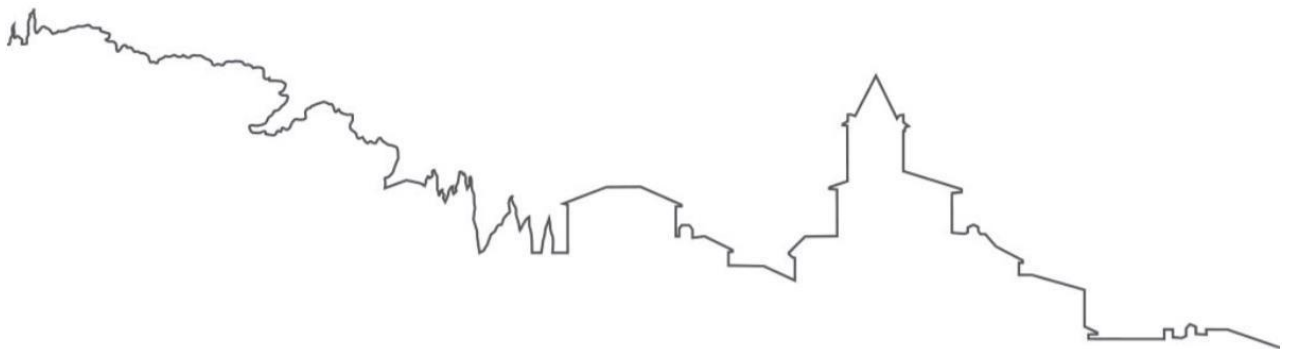




BRUNELLO CUCINELLI

BIODIVERSITY POLICY

*"WE LOVE AND RESPECT MOTHER EARTH"*



# Contents

FOREWORD.....	3
1. OUR COMMITMENT TO PRESERVING THE DIVERSITIES OF CREATION .....	3
2. OUR COMMITMENTS.....	5
2.1. Ideal of the Pleasant Peripheries.....	6
2.1.1. Genius loci.....	6
2.1.2. New Production Sites.....	7
2.1.3. Replanting.....	8
2.2. Regenerative Approach .....	8
2.3. Careful Procurement of Raw Materials.....	9
3. IMPLEMENTATION, MANAGEMENT, AND PROMOTION OF THE BIODIVERSITY POLICY.....	9
3.1. Recipients and scope of application .....	10
3.2. Monitoring and Reporting.....	11
3.3. Validity and Updates of the Policy .....	11
ANNEX The “Our Mother Earth” Decalogue.....	12

## FOREWORD

*"In this harmony with the earth, there was a correspondence between what we got from our work and what we gave to our neighbour. I remember that every year, after the harvest, my grandfather would give the first bale of wheat to the community, an ancient symbol of the balance between profit and giving back, and this symbol became one of the cornerstones of Humanistic Capitalism, one of the greatest gifts of my youth and my future."*<sup>1</sup>

Article 2 of the Convention on Biological Diversity (CBD) defines biodiversity as "the variability among living organisms from all sources, including, inter alia, terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems." **The protection and enhancement of biodiversity** are fundamental elements in ensuring respect for Environmental Sustainability.

For our Casa di Moda, safeguarding biodiversity is an integral part of our broader commitment to protecting Creation. Through this Policy, we formalize our intention to **preserve the diversities of Creation and to safeguard Mother Earth.**

### 1. OUR COMMITMENT TO PRESERVING THE DIVERSITIES OF CREATION

#### Environmental Sustainability

*"Every day, on my way to work, I drive through the scent of the fields, the smell of wood burning in the fireplaces, accompanied by the song of nightingales and the water flowing quietly in the small Caina stream. This serenity, this moderation, this providence of rural life appears to my soul as a lovely symbol of environmental sustainability. I sometimes think that all that we are doing today for a better environment, for the reduction of global warming, focusing on the composition of materials, the removal of harmful ones, on landfills and the control of polluting emissions, is in some ways like the ideal departure towards a world where we go back to regenerating, reusing, repairing, recovering, in other words to using the **gifts of mother earth according to the natural rule**, and this is something within everyone's reach, a conviction that has perhaps been influenced by the first part of my blissful life, spent in the countryside"*<sup>2</sup>

<sup>1</sup> Quote of President Brunello Cucinelli. Corporate website <https://www.brunellocucinelli.com/it/humanistic-capitalism.html>

<sup>2</sup> Quote of President Brunello Cucinelli. Corporate website <https://www.brunellocucinelli.com/it/humanistic-capitalism.html>

Fully aware that “harmonious is sustainable”, Brunello Cucinelli S.p.A. (hereinafter also the “Casa di Moda” “Company” or “Group”) acts daily with the intention of causing no harm to Creation or at least as little as possible.

Care for the environment, including the territories that host us, is a cornerstone of our corporate philosophy which, faithful to the values of **Humanistic Capitalism and Human Sustainability**, considers human beings as “loyal and harmonious guardians of Creation”, called to approach nature and its resources with respect and responsibility.

The Casa di Moda recognizes that Environmental Sustainability is expressed primarily through **conscious protection of the invaluable common good represented by our planet**, with all the richness of its **biodiversity**; therefore, we pay particular attention to the utmost **respect for natural resources and cycles**, as well as to the responsible use of Mother Earth’s gifts.

Through the formalization of this “We Love and Respect Mother Earth” Policy, the Casa di Moda further commits to ensuring that the preservation of Creation’s diversities is always recognized as a guiding principle in business activities.

This Policy is an integrative document to the **Environmental Sustainability Policy “We Always Act as Loyal Guardians of Creation”**.

Furthermore, the Policy is based on the precepts of the “Our Mother Earth” Decalogue (see Annex) and is aligned with the Policy of Human Sustainability “In Harmony with Creation.”

The contents of the Policy also refer to the values and rules of conduct set out in the Organizational and Management Model pursuant to Legislative Decree 231/2001 and are also aligned with the pillars and commitments defined within the Sustainability Plan “In Harmony with Creation”.

The content is intended to ensure alignment with current regulations and international principles, with particular reference to the EU Biodiversity Strategy for 2030, the 1992<sup>3</sup> Rio Declaration on Environment and Development, the Ten Principles of the United Nations

---

<sup>3</sup> Also known as United Nations Framework Convention on Climate Change

Global Compact — particularly Principles VII and VIII — the UN 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), notably SDG 15 – Life on Land, the 2015 Paris Agreement, the European Green Deal, the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct (2023), and the Corporate Sustainability Reporting Directive (CSRD).

The Policy is made accessible to all stakeholders (see 3.1. Recipients and Scope of Application), including all human resources of each Group company, through appropriate communication channels such as publication on the website and corporate intranet, and translation into relevant languages to ensure widespread and effective dissemination. All stakeholders duly informed are required to comply with the principles contained herein.

## 2. OUR COMMITMENTS

We commit to maintaining a **humanly sustainable environment** through the preservation and continuous renewal of biodiversity, with special attention to the utmost respect for resources and natural cycles.

We are responsible for the places we inhabit, the nearby peripheries, and the communities that host us. Our history is deeply and inseparably linked to that of the Hamlet of Solomeo and the local territory.

This responsibility is expressed through a constant dedication to preserving the beauty and uniqueness of the Hamlet, **restoring peripheral areas**, and supporting the socio-economic and cultural development of the entire Umbrian region and its communities.

The Biodiversity Policy is embodied in the commitments the Group has established. This Policy provides the framework for managing all impacts, risks, and opportunities related to biodiversity, land use, and the conservation of ecosystem services relevant to the Casa di Moda.

Moreover, we carefully select raw materials and seek solutions with the least environmental impact, while always preserving quality.

The main areas driving our commitment are: “Ideal of the Pleasant Periphery”, “Regenerative Approach”, and “Careful Procurement of Raw Materials”.

## 2.1. Ideal of the Pleasant Peripheries

*In many people’s lives, the suburbs, contrary to what the term’s literary meaning suggests, are an increasingly “central” concept. In these vast urban communities, everyday life unfolds in varied and powerful ways, bringing with it the need to provide the people who live there with the universal values of dignity, humanity and beauty.<sup>4</sup>*

These concepts can be summarized with the expression “Pleasant Peripheries”.

In accordance with the principle of **respecting the land we occupy**, we commit to **enhancing the periphery surrounding us**.

### 2.1.1. Genius loci

We commit to reducing land consumption as much as possible, ensuring all building projects respect the land we occupy.

The Casa di Moda real estate choices are always made with care and, whenever possible, oriented toward **reclaiming land** and **restoring existing buildings** in full respect of the natural and urban environment, adopting solutions that reflect the *genius loci* and do not compromise aesthetics but rather harmonize with the landscape.

---

<sup>4</sup> Quote of President Brunello Cucinelli. Corporate website <https://www.brunellocucinelli.com/en/solomeo/pleasant-peripheries.html>

*As a guarantee of our commitment:*

- *We prioritize the restoration and redevelopment of existing buildings over new construction.*
- *We respect the ideal of genius loci and landscape aesthetics in all building projects.*

## 2.1.2. New Production Sites

In line with our corporate philosophy, all future expansions will prioritize **reclaiming and redeveloping** disused production sites or factories.

We also commit to ensuring that all new expansions or production sites are built according to criteria required for internationally recognized environmental building certifications, with particular attention to material selection, renewable energy use, people's well-being, quality of indoor working conditions, and **environmental and landscape redevelopment**.

We also monitor the territorial impact of our real estate and industrial choices in coherence with the EU Natura 2000 Network.

Finally, we do not operate in sites located within or near areas sensitive from a biodiversity standpoint, adopting strategic location criteria that support the long-term growth of Casa di Moda in balance with territorial needs.

*As a guarantee of our commitment:*

- *We ensure that all expansions follow sustainability-driven construction principles.*
- *We avoid locating production activities in areas classified as sensitive for biodiversity.*

### 2.1.3. Replanting

Aligned with a custodial attitude, we promote the progressive **regeneration of the territory** through reforestation efforts, land restoration, and the creation of parks within and around the Solomeo headquarters, benefiting local communities and the continual **renewal of local biodiversity**.

Construction and expansion of company buildings are further opportunities to strengthen the harmonious bond between our activities, the territory, and Mother Earth.

#### *As a guarantee of our commitment:*

- *We continue promoting environmental regeneration activities near the Solomeo headquarters.*

## 2.2. Regenerative Approach

To enhance and adopt a regenerative approach toward Creation, we recognize the importance of **conserving biodiversity and ecosystems** across our value chain, especially in raw material procurement. We do this by promoting environmental improvement, monitoring and mitigating impacts, increasing awareness and knowledge of biodiversity, and collaborating with associations and **local communities both nationally and internationally**.

In this regard, we participate in the “Himalayan Regenerative Fashion Living Lab”, aimed at implementing regenerative **agricultural practices, restoring degraded landscapes**, and reviving traditional artisanal skills in certain Himalayan territories. The initiative is the result of a partnership between the Sustainable Markets Initiative (SMI) Fashion Task Force and the Circular Bioeconomy Alliance (CBA).



*As a guarantee of our commitment:*

- *We continue promoting regenerative agriculture practices*
- *We actively collaborate with international initiatives to counter biodiversity loss.*

### 2.3. Careful Procurement of Raw Materials

The Casa di Moda is committed to selecting the highest quality raw materials with great care, carefully evaluating proposals for solutions with lower environmental impact (e.g., packaging for internal logistics and retail).

We also work to obtain increasing traceability of textile products, with the goal of providing customers with information on design, manufacturing, and production obtained through value chain collaboration, including innovative digital tools such as the digital passport, to foster transparency and responsibility toward the environment and biodiversity.

*As a guarantee of our commitment:*

- *We continue collecting and consolidating primary traceability data through digital platforms*

## 3. IMPLEMENTATION, MANAGEMENT, AND PROMOTION OF THE BIODIVERSITY POLICY

The correct application and promotion of this Policy ensure a corporate organization and governance model that positively considers environmental impacts related to biodiversity, land use, and ecosystem services.

Preserving the diversity of Creation is both a responsibility and an opportunity for the Casa di Moda.

As an integrative document to the Environmental Sustainability Policy “We Always Act as Loyal Custodians of Creation”, environmental aspects related to operational sites fall within

the responsibilities of the Facility Management Team, tasked with ensuring appropriate acquisition or leasing, management, maintenance, and upkeep of the Company's properties, with particular attention to environmental aspects. The Council for Human Sustainability and Humanistic Capitalism is designated as directly responsible for implementing, coordinating, monitoring, and updating the Policy.

It is our care to promote and ensure the maximum dissemination of the culture of Human Sustainability and consequently of this Policy, periodically dialoguing with the stakeholders of the Casa di Moda regarding its implementation and any changes made to it

All recipients of the Policy also have the possibility to inquire about its contents and interpretation, to discuss its implementation and to report any criticalities related to its application through the e-mail channel dedicated to the sustainability projects of the Casa di Moda: [humansustainability@brunellocucinelli](mailto:humansustainability@brunellocucinelli).

### **3.1. Recipients and scope of application**

In order to allow the most extensive awareness and knowledge of the principles underlying the Casa di Moda's commitment to the protection of Creation, this Policy identifies as its direct recipients all those who operate in the name and/or on behalf of the Casa di Moda or in its interest.

We thus address the values, principles and commitments set out here to the universality of our stakeholders - internal and external - among whom are included, in a non-exhaustive manner: corporate bodies and their members, human resources and other collaborators, raw material suppliers and small artisan enterprises, consultants and all our other partners. It is our care to disseminate the maximum knowledge of the Policy to all its recipients, through processes of awareness raising and periodic and transparent communication.

We also ask all beneficiaries to observe and promote compliance with the Environmental Sustainability Policy “We Always Act as Loyal Custodians of Creation” and the Human Sustainability Policy “In Harmony with Creation” and to support us in achieving our commitments.

### **3.2. Monitoring and Reporting**

The achievement of the commitments declared within the Policy requires constant monitoring of the Casa di Moda's performance with reference to the environmental matrices and priority areas of impact identified in this document.

Monitoring impacts, risks, and opportunities related to biodiversity is part of the Consolidated Sustainability Report.

### **3.3. Validity and Updates of the Policy**

This Policy comes into force upon approval by the Company's Board of Directors (BoD).

The Policy applies to the Company, its subsidiaries and all human resources, as well as in relations with third parties maintained by those who legitimately operate in the name and on behalf of the Company.

The Policy may be amended to ensure its proper effectiveness over time, contemporaneity and alignment with regulatory developments on the subject as well as international best practices.

## ANNEX The "Our Mother Earth" Decalogue

I. *We have always pursued a fair profit achieved with ethics, dignity and morals, manufacturing highly artisanal products that wouldn't damage Creation, or as little as possible.*

II. *We fully acknowledge the responsibility we have for what we build on the planet hosting us. For this reason, we build our factories in keeping with the spirit of the place, refurbishing and adjusting existing facilities and sparing the Earth instead of further consuming it.*

III. *Any revamping plan for our factories always contains a landscape plan, an architectural plan, a maintenance plan and a plan to promote the facilities' duration over time. No man-made intervention is acceptable unless it is compatible with the regeneration of the land.*

IV. *It is a moral duty to use the resources of Creation pursuant to the ancient laws of nature. For this reason a healthy use of waters and their recovery takes centre-stage in our life and work project. The same also goes for all the other resources, which we use with grace and the utmost focus on climate change.*

V. *Everywhere in the world the ancients worshipped Mother Earth as a main divinity, each according to their traditions. Its value has not decreased over the centuries: for this reason, our crops - olives, grapes, wheat, fruit - are grown according to nature. Similarly, our natural produce is used to prepare food that is then served in our company canteen.*

VI. *From the very start of our business we have wanted our cashmere products to be made exclusively in our wonderful country, Italy, to be passed down to the next generations. We wanted them to be crafted artisanally with top-notch quality raw materials.*

VII. *Our mothers taught us that the art of darning and mending highlights the value of things. John Ruskin used to say that we must necessarily accept the end of the objects we use, still we must do our best to make them last longer. This is precisely the purpose of mending and in our company we have a specific department devoted to it.*

VIII. *Heritage has taught us from the very beginning to use natural fibers for our products. This choice, like the one for quality, enables us to do our part to spare Creation.*

IX. *We like to do our best to support our raw material suppliers to grant them moral and economic dignity. We are keen to tell our customers that the products they purchase are the result of a mindful process that respects all stakeholders contributing to their making.*

X. *Like Pericles in Athens, we too were taught to "respect the magistrates and the law, and to remember that we must protect the victims of offence". We were also taught to "respect the unwritten laws that reside in the universal feeling of what is right and common sense".*