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## Shared Value Project

22 September 2020

Dear Shared Value Project,

Since day one, the Cotton On Group ('the Group') has been driven by a single purpose, to make a positive difference in people's lives.

This purpose led the Group to partner with Business for Development and Base Titanium to create the Kenya Cotton program.

Established in 2013, the program aims to improve livelihoods by transitioning subsistence farmers to sustainable cotton farming practices, while creating a single origin supply of cotton for the Group.

Together, we have been able to improve the livelihoods of 3,800 Kenyan farmers and their families through our commitment to procuring 100 percent of the cotton lint, and facilitating connections with our network of spinners and garment manufacturers to create products our customers love.

Creating shared value has underpinned this program since day one. By working directly with farmers we have been able to educate them in more sustainable farming practices, while ensuring a greater financial return for their cotton by removing additional agents and costs from the supply chain.

Today, consumers are demanding greater transparency from brands than ever before, and the Kenya Cotton program provides greater visibility to our customers on where and how our products are made.

We see huge potential in the Kenya Cotton Program which is expected to grow significantly over the next five years as it expands further into the region and across Africa with the recent expansion into Mozambique.

Kenya Cotton is a great example of a program that delivers shared value to all of its partners as farmers livelihoods improve, economies of scale increase, and greater access to sustainably produced cotton is achieved.

Sincerely,

A handwritten signature in black ink, appearing to read "Alice Polglase".

Alice Polglase  
GM Risk & Sustainability  
Cotton On Group