

LETTER FROM OUR CEO

Despite the significant environmental, geopolitical and economic uncertainty surrounding us, or perhaps because of it, at Camper we believe it is more important than ever to reinforce our commitment to the common good, working to achieve our environmental and social goals. We continue to believe that companies can, and must, succeed while also contributing to greater social well-being.

In 2024 we continued working to create better products for our community. Our greatest commitment is to create high-quality products with unique design that stand the test of time and can be repaired. While 99% of our spring-summer collection and 88% of our autumn-winter collection achieved moderate or aspirational performance according to our internal durability index, the carbon footprint of our 2024 collections was 21% lower than in 2019, when we began measuring it. We also continue to innovate with circular products that are easy to repair and/or recycle. During spring 2024 we launched ROKU, an innovative modular design of six parts, created to be assembled and disassembled, repaired and recycled, or customised to create endless looks. Developed over more than three years, it represents our firm commitment to developing more responsible products.

At the same time, we continue to invest in training our teams and in internal promotion. Over the past year we delivered 5,431 hours of training, 15% more than in 2023, and we prioritised internal promotions, achieving 44% of middle and top management vacancies filled internally.

We have reinforced our commitment to the environmental health of our community by supporting marine regeneration projects and encouraging regenerative agriculture practices through our collaboration with organisations such as Save the Med and the Mallorca Preservation Foundation.

At Camper, we believe that the only way to effectively tackle the challenges we face is by working together in collaboration with our employees and other stakeholders (public and private institutions, suppliers, partners, NGOs and other companies in our sector). We are driven by our strong values and ethical principles, and we hope that by doing the right thing we can help improve the world we live in.

