

MALAIKARAISS

Responsibility Agenda

MALAIKARAISS stands for lasting styles of feminine ease, quality, and a thoughtful approach to design. Our philosophy is rooted in creating refined, timeless pieces that transcend individual seasons, with an emphasis on craftsmanship, material quality, and long-term wearability.

Environmental and social responsibility are among the principles guiding our work. We recognize that developing our practices is an ongoing process that requires continuous evaluation, learning, and improvement. Our Responsibility Agenda outlines our approach, current initiatives, and future commitments, providing a framework for reviewing our progress and defining new objectives.

Our efforts focus on three key areas: thoughtful material sourcing, close collaboration with selected manufacturing partners, and product longevity. We incorporate selected natural, organic, and recycled materials into our collections and work predominantly with European manufacturing partners, many of which are family-run businesses. Through regular communication and on-site visits, we aim to strengthen our understanding of production practices and maintain long-term supplier relationships.

Our expectations regarding working conditions, human rights, animal welfare, and environmental practices are outlined in our Code of Conduct. We maintain an ongoing dialogue with our partners to review existing practices and identify opportunities for improvement throughout our supply chain.

At the heart of MALAIKARAISS is the creation of a refined day-to-night wardrobe, designed to evolve and complement itself season after season. By revisiting established silhouettes and refining construction methods, we aim to create pieces that remain relevant beyond seasonal trends and become lasting elements of a woman's wardrobe.

Our Responsibility Agenda takes guidance from the United Nations Sustainable Development Goals (SDGs), which provide an international framework for addressing environmental and social challenges. Responsibility-related information is incorporated into our internal processes, including employee onboarding, staff guidelines, and customer communication. Our Code of Conduct and Responsibility Agenda are reviewed by the team members responsible for sustainability, in collaboration with the COO and CEO, to reflect developments in our practices, priorities, and objectives.

STATUS QUO & STRATEGIC DIRECTION

STATUS QUO

MALAIKARA**ISS** remains independently owned by its founder, Malaika Reiß.

Her vision is to continue developing a purpose-driven brand that grows organically, with a focus on thoughtful design, quality, and long-term value.

The brand's strategic direction is centred on creating collections designed for longevity, maintaining close relationships with European manufacturing partners, and refining production planning to better align quantities with demand. By carrying selected styles across seasons and incorporating deadstock, recycled, and repurposed materials into selected collections, MALAIKARA**ISS** aims to make more considered use of existing resources.

Looking ahead, the brand continues to review its sourcing, manufacturing, and production planning practices, with a focus on identifying opportunities to reduce material waste and address environmental impacts throughout its operations.

RESPONSIBILITY ROADMAP

Our Responsibility Roadmap provides an overview of selected milestones, initiatives, and strategic objectives that have shaped the development of MALAIKARA**ISS**. It reflects our ongoing approach to material sourcing, production, product development, and social responsibility.

FOUNDATIONS

- Independent, female-led company
- Manufacturing partnerships primarily based in Europe
- Long-term relationships with selected suppliers and manufacturers
- Focus on direct communication and supplier collaboration
- International team and flexible working arrangements
- Women represented in leadership positions

MILESTONES & INITIATIVES

2012 – BRAND FOUNDATION

- Launch of the first MALAIKARA**ISS** collection
- Establishment of relationships with European fabric suppliers and manufacturers

2015 – BRAND DEVELOPMENT

- Acquisition of a Star Wars licensing agreement with Disney
- Expansion of international brand visibility and commercial activities

- Introduction of jewelry manufacturing in Germany, including selected pieces made with recycled gold

2018 — RESPONSIBILITY & PRODUCT DEVELOPMENT

- Introduction of the first internal Responsibility Agenda
- Development of a second-season sales approach for selected collections
- Initial development of products incorporating repurposed materials
- Discontinuation of genuine leather products

2019 — SOURCING & MANUFACTURING

- Discontinuation of manufacturing partnerships based in Asia
- Introduction of a made-to-order jewelry capsule incorporating recycled gold
- Continued development of European manufacturing partnerships

2021 — MATERIALS & SUPPLY CHAIN

- Reduction of conventional plastic packaging, reported at 50% of previous usage
- Introduction of a capsule collection featuring selected materials with specified sourcing or recycled-content attributes
- Exploration of a corn-based alternative to conventional polyurethane materials
- Initial mapping of Tier 1 manufacturing partners
- Collaboration with Dr. Hauschka Beauty / WALA Foundation

2022 — MATERIAL DEVELOPMENT & COMMUNITY

- Further reduction of conventional plastic packaging, reported at 20% of previous usage
- Introduction of packaging alternatives incorporating recycled-content or biodegradable materials
- Increased use of selected wool categories, including merino, RWS-certified and recycled wool
- Introduction of a packaging reuse initiative for direct-to-consumer orders
- Development of customer information on garment care and product longevity
- Collection structure comprising approximately 70% recurring key styles and 30% seasonal styles
- Collaboration with a hand-knitting and crochet atelier
- Reported use of 60% selected cellulosic materials, including TENCEL™ and certified viscose
- Participation in industry networking and knowledge exchange

- Financial and in-kind contributions to selected nonprofit initiatives, reported at approximately 1% of annual revenue

2023 — OPERATIONS & CUSTOMER ENGAGEMENT

- Introduction of a local delivery initiative in Berlin
- Publication of information about selected garment manufacturing partners
- Reported material composition: 64% classified under the company's former sustainability criteria
- Development of garment care and repair information for B2B and B2C customers
- Exploration of carbon-emissions tracking and compensation measures for business travel and events
- Initial trials involving AI and Web3 applications

STRATEGIC OBJECTIVES

The following objectives were established as part of earlier planning periods. Their current status and relevance should be reviewed against the company's latest practices and available documentation.

TARGETS ORIGINALLY SET FOR 2024

- Increase the proportion of materials meeting defined sourcing and material criteria
- Extend supply chain mapping to Tier 2
- Review renewable electricity sourcing for office operations
- Further develop the inclusion of certified, recycled, and other specified materials and components

OBJECTIVES FOR 2024–2028

- Review emissions associated with logistics and identify potential reduction measures
- Evaluate packaging and labeling materials with regard to composition, recycled content, and recyclability
- Extend supply chain mapping to Tier 3 where information is available
- Explore the feasibility of a clothing rental service
- Continue reviewing material selection and sourcing criteria across collections

LONG-TERM CLIMATE OBJECTIVES

- Develop a clearer understanding of emissions associated with business operations and the supply chain
- Identify potential reduction measures and relevant data requirements

- Review future climate-related objectives in line with available evidence, operational capabilities, and applicable regulatory requirements

STRATEGIC DIRECTION

MALAIKARA**ISS** is committed to continuously reviewing and developing its approach to social and environmental responsibility. From material sourcing and product development to manufacturing and production planning, our focus is on identifying opportunities to improve existing practices and make more considered decisions throughout our operations.

Social and environmental considerations, including human rights, working conditions, and climate-related challenges, are addressed at management level and inform the ongoing development of our business practices. We draw on industry knowledge and external expertise, including exchanges with Fashion Council Germany and initiatives such as Der Grüne Knopf, to support our understanding of evolving standards and requirements.

Our strategic direction focuses on material selection, close collaboration with manufacturing partners, and the development of collections designed for longevity. By revisiting established silhouettes, exploring the use of existing materials, and refining our production processes, we aim to create a wardrobe that remains relevant beyond seasonal trends.

Innovation and continuous learning are central to this approach. We continue to explore design and material choices that take product durability, repairability, and potential end-of-life solutions into consideration. Through ongoing dialogue with our partners and customers, we seek to develop our practices further and communicate our objectives and progress with clarity.

PRODUCT LONGEVITY, QUALITY & RESPONSIBLE VALUE CREATION

At MALAIKARA**ISS**, longevity is a central principle of our design philosophy and an important consideration in product development. We focus on creating garments that combine timeless design, carefully selected materials, and considered construction, with an emphasis on quality, functionality, and long-term wearability.

Our approach begins with the development of versatile silhouettes that remain relevant beyond individual seasons. By revisiting established designs, refining construction methods, and considering material properties throughout the development process, we aim to create pieces that can be worn, cared for, and appreciated over time.

We believe that lasting value is shaped by the relationship between design, craftsmanship, and the way a garment is used and maintained. Alongside aesthetic considerations, product quality and durability inform our decisions, reflecting our commitment to thoughtful product development and long-term customer value.

DESIGN

At MALAIKARA**ISS**, we believe in rethinking the relationship between fashion, personal style, and the lasting value of clothing. Our vision is to build a brand defined not by fleeting trends, but by thoughtful design, craftsmanship, and a distinctive aesthetic that evolves over time.

We create collections conceived as a versatile wardrobe for women with an individual sense of style. Our approach considers different sizes and body types, with an emphasis on fit, comfort, and the relationship between garment and wearer.

In 2020, we began extending our size range to include selected styles up to EU sizes 46/48. As part of this development, we conducted a body measurement study involving more than 30 plus-size women, whose contributions informed our evaluation of proportions and fit.

Each season, we revisit and refine our designs, building on established silhouettes and construction methods. Material selection, craftsmanship, and product longevity remain central considerations throughout this process. We also explore opportunities to incorporate existing materials and develop selected styles using repurposed or upcycled fabrics.

Continuous learning and innovation inform our design and development practices. We review emerging materials, production techniques, and digital tools to identify approaches that may support product quality, more considered material use, and improvements to our internal processes.

Our design and development priorities include:

- Seasonless and versatile designs
- Considered material selection
- Material efficiency and waste reduction in development and production
- Craftsmanship and garment construction
- Continuous refinement of design and production processes
- Exploration of repurposed and upcycled materials

CIRCULARITY

At MALAIKARA**ISS**, circular design principles inform our approach to product development. We consider different stages of a garment's lifecycle, from material sourcing and manufacturing to use, care, potential repair, and end-of-life options. Our focus is on thoughtful construction, material selection, and product durability, with the aim of creating pieces that can be worn and appreciated over time.

An important part of this approach is revisiting and refining existing designs from our archive. By building on established silhouettes and construction methods, we continue to develop familiar styles across seasons, with an emphasis on quality, functionality, and long-term wearability. This process also allows us to incorporate customer feedback and build on designs that have become established parts of our collections.

Where possible, we consider repairability, recyclability, and the use of recycled or repurposed materials during the design and development process. These considerations help inform our material and construction choices as we continue to explore opportunities for improving product longevity and the use of existing resources.

PRODUCTION

PRODUCTION PLANNING & SUPPLY CHAIN

At MALAIKARA**ISS**, our production planning is based on wholesale pre-orders and estimated demand through our own online store. By combining confirmed orders with sales forecasts, we aim

to align production quantities with anticipated demand and manage inventory throughout the season.

We develop two main collections per year, complemented by selected limited-edition capsules available exclusively through our direct-to-consumer channels. Approximately 70% of our collection consists of established key styles that are carried across seasons, while the remaining 30% comprises seasonal designs. This approach allows us to build on existing silhouettes while introducing new creative directions.

Long-term relationships with our manufacturing partners are an important part of our sourcing and production approach. Through ongoing communication and collaboration, we seek to better understand production processes, review existing practices, and identify opportunities for improvement.

To structure our understanding of the supply chain, we distinguish between three production tiers:

Tier 1 – Product Manufacturing

The final stages of production, including cutting, sewing, assembly, and finishing of garments and other products.

Tier 2 – Material Processing

Processes involved in transforming yarns and other intermediate materials into fabrics and components, including knitting, weaving, dyeing, printing, and other textile finishing processes.

Tier 3 – Raw Material Supply & Initial Processing

Earlier stages of the supply chain, including raw material sourcing, textile recycling, and yarn production.

This framework supports our ongoing efforts to identify and better understand the different stages of production and maintain dialogue with the partners involved.

SUPPLIER RELATIONS

MALAIKARAISS works with selected manufacturing partners in Europe, with an emphasis on long-term collaboration, direct communication, and an understanding of production processes. Many of our suppliers are longstanding partners with whom we have developed close professional relationships over several years.

In 2022, 85% of our order volume was placed with manufacturing partners with whom we had maintained relationships for more than five years. Long-term collaboration remains an important part of our approach to sourcing and production planning.

Our expectations regarding human rights, working conditions, environmental practices, chemical management, material sourcing, and animal welfare are outlined in our Supplier Code of Conduct. This document provides a framework for communicating our requirements to manufacturing partners and is reviewed in light of relevant regulatory developments.

Our manufacturing partners are located in Poland, Germany, Portugal, and Ukraine. We recognize that operating conditions and country-specific risks vary between production locations and require consideration in our supplier relationships.

Our manufacturing partner in western Ukraine is a German-Ukrainian family-run business with two generations of experience in garment production. It is one of our longest-standing partnerships.

Due to the ongoing war in Ukraine, on-site visits have not been possible, with our most recent visit taking place in 2019. We have maintained close communication with the company throughout this period to stay informed about its operating conditions and production activities.

A significant part of our garment production follows a cut, make, and trim (CMT) model, in which MALAIKARA**ISS** sources fabrics and components while manufacturing partners are responsible for garment assembly. Other product categories follow different manufacturing arrangements depending on their technical requirements.

We maintain ongoing communication with our manufacturing partners and, where applicable, work with local production agents who support coordination and provide updates on manufacturing processes. Our approach focuses on identifying potential concerns, discussing corrective measures where necessary, and continuously reviewing our supplier relationships and sourcing practices.

SMART MATERIAL CHOICES

At MALAIKARA**ISS**, material selection is an important part of our design and development process. Our approach focuses on balancing aesthetic qualities, functionality, durability, and considerations relating to environmental and social responsibility. We aim to select materials that support the intended design and long-term wearability of each piece, while continuously reviewing opportunities to incorporate recycled, repurposed, and certified materials where appropriate.

We work with a selected range of materials and consider applicable chemical safety requirements as part of our sourcing practices. Our Restricted Substances List (RSL) is informed by relevant European legislation, including the EU REACH Regulation. We do not use fur or leather in our collections and consider animal welfare when sourcing animal-derived fibres.

Material selection involves evaluating a range of characteristics and sourcing considerations. To guide this process, we use six criteria, referred to as our Six C's:

1. Cares for the Planet

We consider available information on a material's environmental characteristics, including its composition, sourcing, processing, and potential end-of-life options.

2. Cares for People

We consider working conditions and social requirements within the relevant stages of material sourcing and production, in accordance with the expectations outlined in our Code of Conduct.

3. Cares for Animals

For animal-derived fibres, we consider animal welfare requirements and relevant sourcing standards, including certifications where applicable.

4. Complements Form

We select materials based on their aesthetic properties, structure, and suitability for the intended design, considering the finishing processes required to achieve the desired result.

5. Complements Function

We evaluate material properties in relation to the garment's intended use, including comfort, performance, care requirements, and resistance to wear.

6. Complements Longevity

We consider material quality, durability, and suitability for repeated use as part of our product development process.

These criteria provide a framework for material evaluation and inform our sourcing decisions. Their relevance and application may vary depending on the material, product category, and technical requirements of each design.

FABRIC COMPOSITION — 2022

Material distribution by category

Material Category	Share
Cellulosic Fibres (e.g. LENZING™ ECOVERO™)	18 %
Merino Wool	18 %
Cotton (BCI & Pima)	10 %
Linen (Certified Flax & Undyed)	9 %
Organic Cotton	8 %
RWS-Certified Wool	8 %
Deadstock Polyester	8 %
Acetate	5 %
Silk	5 %
FSC-Certified Viscose	3 %
Recycled Synthetics (e.g. R-PET)	3 %
Corn-Based PU	3 %
Other: Certified Mohair (Deadstock), Recycled Cashmere, Polyamide	<2%

Historical material breakdown for 2022. Percentages are reproduced from the original reporting data.

JEWELRY MATERIAL COMPOSITION — 2022

All jewelry manufactured in Germany

Material Category	Share
Recycled Brass	30 %
Recycled Gold	35 %
Brass	20 %
Recycled Silver	13 %
Other Materials (Glass, Certified Cultured Pearls, Swarovski Crystals)	Not specified

Historical jewelry material breakdown for 2022.

The percentages presented above reflect the material distribution recorded for 2022. Figures are rounded and refer to the respective material categories.

In our product development process, we consider material composition, durability, and potential recyclability when selecting fabrics and components. Our aim is to make informed material choices that support the intended function, quality, and long-term wearability of each design.

We place particular emphasis on the quality, functionality, and safety of product trimmings, including zippers, buttons, and adjusters. Durability is an important consideration, as the performance of individual components can influence the overall usability and lifespan of a garment. We review relevant material and product safety requirements, including OEKO-TEX® STANDARD 100 certification where applicable.

Our packaging approach focuses on reviewing material choices and incorporating paper-based and recycled-content packaging components where suitable. We also explore the use of recycled materials for selected hangtags, logo labels, and care labels, taking into account their functionality and technical requirements.

Further information on our material selection criteria and sourcing practices can be found in our Materials Report.

PACKAGING & USE OF PLASTIC

At MALAIKARA**ISS**, packaging decisions are guided by the functional requirements of product protection, storage, and transportation, alongside considerations relating to material use and waste management. We regularly review our packaging practices to identify opportunities to reduce unnecessary materials and explore suitable alternatives.

For in-store and online orders, we use protective garment packaging where necessary to maintain product quality during handling, storage, and delivery. Our current packaging solutions include foil bags, with material specifications depending on the intended application. We continue to evaluate their composition, functionality, and available disposal options as part of our packaging review process.

Our approach focuses on selecting packaging materials according to their purpose, considering recycled content and recyclability where applicable, and reviewing opportunities to reduce plastic use without compromising product protection.

We recognize that packaging requirements vary across product categories and distribution channels. As materials and packaging technologies evolve, we aim to refine our choices based on product needs, supplier information, and relevant regulatory requirements.

SOCIAL RESPONSIBILITY

At MALAIKARA**ISS**, individuality and self-expression are central to our design philosophy. Our collections are created with an appreciation for different ages, body types, sizes, and personal identities. This perspective also informs our approach to casting, campaigns, and creative collaborations, where we aim to reflect a diverse range of individuals and expressions of femininity.

We value long-term relationships with our creative and business partners, selecting collaborations that align with our aesthetic vision and shared values. Through open dialogue and creative exchange, we seek to develop meaningful partnerships that evolve over time.

Communication and storytelling are important parts of our relationship with our community. Beyond presenting our collections, we share information about garment care, product longevity, and

different approaches to building and maintaining a wardrobe. Our Garment Care Guide provides practical recommendations for caring for individual pieces.

To extend the commercial availability of existing collections, selected styles continue to be offered beyond their original season through retail partners, online platforms, and our own archive channels. We also organize archive and sample sales, allowing previous collections and development pieces to remain available to customers.

Our pricing and promotional approach focuses on the value of design, materials, and craftsmanship rather than frequent large-scale discount campaigns. We generally avoid promotional events such as Black Friday, while occasionally offering selected promotions to our subscriber community. Jewelry forms part of our ongoing collection and is generally excluded from seasonal discounts.

Alongside our commercial activities, we have supported selected local and international nonprofit organizations through financial contributions, material donations, and clothing donations, including support for initiatives assisting people affected by the war in Ukraine. We have also participated in educational workshops and collaborative programs with fashion students and academic institutions in Berlin.

We continue to consider opportunities for community engagement, knowledge exchange, and social initiatives as part of our broader business activities.

DEIB STRATEGY & GUIDELINES

Diversity, Equity, Inclusion & Belonging

At MALAIKARA**ISS**, we value diversity, individuality, and mutual respect as essential elements of our working culture. We recognize that different perspectives, backgrounds, and experiences contribute to creative exchange, collaboration, and the ongoing development of our company.

As a small and evolving team, our approach to Diversity, Equity, Inclusion & Belonging (DEIB) focuses on fair recruitment practices, respectful working relationships, access to professional opportunities, and continuous organizational learning. We aim to develop structures that support equal treatment, transparent communication, and an inclusive working environment.

Our DEIB strategy outlines five areas of focus:

1. EQUAL OPPORTUNITY & FAIR HIRING

We aim to base recruitment decisions on relevant qualifications, competencies, and the requirements of each position. Our approach includes reviewing job descriptions, recruitment channels, and selection criteria to identify potential barriers and support fair access to employment opportunities.

As the company develops, we intend to further structure our recruitment procedures and explore relevant training opportunities.

2. INCLUSIVE WORKPLACE ENVIRONMENT

We are committed to maintaining a professional and respectful working environment. Discrimination, harassment, and unequal treatment based on personal characteristics are not accepted.

Our expectations apply to interactions within our team and inform our relationships with external collaborators and business partners. We encourage open communication and the constructive discussion of concerns.

3. EQUITY IN COMPENSATION, BENEFITS & DEVELOPMENT

We aim to apply fair and consistent principles to compensation, workload distribution, and access to professional development, taking into account individual responsibilities, qualifications, and contractual arrangements.

As our team grows, we intend to further develop internal procedures for performance evaluation, professional development, and compensation-related decisions.

4. CONTINUOUS LEARNING & ACCOUNTABILITY

We recognize that inclusive working practices require ongoing attention and reflection. We draw on relevant legal requirements, professional resources, and industry guidance to review our internal practices and identify opportunities for improvement.

Feedback and dialogue within the team are important elements of this process.

5. FUTURE ORGANIZATIONAL DEVELOPMENT

As MALAIK**RAISS** evolves, we intend to further formalize our DEIB guidelines and internal procedures. Areas for future development include structured recruitment practices, professional development opportunities, and relevant training initiatives.

Our objective is to establish organizational practices that support fairness, participation, and respectful collaboration as the company continues to develop.

Berlin, 20.10.2026