangladesh, to be present at our manufacturers on a weekly

basis. This has given us detailed insight into the factories' working conditions and quality levels and has strengthened relationships with our partners. The close dialogue and our presence in Bangladesh have made it possible to implement high standards for quality, environment, and working conditions.



The year that passed
PURCHASING



CARSTEN BORRESKOV
PURCHASING MANAGER

*"SOMETIMES IT IS IMPORTANT
TO DUST OFF THE PROCESSES
AND ENSURE THAT THEY STILL
ALIGN WITH OUR GOALS."*

FREIGHT AS A CHALLENGE – NEW SOLUTIONS AND STRONGER COLLABORATIONS

2024 was a challenging year for global freight, and we felt it too. Blockages in the Suez Canal and difficulties in the English Channel meant that our usual route to Aarhus was impassable. As Carsten Borreskov explains:

“When we can’t get through the Suez Canal to Aarhus, it obviously causes problems. We had to find alternative solutions, which meant both longer transport times and higher costs.”

TRANSITION AND NEW ROUTES

To ensure a stable supply chain, we had to think differently. Our freight was rerouted to go around the southern tip of Africa and then shipped directly to Hamburg, from where it was transported by truck to Holstebro. This created a new rhythm in logistics.

“Fortunately, we have a strong collaboration with our freight forwarder, who was proactive and helped us find the best solutions. Even though costs increased, we managed to minimise delays,” says Carsten Borreskov.

PROCESS OPTIMISATION AND STRENGTHENED RELATIONSHIPS

To meet the challenges and ensure a smoother supply chain, an important process was relocated. Quality approval of goods was moved to Bangladesh, where we have had an office since 2006.

“We have a long-standing and close cooperation with our office in Bangladesh, and it was natural to let our colleagues take over quality approval. We fully trust that they can handle the task and meet our requirements.”

At the same time, the situation has been an opportunity to review our supply chain processes with fresh eyes.

“Sometimes it’s important to dust off the processes and ensure they still align with our goals. Working closely with our colleagues in Bangladesh creates strong synergy that makes things easier,” concludes Carsten Borreskov.

Despite the challenges, we have strengthened both our collaborations and processes, so we are even stronger going forward.

A PARTNERSHIP BUILT ON DEVELOPMENT AND QUALITY

Richontex has been one of our largest and most important suppliers in China since we began our collaboration in 2012.

For over a decade, our collaboration with Richontex has been marked by strong mutual trust and openness. Throughout the partnership, they have shown great commitment and been a dedicated part of our shared journey. They have not only shared our ambitions for development, quality, and responsibility – they have also played an active role in strengthening and raising the standards we work by.

FOCUS ON RESPONSIBILITY AND TRANSPARENCY

One of our joint ambitions is to create better working conditions and raise production standards. Therefore, we set high demands. Richontex's factories undergo amfori BSCI audits to ensure follow-up on current agreed improvement areas. Richontex is also in the process of becoming a member of amfori BSCI, demonstrating their dedication to strengthening compliance and responsibility.

CONCRETE IMPROVEMENTS AND TARGETED EFFORTS

Especially in recent years, we have focused intensively on due diligence, working conditions, and human rights. We have worked closely with Richontex to plan and reduce overtime – a widespread issue in China – and at two factories, we have demonstrated that it is possible to change this through dedicated management and good planning.

The collaboration has also included supply chain mapping, where Richontex has shown full transparency and been among the first to

lead the way, giving us valuable experience and tools that we now apply broadly in our supplier network. A clear result of this work is that the factory in Zhejiang Dongyang, which produces our microfleece, was upgraded from an amfori BSCI rating of C to B in 2024, with the goal of reaching an A rating within two years.

NEW PRODUCT GROUPS

In connection with the addition of new products to production, we jointly upgraded the factory in Nanchang to a B rating in 2024. Furthermore, as part of our strategy to consolidate and strengthen our supplier base, we have moved production of Canvas bags to Richontex.

This has brought several benefits – especially in terms of compliance and environmental certification – where we now have both amfori BSCI and OEKO-TEX® Standard 100 on the products.

A FUTURE-PROOF PARTNERSHIP

The collaboration with Hangzhou Richontex is an example of how a long-term partnership, mutual trust, and shared ambitions can lead to both business and ethical success. With Richontex as a partner, we are not only assured of high and stable quality – we are also well-equipped to take responsibility and create more responsible textile production.

2026
GOAL

RATING A

Within 2 years, we aim to upgrade the Zhejiang Dongyang factory from amfori BSCI rating B to A.



Training of employees at Hangzhou Richontex



Meeting at the Zhejiang Dongyang factory (May 2023)



Factory visit at Zhejiang Dongyang (April 2024)

12 YEARS

we have collaborated with
Richontex

B-RATING

in 2024 we upgraded the Zhejiang Dongyang
factory from amfori BSCI rating C to B

NO. 1

our largest supplier and partner
in China

**MICRO
FLEECE**

is the main product produced
by Richontex

**IMPROVED WORKING
CONDITIONS**

together with Richontex we have improved
conditions with focus on human rights

**NO TO
OVERTIME**

together with Richontex we have worked to reduce
overtime at the factories



THE PEOPLE BEHIND EVERY PIECE OF CLOTHING

WHEN YOU PULL ON YOUR T-SHIRT IN THE MORNING OR BUTTON UP YOUR JACKET ON THE WAY TO WORK, IT'S EASY TO FORGET THAT THERE ARE HANDS AND STORIES BEHIND EVERY SINGLE PIECE OF CLOTHING.

We want to highlight exactly those people – those who every day spin yarn, cut fabric, sew and prepare the clothes ready for you. We focus on the whole process – from the moment the clothing begins its journey as yarn, until it stands as a finished product ready to be worn.

Before the product reaches us – it must pass through the hands of a number of dedicated people. We believe their work deserves recognition and respect.

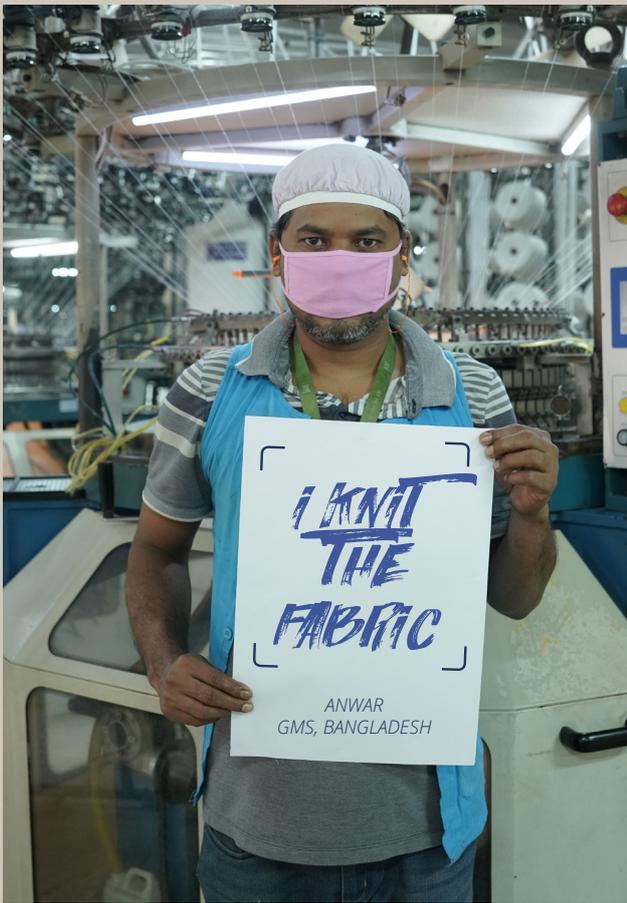
Transparency is a keyword for us. That's why we have visited our factories and met the people who make it all possible. We have gained insight into their everyday lives. For us, it's not just about the quality of the clothes we deliver – it's also about the lives connected along the way.



From our visit to GMS in November 2024 – where our Marketing Manager, Annette Frimand Rasmussen, tried her hand at sewing.

CLOTHING IS MORE THAN JUST FABRIC AND THREAD. IT IS MADE BY PEOPLE – FOR PEOPLE.





Scan
to learn
more



**WE FOLLOW UP!
FOR BETTER
WORKING
CONDITIONS
AND MORE
RESPONSIBLE
PRODUCTION**

We want to improve working conditions while achieving better audit ratings at our factories. This way, we can together create more responsible production conditions – step by step.



A COLLABORATION TO CONTINUOUSLY ELEVATE AND IMPROVE OURSELVES



IMPROVEMENT IN FOCUS

For us, it is crucial that the factories and partners we work with meet the high standards we have set for working conditions, ethics, and the environment. That is why we have been a member of amfori BSCI since 2013 – they help ensure that our suppliers comply with a wide range of requirements – including fair wages and working conditions, absence of discrimination, no child or forced labor, and that factories consider both the environment and anti-corruption.

In 2024, we dedicated significant time to reviewing the results from our amfori BSCI audits at the factories. The audits are conducted by an independent third party, providing a more accurate picture of both challenges and potential improvements, for example in production.

After each audit, auditors identify specific points that need improvement. It is then the factory's responsibility to develop an action plan on the amfori platform. Here, the factory describes how the issues will be resolved and when the improvements are expected to be completed.

This systematic approach provides us with a strong tool for continuous improvement and forms the basis for close dialogue with our suppliers – with responsibility and transparency at the core.

ACTION AND IMPROVEMENT

In 2024, we focused on the factories we collaborate with in producing our products – each has been the focus after an audit. Audits give us an important opportunity to dive into the reports and review the results in close dialogue with the factories.

In 2024, we paid extra attention to our two largest suppliers in China. Our goal has been to promote concrete improvements, and this work has been strengthened through online meetings at least once per quarter as well as repeated factory visits throughout the year. The ongoing contact has had a significant positive effect – especially regarding the factories' understanding of how the amfori platform works and how they can actively use it for improvements.

The plan for 2025 is to onboard even more factories to the amfori platform. This applies both to factories currently using other compliance systems and the last few – very small – factories that do not yet have a system in place. At the same time, we want to increase awareness of how this not only strengthens working conditions but also can improve audit ratings. This way, we can together create more responsible production conditions – step by step.

MAPPING THE SUPPLY CHAIN

At ID®, our purchasing strategy is a balanced combination of trusted partnerships, technological insight, and responsible planning – where both the customer and responsibility are at the center.

PRODUCTION COUNTRIES

Our products are produced in six different countries. Most of our supplier relationships are based on more than 20 years of cooperation. We believe that long-term partnerships create stability, mutual understanding, and high quality – both in production and collaboration. This close level of cooperation results in good communication and a shared commitment to create a good product.

We do not take our long-term partnerships for granted. We continuously evaluate our collaborations to ensure they meet our requirements and values – both in terms of quality, delivery reliability, customer service, and not least our responsibility profile.



DATA AND DIALOGUE-DRIVEN PURCHASING

We base all our purchasing on data and close communication. A central tool in this process is our advanced planning system, which – with the help of algorithms and ERP integration – creates an accurate forecast. Factors such as historical sales, supplier data, national holidays, and lead times are included, enabling smarter planning and ensuring high delivery reliability.

MINIMISATION OF STOCK ITEMS

Our purchase volume in 2024 differs in some areas compared to previous years. This development results from targeted collaboration between our sales and purchasing teams, focusing on turnover speed and minimising unsellable stock. It is not just about producing and buying in – it is about taking responsibility and ensuring our products match customer needs and demand.

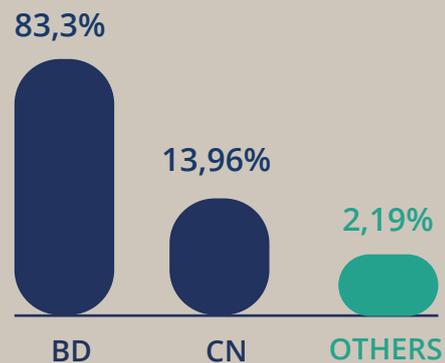
PURCHASE VOLUME

SHARE OF TOTAL PURCHASE VOLUME
BASED ON PURCHASE VALUE:

CN (China)

BD (Bangladesh)

Others (Turkey, Cambodia, Portugal and Bulgaria)



TOTAL PURCHASE VOLUME

Volume distributed among our most important suppliers in 2024:

COUNTRY	BD	BD	CH	CH
SUPPLIER	MULTIFABS	GMS	DONGDA	RICHONTEX
TOTAL	58%	23%	4,50%	4,50%

FILL RATE

Weekly, we receive a large number of containers from our suppliers in the Far East and Europe, and the goal is to ensure the highest possible utilisation in all containers.

In 2023, we began analysing the fill rate of our containers – which resulted in an adjustment to our internal purchasing procedures.

In 2023, we achieved an average fill rate of 90%, and this reached an improvement of 7% in 2024.

The positive development is partly due to optimising our oversized boxes, making them easier to stack. Additionally, we now leave goods standing to ensure we fill the container whenever possible.



FILL RATE
97%
Average fill rate
of incoming containers
in 2024



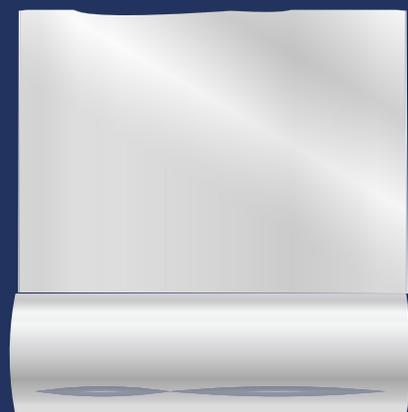
PLASTIC REDUCTION

We are continuously working to reduce the amount of plastic used in our products.

The implementation of AutoStore® in 2023 was just the beginning of our efforts to limit consumption. This has inspired us to explore further opportunities for plastic reduction through new and more efficient packing methods.

Our target of reducing plastic by 6 tons in 2024 has been achieved — and even surpassed. We have now reduced our plastic consumption by approximately 8 tons.

We expect to reduce plastic consumption by an additional 4–6 tons in 2025. This will be achieved by optimising box sizes and avoiding individual packaging of products.



REDUCTION OF PLASTIC IN 2024

8 TONS

IT IS NOT A PRODUCT

- But a responsible way to source cotton

ID® is a proud member of the Better Cotton Initiative. BCI works to make global cotton production better for the people who grow it, better for the environment it is grown in, and better for the future of the textile industry.

We continuously work to increase the share of Better Cotton in our products. In 2024, we made significant progress: Our goal to source 60% of our cotton as Better Cotton was achieved, and we increased the share to 78.5%. Therefore, we have chosen to raise our target for 2025 to 90% by the end of the year.



HISTORY



GOALS



ONBOARDING IN DELOGUE

Delogue is a data platform focused on process optimisation within production, suppliers, and communication. All our products are registered in Delogue, and today we have onboarded 95% of our suppliers. Our goal for 2025 is to onboard the remaining suppliers so that all products going forward are managed through Delogue.

Throughout 2024, we have also held several follow-up meetings with suppliers to ensure correct use of the platform. The purpose has been to ensure that we receive the necessary information and data we need.

95%

of our suppliers were onboarded in Delogue in 2024.





WHICH SUPPORT THE GOALS FOR SUSTAINABLE DEVELOPMENT

ID® Identity supports the 17 Sustainable Development Goals (SDGs) as a blueprint for achieving a better and more sustainable future. All 193 UN member countries have committed to addressing global challenges such as poverty, inequality, climate change, environmental degradation, peace, and justice, with the aim of reaching these goals by 2030.



THE 17 GOALS

The 17 goals are all interconnected, and through 169 targets and indicators, the future task has been set to create a sustainable future for coming generations.

DAILY WORK WITH THE GOALS

Every day, ID® Identity works with all the SDGs in various ways. We have chosen to focus on six primary goals, where our actions can drive change, while others are indirectly influenced through the primary goals.

Our work with the SDGs focuses on the choice of responsible materials, production methods, social and environmental considerations, with ongoing emphasis on long product lifespan and high product quality.

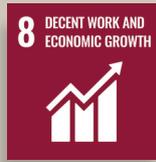
OUR SIX FOCUS GOALS

Our six primary goals have been selected based on where we can have an active impact. The goals we do not communicate about can still be influenced by our work, as they are interconnected.



NO POVERTY

Fair wages for workers. Textile production takes place in countries where poverty can be a challenge. We work only with factories that have a social compliance system ensuring workers are paid on time, in accordance with living wage legislation. We require suppliers to sign our code of conduct and hold membership in amfori BSCI or Smeta.



DECENT WORK AND ECONOMIC GROWTH

Community, trust, and good working conditions describe ID® as a workplace. When we visit our suppliers, we also promote decent working conditions. We require factories to have a social compliance system aligned with ILO conventions, and that production is carried out responsibly, ensuring workers' rights, health, and safety. We maintain long-term collaboration with factories that ensure continuous development and innovation to secure financial growth and sustainable production for both parties.



GOOD HEALTH AND WELL-BEING

Both are important – whether we are talking about personnel at ID® or suppliers in other parts of the world. The best work is done by personnel who are healthy and safe. Through our OEKO-TEX® and EU Ecolabel certifications, we set high standards to avoid and reduce the use of hazardous substances and chemicals to promote a healthy lifestyle for all. This includes all substances and chemicals that come into contact with people, as well as those that pose a risk of pollution to soil, water, or air.



RESPONSIBLE CONSUMPTION AND PRODUCTION

From product development, we strive to select more responsible raw materials to ensure products with long life and durability. We take necessary care to avoid the use of hazardous substances and chemicals during production and ensure that none are left in the final products to the detriment of workers, users, and the environment. We emphasise avoiding emissions of substances to soil, water, and air. We focus on reducing the use of new materials, recycling where possible, and ensure waste is separated for recycling. We use organic cotton, recycled polyester, and paper and cardboard from sustainable forestry.



QUALITY EDUCATION

Education is knowledge. Knowledge is the tool that enables development and creates change. Education will ensure decent wages, better health, and gender equality. Every year we support a local slum school in Dhaka, Bangladesh, for children aged 6-14, so they can continue their education year after year.



PARTNERSHIPS FOR THE GOALS

Our most important partnerships are with our suppliers. Their understanding of our business and their willingness to innovate and develop their products to support our strategies is crucial for sustainable collaboration. We also cooperate with OEKO-TEX®, Denmark's Technical Institute / EU Ecolabel, Control Union / GOTS / NewRetex / Textile Revolution and other organisations within the textile sector, including amfori, ACCORD, Global Compact, Bureau Veritas, Hohenstein, and other stakeholder organisations.

2024 OVERVIEW / RESULTS

95%



of all sold products have OEKO-TEX® certification

24%



increase in total kg of products sold with EU Ecolabel

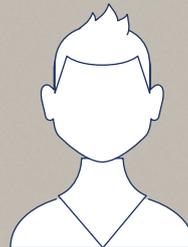
NEW
CERTIFICATION



a company certification that documents responsible production with focus on social responsibility, environmental management, and working conditions

600

number of tests performed by Bureau Veritas



98%

participated in our annual workplace assessment (APV)



29%

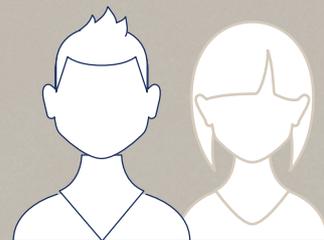
of all employees have participated in external courses or education



73%

of all employees have participated in internal courses

2 ID®
APPRENTICES



number of apprentices at ID® completing their education in 2025



7 tons

reduced total amount of waste

8 TONS

reduction of plastic packaging



31%

increase in total kg made from recycled material



78,5%

of our total purchased cotton was Better Cotton

95%

of our suppliers have been onboarded in Delogue



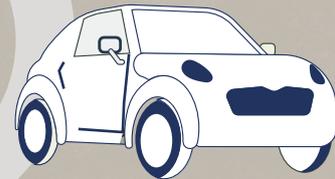
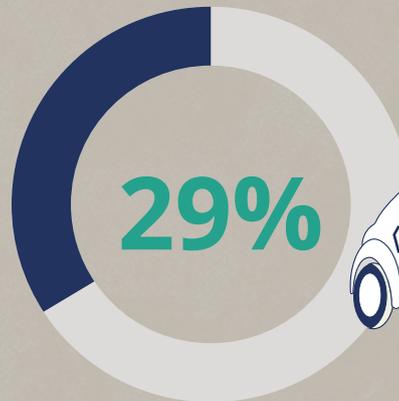
97%

of collected waste is sent for recycling



0,3%

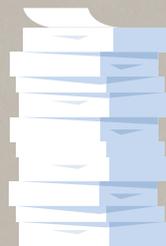
of our total purchased kg is OEKO® TEX Organic cotton



of leased cars run exclusively on electricity

97%

average fill rate at entry for all received containers in 2024



30.500

reduction in number of printed pages



Member

99%

of our suppliers are members of amfori BSCI

QUALITY
WEAR FOR
A 1000 JOBS



Read about our work
with responsibility
at id.dk

ID® IDENTITY